



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 59

NEW YORK, N. Y., MONDAY, MAY 3, 1937

FIVE CENTS

Ad Men See More Boom

AFM DELEGATES TO ASK ANTI-DISK LEGISLATION

New Orleans—Three delegates instructed to fight for a law which would prevent members of the American Federation of Musicians from making sound films, phonograph records or electrical transcriptions, will be sent to the convention of that organization at Louisville in June by the musicians' union here, it is reliably learned.

One resolution adopted by the lo-
(Continued on Page 3)

Petrillo Will Oppose CIO Move in Chicago

Chicago—James Petrillo, local musicians' union head, has issued warning that there will be trouble if the John L. Lewis CIO tries to enter the local field. Though out to increase radio membership, Petrillo recently turned down a group of local announcers who asked him to organize them. Said his is a craft, not vertical, union. He feels there is CIO backing in the American Guild of Radio Announcers & Producers.

2½-Hour Mixed Program 5 Times Weekly on WCKY

Cincinnati — "The All Sports Review" is a new program which started Saturday on WCKY, and which will be heard between 3 and 5:30 p.m. Mondays through Fridays during the summer. Broadcast will feature frequent flashes on baseball scores, race results and other sports news supplied by INS and special sports wires. Popular dance music also will be heard.

Sports news will be handled by Frank Zwygart, who has just joined the staff of WCKY.

Sustaining

WOR is beginning to think that it has the stork on a sustaining basis.

Recently Nat Brusiloff became the father of a girl. A girl was delivered to Mark Hawley, commentator, whose wife Adelaide is the WOR "Woman Reporter."

Now comes Frank Singiser, newscaster, with news of the arrival of a boy.

Rolle with Ripley

The new Robert Ripley series, starting in July, will be aired over an NBC network, with station line-up, time and starting date still remaining indefinite. B. A. Rolle and his orchestra were signed for the series last Friday. Show will be sponsored by General Foods Corp. for one of their cereals. Benton & Bowles is the agency handling the new program.

AIR LINES OFFERED ETHER TIME TIEUPS

Transport air lines are being offered a proposition by Bulova Watch Co. which will plug the respective lines in the Bulova time signals and other spot announcements, in return for privileges of saying that the air pilots depend upon Bulova watches for precision in time, etc.

Bulova is extending its recorded and dramatized spot announcements of 45 seconds for additional coverage, supplementing its network announcements. In connection with the air
(Continued on Page 2)

Pillsbury Flour Renews On 34 NBC Red Stations

Pillsbury Flour Mills Co., through Hutchinson Advertising Co., Minneapolis, has signed a 51-week renewal for "Today's Children" on 34 NBC-Red network stations, Mondays through Fridays, 10:45-11 a.m.

★ THE WEEK IN RADIO ★

... The 40-Hour Week Trend

By M. H. SHAPIRO

IN New York, the five-day week and 40-hour trend proved more or less of a bandwagon proposition, although Saturday has never been a tough one for the average official or employee...quite often a skeleton staff was in evidence during the forenoon and in summer both NBC and CBS were practically on a five-day week...but not all of the technicians and those actually needed for broadcast operations shared in the various holidays...possibly with the ARTA looming, it was deemed wise to steal that organization's fire, and grant concessions, in so far as the

Advertising Activity is Continuing Its Increase, Eckhardt Tells AAA— Agencies Boosting Staffs

MAJORITY OF AGENCIES LAYING OFF SATURDAYS

A telephone survey conducted by RADIO DAILY among the leading radio advertising agencies in New York on Saturday revealed that nine were closed completely, seven operating with a skeleton staff and seven had the full staff on duty. Those closed were Lennen & Mitchell, J. Walter Thompson (until October 1), Batten, Barton, Durstine & Osborn; Compton; Erwin, Wasey & Co. Marchalk & Pratt; William Esty; Benton & Bowles; N. W. Ayer.

The Biow Co.; Lord & Thomas; Newell-Emmett; Kenyon & Eckhardt, Campbell - Ewald Co. of N. Y.; Fletcher & Ellis were operating with skeleton staffs. Latter agency said
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Don Lee to Feed Mutual 90 Mins. on Saturdays

Mutual network hereafter will have a continuous hour and one half of sustaining entertainment every Saturday from the Coast, fed by Don Lee web. Five programs will be embraced in the 90 minutes, heard from 9 to 10:30 p.m. EDST.

White Sulphur Springs, W. Va.— This year's increased advertising activity is showing no signs of slackening, but on the contrary it seems to be increasing at an accelerating rate, Henry Eckhardt, newly-elected chairman of the board of the American Association of Advertising Agencies, stated at the closing session of the AAAA annual convention here. The increased volume of business is bringing big increases in agency personnel and general expansion of agency facilities, he said.

Eckhardt declared that not in the last decade had there been anything like the current rush to add personnel. While no shortage of manpower had developed, he said that the demand for competent workers was
(Continued on Page 3)

NBC SHOWS FROM COAST INCREASE 121 PER CENT

NBC programs, both commercial and sustaining, emanating from Hollywood during the month of March increased 121 per cent over the same month last year, according to NBC statistical department figures. Total was 104 hours, compared with 47 hours in March a year ago. All of which verifies the recent announcement by NBC that they have outgrown their Hollywood facilities. During the same month it was reported that sponsored dramatic programs increased 76 per cent over March, 1936.

Good Tutor

East St. Louis, Mo.—Woody Klose, program director of WTMV, is practically running a school for announcers. KMOX, St. Louis, has grabbed five of his men in two years. They included Frank Cooley, Willard Hemsworth, Jim Alt, Sid Saunders and Spencer Allen. As a result, Klose is trying to dope out an iron-bound contract for announcers.

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FINANCIAL

(Saturday, May 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 1/4	162 3/4	164 1/4	+ 1 3/4
Crosley Radio	19 1/2	19 1/4	19 1/2	+ 1/4
Gen. Electric	54	53 3/8	53 3/8	- 1/8
North American	25	24 3/4	24 7/8	- 1/8
RCA Common	9 1/2	9 1/4	9 1/4
RCA First Pfd.			
RCA \$5 Pfd. B			
Stewart Warner	18 7/8	18 5/8	18 5/8	- 1/8
Zenith Radio			

NEW YORK CURB EXCHANGE

Hazeltine Corp.			
Majestic			
Nat. Union Radio	2 1/2	2 1/4	2 1/2	+ 1/8

KDAL Appointments

Duluth — Gilbert Fawcett, with KDAL since it started last November, has been appointed program director.

Commercial Manager A. H. Flaten also announces that Sam L. Levitan, who has a newspaper and publicity background, has been made director of publicity and special events, while June Lang, who has been singing on a commercial spot, will handle the Woman's Hour in addition to some singing on commercial programs.

E. N. Doernbecher Dead

Tacoma — E. N. Doernbecher, 55, president of Puget Sound Broadcasting Co., operating KVI here, died Friday in the Maynard Hospital. He was formerly interested in KOL, Seattle.

LOUIS ARMSTRONG

AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays,
NBC Blue, 9 P. M.

and week at Paramount, New York
JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.

★ THE WEEK IN RADIO ★

... The 40-Hour Week Trend

(Continued from Page 1)

committee... John Van Cronkhite, president of ARNEW, also tendered his resignation, but the committee refused to act on it... press association reps, however, will serve on an advisory committee... Penn. Supreme Court reserved decision on the appeal of WDAS from the ruling of the lower court which allowed Fred Waring and the National Association of Recording Artists to restrain the outlet from using the Waring phonograph disks... Shell Oil seemed fully satisfied with the WNRC poll on its program questionnaire... the J. Walter Thompson Co. account now being said to want another spot to take advantage of the findings... Wadsworth & Wood, research organization now has more customers for the WNRC surveys... Transradio suing United Press for slander, in action for \$50,000 damages.

The "WLW Line" brought East some excellent sustaining programs,

while some commercials are being signed for near future and Fall commitments... NBC and WOR both announced plans for entering the custom electrical transcription biz in competition to the existing concerns now having a strangle hold on the situation... Baseball sponsors are sponsors who mean business... as indicated by these advertisers committing themselves to spend a possible \$500,000 in Chicago alone... 20th Century-Fox studios will now okay all radio deals by its talent... while the film exhibitors are about ready to seek a conference with the broadcasters through their MPTOA committee.

Opening session of the AAAA annual convention elected Henry Eckhardt (Kenyon & Eckhardt) as chairman of the board, while radio generally was seen in a better light by Arthur Pryor Jr., v.-p. and radio director of BBD&O.

Majority of Agencies Laying Off Saturdays

(Continued from Page 1)

they would close for the summer months beginning the first of June.

Operating with full staffs were McCann-Erickson; Cecil, Warwick & Legler; Paris & Peart; J. M. Mathes (closes starting in June); J. Stirling Getchell; Arthur Kudner; Ruthrauff & Ryan.

A canvass of radio representatives found them all open and using the full staff. E. Katz reported that they would use a skeleton force during the summer months, June through September.

2 New Series Starting

David Lowe, writer, begins a new thrice weekly series titled "New York Reporter," on WINS, at 3:45 p.m. today.

"Let's Visit," WOR program handled by Dave Driscoll and Jerry Danzig, with Jerry Lawrence as location scout, resumes on WOR May 17 after a brief layoff.

Seattle Engineers to Meet

Seattle—The Seattle Section of the Institute of Radio Engineers will hold its next meeting May 28 at KVI's new 5,000-watt W. E. transmitting plant on Vashon Island. James Wallace, KVI chief engineer and chairman of the Section, will be in charge.

Sign Anti-Dental Ad Bill

Boston — Governor Hurley has signed the bill restricting advertising by dentists. It virtually eliminates radio advertising by dental concerns.

Dorothy Gray Joins Biow

Dorothy Gray, formerly of KGO, San Francisco, has joined the radio department of The Biow Co. She succeeded Peggy Roose.

Air Lines Offered Ether Time Tieups

(Continued from Page 1)

line tieups, Bulova will give time signals by courtesy of such-an-such a line whose pilots use Bulova watches. The general use of Bulova time for plane schedules, etc., also will be worked in. Account is handled by The Biow Co.

Set Details on Griffen Show

Complete talent and station line-up for the new Griffen All-White Shoe Cleaner, which begins May 17 over the NBC-Blue network, have been set. Program, to be heard from 7-7:30 p.m. over 41 stations, will feature Barry McKinley, baritone, Jean O'Neill, vocalist, the Tune Twisters and Hughie Barrett's orchestra. Show will be aired as far west as Denver. Birmingham, Castleman & Pierce, Inc. have the account.

Signs Cuban Artist

B. Charles Dean, president of British American Productions, announces that he has signed Graziella Parraga, society leader, best dressed woman and song stylist of Havana, and will handle her for radio. Graziella arrived here Sunday on the Yucatan.

Changes in NBC Bureau

NBC Artists Service, George Engles, has transferred John J. Collins, formerly assigned to Dan S. Tuthill's office, to the audition division, assisting Ernest Cutting. New additions to the staff are Fred Niblo and William Hillpot.

LEO SAYS:

JOE BOLTON'S DAILY TALK ON SPORTS IS THE TALK OF THE TOWN!

WWN DIAL 1010
AFFILIATED WITH M.G.M. LOEW'S



COMING and GOING

WILLIAM B. GELLATLY, WOR sales manager, returned this week from a two week vacation in Bermuda.

KIRSTEN FLAGSTAD, famous Wagnerian soprano of the Metropolitan Opera Company, sails May 12 for London to appear at the Covent Gardens during the Coronation season there.

KERSTIN THORBORG, GERTRUDE WETTERGREN, GINA CIGNA and LAURITZ MELCHOIR, Metropolitan singers, will also journey to England shortly to appear there.

EZIO PINZA and ELISABETH RETHBERG sail to appear at the Salzburgh Opera Festival in August.

MARIAN ANDERSON leaves May 15 for South America for an eight-week stay. She has a series of 25 concerts scheduled.

H. S. TAYLOR, district sales manager of broadcasting equipment for the Graybar Electric Co., left Friday for Chicago to handle the branch office there.

RUTH ETING returns from Washington today after spending the week-end there viewing the cherry blossoms with friends.

G. W. JOHNSTONE, WOR public relations counsel, is in Washington attending the WOL opening. Will return tomorrow.

FRANK RAND, CBS Chicago publicity director, went to Boston over the week-end.

JOHN VAN CRONKHITE was in New York from Chicago over the week-end and left yesterday for Washington.

LANNY ROSS, signed to appear for two weeks at the Dallas Exposition, will leave for that city the middle of July. He opens at the Pan-American Casino July 24.

KATHRYN CRAVENS flew to Chicago Sunday from New York.

MARY PICKFORD returns today from Europe on the Queen Mary.

H. H. BOYCE, CBS vice president in charge of sales, in Chicago conferring with Blackett, Sample and Hummert.

MME. MARY PONS, mother of Lily Pons, arrived from France Saturday aboard the Paris.

JUNE BAKER, home management director of WGN, Chicago, is in New York, and will do her broadcasts for the next two weeks from here.

PAUL K. TRAUTWEIN, president of Mirror Record Corp., has returned from a four day trip through Connecticut and central Massachusetts.

A. H. SAXTON of San Francisco, R. H. OWEN of Denver, H. C. LUTTGENS of Chicago, S. E. LEONARD of Cleveland, W. J. PURCELL of Schenectady and A. E. JOHNSON of Washington, all NBC division engineers, are in town for week's confab, with G. J. Milne of New York also taking part.

Chipso Program Shifted

Procter & Gamble Co. (Chipso) today shifts its "Personal Column of the Air" program to the 4:15-4:30 p.m. spot on the NBC-Red network, Mondays through Thursdays. Blue network period remains unchanged.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

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

AD BOOM CONTINUING; AGENCIES ADDING MEN

(Continued from Page 1)

especially heavy in radio departments of agencies.

Eckhardt is noted in agency circles for having taken the agency of Kenyon & Eckhardt, formed in October, 1929, through the depression with constant growth in size. Only once, in the summer of 1932, did his agency cut salaries. Five months later the pay cuts were cancelled, and staff members received all their deductions in a lump sum.

He said that projects of the agency association included:

1—Making effective the copy code agreed upon by leading advertising interests, several years ago, but disregarded by many advertisers.

2—Scientific studies of the economics of advertising.

3—Study of the effect of advertising on popular thinking.

4—More accurate measurement of the effectiveness of advertising and advertising media.

The convention ended Saturday with completion of a golf tournament. NBC was host to the advertising agents at a cocktail party Friday, preceding the convention's annual banquet. Both NBC and CBS were among the sponsors of the banquet entertainment, joining forces with newspaper, magazine and outdoor interests to offer a sound film in which the advertising agents were razed unmercifully. Authors of the skits in the movie were anonymous, Clair Maxwell of Life Magazine taking the rap as chairman of the committee of sponsors.

While the convention this year had fewer speeches on radio than any other recent convention, radio men said this was no indication of lagging interest in radio. On the contrary, they said, it showed that agencies had pretty well solidified their radio organizations and methods, so that discussion of technique was no longer demanded.

Del Casino at Paramount

Del Casino will appear at the Paramount Theater on Broadway the week of May 5. Paul Ross of the Columbia Artists Inc handled the booking.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31			

BIRTHDAYS

May 3
Greetings from Radio Daily
to
Mary Small
Dott Curtis Massey

WHN Adds Half-Hour

WHN, beginning today, will sign off at 1:30 a.m., instead of 1 a.m.

AFM DELEGATES TO ASK ANTI-DISK LEGISLATION

(Continued from Page 1)

cal union instructs its delegates to seek legislation which would prohibit the making of sound films by AFM members; the other orders the trio to work for a regulation which would prohibit the making of phonograph records and electrical transcriptions.

The action against records and transcriptions is thought to arise here from the fact that musicians feel these two elements are doing more than anything to destroy their employment opportunities in radio stations. For some time the complaint has been heard in musical circles that though the city has five radio stations, only one employs a staff orchestra. Two, one of which hires the local unit, are fed by chain wires. The third is chain and transcription fed, while the other two run almost entirely on phonograph records and transcriptions.

However, well-informed sources believe the action is directed against coin music machines as well as radio.

Radio Education Report Distributed by WBIG

Greensboro, N. C.—A Report on Radio Education by Eunice Kneee, instructor in history in the senior high school here, recently delivered to the faculty, has been reprinted by Major Edney Ridge, director of WBIG, for distribution to all schools and colleges in this area.

Facts about the radio's educational sphere, suggestions for teaching appreciation of the better class programs, and other matters are discussed in the report. Miss Kneee points out that 139 out of 140 students in her classes have radios at home, and number of listeners to educational and higher type entertainment programs showed an increase.

The Greensboro City School System has a regular educational series on the air, broadcast over WBIG every Wednesday at 8:45 p.m. The station's cooperation is reflected in a total of more than 50 weekly broadcasts that fall in the educational category. This is exclusive of news periods.

Dot and Jack Reid Sign Off

Dot and Jack Reid, WMCA harmony team, leave the airwaves for the summer months to operate a hotel in Quogue, L. I. They will return to the station again in the Fall.

FOR SALE

12 daily five minute news broadcasts — one every hour — over Detroit's most popular local independent station, WJBK.

WJBK dominates the radio news field in the Detroit market of over 2,000,000 people.

These twelve daily news broadcasts will be sold as a complete package to one sponsor.

The sources of WJBK's news is **Transradio Press Service.**

The programming of WJBK's news is under the direction of VanCronkhite Associates Inc., —radio's foremost news experts.

The price for these twelve daily news broadcasts are startlingly low.

It is—undeniably—Detroit's best radio bargain.

WRITE OR WIRE

JAMES F. HOPKINS, *President and General Manager*

RADIO STATION

WJBK

6559 HAMILTON AVE.
DETROIT

RADIO



This is one spread from the 56-page "RADIO IN 1937" just issued by the COLUMBIA BROADCASTING SYSTEM. The book gives detailed information on U.S. radio ownership and listening habits. A limited edition is available for executives. CBS 485 Madison Ave., N. Y.

AGE AND SEX

	MORNING		AFTERNOON		EVENING	
	WINTER	SUMMER	WINTER	SUMMER	WINTER	SUMMER
MALE	37.5%	34.7%	36.0%	40.8%	46.9%	48.2%
OVER 18 YRS.	25.0%	21.7%	24.0%	27.2%	34.4%	37.9%
UNDER 18 YRS.	12.5%	13.0%	12.0%	13.6%	12.5%	10.3%
	MORNING		AFTERNOON		EVENING	
	WINTER	SUMMER	WINTER	SUMMER	WINTER	SUMMER
FEMALE	62.5%	65.3%	64.0%	59.2%	53.1%	51.8%
OVER 18 YRS.	50.0%	47.9%	48.0%	45.6%	43.7%	41.5%
UNDER 18 YRS.	12.5%	17.4%	16.0%	13.6%	9.4%	10.3%
TOTAL	100%	100%	100%	100%	100%	100%

OF THE RADIO AUDIENCE

These figures give *over-all* dimensions of the radio audience in terms of the men and women, the adults and children who listen regularly winter and summer. It is interesting to note the large percentage of men who listen morning and afternoon (as well as evening). In millions of homes, radio continues as a *family* medium throughout the day. Advertisers know the power of this *family* influence in daytime campaigns for the acceptance of any product is helped enormously when radio gets for it the support of *both* the purchasing-agents of the home! The correlation of this year's figures with those first published in RADIO IN 1936 is extremely close. The *Winter* figures show virtually no variation; the *Summer* figures show a slight increase in the percentage of women listening in the morning.

NEW BUSINESS

Signed by Stations

WHOM, Jersey City

Foot Health Institute, New York, daily except Sun., 5-min. period, in German, 52 weeks; Lettier Bros., New York, daily except Sun., announcement, in Italian, 13 weeks; Kent Remedies, Brooklyn, 15-min. Sunday program, in Polish; Rhineland Gardens, West Caldwell, N. J., daily except Sun., announcement, in German, 13 weeks; Bloom & Krup, New York, 3 announcements weekly, in Jewish; Roosevelt Theater, New York, daily except Sun., announcement, in Jewish, 13 weeks.

WGH, Newport News

Ligget & Myers, Sport Resume, six days weekly; Gardner Nursery, The Old Gardener, 5-min. daily except Sunday; Goodrich Silvertown Stores, 15-min. weekly program, 13 weeks; Hogshire Tent & Awning Mfg. Co. Inc., 15-min. program weekly, 13 weeks; Polar Distilled Water Co., spots; William B. Sanders Inc., spots.

WOOD-WASH, Grand Rapids

Beaumont Laboratories, 100 one-min. disks, through H. W. Kastor; Swift & Co., 36 spots, through Stack-Goble; Hekman Biscuit Co., 300 spots, through Stevens Inc.; Wolverine Empire Refining Co., 30 spots, through Luckey Bowman Inc. Silver Foam Brewing, 624 spots.

WBT, Charlotte

Gulfspray, Question Box, with Lee Kirby, 15-min., thrice weekly; Chadbourn Marketing Co., Chadbourn, N. C., seven station breaks on Chadbourn Strawberry Festival.

WMAZ, Macon

Dr. Pepper, 5:35 p.m., daily station breaks; First National Bank & Trust Co., 11:30 a.m., five times weekly station breaks; A. B. Lee Plumbing & Heating Co., 8:45 a.m., four times weekly station breaks.

Philco Raises Prices

Philadelphia—Philco on Saturday raised the price on five of its auto radio models, the figures now running from \$42.95 to \$64.95.

WTMV to Celebrate

East St. Louis—WTMV celebrates its second anniversary May 19 with a special show aired from the stage of the Majestic Theater.

WBRY, Waterbury

American Tobacco (Lucky Strikes), Yale News, presented by Yale News staff, five times weekly.

KHJ, Los Angeles

Ward Refrigerator Co., "Icities and Oddities," 5-min. disk, thrice weekly, through Logan & Stebbins.

WICC, Bridgeport

Bond Stores Inc., 5-min. five-a-week sportcast, with Bob Wilson.

WNEW, New York

American Airlines Inc., a series of spot announcements.



PETTY CASH VOUCHER—Week ending April 30

● ● ● Friday... Attend "Wake Up and Live" that night and howl when the scene is flashed on the screen showing Grace Bradley and Jack Haley arriving at Grand Central and are mobbed by agents... When Walter Catlett is seen walking toward them, five people in the Roxy (apparently in show business) shouted simultaneously "Ohmighad, Lou Irwin!"

● ● ● Saturday... On the way up to the Lester Lee mansion in Conn. stop off to visit the John Mayos and have a cocktail... Wind up in New Haven by mistake and decide to retrace our way via the waterfront of the Sound... The moon (to us) was never brighter and relaxation is easily afforded... Recommended to nerve-racked execs for complete relaxation... Sunday... Clean and fix the car under the sweltering sun causing the motor to drop to the ground.

● ● ● Monday... Lunch at Lindy's and see Joe Pincus of 20th Century-Fox and Joe Moskowitz, v.p. of the flicker firm... Have been seeing them there daily... Looking for pix talent from radio?... Alan Courtney stops by to chat with Jack Pearl who takes us to Fifth Ave., where he's to get a scalp treatment... We watch the proceedings with Mrs. Pearl and learn that Gary Cooper, George Kaufman, Eddie Duchin and Cliff Hall are customers... Also the Duke of Windsor in their London branch... So we decide to take a course.

● ● ● Tuesday... Jerry Cooper phones to ascertain our presence at his farewell party... Jack Bregman of Robbins and Tess (Aunt Jemina) Gardell wave to us... That night we view the French Casino show, which we felt was the most breath-taking spectacle ever displayed on Main Street... Vincent Travers plays a great show while Rudolph Friml, Jr. does all right with dance music... Later to the Commodore to hear Tommy Dorsey swing out on "Marie" to the delight of society's younger set... A lump of sugar hits us on the back of our neck. We turn to see the pitcher and it's Ralph Wonders talking with Edythe Wright... He suddenly departs. Later, at Lindy's we pass Ralph again, talking with Russ Morgan and Dave Franklin... To the Hickory House for more swing.

● ● ● Wednesday... Attend Jerry Cooper's party and Harry Link relates a story which we'll use soon... Jolly Bill Steinke asks us to hear one of his morning shows... At NBC, Alan Kent relates a rather risqué tale for Harry von Zell and Phil Duey... Later Bea Lillie wonders what caused the riot at her rehearsal... Teddy Bergman looks innocent enough... Scrappy Lambert talking to two girls with ROLLER SKATES in the studio.

● ● ● Thursday... Take the first scalp treatment and place our hand to the dome wondering if it's sprouting yet... At the Kate Smith rehearsal, Edward G. Robinson conducts the band and adds his voice to the chorus of Kate's song... This prompted one of the sponsors to remark: "He's acting as though he were the SPONSOR!"... Ted Collins refuses to talk to us... Sam Weisboard relates a tip... Later we confront Shaw Newton, vice p. of Brooks, Smith, French & Dorrance, and a swell fellow to know. He tells us of the chap who tried to sell him a morning program to REVOLUTIONIZE morning programs... To which Shaw replied: "Don't tell me—I know. Put them on in the AFTERNOON"... Kelvin Keech, the word slinger, remarks about our hair.

Total expenses... Ten bucks for hair treatment. Auditor's remarks: Request denied... Since when are we financing YOUR picture career!

GUEST-ING

MARY GARDEN, BASIL RATHBONE, CONNIE BOSWELL and JANICE PORTER, on Bing Crosby Kraft Music Hall, May 6 (NBC-Red, 10 p.m.)

MILTON HERTH, swing organist, on Al Pearce Ford program, May 4 (CBS, 9 p.m.)

NADINE CONNER, MARGARET McCRAE and ELIZABETH WILSON, on Lanny Ross' "Show Boat," May 6 (NBC-Red, 9 p.m.)

EDDIE LEONARD, VIVIENNE SEGAL, MAYBEL WAYNE, JOHN HALLIDAY and HARRY MARSHALL, on Chamberlain Brown program, today (WMCA, 1:30 p.m.)

WHITFORD KANE of "Excursion," on Charlotte Buchwald program, tomorrow (WMCA, 1:45 p.m.)

JASCHA HEIFITZ, on Ford Sunday Evening Hour, May 9 (CBS, 9 p.m.)

Composers' Group Wins Hotel Radio Test Case

In a test case revolving around the rights of a hotel to rebroadcast copyright music picked up from a radio station over its master control system without payment to the owners of the copyright, Judge John M. Woolsey of the Federal Court last week handed down a decision against the defendant, Statler Hotels Inc., and awarded the plaintiff, European Stage Authors & Composers Inc., \$250 damages plus court costs. The judge held that radio broadcast reproductions of sound without permission constituted an infringement of copyrights.

According to the decision, all hotels now employing a master control board, with receiving sets placed in every room, are liable to damages if they carry a copyrighted musical number picked up from any broadcasting chain or station in the country.

The case was a test to see if it would be possible for the SESAC and ASCAP to license all master receiving sets now in operation.

Patricia Norman for Short

Patricia Norman, young singer who replaced Edith Dick on the American Tobacco "Hit Parade" broadcasts last week, has been signed to make a short for Vitaphone. Screening will be made this week with Carl Hoff and his orchestra. Miss Norman was set on Lucky Strike shows when Miss Dick was called to the coast for movie commitments.

AAAA Officers to be Guests

Newly elected officers of the American Association of Advertising Agencies will be honored at the Advertising Club luncheon Thursday. Talks will be aired over WMCA, 1:15 to 2:00 p.m.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

GERTRUDE LAWRENCE refuses to go ether-nautical with "Showboat" because it would mean giving up "Susan and God"... Her Young & Rubicam tie-up may presage air-show a deux, with Lanny Ross, for Sanka... Evelyn Chandler makes her bow on skates at the New Yorker tomorrow with the Ice Carnival... Greta Stueckgold, now airplaning to N. Y., will fly to Berlin to take care of funeral arrangements... Connie Boswell's stepping in on the Bing Crosby Show, when she had her own engagement at the L.A. Paramount to worry about, was in the grand old trouping tradition... Shirley Howard to deliver six more disks for Rubinoff next week... The cocktail birthday party for Frank Parker on Thursday was executed by Carolina Lazzari of the Met in her studios in the Met Opera Building... Frank was 30... Everyone but the cast of the Tuesday Ford Show seems positive it's booked for 22 cities on its way to the coast...

When Martha Boswell entertains Bill Burton at the old manse (cottage to you) weekends she expects him to take all his exercise at the Remington... Bill's authoring a play with Broadway and Hollywood possibilities... "Slightly Terrific," the Ken Lyons-Elliott Grennard opus scheduled for May 21 rehearsal, does a "Once In A Lifetime" for radio... Yvette Rugel's teens-age daughter, Patricia Dooley, is being groomed by mama for ether - doings Helen Gray, femme philosopher from KYW, Philly, starts a new WHN series at 2:15 p.m. today...

Radio Row to rusticate... The Armbrusters, Richard and spouse, Gus Henschen, Andre Kostelanetz and La Pons, Larry Marsh, Tim and Irene, Stoopnagle and Madame, the Mario Chamlees and Frank Parker will all be within a crooner's whisper of each other up South Norwalk-way come the dog days... with Gladys Swarthout and husband Frank on the list of favored visitors... Parker's leasing Stoopnagle's boat... C. W. Fitch (NBC program department's business mgr.) helped assistant Helen Guy to celebrate her 15th year of continuous service with WJZ and WEA... Evelyn Huff succeeds Polly Lewinsohn as WKY, Oklahoma City, receptionist... Aurelia Divener is the new switchboard divinity at WDRC, Hartford...



Norge Varieties

Second of the Norge disk series, heard 11:45 a.m. Mondays and Fridays over WOR, headlined Tom Howard and George Shelton in more or less of a rehash of stuff they have done before. Like the first program, in which Julia Sanderson and Frank Crumit did their familiar line, the Howard and Shelton patter was without distinction. Al and Lee Reiser also did some ivory tickling.

Margie Ann Knapp

Scouts looking for new radio talent will find a real bet in a young miss named Margie Ann Knapp, who appeared with Don Albert's Orchestra at 7 p.m. Friday over WHN. Though announced as only 12 years old, Margie sings in a well-matured style, with plenty of vocal quality, volume and flexibility, plus sweetness. She did three numbers, "Spring Clean-

ing," "What Will I Tell My Heart" and "I've Got My Love to Keep Me Warm," and put them over exceptionally well. Albert's orchestra, heard in various WHN spots, gave the youngster a good background.

Vallee's Varieties

With Rudy Vallee absent from the show for the third time in seven years, this program embarked on a slightly different sort of entertainment last Thursday. Edgar Bergen and his dummy, Charlie, carried off top honors doubling between their regular sessions of comedy and emceeing the whole performance. The show, as usual, was spotted with guest stars, namely Alice Marble, a tennis player, and Sybil Jason, young film star, but the program was all Bergen as far as the listening audience was concerned. All in all, it was a fast moving, enjoyable performance.

ORCHESTRAS - MUSIC

THE California Collegians, just returned from Hollywood, opened Friday at the Michigan Theater, Detroit. Fanchon & Marco Enterprises set the deal.

Mickey Alpert will bring his own orchestra to Ben Marden's new Riviera, opening May 27, and will be aired over WOR-Mutual. He will function in a double capacity as batonist-vocalist.

New York Philharmonic - Symphony Orchestra, conducted by Alexander Smallens, will make its first sponsored broadcast on Friday, 10-10:30 p.m., over CBS as guest orchestra on the program sponsored by a group of American banks.

Benny Pollack and Archie Loveland and their respective orks have signed with Rockwell-O'Keefe.

Russ Morgan and the music-making boys have been signed by Vitaphone to make a short. The deal was handled by Harry Engel of Fanchon & Marco Enterprises in conjunction with CRA.

Harry Brader, who batoned several pit orks in Omaha theaters at one time, returned from Minneapolis to conduct the Omaha Civic Symphony in a special program over KOIL. He's now in the Minneapolis symphony's first violin section.

Freddie Ebener's band, heard on Omaha station sustainers, has opened the new Chez Paree in East Omaha.

Adah Smith Alison, WICC pianist, has been appointed president of the Connecticut Federation of Music Clubs, as the unanimous choice of the governing board.

Three new works by young American composers will be given their world premiere at the Westminster Choir School's Second Annual Festival of American Music, when they are broadcast from Princeton, N. J., over CBS on Wednesday, 3:45-4:30 p.m. The program will be one of Columbia's highlights for National Music Week. Paul Creston's Quartet, Eda Rapaport's Sonata, and "Three Songs in Praise of Death" by John Duke, are the favored selections.

Haydn's "Coronation Mass" and Sir Edward Elgar's "Coronation March," composed for the coronation of King George V and Queen Mary in 1911, will be featured in an all-coronation program to be presented during the Chicago Symphonic Hour on Friday, 11:05 p.m. EDST, over the NBC-Blue network.

Guy Lombardo and ork have been signed as the Roosevelt Grill musical attraction for the Fall and Winter season of 1937-1938, effective in September. The Lombardo contingent has embarked on its customary tour throughout the country which will terminate with the return of the orchestra to the Grill.

"Harry Ford and His Missouri Mules" is a new half hour feature at 7 a.m., daily except Sundays over WTMJ, Milwaukee.

★ F. C. C. ★
ACTIVITIES

APPLICATIONS RECEIVED

KQV, Pittsburgh. CP for new relay station. 31100, 34600, 37600, 40600 kc., 5 watts. Richard Field Lewis, Oakland, Cal. CP for new station. 1160 kc., 1 Kw., daytime. KEHE, Los Angeles. CP for auxiliary transmitter to operate on 1 Kw. for emergency purposes only.

APPLICATION RETURNED

Broadcasters, Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

EXAMINER'S RECOMMENDATIONS

KFXR, Oklahoma City. Renewal of license and consent to assignment of license to Plaza Court Broadcasting Co. be granted. 1310 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS GRANTED

WKZO, Kalamazoo, Mich. CP to move transmitter, changes in equipment. 590 kc., 250 watts night, 1 Kw. day, unlimited. KALB, Alexandria, La. Mod. of license to change frequency, power and hours to 1210 kc., 100 watts, unlimited.

WGBI, Scranton, Pa. Mod. of license to increase power to 500 watts, 1 Kw. LS., share time. 880 kc.

APPLICATION DENIED

Isador Goldwasser, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime. Bayou Broadcasting Co., Houston. CP for new station. 1210 kc., 100 watts, daytime.

HEARINGS SCHEDULED

May 3: J. Leslie Doss, Sarasota, Fla. CP for new station. 1390 kc., 250 watts, daytime. WPEN, Philadelphia. Mod. of license to 920 kc., 1 Kw., share time day and night. WRAX, Philadelphia. Mod. of license to 920 kc., 1 Kw., share time day and night. WORL, Boston. Mod. of license. 920 kc., 1 Kw., unlimited.

May 4: Clarence A. Berger & Saul S. Freeman, Couer d'Alene, Idaho. CP for new station. 1200 kc., 100 watts, daytime.

KGKO, Wichita Falls, Tex. Mod. of CP 570 kc., 1 Kw., 5 Kw. LS., unlimited. May 5: Northern Broadcasting Co., Traverse City, Mich. CP for new station. 830 kc., 500 watts, daytime.

WLB, Minneapolis. Mod. of license. 760 kc., 5 Kw. LS., share time.

WCAL, Northfield, Minn. Mod. of license. 760 kc., 5 Kw. LS., share time.

WTNC, Minneapolis. Mod. of license. 1250 kc., 1 Kw., 5 Kw. LS., unlimited.

May 6: Advertising Publishing Co., Ltd., Honolulu, T. H. CP for new station. 1370 kc., 100 watts, unlimited.

Fred J. Hart, Honolulu, T. H. CP for new station. 600 kc., 250 watts, unlimited.

Central States Broadcasting Co., Council Bluffs, Ia. CP for new station. 1500 kc., 100 watts, unlimited.

Sioux City Broadcasting Co., Sioux City, Ia. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

C. W. Corkhill, Sioux City. CP for new station. 1420 kc., 100 watts, unlimited.

May 7: W. E. Whitmore, Hobbs, N. Mex. CP for new station. 1500 kc., 100 watts, daytime.

WEAN, Providence, R. I. CP for change in power to 1 Kw., 5 Kw. LS. 780 kc., unlimited.

NBC Derby Unit in Louisville

A. A. Schechter, NBC director of news and special events department; Clem McCarthy, Charles Lyons, Lyle Van, George Patterson, NBC announcers; R. A. Limburg and a staff of six other engineers, arrive in Louisville today to prepare for five pre-Kentucky Derby broadcasts and the actual broadcast of the Derby next Saturday. On Wednesday, George Gouge, account executive on the Brown & Williamson account, sponsors of the Derby broadcast, Arthur Pryor Jr., radio director, and Ken Fickett, production man, all of BBDO, Brown & Williamson's advertising agents, will arrive in Louisville. WAVE will serve as the local pick-up point for all NBC broadcasts from the trade.



★ Coast-to-Coast ★



ED STODEL, formerly on editorial staff of the Los Angeles Herald-Express, and who inaugurated the first regular radio news service for that paper a number of years ago, is now editing and producing the International and Universal News Broadcast seven nights a week over KFWB.

Don Lee is trying out ticketless audience shows with its old time mel-ler series, Gaslite Theater on Mutual Saturday nights. Productions staged in KHJ's studio theater.

John A. Reber, vice-pres. in charge of radio for J. Walter Thompson, here from New York to stay a month, supervising the new JWT shows getting under way, particularly the Grace Moore.

Frank Forrest, in from a 20,000-mile concert tour says that at almost every concert he was impressed with the number who knew him through his programs on the air.

Basil Rathbone makes his third appearance on Bing Crosby's Kraft show Thursday.

Ed Wilcox, Outdoor Reporter commentary program, back on the air via KFWB and KFOX, which marks his fifth year of the series. Placed through Dan Miner Co.

Willis Werner, radio ed of San Diego Sun, in town visiting stations, agencies and friends.

Dave Young, producer of Don Lee net's "Sycamore Street" serial, tricked the street car company into doing the sound effects for his theme disk.

Harrison Holliway, manager of KFI-KECA, spent the week end in San Francisco, watching the yacht races.

Jack Oakie is carrying his college presidency to College Humor, with a page ad series in which he will talk, a la college president, to Humor's readers.

Gertie and Buddy Messenger, juvenile stars of ten years ago, and now trying to get back in the films, will be on next Hollywood Extra program, KFI.

Columbia Bureau Signs 5

Latest additions to the talent under management of Columbia Artists Inc. include Raymond Scott, music writer and conductor; Carl Carmer, author; and Dr. Harry Hagen, radio spelling-see master; Robert Gibson, singing CBS page boy, and Johnny Russell, from radio and night club circles. Gibson and Russell start sustainings this week.

Jimmy Winchester Shifted

Jimmy Winchester, announcer for Teleflash, has been transferred from the New York offices to Baltimore. Winchester last year did football broadcasts for WBAL under the sponsorship of Atlantic Refining, and will resume the broadcasting of sporting events over that station upon his return to Baltimore next week.

CLEM McCARTHY, ace NBC turf commentator, stopped briefly in Cincinnati last week while on his way to Louisville, where he is to make several network broadcasts prior to and during the running of the Kentucky Derby. McCarthy had lunch in Cincy with L. B. Wilson, president of WCKY before leaving for Louisville. Last year the veteran racing expert broadcast the Latonia Derby through WCKY and NBC, and it is possible he may do so again this year.

WTMJ (Milwaukee) announcers and staff members are watching their P's and Q's these days. Reason: Doghouse Court now aired weekly by WTMJ. Those making boners go on trial, with listeners who report boners getting prizes.

Harry Bibb, salesman at WTMV, East St. Louis, made the rounds of Chicago agencies last week.

Uncle Ezra and the Hoosier Hot Shots are tentatively slated to make a personal appearance at the Great Lakes Exposition, Cleveland, June 8, with their air date on June 7 emanating from WTAM.

Cheery Berry—Tidewater's air sensation—is conducting a Luncheon Club daily 12:30-1 p.m. at WGH, Newport News, Va. He plays tunes and chats.

Henry Saeveke Jr., on the staff of WTMJ, Milwaukee, for six years as operator, sound man and production chief, has switched to the sales staff.

Doug Grant, program director of WMT, Cedar Rapids, has several staff rivals as a photography fan. Ray Cox, Charles F. Quentin, Michael McElroy, John Palmer and Art Shepherd also are camera enthusiasts.

KGNO, Dodge City, has added an office for the continuity pounders. John C. Drake also thinks the new green decorative scheme for the offices is right in season.

KVI (Seattle-Tacoma) briefs: Elvin Evans, production manager, doing an early morning "shift" since recent adoption of a baby girl....Ruben Gaines, former business manager of Tacoma Philharmonic, joined as announcer and music director.... James Wallace, chief engineer, recently elected chairman of Seattle Section of Institute of Radio Engineers and vice-president of Tacoma Engineers Club....Ernest Estes, transmitter engineer, married Marie Morisse on Saturday....Leonard Higgens, newscaster, is on active duty during U. S. Army Third Division encampment—he's a lieutenant....Dorothy Ann Simpson has joined as secretary-receptionist.

A record for poems received from listeners is claimed by WTMV, East St. Louis, an envelope with 126 verses having been received the other day by "The Family Man."

J. J. Beloungy, chief engineer at WBT, Charlotte, who is an enthusiastic rifleman, attends the Kannapolis Rifle & Pistol Club shoot on Friday. WBT will air a half-hour program on the event, 3-3:30 p.m.

As a "Special Feature Service," WWJ, Detroit, last week presented a broadcast direct from the scene of the London, Ont., flood area, the 15-minute period, picked up by remote wire, consisted of descriptions of the situation, given by Phillip Morris, program director of CFPL, London, Ont.

WBAL, Baltimore, has started a series of safety talks under the direction of Walter R. Rudy, Commissioner of Motor Vehicles, in an effort to reduce traffic accidents.

A high wind which swept Maryland last week wrecked one of the towers of the WFBR, Baltimore, and the station was forced off the air for a short time.

Virginia Verrill's new CBS program from the coast, at 5:30 p.m. Saturdays, starts this week.

Students of 13 junior and senior high schools in Pittsburgh were heard in the "Music and American Youth" program to be broadcast to the NBC red network through the facilities of WCAE on Sunday morning.

WOW, Omaha, will resume safety broadcasts by remote control from the police station. Police Captain Frank Rose will be at the mike.

Announcer Bill Baldwin of WOW, Omaha, has been chosen for a role in the Ak-Sar-Ben den show to be presented next fall by that civic organization.

Joel Wahlberg, chief announcer at WGH, Newport News, last week concluded another of the annual music contests put on in cooperation with the Music Dep't of the Newport News Board of Education. A Music Memory Contest as a test for the music class students comprised the final broadcast.

The Saturday Night All-Request Jamboree at KDYL, Salt Lake City, with Myron Fox, announcer, m.c., hit a new high in number of requests phoned, telegraphed and mailed the other day when over 500 requests per hour were checked by Fox. High jinks of a very informal variety coupled with the request feature are considered responsible for the program's increasing popularity.

JULIAN BENTLEY, WLS news editor is now doing five regular news broadcasts each day. This totals up more than four hours a week of commentary. One is in the form of a news parade for school children, another is aimed entirely at adults.

Don and Helen Bush, harmony team, have been added to the WLS staff. They came from KQV, Pittsburgh.

University Broadcasting council launched a program, "New Voices for Old," on Friday over WIND featuring Regina Hjertelius, De Paul university, voice and diction expert.

McLaughlin's Manor House coffee has a new five minute review of news oddities by Chuck Acree on the WLS Homemakers hour three times a week.

Conklin Mann, assistant to President Burrige Butler of WLS, to New York Wednesday to give his daughter in marriage.

Capt. Paul Fogarty auditioning "Rube Appleberry," a baseball favorite of a few years back, at WGN from Chappell Brothers (dog food). Fogarty syndicates Rube Appleberry for a flock of newspapers.

Bill Murray of William Morris visiting the local office.

John Reber, radio boss at J. Walter Thompson's, dropped off at Wrigley building headquarters here en route to Hollywood to set new Chase & Sanborn show.

Dick Marvin of J. Walter Thompson's office back from Nashville where he listened to WSM's "Grand Ole Opry." Seems J. W. T. has some prospective national sponsors in mind.

Joe Emerson, soloist of Hymns of all Churches, Fred Jackey, choir director, and George Thorndyke, announcer, all for Gold Medal time in Minneapolis over week-end to confer with sponsor, General Mills.

Milt Herth, WIND organist, left for New York over the week-end to make a guest appearance with Al Pearce on the Ford hour Tuesday. He will stay in the east for additional radio work.

Henry Busse's Marro Oil broadcasts moved from Wednesday afternoons to 10:45 a.m. Sunday mornings over WMAQ-NBC.

Jack Ross of Ranch Boys Trio (Fitch Jingle program) gave a quart of blood for transfusion for his wife at American hospital last Wednesday.

Joan Blaine back from a vacation and resumed in "A Tale of Today" Sunday.

A. D. (Scotty) Scott, NBC production man, heard a baritone warbling "Cosi Cosa" in the corridor. Went out to listen and found Bill Weaver, page boy. Now they're using him on NBC Club Matinee.

Homer Griffith (Friendly Philosopher) started a new weekly program over WLS at 8:30 a.m. Saturday.



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 60

NEW YORK, N. Y., TUESDAY, MAY 4, 1937

FIVE CENTS

RCA Quarter Net Up 43%

Looking On AND LISTENING IN

RADIO TAX Considerable apprehension has been aroused in the broadcasting field by the most recent proposal for the taxing of radio stations on a wattage basis.

It is not the idea of the tax that looms most ominously, but the suggested taxation scale, which would start at \$1 per watt a year on stations having up to 1,000 watts and increase to \$3 a watt annually on stations having more than 10,000 watts.

Thus a 500,000-watt like WLW would have a tax bill of \$1,500,000 or much more than the station earns in a year, and the 50,000-watt stations also would have some time trying to pay a yearly tax of \$150,000 merely for the privilege of being in business.

There is something sinister, political or otherwise, behind any tax proposal that will be so confiscatory.

Luckily, before such legislation could be enacted it would have to receive the approval of an alert and easily informed public sentiment which knows its interests and welfare better than the politicians do.

BROADWAY WAIL Legitimate stage people complain that Thursday night has become the poorest of the week for business in Broadway playhouses.

And not because it's the maid's night out.

The blame is laid at the broadcasting doors of the Rudy Vallee Varieties and the Kate Smith Band Wagon, both of which are on the air that night presenting more stars and a better show than the playgoer can find in the average Broadway theater.

But the legit producers aren't wailing as loudly as the movies or going in for any paper agitation about keeping their stars away from the mike.

Jap Announcer

Columbia, Mo. — Ichiro Iwatate, who came from Tokyo to study at the University of Missouri, is a recent addition to the KFRU announcing staff. He handles a series of Hawaiian programs. Incidentally, to avoid linguistic and international difficulties, the enterprising staff at KFRU has re-christened their Jap cousin "Jackson McGillicuddy".

COAST COMMERCIAL FOR MUTUAL MAY 11

First commercial from the coast for Mutual Broadcasting System will start May 11, when Skol, sunburn cream and beauty preparation, will take the 12:15-12:30 p.m. spot (EDST), in the East on WOR, the program being entitled "The Hollywood Girls." Show will feature a femme trio and a dramatic actor. Tieup with a movie studio is also being set, probably with Grand National.

Stations are WOR, WGN, CKLW, WAAB, WBAL, WFIL, WOL and 10 Don Lee outlets on coast. Program will originate in studios of KHJ, Hollywood. Peck Advertising Agency has the account. Contract is for 52 weeks.

WNBR Celebrates 12th With 17½-Hour Comm'l

Memphis — Twelfth anniversary of WNBR was celebrated with a 17½-hour sponsored schedule running from 7:30 a.m. to 1 a.m. Only break in the broadcast, sponsored by leading business firms, was a short program presenting station officials in a brief resume of the station's history. H. W. Slavick, managing director of

(Continued on Page 2)

Temperance Outfit Placing Disk Series

West Coast Bureau, RADIO DAILY

Los Angeles—National Voice, temperance tab published here, is spotting "Repeal News Flashes" series on 80 stations. Ethel Hubler, editor of the tab, is supervising production. Recordings Inc. is making the waxes.

Radio Playing Santa to Films; 545 Free Minutes for One Pix

What is probably a record in obtaining free time for film exploitation is being chalked up in favor of "A Star Is Born," current in its second week at the Radio City Music Hall to the tune of 109 different broadcasts and mentions for a total of 545 minutes of free time.

Live-wire contacting and ideas ex-

First Quarter Profit of \$2,243,057 is Reported, Compared With \$956,366 in Same Period Last Year

WPA Gets Sponsor

Miami — Federal Players, local WPA dramatic group, goes commercial for Manhattan Beer over WQAM on May 16.

TWO HOURS OF SPORTS GOES ON WMAS DAILY

Springfield, Mass. — A two-hour daily program devoted entirely to sports, with spot announcements to be worked into the schedule, has been added to the WMAS schedule. Chief Announcer Warren Greenwood directs the broadcast. Station has direct wires to race tracks and racing info will be chief part of the program.

Few Technical Problems Remain for Television

Washington Bureau, RADIO DAILY

Washington — From the standpoint of technical problems, only a few minor details remain to be solved for television, says Commander T. A. M. Craven, chief engineer of the FCC. Agreeing with remarks of David Sarnoff that television to the public is now an artistic and economic rather than a technical problem, Craven said the only reason visual broadcasting is being held up is due to the allocating of frequencies. There may be more hearings on the matter, he added.

RCA net profit for the first quarter of this year amounted to \$2,243,057, an increase of approximately 43 per cent over the \$956,366 reported for the three months ended March 31, 1936, it was announced yesterday by David Sarnoff, president.

Gross income for the first three months of 1937 was \$25,109,349, against \$22,542,319 in 1936. Surplus at March 31, 1937, was \$16,787,705, compared with \$13,256,642 a year ago.

VICK KNIGHT JOINING EDDIE CANTOR STAFF

Vick Knight has been released from his present contract with Phillips H. Lord and will join the Eddie Cantor staff as supervisor of all production. Knight's last "We the People" broadcast will be May 16, following which he motors to Hollywood with his family. He will begin new duties effective with the May 29 Cantor broadcast. Knight was set for new

(Continued on Page 8)

State Court to Review WJBW Injunction Case

New Orleans—Under a writ returnable May 24, the state supreme court here has instructed Judge Hugh Cage of the civil district court to turn over to it for review his records in the injunction suit of Southern

(Continued on Page 2)

Preview Debate

Tulsa — KTUL scooped its competition when it presented Senator Wheeler and Asst. U. S. Atty.-Gen. Keenan in an air debate two hours before they did their debating in the Akdar Theater. Convinced only a few folks would hear them in the theater, Wheeler and Keenan agreed to give a "preview" of their talks on KTUL.

RADIO DAILY



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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Monday, May 3)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	167	165	167	+ 2 3/4
Crosley Radio				
Gen. Electric	54 3/8	53 1/2	53 3/4	+ 1/8
North American	25	24 1/2	24 3/8	- 1/4
RCA Common	9 1/2	9 1/4	9 1/4	
RCA First Pfd.	70	70	70	
RCA \$5 Pfd. B.	(97 1/2 Bid)		110 Asked	
Stewart Warner	19 3/8	19	19	+ 3/8
Zenith Radio	35 3/4	35 1/4	35 3/4	+ 1 1/2
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	16 1/2	16 1/2	16 1/2	
Majestic	3 1/2	3 1/2	3 1/2	- 1/8
Nat. Union Radio	2 1/2	2 1/4	2 1/4	- 1/4
OVER THE COUNTER				
CBS A		Bid 50 1/2	Asked 52 1/2	
CBS B		Bid 49 3/4	Asked 51 3/4	
Stromberg Carlson		Bid 14 1/4	Asked 15 1/4	

Finds Radio Reduces Interest in Reading

Radio tends to reduce the amount of reading, whereas the movies stimulate it because of the popular literary works that are filmed, according to the latest year book of the New York City Ass'n of Teachers of English.

In the section on radio, Dr. Arthur W. Courtney of John Adams High School says he found that popular radio programs of gags, singing, orchestra music, and auditory stunts with such dialogue as "Amos 'n Andy," ranked first in popularity among the students. The juvenile heroes, such as Popeye, Tom Mix, Lone Ranger, Flash Gordon, Dick Tracy and Jack Armstrong ruled the junior and high school group, he discovered.

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

535 Fifth Avenue,
New York, N. Y.

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

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending May 1, 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
Carelessly (Irving Berlin, Inc.)		39
September In The Rain (Remick Music Corp.)		28
Never In A Million Years (Robbins Music Corp.)		26
Too Marvelous For Words (Harms, Inc.)		22
Boo Hoo (Shapiro, Bernstein, Inc.)		21
Sweet Is The Word For You (Famous Music Corp.)		21
Where Are You (Leo. Feist, Inc.)		21
There's A Lull In My Life (Robbins Music Corp.)		19
How Could You (Remick Music Corp.)		18
Let's Call The Whole Thing Off (Chappell & Co.)		18
Swing High Swing Low (Famous Music Corp.)		18
I'm Bubbling Over (Robbins Music Corp.)		17
Love Bug Will Bite You (Santly Bros.-Joy)		17
On A Little Dream Ranch (Shapiro, Bernstein, Inc.)		17
That Foolish Feeling (Leo Feist, Inc.)		17
To A Sweet Pretty Thing (Shapiro, Bernstein, Inc.)		17
They Can't Take That Away From Me (Chappell & Co.)		16
When Love Is Young (Miller Music, Inc.)		16
Blue Hawaii (Famous Music Corp.)		15
It Looks Like Rain (Joe Morris Music Co.)		15
It's Swell Of You (Robbins Music Corp.)		15
Little Old Lady (Chappell & Co.)		15
Sweet Leilani (Select Music Co.)		15
You Showed Me The Way (Robbins Music Co.)		15

State Court to Review WJBW Injunction Case

(Continued from Page 1)
Broadcasting Company against WJBW owner Charles Carlson. Claiming it had a managerial contract with WJBW, Southern had petitioned the court to enjoin Carlson from committing alleged acts said to be detrimental to its business. Judge Cage upheld Carlson's attorney in his contention that the court lacked jurisdiction.

Cornell Quits Agency

Paul Cornell has definitely severed his connection with Geyer, Cornell & Newell, Inc., and will devote the majority of his time to the Rumford School for Boys in which he is interested. Cornell last week retired as chairman of the American Association of Advertising Agencies. He has not been active in the agency for the past few months.

Staff Changes at WFMD

Frederick, Md. — Lewis Rice, formerly chief engineer of WFMD, has joined the technical staff of WJSV. John Fels, WFMD engineer, has been promoted to the chief's position, and Charles Nusbaum has been added to the staff.

Announcer John Newhouse will leave WFMD and join the staff of WESG, Elmira, N. Y., on May 11.

Crumit Action Adjourned

State Supreme Court action of Frank Crumit and National Association of Recording Artists vs. WHN, whereby the former sought to restrain the station from using the Crumit phonograph records, was adjourned yesterday until October term by mutual consent.

WNBR Celebrates 12th With 1 1/2-Hour Comm'l

(Continued from Page 1)
WMC and WNBR, both owned and operated by the Commercial Appeal; Mallory Chamberlin, commercial manager, and Francis Chamberlin, manager of WNBR, were speakers.

Ivanhoe Test Series

Ivanhoe Foods Inc. (mayonnaise) has started a test campaign on the air using selected stations in the east for spot announcements. The firm recently voted to increase its advertising budget 50 per cent over 1936. Moser & Cotins, Inc., Utica, is the agency.

Child Guidance on WLTH

A new child guidance series, in dramatized form, starts at 4:15 p.m. tomorrow over WLTH, Brooklyn. Programs, conducted by Judge Brill, who has been doing a similar series over this station, will be based on script material provided by the broadcasting group of New York University and will come from the university.

Eddie Miller Musicale

Eddie Miller, baritone and singing teacher, will offer his initial musicale on May 16 at 8:30 p.m. in the Mansfield Theater. About 50 of his most talented pupils will appear, with Jay C. Flippen as m.c.

LEO SAYS:

Greetings to Oxydol—
WHN Original Amateur
Hour's new sponsor!

WHN DIAL 1010
AFFILIATED WITH
M. G. M. * LOEWS

COMING and GOING

ARTHUR RODZINSKI, conductor of the New York Philharmonic Symphony and Cleveland Orchestras, sails today aboard the Paris for London, where he will be guest conductor of the orchestra at Covent Gardens during the Coronation. MRS. RODZINSKI accompanies him.

SERGE KOUSSEVITZKY, leader of the Boston Symphony orchestra and of the Berkshire Festivals, sails aboard the Paris today with MRS. KOUSSEVITZKY.

IGOR F. STRAVINSKY, Russian composer, sails for London today on the Paris.

LEOPOLD SACHSE, stage director of the Metropolitan Opera Co., sails today for London.

Mlle. NADIA BOULANGER, French composer and professor of harmony and music history at the American Conservatory of Fontainebleau, is another passenger on the Paris.

P. W. LITCHFIELD, president of Goodyear Tire & Rubber Co., and MRS. LITCHFIELD sail today on the Washington for London.

C. H. MINOR, president of International General Electric Co., accompanied by MRS. MINOR, also sail on the Washington today.

BOB MORRIS and GEORGE NIXON, NBC engineers, are in Washington today to deliver a talk before Acoustical Society of America, on interior acoustical material.

ROSALINE GREENE left by plane immediately after her "Hour Of Charm" broadcast last night to go to Seattle, where she is to announce Mrs. F. D. Roosevelt's program tomorrow evening.

E. C. MILLS, Chairman of the Advisory Committee of Ascapi, returned yesterday from trip that took him as far West as Montana and South to Texas. While nine states have anti-Ascapi legislation pending, the organization expects to have a record-breaking year in the way of gross receipts.

RUSSEL E. PIERCE, editorial director of Cecil, Warwick & Cecil, sails Saturday for Russia via Poland, Sweden and Estonia, as American delegate to the Soviet Union's first "All Union Advertising Exhibition. RICHARD R. HUBLER, radio editor of News-Week, will also go.

CHARLES POOLER, CBS publicity department is in Washington today for a two-day visit.

VINCENT CALLAHAN of WRC-WMAL, Washington, is in town.

FRANK RAND, CBS publicity department head in Chicago, has returned to that city from the east.

BILL GEER, "March of Time" editor, has left for a two-weeks vacation in Florida.

Sponsor for WTAM Vox Pop

Cleveland—"Playhouse Square Interviews," vox pop program conducted on WTAM by Tom Manning and Jane Weaver, will go commercial as a spot broadcast on May 10, daily except Saturday and Sunday. Sponsor is Likeside Biscuit Co. Show has been on as a sustaining feature since April 26.

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB

158 W. 48th St. Toots Shor

NOVEL PIMLICO SERIES BEING AIRED BY WFBR

Baltimore—Based on an idea presented by Alfred Gwynne Vanderbilt, who recently became interested in the Maryland Jockey Club, operating the Pimlico Race Track, a daily broadcast titled "The Voice of Pimlico" is now on the air over WFBR at 3:15-3:30 p.m. Henry Hickman, Tydol's Inquiring Reporter, and Nancy Turner, director of women's programs on WFBR, broadcast interviews direct from Pimlico, using both stationary positions and short wave mobile packs.

Another program goes on at night, 10:30-10:45, with Tommy Daley, Pimlico's track announcer, who is the "Voice of Pimlico". For this broadcast, station has a line to the track announcer's booth and while he is describing the races, for the benefit of those present over a P. A. system, WFBR is also recording this from its own station, taking only that part beginning with "They're off". During the lull between the races, Daley makes a special recording giving some of the color about the start of the race and also the pari-mutuel prices. The whole broadcast is done by recordings and requires considerable work on the part of WFBR's special event department under the direction of Stewart Kennard and the program department and engineering staff in shaping these recordings into a natural broadcast. It has made such a hit that the station plans to sell it to a sponsor next year.

"Lights Out" for Theaters

Chicago — Cooperating with Sid Strotz at NBC, Will Harris, theatrical producer, is about ready to put "Lights Out," the Arch Oboler Wednesday night thriller, into theaters. A one-hour performance to use at movie houses is in prospect. Show is to open in Milwaukee in a few weeks.

Oboler is also bringing out a book on "Lights Out"—a collection of the better scripts used to date.

Changes at KTUL

Tulsa, Okla.—Bob Holt of KTUL has been assigned the duties of program director, succeeding Roderick Cupp.

Erving Lewis, in addition to his work as news editor and broadcaster, has taken over the station's promotion-publicity department.

KSO, Des Moines

Goodman Motor Co., daily news program, Benedict Hardman's "Final Edition."

ADOLF SCHMID

Conducting—Orchestration
INSTITUTE OF MUSICAL ART
JUILLIARD SCHOOL OF MUSIC
New York City

NEW PROGRAMS—IDEAS

Flying Investigator

Fred Hunter, writer and actor at WTMV, East St. Louis, Ill., today begins a show for Massey Dairy of Granite City, Ill. Scheduled at 5:05-5:20 daily except Sunday, the program concerns the adventures of "Red" Steele, Flying Investigator. Written and acted by Hunter, Steele is portrayed as an original American, an Indian, who has been an All-American halfback, world traveler and adventurer, and is now working with the G-men as a flying investigator, so-called because of his continual use of airplanes as a method of transportation to and from assignments in all parts of the world.

Typical kid stuff, the show is done in dramatic narrative with organ background played by WTMV's musical director, Paul Godt. Each episode, in addition, draws some definite moral and, because of the Dairy sponsorship, illustrates at least one good reason for drinking plenty of milk and eating dairy products. Whole show is tied up with sponsor's present merchandising efforts and will offer memberships in the Red Steele Flying Investigator Club in exchange for bottle tops. Show was originally run as sustainer.

"The Baseball Warmup"

To the fast moving strains of that grand old song of the days gone by, "Slide Kelly Slide", the "Baseball Warmup" swings into play every week-day afternoon at 2:15 over KWK, St. Louis. Johnny Neblett, announcer, throws the fast ones across the plate—the Four Keymen Quartet puts over a few vocal curves, while Rolla Coughlin acts as combination score-keeper and leader of the former Irving Rose Orchestra. Tony Di Pardo, Forest Alcorn and Stuart Taylor, vocalists, have a very prominent place on the dug-out bench and step up to the old plate every now and then with a song or two.

This fast moving half hour show is designed to whet the appetites of the many lovers of America's grand old sport, just before the game begins. Those thousands of rabid ball fans get just the sort of pep and enthusiasm they want—and they also receive the scores of the many

Barry Wood Signed

Barry Wood, baritone, was signed yesterday to replace Jerry Cooper on the Drene series, heard Thursdays over NBC-Blue, 7:45-8 p.m. Wood begins this week and will continue for eight weeks. It is believed that sponsor will fade for the summer at that time. Wood will also be featured on the Drene disk series. Kastor advertising agency has the account.

Minnie Dupree in Tele Test

Minnie Dupree, stage veteran now appearing in the Symphonic Dramas put on the air by the WPA's Federal Theater, was given a few hours off yesterday to take a test for NBC television broadcasts.

Eastern games which are well under way when the program takes the air.

Inter-Sorority Sing

Members of five University of Missouri Pan Hellenic Sorority Glee Clubs competed for honors on the air in a half hour inter-sorority sing-fest sponsored by KFRU, Columbia, Mo. Sorority songs in special arrangements were featured by the girls representing Kappa Kappa Gamma, Alpha Delta Pi, Pi Beta Phi, Delta Delta Delta and Kappa Alpha Theta. Listeners were invited to vote for their favorite and Kappa Kappa Gamma seemed to be to the liking of a huge majority. The girls hauled in so much mail on their program that a group of fraternities have decided to "sing it out" over KFRU in the immediate future.

Jacks and Marbles Tourney

An unusual special event was staged Saturday in the studios of KDAL, Duluth. Finals in the city jacks and marbles tournament, conducted by the City Recreation Department, were staged in the studios, and the bounce by bounce, shot by shot account was broadcast. The boys knuckled down in a regulation circle drawn on a carpet in the studio, while the girls bounced their rubber balls and scrambled for jacks on a special wooden platform. Appropriate sound effects supplied themselves.

School Information

To acquaint the public with the work of the public schools, WBAL, Baltimore, has launched a new series on Thursdays, 7:15-7:30 p.m., known as "Your Baltimore Schools." Programs are prepared by Eleanor Bowling and are in conjunction with the Department of Education.

"Poppy Day" on KDKA

Pittsburgh — In connection with American Legion Poppy Day, May 8, KDKA has arranged a special program for 4:30 p.m., Wednesday, May 5. Ethel Sellers McGill, soprano, will offer a group of appropriate songs, and a short talk will be delivered by Mrs. John H. Caraher, Poppy Day chairman.

Rothman to Handle Pontiac

Detroit—W. A. P. John, president of MacManus, John & Adams Inc. agency, yesterday announced appointment of Edward S. Rothman as v.p. and account executive. Rothman, formerly with Campbell-Ewald for 12 years and more recently Detroit manager of United States Advertising Corp., will handle the Pontiac Motor account.

Donald Peterson

PRODUCING
JUNIOR G-MEN of AMERICA
WOR—6:30 P.M. M.W.F.

CHRISTIAN COMMUNION BROADCAST BY WGRC

New Albany, Ind.—A Christian Communion of the Air was broadcast Sunday by WGRC, the George Rogers Clark station with studios here and in Louisville. Pronounced by some as a daring venture, it nevertheless bids fair to go around the world. Service emanates from Trinity Methodist Episcopal Church of Louisville. Idea is to provide the Communion for all kinds of shut-ins, from invalids to prisoners. Dr. Horace A. Sprague, who presides, instructs the hearers what to do in order to fulfill the Communion requirements.

Cotton Carnival Broadcasts

Memphis—As one of the preliminary broadcasts of a series of nationwide airings scheduled during the Mid-South Cotton Carnival here, May 11-15, the Cottonland Music Festival, sponsored by The Commercial Appeal, was presented over WMC-NBC-Red network Friday from the Auditorium. Broadcast included appearance of Homer Rodeheaver, nationally known chorus leader, and Arthur Hays, organist. Bill Fielding, WMC production director, emceed the broadcast.

Additional broadcasts are to include a pick-up of Beale Street amateur performers during the Magic Key hour via WMC-NBC on Sunday.

WCKY Promotes Baughman

Cincinnati—Elmer Baughman, WCKY announcer, has been appointed assistant studio manager by L. B. Wilson, president and general manager. Baughman will take over some of the duties of Lee Goldsmith, studio manager.

Ken Williams has been added to the news room staff.

Frank Zwygart will handle sports news this summer, including the "All Sports Review".

New Announcers in Memphis

Memphis — Three new announcers have been added to the roster of local radio stations. Aubrey E. Guy Jr., formerly with WHBQ, is now at WMC. He replaces Joe DuVal, veteran announcer who recently departed for the west coast to enter radio dramatic work.

Harold Russey and Eugene Grissom Jr. are new additions to the WNBR staff.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS



TALENT for "Your Parlor Playhouse," which begins a WGN-Mutual series on Sunday at 9:30-10 p.m. CDST, includes Rowena Williams, singer; Lovely Lady Quartet; Morton and Musmanno, piano team; Elmore Gailey, comedian; Norman Ross, announcer; Forest Lewis, Jean Juvelier, Jeanne De Lee and Bill Bouchey, dramatic actors, and an orchestra under Robert Trendler. Other stations carrying the show will include WGAR and WSAI.

Barbara Parks, who left Joe Sanders' ork, has joined the new Chez Paree show. Another Paree addition is Jimmy Durante.

"Man on the Spot" is the name of Announcer Charlie Lyons' interview program for Commonwealth Edison over WMAQ. Kaye Brinker also does a WBBM show for same sponsor.

Ship Remotes in Alaska Are Inaugurated by KINY

Inaugurating the first regular remote control broadcast service from Alaska passenger liners, KINY, Juneau, has installed lines to the dock and all tourist ships have been equipped with microphone outlets to permit broadcasting from the ships.

"During the summer months," says Edwin A. Kraft, owner of KINY, "practically every ship arriving at Juneau has some world famous personage aboard. Movie stars, senators, leaders in the world of finance and business, men and women whose names regularly make headlines, trek to the north for relaxation and to view the magnificent scenery, or to fish and hunt. As the ship approaches Juneau, the captain radios our station, telling us who should be interviewed. As soon as the ship docks, our engineers plug in the microphones in the salon and the lady or gentleman of importance broadcasts his or her greetings to the people of Alaska before going ashore."

Cooking School on WSGN

WSGN, Birmingham is now sponsoring a Cooking School of the Air, conducted by Sue Scattergood, food editor of the Birmingham News and Age-Herald. The program is being sold as a package job with varying sponsors from week to week among the food and appliance manufacturers and dealers.

Results

Raleigh, N. C.—After six weeks on the air at WPTF, a 276 per cent increase in sales is reported by N. C. Fisheries Inc. Three weekly programs are presented, with Clayborne Mangum, tenor, and Lucy Biebl, organist.

● ● ● Maurice Chevalier is slated to return to these shores and the nets in September with a show called "French Casino of the Air" to emanate from the stage of the Casino here....Estelle Taylor will be Oscar Shaw's leading lady in his "One Man Musicale" series....John Mayo, former FDR announcer, has resigned from Conquest Alliance, effective immediately, and will have charge of recording sales of Grombach, Inc., as well as their advertising recording service....James (Jeeter Lester) Barton auditions at NBC this week for another summer commercial....Abe Lyman's trip to the hospital last week is a frequent precaution and does not mean that he's to be operated on....Dan Parker, sports columnist of the Daily Mirror, was voice-tested last week for job of commentator on Melrotone News. This is in addition to the air work scheduled for him this summer....NBC is sending voice records of George Griffin to the coast—hoping to set the singer in pictures....Roger Wolfe Kahn is very desirous of returning to the music biz and is organizing a new band for that purpose.

● ● ● This is the story told by Harry Link, manager of Irving Berlin Music....Some years back a wealthy business man was sent to see him by a mutual friend...."Mr. Link, my wife has been taunting me with the fact that she's written a song and has had it published. Life at home is unbearable. In desperation, I told her that I, too, would compose a song—and have it published by the biggest name in the business—that is, by BERLIN. I have to make this threat good. Here," handing Harry a score sheet, "is a song I composed....True, it isn't worthy of publication—but I will personally assume the full cost of your outlay"....Not seeing anything wrong with this plan, Harry made the deal and the biz man was happy....A year later, the two met again....This time Harry learned that his "song writer" was also a sculptor on the side....Harry was aggressive now and asked a favor in return....The statue now on display in the Berlin office, which insiders are told is the bust of "Irving Berlin's little colored boy" was made by the wealthy biz man.

● ● ● Art Landry with a 25-piece band and Ann Butler auditioned for Young & Rubicam the other day....Bunny Berigan's sustaining "swing" session will be aired directly from the Penn....Jack Pearl is looking for a suitable comedy-dramatic play to do on Broadway this coming season....Jack and Loretta Clemens, cousins of Mark Twain, will be used by Warner Bros. to exploit "Prince and the Pauper"....Kenny Baker's first starring picture will be "Mr. Dodds Takes the Air"....Benny Goodman will appear with Dick Powell in "Hollywood Hotel" written by former air columnist Jerry Wald....Add nice gestures Barry Wood calling this column (after doubting what had been printed here last week, re: the Drene spot) and saying thanks, "you were right, I got the job!"....Glenn Miller, former arranger for Ray Noble, Benny Goodman and the old Dorsey Brothers, has formed his own band and is now the "white hope" at the Rockwell-O'Keefe office.

● ● ● Al Donahue, the ork leader, has just set a new high in keeping luncheon appointments....Al, now in Bermuda, scheduled to entertain at the Coronation Ball there, traveled to New York last week to keep a noon session date with the manager of the Rainbow Room, preparatory to his opening there, and after lunch he sailed back for Bermuda....Mary Livingstone has been screen-tested by Paramount and clicked!....She will be featured now.

STARTING tomorrow, Mar-O-Oil goes on the coast and mountain NBC red nets with Hedda Hopper chatter program, tied in with a contest idea inviting gals who want to break into the movies to send photos, get friends to save carton labels which count as votes. Program, called "Mar-O-Oil Movie Magazine of the Air," will spend first 13 weeks asking for talent fotos; remaining 13 to drum up carton label votes. Ten will be picked, brought to Hollywood, partied, entertained and paraded before studio talent scouts.

Jack Votion of NBC artist bureau back from New York. Dema Harshbarger, bureau's head, staying on in the East for a while.

Sound Products Co. has put in remotes from Miramar to KNX and Hawaiian Paradise to KFVB.

Claude Sweeten, vacationing, spending a few days in Los Angeles, on his way to San Francisco, where he will return to his Feminine Fancies program. Approached to appear on several summer shows through his agent, Dolan & Doane.

Walter White joined announcing staff of KFVB. Used to be in San Francisco.

Theater Mart's The Drunkard, now in its fourth year, will go on the air, via KMTR, starting Thursday. Remotes are being put in, plans made to do 15 minutes from the stage each night, hitting high spots. As the broadcasts will be from the regular show, the time will vary each night, according to the scene to be aired.

Slim Martin's ork starts broadcasting from the Zenda Ballroom this week over KMTR.

Bud Tonge, free lance announcer, and Fred Stone, who was brought out from Paducah, Ky., joined the announcing staff of KGFJ.

Buck Jones celebrated the completion of the first series of his Grape Nut Flakes disks by tossing a party on his yacht. Guests were members of the staff, cast, sound engineers, prop men and crew and of Young & Rubicam agency, Raymond R. Morgan Co., producers, and Recordings, Inc., who waxed 'em.

Standard Radio reports new library stations signed: WFIL, Philadelphia; KAND, Corsicana, Tex., and KEVC, new San Luis Obispo station.

May Co. signed on for its first radio program in three years, with Ole Paul's Patter on KEHE, 15 minutes daily. Paul Wellbaum, who gave up radio a few years ago for night club entertaining, used to work on the old Cliquot Club broadcast from Chicago, and his Owl's Club from Dallas.

Mertens & Price reports sale of Sunday Players, 52 weeks, to KWBG, Hutchinson, Kansas, for Fairlawn Memorial Park.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

MURIEL DRAPER, last of the salonistes and mother of dancer Paul, had a second NBC audition this week... aroused executive enthusiasm... she'll be superlatived as "Radio's Most Brilliant Conversationalist"... a brochure, now pending, titled "Meet Our Moderns," will tell about NBC's latter-day de Stael... Early next week Anice Ives powwows with Larry Nixon on her "Everywoman's Hour" over WMCA, reason being, Larry's "Vagabond Vacation" saga, appearing in June issue of "Cosmopolitan"... Margaret Widdemer crowded off the air for two weeks by the pervasive Coronation doings... Josephine Antoine makes a flying trip to Hollywood to be a Rubinoff guest on the Sunday broadcast... then flies Eastward again... Miriam Claire the vocalizing "Great Waltz"-er will serve in that capacity the following Sunday... Peggy Santry and bridegroom J. P. McEvoy soon to desert Nippon for their native ether in what will probably be a repeat of the "Tea at the Ritz" series of last year.

▼ ▼
Biow's Reggie Schuebel is back at her desk after her fortnight's spectacular bout with grippe... Alice Dannenberg has been added to CBS mag department... An 8½ lb. gal named Sheila is a recent addition to CBS program department's Jimmy Burke's menage... Phoebe Mink taking time out for a vac... NBC's Margaret Cuthbert returned from her Tulsan enterprise much enthused over it... Jane Pickens is back at the Juilliard School wrestling with harmony'n things... she'll take an examination for her third fellowship there in two weeks... Hildegard, songbird-of-passage, will take her vocalizing and her blonde angel coiffure to the Paris Exposition, as well as the Coronation... then a 'cycle safari through southern France.

▼ ▼
The lass featured at the New Yorker with Gus Arnheim is June Robbins... Two gals who should go places in the arena... Eleanor Bower at the Blossom Heath Inn with the Dave Schooler harmonists, and Dixie Dean of the WNEW "Joymakers"... Walter Pitkin's "Careers After Forty" presents case history of Lucile LeClerq of Seattle, whose either career is sensational... Once had 19 programs a week over major Seattle stations....

ORCHESTRAS - MUSIC

ABE LYMAN has effected a merger of his own two offices, retaining the more swank Park Avenue address in preference to the Brill Building.

The Oxford Ensemble, composed of Milton Wittgenstein, flutist and director, Harry Neidell, first violin, Ralph Hersh, second violin, George Goldstein, viola, Xoury Bilsten, 'cello, Emanuel Tivin, oboe, David Weber, clarinet and Norman Secom, pianist, made its radio debut on WQXR Sunday, 7-8 p.m., in a program of chamber music.

Carl Ravel was elected the handsomest ork leader in a west coast trade paper contest. He's busy turning down flicker offers.

Gus Arnheim begins his New Yorker airings with a CBS wire Sundays 11:05-11:30 p.m. and Tuesdays 11:11-11:30 p.m.

Maestro Charles Dornberger opens at the Roosevelt in New York Friday at midnight.

The Dancing Teachers Association, in tune with the Coronation agitation,

have chosen "Coronation Waltz" as their official waltz song.

Vic Schilling's orchestra, a Denver musical unit, is being used on a half-hour Sunday commercial over KLZ, with Fahey-Brockman, clothiers, sponsoring. Bob Bradley, romantic tenor, is featured.

Lew Davies and his band, are ethered weekly over WFMD, broadcasting directly from the Starlight Terrace of "The Club" in Hagerstown, 30 miles out of Frederick, Md. Lew and the boys have had their contract renewed.

Lee Pattison, general manager of the Met Opera for the spring season, was the Music Box program guest on WHN, Saturday. Program is directed by Bernhard Steinberg.

George Tudor and Larry Tise, sax-players formerly associated with Vincent Lopez, Eddie Wade, and Jim Hanson, formerly trumpet soloists for Paul Whiteman and Rudy Vallee, and Gary Gillis, at one time Abe Lyman's drummer, have joined the Arnold Johnson musical outfit.

Kay Thompson Finishes Records

Kay Thompson, recently signed by Victor Recording Co., has just finished two series of records. First set, just released, features Miss Thompson and her rhythm choir singing "Lull in My Life" and "Carelessly." Second series will feature "Exactly Like You" and "It Had To Be You." Miss Thompson and her husband, Jack Jenney, plan a trip this summer. Her present contract with Chesterfield is up July 9. Sponsors have until June 25 to take up an additional option.

Ind. U. Event on NBC

Indianapolis—Indiana University's 117th anniversary will be celebrated in a half-hour broadcast on NBC-Blue net at 9:30 CST tomorrow. Alumnus Edwin C. Hill will be m.c. Hoagie Carmichael, Johnny Johnson's orchestra and Phil Duey are among other alumni who will participate. WIRE will air the local portion of the program.

Changes at WIS

Columbia, S. C.—Lynn Gearhart is the latest addition to the WIS announcing staff, coming from WJNO, West Palm Beach. Frank Burger is now director of publicity, in addition to serving as announcer and writer. Julia Lowry is the new receptionist-secretary, replacing Portia Cuttino.

Twin Launching via KVI

Seattle—Launching of the twin destroyers, U.S.S. Jarvis and U.S.S. Patterson, at Bremerton on May 6 will be aired over CBS network via KVI here.

Spotting Local Bands

New Orleans—Following a professed policy of putting on as many local interest programs as business and chain commitments will permit, WWL is inaugurating a series of orchestra sustainings from 9:30 to 10 p.m. Local bands will be used exclusively, with the orchestras understood to be working without charge for the exploitation.

Second new period to go on there this week is Walter Dunlap, with 15 minutes of sports.

Program Honors Students

St. Joseph, Mo.—Five Central High School students who won prizes in a national essay contest were honored in a special half-hour broadcast over KFEQ last week. Besides a round table discussion, program included the school's Glee Club.

KFEQ policy calls for numerous programs of local and regional interest. Four local high schools as well as St. Joseph's Junior College and other institutions broadcast regularly in turn on Saturday afternoons.

"Jury Trials" Vacationing

"Famous Jury Trials," sponsored by Mennen Co., will fade from Mutual web after next Monday's program. Show will return next September and is a seasonal account via WLW studios.

Horace Shelton at KMAC

San Antonio—Horace Shelton, formerly with KTSA here and KNOX, Knoxville, has joined the KMAC announcing staff.

WBT Extends Half-Hour

Charlotte, N. C.—WBT is now signing off a half-hour later, at 1 a.m. Disk dance music fills the final hour.

★ F. C. C. ★
ACTIVITIES

EXAMINER'S RECOMMENDATIONS
Lillian E. Kiefer, Brooklyn. CP for new station. 1500 kc., 100 watts, unlimited, be denied.

WWRL, Long Island Broadcasting Corp., Woodside, L. I. Mod. of license to increase hours of operation be granted.

Paul J. Gollhofer, Brooklyn. CP for new station. 1500 kc., 100 watts, unlimited, be denied.

WMBQ, Brooklyn. Renewal of license and CP. be denied.

CBS Publicity Dep't
Is Being Revamped

CBS publicity department, in order to handle the increased summer business, is now in the throes of a departmental readjustment to coordinate activities more closely with the program department. Donald A. Higgins, CBS director of publicity, supervising installation of the new set-up, has appointed Ben Hyams to head the sustaining program division, and Edward Sammis to be director of the magazine syndicate. The exclusive feature service which Hyams formerly handled is now combined with the magazine section and Leslie Lieber has been added to the staff as a feature writer. Lieber formerly was on the New York Times' Paris staff.

The sustaining division, which is a re-creation of a similar department dropped some time ago, will deal solely with non-commercial programs. Helen Nolan, Lois Lorraine and Wallace West, now on vacation, complete the staff. While West is in Europe, Charles Pooler is handling the post.

As yet no announcement has been made as to who will be in charge of the commercial program section.

John Lagerman has taken over the institutional publicity division, formerly handled by William McGarry, resigned. Lagerman will handle all publicity concerning new studios and buildings, television, etc.

Other additions to the staff include Alice Dannenberg, a Vassar graduate, as secretary to Edward Sammis, and Barbara O'Connell as assistant to Ann Harding, head of the publicity service department. Miss O'Connell was formerly with New York University.

SAN ANTONIO

KABC now airing Army Sports. Jesse Lentz' ork is being heard on KMAC.

Percy Barbat off the air for WOAI. New KTSA programs includes "The Laff Parade" followed by "Famous Homes."

Associated Pictures took several spot announcements over KONO.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA

★ Program Reviews and Comments ★

"JUST BETWEEN US"

Rabin Cosmetics Co.

WOR—Mutual Network, Sunday
11:15-11:30 p.m. (EDST)

Hays, McFarland, Inc.

NARRATOR. ROMANTIC MUSIC AND EPISODES TO ATTRACT THE FEMME BEAUTY SEEKERS.

The "Ruth Rogers" brand of cosmetics, made with avocado oil and sold exclusively in the Woolworth 5 and 10 stores, is the product that gets the benefit of a late quarter-hour period. Pat Barnes heads the show and plays about all of the parts in the dramatic episodes, while Nat Brusiloff has the violin, with Bela Rozsa at the controls of the organ. Makes an excellent musical combination and achieves the desired effect. Barnes goes in for poetry and general persuasive advice, also the "Mood Miniature," a weekly story he re-enacts. This one was "No Substitute for Love." "Beauty is the thing that counts," etc., and insofar as the average woman is concerned, it is more to be desired than brains, came about by way of a poem. There is plenty of commercial throughout, but in a case like this, and the type of listener sought, it will probably prove no detraction from the program value to the sponsor. Lyric tenor, "Brick" Holden, contributes a ballad toward the close.

Another selling point was the trained beauty expert at the store to aid the prospective buyer.

"SURPRISE PARTY"

Willys-Overland Motor Co.

WOR—Mutual Network, Sunday,
10-10:30 p.m.

United States Advertising, Inc.

FAIR SHOW FEATURING A BAND POPULAR ON DANCE TOURS FOR ROAD TIEUP.

This program marks the return of Willys-Overland to the air after a long absence.

Offhand, the Kay Kyser "Surprise Party" would not seem to be a very hot proposition for the time it is spotted on an extensive Mutual hook-up. Entertainment is the same type of music Kyser has been dispensing on numerous sustaining spots for years and his varied assortment of singers are the kind usually heard with dance organizations. If one is inclined to listen to the band, however, the music and songs are not hard to take. Vocalists included Merwyn Bogue, also known as "Ish Kabibble"; Virginia Sims, contralto; Sully Mason, and Harry Babbitt. Usual arrangement gave each an opportunity to do a chorus in a special version. Band does not go overboard on brass, but rather lapses into the Lombardo style of soft rhythms for the most part. Swing is also on tap of course.

Willys commercials stressed the "surprise" angle on low price and

upkeep and sounded fairly convincing. Main idea for the band is its popularity on the road and Willys has tied in a tour of one nighters, with the Willys cars doing the transportation. Closing crack by Kyser was good—"Watch the gas stations go by."

"HOLLYWOOD WHISPERS"

with George Fischer

Sustaining

KHJ—Mutual Network, Saturdays,
10:15-10:30 p.m., EDST.

MOVIE CHATTER PROGRAM NOT MUCH DIFFERENT FROM RANK AND FILE OF ITS CLASS.

Originating on the west coast, where George Fischer has been doing such a feature for the past five years, this program made its mutual network debut Saturday with a batch of the usual Hollywood colony chatter, a film review, and a guest interview with Gene Raymond.

There was nothing about Fischer's line of gossip to give it a distinctive flavor or punch. Among his first remarks was a claim of having been first to predict the Hollywood film craft strike. Earlier the same evening a similar scoop was claimed by another movie commentator on the air. The other Winchells, Fiddlers, Sobols, Sullivans, Skolskys and half a dozen more commentators and columnists were still to be heard from. Wasting air time to claim scoops is one of the major faults of these chatterers.

Film reviewed was "Cafe Metropole."

The biographical interview of Raymond also followed the usual routine, working in queries about his last picture, his next, and a summary of his career.

"BRAVEST OF THE BRAVE"

Sustaining

WEAF—NBC-Red Network, Sunday,
11:15-11:45 a.m.

PRIZE-WINNING DRAMA SCRIPT WITH PRINCIPAL APPEAL TO YOUNGSTERS.

Winner of the \$1,000 first prize in NBC's tenth anniversary children's serial program contest last November, this script by Henry W. Lanier is well written and dramatically effective. The premiere performance was a bit marred by a rather hollow studio sound, but this can be corrected in future staging.

The series, taken from the author's previously published work, "The Book of Bravery," opened with a sketch on the discovery of Mt. Whitney, during which "Why Not" Carter risked his life in order to impart courage to his young partner when they were caught on narrow mountain ledges.

Judged by the initial offering, the series should have a generous amount of adult as well as juvenile appeal.

DAVID LOWE

Sustaining

WINS, Monday, Wednesday and
Friday, 3:45-4 p.m.

ENTERTAINING COMMENTATOR ON AMUSEMENTS AND THE ARTS IN GENERAL.

David Lowe brings a likeable chatty style to the mike in an interesting collection of bits about the theater, literature and kindred fields. First talk made a good impression. He discussed the film casting of "Gone With the Wind", Broadway plays, the harshness of drama critics, and other items, all entertainingly and intelligently.

As part of the program, Lowe invites listeners to write him on any questions concerning the arts.

HELEN GRAY

Sustaining

WHN, Monday and Tuesday,
2:15-2:30 p.m.

PHILOSOPHICAL COMMENTATOR WITH PLEASING STYLE AND FAIR MATERIAL.

Although Helen Gray has a pleasing style for commenting, the contents of her initial program in this series held within the routine lines. She started out with some extended remarks on the Duke of Windsor, then a few sidelights on Mae West, a tribute to the marvels of radio and a few words against war.

With a little more weight and incisiveness, her philosophy could interest appreciable listeners.

Random Comments

Bide Dudley took a hand at emceeding the latest WOR-Mutual "Saturday Night Party," from which Benay Venuta is temporarily absent. Dudley is a genial and mellow commentator, so he did an ingratiating job, although Howard Doyle, who handled the program on the previous Saturday night, seemed a better fit for this type of show.

Commander C. E. Rosenthal, guesting on the Joe Cook Shell Show over the NBC-Red last Saturday, stood out sharply with his concisely informative talk on the speed and safety of dirigibles. Lauritz Melchior was another highlight, in an operatic number preceded by a biographical skit.

Switching of Henry Busse and his orchestra, with Donald Houston and Skip Moore as vocalists, to a 11:45 a.m. Sunday spot is a good break for the class of dialers who like a little lively music at that time. Only trouble with this Marrow program is that the commercials are shouted with undue intensity.

Bob Murray, vocalist heard with Don Albert's Orchestra over WHN, has all the sounds of a comer. Still a young fellow, but with a well developed voice and a good style of delivery, he's fine material. His sing-

ing of "Sweet Is the Word for You" and other bits on the "Sunday Afternoon Serenade" were highly enjoyable.

Ben Feld and Orchestra, with Rose Helen and Tom Baker as featured singers, delivered a nice half hour Sunday afternoon in their "St. Louis Varieties" aired over CBS from KMOX in that city. Feld's band is full-bodied and smooth in tone and rhythm, and his lilting treatment of a largo from the "New World Symphony" was a rhythmic gem.

For the more cultivated musical tastes, Maria Jeritza provided a treat on Rubinoff's program from Hollywood on Sunday over CBS. She offered a medley of Viennese numbers in which she excels. For the big popular appeal, however, Walter Casse's "Old Man River" rang the bell.

Jean Paul King, who does at 7:45 a.m. news stint for Household Finance, does a wide-awake job of news dispensing, even at such an early hour. In selection of matter, as well as delivery, King rates among the better newscasters.

Walter Winchell's program last Sunday again contained more plugs for his picture than for his sponsor's product. However sickening it may have become, you've got to hand it to Winchell for getting away with it.

Eddie Cantor, in anticipation of Mother's Day, went in for a bit of tear-jerking sentiment at the tail-end of his Sunday program. It was good emotional stuff for the mob. Cantor's last Sunday night program as a whole, however, was rambling and ragged.

Stoopnagle and Budd had some howling fun with Captain Bob Bartlett on Sunday afternoon over the NBC-Blue. Then they nosedived again with their continued murder mystery.

Jack Benny, celebrating his fifth air anniversary, once more delivered the tops in comedy.

Karlton KaDell, in his opening remarks on Sunday's Twin Stars show with Victor Moore and Helen Broderick, provided a wide opening when he paraphrased: "Now is the time for all good comedians to come to the aid of their party." For this is more a case of: "Now is the time for the program to come to the aid of its comedians." Comedy end of the show broke through the cellar Sunday.

Gracie Fields, the British star who is in Hollywood under the auspices of 20th Century-Fox, displayed great radio form in a character song on last Friday night's "Hollywood Hotel."

NEW BUSINESS
Signed by Stations

San Francisco

KFI: Goodall Worsted Co. (Palm Beach clothes), through Lawrence C. Gumbinner agency, N. Y., six spots weekly, eight weeks; Lewis-Howe Co., St. Louis, through H. W. Kastor & Sons agency, of 1-minute disks, nine weekly for six weeks; same company, two weekly disks, "Vocal Varieties," six weeks.

KECA: Globe Department Stores, through W. Austin Campbell agency, five programs, Mondays through Fridays, 52 weeks, "Saving Sue and Her Husband Jack"; O. M. Tablet, through Lou Sterling & Associates, three programs weekly, 29 weeks, with "King Cowboy Revue," hill billy hour.

KFWB: Honolds (sports, tourists supplies), Tia Juana, through Norman J. Tolle agency, 6 spots weekly; Firestone, 7 spots weekly, one year; Reid Murdoch, direct., "It's A Fact," commentary, with station announcer reading from script; 5 mins. nightly for 1 month; General Electric local dealers, spots to follow Gus Edwards show Monday nights; Maytag, West Coast dealers, spot preceding Edwards show, Monday nights.

WIS, Columbia, S. C.

Curtiss Candy Co., 18 spots weekly, through E. W. Hellwig Agency; Gulf Refining, Charlie Mitchell and His Mountaineers, 13 weeks, through Young & Rubicam; Claussen's Bakery, noon news period, through Nachman-Rhodes Agency, Augusta, Ga.; S. B. McMaster Inc., daily sports review; Belk's Dep't Store, comment and news, 13 weeks; R. E. Mehlman Inc., "True Detective Mysteries", Sundays, 13 weeks; General Mills, 80 baseball games, announced by Victor Herbert Lund, et al; Beeman's Laboratories, Atlanta, B-G-O Fiddlers Jubilee, with fiddler's contest, 30-min. Saturdays, through Groves-Keen Inc. agency; Dixie Laundry, thrice weekly through December; Bass Roofing & Paint Co., 5-min. news, thrice weekly through September.

KSL, Salt Lake City

Hudson Bay Fur Co., Mildred Baker in "Curtain Calls"; Orange Crush Penny Coupon Sale; Flint Distributing Co. (Kelvinator), spot renewals; Blair Motor Co. (Graham), spot renewals; Seattle Fur Exchange, 15-mins. Friday nights with Leonard Strong as commentator; Rexall, five Magic Hour disks; Mayflower Tavern, weekly Musical Feast; Logan Garment Co., "The House of Peter MacGregor," dramatic series, two-year contract, through W. E. Featherstone; Whipple's Dress Shop, 15-min. chats and music.

WHN, New York

Gordon & Dilworth (marmalade), renewal for 13 weeks, Mrs. John S. Reilly speaking on marriage problems, through Topping & Lloyd agency; Carter Medicine Co. (liver pills), renewal for 52 weeks, 3 spots daily, through Street & Finney Inc.;

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 26 of a Series

WBZ—Boston
990 K. C.—50,000 Watts

JOHN A. HOLMAN, Gen. Mgr.
GORDON B. EWING, Comm. Mgr.
JOHN F. McNAMARA, Program Dir.

WBZ, operating synchronously and simultaneously with **WBZA**, Springfield, Mass., is owned and operated by Westinghouse Electric & Manufacturing Co. and programmed by National Broadcasting Co. Studios of **WBZ** are located in the Hotel Bradford, with the transmitter at present situated in Millis, Mass., Station is on the air 18½ hours during every week day and 17 hours Sundays.

Established in 1921 through the efforts of the late Dr. Harry P. Davis, **WBZ** was originally located at Springfield, Mass. With **WBZA**, the station was the first in the country to engage in synchronized operation. Short wave station **W1XK**, Millis, is owned and operated by the stations and transmits all **WBZ-WBZA** programs on a frequency of 9.570 kc. **WBZ** is licensed to operate full time on a national cleared channel.

On Jan. 28, 1937, NBC announced that **WBZ** had applied to the Federal Communications Commission for an increase in power from 50,000 watts to 500,000 watts. If granted, **WBZ** will become the second station in America to operate on a super-power schedule. The application was a result of the desire of the owners of **WBZ** and NBC to render the best possible service throughout the New England territory. Included in the application to the FCC was a request to move its transmitters from Millis to Provincetown and the erection of a new directive antenna.

WBZ is a member of the basic blue network of NBC. National advertisers use the station consistently because of its wide and wealthy coverage. They include General Foods, General Motors, John H. Woodbury, Inc., Studebaker Corp., American Home Products, Lamont Corliss & Co., Cycle Trades of America, Inc., Horlick's Malted Milk Corp., Brown & Williamson Tobacco Corp., and Alka Seltzer. In addition to the network time buyers using the station, **WBZ** offers complete facilities for local advertisers and is equipped with lateral and vertical 78 and 33-1/3 r.p.m. double turntables for electrically transcribed series.

Lewis Howe Co., four spots daily for six weeks, through H. W. Kastor & Sons.

Procter & Gamble (Oxydol), Amateur Hour with Jay C. Flippen, Tuesdays, 13 weeks, through Blackett-Sample-Hummert.

WFMD, Frederick, Md.

J. I. Case Co. (farm implements), daily spots; Westinghouse Electric (refrig.), daily spots; Devoe Paints, daily spots; Aero Oil Co., New Oxford, Pa., 5-min. daily baseball scores; Miles Music Co., Winchester, Va., daily spots; Keystone Shoe Stores, five spots weekly; Remsberg Jewelry, "The Southerners," half-hour weekly.

WSPR, Springfield, Mass.

Holyoke Theater, Holyoke, amateur hour from stage Saturday nights, Chief Announcer Ed Tacy in charge; Arthur's Beauty Parlor, Springfield. "Opportunity Hour," Sundays, Program Director Wayne Henry Latham in charge.

WGRC, New Albany, Ind.

Kiley Brewing Co. (Patrick Henry Beer), "Old Kentucky Clocker," six 15-mins. weekly, four weeks, during race meet at Churchill Downs.

Iowa Network

Iowa Soap Co., Coe College Band, by remote from college two half-hours weekly over **WMT** and **KRNT**, through Weston-Barnette agency, Waterloo.

GUEST-ING

JOCKO MAXWELL, sports commentator of **WLTH**, will be the sports guest of honor of Allen "Skip" Walz, sports commentator of **WQXR** and rowing and wrestling coach at Manhattan College, tomorrow at 2:30 p.m. during the daily **WQXR** sports period. "Skip" Walz, in turn, probably will be Maxwell's sports guest of honor at **WLTH** in the near future.

KENNETH MacKENNA on George K. Arthur's "Penny Wise," May 5 (**WQXR**, 6:47 p.m.).

YOLANDA MERO-IRION, chairman Woman's National Radio Committee, on Ethel Peyser's "Music in Gotham," May 10 (**WQXR**, 9:45 a.m.).

W. C. FIELDS, **RICHARD RODGERS**, **LORENZ HART** and **RAY MIDDLETON** with **ANN HARDING** on initial Chase & Sanborn new program, May 9 (NBC-Red, 8 p.m.).

EDWARD G. ROBINSON, repeat on Kate Smith show, doing a radio version of "5 Star Final," May 13 (CBS, 8 p.m.).

WFMD Honeymoons Are Over

Frederick, Md.—Deane Long, assistant program director and announcer, and Winston Shipley, music director and staff pianist, are back on the job at **WFMD** after respective honeymoons.



★ ★ Little Talks on Big Subjects ★ ★

You **LIKE** or **DISLIKE** a publication for the **SAME** reasons you like or dislike a person . . . **RADIO DAILY** is here to **STAY** . . . Pardon us if we **MODESTLY** suggest that an **IMPORTANT** advertiser just forwarded us a **SUBSTANTIAL** contract "Selecting **RADIO DAILY** for its editorial standards, constructive attitude and all around reader interest." . . . Perhaps that's why **RADIO DAILY** is growing, **GROWING** every day.

RADIO PLAYING SANTA TO MOTION PICTURES

(Continued from Page 1)

ing the week on the Hearst station, WINS. This was effected through a free ticket stunt wherein the Music Hall gave WINS 200 free passes to WINS listeners. Contest on WAAT (Jersey City) called for the best letter on the pix, while electrical transcription announcements were supplied to WVFW, in Brooklyn and WNEW this city. WEVD mentioned the film on its Alka-Seltzer program.

Larger stations, network key outlets, for instance were used for breaks in Edwin C. Hill's Lucky Strike program on CBS; Walter Winchell, mentioned it on his Sunday night show; Molly Steinberg, on WABC, gave it a plug during course of her Stage Relief talks; Martha Deane, on WOR and Mutual, came through with a decided break, also additional notices through reviewers such as Bide Dudley review over WOR; advance notices and reviews on WARD and WQXR and an extra half-hour on WNEW on Allan Courtney program. Also, network mentioned arranged on Coast to Coast programs in Hollywood.

Back of this particular radio foray is Monroe Grenthal of United Artists and Russell Birdsell of Selznick International pictures, who cooperated with Deward Jones and Hazel Flynn of the Music Hall. In a few spots, where an exhibitor may own a theater or more, ET disks are supplied and once in awhile payment made. Cooperation in the former instance is had when pix plays a King-Trendle house in Michigan.

Melody Court on WGH

Claude Taylor, announcer at the Norfolk studios of WGH, and Jack Braxton, program director of the station, Newport News, join in presenting "Melody Court", wherein the old showmanship theme is employed. Braxton defends the fast music, while Taylor holds forth in defense of the slow, romantic music. Program is aired Thursdays at 9 p.m.

NBC Signs Larry Burke

Larry Burke, Irish tenor who will be heard next Sunday on the RCA Magic Key Hour, has been signed by the NBC Artists Service.

ONE MINUTE INTERVIEW

BERNARD WILSON

"The short programs must be better than the top-run of regular-length programs on the schedule or they won't meet with audience approval. Each five-minute period must pack an entertainment-wallop. It is not enough that the audience stay tuned in; each of these abbreviated features must be of such quality that listeners will make it a point not to miss them."

★ Coast-to-Coast ★

BILL CUNNINGHAM, noted sports writer of the Boston Post, is doing a good job on the Kellogg Sports Commentary over the WNAC Yankee Network every Friday at 7 p.m. Program is handled by N. W. Ayer & Son and often includes guest stars.

T. O. White, for two years advertising manager of Loveman, Joseph & Loeb, has joined WSGN, the News-Age-Herald station, as production and promotion manager. Mr. White formerly worked with department stores in Washington and Columbus.

"Hymns You Love," with Edith Arnold, and "Southland Echoes," with J. Richardson Jones, are being groomed for sponsorship at WPTF, Raleigh, N. C.

WFMD, Frederick, Md., will broadcast the famous annual Winchester Apple Blossom Festival on May 7-8.

High and Low, Iowa Network entertainers, head the stage show feature of the current Modern Business Show at Hotel Fort Des Moines.

KSO becomes Iowa outlet for the NBC National Farm and Home Hour this week. Coincidental with the new farm program, KSO is adding a third market report feature daily, the mid-morning edition. Although IBS heads have been building KRNT as the farm outlet in Des Moines, they have discovered that KSO, too, has a sizeable farm audience and therefore the steps to offer further farm service.

Paul Skinner, WTMJ tenor, will accompany Bill Carlsen when the Milwaukee band plays the Trianon ballroom in Chicago in June for two weeks.

Ione Quinby Griggs, conductor of a column in The Milwaukee Journal, is now being aired over WTMJ in "Tell Mrs. Griggs."

WICC, Bridgeport, has instituted a thrice-weekly Consumer Information Service in cooperation with the State Department of Agriculture.

Keyes Perrin, latest announcer acquisition of Steve Willis, manager of WPRO, Providence, is now a benedict.

WLTH, Brooklyn, had such a favorable reaction from its recent airing of the Hebrew Lesson from New York University that a similar broadcast has been set for 10:15 p.m. tomorrow night, spotted in the regular Jewish Hour.

H. R. Gross, news editor at station WHO, Des Moines, will deliver an address Thursday during Journalism

Week at University of Missouri, Columbia, Mo., on the subject of "Radio in the News Field."

Frank Kitch, sports broadcaster for WSPR, Springfield, Mass., has left to play baseball with the Three Rivers (Canada) ball team. Howard S. Keefe has taken over his work as Trans-Radio Press Correspondent for Springfield.

"The Clocker," who recently finished a long contract on WIOD, Miami, has been signed by WGRC, New Albany, Ind., for "The Old Kentucky Clocker" sponsored series.

Earl J. Glade, managing director of KSL, Salt Lake City, addressed last week's convention of petroleum dealers held in that city.

Joe Conn, engineer on Martha Deane's WOR program, went 1,400 miles west to be chief at KMA, Shenandoah, Iowa, only to find Martha Deane's cousin there sponsoring records featuring Martha Deane's announcer, Vincent Connolly. Now Joe is convinced it's a small world.

"Seven Stars Revue," new 45-minute musical show at KMOX, St. Louis, sponsored by Slack Furniture Co. Sunday through Friday, has a cast of entertainers including Ben Feld and orchestra, Al Cameron, m.c., Lorraine Grimm and Tom Baker, vocal soloists, "Skeets and Frankie," and the Ozark Mountaineers.

Bill Judge and His Celtic Minstrels have extended their Irish tunes on WELI, New Haven, from 15 to 30 minutes, Sundays.

Bob Pigue, veteran sports authority, is handling a new 15-minute Five Star Final sports program Tuesdays and Fridays over WMC, Memphis.

Harold Sparks, formerly in publicity department, has been made special events and sports commentator at KFXR, Oklahoma City, replacing Dutch Smith, who left for California. Norman Rodgers becomes morning shift announcer, working with Buck Thomason, Frank Godsoe and Sparks.

Senior Electrical Engineers from the University of Iowa were treated to a day off from classes recently when they were invited to spend the day looking over the studios and transmitter of WMT, Cedar Rapids-Waterloo. The trip was arranged by Professor Kurtz, dean of the "Double E" college and J. L. "Roy" Potter, instructor in electrical engineering and television, working in collaboration with Charles F. Quentin, technical supervisor of WMT.

VICK KNIGHT JOINING EDDIE CANTOR STAFF

(Continued from Page 1)

job by the William Morris office and contract is for three years. He will be in complete charge of the Texaco summer series.

Prior to joining Phillips Lord, Knight produced the A. & P. Band Wagon, working directly under Ted Collins, for 26 weeks.

KMOX Reorganization

St. Louis—Harry W. Flannery, American Packing Co. news commentator on KMOX for two and a half years, has been named news editor of the station.

Manager James D. Shouse also announces that Jerry Hoekstra, director of press relations for three years, has been shifted to the program department in charge of public affairs broadcasts and musical programs. Violet Evers took over the publicity duties yesterday.

Louis Nelson, former promotional director of Phillips Petroleum, becomes director of promotion and publicity at KMOX on May 15.

First WQXR Variety Show

"Music at Twilight," a new program to be heard Sundays 6-7 p.m. over WQXR, has been arranged by William Strauss of the announcing staff. It will be the station's first variety show and will consist of recordings combined with live talent features. The first program in the series will be all-American in deference to National Music Week celebration.

Frank Jarman to Wed

Durham, N. C.—Frank Jarman, manager of WDNC, takes the big leap May 15. Frances Moss is the lucky girl and ceremony will be held in the First Baptist Church here at 5 p.m. Al Harding, Lee Vickers and Woody Woodhouse of WDNC staff will be among the ushers.

Eckles Joins N. W. Ayer

George R. Eckles, formerly associated with the New York Telephone Co., has joined N. W. Ayer & Son advertising agency as an account executive.

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio
and Dance Orchestras

BAND OF THE WEEK
★
FERDE GROFE
CONDUCTING
NBC SYMPHONY ORCH.
SATURDAY, MAY 8TH
NBC Blue Network—8:30 to 9 P.M.
"NATIONAL MUSIC WEEK"



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 61

NEW YORK, N. Y., WEDNESDAY, MAY 5, 1937

FIVE CENTS

Nets' Gross at New High

WPA RADIO DIVISION ADDING 17 PROGRAMS

In addition to the eight programs it now has on the air, the Radio Division of the WPA Federal Theater under Evan Roberts, managing director, has plans for 17 new shows to go on practically all networks and local stations. New list includes:

James Truslow Adams' "Epic of America" adapted for radio series by Leo Fontaine, scheduled for a network about May 15.

"Maker of Dreams," written and directed by Arthur McCaffery, being auditioned for WOR.

"Around the Corner," housing pro-

(Continued on Page 3)

Buryl Lottridge Quits As Manager of KFAB

Buryl Lottridge, commercial manager of KFAB, Lincoln, has resigned. John Henry, general manager of the station, will take over the assignment for the present. Henry is also general manager of KOIL, Omaha, and KFOR, Lincoln.

Dwight Burroughs Heads WCAO News Department

Baltimore—Dwight Burroughs, long time newspaper man, once city editor of Munsey's Baltimore News, and before that a fellow laborer with Henry L. Mencken on the old Baltimore Herald, has organized the news department of WCAO, and is presiding over it as news editor. The news room of the station is equipped with teletype machines, tickers and practically all paraphernalia of a modern newspaper except a press. It has two radios with which the editorial staff is kept advised of outside programs.

Visiting Hours

Omaha—Coincident with the enlarging of offices for its clerical staff, which is now ensconced at individual desks on a large newly built balcony, WOW has announced a daily schedule of visiting hours.

Calling time has been set for 2 to 3 in the afternoon and 8 to 9 in the evening.

Champ Theme Singer

Stanley Davis, who sings "Red River Valley," the "Our Gal Sunday" theme song, is probably theme singing record holder because he sings theme songs on 20 different programs. He also authors ditty for Grand National Pictures. His latest musical effort is "Headin' for the Rio Grande," from the Tex Ritter flicker of that name. Having invented an electric guitar, his ambition now is to form an all-electric orchestra.

500 BEING AUDITIONED IN WLW TALENT HUNT

Talent search by WLW for its new wire with WHN is now going on full force at the WHN studios in New York. The wire, established for the purpose of granting WLW an exclusive outlet in New York, is now in its third week, and WLW is wasting no time in establishing a concrete net-

(Continued on Page 8)

New Kate Smith Show Is Starting Sept. 30

Starting date for the new Kate Smith-General Foods program on 70 CBS stations, Thursdays, 8-9 p.m., has been postponed to Sept. 30. The A. & P. program now starring Kate Smith signs off the air on June 24. The "songbird" will take a summer vacation before returning to the air for her new sponsor.

Co-operative Organization Planned by Radio Directors

Noxzema Summer Series Starting on 2 Stations

Noxzema Chemical Co., Baltimore (sun burn cream) on May 14 will start a summertime series of programs over a two station hookup, WABC and WCAU, Mondays and Fridays, 7:30-7:45 p.m. Program will feature Ray Bloch and his orchestra, Del Casino, vocalist, and a Hollywood news commentator. Talent was set by James Appel of CBS Artists Inc., Ruthrauff & Ryan Inc., New York.

Combined CBS and NBC April Revenue 24.7 Per Cent Ahead of Year Ago— Mutual Jumps 19.8 Per Cent

COST OF TELE SETS IS PLACED AT \$600

Television sets will retail at about \$600, with tubes costing \$40 to \$50 each, according to H. B. Brown, general merchandise director of Philco Radio & Television Corp., Philadelphia. He predicts distribution of sets by 1904.

Benton-Bowles Opening Offices in Hollywood

Benton & Bowles, Inc. advertising agency, will establish a Hollywood office simultaneously with the shift of the Maxwell House Showboat series this summer. A. Hobler and Herschel Williams have both been back and forth between the coast and New York in an effort to have everything in order by July, the time of the shift. At present, plans call for Williams to shift to coast with the show, and his continued direction of that program. Burns Lee, now in the New York office, is also scheduled for a ticket to the coast as publicity director from that end. One writer will probably be imported, with the balance of the staff to be selected on the west coast. Showboat will be the agency's first Hollywood program.

Combined CBS and NBC gross revenue for last month reached the all-time high figure of \$5,873,559, an increase of 24.7 per cent over April 1936.

April billings reported by each network were: CBS, \$2,596,238; NBC-Red, \$2,303,519; NBC-Blue, \$973,802. In percentage increase, as compared with April, 1936, the CBS network leads with 33.1 per cent. NBC-Red is a close second with an increase of 31.2 per cent. NBC-Blue revenues fell off .6 per cent as against a year ago. Last month the Blue booked \$973,802 and a year ago \$979,727.

Combined NBC gross revenue for the month of April, however, went up 19.5 per cent, with total receipts of \$3,277,321.

CBS billings for the first four months of the year were \$9,798,891, an increase of 23.5 per cent. NBC net-

(Continued on Page 3)

P. & G. Will Sponsor NBC's "Hickory" in Chi.

Chicago—Starting Monday, Procter & Gamble takes over NBC's "Young Hickory" serial for Drene locally over WMAQ, five times weekly at 11:45 a.m. NBC also will carry it as a sustaining at 4:15 p.m. Kastor & Sons is the agency.

Anti-Ascap Measure Loses Point in Texas

Austin, Tex.—Move in the state legislature to vote on an anti-Ascap bill failed to get consideration when seven senators came out against the measure.

50-Mile Television

London—A radius of 25 miles around Alexandra Palace, the British Broadcasting Company's television station in North London, is the usually accepted limit for practical reception. Yet S. R. Burbidge, director of a firm of electrical and radio dealers in Brighton—more than 50 miles away—regularly receives television programs at his premises, and with clarity.

(Continued on Page 3)



(Registered U.S. Patent Office)

Vol. 1, No. 61 Wed., May 5, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, May 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171	169 1/4	169 3/4	+ 2 3/4
Crosley Radio	21	20 1/2	20 1/2	+ 1
Gen. Electric	54 1/2	53 7/8	54 1/8	+ 3/8
North American	25 1/2	24 7/8	25 1/8	+ 1/2
RCA Common	9 3/4	9 3/8	9 1/2	+ 1/4
RCA First Pfd.	71	70 1/4	71	+ 1
RCA \$5 Pfd. B.	(97 1/2 Bid)		110	(Asked)
Stewart Warner	19 5/8	19 1/4	19 1/4	+ 1/4
Zenith Radio	36 1/4	35 1/2	36 1/4	+ 1/2

OVER THE COUNTER

	Bid	Asked
CBS A	51	53
CBS B	50 1/2	52 1/2
Stromberg Carlson	14 7/8	15 1/8

Patricia Ryan Signed

Patricia Ryan, song stylist has been signed by the NBC Artists Service. She is currently heard Tuesdays, Thursdays and Saturdays 8:45 a.m., over the NBC-Blue network. The Rhythm Rascals are heard with her on this series.

Mischakoff in NBC Post

Micha Mischakoff, noted violinist, has accepted the post of concertmeister of the expanded NBC Symphony Orchestra, which will be conducted by Arturo Toscanini next winter.

KOB Names Blair as Rep

Denver—At a conference here between John Blair of Chicago and T. M. Pepperday of KOB, Albuquerque, N. M., deal was closed for Blair & Co. to represent the station nationally.

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway ME. 3-1270 New York

Radio as a Social Force

(Excerpt from Report on Radio Education by Eunice Kneece, Senior High School, Greensboro, N. C.)

Considering radio education in its broader aspects, we readily see that it becomes a social force when it assumes a major role in psychical communication, when more than fifty million folks in the uttermost parts of the nation may listen in through more than twenty-five million sets to flood conditions affecting thousands of American lives or to a disaster such as that occurring at New London, Texas; it becomes a great political force when a great personality like that of Franklin D. Roosevelt can win his way into the hearts of the American people, although in 1935 eighty-five per cent of the American newspapers were against him.

To quote Major Edney Ridge of our local station WBIG: "When this gentleman sits at his desk before the microphone and says, 'My friends', the people listen, because his voice carries with it sincerity of purpose"; it becomes a great international force when listeners all over the world can hear the same speech and can share the emotions aroused by the troubles and abdication of a king and emperor; it becomes a great cultural force when the common man as well as the intellectual man, when those on farm and at fire-side as well as those in forum and university may hear correct speech, beautiful music, talks on art, literature, and other subjects which take the "drabness" out of life and make for a better use of leisure time.

Urges More Labor Mediators

Washington Bureau, RADIO DAILY
Washington—With James T. Carey, president of United Electrical & Radio Workers as one of leading labor representatives, Secretary of Labor Perkins at a second conference on labor relations yesterday suggested increased mediation facilities in different state labor departments and assignment of experienced conciliators of the U. S. Labor Department to cooperate with states when industrial differences arise.

Pulitzer Winners on Mutual

Four Pulitzer Prize winners will be interviewed on WOR and Mutual network tonight, by Gabriel Heatter, at 9 p.m. They are: Anne O'Hare McCormick, foreign correspondent; John J. O'Neil and William Laurence of the N. Y. Times, who received their award for coverage of the Harvard Tercentenary, and C. D. Batchelor, cartoonist of the Daily News.

Lohr, Hays and Noyes to Talk

Lenox R. Lohr, NBC president, Will H. Hays of the film industry and Frank Noyes of the AP will be heard in talks on radio, films and newspapers, respectively, before the national convention of the American Red Cross in Washington, May 13. Talks will be aired over the NBC-Blue, 3-3:45 p.m.

WBOW Building Model Home

Terre Haute — Ground will be broken today for the WBOW Model Home. W. W. Behrman, director of the station, has plans for an \$8,500 home to be built as a station promotion, with completion date set for latter part of July.

Governor Townsend of Indiana has appointed Behrman to the advisory council of the Northwest Celebration Committee of Indiana.

Consider Copyright Bills

Washington Bureau, RADIO DAILY
Washington—Senate Patents committee yesterday considered the pending Duffy, Guffy and Sheppard copyright bills. Hearings will be set, but not before the next two weeks, according to the committee clerk.

KOMO-KJR Additions

Seattle—Jean Wylie, formerly with KMO Tacoma, has joined the KOMO-KJR staff and Marilyn Boles has moved into the publicity-news department.

Harold GeBauer has been added to the KOMO-KJR announcing staff. He once did dramatic roles over local stations and served on the staffs of KMED, Medford, and KORE, Eugene.

Maitland Jordan, KOMO-KJR's youngest announcer, has been assigned to announce all four daily commercials for the Bon Marche department store.

WCAC Adds Sports Review

Baltimore — WCAO has added a daily sports review to its news service. Fred Turbyville, a widely known sports writer, is handling the feature, which goes on the air in the late afternoon, covering latest baseball scores, race results, and timely comment on outstanding developments in other branches of sports.

WBOW Adds to Staff

Terre Haute—Coincident with the appointment of Ralph Guthrie as chief engineer, WBOW has added Stokes Gresham, Bernard Rosenberg and Wilfred MacDill to the technical staff. W. W. Behrman, director of WBOW, also has named George Jackson chief announcer, Minter Frame is the new merchandise manager.

Barrett Joins Ida Bailey Allen

Maurice Barrett has resigned from the production staff of station WHN to become associated with Ida Bailey Allen. Barrett formerly wrote and produced 41 programs a week for the station. He will write and produce the N. Y. U. Forum for WHN on a free lance basis.

COMING and GOING

MERWIN W. JENNINGS, treasurer of Transcriptions, Inc., sailed with his bride, the former MARJORIE SODERLUND for the Coronation and a visit to Paris.

PETE WASSER from the New York office of Furgason & Aston Inc., is in Pittsburgh this week on business.

FRED WEBEE, general manager of the Mutual Broadcasting System, is in Cleveland, then going to Chicago for a few days.

LOUIS ARMSTRONG, EDDIE GREEN and GEE GEE JAMES leave for Chicago and will air their Friday night show from there for the next two weeks.

WILL GREEN has left for a short business trip to Florida and will be back early next week.

PAULINE SWANSON of the Robert Taftinger office planed back to Hollywood yesterday.

LARRY MILLIGAN of the Chicago office of Blackett-Sample-Hummert arrived in town yesterday and returns today. Trip was made on special business for Borden.

JOHN HEINEY, radio editor of the Washington Post and originator of the "Prof. Quiz" program, is in the city.

BILL McADAMS of Tom Fizdale's Chicago office, is in town on business.

BARREN HOWARD, commercial manager of WRVA, is contacting agencies around town.

CLARFNC WHEELER, general manager of WHEC, will be in New York today.

ERNEST LA PRADE of the NBC music department has gone to Cincinnati for the May Music Festival.

Will Handle Advertising For 6 Canadian Stations

Taylor, Pearson & Carson, station representatives, have appointed Rintout, Stiepoek Inc. to handle all advertising for the following Canadian stations: CKY, CKX, CKCK, CJOC, CFAC and CJAC. Latter is already handling all promotion for stations named.

Folk Festival Air Plans

Chicago—National Folk Festival to be held for the first time north of Mason Dixon line in connection with Chicago's Charter Jubilee, May 22-28, is negotiating for a network series. Gertrude Knott, founder and director, and others now on the air locally over WAAF, WCFL and WLS almost daily with ballyhoo. Festival features non-pro entertainers from 20 states including Indians, hillbillies, miners, negroes and many national groups.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

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

LEO SAYS:

Broadway Melody Hour
8:00 to 8:30 P.M.
with Col. Jay C. Flippen and
Tito Guizar as guest star.

WHN DIAL 1010
AFFILIATED WITH
M-G-M * LOEW'S

RADIO DIRECTORS PLAN A CO-OP ORGANIZATION

(Continued from Page 1)

rules and regulations decided upon. Name is to be the American Association of Radio Directors. There will be no dues if it can possibly be avoided.

Although time on the air for shows are naturally not conflicting for actors in question, rehearsals are often set at the same time for numerous shows on which they appear. Actors at times are rushed from one studio to another and often give only part of the time they should. To avoid this contingency, BBD&O agency, for instance has a higher scale of salary in order to establish first call with no "ifs" for the "March of Time" actors.

Another important item, in the opinion of the directors, is the exchange of various effects, sound or otherwise, which may have been discovered accidentally or after long research. Idea may be used only once by the discoverer, and at the same time another director may be desperately seeking for the same trick another has worked out and found to be successful. Exchange of such ideas, it is hoped, will prove a cooperative move to save time and improve dramatic shows.

Leading directors are in back of the movement, two of the organizers being Charles Martin of the Biow agency and Irving Reis, CBS engineer, director and writer. For the most part the organization is being planned as a New York key station proposition, such as WABC, WJZ, WEA and WOR.

WRC as Plane Finder Outlet

NBC station WRC in Washington has been designated by American Air Lines as the outlet to tune in on for planes traveling north and south, in using the new RCA radio directional finders. New gadget is used in addition to the regular beam and pilots have been instructed to use various other stations along the route, also.

The RCA finders are being used on the big 14 and 21 passenger transports.

Joins Standard Syndicated

Boston—Joseph Cohn, for eight years on the Boston American advertising staff, has joined Standard Syndicated Service as New England sales manager for "Movie Money," which is being syndicated to newspapers and radio stations. WSAR, Fall River, recently signed contracts. George L. Fecke heads Standard Syndicated.

SEATTLE

Ernest Campbell technician, formerly of Silverton, Ore., broadcasting circles, is a new member of the staff of KXA here.

"Dr. Kate," popular serial of Hal Burdick, former Seattle writer, starring Mrs. Cornelia Burdick, his wife, has been restored to KJR, over the NBC hookup.

Bill Neville, formerly of KROC, Rochester, Minn., is a new announcer at KXA.

Actors' Equity Status on Radio

Under consideration for several years, with a comprehensive survey made of the situation some time ago, Actors' Equity Association definitely states it is going ahead with the organization of actors and actresses working on the air. Exactly when and how will not be divulged. Equity position is:

That recent events point to the inevitable organization of the radio actor. That Equity now has in its membership more than a majority of the actors on network programs.

That the American Federation of Labor gave jurisdiction over radio actors to Equity.

That such an organization will be successful.

That the networks and ad agencies employing actors are sensible and reasonable business men; they know the Equity record and conduct in the theater; that it is preferable to deal with Equity than an outside group that may spring up, since Equity is an established organization which will look after the interests of both the employer and employee.

The foregoing in substance is the AEA stand. Generally, reforms in regard to rehearsals, repeat shows and a standard minimum wage scale and contract intended to give the actors more money is the crux of the matter. Frank Gillmore did not go to the coast, cancelling his reservation at the last moment.

Invitations to Broadcast

Uncle Ben and his Friendship Circle have brought a novel stunt to WTMJ, Milwaukee. Uncle Ben calls listeners at random on telephone in studio, inviting them to visit his show. Persons phoned are called for and delivered by cab. Friendship Circle is a daily feature between 3:30 and 4:30 p.m. with music, poetry, philosophy and hominess stressed for real entertainment. With wedding anniversaries remembered, blessed events announced, and birthdays mentioned, program is a choice spot for participating announcements.

CBS-Guild Parleys Continue

Negotiations between CBS and "American Guild of Announcers and Producers" are still going on, said Roy Langham, president of the AGAP, last night. It is expected that meetings will be completed before the end of the week.

Engineers to See Television

Members of the Institute of Radio Engineers convening in New York will view three NBC television demonstrations on Tuesday of next week. The demonstrations will be given in the RCA building.

NETWORKS' APRIL GROSS ESTABLISHES NEW HIGH

(Continued from Page 1)

work receipts were \$13,729,385, an increase of 19.5 per cent over the corresponding period in 1936.

Mutual Broadcasting System had gross billings of \$167,590.01 for April, compared with \$139,934.34 for the same month in 1936. Increase is 19.8 per cent. Cumulative billing for Mutual for the first four months of 1937 is \$769,901.17, an increase of 16.6 per cent over the same period in 1936, when the gross was \$660,040.98.

NBC Engineering Recruits

NBC engineering department has acquired three new recruits with Frank Connolly, formerly in the artists' service, transferred to the engineering field group, Edward Bertero, formerly the O. B. Hanson office receptionist, now in studio engineering, and James Coleman, formerly an electrician in the service department, now in maintenance. Howard Cooley of the stenographic department will replace Edward Bertero as receptionist for Hanson.

Wrigley Renews "Melodies"

Chicago—Wrigley's "Poetic Melodies" has been renewed for 22 weeks over CBS, thereby bringing its run to a year. A group of five coast stations is airing "Scattergood."

New WDNC Barn Dance Setup

WDNC (Raleigh, N. C.) commercial department has had such a demand for spots on the Friday night Barn Dance that a new setup has been arranged for this hour. Red Barbee will continue to be sponsored at 8 p.m. by Myers Glenn Auto Accessory, with a new quarter hour known as "Smoke Mountain Revue" being spotted at 8:15, a new group via Standard Broadcast Service at 8:30, and Al Clauser's Oklahoma Outlaws in the final 30 minutes.

Washington Guests for Prof. Quiz

About 300 members of the "little Congress," secretaries and assistants to senators and representatives in Washington, will be guests on the "Prof. Quiz" program on Saturday, 8-8:30 at the Barbizon-Plaza, heard over CBS. A man and a woman from the group will be interviewed during the broadcast.

Audition Football Mikers

The J. Stirling Getchel Agency is auditioning announcers for football.

WESTCHESTER

"New York's Hearthside"

Is Yours with

W-F-A-S

Hotel Roger Smith White Plains



Jello Again!

Today . . . I am five years old . . . on the air

CONGRATULATIONS, JACK

THANKS, MARY

AGENCIES

D. J. POWERS, formerly associated with the M. Glen Miller Advertising Agency, Chicago, has been appointed advertising and publicity director of Dry-Zero Corp., that city. It is announced by H. B. Lindsey, president of Dry-Zero.

DOROTHY DIGNAN, of the Philadelphia officers of N. Y. Ayer & Sons, sailed for Paris yesterday. She will attend the opening of the Paris International Exposition, May 24. The agency is handling exploitation for the exposition in this country, spotting radio tie-ups wherever possible. While in Paris Miss Dignan will confer with advertising women attending the exposition.

REISS ADVERTISING AGENCY has been appointed by the Roy Toy Co. to handle its complete schedule for this year. Spot radio is now being set, and complete schedule will be announced at a later date.

"QUOTES"

ED SMALLE: "Radio executives lament the fact that with the death of vaudeville, there is no training school for radio talent. This may be true with all types of air performers—but not for singers. The choral groups on the air today are preparing their members for bigger things in radio. Several of the members of my Seven G's are currently doing solo work, and two of my girls, Mary Kendel, who acts as the 'human musical instrument' with Oscar Bradley's orchestra, and Ivy Dale, currently singing with the Hippodrome Opera troupe, are well on their way to stardom. This same procedure holds true with most radio choruses, and I know that several of the members of 'Lyn Murray's New Yorkers' are currently acting as soloists on other programs. The air choruses today are definitely radio's training school for singers."

DAVE SCHOOLER: "There can never be an accurate comparison between 'remotes' and studio broadcasts. In the studio, the leader can have as much as three or four hours of rehearsal for a fifteen minute spot. In the clubs with a remote, the band leader goes right on the air with the same dance arrangements and no extra rehearsal. Then again the physical difficulties are not so easily overcome. In the studio, the band is given a balance and set up so that the broadcast is the best possible. On the 'remote' the usual procedure is to work with one mike and full justice to the band is never done."

CLAUDE SWEETEN



● ● ● **Al Jolson's** show for Rinso fades July 6. without a summer replacement. . . . He returns for the same sponsor Sept. 7. . . . When Joe Penner bows out for a vacation this summer, Gene Austin will be starred with Jimmy Grier's band holding down the berth. . . . Harry Moss, ork booker for Consolidated, has resigned and will be associated with Lennie Hayton's orchestras. . . . Phil Ross, production manager of WIBX, Utica, auditioned at CBS the other day for a job as announcer-director. . . . CBS will play host to more than 1000 radio engineers during the 3-day convention of the Institute of Radio Engineers, May 10-12. . . . Delegates will attend Al Pearce's airing May 11. . . . Menerva Pious is another of the good actresses going to the coast for AIR work. . . . Ted Collins will produce two shows next Fall beside the Kate Smith "Band Wagon" for Young & Rubicam.

● ● ● *At the Catholic Actors Guild testimonial dinner in honor of Gene Buck, a wire was read from President Roosevelt, in which FDR expressed deep regret that he was unable to join the assemblage in paying tribute to a grand person. . . . However, he assured the audience that he was there in spirit. . . . This prompted Harry Hershfield to rise and remark: . . . "Don't be fooled by this wire, Gene. . . . Five minutes from now, the Supreme Court may reverse itself and rule the whole thing UNCONSTITUTIONAL!" . . . Which, since politics has found its way into this pillar, recalls that the other day James Farley stepped before a mike in Gary, Ind., to speak on the outlook for the Democratic party. . . . The call letters of the station, neatly framed under his chin, read "WIND."*

● ● ● **Sponsors** have made up their minds on the summer substitution for Jack Benny. . . . Jane Froman, Don Ross and a band will fill the job—coming from the coast. . . . Eddie Byron is producing a show with a cast of 45 and a symphony band conducted by Harry Salter. . . . Benny Meroff will do vaudeville dates during the next few months. . . . Hollywood Songs has acquired American rights to Jose Norman's "Cuban Pete," the rage in London, published by Norris there. . . . Fred Norman is looking for a comedy writer. . . . Jack Roseleigh, star of "Pepper Young's Family," was well received by the Broadway critics in "Without Warning," his first stage appearance in two years.

● ● ● **Ruth "Ducie" Weir**, Syracuse radio singer, has announced her engagement to Kingsley Horton of New York, a CBS employe. . . . Myer Roman has been signed to conduct the musikers at Radioland in Cleveland's Great Lakes Exposition and will be built-up via sustaining from there. . . . Garfield Swift, bary formerly heard via WOR, is recovering from pneumonia at Medical Arts. . . . "Having Your Musical Jollies or Mr. Ghost Takes a Holiday" is a musician's "pipe dream song" by Tommy Dorsey and his arranger, Paul Wetstein, and will be introduced shortly. . . . Commenting on a recent item here, J. Harold Murray says: . . . "I never expect to quit show business as long as I'm able to walk on a stage and sing. However, my duties as a beer prexy prevent my taking lengthy engagements and I have been confining my activities to radio principally" . . . making it radio's gain. . . . Tommy Rockwell's decision to remain east a few more days is to further the plan we revealed here last week. . . . Frank Jenkins, former radio editor of the Boston Herald, is now director of the News Bureau for Doubleday-Doran, book publishers. . . . Chic Martin and his Purina Singers, a daily transcribed show presented via WFMD, receives requests from listeners for special numbers.

Coming Events

Today: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

May 2-9: National Music Week; David Sarnoff, chairman.

May 7: NBC Athletic Association Spring Dance, Hotel Roosevelt, New York.

May 10-12: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 12-15: World conference on radio communication and television, Cairo, Egypt.

May 12-19: Philco eastern distributors convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

May 19: Luncheon meeting of radio sales promotion men, Victoria Hotel.

May 23-25: National Radio Service Ass'n convention, Dallas.

May 23-26: Philco western distributors convention, Del Monte Hotel, Del Monte, Cal.

May 24-28: Society of Motion Picture Engineers, spring convention, Roosevelt Hotel, Hollywood, Cal.

May 28: Meeting of Seattle Section of Institute of Radio Engineers. James Wallace, KVI, chairman.

June 1-10: Radio-television exposition, Moscow.

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

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

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

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

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

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

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

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

LOUIS ARMSTRONG

AND HIS ORCHESTRA
Fleischmann's Yeast, Fridays,
NBC Blue, 9 P. M.

JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

ALICE RHINEHART tore up that flicker contract, signature 'n all, on account of she's chary of options... Lily Pons cancelled the Monday night Detroit warbling engagement because of what she fears is kidney trouble... Benton & Bowles giving thought to the possibility of switching Palmolive to the coast, along with the "Showboat" program, if Bill Bacher gives the nod to their request that he handle it, even if it necessitates changes in cast... Helen King, ex-Certified Contests Service dispenser, is now installed at her new 17 East 48th Street office where she'll function as Contest Consultant... the gal's still going to town on scribblings submitted in the Rockefeller Plaza Business Men's Exposition of recent memory... has about 3,000 more to unravel... Frances Langford still unable to return to "Hollywood Hotel" with Shirley Ross a competent sub for her this week... "Broadway Varieties" fourth anniversary rated a festal cake which was rapidly demolished by all the lads and lasses.



Helen Nolan and Lois Lorraine are the pioneer femme members of the new CBS division in charge of sustaining shows and non-commercial network affairs... Jane Pickens, who'll desert the "Follies" in favor of further radioperations, will guest on WINS Walter King's "Song Contest"... Claudette Colbert to bring her Gallic glamor to the ether in "I Met Him in Paris" on Hollywood Hotel, May 21... Although Carol Weyman is signed to go screenie she's holding her breath these days for fear of slip-ups on account of she doesn't go Hollywood-ward until winter.



Nila Mack presents an interesting bit of juvenilia in the shape of 150-word short-short fairytale authored by 7-year-old Jean Barhydt, who'll air guest May 15 when the nursery opus is dramatized. Dorothy Thompson, scribe wife of scrivener Sinclair Lewis to make her bow as guest speaker on "Heinz Magazine of the Air" May 10... Grand Duchess Marie of Russia, covering the Coronation for Universal Service, will talk from London May 8 anent Coronation matters... Anne Marie Rowe, WICC-caster on sick list... Ditto Eve Love, who's hospitalized but definitely on the mend.

RADIO PERSONALITIES

No. 34 in the Series of Who's Who in the Industry

SEDLEY BROWN, former radio liaison officer of the American Association of Advertising Agencies and now director, producer and actor on the NBC-Blue network "Husbands and Wives" program, was born March 27, 1887 in Youngstown, and started in show business at the age of 21 when he joined his mother, the famed Henrietta Crosman, for a theatrical tour. Was an assistant to Cecil B. DeMille for a year and produced plays for him. In rapid succession he became the first movie stunt man, a professional hockey player with the old New York Wanderers and a Lieutenant in the 72nd Coast Artillery during the War.



Engineered most costly single program.....

Returned to the U. S. broke but finally got a job with an advertising agency. Then became advertising director of a motor car company when his first association with radio occurred. In 1928 he engineered the first point-to-point remote control broadcast which cost his company \$144,000, the most expensive single program ever heard on the air—but it sold a lot of cars.

Turned to management of radio artists. Collected commissions from people like Raymond Knight and Ray Perkins. Conceived the "Husbands and Wives" idea and sold it to radio. Sedley's full name is George Crosman Sedley Brown. He is the only man to get Charlie Chaplin to speak over a microphone and to present the Rev. Charles E. Coughlin on a commercial airing. He was married on New Year's Eve, 1914, and has a daughter whom he named October because she was born in that month.

ORCHESTRAS - MUSIC

SHOP FIELDS' Rippling Rhythm is accessible to the public for the first time in the shape of a folder of Fields' piano arrangements, published by Mills Music. "Ain't Misbehavin'", "Dinah", "Stormy Weather", "I Can't Give You Anything But Love", "I Surrender, Dear", "Mary Lou", "Broadway Rose" are all included in the special arrangements.

Tommy Dorsey's collegiate debut occurs today when he plays his first collegiate prom for the Villanova College Junior class.

Chick Webb and Jimmy Gorham stage a musical bout at the Strand Ballroom in Philly, Monday, with a WDAS wire.

Johnny Fortis, one of the Three Naturals, introduces a new bit of musical reminiscence over NBC through KYW, 'titled "Living in the Past".

E. Robert Schmitz, pianist of note, will play Moussorgsky's descriptive studies of "Pictures at an Exhibition" in a Columbia Concert Hall program over CBS, Saturday, 6-6:30 p.m.

Erno Rapee will conduct the Los Angeles Symphony Orchestra in the Hollywood Bowl, July 22 and 23, and the Portland Symphony Orchestra, Portland, Ore., July 26, making a total of eight symphony orchestras he's guest-conducted in a year.

Leading music publisher with film affiliations will jump the wholesale price of sheet music tunes to 22 cents.

Same concern will also concentrate the out of town offices and plugs in one contact man. Orchestrations will go to 75 cents and it is believed this will result in other large houses following suit.

Ina George, songsmith, whose "London on a Foggy Afternoon", "Stand By for a Radio Flash" and "You're a Hit" are being published by Whitney Blake, celebrated a birthday the other day.

Leo Reisman and ork, whose musical activities at the Waldorf-Astoria have been confined to the Sert Room, for the winter season, open in the Starlight Roof of that hostelry tomorrow to supply musical refreshment during the dinner and supper hours. They'll be aired over WOR-Mutual every Tuesday and Friday night, 11:30-12 midnight.

Walt Woolford replaces Charlie Gaines at the Parrish Cafe, Philly. Band remotes over a WDAS wire.

Star Radio Signs 2 More

KFEQ, St. Joseph, Mo., and KFNF, Shenandoah, Ia., have been signed by Star Radio Programs, Inc. for its Morning Bulletin Board program.

CLYDE BARRIE
CBS

Thursday 6:15 P. M.

★ F. C. C. ★
ACTIVITIES

APPLICATIONS RECEIVED

Meno Schoenbach, Woodward, Okla. CP for new station. 1500 kc., 100 watts, unlimited.

Martin R. O'Brien, Aurora, Ill. CP for new station. 1500 kc., 250 watts, daytime.

KGAR, Tucson, Ariz. CP to change frequency, power, install new antenna and move transmitter. 1340 kc., 250 watts, unlimited.

WQAM Personals

Miami—Fred Borton, WQAM prez, is cruising among the Florida keys aboard his yacht on his annual fishing trip.

Walt Svhelda has joined the production staff.

WQAM artist bureau has placed Mae Rose Kiddie Cabaret, Renuart Lumberjacks, Texas Dave McEnry and The Floridans to entertain at the Miami Herald's annual Better Homes Exposition.

Gypsy Tanna, featured vocalist with Jose Manzanara's South Americans, formerly under Ford sponsorship, has joined the staff of WQAM.

Norman MacKay, program director, celebrating his eighth year on the air as conductor of the children's program "Uncle Mac Reads the Funnies."

Ralph Nulsen, chief engineer, returns to the fold this week after a year's study at the Capitol Radio School.

Jack Skeavington has transferred from the announcing department to the sales organization.

Virginia Vallance to Wed

Virginia Vallance, formerly with the General Mills' Feature Time Hour (CBS), and Francis M. Randolph, transcription manager of KFRU, Columbia, Mo., plan to marry this summer.

SAN FRANCISCO

Sam Hayes, the "Richfield Reporter" who left the oil news show, has been replaced by John Wald and Ken Barton, who will work together on the 15-minute spot over six NBC stations at 10 p.m. each giving items most befitting his style.

Bob Roberts, manager of KYA, has arranged with Commonwealth Club of California to broadcast the latter's weekly luncheon meetings from the Palace hotel. Noted persons appear at each Friday lunch.

Chester Smith has been substituting at KFRC for Claude Sweeten, orchestra leader, during the latter's leave of absence.

JOSEF CHERNIAVSKY

"The Musical Cameraman"

26 WEEKS COAST-TO-COAST FOR 1847 ROGERS BROS.

Available for Personal Appearances During Summer Months as Guest Conductor

Thrilling Orchestral Novelties

Studio Address: 609 W. 115th St., N.Y.C.



★ Coast-to-Coast ★



ANNETTE KING and Jack Baker, NBC Club Matinee soloists, fly to Memphis May 12 to sing at the Cotton Festival.

Donald McGibeny, NBC commentator, to address Illinois Public accountants association at Sherman Hotel, May 22.

Virginia Clark back at work in "Helen Trent" after week's honeymoon with her new husband, James Bengston.

Sair Lee, Canadian contralto, and Bob Gately, tenor, out at NBC. Miss Lee doing some guest turns with Harold Stokes band at WGN. The Doring Sisters and NBC Artists service have parted company though they are still working on the Carnation Contented program under Frank Black.

Bill Murray of William Morris, New York, here conferring with Joan Blaine about a new serial for her. Next weekend she is to go to New York for further talk.

John Thompson, former instructor at Northwestern's Medill school of journalism, new assistant to Ken Fry, NBC news editor.

Col. Roscoe Turner, for whom NBC had plans here, has given up radio for the present and returned to the coast.

Nancy Nelson, who has left Kay Kyser's orchestra, sang with the WGN Dance orchestra other night on the Mutual clambake when Paul Whiteman conducted. Whiteman reported interested in using her this fall if and when he returns to the Drake Hotel.

University Broadcasting council has launched a series on Civil Liberties over WIND Monday evenings.

WBBM has extended the five day week, granted last week to announcers and production men, to all departments except musicians who are on a six day union week. Les Atlass, Columbia v.p. here, reported favoring a five day week for bandsmen, too.

ONE MINUTE INTERVIEW

CECIL B. DeMILLE

"The radio audience of children between 8 and 15 years of age is the biggest factor to be considered by the radio advertiser today; because children of that age, following a program now, will carry with them a definite impression of the sponsor's message and product. Certainly, when they grow up, they will not forget."

WILLIAM S. PALEY, president of CBS, speaking on the broadcast incident to the presentation of the Columbia Award to WHAS, Louisville, for "distinguished contribution to the radio art," said in part: "Every capable broadcast management is keenly aware that there is much in broadcasting service beside a well-balanced program of entertainment. I doubt if the full efficiency and caliber of a station is ever wholly tested until a real community crisis arises which taxes and tests not only the station's technical equipment and operating plant, but that which is far more important, the character and responsibility of its management."

Betty Jaynes will not be a member of the new Chase & Sanborn cast which starts Sunday over CBS-Red. Don Ameche, Werner Janssen and Edgar Bergen and his dummy are in the regular cast. W. C. Fields, making his first appearance on a sponsored radio program, heads the list of guests for the initial show.

John D. M. Hamilton, Republican national committee chairman, speaks over CBS May 16 from Washington and May 23 from Chicago, both talks at 11 p.m.

WCAE will open at 5 a.m. on May 15 to give its listeners the coronation details.

Weather forecasts for transatlantic broadcasting this week are excellent. So there should be clear reception of Rudy Vallee's first show from London, including Charles Laughton, Will Fyffe, Binnie Hale, Richard Tauber, Royal Guards Band and the Lord Mayor of London.

WOW, Omaha, notes: Russell Baker, once here but lately with NBC as an actor, has rejoined WOW as an announcer, relieving Program Manager Harry Burke of some work . . . "Little Man," new juvenile serial written and directed by Milton A. Rieck, is being presented by Jack & Jill players, juvenile unit . . . The Job Clinic placed 40 persons in its first month . . . Evelyn Mason, day hostess, is being married soon . . . Daily feature race at Ak-Sar-Ben track, May 28-June 4, will be aired over WOW.

Bob Elliston and Ed Shelton are handling sports broadcasts over KFKX, Oklahoma City. Sponsor is General Mills.

WMBH, Joplin, Mo., besides broadcasting the recent two-day Fiesta in that city, was the only commercial enterprise which placed with a prize-winning float in the big parade.

Al Nagler, sports announcer at WJBK, Detroit, has a new series of programs daily at 5:45. Nagler gives a play-by-play reconstruction of the

Tiger baseball games. His usual 7 p.m. sports resume has been changed to 7:15 and is now sponsored by the brewers of Old Michigan Beer.

Charles Purcell, of the announcing staff of WCAO, Baltimore, is back at the mike after a vacation spent lolling in the shade of a Florida orange grove.

WMCA's Coronation broadcast will consist of speeches by J. W. Mariott, British author, and Harlan Eugene Read, American writer, who will speak from London at midnight, London time, on the evening of May 12.

Bill Morrow and Ed Beloin, the Jack Benny gag twosome, are devoting their spare time to writing a book. It will reveal to embryo authors how to devise programs and will be titled, "How to Write Scripts." They hope to complete it before they embark on their European vacation in the middle of July.

Speaking of that "new technique in dramatizing of a novel for radio, that of dualizing a single personality", Lawrence Menkin of WLW, Cincinnati, says: "This 'new technique' was first used in a play I wrote, produced over WSAI, in August of 1935, entitled, 'Fantasia in D'. Later produced over WMCA, titled 'One Divided By Two'. The title suggests the entire idea: A study of a split personality, breaking up a character into two voices. This wasn't for a stream of consciousness effect. Many new techniques, tried out all over the country, later gets acceptance when the pioneer first wins his fight against the 'It can't be done boys'."

Centennial program of Mount Holyoke College, South Hadley, Mass., will be aired over CBS at 3:30-4 p.m. Friday.

Trainers and jockeys will be interviewed by Clem McCarthy, NBC turf authority and commentator, while Alfred Gwynne Vanderbilt, chairman of the Preakness Committee, will speak briefly in an NBC-Blue network broadcast May 14, preliminary to the running of the historic Preakness race at the Pimlico Track, Baltimore. The broadcast will be heard 10:30-10:45 p.m., the following day, Saturday, 6:15-6:45 p.m., over the same network, McCarthy will describe the running of the Preakness. Latter event is sponsored by American Oil Co.

Harry Heilmann, former American League batting champ and now sports commentator for WXYZ, Detroit, had some time when he tried to interview Gerald Walker of the Tigers during a Beech-Nut tobacco program the other day. Walker threw Heilmann off his track by grabbing the opening commercial and reading it despite Heilmann's protests, and continued to cut up all through the broadcast.

Jimmy Tolson's entire Fun Fare cast on KFAC is either in movies or screen testing for them. Dave Weber signed with Republic for part. Camille making tests for RKO. Tolson considered for part in new Warner college picture. Four Blackbirds under contract to Paramount.

KGU, Honolulu, starts re-run of the Chandu disks for Hawaii in June, Earnshaw & Young report.

Walter Biddick, Los Angeles station rep, will leave late in May for the ad club pow wow in Salt Lake and the Chicago convention.

PHILADELPHIA

Sandy Guyer having been assigned to assist Jack Barry in announcing the baseball games over WIP, his daily Eight Bells program is now under the guidance of Howard Jones.

Louis Baer, concert violinist, is appearing as soloist on "Twilight Interlude," presented daily over WDAS.

Ed Robson has been assigned to handle the weekly man-on-the-street broadcasts over WDAS.

Bonnie Stuart is the newest KYW warbler to get a solo spot over the NBC-Red net. She also is heard on two other variety shows originating at KYW.

Clarence Fuhrman, WIP musical director, and his trio composed of Moris Braun and Thomas Elmer will appear in a series of concerts during the month sponsored by school and church organizations.

Harold Davis will carry on his grunt-by-grunt description of the wrestling bouts over WDAS from the outdoor arenas.

The Hula Boys, Hawaiian ensemble, are the newest additions to the WDAS staff artists, to be heard weekly on a Saturday spot.

Margaret Hanley, member of the WIP program staff for five years, resigned this week. Betty Shaffer, former receptionist, replaces her.

Mac Parker, formerly on Philadelphia Record, is back on the air over WCAU for a thrice weekly newscast.

WFIL will give listeners inside dope on the progress being made at the site housing their new studios. Al Stevens will take a pack transmitter to the spot of construction for interviews with the workmen.

Marian Black is the newest addition to the WIP program staff.

Wayne Cody, who conducts several kiddie shows over WFIL, is booked for a string of theater appearances in New Jersey.

"Wilderness Road" as Book

Blue Ribbon Books tomorrow will publish a novelized version of "Wilderness Road," the CBS sustaining program. Program was the recipient of the 1936 Women's National Radio Committee children's award. Book is written by Katharine Clugston from the original radio script written by Richard Stevenson.

NEW BUSINESS

Signed by Stations

WNAC, Boston

Coca Cola Co., Atlanta, 130 15-min. disks, five times weekly, through D'Arcy Advertising Co., of St. Louis; Chevrolet, extension of contract through June 17, two 15-min. disks weekly through Campbell-Ewald, Detroit; Northeastern Radio, Inc. (radio service), Boston, five weekly spots, through Harry M. Frost, Boston; Nantasket-Boston Steamboat Co., Boston, series of spots; Goodall Co., Cincinnati (Palm Beach suits), 26 spots, thrice weekly, through Lawrence C. Gumbiner Adv'g Agency, N. Y.

WIP, Philadelphia

Armin Varady Inc. (face powder), three 5-min. programs daily, indefinitely; Crawford Furriers, daily spot, also 13 weeks of 5-min. Trans Radio news, 6 days weekly; Sam the Tailor, through Gallagher & Muir Inc., 3 spots weekly, 13 weeks; Barr's Jewelers Inc., three half hours weekly, 13 weeks, using True Detective Mysteries; Spatola Importing Co. (liquors), through Adrian Bauer Agency, 6 spots weekly, indefinitely; Peter Paul Co. (candy), through Platt-Forbes, Inc., 5-minute program weekly, 8 weeks.

Chicago

WGN: National League Club, spots before Cubs' home games, through Neisser Meyerhoff Agency; Procter & Gamble (Crisco), participation in June Baker home management program, through Compton Adv'g Agency.

WCFL: Elgin National Watch, renewal of tone beat until March, 1938.

WBNX, New York

Procter & Gamble (Crisco) daily Jewish announcements, 52 weeks, through Compton agency; Berthold Muecke, German announcements, 52 weeks; Cranlyn Studios, German announcements, 52 weeks Adriatic Exchange, German announcements, 52 weeks; Selwyn's Studios Inc., German announcements.

WAAB, Boston

Drums, Inc., Detroit (cleaner), 13 15-min. programs, once weekly, through C. C. Winningham Inc., Detroit; Washington Jewelry Co., Boston, 16 15-min. programs, twice weekly, through Continental Adv'g Agency, Boston.

WICC, Bridgeport

United Men's Shops, 96 spots, six days weekly; Bond Stores, 260 5-min. sports programs, five times weekly, through Zinn & Meyer, N. Y.

WBOW, Terre Haute

Alka-Seltzer Barn Dance, through Wade Adv'g Agency, Chicago.

WNEW, New York

Meisel Tire Co., 3 15-min. periods weekly on "Ballroom," 52 weeks, through Schillin Adv'g Corp.; Eagle Tire Co., 15-min. "Sports Parade," following every baseball game.

NEW PROGRAMS—IDEAS

Chamber of Commerce Series

As a contribution to civic enterprise, WBT, Charlotte, will begin a series of Saturday night community sings, advertising the attractions of the Queen City to the station's record audience.

The idea of the weekly program originated with the WBT program department. Attending a meeting of the Chamber of Commerce, a staff member heard various suggestions as to the best method of publicizing Charlotte. Some were in favor of scheduling fifteen-minute talks once a week by prominent citizens, but that suggestion was tabled when the WBT representative presented the community sing motion. The program will be carried each Saturday night, 10-11, tentatively. Three-minute talks will intersperse the singing. Chamber of Commerce officials are highly pleased at the prospects of having Charlotte advertised weekly over WBT.

Country Editor Chatter

Ye country editor's style has hit the radio with the talks given on public affairs by Maurice Gatlin over WJBW, New Orleans. In a recent broadcast Gatlin opened up with the comment he had been doing nicely since he didn't have to go to the grocery over the week-end. A friend of his had brought in some delicious crabs, a negress had delivered a "nice bag full of fine vegetables" and "Grandma Wexler" had provided dessert in the form of a chocolate cake she baked. Minor subjects discussed were: The supreme court reform plan; auto honking ordinances; taxi cabs holding up traffic at the ball park; indirect reference to the federal lynch law; the Spanish Civil war.

Musical "Top of the Morning"

"The Top of the Morning", new series heard daily with the exception of Saturdays and Sundays at 8:45 a.m., on KWK, St. Louis, offers a full half-hour of light and fanciful melodies—songs which are sure to dispell the blues, taken from the extensive library of the World Broadcasting System.

It is a program especially designed for the housewife—created to meet her early-morning fancy as she begins the tasks of the day. It is interspersed with timely topics from the days news—and suggestions taken from the pages of the morning newspaper of the St. Louis Globe Democrat.

"Big City Parade" Clicks

Presenting problems of youth, "Big City Parade," aired Friday noons over WLS, Chicago, has built up heavy mail in six weeks. Dramatizations, written by Lillian Gordoni, who also directs the players, are taken from true cases in Boys' Court of Chicago, with Judge Braude of that court in person as the Judge.

Listening audience is asked to send in their solution. Stories are meant to help parents and children solve their problems and keep out of jail. Ken Carrington is in charge of production.

Amateur Photography

Taking a tip from the current craze for amateur photography, the Rose Agency of Durham, N. C., has inaugurated a Sunday afternoon series of Candid Camera broadcasts over WDNC. Programs are designed to familiarize listeners with most efficient methods of getting good results in setups, composition, etc. Lee Vickers, WDNC program director and himself a camera enthusiast, will handle the programs.

From Old Directories

"Headlines Behind the News," new series on KTSA, San Antonio, digs into the city directories of 60 years ago for material. Program is sponsored by Hertzberg Jewelry Co., founded in '77, and is narrated by S. R. Wilhelm, who tells of the happenings and people that made headlines 60 years back.

Schools Review Year

Each of Des Moines' four senior high schools will present a review of the school year in a series of 9 a.m. broadcasts this month, one a week, over WHO. Programs are under auspices of Argonne Post of the American Legion, and clear through Bessie B. Goodrich, director of curriculum revision in the school board office.

"Stranger Than Fiction"

Combining elements of the unusual with competition between announcers, "Stranger Than Fiction," new twice-a-week feature on WTMJ, Milwaukee, brings to the microphone unusual facts and faces. Two announcers work show, each trying to find most interesting person. Listeners vote on which announcer wins. Judging from premier showing, show should have big listener interest.

Colored Man-on-Street

A man-on-the-street series conducted among Negroes exclusively has been started by WKY, Oklahoma City. Titled "Afro-America Speaks," the broadcasts come from the city's "little Harlem," with George Ragland, a Negro, as m.c.

"Melody Train"

With "Through the Rockies Not Around Them" as a campaign line, the Denver, Rio Grande & Western R.R. "Melody Train" quarter-hour on KSL, Salt Lake City, combines travelogues with musical bits and patter, shifted to a different locale each week.

Poetry Forum

A quarter-hour of poetry by Colorado authors is a new weekly series over KOA, Denver. It is called the

GUEST-ING

LESLIE HOWARD, on CBS Hit Parade, May 22 (CBS, 10 p.m.) LEO CARRILLO, on same program, June 5; GENE RAYMOND, same, June 12.

VIOLET HEMING, ROBERT WEED, TESS GARDELLA, STUART ALLEN, on Hammerstein Music Hall, May 11 (CBS, 8 p.m.)

DIZZY DEAN, CLAUDE RAINS, FRAY and BRAGGIOTTI and CASPER REARDON on Joe Cook Shell Show, May 8 (NBC-Red, 9:30 p.m.)

JOHN CHARLES THOMAS and KITTY CARLISLE, on General Motors Promenade Concert, May 9 (NBC-Blue, 8 p.m.)

LOU HOLTZ, booked by Herman Bernie for the Ben Bernie-American Can program, May 18 (NBC-Blue, 9 p.m.)

JOAN CRAWFORD and FRANCHOT TONE in "Mary of Scotland," on Lux Radio Theater, May 10 (CBS, 9 p.m.)

N. Y. U. GLEE CLUB, on "Universal Rhythm," May 15 (CBS, 7:30 p.m.)

CAPPY BARRA and the swing harmonica band on Martin Block's "Make Believe Ballroom," May 6 (WNEW, 6 p.m.)

Heinz "Radio News"

The H. J. Heinz Co. have issued a tabloid-size newspaper called "Radio News," to be distributed to grocers and dealers throughout the country. It consists of radio programs, and pictures of guests, carries a front page picture of Bill Adams, announcer on the "Heinz Magazine of the Air" program, and a display of contest and promotion material on the back page.

New WHBY Offices

Green Bay, Wis.—Within the week, WHBY Inc., owner and operator of WTAQ and WHBY, will move its commercial staff into new quarters on the eighth floor of the Bellin Bldg.

"Colorado Poetry Forum." Vance Graham, author and announcer, did the reading in the first program.

"Mail Bag"

All sorts of questions from listeners to Orange Network stations, asking things about artists on the programs, the studio, transmitter, network, etc., are answered in a new Saturday noon series titled "The Mail Bag" over KYA, San Francisco.

RALPH KIRBERY

"The Dream Singer"

65 WEEKS

LIPTON'S TEA

N.B.C.

WPA RADIO DIVISION ADDING 17 PROGRAMS

(Continued from Page 1)

gram approved by Langdon W. Post, tenement commissioner.

"American Troubadour Hour," American poets series conducted by Alfred Kreyborg.

"Making of the Constitution," from a play by Robert K. Ryland.

Gilbert and Sullivan operettas, directed by Donald Macfarlane, start Friday 9-10 p.m. on WQXR.

Irish Players, under direction of J. Augustus Keogh and Al Gerry, in one-act Irish plays.

Series of Yiddish Plays.

Series of Social Plays adapted by Joel Hammil and Harry Goldsmith, and directed by Howard da Silva, for WEVD.

Three new programs for children: Junior Encyclopedia, adaptations of Richard Halliburton stories and dramatization of WPA's "Who's Who in the Zoo."

Also Browning's "Ring and the Book," five-minute dramas on Social Security, series on crime waves, comic trailer series for a network and a New York museum's series.

Current WPA programs are "Symphonic Dramas," "Pioneers of Science," "History in Action," "Portraits in Oil," "First Frontiers," "Serenade at Nine," "Radio Almanac" and "Exploring the Seven Arts."

CINCINNATI

Bob Kliment, former WAIU announcer and more recently in "Want a Job" at WCKY, has left for Chicago. Frank Zwygart replaces him.

Paul Jordan, WLW engineer, and Ralph Haburton, former WCKYer, won prizes in an amateur fotog contest.

Mary Louise Lantz, newcomer to Crosleys via WCPO and WPA dramatics, is the daughter of Lee Taylor, radio song pioneer.

Elaine Weber, with Hal Kemp last year, returns to Cincinnati's etherdom May 14 as a guest on Jane Grey's "Radio Program Perfect." She returns to New York in the fall to do shorts for Warners.

Paul Kennedy nominates the Four Esquires as the most promising quartet on the air today. Kennedy, whose column appears in the Scripps-Howard Post, selected Tyrone Power when a member of WFBE in 1935.

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21	29	23	27
22	30	24	28

May 5

Greetings from Radio Daily

to

Alice Faye
Freeman Gosden
Dick Ballou

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 27 of a Series

KMOX—St. Louis

1090 K.C.—50,000 Watts

JAMES D. SHOUSE, Pres. KEN CHURCH, Comm. Mgr.
C. G. RENIER, Program Mgr.

KMOX, one of the first stations in the country to broadcast via short wave, is owned and operated by the Voice Of St. Louis Inc. KMOX studios are located in the St. Louis Mart building as are the business offices. The station's transmitter is situated 16 miles south of St. Louis. Operating on a cleared national channel, KMOX is on the air 18½ hours daily and 16 hours Sundays. KMOX coverage includes the middle west, west, south and northern parts of the country, a primary and secondary coverage that includes millions of persons with annual expenditures running into the billions.

Established Christmas Eve, 1925, by 17 public-minded St. Louis concerns, KMOX has been, since its first day of operation, the "voice of St. Louis." For the first five years of its existence the station operated on 5,000 watts power with two studios located in the Mayfair Hotel. Then the entire middle west was admitted to KMOX when its power was increased to 50,000 watts. J. L. Van Volkenburg, past president of KMOX, and today assistant to Leslie Atlass in Chicago, has been given much credit for the phenomenal growth of KMOX. His successor and present prexy of the station, James D. Shouse, is also a veteran in radio. He was one of the pioneers in commercial radio, and has been selling CBS programs for more years than any person in the CBS organization today. In May, 1932, KMOX became a key station of the Columbia Broadcasting System.

In its short span of life to date, KMOX has constantly expanded, growing to maturity side by side with the industry. Only recently the station announced the completion of another expansion program; 15,000 square feet of floor space has been added, which includes 10 offices, 2 studios, musician's lounge and reception room. KMOX now has a total of eight studios, ranging in size from 20x20x10 to a completely equipped Radio Playhouse with a seating capacity of over 400.

Over 20,000 programs are produced each year for KMOX listeners, and KMOX in addition originates 1500 shows annually for the Columbia network. KMOX's list of "first" broadcasts can be matched by few. In 1927 it was the first to broadcast the tornado warnings, and to aid the Red Cross in relief measures. First announcement concerning the NRA was aired over this station by General Hugh Johnson. The weekly airings over the CBS net of the Munny Opera first originated over KMOX. Every flood for the past 12 years has been thoroughly covered by the station.

Besides Shouse, executives of the station include Ken Church, commercial manager; Jerry Hoekstra, in charge of all music programs and public affairs broadcasts; Louis Nelson, effective May 15, director of public relations, Merle S. Jones and G. L. Tevis. Radio Sales Inc. represents the station in New York, Chicago and Detroit.

★ PROMOTION ★

Building Area Goodwill

WMBH, Joplin, Mo., recently inaugurated a half-hour program, daily except Sundays, of Exploring Little America, which is the station's description of its immediate area of service.

Individual communities are invited to participate in the program, with a whole period devoted to each. Musical talent appears, with informative spots or talks about the community interspersed in the program. The idea is entirely good-will and station promotion—and also good-neighborliness. Program is plugged beforehand with spots—How well do you know your next-door neighbor? is the theme—and is carried out with the station's studio talent if anything happens to interfere with the local talent.

The station staff prepares the continuity, or gives the community free

hand to prepare and stage its own program.

Already several good entertainment numbers have appeared—programs for which the station believes sponsors will be found.

CBS's "Radio in 1937"

CBS has released its most ambitious promotional piece of the current season, the book being entitled "Radio in 1937". Statistics and study are mainly by Dr. Daniel Starch Associates and include findings by the Joint Committee on Radio Research and to some extent is the continuation of previous CBS studies.

Study is comprehensive in its coverage, the table of contents including: expansion and variation from "Radio in 1936"; radio distribution, by homes, income levels, cities, time zones, etc.; interlocking markets, types of homes owning sets, also autos; listening habits, radios in use, by time of day,

500 BEING AUDITIONED IN WLW TALENT HUNT

(Continued from Page 1)

work. Robert Kennett, program manager, William Stoess, music director, and Arthur Chandler Jr. of the audition board have been in New York since Saturday. Frank Smith, WLW sales manager, E. K. Bauer of WLW and Don Becker of Transamerica arrive in New York this morning.

Auditions, started Monday and scheduled to run until noon Thursday, will allow the WLW representatives a chance to listen to over 500 performers. To date only one act has been placed under contract. The Modernaires, a quartet, were signed yesterday and will leave for Cincinnati within the next few days. The entire WLW group leaves for Cincinnati tomorrow afternoon. Herbert Pettey, in the absence of Louis K. Sidney, has been in charge of the WHN portions of the auditions.

DENVER

Gil Hodges, staff writer at KVOD, handling a new daily except Sunday "Sports Review."

Jack Fitzpatrick is newscasting another new daily sports review, on KLZ.

Si Westbrook, "Strolling Songster" with a guitar-mandolin, is warbling oldtime ballads five days weekly on KOA.

Jack Orson and Margaret Smith in "Adam and Eve," domestic program, are making fans via KOA.

Derby Sproul, KOA continuity writer, turned out a complete script for a half-hour show in less than 48 hours when the script submitted by an outsider turned out to be unacceptable.

Booklet on Workshop Play

CBS sales promotion department has put out a 16-page booklet on the recent "press raves" accorded the Columbia Workshop for its broadcast of "The Fall of the City." Program was written by Archibald MacLeish, and directed by Irving Reis. Booklet, entitled "Not Soon Forgotten," carried a reprint of "Time" magazine's review and referred briefly to other press reviews lauding the broadcast, plus a history of the Workshops.

of various classifications of listeners and zones; trends, more than one set in the home, age and sex of radio audience; totals, radio set figures as to ownership, by states, etc.

Foreword, charts and sources and methods of obtaining the study are also included. Chiefly, the book is for "executives who want to know the Number and Quality of families in the radio audience."

STATIONS!

The . . .
Morning Bulletin Board
America's Perfect Morning
Variety Show
STAR RADIO PROGRAMS, INC.
250 Park Avenue New York City



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 62

NEW YORK, N. Y., THURSDAY, MAY 6, 1937

FIVE CENTS

H'wood NBC Coast Center

Looking On AND LISTENING IN

NEWS At the rate news periods are increasing, the time is not far off when these programs will run only a few notches below music as the main fare of the air.

This brings us to a suggestion for stations seeking to develop community listeners.

Small town newspapers, both weekly and daily, owe their reader interest largely to the fact that they publish quantities of little presonals about the hometown folks.

The principle holds equally true for radio stations.

Newscasters dispensing the current doings of national and international personalities are plentiful.

A few programs of items about the less known local folks will be found even more productive of listener-interest, and incidentally good-will.

COMMENTATORS A nent newscasters, the "inside" and "lowdown" chatter division of the fraternity seems to be developing an unhealthy trend.

Too much moralizing, editorializing and self-aggrandizement is being indulged in by some spielers who lack the qualifications for opinionated discourse.

Also, the chatter in some instances is hewing too close to the scandal line.

It sounds incongruous when a prominent personailty is publicly castigated by a peeker into private affairs whose "scandalmongering" often is more reprehensible than the acts of the persons he is scolding.

The end achieved by this type of chatter does not justify the sacrifice of the good taste which makes radio suitable for every member of the family.

CALLAHAN QUITTING NBC FOR TOP POST AT WWL

Vineent Callahan, sales manager of WRC-WMAL, the NBC owned stations in Washington, has tendered his resignation to Lenox R. Lohr, NBC president, and will take a new post as manager of WWL, New Orleans, before June 1. Callahan has been with NBC for six years and is widely known throughout radio eireles. WWL is the CBS affiliate in New Orleans and is the largest station in

(Continued on Page 3)

Immediate Transfer of Western Headquarters to Movie Capital is Ordered by Lenox Lohr

It's Spring

Closing spiel on last Tuesday night's Al Pearce show sponsored by Ford on CBS: "And now, until your next Ford program comes around, don't sit there at your radios: go out and watch the Fords go by."

Chicago—NBC will immediately move its west coast headquarters to Hollywood, it was stated here yesterday by President Lenox R. Lohr. Don E. Gilman, east vice-president, conferred here with Lohr and received orders to move from San Francisco to Hollywood.

Lohr said the move is due to the growing importance of Hollywood as a broadcasting center and the prospect of beoming even bigger with the coming of television.

San Francisco headquarters also will be maintained by NBC.

WOWO and WIRE Linked For Sponsored Series

Indianapolis—WOWO, Ft. Wayne, and WIRE here will present a two-station program Sundays at 1 p.m. CST titled "Polly Pretends," sponsored by Drackett Chemical Co., Cincinnati. Show, originating at WOW studios and transmitted here by special leased wires, will feature Maury Cross' orchestra, Mary Berghoff, soloist, Jeanne Brown, aecordionist, and dramatic players.

Pennzoil Disk Series Being Produced by NBC

Pennzoil, through the Fuller, Smith & Ross agency's Cleveland office, has placed an order with the NBC Transcription Serviee for a series of 15-minute custom-built reecordings.

NBC Thesaurus Library has sold series of disks to station LR4, Radio Splendid, Buenos Aires, the order eoming through Jaek Linderman, RCA-Victor agent in Argentine.

MUSIC CORP. BUILDING BRANCH ON WEST COAST

Music Corporation of America is sending Milton Pickman to Beverly Hills, Calif., to be in eomplete charge of the MCA offiees to be established in that city immediately. Erection of MCA's own building on the coast will begin upon Pickman's arrival. The new move marks a pointed interest by MCA to eash in on movie contracts, and to be in a position to sell bands to the national radio shows now originating from Hollywood. A campaign will be instituted through

(Continued on Page 3)

Glass Container Places Musical Series on WEA

Glass Container Assoeiation of America in the interest of glass "steinie" bottles for beer will start a quarter-hour musieal series on WEA, Tuesdays and Thursdays,

(Continued on Page 3)

STATION'S NEWS STAFF EQUAL TO DAILY PAPER

Chicago—Reflecting increase of news programs on the air, expansion of the news department at WBBM has reached a size equal to many a small daily newspaper. J. Oren (Buek) Weaver, as news editor, heads the staff, lately augmented by addition of Ruth Brine and Ken Ellington, both from Indianapolis, and Jim Crusinbery as sports editor.

With newseasts from 6:10 a.m. to

(Continued on Page 3)

Daylight Saving Boosts Business at WJJD, Chi

Chicago—Daylight saving time has added business for WJJD, operating on a sunup to sundown basis. An hour show for Drug Trade Products

(Continued on Page 3)

Doing Their Part

In keeping with National Baby Week currently being observed throughout the country, Harry Kerr, radio publicity director of J. Walter Thompson Co., is the father of a son, Christened John Joseph; Doug Connah, radio publicity head of Batten, Barton, Durstine & Osborn Inc. is the parent of a daughter, Carol Louise, and Walter Duncan, NBC sales, has a son.

400 Baseball Games Scheduled By Atlantic Refining to Date

Atlantie Refining Co. is still earrying on negotiations with baseball clubs and radio stations for baseball airings, but time limitations and other station diffieulties are causing delays, N. W. Ayer & Son announced yesterday.

To date 400 baseball games are

scheduled to be sponsored by Atlantic. Four teams, members of the New York-Pennsylvania league, Binghamton Triplets, Hazelton Red Sox, Williamsport Grays, and Wilkes-Barre Barons, plus the Pittsburgh Pirates make up the schedule. Teams

(Continued on Page 3)

News That Cheers

West Coast Bur., RADIO DAILY
Los Angeles—A new type of news program, singling out items that are cheerful or of a cheering nature, has been set on the Don Lee network here. Series will originate in San Diego, with Dr. Frank Lowe officiating in the capacity of newscaster. It's figured the cheer news will be welcome as a relief from the depressing stuff.



(Registered U.S. Patent Office)

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DON CARLE GILLETTE : : : Editor
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FINANCIAL

(Wednesday, May 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170	169	169	— 3/4
Crosley Radio	20	20	20	— 1/2
Gen. Electric	54 3/4	54 3/4	54 3/4	— 3/8
North American	25 3/4	25 1/8	25 1/2	+ 3/8
RCA Common	9 3/4	9 1/2	9 1/2	— 1/8
RCA First Pfd.	71	70 1/4	70 3/8	— 5/8
RCA \$5 Pfd. B.	(97 1/2 Bid)	110	110	Asked
Stewart Warner	19 5/8	19	19 1/8	— 1/8
Zenith Radio	36 1/8	35 3/4	35 3/4	— 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/4	16 1/4	— 1/4
Majestic			
Nat. Union Radio			

OVER THE COUNTER

	Bid	Asked
CBS A	51 1/2	53 1/2
CBS B	51	53
Stromberg Carlson	14	15

CBS Declares Dividend

CBS yesterday declared a quarterly dividend of 80 cents a share on both A and B stock, payable June 11 to stockholders of record May 22.

Dorothy Kemble Joining NBC

Dorothy Kemble joins the NBC Continuity Acceptance Division on June 1 as assistant to Janet MacRorie. For the past five years, Miss Kemble has been in charge of the advertising acceptance for McFadden Publications, Inc.

Kermit Moss Transferred

Kermit Moss, formerly of the media department of Cecil, Warwick & Legler, Inc., has been transferred to the radio production department of the same agency.

Plambeck Marrying in June

Des Moines—Herbert H. Plambeck, farm editor at WHO, will be married June 23 to Frances Marie of Davenport.

Programs That Have Made Station History

2. WLS National Barn Dance

"HISTORY is made at night" and station history was made the night in 1924 when Edgar Bill, WLS (Chicago) director hired several old-time fiddlers to play for the first WLS National Barn Dance. On April 10, 1937, the Barn Dance celebrated its 13th anniversary on the air with its 676th performance.

In those 13 years, the Barn Dance cast has increased from two fiddlers, a banjo-player and a square-dance caller to a crew of more than 100 entertainers. It has outgrown three studios and is now broadcast from the stage of the Eighth Street Theater in Chicago, where 700,000 fans have witnessed the Saturday night performance in the past five years.

WLS's entire time on the air Saturday nights, from 7:30 to midnight sign-off, is devoted to Barn Dance, with individual half-hour or hour programs sold to commercial sponsors.

On Feb. 4, 1933, Alka Seltzer (Miles Laboratory) bought one hour of the Barn Dance through the Wade Advertising Agency. Three stations started carrying the hour's program on July 15, 1933; and on Sept. 30 of the same year, the Barn Dance was put on the Blue network of NBC. It has held a Saturday night spot on this network for more than three and a half years and is now heard, not only from Coast to Coast, but in Honolulu (KGU). In addition to Alka Seltzer, the following have consistently sponsored local WLS Barn Dance programs: Keystone Steel and Wire Co., Gillette Rubber Co., Penn Tobacco Co., Murphy Products Co., Conkey Feed Co.

With the past year, the NBC hour of the Barn Dance has followed the trend toward guest stars. Some featured have been: Betty Jaynes (16-year-old opera star), Minnie, the singing mouse; Sigmund Spaeth, tune detective; Vic and Sade; Tom, Dick and Harry; Smilin' Ed McConnell; Gene Arnold and his minstrels; Louise Massey and the Westerners; Joe Parsons.

Incidentally, the Westerners' first network appearance was with the Barn Dance in 1933. Regular members of the cast include Lulu Belle (1936 Radio Guide Queen), her husband, Scotty; Uncle Ezra, the Hoosier Hot Shots, the Maple City Four, the Novelodeons, Joe Kelly as master of ceremonies, Sally Foster; Verne, Lee and Mary; Lucille Long, the Hayloft Octet, and a 12-piece orchestra directed by Glenn Welty.

Taking part in the local programs are: Pat Buttram, Pokey Martin, the Arkansas Woodchopper, Sophia Germanich, Georgie Goebel, the Hoosier Sodbusters, Miss Christine, Evelyn, the Hometowners quartet, Grace Wilson, Red Foley, Girls of the Golden West, the Hilltoppers, Winnie, Lou and Sally, Harold Safford, Dan Hosmer, and other members of WLS staff.

Advance Guest Stars Set by Cycle Trades

Advance guest star bookings for the Cycle Trades of America program on NBC-Blue, Thursdays, 7:15-7:30 p.m., are: May 20, Morton Bowe; May 27, Jane Froman; June 3, Jean Sablon and Fray and Braggiotti; June 10, Jane Pickens; June 17, Gogo De Lys and Barry McKinley; June 24, Countess Olga Albani. Talent was set by NBC Artists Service.

New KSTP Sports Program

St. Paul—Dick Cullum, sports ed of the Minneapolis Journal, is now airing the inside dope on sports nightly over KSTP. Shot goes on at 5:55 each evening. Stanza, which has been bought for 52 weeks by Hamm Brewing Co., marks Cullum's ether debut. Gives KSTP two Journal commentators. Other is Halsey Hall. Also gives the Twin City indie three daily sports shows, all signed on the dotted line.

Milton Lewis Gets Account

Diaper Hygiene, Inc., Newark, newly formed diaper service, has appointed the Milton L. Lewis Advertising Agency, Newark, to handle its advertising. A radio program is now being planned, and will be broadcast locally this summer.

Film Strike Keeping Bert Lahr in New York

Because of the strike situation in Hollywood, Bert Lahr, who was to have gone west for film commitments, will temporarily continue to do his Sunday night NBC-Red broadcasting for Dr. Lyons from New York. Lahr had planned to air from the coast.

Warnow in New Spot

Mark Warnow, who last Saturday signed off the CBS "Hit Parade," began a new series for the same sponsor, American Tobacco, last night over the NBC-Red network. Al Goodman, who has been heard off and on during the past year, will take over the CBS show this Saturday. Both shows air at 10-10:45 p.m.

Ralph Bishop Married

Ft. Worth, Tex.—Ralph S. Bishop, president of KFJZ, and Nora Hayes, singer, are now Mr. and Mrs.

LEO SAYS: 

Wise Advertisers choose New York's No. 1 showmanship station to cover the nation's No. 1 market.

WHIN DIAL 1010
AFFILIATED WITH M-G-M*LOEW'S

COMING and GOING

J. A. P. GUDE of CBS is en route to Kansas City to confer with Arthur Church at KMBC.

TOM REVERE of Benton & Bowles paused in Chicago en route to Hollywood to set up "Show Boat" in the west.

TOMMY ROCKWELL of Rockwell-O'Keefe leaves tomorrow or Saturday for Hollywood.

BOB KENNETT, BILL STOESS, ART CHANDLER JR., FRANK SMITH and E. K. BAUER of WLW return to Cincinnati tonight.

RUBY NEWMAN and his press agent, I. MANSFIELD, sail on the Paris, July 2.

IRMA PHILLIS from New York to Chicago. DR. LEON LEVY, WCAU president, in and out of town yesterday.

WALTER KLAUER, owner of KWBB, is in New York on business.

R. N. WEIL, sales manager of WISN, Milwaukee Hearst station, is in New York on business.

JOHN HELD JR. of the Pontiac Varsity Show series arrived in Salt Lake City on Tuesday to visit his mother before proceeding to Lincoln, Neb., and New York. After completing the final broadcast May 14 at Cornell, Held will spend a vacation in Salt Lake City.

JOHN VAN CRONKHITE left New York yesterday for Chicago via Detroit.

BILL GREEN, Rubinoff's press agent, has gone to Detroit to attend his mother, who collapsed as a result of his grandmother's death.

BRYAN FIELD, announcer, goes to the Kentucky Derby.

WTHH Heavy on Sports

Hartford—In line with the trend, WTHH is going heavily on sports. Boston Home baseball games are broadcast everyday except Sunday through the facilities of the Colonial network. Play-by-play description is done by Fred Hoey and sponsored by General Mills and Socony-Vacuum.

At 6-6:10 every evening, Savitt Jewelers present Art McGinley, sports editor of the Hartford Times, in a baseball resume. Later scores are given at 7 o'clock. Racing results are on the air every evening through the facilities of the Colonial network.

Summer Promotion

WBAL, Baltimore, is going after summer accounts with display advertising on the theme and title of "Pity the Poor Crab"—the "crab" being the guy who squawks about business slowing up in summer, instead of preventing the slump through radio advertising.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

400 BASEBALL GAMES SET BY ATL. REFINING

(Continued from Page 1)

are located in the heart of Atlantic territory.

Wilkes-Barre games are heard over WBRE with Billy Phillips doing the play-by-play description. WAZL carries the Hazelton games with Vic Diehm at the microphone. Away games are re-enactments. Tom McMahon does the Binghamton games over WNBC with play-by-play from the field. Those that cannot be broadcast, McMahon gives a 10-minute resume.

In Williamsport the 20 away games are re-enactments of Western Union reports and the 24 home games are direct from the field. There may be additions here later. Pittsburgh Pirate games are aired over WWSW with Claude Haring at the mike. Radio rights to some of the Pirate games could not be obtained and summaries will be aired instead.

Following out the precedent established by Atlantic last year during the football season, the commercials are very brief, four minutes to a game. Theme of all announcements is "come out and see the home town team."

Callahan Quitting NBC For Top Post at WWL

(Continued from Page 1)

the city, operating with 10,000 watts. Station is owned by Loyola University.

No successor has been announced for Callahan's present post and probably no announcement will be made until Alfred H. Morton, NBC manager of owned and operated stations, returns from his trip to Chicago and Denver early next week.

Medal of Merit for Harbord

Major General James G. Harbord, RCA chairman, will receive the Medal of Merit of the Army Ordnance Association at a dinner to be held at the Mayflower Hotel, Washington, May 12. Presentation, in recognition of his service to national defense and to the industrial development and social betterment of the United States, will be broadcast over the NBC-Blue network.

GUEST-ING

WILLIAM GARGAN, on "Your Hit Parade" conducted by Al Goodman, May 8 (CBS, 10 p.m.).

ELEANORE WHITNEY, on NBC Jamboree, today (NBC-Blue, 11 p.m.).

ROY BURNS, managing director of National Inventors Congress, on Ed Fitzgerald show, May 8 (WOR, 10:30 a.m.).

JAMES DUNN, on George Fischer's "Hollywood Whispers," May 8 (KHJ-Mutual 10:15).

ALBERT STEVENS CROCKETT, only living American witness of coronations of last 99 years, on Dave Driscoll's program, May 11 (WOR-Mutual, 5:45).

NEW PROGRAMS—IDEAS

"Credit" Game Clicks

Cleveland — A new radio game called "Credit," presented on Canadian stations for the past several months and now sponsored here by Rotbart's Credit Jewelers over WJAY, has caught on fast and aroused much enthusiasm.

After a brief announcement by Duke Lidyard, announcer for the program, as to what the game is all about, the program moves at a very rapid pace. The audience is advised to have pencil and "Credit" card ready. Then under each letter of the word "Credit," each must place a numeral of the home phone number. For example, one having LA 6989W for his number would place the letter "L" under the letter "C" of the word "Credit." Proceeding in that manner until the last number, the listener places the last number and the party letter under the "T" in the word "Credit."

The listener who completes his phone number as it may be called out over the air first, calls the studio, makes the fact known and is declared the winner of a very valuable free award given by Rotbart's Credit Jewelers.

There are generally three games played each evening, depending on how often the listeners might interrupt the program seeking information.

Each time the telephone rings in the studio the game is halted in anticipation of someone declaring himself a winner.

Dance Lessons by Air

Ft. Worth, Tex.—An out of the ordinary program for this section, and one which is drawing listeners regularly, is that put on at KFJZ each Saturday morning by Jack Harris, former actor who now operates a dancing school here. Program is called "Learn to Dance by Air", and offers a pleasing way for listeners to learn to dance at home if they care to. Each week "Miss Tapper"

Big List of Guests Lined Up by WVFW

WVFW, official voice of the Veterans of Foreign Wars, has lined up an impressive array of guests for a month of Festival Days. Loew's Brooklyn theaters are cooperating with their Spring Hit Parade. Personalities to be aired include De Ward Jones of the Radio City Music Hall, Del Casino, Johnny Muldowney of Tin Pan Alley, Elmo Russ, composer and organist; Dick Finch, songwriter and professional manager of Witmark's; Eddie Lambert, June Ray, Ken Casey and his orchestra, Jimmy Regan, brother of Phil, and others.

Yesterday Fred Duff, the Wanderer of WOR, appeared on WVFW. Today Joe and Al Moore of the Jersey Giants and Charlie Sheerin of the Philly Nationals are on the program.

Frank Daniels, public relations representative of WVFW, interviews the personalities.

goes through a series of adventures, but winds up programs explaining intricacies of tap and other steps to listeners. "Miss Tapper" is Dorothy Hawthorne, a professional dancer.

Unusual Hobbies

"The Hobby Lobby," a new program in which persons from all walks of life will describe their particular hobby whether it is string-saving, mountain hiking or china-painting, starts May 18 on WOR. David Elman, formerly head of the Marschalk & Pratt radio department, will have charge of the programs and do the interviewing. Jordan Bierman, inventor of the collapsible clothes rack, is among the guests for the first show.

Pure Food Forum on WGAR

Dietrich Fischer, former member of the NBC New York economics staff has moved to Cleveland for a series of Pure Food Forums to be broadcast daily over WGAR. Fischer is a former associate of Prof. E. V. McCollum, dietetics expert of Johns Hopkins University. His daily broadcasts deal with the nutritional values of certain foods in the housewife's diet for her family. He will devote two programs a week to housewives' questions.

Local "Fireside Chats"

Fort Worth, Tex.—The City Council is planning a series of "fireside chats" over KFJZ for the purpose of keeping local citizens informed on what the city is doing, and to create more interest in city affairs. Station will donate the time on the air.

"Planning for Tomorrow"

Boston—"Planning for Tomorrow" is a new educational series to be presented by Biagio DiVenuti, Professor of Economics and Journalism at the Boston University College of Business Administration, over WAAB, beginning Thursday May 13, at 2:15 p.m.

Entire Cincy Festival Aired for First Time

Cincinnati—When the Cincinnati May Music Festival was put on the networks May 2, it was the first time every performance of a May Festival was on the air, although two years ago one matinee was broadcast in part. WCKY, the L. B. Wilson station, is the local outlet for the four NBC broadcasts on Tuesday, Wednesday, Friday and Saturday nights of this week.

Among the stars heard were Kirsten Flagstad, Frederick Jagel, Kathryn Meisele, Ezio Pinza and Lauritz Melchior. Cincinnati Symphony Orchestra was conducted by Eugene Goossens.

WCKY also originated on Tuesday the local portion of the NBC Music Guild program.

MUSIC CORP. BUILDING BRANCH ON WEST COAST

(Continued from Page 1)

both the new office and the New York headquarters to sign up new artists that will fill movie and radio requirements. W. H. Stein, President of MCA, is at present in New York, conferring with Pickman before the latter's departure at the end of the week.

Glass Container Places Musical Series on WEA

(Continued from Page 1)

7:30-7:45 p.m., beginning May 18. Program will feature the "Steinie Bottle Boys" consisting of a vocal trio and four instrumentalists. U. S. Advertising Corp. has the account.

The "Steinie Boys" are Bunny Coughlin, baritone; Dave Grant, tenor and Cliff Weston, tenor, on the vocal end. Instrumental personnel is, Lou Green, electrical steel guitar, Charlie Barbar, bass violin, John Gart, accordion and Carman Mastron, guitar.

Daylight Saving Boosts Business at WJJD, Chi

(Continued from Page 1)

goes on the station Monday, 6-7 a.m. Same sponsor recently switched two-hour afternoon to 7-9 p.m. Thus station adds three hours of commercial programs—baseball having taken the afternoon spot. Ervin Viktor, m.c., Melody Kings, Harry Zimmerman, organist, and news comprise new morning show.

Station's News Staff Equal to Daily Paper

(Continued from Page 1)

1 a.m., station is giving latest events before the first afternoon papers are out and almost as late as the morning finals. Big majority of the sessions are sponsored.

Santa Fe One-Shot on WBBM

Chicago—Santa Fe R. R. is sponsoring one show on WBBM at 6:30 p.m. Saturday in connection with initial trip of its new streamlined Super Chief train. Philip Merivale will appear in the historical drama.

JERRY COOPER

HOLLYWOOD HOTEL
CBS

FRIDAYS 9 P. M. EDST.

MANAGEMENT
COLUMBIA ARTISTS BUREAU



PAT KELLY, publicity director for KFRC, San Francisco, visiting Los Angeles stations and stars.

James Dunn will be guest on George Fischer's "Hollywood Whispers" Saturday.

Bill Flock and ork opening a week's engagement at Lick Pier ballroom, Ocean Park, while Jack Dunn and band take time out to play after 18 months of daily playing. KFRC airs from the ballroom.

Bob Paulson has joined the announcing staff on KEHE.

Renewing a series which was formerly sent out from CBS studios in New York, Virginia Verrill starts Coast airings in "Vocals by Verrill" on Saturday. Wilbur Hatch and ork with her.

Lillian Lawrence, 24-year-old contralto who has had five years, from chorus to featured artist, with Metropolitan, makes her California debut on CBS coast "New Horizons" program starting tomorrow. She was recently tested for a role in Paramount's forthcoming "Carmen."

Larry Kent and orchestra move from Del Mar Club, Santa Monica, to Pasadena Civic Aud this coming week end. Will be aired on CBS coast net Fridays and Saturdays.

Jack Oakie has acquired property adjoining his Pacific Palisades home and will build a two-story Georgian house.

WTHT Programs Bring Helpful Contributions

Hartford—Two WTHT programs have an unusual record for garnering contributions. When "Hartford Speaks," sidewalk interview program, was first presented, a local haberdashery merchant was interviewed and promised to give a hundred hats to sufferers in the flood area. The Salvation Army promptly called at his store and collected. A short while ago, Bob Martineau, who handles the program, interviewed a little girl who had a bundle of tinfoil which she was collecting to donate to the Little Crippled Children's Hospital. Bob hinted that the tinfoil idea was a good one, and WTHT promptly received a large supply of tinfoil via several donations. Announcers on both the Hartford Speaks and Dialers programs have also received personal donations of home-made fudge, brownies, cakes, and cigars.

"Hartford Speaks" has lately gone commercial, sponsored by Whalen's, local jewelry concern.

Full-Hour Drama on NBC

"The Crown Jewels," one-hour dramatization by Francis Wilson of the NBC script division, dealing with many of the deeds of valor or felony mirrored through the centuries in the facets of the British Royal Jewels, will be aired Sunday, 10:30 p.m., over the NBC-Red network.



● ● ● Jim Timoney made a recording here last week which was sent to Mae West on the coast—to consider the idea for an air spot!... Bea Lillie's disapproval of her material 20 hours before taking the air last night created a furore among the agency people—which resulted in an S.O.S. being sent out for every available gag writer... Harold Stern returns to the Merry-Go-Round on the 14th... Sonny Schuyler's shot with Ben Bernie on American Can is a week-to-week proposition—with the singer given the build-up for a permanent feature... Lou Holtz's arm-and-arming-it with the Ol' Maestro these days along Main Street—is just what you'd expect—Lou does a guestar shot shortly... Lyda Roberti's sister, Manya will be the next to receive an NBC build-up... Ketti Gallian, the flicker star, is preparing a song routine—for the Rainbow Room... Teddy Bergman (without benefit of billing) will do a German dialect on Shell. Incidentally, the Theater Guild sent for him—to appear in a forthcoming play.

● ● ● An advertising exec phoned agent Sam Lyons regarding a star and Sam gave his lowest figure... "Sam, we all know that you're a rat—but there are three kinds of rats (telling him the variations)—which do you want to be?"... Sam didn't answer but said that he'd let him know... That night he phoned his brother, Arthur, on the coast and related the story told him by the agency man... "What should I do, be the first, second or third?"... to which Arthur replied... "Don't be silly and commit yourself. They'll have you TYPED."

● ● ● Though contracts haven't been signed as yet, you may bet your bottom dollar that Tommy Dorsey will be heard from the Penn roof for eight weeks starting July 5... Also, don't be a bit surprised to hear JIMMY Dorsey's music emanating from a spot within a mile radius from Tommy—during this period... Frances Hunt goes with Lou Bring (which we reported) to the Stevens in Chicago in two weeks for the summer. Lou won't wave a baton—but will direct from the piano... Enoch Light goes into the Loew's State the 26th... Edgar Bergen's dummy, Charlie McCarthy, has been made an honorary Kentucky Colonel... Kenneth Roberts, the CBSlinger who tried acting in "Hitch Your Wagon" which closed and is now word-casting again, is still naked on the upper lip—because of his part.

● ● ● Gus Arnheim's opening at the New Yorker the other night was something to write home about... Ben Bernie, Ethel Shutta, Tommy Dorsey and wife, Tommy Rockwell, Corkie O'Keefe, Eddie Elkins, Barry Wood, Harry Link, Mack Goldman, Mickey Garlock, Russ Morgan and many others attended to make Gus and Ralph Hitz happy... Ralph Wonders, who never rose unless a spotlight was thrown on his beaming face, acted as emcee—and didn't introduce ONE celebrity—which was great... Radio Row was unanimous on three points... Gus' music was great, the Ice Carnival (with real ice pulled onto the dance floor) was different and thrilling—and June Robbins, vocalist with the band, who is from New Orleans and stepped into this job from a Major Bowes unit, would be snatched up by the picture people before she knew where Lindy's was located.



J. OREN (BUCK) WEAVER, news editor of WBBM, is doubling as rector of fashionable Church of the Atonement (Episcopal) here while the Rev. Alfred Newbery is vacationing in Boston. Weaver is an ordained priest.

Frank Dahm, author of "Pretty Kitty Kelly," back from New York where he saw his show produced for the first time. He plans to go down again next week and handle production while Kenneth MacGregor, regular production man, vacations a fortnight in Haiti.

Fred Mayer of U. S. Advertising, New York and Toledo, here getting Kay Kyser Surprise Party for Wyllis under way. Kyser off on tour of one nighters starting at Galena, Ill.

Walter Wicker, long of Chicago, has joined Irene and family in east and is handling production for Myrt and Marge.

Bill Bouche's mother here from Los Angeles to see her son premiere as leading man in "Your Parlor Playhouse," Mother's day, on Mutual.

Roger Krupp, new CBS announcer, came from government station in Hawaii by way of Los Angeles and New York. He replaces John Weigel who left for free lancing.

CBS Announcer George Watson is hobbling around with a cane. His nag shied at a pheasant and pinned him against a tree.

Henry Busse back at the Chez Paree following a two week motor jaunt to California. Bobby Baker, first sax in ork, helped parents celebrate golden wedding in Boston over weekend.

Florence George, NBC coloratura, denying marriage reports says the ring is her mother's.

George Neise is the newest announcing voice at WJJD. He came from WISN, Milwaukee, following the footsteps of Julane Pelletier, staff pianist.

Julian Bentley, WLS news editor, will speak on writing at the Sigma Delta Chi luncheon today.

Newark Elections on WNEW

WNEW has made a deal with the City of Newark whereby the facilities of the station would be available for announcements on May 11, the date of the Newark elections. Election results will be supplied WNEW by the Newark Morning Ledger. A broadcast at 11 p.m. will announce the winners and a follow-up at midnight will reveal figures. WNEW will have carried 30 commercial 15 minute periods concerning the election by May 11.

Ted Williams to Sub

Ted Williams ("Broadway Bill") will act as announcer on the WOR-Mutual broadcast of the Excelsior Handicap May 8, in place of Bryan Field, who goes to the Kentucky Derby.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

JANICE POLLACK, whose brain-child is "Stepmother", recently published tome in defense of step-maternity, to be Frankie Basch's interviewed guest on Mother's Day, over WMCA....Helen Gleason, vocalist in the grand manner, to do a one-shot for Lucky Strike some time around the end of the month....Muriel Sherman, the Enoch Light singing gal, who was flicker-tested not so long ago, has the refusal of a small part in forthcoming musical....Kay, Billy K. Wells' girl-child, has gone sustaining over WMCA and likes it....Helen Hover, cracker-jack radio fan mag scribe, turned the tables on herself t'other day when she permitted Jimmy Jemail to interview her, via microphone, on divers burning questions....Tobe, the supersartorial specialist, to contribute the woman's angle on the Coronation for the Harlan Eugene Read broadcast from London via WOR and the Mutual....The 3 Clark sisters, self-dubbed "Radioettes", are helping Norman Brokenshire feature more show and less commercial on the "Cabin in the Pines" program....

▼
Irma Lerner is back with the publication she left....BBD&O's Douglas Connah is the pappy of a new little girl called Carol Louise....Louise Vetter, once-in-a-while histrionic participant in the "March of Time" program, to tread the bridal path with Frank Readick, who's a regular feature of that outfit, May 10....Vaughn de Leath to dispose of her Connecticut house on account of it's inconvenient for business reasons...Miriam Battista, one-time infant movie-star, was the femme lead in the Personal Finance program t'other night.... Marion Cole will have Albert O. Bassuk, founder and director of the "Hobby Guild of America", as her air-guest on Tuesday...His hobby is Gilbert & Sullivan....

▼
Irma Phillips, who pens "Today's Children", has temporarily deserted Chi to spend Friday and Saturday in New York, at the Waldorf....Ethel Sheppard, whose singing mood is indigo, and Helen Yorke will be heard regularly on the "Broadway Melody Hour" with Colonel Flippen when the program makes its WOR-WHN debut May 12....Margaret Lewerth, the damsel who produces Phil Cook's "Morning Almanac", takes the grateful cast up to the CBS 7th Ave. studio roof for rehearsals al fresco....

RADIO PERSONALITIES

No. 35 in the Series of Who's Who in the Industry

MICHAEL E. KENT, is the dynamic and aggressive sales manager for WJBK, Detroit. In 1917, Kent was auditor for the Ford Motor Company, but shelved this assignment to take up a post for a farm implement company in 1922. He traveled extensively for this company, touring France, Belgium, Germany, Russia, Poland and Switzerland, introducing his method of cost accounting to the large industrial institutions of these countries.

Kent gave up his European jaunts in 1929 to become traveling auditor for the General Motors Corp. He later became auditor for the New York Kelvinator Company. He joined WJBK in 1932 as auditor and was appointed sales manager in 1933.

Since 1933, "Go-Getter" Kent has increased the gross business of WJBK a neat 105 per cent—all this in a scant four years.



ORCHESTRAS - MUSIC

FOUR of San Francisco's biggest band leaders were innocent victims of the San Francisco strike of hotel employes. Saturday afternoon at 4:30, the union told bandleaders to yank their bands at 5 o'clock, which they reluctantly did. Top spots effected were the Palace (Paul Pendarvis), the Mark Hopkins (Joe Reichman), the Fairmount (Al Kavelin) and the Sir Francis Drake (Herman Waldman). All contracts were automatically canceled and the boys will have to re-sign when things are normal. Broadcasting skeds went askew with radio stations pulling in L. A. bands over the waves.

In commemoration of the 250th anniversary of Poughkeepsie, Emery Deutsch, maestro - composer, has penned a ditty titled, "Gypsy from Poughkeepsie." Rep. Ham Fish, Jr., will personally present the dedicated copy to the City Fathers.

The Roy Music Co., Inc., will move next week to larger quarters in the Brill Building. Marvin Lee, Roy's Chicago representative, will come to New York in two weeks to confer with Charles La Freniere and Nat Margo, concerning plans for enlarging their professional staff and launching an extensive drive on their new catalogue.

George Olsen and Ork will play a one night engagement at the ballroom of Casino Park, Lake Worth, near Fort Worth, Tex., May 16.

WCAE, Pittsburgh will again carry dance programs from Kennywood Park, with Phil Levant and Ork providing the music, May 15-29 and Dick Barrie, June 13-26. Barrie formerly graced the Kay Kyser musical aggregation.

Eddie Duchin has succeeded to the Guy Lombardo spot, with a WOR-

Mutual wire carrying his musical offerings from the Plaza Thursdays, 8:30-9 p.m.

Happy Felton has deserted the Arcadia for the Wm. Penn, Pittsburgh, and is aired via WCAE and the Mutual.

Harold Fair, program director at WHO, Des Moines, Ia., has taken to writing musical backgrounds for dramas presented by the WHO Playhouse. In "The Little Waltz," 30-minute opus by Ronald Dawson, to be presented next Sunday at 9:30, there are three original compositions on the same theme, all contributed by him.

Larry Lee's band is being aired from the ballroom at Casino Park on Lake Worth, near Fort Worth, Tex., via the Blackstone Hotel, Fort Worth, with broadcasts several nights weekly during the summer.

Maestro Tommy Tucker and the boys will be air-waved regularly via WOR and the Mutual from El Patio in Frisco, starting this week.

Ruby Newman, now featured at the Rainbow Room and Irving Mansfield, his press agent, leave for Europe on the S.S. Paris, July 2.

Fred Astaire will present his latest song, an unpublished ditty called "Just One More Dance" and written several months ago, during his Tuesday, May 11 broadcast. Astaire planned it as the first of a series of songs to be released this summer. Johnny Green became interested and prepared an orchestration with a dance interlude.

Libby Hall, WMCA songstress, now singing nightly at the "Sawdust Trail" on 44th Street, is heard over WMCA Wednesdays at 8:30 p.m.

NEW BUSINESS

Signed by Stations

WFAS, White Plains

Self-Service Stores (General Household Utilities), 52 15-min. participations in Celebrity Club; Petti Jewelers, Barron Watch Co., Harrison, N. Y., four daily time signals, 52 weeks; Jenkins Garage, three weekly announcements, 52 weeks; and following accounts placed through Associated Broadcast Advertising, WFAS sales office in Greater New York, for spots on participating programs: Margaret Brainard Inc. (beauty specialists), N. Y. C., Mme. E. Dorfman (corsetiere), N. Y. C.; India Railways Bureau, N. Y. C., Consulate General of Lithuania, N. Y. C.; Knothe Furs Inc., N. Y. C., Morgan-Deutz (furnishings, decorators), N. Y. C.

KJBS, San Francisco

Providence Finance Co. daily spot until March 31, 1938, on "Alarm Klok Klub", through Frederick Soid Agency; Schwartz Ginger Ale Co., time signals on "Owl" program, nightly for six months, through Frank Wright & Associates; Tire Service Co., "Alarm Klok Klub" spot daily, indefinitely; Standard Beverage Co. (Nehi and Royal Crown Cola), four time signals daily, through Emil Reinhardt; Fontana Food Products Co., 10-min. nightly news broadcast until Sept. 26, through Brewer-Weeks Co.

WTAR, Norfolk

Colonial Oil Co., W. E. Debman's "Headlines of Yesterday", Sunday afternoons; Getem Mfg. Co. (exterminator), change from spots to "Morning Serenade" program, 13 Fridays, with Susan Purdy at electric organ, Travis Barnes, tenor, and Lee Chadwick handling plugs.

WMCA, New York

Hecker Products Corp. (Silver Dust, Gold Dust), participations in Anice Ives quarter-hour, twice weekly, through BBD&O; Purepac Corp., participations Kurt Haessler program four times weekly.

WNEW, New York

B. C. Remedies, 3 (15-min.) periods weekly, 26 weeks, recordings through Charles W. Hoyt Co.; Hoffman Beer Co., 5 spots daily, 7 days a week, 26 weeks, through BBD&O.

Omaha

WOW: Manchester Biscuit Co., six 15-min. periods weekly.
KOIL: Wolf Bros. (men's store), "Top of the Morning", six 15-min. periods weekly.

WNAC, Boston

Washington Jewelry Co., 16 15-min. programs, twice weekly, with Louise Hampton, commentator, through Continental Advertising Agency.

San Francisco

Gene Tabor has been added to announcing staff of KYA on the Oakland side. Formerly with KGW, Portland, and KFJI, Tabor has also worked at KNX, Hollywood, and KMTH, Los Angeles.

George Tolin succeeds Dick Wynne as KYA announcer in San Francisco now that Wynne has gone to KJBS.

Portland Symphony Orchestra concludes the winter and spring series of Standard Symphony Hour broadcasts over the Pacific Coast NBC Red Network today. A new series will be inaugurated next Thursday.

Ernie Smith, KYA sportscaster, will emcee the Contra Costa County Horse Show and Rodeo to be held on the Castro Rancho, May 15-16.

Wilt Gunzendorfer, manager of the local branch of the Thomas Lee Artists Service, heading for Hollywood this week for the opening of the new main offices there. Harold Moore will handle the S. F. end in Gunzendorfer's place.

Joseph Henry Jackson, NBC book critic, with E. H. Suydam, well-known illustrator, goes on a tour of the Mother Lode country June 15 in search of material for a book about California's ghost towns. Jackson may broadcast his "Reader's Guide" show en route from affiliated NBC outlets.

Doug Montell, KJBS mikeman, will describe the Far West's outstanding dual track meet of the season between Stanford and University of Southern California Saturday.

High-Up Weather Series

National Bureau of Standards, effective June 2, will inaugurate a new series of weather broadcasts, giving conditions that exist more than 100 miles above the earth's surface. By means of these new broadcasts, engineers will have current information on a region that reflects back broadcast waves and thus makes long distance radio transmission possible. Programs, to be aired three times every Wednesday over a national hook-up, will enable radio experts to ascertain the height of the "radio roof" which varies hourly as well as seasonally, and so use the best adapted frequencies for long distance communications via radio.

KSTP "Moving Day" Special

St. Paul—Something new in the way of a moving day broadcast was aired by KSTP Saturday, opening sharp at 7 a.m. and signalling the Bedouin trek of 5,000 Twin City families. Shot was carried from the home of the first man to move in the Twin Cities. Special eventers combed the cities, found the first guy to pack up his duds, moved its mobile short wave transmitting unit right to the house, talked with the man and wife about the job ahead of them. Show developed many good humorous angles.



"GILMORE CIRCUS"

Gilmore Oil Co.
KFI (NBC Coast Red), Saturdays,
7:30 p.m. PST.
Raymond R. Morgan Co.

GOOD VARIETY SHOW MATERIAL CRAMPING ITS STYLE BY TRYING TO HOLD CIRCUS ATMOSPHERE.

In its second airing since NBC took over production responsibility, Gilmore Circus' revised form misses being a swell variety show by cluttering up the half hour by building circus atmosphere, and then tearing it down with lovely choral music and other equally inappropriate numbers for a circus bill.

Show opens with bad imitation of Ken Murray's "That Man's Here Again," followed by doleful choral singing of "Circus Is Coming To Town." Should open with the Gilmore lion growl.

Cliff Clark, original barker, whoops her up for a circus,—only to have his atmosphere torn down by Paul Taylor choral group's singing of Song of India—which, outside of a purported circus program, would have been magnificent entertainment.

Felix Mills band is the only thing, outside of Cliff Clark's barking that is both truly circus and swell entertainment, although Cliff Arquette's Aunt Addie comedy is both a high spot of the program and near enough circus atmosphere to be bracketed with the Mills band.

Producers should make it a circus—or, better still, make it a Gilmore varieties.

"CIVIC SALUTES"

Sustaining
WINS—N. Y. State Broadcasting
System, Tuesdays, 8:30-9 p.m.

NEW SERIES OF SALUTES TO CITIES IN THE NEW YORK METROPOLITAN AREA.

While it is not uncommon for the networks to give various cities a sendoff in the course of a commercial or otherwise, WINS inaugurates a series designed to plug the leading cities of the Metropolitan area. First city to get a break was Bayonne, N. J. Announcer came in during the opening bars of organ music and after a short spiel gave way to Mayor Richard F. Donohue, who further extolled the virtues of the city. Some historic facts had already been given by the announcer and the Mayor mentioned the civic progress, such as reduced taxes and general city prosperity. Other city officials were heard as to industrial, social and cultural advantages of the town as a place to live or conduct business.

Bayonne high school double quartet of mixed voices contributed vocal relief. Of this, there could possibly be more, such as a band of some sort since there is a considerable talk in the same vein. However, a half hour is a long time in which to laud most any town and WINS seems more than

generous yet it is a good move. The Borough of the Bronx is in line for next week's program. Not a poor idea for audience building and goodwill.

"CABIN IN THE PINES"

A. N. Smallwood
WOR, Tuesdays and Thursdays,
7:15-7:30 p.m.
Jay Lewis Associates

GENERALLY BRIGHT PROGRAM OF VARIETY ENTERTAINMENT EMCEED BY BROKESHIRE.

With an apt title for its real-estate selling purpose this quarter-hour of music and songs, with Norman Brokenshire as emcee, is a tuneful and pleasing affair. Stuart Churchill, with a clear tenor voice, and The Radioettes, girl harmony trio, do the vocalizing and make it enjoyable. On the first airing, Churchill did "Never In A Million Years" and "Summer Night," while the trio delivered "Susan Brown" and also served for the theme.

A. N. Smallwood himself was introduced and gave a rather lengthy talk on the home development site, which is named Smallwood, N. Y.

Same sponsor also has Dr. Frank Payne in an afternoon spot on WOR.

"SERENADE AT NINE"

Sustaining
WMCA — Inter-City Network,
Tuesday, 9-9:30 p.m.

FEDERAL THEATER PROJECT WITH A RAFT OF GOOD SINGERS ENTERTAINING WITH MUSICAL COMEDY AND POP TUNES.

Group of WPA singers of mixed voices and soloists have extended their previous quarter-hour period to a half hour for the new spring series. Group seems to have good direction and good taste in selecting one or two popular tunes and for the most part musical comedy and operetta songs. Orchestra and organ both aid with accompaniments and the execution is spirited in manner, while the voices, both as to chorus and soloists, are good.

Makes a good half-hour of musical fare, not too heavy, yet substantial. If cost of show would not be too high, it would seem likely that a sponsor would take an interest in the proceedings—if they allow such things on WPA Federal Theater projects.

"PAST MASTER PROGRAM"

(Manuel and Williamson
Harpischord Ensemble)
Sustaining

WJZ-NBC Red network, Tuesday,
10-10:30 EDST

GOOD CLASSICAL MUSIC PROGRAM USING NUMBERS FROM PAST CENTURIES.

Though appealing almost solely to cultivated music tastes in its present form, this program of classical bits dating back as far as the 16th century is a first-rate offering of its kind. A

F.T.C. CASES

Cease and Desist Orders

Capital Bakers, Inc., has entered into a stipulation with the Federal Trade Commission to discontinue advertising to the effect that its "El Aguinaldo Cuban Honey Bread" contains certain health-producing properties, when, in fact, according to the stipulation, the results obtained from its consumption are no different from those obtainable from use of any ordinary type of bread containing honey.

Prohibiting certain unfair representations in the sale of a cosmetic product, the Federal Trade Commission has entered an order to cease and desist against Hec Barth, trading as Hec Barth Laboratories and Dark-Eyes Laboratories, Chicago. The eyelash darkener is known as "Dark Eyes."

little interspersed commentary to arouse interest and aid appreciation might give it more extensive appeal.

Originating from Chicago, the program caught this week (third in the series) included a Pasquini sonata for two harpsichords, Haydn's "Gypsy Rondeau," "Siciliano" and "Fugue" from Bach's Concerto in D Minor for three harpsichords and strings, two old French dances including a musette and a sailor's dance, and Handel's "O Had I Jubal's Lyre" from "Joshua" with Madaline Reinecke, soprano.

Philip Manuel and Gavin Williamson, organizers of the ensemble, are surrounded by a group of instrumentalists who are members of the Chicago Symphony Orchestra. They include, Dorothy Lane, one of the three harpsichordists; David Van Vactor, flutist; Leonard Sorkin and Armand Roth, violinists; Milton Preves, at the viola, and Dudley

Random Comments

Boake Carter, in his 6:45 p.m. CBS news airings, has sounded a bit tired lately. Not as much pep or incisiveness as formerly. Doing too much work, maybe. Gabriel Heatter seems to be holding up well under his multiplying stints—or have we got him mixed with Edwin C. Hill?

Dave Schooler, in his initial remote from Blossom Heath via WOR on Tuesday at 7:45 p.m., had an interesting arrangement of "Mr. Ghost," also "Love Bug" and other good entertainment in the very entertaining Schooler style.

Rhoda Arnold, who was given an airbreak Tuesday night on Hammerstein Music Hall over CBS, displayed an unusually fine soprano voice in "Cheri, je t'aime." She ought to go places.

Nellie Revell, in "Neighbor Nell" over WJZ on Mondays, Wednesdays and Fridays at 1:15 p.m. is very pleasant listening.



OF COURSE



We'll be there. Radio's own daily newspaper will have a complete staff in Chicago covering the coming important N A B convention in June.

RADIO DAILY



will be right in the center of things with special convention issues every morning so that Radioland will know what's what

EVERY DAY



It looks like the greatest convention ever. Never mind if you're too busy to be there. Read RADIO DAILY every day and you'll still be in

CHICAGO

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

Broadcasters, Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts night, 1 Kw. day, unlimited. Install directional antenna for day and night use.

Airfan Radio Corp., Ltd., San Diego. CP for new station. 1420 kc., 100 watts, unlimited.

APPLICATIONS RETURNED

Jonas Weiland, New Bern, N. C. CP for new station. 1210 kc., 100 watts, unlimited.

National Battery Broadcasting Co., St. Paul. CP for new high frequency station. 25950 kc., 1 Kw.

Central California Broadcasters, Inc., Berkeley. CP for new relay station. Frequencies not stated, 10 watts.

APPLICATIONS GRANTED

Mutual Broadcasting System, Inc., Chicago. Extension of authority, to exchange programs with CKLW, Windsor, Ontario, and the Canadian Broadcasting Corp.

WFIL, Philadelphia. Auth. to transfer control of corp. to Strawbridge & Clothier and Lit Brothers. 560 kc., 500 watts night, 1 Kw. day, unlimited.

Crosley Radio Corp., Cincinnati. CP for new relay station. 1606, 2022, 2102 and 2758 kc., 50 watts.

City of New York. Dept. of Plants and Structures, N. Y. CP for new relay station. 1622, 2058, 2150 and 2790 kc., 40 watts.

WIS, Columbia, S. C. CP for new relay station. 31100, 34600, 37600 and 40600 kc., 2 watts.

Oregonian Publishing Co., Portland. CP for new relay station. 31100, 34600, 37600 and 40600 kc., 2 watts.

Champaign News Gazette, Champaign, Ill. CP for new relay station. 39700, 39900, 40800 and 41400 kc., 10 watts.

SET FOR HEARING

WDSU, Inc., New Orleans. CP for new station. 1500 kc., 100 watts night, 250 watts day, unlimited.

EXAMINER'S RECOMMENDATIONS

WJAR, Providence, R. I. CP for increase in power to 1 Kw. night, 5 Kw. day, 890 kc., unlimited, be granted.

KDON, Del Monte, Cal. CP for change in power and frequency to 1400 kc., 250 watts, 1 Kw. LS, unlimited, be granted.

Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc., 250 watts, daytime, be denied.

Walter H. McGenty, Rice Lake, Wisc. CP for new station. 1210 kc., 250 watts, daytime be granted.

APPLICATIONS DISMISSED

R. W. Page Corp., Phenix City, Ala. CP for new station. 1240 kc., 250 watts, unlimited.

ACTION ON EXAMINER'S REPORTS

Following applications were all denied. Ventura County Star, Inc., Ventura, Cal., Ted R. Woodward, Kingsport, Tenn., Valley Broadcasting Co., Pomona, Cal., Pottsville Broadcasting Co., Pottsville, Pa., Brownwood Broadcasting Co., Brownwood, Tex. and Sweetwater Broadcasting Co., Sweetwater, Tex.

HEARINGS SCHEDULED

May 14: Louisville Broadcasting Co.,

ONE MINUTE INTERVIEW

JACK JENNEY

"Sponsors are strangely disinterested about new radio ideas until some concern making the same kind of what-ever-it-is launches something that is novel and different. Then the fur begins to fly and you have a number of imitations which sort of makes you tired of the whole business. A little more initiative on the part of sponsors would give the radio picture a worthwhile retouching."



Coast-to-Coast



EDDIE CANTOR, Parkyakarkus and Rubino are staging a grand reunion Sunday, when Eddie will have the dialectician and the violinist as guests on his CBS broadcast.

William Barclay, organist, is providing a four-times-weekly program over WBAP, playing from the main dining room of the Blackstone Hotel, Ft. Worth.

WBAL, Baltimore, has inaugurated another service program in the form of local live stock market reports on Monday and Thursday noon. "Your Good Health", another WBAL series, is hitting a popular chord and getting excellent speakers.

Margie Ann Knapp, young singer, will be heard again on WHN at 5 p.m. today and 9 p.m. Friday with Don Albert's orchestra.

Armand Basile, 15-year-old Uniontown musical prodigy, appears on the Mutual system via WCAE, Pittsburgh, in a special quarter-hour recital at 2:45 p.m. Saturday.

Earl Harper's airing of the baseball games of the Newark Bears over WNEW will be heard at a new time, 3:45-6 p.m., starting today.

Edwin Otis of Cohasset, Mass., joined the announcer staff of WNAC-Yankee network studios in Boston this week. His background has been extensive in that he has appeared as a vocalist over the NBC, was announcer and program director with several stations.

Jack Light, Assistant Manager of WTAR, Norfolk, goes to hospital for second operation on his eye, from which a cataract was removed recently.

Louisville. CP for new station. 1210 kc., 250 watts, daytime.

Louisville Times Co., Louisville. CP for new station. 1210 kc., 100 watts, unlimited.

Harold F. Gross, Lansing, Mich. CP for new station. 580 kc., 500 watts, 1 Kw. LS, unlimited.

KRKD, Los Angeles. Auth. to transfer control of corp. 1120 kc., 500 watts, 2½ Kw. LS., share time.

May 24: Voice of Detroit, Inc. CP for new station. 1120 kc., 500 watts, 1 Kw. LS., unlimited.

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

May 27: Virgil V. Egans, Gastonia, N. C. CP for new station. 1420 kc., 100 watts, unlimited.

Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime.

June 15: Robert E. Clements, Huntington Park, Cal. CP for new station. 1160 kc., 250 watts, daytime.

Key City Broadcasting Co., Kankakee, Ill. CP for new station. 1500 kc., 100 watts, unlimited.

Gerald Travis, La Porte, Ind. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

Northwest Research Foundation, Inc., Seattle. CP for new station. 1530 kc., 1 Kw., unlimited.

June 16: WDRC, Hartford, Conn. Auth.

Because Norfolk's Dog Show was at a country club and inaccessible for lines, William Cox, Virginian-Pilot scribbler, dashed to WTAR studios with fistful of remarks plus a few pups for atmosphere. However, latter got mike fright and refused to bark for their air audience.

Foster May, WOW (Omaha) news editor, has started devoting the last five minutes of his 5:45 p.m. news cast to a thumbnail interview on some local story when the news warrants it.

When the biggest fire in the history of the Union Livestock Company Yards at South St. Paul broke out last week, KSTP, Twin City indie, was able to land a showmanship punch by including a shot direct from the scene in its regular 10:15 p.m. newscast. KSTP was able to land swell on coverage of the fire through its mobile short wave transmitting unit because of a recent special events cast from adjacent Swift & Co. plant.

Every Sunday in 1937, Syracuse station, WSYR brings to the microphone eight unemployed who are picked by the State employment office in the city. Program is sponsored by Wesley's Furniture and has not only produced scores of jobs for the jobless, but furniture sales. The human interest true stories also have developed tremendous listener appeal—one of the most popular shows ever staged in up-state New York.

The weekly WPA "Portraits in Oil" series of dramatizations of the lives of great painters, formerly heard over WHN on Wednesdays, is now broadcast hereafter on Mondays from

Bud Sweeney, formerly with WHK, Cleveland, has become a staff member of WHKC, Columbus.

Fitzgerald Show Switching

Ed Fitzgerald variety program on WOR-Mutual will be heard Wednesdays, 9:30-10 p.m., instead of Thursdays starting next week.

Rodeheaver on WOR

Homer Rodeheaver, song leader formerly with Billy Sunday, starts a thrice-weekly WOR series titled "Gospel Hymns" on Monday at 8:45-9 a.m.

for booster station. 1330 kc., 250 watts, synchronize with WDRC.

El Paso Broadcasting Co., El Paso, Tex. CP for new station. 940 kc., 1 Kw., unlimited.

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

KGKL, San Angelo, Tex. CP to change frequency and power to 940 kc., 1 Kw., 5 Kw. LS., unlimited.

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

Hickory Broadcasting Co., Hickory, N. C. CP for new station. 1370 kc., 100 watts, daytime.

PROMOTION

300,000 Booklets Mailed

More than 300,000 copies of the pamphlet, "Nine Tricks with the Lettuce Bowl," have been distributed by local merchants in response to radio announcements by Mrs. Ida Bailey Allen, WHN's home economist heard daily 10:30-11:30 a.m.

Only method of obtaining literature was by requesting it in stores and only knowledge of it came through Mrs. Allen's WHN talk. Sponsors of product, Iceberg Lettuce, will use Mrs. Allen in their national campaign soon to start.

Added drawing power of Mrs. Allen is shown in distribution of 5,000 Doubleday-Doran book lists of what to read, obtainable only by writing to station. Announcement, made only once weekly on Thursdays, has been running six weeks.

Musical Membership

Dave Baylor, announcer at WGAR, Cleveland, answered the call of swing by producing a series of daily "Round and Round Society" meetings. Each week's climax is the Saturday night "Soshul" to which the public is invited.

The daily programs build up to a membership drive. To date, over a six-month period, better than 4,000 persons have requested and received membership cards.

Type music is naturally "swingy," using new wide range transcriptions of popular "ride" bands.

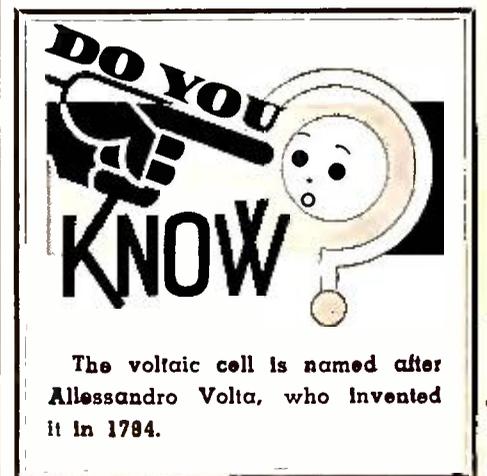
Popularity Contest

A series of 42 spot announcements is being used by Knothe Furs Inc., New York City, over WFAS, White Plains, to publicize a popularity contest along with making a bid for the Westchester fur fashion trade. Listeners are invited to write for descriptive booklets offered by the sponsor, giving rules of the contest and a participation blank.

KMAC Promotion Piece

"Turnips for Watches" is the title of a new promotion piece put out by KMAC, the live-wire NBC station in San Antonio managed by Howard W. Davis. The implication is that somebody may have been sold a turnip for a watch.

Story of an account that increased sales 347 per cent via KMAC also is included.





RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 63

NEW YORK, N. Y., FRIDAY, MAY 7, 1937

FIVE CENTS

Nationwide Biz Sets Peak

TALENT DEALS CLOSED BY NBC COAST OFFICE

West Coast Bureau, *RADIO DAILY*
Los Angeles — Dena Harshbarger, coast head of NBC's Artist Bureau, back from New York and Chicago where she reports having talked to 485 contract people and brought back a flock of picture deals. Among deals closed are:

Film rights for serial, "Today's Children."

Arranged to bring Florence George, light and grand opera soprano, and strong on good looks, here for picture work.

Arranged to bring the singer Hildegard out immediately after her return from London, where she rushed for the coronation.

Lined up picture contract for the
(Continued on Page 3)

Radio Gets Facilities In Hindenburg Disaster

The facilities of all networks and local stations in the New York area were given full rein last night in broadcasting the Hindenburg disaster. NBC, CBS and Mutual rushed mobile units to Lakehurst immediately upon receipt of the news. Special wires were installed at the field.

WHN flashed the first bulletin at 7:30 p.m., only a few minutes after the explosion. NBC cut into programs at 7:37 while CBS made a first flash at 7:45, Mutual at 7:44 and WMCA at 7:49.

Van Cronkhite Plans Film-Track Programs

Deals are being worked out with film producers by John Van Cronkhite, president of Van Cronkhite Associates Inc., Chicago, whereby
(Continued on Page 3)

Fly to Hear Lohr

Kansas City — Herb Hollister, manager of KANS, Wichita, did not know until Wednesday that Lenox R. Lohr, NBC prexy, was to address the Chamber of Commerce here that day. So Herb called Charles C. Theis, prexy of KANS Broadcasting Co., who pilots his own plane, and convinced him of the desirability of flying to hear Lohr. On their way they stopped at Topeka and picked up Don Searle, manager of WIBW, who also is interested in KANS. The trio got here just in time to hear Lohr talk on television. Fifteen minutes after the talk, they were winging back to Topeka and Wichita. Ellis Atteberry, manager of KCKN, Kansas City, Kas., also came over.

CBS WILL SHORT WAVE DAILY STARTING MAY 12

CBS yesterday announced that a regular broadcast schedule for daily transmission to Europe and the British Isles over its new high powered short wave transmitter, W2XE, will be inaugurated May 12. Operating with a peak power of 40 kw, W2XE will be officially opened at 5 a.m. with a dedicatory program. E. K.
(Continued on Page 4)

Program is Spotted On Elusive Schedule

Dallas — An unusual schedule of broadcasts has been worked out on KRLD for its "Lovely Lady Program", sponsored by Bond Pharmaceutical Co.
(Continued on Page 3)

Lohr Says Most of Country May Never Have Television

Television Network Now Held Possible

Creation of a nationwide television network with assured performance is now possible as a result of reduction in cost of the coaxial cable strung by
(Continued on Page 5)

NAB Reports March Gross Sales 24.6% Over Year Ago — Biggest Gain in Non-Network Field

By GEORGE W. MEHRTENS
Washington Bureau, *RADIO DAILY*

Washington—Total broadcast advertising in March amounted to \$11,628,154, an increase of 14.2 per cent over February level and gain of 24.6 per cent over level of last March, according to National Association of Broadcasters.

Gross sales of time for the month were the greatest in history, being slightly above the total recorded for
(Continued on Page 8)

GULF SUMMER SHOW STARRING VON ZELL

Gulf Oil Corp. yesterday announced through Young & Rubicam, agency handling its Sunday night broadcast, that plans for a summer series had been completed. Phil Baker leaves the program for the summer following the June 27 broadcast. On July 4 the new series will premiere with Harry Von Zell as emcee and star, Oscar Bradley's orchestra and guest stars. Program will give Von Zell his first chance to star in his own right. In the past he has announced shows, and at times stood for Baker and Fred Allen. Show retains its 7:30-8 p.m. period on the CBS network and will continue to air over its present hook-up of 59 stations.

\$40,000 to be Spent On WSOC Improvements

Charlotte, N. C.—WSOC plans to spend about \$40,000 for improvements as soon as its application for 1,000 watts power on a frequency of 600 kc. is acted upon by the full FCC. The changes already have been acted upon favorably by an FCC examiner.

A new high fidelity transmitter, super-fine power plant and a newly designed "directive" antenna are among the improvements planned. Transmitter and its new building
(Continued on Page 5)

GOLF TOURNAMENTS ARE SIGNED BY CBS

CBS program department under Lawrence Lowman, vice-president, has just signed the United States Amateur Golf Ass'n for exclusive rights to broadcast the four leading tournaments this organization sponsors each year. They are: U. S. Open, U. S. Amateur for Men, U. S. Amateur for Women, and American Pub-
(Continued on Page 6)

John Dodge Appointed WRC-WMAL Sales Head

Washington Bureau, *RADIO DAILY*
Washington — John H. Dodge has been appointed to succeed Vincent Callahan as sales manager of WRC-WMAL, effective May 17. Dodge has been a member of the NBC Washington sales staff for the past three years. Callahan as reported in *RADIO DAILY*, yesterday goes to WWL, New Orleans, as general manager.

Definitely Out

Cincinnati — Convinced that the word "definitely" is being over-worked on the air, as well as in print and in conversation generally, President L. B. Wilson of WCKY has ordered the news staff and continuity department of the station to discontinue using the word except in quotations or where it is positively required.

Reaction Survey

Kansas City—M. F. Allison, publicity director at KMBC, is conducting a survey in an effort to determine the psychological reactions of certain types of audiences to various radio programs.
Working with him in making the test is Professor Byron C. Sharvis of the department of psychology at the University of Kansas, Lawrence, Kas.



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, May 6)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., RCA \$5 Pfd. B, Stewart Warner, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Majestic, Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include CBS A, CBS B, Stromberg Carlson.

Using Trailers to Plug New Don Lee Program

West Coast Bureau, RADIO DAILY

Los Angeles—Don Lee net is borrowing a leaf from the movies to exploit its new Frank Watanabe (sustaining) feature which starts out of KHJ on May 10. Two five minute transcriptions go on daily, announcing coming of the series, sampling the stuff of the principal characters. Eddie Holden, creator of the part, here, working with his cast that includes William Austin and Georgia Fifield. Series titled Frank Watanabe and the Professor, gets a night spot, Mondays through Fridays, on Don Lee coast net.

MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE 1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

Part Remote Fools Sponsor

KUOA, Siloam Springs, Ark., recently saved a commercial program in a way unusual even in the colorful radio industry. A utilities company sponsored a daily noonday talent broadcast featuring a male quartet. The program was very successful, both from the station point of view, and the sponsor point of view. Several months ago when KUOA's transmitter and master control room were in Fayetteville, a remote studio was maintained in the present location, 30 miles away, at Siloam Springs. The studio staff was centered at Siloam and all commercials originated there. An announcer was kept at Fayetteville in case the line should fail, and for transcribed programs. The bass in the quartet on the utilities program was an announcer, and because of somebody's mistake was found to be in Fayetteville without relief in sight fifteen minutes before the quartet was due to appear from the remote studio thirty miles away. The phone line buzzed with business for 10 minutes, and when the station break was made preceding the quartet program all sounded under control, and when the quartet broke into the theme, every voice was there! Not one listener knew that the Bass of the Ozarkians was standing just 30 miles from the rest of the boys. All wore phones, and the control man mixed in proper quantities, and the boys like to do the stunt so well, that they did it for a week. The sponsor didn't even get wise!

Educational Institute Looks to Expansion

Columbus—Expansion in the field of educational programs was seen by delegates to the Institute for Radio Education held here the first half of the week. Through admitting difficulties in the way of interesting commercial cooperation with this type of radio offering, a more promising outlook was noted.

Among speakers at the conference were Walter Pierson of CBS, New York, who told of the importance of sound effects and engineers; Ernest La Prade of NBC, speaking on music; Rikel Kent of WLW, on production of dramas; Levering Tyson of the National Advisory Council on Radio in Education, on studio techniques; Irving Reis of CBS, on dramatic technique; H. V. Kaltenborn, CBS commentator, and others.

B. S. Moss to Survey Foreign Television

B. S. Moss, who sails tomorrow on the Rex, will visit England and study latest television developments with a view to bringing back complete television broadcasting and receiving equipment for installation of the lounge of his new theater now being built at Broadway and 49th St. Moss also will tour the continent and expects to return about June 15.

Would Tag Foreign Articles

Washington—Representative Martin yesterday introduced a bill, H. R. 4960, providing that radio announcers shall at the beginning and end of each broadcast clearly state the name of country of origin of imported articles. Measure was referred to the House committee on interstate commerce.

Drops Suit Against RCA

By mutual consent of both parties involved, John S. Aurynger, plaintiff, and RCA, defendant, the opinion handed down April 19 by Federal Judge John W. Clancy, dismissing the suit against RCA was accepted as final yesterday. Aurynger had charged infringement of his patent on improvements for condensers.

Delegates are Named For Bucharest Confab

Washington Bureau, RADIO DAILY

Washington—The President has approved the following delegates to represent the U. S. in the fourth international Radio Consulting Committee meeting starting May 21 at Bucharest, Rumania: Dr. J. H. Dellinger, Bureau of Standards, chairman; Capt. Stanford C. Hooper, U. S. Navy, vice-chairman; Lieut.-Col. D. M. Crawford, U. S. Army; E. K. Jett and Gerald C. Gross, FCC; Frances Cold De Wolf, Dept. of State; Col. J. Carroll Cone, Dept. of Commerce; William W. Schott, American Legation, Budapest; James C. McNary, engineer, representing NAB.

"Thrills" Gets 3 Years For Union Oil Company

West Coast Bureau, RADIO DAILY

Los Angeles—Union Oil Company's "Thrills" has not only extended its 13-week contract on NBC—the first time any Union Oil program has renewed an air show—but has signed for three years, the Lord & Thomas, agency, announces.

Dorothy Lamour on C. & S. Show

A readjustment of the Chase & Sanborn show which originates from Hollywood next Sunday night over the NBC-Red network calls for the addition of Dorothy Lamour and the postponing of the schedule appearances of Richard Rogers, Lorenz Hart and Ray Middleton until the May 16 broadcast. Others who will appear Sunday are Ann Harding, W. C. Fields, Don Ameche, Werner Janssen as musical director, and Edgar Bergen.

Advertisement for WHN featuring a cartoon character and text: 'LEG SAYS TONIGHT'S BEST BET: 8 to 9 P.M. WHN Movie Club with Phil Regan as guest star. WHN DIAL 1010 AFFILIATED WITH M-G-M & LOEW'S'

COMING and GOING

MARTIN W. SPECTOR flies to Miami today on business. Will be gone about one week.

WINI SHAW returns to New York today from Cleveland, where she closed an extended vaudeville tour yesterday.

MACK MILLAR has gone to Washington on business, and will return over the week-end.

SHEP FIELDS and his orchestra went to Washington yesterday to open at Earle Theater.

JAMES KENNEDY, JR., of the Chicago offices of J. Walter Thompson is visiting in New York for one week.

JOHN FITZGERALD, CBS assistant director of special events, in Detroit today, in Chicago Friday and Saturday. Back in New York Monday.

VICK KNIGHT leaves today by auto for Hollywood. He will stop off in Cleveland to pick up MRS. JANICE KNIGHT and their two children, who rushed to that city yesterday because of a death in the family.

B. S. MOSS sails tomorrow on the Rex for England.

CHARLES SMITH, associate in the office of Dema Harshbarger, coast head of NBC Artist Bureau, is on a trip to Chicago and New York.

DON FRANCISCO, former vice-president in charge on the coast for Lord & Thomas, is back from abroad and returning to Hollywood.

HERB MORRISON, announcer, and CHARLES NEHLSEN, engineer, made a trip by plane from Chicago to Lakehurst, N. J., to get a transcribed picture of the arrival of the Zeppelin Von Hindenburg for WLS.

Pantages Coast Series Makes Its Debut May 26

West Coast Bureau, RADIO DAILY

Los Angeles—Lloyd Pantages, former Hearst paper columnist, has been signed by A. J. Krank Co. (Lather Cream and Lemon Cleansing Cream) to do a Wednesday evening chatter program on CBS Pacific Coast net, starting May 26. Will use same title on air he used in papers—Lloyd Pantages covers Hollywood. Will inject variety by dramatic vignettes pieced into the chatter.

U. P. Answer Delayed

Counsel for United Press obtained an extension of time in which to file an answer to the libel suit instituted against the news association by Transradio Press. Transradio action in N. Y. State Supreme Court, is for \$50,000 on alleged libel contained in a promotional communication.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and KOOL CIGARETTES WJZ-10 P. M. E.S.T.—Friday NBC Network

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

PROMOTION

KCKN Enterprise

A summary of special community coverage features aired the past month by KCKN, Kansas City, Kas., just prepared by General Manager Ellis Atteberry, reveals two "firsts" for the station.

One was a daily broadcast direct from the Midwest Philatelic Exposition in the new municipal auditorium. Ralph Nelson, special events director, described the famous stamp collections.

The other was a play-by-play broadcast of indoor polo games direct from the Kansas City, Mo., Police Department's Horse Show and Sportsmen's Exposition, also handled by Nelson.

Eighteen other special features were broadcast by KCKN in April.

**Talent Deals Closed
By NBC Coast Office**

(Continued from Page 1)

comedy team, Fishface and Figsbottle.

Signed Gertrude Berg to return to do another picture for Sol Lesser.

Signed Nadine Conner in New York, arranged for her appearances on "Show Boat," which soon starts airing from Los Angeles.

To complete pending deals, Charles Smith, associate in Miss Harshbarger's office, is on a trip to New York and Chicago.

**Van Cronkhite Plans
Film-Track Programs**

(Continued from Page 1)

he will have exclusive rights to use material from movie sound tracks for radio programs, along the lines of a miniature "Hollywood Hotel". Van Cronkhite's idea is to build half-hour shows using songs and other sequences from films, giving the programs sponsorship possibilities. The pictures would get their usual credit. Van Cronkhite returned to Chicago yesterday and plans another New York trip next week.

Store Window Tieup

Webster-Eisenlohr has taken the front window of the Schulte cigar store, corner Fifth Ave. and 42nd St., to promote the Henrietta cigar and tie-in with the "Today's Winners" program which is aired every night over the Inter City network by Bob Carter. Display uses a \$500 Currier & Ives print of the famous racer, Lexington.

**LOUIS ARMSTRONG
AND HIS ORCHESTRA**
Fleischmann's Yeast, Fridays,
NBC Blue, 9 P. M.
JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.



**"VANISHING NEW
YORKERS"**

Sustaining
WMCA - Intercity Network
Wednesdays, 8:45-9 p.m.

**NOVEL AND INTERESTING SERIES ON
DISAPPEARING OCCUPATIONS.**

Put on by WMCA's special events department, this series dealing with New Yorkers whose occupations are going out of use makes an entertaining novelty. The stories are embellished with appropriate poetic readings, such as "The Village Blacksmith," and vocal renditions like "The Anvil Chorus" in the case of the blacksmith who was the subject of the second program. There is also some commentary by a narrator. The interviewing end is handled by Frankie Basch. Continuity blends all very smoothly.

First of the series dealt with the last local cowboy, the chap who rides in front of approaching trains on the west side. Next week will be the last of the lamplighters.

The questioning by Miss Basch brings out the interesting aspects of the disappearing vocations, and

prove informative as well as entertaining. Music for the programs is supplied by Roy Campbell's Beau Brummels and Jack Ward at the organ.

"YOUR HIT PARADE"

American Tobacco Co. (Lucky Strike cigarettes)
WEAF - NBC - Red Network,
Wednesdays, 10-10:45 p.m.
Lord & Thomas

**MARK WARNOW ARRANGEMENTS ARE
PLEASING AND CHOICE OF TUNES GIVE
PROGRAM VARIETY.**

In the first of a new series of "Hit Parade" programs, Mark Warnow and his orchestra started off with "How Could You," the tenth tune, and wound up with "Boo Hoo," the number one tune of the week. Change of pace throughout the program made it easy listening. For a novelty touch, Warnow offered "Minuet in Jazz," taken from Paderewski's "Minuet in G."

Winifred Cecil, formerly of "Show Boat," was the guest soloist for the evening and offered the old favorite, "My Hero," from the "Chocolate Soldier." Well done.

NEW PROGRAMS—IDEAS

Democracy Series Popular

WGAR, Cleveland, has been presenting a series of programs titled "Taking Democracy Seriously" with gratifying success. The series is sponsored by the Adult Education Association of Greater Cleveland. Its membership is made up of leaders in the civic, legal, industrial, religious and educational sides of the city's life. Speakers in the 13-week group of programs have been drawn from these classifications and newspapers in Cleveland have completely "covered" the series with their following detailed accounts.

Listeners were invited to write their own essays on how the "Take Democracy Seriously." Melvin Lathrop, a college professor won the award.

Series on Advertising

WGAR, Cleveland, is broadcasting a series of programs on advertising titled "Industry Talks." The programs will be heard weekly, presenting advertising and sales heads of some of the nation's largest industries having headquarters in Cleveland.

Industrial heads already scheduled are Stanley Knisely, advertising manager of the Republic Steel Corp.; R. D. Packard, vice-president of the Standard Oil Co. of Ohio, and Clarence Huber, president of the A. K. Akeman Co.

The series is prepared by the Bu-

reau of Research of the Advertising Federation of America.

New Mobile Job to Derby

NBC dispatched its new mobile transmitter, built under supervision of Howard Lutgens, chief engineer, Chicago, to Louisville for tests on the derby premises before using it next week. It's a slick blue and silver job, light and fleet, storage batteries having been eliminated for a gasoline driven motor, that will do sixty miles an hour. Unit has a 50 watt intermediate frequency transmitter for stationary work, and 40 watt ultra high frequency one for mobile jobs. Engineers M. W. Rife, R. A. Limberg, R. E. Brooks, E. A. MacCormack, F. C. Schnepfer, G. J. DeVlieg, H. D. Royston, C. L. Pierce and M. H. Eichorst all took a hand in helping design and construct the bus which was built at Checker cab works, Kalamazoo.

RECORDINGS
Productions -- Transcriptions
Sound Reproductions Corp.
17 West 46th St. Telephone
New York City BRV 9-8265

GUEST-ING

LARRY COLLINS, recently on Joe Cook's program, has been booked by the Central Artists Bureau for the Fred Allen show, May 12 (NBC-Red, 9 p.m.).

LOU HOLTZ, on Lanny Ross' "Show Boat," May 13 (NBC-Red, 9 p.m.). Nadine Conner also on program.

JOHN CHARLES THOMAS and MRS. SARA DELANO ROOSEVELT, on Mother's Day program, May 9 (NBC-Red, 2 p.m.).

PHIL REGAN, interviewed by Radie Harris, tonight (WHN, 8 p.m.).

LARS LUNDQUIST, Swedish dialectician, on Al Pearce show, May 11 (CBS, 9 p.m.).

SID GARY, on first of new Broadway Melody Hour series, May 12 (WHN-WOR, 8 p.m.).

DOROTHY THOMPSON (Mrs. Sinclair Lewis), on "Magazine of the Air," May 10 (CBS, 11 a.m.).

VIOLET HEMING, ROBERT WEED, STUART ALLEN and TESS GARDELLA (Aunt Jemima), on Hammerstein Music Hall, May 11 (CBS, 8 p.m.).

CHARLES WINNINGER, ANITA LOUISE and GEORGE BRENT, on "Hollywood Hotel," May 13 (CBS, 9 p.m.).

A. L. ALEXANDER, on Joe Cook's Shell show, tomorrow (NBC-Red, 9:30 p.m.).

**Program is Spotted
On Elusive Schedule**

(Continued from Page 1)

Seeking to "catch listeners instead of holding them", the programs are given Sunday, Monday, Wednesday, Thursday and Saturday of each week, but at a different time each day. Featured entertainers are Ira Mae Nethery, harpist, Bobby Brooks, soloist, with Eva Mayo doing the commercials. Product is "30-40 Wafers", a reducing formula.

Install New WTAR Antenna

Norfolk—Dr. G. H. Brown, antenna expert, is spending the week in Norfolk supervising the installation of WTAR's new directional layout in Glen Rock. Dr. Brown and J. L. Grether, chief engineer of station, are directing proceedings.

THE SONGBIRD OF THE SOUTH
* * * * *
**KATE
SMITH**
A & P BANDWAGON
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS



ARRIVAL and crash of the Zeppelin von Hindenburg at Lakehurst, N. J., yesterday, on its first 1937 transatlantic flight, was covered with ingenuity by WLS. Herb Morrison, announcer, and Charles Nehlsen, engineer, planed to New York with special recording apparatus and plans for a complete news-transcription to be rushed back to Chicago by plane and put on the air immediately.

"Surprise Party," the Willys-Overland show with Kay Kyser, will emanate from South Bend, Ind., May 9, at 10 p.m. over the Mutual.

CBS Will Short Wave Daily Starting May 12

(Continued from Page 1)

Cohan, CBS director of engineering, and William Lewis, v.p. in charge of programs, will make the opening addresses. Later the same day the coronation happenings will be picked up from CBS and BBC.

A new program department, headed by Elizabeth Tucker, formerly of the CBS general engineering department, has been formed and will devote its time exclusively to W2XE. Special event programs, in foreign tongues, are now being readied by Miss Tucker.

Licensed to operate on 5 different frequencies, W2XE will be heard from 7.30-10 a.m. EDST on 21,520 kc., 1-2 p.m. EDST on 17,760 kc., 3-6 p.m. EDST on 15,270 kc. The 6,120 kc. band will be used for transmissions to Latin and South American countries while the fifth frequency, 11,830 kc. will be held in reserve until further tests indicate the period of its maximum usefulness.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

May 7-9

Greetings from Radio Daily

to

Georgie Stoll
Morton Bowe
Carlton Kelsey
Sam Herman

William L. Hoppes
Red Nichols
Capt. Tim Healy

Bill Adams



● ● ● Gladys Swarthout show folds May 16 with the Saturday Night Party moving into this available time the Sunday following... "Today's Children", which just completed its fifth year on the air, has been renewed for 52 more weeks... Lucille Manners makes her first N. Y. theater appearance starting May 22 (for two weeks) at the Roxy... Thomas Thomas will be the star of "Show Boat" when it comes from the west coast... Lennie Hayton sans band may go west for commercial demands... Phil Baker and his gag writer, Hal Block, composed a tune called "Devotion"... Vick Knight will not handle the last "We, The People" show next week—because he left for the coast to start his new job today... Cross and Dunn have been held over for three more weeks at the Chez Paree in Chicago... Benny Fields and Shep Fields play the Sun and Surf Club the 27th... Harriet Hilliard refused to make records for RKO unless Ozzie Nelson's band supplied the music—so a "master" was made here, shipped to the coast, and Harriet's voice dubbed in... Encyclopedia Britannica will go on the air via WOR with Al Mitchell the "Answer Man" three times weekly—adding 15 minutes to a current sponsored show.

● ● ● Irving Reis, CBS engineer and writer, will not join the proposed organization, American Association of Radio Directors, which is planned as an ethical exchange and cooperative group... Bill Murphy of the Getts office is having trouble jibing air offers with lecture dates of Mrs. Martin Johnson... Roy Wilson of Wilson, Powell & Hayward established some sort of a record recently... He sold the Kate Smith Show to General Foods, Frank Parker to Chesterfield and Singin' Sam to Coca Cola—all within three days... Gwen Jones, girl-wonder of "Gangbuster" productions, goes down the Hudson River with the N. Y. Police Dept's Harbor Squad on warm afternoons... Louis Armstrong did a vocal with Andy Iona's Hawaiian band for Mills records.

● ● ● John Reber's presence on the west coast is to take charge of the inauguration on the Don Ameche show Sunday... Frank Parker's All-Stars meet Ruby Newman's All-Stars Sunday in Central Park and Roger "Slugs" Douzens will hold down third base for Parker's team... Mack Goldman relates the story about Russ Morgan being dined by a music publisher in the hope of getting a break on a song... Russ kept insisting that his knowledge of music was far above par even though he did work in mines... "And remember," he persisted in saying, "I'm still a darn good miner"... To which the publisher said: "You may be a miner to everyone else—but, to me, you're still a MAJOR!"

● ● ● The program director at KCKN, Kansas City, was christened William Hazelle and sings in St. Paul's Episcopal choir under that name... He uses the name of Karl Willis on the air... A choir director of another church was seeking a soloist and called Hazelle by phone... Bill told him that he wasn't able to make the engagement, whereupon the c.d. asked him if he could recommend the air singer Karl Willis... For a gag, Hazelle gave Willis a build-up to the c.d. ... Bill hung up and was telling the joke to others on the staff when the phone rang asking for Karl Willis... He answered as Karl and was embarrassed to find himself talking to the choir director, who had wasted no time in making his second call.



IN spite of the imposing array of big names, Don Ameche's new Chase & Sanborn program is going to strive for an air of decided informality, says J. Walter Thompson office. Artists will help do the scripts to get their individuality into them.

Will Aubrey, just back from Australian engagements, has been signed by Federal Outfitting to do a five-times-weekly song and patter series on KEHE.

May Co., department store, trying out a three-times-weekly series to plug its music department, with Dave Platt, instructor, presenting department's pupils in "Accordion Time." Account placed direct, over KFAC.

Through Jefferson Kay Wood agency, May Co. has set a weekly 15-minute program featuring O. Paul, songs, to plug RCA Victors and records one week, Norge Refrigerators, the next.

Ed Stodell of Stodell agency is following L. A. Times news period on KFAC with five-minute program, News Behind the Headlines, Stodell giving inside color stuff on story of the day.

Jay Simms added to announcing staff of KFWB.

Standard Radio Library service has been signed on by KOKO, new La Junta, Col., station, starting on the air May 15.

Sonja Henie has been signed for appearance on Chase & Sanborn program of May 23.

Bob Burns leaving this week for a hideout hunting and fishing trip with his brother. Bought fishing and camping supplies, insists trip has nothing whatever to do with recently announced engagement to his secretary Harriet Forster.

Jerry Cooper, who arrived Monday, has been rehearsing Hollywood Hotel cast, preparing to take over the Fred MacMurray spot tonight. Charles Winninger to be guest next week in "The Go Getter," with Claudette Colbert doing scenes from "I Met Him in Paris" the program of May 16.

Don Francisco, Lord & Thomas executive-pres in charge on the Coast, due home next week, having arrived in New York from London where he has been for the past three months.

Eddie Peabody's new Technicolor short will be previewed next week before the radio audience that hears the Peabody weekly broadcast in the new KFWB studio auditorium, which has motion picture and sound equipment.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

UNLESS the omens lie, Gertrude Lawrence, now being wafted Europe-ward, will cut a swathe as Wallie Simpson's bridesmaid. . . . La Lawrence has just negatived offer to contribute 125 words anent the festivities to a popular national weekly, at a gasp-making price. . . . Gertrude Niesen, throbbing throated thrush, won't appear on the Ed Wynn show Saturday. . . . she's ill. . . . Sheila Barrett, the one-gal satire, will replace her. . . . Trini Plaza, Spanish nightingale of the boites de nuit (night clubs to you), to quest-warble for Adam Miller on WINS "Theater Guide", Saturday A.M. . . . Gretta Palmer, who'll appear on the "Heinz Magazine of the Air" May 17, attempts a Pacific interlude with one article sold to Sat. Eve. Post dubbed "A Truce with Men" Another, which looks like a non-sequitur to us, is "June Brides", which appears in June "Good Housekeeping" The torch-singing brunette breather with the Carl Ravell Band is Gail Reese, who is very knowing, vocally . . .

Ida Bailey Allen, WHN's sorceress of the saucepans, is back at her Port Jefferson summer home, making things grow in her 1500 square feet of arable ground. . . . Florence Schilling, now the "Jane" of her "Home-makers" program (she replaced Betty Worth), will be heard as Nanette in "Mlle. Modiste" WHN's "Early Bird's" Jacqueline Dewitt, got her ether start with British Broadcasting Alma Graef, sec to Bert Lebharr, WMCA sales manager, and Anne Goodman, fiddling femme of that station, are planning a four-week cruise to Mexico City come next month. . . .

Fanchon, of Fanchon & Marco may tread the airplanes very soon. . . . 15-year-old Betty Jane Atkinson, mistress of the violin, will appear as performing guest on "Heinz Magazine of the Air" May 14 The teens-age prodigy will be interviewed by Leonard Liebbling of Musical Courier. . . . Mrs. Chandler Sloan will head a group of 50 femmes of the "Business Women's Council of the Friendly League for Christian Service" in a program to be heard over WHN Saturday at 545 P.M. . . . Virginia Clark, the name part in "Romance of Helen Trent" was once "Miss Little Rock" in a beauty contest. . . . was also runner-up for "Miss America" at a later date. . . .

RADIO PERSONALITIES

No. 36 in the Series of Who's Who in the Industry

O. B. HANSON, NBC chief engineer, has been with the network since its inception in 1926 when it took over WEA, then owned by AT&T. Hanson's radio career began in 1912 at the old Marconi School, New York, now known as the RCA Institute. Later he was a ship operator and in 1917 joined the Marconi Co., working up to chief testing engineer. In 1920 he returned to ship operating. Shortly thereafter he joined WAAM, Newark, N. J., one of the pioneer broadcasting stations and stayed with this company until he joined AT&T in 1922 as assistant plant engineer. Hanson designed the old NBC studios at 711 Fifth Ave., and the Chicago studios in Merchandise Mart. When the plans for the news studios in Radio City were being drawn Hanson was in charge of all design and construction. He now has his hands full of design and construction details what with New York, Hollywood, WTAM, WRC-WMAL, WBZA, KGO-KPO, WGY, all NBC owned and operated stations, planning or have under construction new studios and in some cases transmitters. Not content with these details Hanson is also in charge of all NBC television experiments and is a member of the RCA television committee.



Radio career dates back 25 years.

ORCHESTRAS - MUSIC

BENNY GOODMAN and ork will musicmake for the undergraduates at the U. of P. Ivy Ball.

Glen Gray and his Casa Loma contingent spent yesterday in New York in preparation for today's appearance in Troy, N. Y.

The Freres Kenny, Nick and Charles, and Hugo Rubens, have completed two ditties, one of which, "Skyscraper Sky", will probably be used by Ruby Newman as theme song in the "Rainbow Room". The second one, a sequel to "Carelessly", on which Bernie Maltin collaborated, is titled "What Ever Happened to You".

Dusty Roades and his lads, all of whom hail from Omaha, have been signed by Rockwell-O'Keefe.

Maestro Lee Shelley and ork will either go commercial on a local program or into the Van Cleve Hotel, Dayton, O.

Benny Fields has recorded the second of his new series for Irving Mills. The disk, under the Variety label, includes two of his long-established favorites, "Melancholy Baby", and "I'm Sorry, Dear".

Johnny Fielder rounded up the local ride men for a jam session in KONO, San Antonio, one afternoon

and the lads played "Honeysuckle Rose" for 15 minutes without stopping. Included in the line-up were Don Sarli, John Fielder, Buck Carr, Bruce Munson, Richard Ketner, Bill Cass, Marty McCorb and other musicians.

Joe Venuti and his band played two nights out at Olmos, San Antonio, recently.

Columbia's "Story of the Song" series presents a list of talented younger singers from the United States and Europe for the spring and early summer programs broadcast over CBS Tuesdays, 3:30-4 p.m. Max Panteleieff, the Russian basso, will be heard on the May 11 program, and Madeleine d'Avezzo, Gallic soprano, and Hubert Hendrie, American baritone, on May 18.

Peter Chambers, bass baritone, who'll be heard over WINS tomorrow at 2:15 p.m., has been signed by Alexander Smallens to appear with the N. Y. Philharmonic at the Lewisohn Stadium, June 30 and July 1, in the production of Richard Strauss' opera, "Salome". Chambers vocalized in opera throughout Europe for several years prior to his recent return to these shores.

George Olsen and ork are scheduled for a guest appearance in San Antonio in the not-too-distant future.

Benny for Texas Expo

Dallas—Jack Benny and Mary Livingstone will appear July 3-5 at the Greater Texas and Pan-American Exposition here, according to announcement by George Marshall, director of entertainment. Ted Fiorito's Orchestra will also appear at the Exposition on the same dates.

Bill McCune Adds to Band

Bill McCune and his Staccato Styled Music, which returns to WOR-Mutual the third week in May, starting their third year on this network, has augmented the band by adding a trio of two violins and an accordion. Their musical aggregation now numbers 13.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,078,974—Modulating System. Robert R. Riesz, Mt. Vernon, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,078,994—Demodulator. Loy E. Barton, Collingswood, N. J., assignor to RCA.

2,079,057—Thermionic Cathode. Paul T. Weeks, Cambridge, Mass., assignor to Raytheon Production Corp.

2,079,085—Electron Tube. Johannes Richter, Otto Shriever, Fritz Schroter and Wolfgang Federman, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,079,134—Oscillating Radio Receiver. Frederick E. Terman, Stanford University, Calif., assignor to Heintz & Kaufman, Ltd.

2,079,137—Fluid Cooled Tube. Russell V. Varian, San Francisco, Calif., assignor to Farnsworth Television, Inc.

2,079,163—Electron Gun. Bernard C. Gardner, Philadelphia, Pa., and Archibald H. Brolly, Palo Alto, Cal., assignors to Farnsworth Television, Inc.

2,079,205—Apparatus and Method for determining Field Strength. Glenn D. Gillett, Englewood, N. J.

2,079,231—Condenser Construction. Franklin S. Smith, New Haven, Conn.

2,079,248—Ultra High Frequency Magnetron Discharge Tube Circuit. Karl Fritz, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,079,309—Temperature Compensating Condenser. Melvin V. Weiss, Haddonfield, N. J., assignor to RCA.

2,079,354—Vacuum Seal. Dewey D. Knowles, Wilkesburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,079,362—Relay Tube. Harvey C. Rentschler, East Orange, N. J., assignor to Westinghouse Electric & Mfg. Co.

2,079,444—Operating Point Control for Thermionic Devices. George W. Fyler, Schenectady, N. Y., assignor to General Electric Co.

2,079,445—Control Apparatus for Radio Receivers. Richard J. Glass, Columbus, O.

2,079,446—Over-Modulated Protective Device. Alfred N. Goldsmith, New York, N. Y., assignor to RCA.

2,079,477—Photoelectric Tube. Soichiro Asao and Miyuki Nagashima, Tokyo, Japan, assignors to General Electric Co.

\$40,000 to be Spent On WSOC Improvements

(Continued from Page 1)

will be located three and a half miles from here on the Statesville Road, where WSOC owns 20 acres. The station is an NBC affiliate, and the contemplated increase in power will give NBC primary coverage in both of the Carolinas.

Television Network Now Held Possible

(Continued from Page 1)

A. T. & T. between New York and Philadelphia for experimental purposes, RADIO DAILY is advised by Electrical Research Products, A. T. & T. subsidiary. Tests on the cable have completely fulfilled all laboratory calculations, it is stated.

Stand By for a Radio Flash

You're a Hit!

FULL DANCE ORCHESTRATION—50c

WHITNEY BLAKE MUSIC PUB.
1585 Broadway New York City

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

ELABORATE NBC SET-UP FOR AIRING CORONATION

One of the most elaborate short-wave transmission set-ups in the history of radio will serve NBC listeners during the six hours of the Coronation ceremonies which will be brought from London and rebroadcast over the NBC Blue and Red networks from 5 until approximately 11 a.m., EDST, Wednesday.

During those hours, all of the 23 directional aerial arrays of the British Broadcasting Corp.'s great British Empire Station at Daventry, outside of London, will be simultaneously in operation. The five Empire transmitters, three of them of 50 kilowatt power, will be linked to the 550 steel poles of the aerial arrays by six miles of open-wire feeder lines. One or more of the transmitters, depending on the requirements of technical conditions, will be used to carry the Coronation happenings to NBC listeners.

Never before has an international short-wave broadcast been as complex, both in the number of points or origin and in the remoteness and number of points of destination, as the one to which Americans will listen through NBC networks on Coronation Day. The Daventry station, usually on the air to serve the Dominions and other distant parts of the British Empire 18 hours and 35 minutes a day, will remain on the air the entire 24 hours of Coronation Day.

From pickups along the six miles of the procession in London, from various points of vantage on higher ground above it, from inside and outside Westminster Abbey, the sound picture of the events will travel through five sub-control points and two central control points to Broadcasting House in London. Then it will go by cable to Daventry to be relayed to the receiving station of the Radio Corporation of America at Riverhead, Long Island, from where it will go to American listeners via NBC's master control in Radio City, New York.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH

Electrical Lighting Equipment of Any Kind
For Studios—Production—Premieres

244-250 WEST 49th STREET
New York City Tel. CHic. 4-2074

Beer Mug Transmitter Being Built at WSOC

Charlotte—Plans are being made and the engineers are at work at WSOC designing, redesigning, wiring, unwiring and all in all developing what promises to be something very interesting and still practical for outside pickups where wire connection with the station is not possible, and where a pack or mobile transmitter would prove cumbersome and unwieldy. WSOC experts hope to present a "beer mug transmitter" within the next few weeks. This piece of portable equipment derived its name from its appearance. It is just slightly larger than a good sized beer mug and has two ear-shaped handles. The microphone is mounted on the side of the case so that the announcer will find it very much like drinking beer, in appearance, when he works the small pack. Preliminary tests have already been made, and the WSOC Program Director, Paul Norris expects to have a regular series of new "Beer Mug Transmitter" tricks scheduled very soon!

190' Vertical Antenna Being Built by WFAS

White Plains, N. Y.—A new 190-foot vertical antenna has been ordered for the WFAS transmitting plant located atop the Roger Smith Hotel, it is announced by Frank A. Seitz, president of the station. Order has been placed with Lehigh Structural Steel Co. Total height of the tower will be about 300 feet above street level, making it the highest structure in Westchester County. It is expected that the aviation lights atop the radiator will constitute a land-mark visible from the shores of the Hudson to the west, and Long Island Sound to the East.

Electrically, the antenna will increase audibility by about 200 per cent, according to preliminary estimates by Chief Engineer Harry C. Laubenstein, extending not only the range, but the dominant-signal area over a much wider scope.

This will mark another milestone known for its energetic policy since in the rapid expansion of WFAS, inauguration in August, 1932. In 1934, in the height of the depression, WFAS took the lead in what is thought to be the first regular printed house-organ to be issued by a broadcasting station, the WFAS NEWS, which now has reached a readership distribution of about 7000 per issue. In the fall of that year, construction was begun on the WFAS Sky Salon, regarded as a model studio layout for a local station, atop the Roger Smith Hotel. The Sky Salon was dedicated in January, 1935. In June, 1936, the station dedicated its new, especially designed Moller two-manual pipe organ, and in December installed high-fidelity Presto recording equipment.

Multi-Purpose Mike Put Out by American

West Coast Bureau, RADIO DAILY

Los Angeles—A new multi-purpose microphone was recently put on the market by American Microphone Co. Inc. It comes in two designs, D-5 and D-5-T, the latter being high impedance.

Mike is of the most rugged type and its life of trouble-free operation is said to be indefinite. Among its highlight features are: small size, low-level mixing, consistency of response characteristics of all units, immune to temperature changes, freedom from wind noises, semi-directional, close or distant pickup, moving coil, permanent magnet dynamic, etc.

Complete details are contained in the company's catalogue sheet No. 25A.

Radio Plane Landing System

International Telephone & Telegraph announces that installation of the first Lorenz radio landing system in an American plane had just been completed. It will be given its first demonstration in this country by the American Airlines on May 11-12. With the new system, radio is entirely depended upon to land a piloted airship. Visual and audible radio signals give pilot exact position in relation to his position to the landing field, and continued signals lead him to runway. The Lorenz radio system is now in use in 35 airports in Europe, and is regarded as the most advanced radio direction service in existence.

Balancing Machine

Chicopee Falls, Mass.—A new dynamic balancing machine for use in the production of motor armatures, turbine rotors, fans and various devices having rotating parts used in the radio field, will soon be put on the market for manufacturers' use by the Westinghouse Electric & Manufacturing Company at its local plant.

MOBILE TELE STATION READY FOR CORONATION

London — A mobile station is in readiness for the biggest challenge television has had to date—the Coronation. Gerald Cock, director of television, and a big staff will broadcast their pickups on a micro-wave-length to Alexandra Palace, headquarters of BBC's television headquarters, for relay via the main television transmitters.

Three Emitron cameras connected to Alexandra Palace by co-axial cables will also be used as the "eyes" of the outfit. No film is used. The scene is focused on to a plate which turns the varying degrees of light and shade into electric impulses so minute that they must be amplified 2,000,000 times before they leave the transmitter.

U. S., Foreign Equipment For Russian Television

London—In addition to equipment said to have been ordered from RCA Victor in America, the Soviet government, which now has a big television center under construction in Moscow, has placed an order with Scophony Ltd. here for its system giving pictures up to 5x4 feet in size.

The Soviets also are building television equipment of their own for a station in Leningrad. A third television station is planned in Kiev.

Golf Tournaments Are Signed by CBS

(Continued from Page 1)

lic Links tournament on the West Coast. Contract is signed for a period of years.

CBS also have an announcement in a few days regarding broadcasts of the Professional Golf Ass'n tournaments. Another deal in the works is the possibility that the U. S. Lawn Tennis Ass'n can be prevailed upon to sell the radio rights to its tennis matches.

That the golf and tennis games will be open for sponsorship is apparent. Ted Husing is slated to do the play-by-play descriptions of the amateur golf games, and possibly the P. G. A. and tennis games.

★ STATION IMPROVEMENTS ★

Boise, Idaho—KIDO has received FCC permission for equipment changes.

Milwaukee — CP to install new equipment has been granted WTMJ by the FCC.

San Francisco — KGGC has been granted CP approving transmitter site and vertical radiator.

Wausau, Wis.—WSAU has been given authority by FCC to make changes in automatic freq. control equipment.

Trenton, N. J.—WORL has asked for CP to make changes in equipment.

Wichita Falls, Tex.—License to cover CP for a new transmitter has been asked by KGKO.

Tulsa, Okla.—KTUL has asked the FCC for CP to install new transmitter, erect a directional antenna for night use, etc., along with increase in power.

Chicago — WCBD has applied for CP to install a new transmitter, vertical antenna and move transmitter.

Philadelphia — WFIL has asked FCC permission to install new transmitter and directional antenna for day and night use, along with increase in power to 5 kw. and move of transmitter.

Savannah—WTOC has asked the FCC for a construction permit to install a new transmitter, along with power increase.

Lansing — Permit to install new transmitter, make changes in antenna, move transmitter and increase power has been asked by WKAR.

Fort Wayne—WGL has applied to FCC for license to cover CP for new antenna and move of transmitter and studio.

Sioux Falls, S. D.—FCC has approved application of KELO to install new equipment and use present KSOO antenna.

Griffin, Ga.—WKEU has been authorized to install automatic frequency control.

Lima, O.—WBLY has asked for CP to make changes in equipment and increase power.

Wenatchee, Wash.—KPQ has asked the FCC for authority to install new equipment and boost power.

Okla. City on Police Web

Oklahoma City—Installation of a powerful transmitter set in the Civic Center courthouse will enable Oklahoma county's crime radio station KGPH, to join the national chain of police stations.

Allen Prescott Renewed

Allen Prescott, NBC's "Wife-Saver" has just been renewed for the next 52 weeks.

200 Artists for Music Week

Chicago — P. Hans Flath, KMBC musical director, selected 200 local musicians and artists for appearance in 11 programs during the national Music Week.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 28 of a Series

WJAS—Pittsburgh

1290 K. C.—5,000 Watts Day, 1,000 Watts Night

H. J. BRENNEN
Gen. Mgr.

R. M. THOMPSON, SR.
Comm. Mgr.

HOWARD E. CLARK, Station Mgr.

ON Aug. 4, 1922, the Pittsburgh Radio Supply House was licensed by the Department of Commerce to operate WJAS on 360 meters, 832.8 kc., with 500 watts power. Through a succession of subsequent changes, it acquired the present 1290 kc. and 5,000 watts day and 1,000 watts night, which went into effect April 17, 1936.

The original transmitter was located at 10th St. and Penn Ave., Pittsburgh. In October, 1929, operation was begun from a new location ten miles west of the Point on the Steubenville Pike. Here 15 acres of land were purchased and a new white brick one-story transmitter building, and two 100-foot steel towers were erected. The towers were dismantled in 1932 and 125-foot wood poles were used in their place. On October 24, 1935, WJAS began transmission from another location at 1475 Crane Road in the 20th Ward Pittsburgh. This move placed the transmitter eight miles closer to the point. A plot of 14 acres was acquired and an all-steel and brick transmitter building and a 175-foot steel self-supporting vertical radiator was erected. A very substantial increase in signal in the entire Metropolitan area resulted. A new Western Electric 5 KW transmitter was placed in use when the station began operation from the Crane Road location.

The first studio was at 10th St. and Penn Ave. on the 4th floor of the Pickering Furniture Co. One studio at this location was used till August, 1930. At this time two studios, control room, reception room and three offices were established on the fourth floor of the Law and Finance Building. In November, 1933, WJAS moved into the new studios and offices on the 14th floor of the Chamber of Commerce Building. The new location provides eight studios and individual control rooms, reception room, master control room, and necessary offices. A total of 15,000 sq. ft. of space is occupied.

In 1922, when WJAS first went on the air, four persons were employed to operate the station. The staff grew rapidly and at present some 57 employees are required to conduct its business.

Adequately served by WJAS, the Pittsburgh Metropolitan Area contains about 3,100 square miles and a population of about 3,500,000 people. Being an extremely rich industrial center with a dense population, the district provides fertile territory for the ambitious advertiser.

As a basic member of the Columbia Broadcasting System, WJAS carries virtually all of the network programs and in its listeners finds an appreciative and responsive audience. Early affiliation with CBS permitted the station to carry its first network program on Sept. 17, 1927.

WJAS is heard at intervals in Australia and New Zealand and many places in that general direction, in-between. A very excellent recording was made in England of WJAS reception. This record was sent to the station with the statement that good reception was obtained quite frequently.

Du Mont Oscillograph

Upper Montclair, N. J.—A cathode ray oscillograph, which makes possible a new instrument for the music field, is announced in the latest Du Mont Oscillographer bulletin issued by the Allen B. Du Mont Laboratories Inc. The bulletin also gives some advance information of the new Du Mont Type 164 3-inch oscillograph, and the new Du Mont 2-inch cathode ray tube Type 24-XH.

Vernon Dalhart Signed

Vernon Dalhart, author of a number of song successes, was signed yesterday by Bill Duffield and Ben Greene of National Recordings. Dalhart has just completed a series of Master Recordings.

Big Mail

In the first mail on May 3 the Betty Moore NBC program received 913 pieces of mail, which is more than the program received last year during the week of April 30-May 6.

NEW BUSINESS

Signed by Stations

WPG, Atlantic City

Group of boat builders sponsoring "Ship Ahoy," musical feature, Sundays at 7 p.m.

WFBR, Baltimore

Hauswald's Bakery, "Freshest Thing in Town," thrice weekly.

WTMJ, Milwaukee

Nelson Furniture Co., 15-mins. of disks, thrice weekly.

WNEW, New York

Jiffy Washer, spots during "Mornings With Margot," 13 weeks.

KANSAS CITY

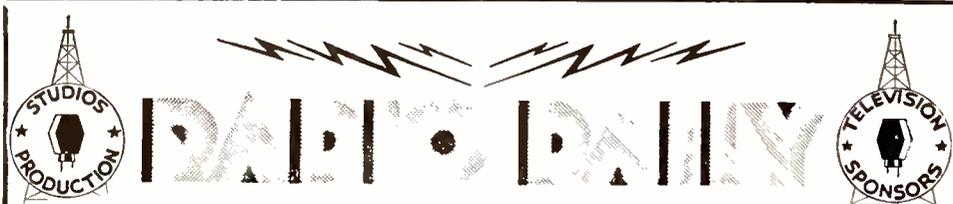
George E. (Doc) Haley, director of national program sales at KMBC, is on a three-week trip east to audition disks of "Phenomenon," new show developed by Arthur Church for utility company promotion.

Jim Banon, formerly with KSD and assistant to France Laux at KMOX, has joined KXBY in charge of UP newscasts and other assignments.

KCMO has sold four daily five-minute newscasts to Kay Bee Stores.

H. R. Makelim, g.m. of KXBY, which recently moved into the Fidelity Bank Bldg., has arranged with the Board of Trade, Live Stock Exchange and other markets to air full market reports.

Midland Broadcasting Co., operating KMBC and the newly formed Midland Television Inc., has signed a three-year lease on the three top floors of the Kansas City Power & Light Bldg. for use by the new vocational school for radio and television technicians and for housing the KMBC facsimile activities.



★ ★ Little Talks on Big Subjects ★ ★

The most COMPELLING of all reading matter is the DAILY newspaper . . . RADIO has its own DAILY newspaper in RADIO DAILY and busy EXECUTIVES everywhere READ it every day . . . A publication that goes DIRECT to the executive is a GOOD advertising medium . . . Not a bad thought to remember when you are PLAN- NING your next advertising schedule

MARCH GROSS SALES 24.6% OVER YEAR AGO

(Continued from Page 1)

last October. Advertising in all portions of medium increased in volume as compared with previous month, with national non-network business registering greatest gain. Total broadcast advertising for first three months of 1937 amounted to \$32,180,035, a gain of 26.1 per cent compared to corresponding period in 1936.

Continuing seasonal trend, non-network advertising increased 18.5 per cent over February and 35.6 per cent over last March. Although all sizes of stations registered substantial gains, greatest increase occurred in regional station group, which rose to 23.5 per cent over February. New England and Middle Atlantic area led all geographical districts in increased volume, both as compared to previous month and March, 1936.

Transcription volume showed greatest gain of any type rendition, rising 31.2 per cent. Total retail broadcast advertising increased 21.8 per cent over March, 1936. With exception of beverage, confectionery and miscellaneous advertising, all sponsor groups showed gains in national network field as compared to previous month. Gains were general, with greatest increases being recorded in household equipment, soap and kitchen supply, accessory, tobacco and cosmetic sponsor groups.

15 Years for Ed McConnell

Smiling Ed McConnell celebrates his 15th anniversary on the air this Sunday. He started his radio career by "happening in" at WSB, Atlanta, just when a scheduled entertainer had failed to show up. Now broadcasts out of Chicago at 5:30 p.m. EDST, Sundays.

Fenn Joins De'rola

Toledo—Francis Fenn Jr., assistant to the president of Willys Motors, has resigned to become executive vice-president of Detrola Radio & Television Corp., Detroit.

Star Radio Adds 3 Stations

Star Radio Programs Inc. has signed KOBH, Rapid City, S. D., and CKCH, Quebec, for its Morning Bulletin Board broadcasts, and WLBZ, Bangor, for commercial announcement service.

ONE MINUTE INTERVIEW

RICHARD BONELLI

"We have a wealth of talent within our borders, and if these potential artists were given half a chance to develop, the amusing fetish of European superiority would be conquered once and for all."

★ Coast-to-Coast ★

R. R. POWELL, commercial manager of WCOA, Pensacola, commenting on the difficulty of the WDAS script staff in finding enough different adjectives to use for seven refrigerator accounts, thinks maybe his ad men can help out. WCOA has eight reprogrammed, and one man writes copy for six of them—all different, too, says Powell. He admits, though that the scripter is in a daze most of the time.

John L. Lewis, the CIO chief, speaks on "The Labor Situation" over CBS at 10:45 p.m. May 14.

Bob Murray, up and coming singer, will be heard again with the Don Albert orchestra over WHN on Sunday at 1:30 p.m. and also at 9 p.m.

Herbert Hoover, talking May 13 at the Boys' Clubs of America convention in the Hotel Commodore, will be aired via Mutual.

Bert Ponard is the new organist heard over Mission Broadcasting down in San Antonio, while Vernon Geyer is now at the KMAC console.

The Five Bon Bons, after a recent personal appearance tour, are back on a Friday night spot at WPG, Atlantic City.

Speaking of summer listening, the June issue of McCall's Magazine, presenting a specially designed ideal warm weather living room, takes special pains to include a radio among the essential furnishings.

The Three Marshalls, NBC's swing harmony trio, will do a special guest appearance at the Rainbow Room today.

During Sunday program from Wesleymen Bible Class over WTAR, Norfolk, president of class stated that so much attention was being called to unrehearsed shows that he would like to point out that their solos, et al, were unrehearsed, too; that "the boys don't know they're going to be called on until five minutes before we ask them."

Winners at the 1937 Radio Stars' Jamboree held at Municipal Auditorium, St. Louis, May 2, under auspices of National Radio Artists Association were: KWK Range Riders

New Ciggie Program Prospect

Jay Lewis of Jay Lewis Associates announced yesterday that he would leave for Hollywood next month to lineup talent for a network program to be sponsored by the manufacturer of a 10-cent cigarette. Norman Brokenshire will follow Lewis and broadcast his MBS sustaining program from Hollywood.

Band for string bands, Natchee's Arizona Indians second place, and Log Cabin Mountaineers of St. Clair third; Roy Fields of KMOX Barnyard Follies in accordion contest; "Cowboy Jack Monroe first and Betty Jay of KMOX Barnyard Follies second in popular singing contest. Genevieve Kuna of Hank and His Sodbusters on WEW was second to Fields. Guy Blakeman of the Range Riders won the fiddlers contest.

Bob Heiss has replaced Johnny Olson on the "Jam Session," which has been moved to 2 p.m. on Saturdays over WTMJ, Milwaukee.

James Melton, while in Milwaukee for a concert appearance, was interviewed over WTMJ by Nancy Grey.

Edgard A. Thompson, Milwaukee Journal radio editor, has come out from behind his by-line initials of BCL and now signs his name to his "Riding the Airwaves" column.

Gert Cole, blues singer who will appear with Don Schile and his group on a new WBRV sustainer beginning Monday night at 8, has refused musical offers consistently for that something or someone she prefers about New Haven. The new programs will be called "Music Under the Elms."

Another unique broadcast at WSOC was the setting up of its mobile unit WAAK at one of the municipal sewage disposal plants and giving listeners a description of what happens to sewage. This program was one of the station's "Did You Ever Wonder" educational series.

WDSU, New Orleans, with the use of its short wave unit, WHBD, was able to carry an interesting broadcast when President Roosevelt and his party stopped off in that city recently. Earl Smith covered the event before and after the President's talk.

Carl Hunt, violinist at KMMJ, Clay Center, Neb., went on a reducing diet and after two weeks found himself still registering 255. So he's back on fried chicken, cake and pie.

WSOC, Charlotte, created quite a bit of interest with a local innovation in the form of a marriage performed before the mike.

Cheerio Story in Pop Edition

The "inner circle edition" of 25,000 copies of "The Story of Cheerio" having been exhausted at \$2 a copy, a popular edition designed to sell at \$1.10 is now on the press. Book tells the story of the widely popular NBC network personality and his ten years of service in spreading cheer via radio.

SAYS MOST OF COUNTRY MAY NEVER HAVE TELE

(Continued from Page 1)

are made, President Lenox R. Lohr of NBC declared yesterday in a talk before the Chicago Federated Advertising Club.

Only centers like New York, Hollywood and Chicago have enough live talent to feed television, Lohr pointed out. Size of television scenes, previously limited to a half dozen persons in a 12-foot area, has been increased, Lohr said. Last week a ballroom scene was successfully broadcast by NBC. Several years of headaches are ahead before television is available for advertisers, he stated.

Lohr also pointed to the possibilities of facsimile ultra high frequencies. Facsimile is available in good form now, but is too expensive to be exploited for years.

Guests at the ad club luncheon included Charles G. Dawes, Rufus C. Dawes, Niles Trammell, W. E. MacFarlane, Fred Weber of Mutual, Glenn Snyder, president of Chicago Broadcasters Ass'n, Harry Smith, WBBM sales chief, and others.

Commercial Biz at WPG Is Heaviest in History

Atlantic City—With about \$15,000 in contracts from commercial sponsors obtained in the past two weeks, WPG reports business at the heaviest point in its history.

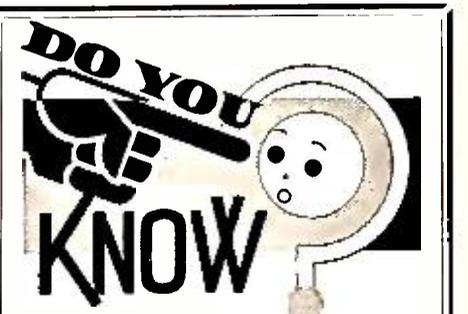
A recent daytime mail survey by the station revealed responses from 26 states and several Canadian provinces.

Deliver Acoustical Paper

R. M. Morris, NBC development engineer, and George M. Nixon jointly delivered a paper on an NBC experiment in testing materials for sound absorption before the Acoustical Society of America this week.

Courtney Signs Dixie Dean

Alan Courtney has signed Dixie Dean, radio and vaudeville artist, for his WNEW "Joymakers" program. The little girl hails from St. Louis, where she won popularity on WIL and KMOX as Baby Helen.



Germany has approximately 8,000,000 radio sets in homes, the greatest number of any European country.



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 64

NEW YORK, N. Y., MONDAY, MAY 10, 1937

FIVE CENTS

Radio's Hindenburg Coup

RADIO ENGINEERS OPEN 25TH ANNUAL MEETING

With about 1,000 delegates on hand, the Silver Anniversary convention of the Institute of Radio Engineers starts its three-day run today in the Hotel Pennsylvania. In addition to five technical sessions, an exhibition of equipment is being presented, and there will be various sightseeing trips for the men as well as the women. Annual banquet takes place Wednesday evening in the ballroom of the Hotel Pennsylvania.

Program of the five sessions follows:

TODAY, 10:30 a.m.-12:30 p.m.
The Origin and Development of Radiotelephony
Lloyd Espenschied, Bell Telephone Laboratories.
Transoceanic Radiotelephone Developments
Ralph Bown, Bell Telephone Laboratories.
(Continued on Page 8)

WJTN Starting Today With NBC Programs

WJTN, Jamestown, scheduled to join NBC on May 15, will begin carrying the web's programs this morning.

Off-Air Recordings On Flat Fee Basis

The contingency liability in off-the-air recordings, for filing, checking and audition purposes, will be removed and a definite flat fee set tomorrow by Harry Fox, acting as agent and trustee for copyright owners. Fox is chairman of the board of the Music Publishers Protective Association and is scheduled to have a conference tomorrow with network attorneys. One of the main features of the conference will be an endeavor to arrive at the lowest possible rate.
(Continued on Page 6)

A Snap-Up

Milwaukee — When WTMJ decided to remain on the air all night before the dawn broadcast of the Coronation, Sales Manager Bill Dittman conceived the idea of selling the time from midnight to the start of the crowning proceedings. First call by Nancy Grey of the sales staff, five minutes later, landed Stuart's dress shop as sponsor.

Gellatly Resigns

William B. Gellatly, sales manager of WOR, resigned late last week. He will leave for Bermuda shortly with his family and will engage in business there. No successor had been decided upon up to late Saturday, according to Alfred McCosker, WOR president.

WHN WILL ORIGINATE FOR N. Y. STATE WEB

WHN, already feeding a regular schedule of sustaining and commercial programs to the WLW wire, last Saturday announced that effective today, it will become an originating station for the New York State Broadcasting System. WINS, Hearst owned station, is the regular outlet for the web in New York, but of
(Continued on Page 8)

Consol. Radio Artists Expand Coast Operations

West Coast Bureau, RADIO DAILY
Los Angeles — Consolidated Radio Artists will expand their Hollywood operations and extend their scope to include a setup for selling radio talent, Charles O. Green, president, announced after his arrival from New York and a quick survey of the situation. He will spend the next few days in San Diego, then return here to remain until May 20, when he will release details of the expansion program.

★ THE WEEK IN RADIO ★

... A Special Events Workout

By M. H. SHAPIRO

WITH the "event" in question most unexpected, and men away either on Coronation or Kentucky Derby biz, the Hindenburg disaster seemingly caught the major webs unprepared—but not for long. No newspaper or press association crew could have gone into action any faster in an effort to bring first-hand information to millions of ears keyed to the receiving sets...and the listeners got the best that the individual stations or networks could possibly provide, not as purely a matter of being the first to do this or that, but rather as a public service...and no expense

Disaster News is on Air Within a Few Minutes—WLS Gets Dramatic Scoop Recording on Scene

By HOWARD J. LONDON

Within a few minutes after the Zeppelin Hindenburg exploded at Lakehurst last Thursday night, radio stations in the east were beginning to broadcast the news, and inside of 20 minutes the entire country had been informed of the catastrophe through the medium of radio. Newspapers had a bad break, as the evening sheets had printed their last editions and the morning papers mostly were far from press time.

So the radio once more proved itself the fastest medium in news reporting and in summoning help.

WLS' Dramatic Scoop

A notable scoop, and incidentally a dramatic highlight comparable to the Duke of Windsor's farewell address when he left the throne, was scored by WLS, Chicago, as a result of having sent men to Lakehurst with the intention of recording interviews with Hindenburg passengers. Instead, with equipment set up by Presto Recording Co., N. Y., they made a graphic word record of the catastrophe and of the announcer's spontaneous emotional reaction thereto. The announcer was Herbert Morrison. He was accompanied by Charles Nehlsen, engineer.

Morrison and Nehlsen immediately flew back to Chicago with their instantaneous recording, which was aired over the NBC-Blue network, except WJZ, at 4:30 p.m. Friday. At 11:35 p.m. the same night, both NBC-Red and NBC-Blue networks carried the recording, with Morrison on hand for additional comment. NBC broke a rigid company rule in per-

(Continued on Page 3)

TEXAS BROADCASTERS WILL MEET ON JUNE 5

Longview, Tex.—Annual meeting of the Texas Broadcasters Ass'n has been set for June 5 at the Texas State Hotel, Houston, it is announced by James R. Curtis, secretary.

A session of a general nature will be held in the morning, while the afternoon will be given over to group meetings of the program division, technical division and sales division of radio stations.

Several prominent speakers from out of the state have been invited. There will be entertainment for the ladies and a banquet in the evening. Curtis is head of KFRO here.

\$75,000 KMPC Outlay On Modernization Work

West Coast Bureau, RADIO DAILY
Los Angeles — Immediately following word that the FCC had approved transfer of KMPC to the ownership of G. A. Richards, the station announced plans for spending from \$50,000 to \$75,000 in remodeling, re-equipping with newest broadcasting equipment.

Leo B. Tyson will continue on as general manager in charge.

Richards, former owner of the De-
(Continued on Page 4)

was considered too great to present fast and authentic word pictures to a vast waiting audience...

April gross billings for the networks showed a gratifying gain over the same month a year ago, while nationwide gross revenue for March was up 24.6 per cent. As usual the non-network field revealed the largest gain...Wind-up of the AAAA convention also brought optimistic feeling, with general advertising showing no signs of slowing its pace as to gains...

Checkup on ad agencies revealed

(Continued on Page 2)

KGGC-KLS Hookup

San Francisco—KGGC here and KLS, Oakland, officially combined their facilities Friday night, forming Bay Broadcasting Co. Mayor Rossi of S. F. and Mayor McCracken of Oakland greeted each other over a special wire beneath San Francisco Bay. The two stations exchanged features, but with each outfit independent of the other.



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Saturday, May 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chb.
Am. Tel. & Tel.	167½	166¾	167	...
Crosley Radio	20	20	20	+ ½
Gen. Electric	53½	53¼	53¼	- ½
North American	25¼	25	25	- ½
RCA Common	9½	9½	9½	...
RCA First Pfd.	+ ½
Stewart Warner	19¾	19	19¾	+ 5/8
Zenith Radio	35¼	35	35	- 1

NEW YORK CURB EXCHANGE

Nat. Union Radio	2¾	2¾	2¾
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OVER THE COUNTER

	Bid	Asked
CBS A	52½	54¼
CBS B	51¾	53½
Stromberg Carlson	14	15

Coast Disk Firms Merge

West Coast Bureau, RADIO DAILY

Los Angeles—Merger of Bert Phillips' Consolidated Transcription Library with Frank Ausman disking plant announced by Phillips, with headquarters at 6103 Melrose. Phillips getting under way with an all-dramatic transcription library. Will also operate a talent bureau for his own and other productions. Consolidated firm will produce own shows, do general air check and transcriptions.

Sam Woodworth in Hospital

Syracuse, N. Y.—Samuel Woodworth, vice-president of Onondaga Radio Broadcasting Corp. and general manager of WFBL, is in the University Hospital of the Good Shepherd with severe back injuries. He was struck by a car.

LOUIS ARMSTRONG

AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays,
NBC Blue, 9 P. M.JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.

★ THE WEEK IN RADIO ★

... A Special Events Workout

(Continued from Page 1)

most of them to be closed on Saturdays, with some keeping a skeleton staff on duty...NBC shows from the Coast increased 121 per cent during the month of March as compared to the same month in 1936...RCA first quarter net up 43 per cent.

That free time on the air is a push-over for some commercial ventures is revealed in RADIO DAILY survey of the time received gratis by a single feature picture that played the Radio City Music Hall...over 545 free minutes being the take, on clever tieups and a few free tickets...Paul Cornell completely severed his connection with the Geyer, Cornell & Newell agency...In New York Supreme Court the Frank Crumit-National Association of Recording Artists suit to restrain WHN from using phonograph records was adjourned by mutual consent until the Fall...

CBS starts a daily short-wave broadcast to Europe over its high-powered transmitter, W2XE...While President Lohr of NBC was telling Chicago folks about television and the possibility of some districts being without it until some radical invention decrees otherwise, the ATT via ERPI says all that the country needs is more coaxial cables and everybody will have tele...but the cable's terrific cost was not mentioned by ERPI...The WLW Line auditioned considerable talent in New York, signing quite a few acts...WHN was the audition spot...

Hollywood was again boosted as the coming coast HQT of NBC, the business offices soon moving down from 'Frisko...Atlantic Refining, heavy baseball sponsor, had 400 games scheduled up to last Thursday.

Eugene Bresson Joins Sound Reproductions

Eugene L. Bresson, president of Bresson Corp., has been elected secretary-treasurer and director of operations of Sound Reproductions Corp., which has just completed a wide expansion program. Studios have been remodeled and wires are now being installed directly to larger local radio stations in New York.

Al Stahl is writing a series of 15-minute comedy sketches for Sound Reproductions. Walter W. Voss and Harold Bresson also have joined the organization. Voss will be an account executive, while H. Bresson becomes chief recording engineer.

Baseball from Houssetop

Cedar Rapids, Ia.—When the baseball club stymied WMT by not letting the station into the park to broadcast the Western League baseball games, Commercial Manager Bill Quarton of WMT pulled one out of the hat by renting the roof of a house just outside the center field fence and having Bert Puckett, special events and sports announcer, do his stuff from that position. Puckett says it will work out okay so long as they don't hit too many home-runs over the center field fence.

NBC to Spend \$75,000 On Shortwave Facilities

NBC will spend \$75,000 for complete replacements of all short wave facilities now being used in special event broadcasts, it is announced by O. B. Hanson, chief engineer, who states that the new equipment will be delivered to NBC headquarters in New York, Washington, Cleveland, Chicago, Denver and San Francisco by July. New transmitters will vary in range from a normal range of ½ mile to intermediate frequencies with ranges up to 300 miles. Move is being made to speed up NBC's coverage of all special event broadcasts.

S.M.P.E. Completes Convention Program

With the evening of May 28 set aside for a discussion of television, the Society of Motion Picture Engineers has completed the program for its five-day spring convention to be held May 24-28 at the Hollywood-Roosevelt Hotel, Hollywood.

Main item of the television session will be a general paper and illustrations by Ralph R. Beal, research supervisor of RCA, entitled "RCA Developments in Television."

In the sound field, a symposium on transmission meters in which four or five instruments developed in the last year will be described, is of particular interest.

Script Catalog

A 96-page script catalog, containing a comprehensive listing of active scripts available on 24 hours' notice for broadcasting purposes, is being released today by The Script Library, a division of Radio Events Inc.

The catalog, first of its kind, was edited by Georgia Backus, script author and producer, and compiled by Julienne Dupuy. It will be distributed to production officials of stations.

Tito Guizar in Boston

Tito Guizar, Mexican tenor star of CBS, is currently heading the stage show at the Metropolitan Theater, Boston, after a successful week at Loew's State on Broadway. At the conclusion of his Hub engagement, Guizar returns to New York to resume work at WABC before departing for Hollywood under a Paramount movie contract.

Gamage Signed by NBC

Boston — John A. Holman, NBC manager in New England, has signed Edward Charles Gamage, tenor lead of the D'Oyle Carte group, to appear exclusively on the NBC network beginning next fall. Gamage's programs will originate from WBZ-WBZA.

COMING and GOING

JOHN W. ALICOATE, publisher of RADIO DAILY, sailed Saturday for a week's cruise to Bermuda with his daughter, PATRICIA.

JOE BURNS leaves for Chicago to head Major Music office there.

ROSALINE GREENE flew to Seattle to announce Mrs. Franklin D. Roosevelt's program last Wednesday and took the trouble to shuttle to Hollywood and visit several of her friends there. She arrives in New York today via plane to appear with Phil Spitalny's Hour of Charm show from Radio City.

CHARLES DALLAS REACH, head of the Newark ad agency which bears his name, off to New Brunswick, Can., for a two-week fishing trip.

JOHN McCORMICK, new general manager of WHRC, Cincinnati, was in New York last week.

BILLY JONES and ERNIE HARE, featured singers on the Gillette show now in Hollywood, return East in preparation for a new air series.

URIEL DAVIS leaves this week for a two-week business trip West. He will go as far as Denver.

JOE SANTLY leaves for Chicago Wednesday.

E. H. SCOTT, Chicago radio manufacturer, is in Hollywood with a view to selling his "Stradivarius of radios."

CARL GOERCH of "Carolina Chats" over WPTF, Raleigh, N. C., was in Pinehurst attending a Rotary convention over the week-end.

Fourflusher Victimizes Kind Hearts at WHBF

Rock Island, Ill.—Several nights ago a "knight of the road" entered the new studios of WHBF and convinced announcer Bobby Lee that he was the son of the chief engineer of WGBF, Clarence Leich's whistle in Evansville, Ind. Big hearted Lee tried to rent the lad a room in his hotel, but there were no rooms available, so Lee got the key to his pal's room, Roy A. Maypole Jr., producer, and let the tramp sleep in the room. You guessed it—Maypole missed a suit, tie, shirt and the works on his return from Chicago.

In answer to a letter to Clarence Leich, Lee was told that WGBF had no wandering sons gifted with the ability to hornswoggle even tender hearted guys like Lee out of anything. Clarence also advised that the industry be warned against such "atrocities" in the future. Producer Maypole is out a suit, Lee is in a quandry and the hotel manager has his hair down.

Short Wave Equipment Added by WSBT-WFAM

South Bend, Ind.—The South Bend Tribune, operating WSBT-WFAM, recently added new ultra-short wave equipment. For several weeks, WSBT-WFAM engineers, under the supervision of H. G. Cole, have been constructing and testing the new equipment, which is now pronounced in perfect shape for mobile service. Call letters are W-9XSB. Transmitter operates on a frequency of 37,600 kc.

Blair to Handle KOB

Albuquerque, N. M.—KOB, which soon becomes an NBC affiliate, has appointed John Blair & Co. as its national representatives, it is announced by J. C. McGrane, commercial manager.

RADIO'S BIG COUP IN ZEP DISASTER

(Continued from Page 1)

mitting a recording on its networks. Exception was made due to the dramatic content of the record. Just before the explosion Morrison is rambling on serenely about this and that. With dramatic suddenness, his voice breaks and he cries: "It's bursting into flames—it's bursting into flames—oh, this is terrible, it's horrible!" Several times Morrison was so emotionally upset that he couldn't talk, but he snapped back into it each time and provided a memorable recording.

WLS will not commercialize the record in any way, according to word from Chicago, as station officials are opposed to profiting from a disaster.

WHN on Air at 7:30

In the New York area WHN is credited with being the first station on the air with the initial flash at 7:30 p.m. WMCA was a close second with an initial flash at 7:35 p.m. WOR, CBS, NBC and others followed. Within a half hour after the first report of the crash NBC, CBS, and Mutual networks, also WMCA, hurriedly mobilized crews and dispatched them to Lakehurst.

To NBC goes the honors for bringing the first accounts of crash as seen by an eyewitness. Clinton E. Herring, an employee of RCA Radiomarine, was at the field at the time of the crash and walked five miles to a telephone and called NBC, which immediately cleared the network. Broadcast went on at 9:07 p.m. over Red and Blue networks with William Burke Miller, night program manager, interviewing Herring via telephone. At 11:30 p.m. the same night James Begley, KYW program director, was on the air with other eyewitness accounts. Besides the crew from KYW, NBC's Philadelphia station, the NBC Mobile Unit No. 1 went to the scene from Radio City. Announcers used autos and planes. NBC had a crew of 43 in all at the scene. Charles O'Connor and Frank Cody were the announcers.

WOR-Mutual put its first broadcast on the air at midnight from the streets of Lakewood, near Lakehurst, where priests who had just administered the last rites to the dying were interviewed. Six other eye witnesses completed the 20-minute broadcast. At 2:50 a.m., Friday, Harry Bruno, known to many in radio, was interviewed by Dave Driscoll, as to what happened to the ship. Program continued until 3:15 a.m. when network signed off the air for the night. Johnny Johnstone was in charge of the WOR-Mutual activities.

NBC remained open until 3 a.m.

Radio Libel Bill Passed in Iowa

Des Moines—Sponsored by the Iowa Association of Broadcasters, House File 302, generally known as the radio libel bill, was passed by the Iowa General Assembly and becomes a law with the signature of Governor Nelson G. Kraschel. In effect the new bill relieves Iowa radio stations of responsibility for so-called defamatory statements uttered during broadcasts by persons not directly connected with the radio stations.

Members of the Iowa association include KFJB, Marshalltown; KFNF, Shenandoah; KMA, Shenandoah; KOIL, Council Bluffs; KRNT, Des Moines; KSO, Des Moines; WHO, Des Moines; WMT, Cedar Rapids; WOC, Davenport; and WSUL, Iowa City. Officers of the association are J. O. Maland, WHO, president, and Earl N. Peak, KFJB, secretary.

CBS and Inter-City until 3:30 a.m., while WNEW was on the air all night as usual. Press-Radio, United Press, Transradio and Universal Service kept their radio service functioning until the stations closed for the night.

Boake Carter Gets It

Boake Carter was the first to break the news over the CBS airwaves and devoted his entire program to the disaster as he did on Friday night. In the absence of Paul White, CBS special events director, who is in London for the Coronation, and John Fitzgerald White's assistant, who was enroute to Detroit, CBS was handicapped too at the start. But under the direction of Fred Willis, assistant to William S. Paley, CBS president, and Don Higgins, CBS publicity director, Ted Husing, John Wolf, Bob Trego, Bruce Fouche, Helen Nolan, Boake Carter, William Perry went to Lakehurst and put a broadcast on from Lakewood at 1 a.m. Later Husing returned to New York and interviewed Martin Sams, an eyewitness, over the network an hour later. William S. Paley, CBS president, and Paul Kesten, vice-president, kept in touch with the studios via telephone.

WMCA sent three crews to the scene Friday night. After its 7:35 p.m. flash, a Press Radio bulletin was given listeners about five minutes later, followed by other flashes from Press Radio and UP. At about 9 p.m., Garnett Marks gave a round-up of the disaster story, supplementing the press service with telephoned data gathered by the news staff of the station. Dick Fishell, special events director, together with Marks and Frank Marx, chief technician, reached Lakehurst, just after 9 p.m. Frankie Basch was pulled away from a dinner party and rushed to the disaster scene to do interviewing. Martin Starr, James F. Clemenger and Anton Leader were other WMCA men on the job. Interviews with eye-witnesses ran until after 2 a.m. Miss Basch and Starr also used the Hindenburg disaster at their "Street Forum" interview topic at 1:30 p.m. Friday.

On Friday, all crews remained on the scene over night, CBS had Ted Husing give a word picture of the wreck as it looked from an airplane. Later in the afternoon Commander Rosendahl was heard over the network in addition to being on the NBC-Red. From Berlin William Shirer was heard over the web in an exclusive broadcast.

NBC Short Wave Broadcast

NBC on Friday had an exclusive short wave broadcast by Hugo

Eckener from Berlin, and early that morning had sent a special program to Germany, via short wave, carrying an eye witness account of the disaster to the German listeners.

Martin Block, WNEW special events announcer, covered for his station and arranged for Joseph Richmond, member of the ground crew at Lakehurst, to be heard on the WNEW. Richmond, whose buddy was killed in the crash, talked at 10:30 p.m. for 16 minutes, and again at 12:43 and 2:15 a.m. Block also did a 1 a.m. program of his own.

In the field for Mutual were Jack Poppele, chief engineer, Dave Driscoll, Bill Maloney, and engineers Charles Singer, George Robinson, Cy Gamblin, John Loss, Charles Davidson, and Howard Barnes, announcers, all of WOR.

David Sarnoff, RCA president, personally supervised NBC's coverage of the disaster, direct from the news room. John Royal, vice-president in charge of programs, was also on hand. Out in the field for NBC were: John Hartley, assistant special events director, Charles O'Connor, Thomas MacFadden, David Casem, John McTighe, Burke Crotty, Tom Riley, and engineers George Milne, A. C. Harrington, Donald Wittemore, Courtney Snell, Max Jacobson, Dewey Stugell, Coleridge Hutson. Vance Babb, NBC manager of press, handled that department. Abe Schechter, NBC news and special events director, and Wayne Randall, publicity director, were out of town. Schechter was in Louisville arranging for Kentucky Derby broadcast, Randall was on vacation.

WINS Does Street Interview

WINS, which had the Hindenburg news on the air at 7:50 p.m. with subsequent follow-ups, set up its Inquiring Microphone at the Criterion Theater on Broadway at 8:15 p.m. and obtained the first man-in-the-street reactions to the catastrophe. Samuel Shere, INS photographer who took pictures of the explosion, was interviewed by Don Dunphy at 8:45 p.m. on his return from the scene of the tragedy.

WBAL First in Maryland

Baltimore — First Maryland station to carry the news of the Hindenburg disaster at Lakehurst, N. J., was

Now Ready: WADE LANE'S HOME FOLKS

A swell 15-minute show at a right price. Popular songs . . . friendly dialog. SEND FOR FREE SAMPLES.

MERTENS AND PRICE, Inc.
1240 South Main Street
Los Angeles, Calif.

CRASH NEWS ON AIR WITHIN FEW MINUTES

WBAL. It went on the air with a bulletin at 6:28 p.m. EST (7:28 p.m. EDST), and followed immediately with other flashes.

As the news of the disaster came in, the station was broadcasting a program in which the closing commercial was a welcome to the Hindenburg on its first 1937 visit. Fast action was necessary to substitute other material.

Edward Douglas Among Dead

Edward Douglas of the McCann-Erickson advertising agency was identified late Friday as among the dead in the Hindenburg explosion.

MacGregor Disk Firm Goes on 39-Hour Week

West Coast Bureau, RADIO DAILY

Los Angeles—C. P. MacGregor Co., recordings and transcription library, today puts his entire organization on a 39-hour week, from engineers to office force. MacGregor announced that the cut in hours will not lessen salaries which were upped 10 per cent on Jan. 1, and which will continue as they are.

At the same time he announced establishment of a new schedule to pay for artists with a minimum of \$5 per hour for all time recording or rehearsing, which brings pay for recordings up higher than that paid supporting artists on some of the coastwide net programs where players get flat \$25, but must rehearse from 10 to 25 hours without extra pay.

New scale for artists applies not only for all commercial recordings but also for those used on sustaining or library service.

Musicians will continue to draw union scale.

Estey Miniature Organ

Estey Organ Corp. of Brattleboro, Vt., has put out a miniature organ designed for juveniles but with a tone quality that is said to register over the air like regular grown-up organs.

Dick Liebert, NBC organist, has bought one of the instruments for his seven-year-old daughter, whom he is teaching to follow in his footsteps. Dave Rubinoff also took one of the small organs along to Hollywood.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

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

Patents and Trademarks

Protect your most valuable assets. Expert service. Prompt attention. Write

LESTER L. SARGENT
Registered Patent Attorney
1115-K St., N. W., Washington, D. C.

GUEST-ING

ELISSA LANDI, JOSEPHINE TUMMINIA and LIONEL STANDER on Bing Crosby show, May 13 (NBC-Red, 10 p.m.).

EARL OF WARWICK, on Lux Radio Theater, tonight (CBS, 9 p.m.). Joan Crawford, Franchot Tone and Judith Anderson in "Mary of Scotland" is the evening's play.

GLADYS SWARTHOUT, on Ford Symphony program, May 16 (CBS, 9 p.m.).

MADGE MARLEY, on Al Pearce program, replacing Lars Lundquist, who is ill, tomorrow (CBS, 9 p.m.).

BETTE DAVIS and JOHN BEAL in "Another Language," on Lux Radio Theater, May 17 (May 17, CBS, 9 p.m.).

NICHOLAS JOY, on Charlotte Buchwald's The Playgoer, tomorrow (WMCA, 5:30 p.m.).

LOU HOLTZ, on Lanny Ross' Show Boat, May 13 (NBC-Red 9 p.m.).

GALE PAGE, on National Farm & Home Hour, May 12 (NBC-Blue, 1:30 p.m.).

\$75,000 KMPC Outlay On Modernization Work

(Continued from Page 1)

troit hockey team, present owner of Detroit Lions professional football team, owns WJR, the Goodwill station in Detroit, and owns and operates WGAR, Cleveland. He now resides in Beverly Hills.

Station also expects early approval of permission to increase power, and to extend its present part time to full time operation.

Norman McGee Joins WQXR

Norman S. McGee has joined the advertising staff of WQXR.

FCC ACTIVITIES

APPLICATIONS GRANTED

WRC, Washington, D. C. NBC station, increase in power to 1,000 watts day and 5,000 watts night. Also site in Maryland for a new \$75,000 transmitter.

APPLICATIONS RECEIVED

N. B. Egeland, Roland Ia. CP for new station. 1500 kc., 100 watts night, 250 watts day, specified.

APPLICATIONS RECEIVED AND RETURNED

Hebrew Evangelization Society, Inc., Los Angeles. CP for new special station. 1570 kc., 1 Kw., unlimited.

Hebrew Evangelization Society, Inc., Los Angeles. CP for new special station. 1530 kc., 1 Kw., unlimited.

ONE MINUTE INTERVIEW

MRS. MARTIN JOHNSON

"One of the first things a person notices upon returning to this country is the high quality of present radio shows. In comparison with government controlled broadcasting throughout the rest of the world, the programs in the United States are by far the most outstanding."



A REPORTER WITH A CONSCIENCE!

● ● ● In covering Radio Row for this pillar, many tidbits are whispered confidentially or overheard by us...The knowledge that we are spokesman for the trade has been voiced...and sometimes we are asked to air personal peeves, which is out of our line.

● ● ● We often wondered why singers and band leaders avoid song pluggers, many times feeling that they are superior to this group...Don't they know that if it weren't for the "boys," Uncle Sam wouldn't be taking so much for Social Security each week... The boys, if they really wanted to be mean, COULD ban a singer from using one of their hit tunes—and show us the artist on the air who can get along without a GOOD song!...Then, again, it's the boys, like Mack Goldman, Norman Foley, Jack Bregman, Dave Kent, Harry Link, Charley Ross and the gal, Audrey Collins, who often help a singer "change" his style of delivery so as to really sell a song...We also know of instances where the boys have sorta helped a singer financially until the "break" came...Here's something interesting among this particular group. Though you'd expect animosity and peeves between rival concerns in their attempt to get a "plug," everything is forgotten when the day's work is over and they congregate at various points to talk about their private lives...Incidentally, these boys get around more than others, they hear many things, yet have never attempted to spread a malicious report about ANY artist!

● ● ● Then, there's the artist who just hates publicity—that he keeps awake nights thinking a novel way to get his name in print...He will swear by a newspaperman who is nice—but when a show of his is reviewed and PANNED, he goes running up and down Radio Row screaming "what does so-and-so know about talent. He gets \$100 per week, whereas I get \$40,000 a year singing on a local station. Nuts to him!"...Yes, but let this very same newspaperman RAVE about the show—and the review is FRAMED in gold and the paper reaches a new high in circulation—because he's sending copies, anonymously to the sponsor...Of course, you won't find this practice of beefing among the Jack Bennys, Eddie Cantors, Kate Smiths or Jack Pearls...These artists welcome criticism from newspapermen—because they realize that we are just plain, clean-living people—just like the majority of their listeners.

● ● ● We just learned why Winchell is feared and respected...A few bandleaders wired the columnist saying that they were going to play the songs from his picture on the air—giving him mention as star...This, in the hope of receiving a mention in his widely syndicated column...If he could, The Gray Ghost, would tune his dial to the program—and then go screaming from the room...He'd send a note to the singer or maestro, saying, "PLEASE DON'T play that score! Gordon and Revel will have grounds to sue for PLAGIARISM" or similar wrist-slapping phrases!

● ● ● Another thing we can't understand is why so many people—and important ones at that—haven't a kind word to utter for Phil Lord—and yet he's kept on the air?...Why does Jean Dillon, lovely singer of the Dorchester House in England, replace beautiful Lucille Johnson as soloist in the Paradise's late show?...Both are good air and pictures bets... We like Estelle Taylor's remark to us the other night after hearing her record the Oscar Shaw musicale...She said that she enjoyed Milton Berle's pest, Jolly Gillette, the sponsor's daughter—and that she would like to go on the air—as the sponsor's missus!

PROMOTION

Blotter Exploitation

When the baseball season opened, KFRO, Longview, Tex., decided instead of trying to broadcast the games play by play that it would have a summary of the games each day. This was put in the form of a five-minute resume of the baseball results each day at 6:30 p.m., and then was sold to a local loan company. In order to merchandise the program the loan company and KFRO put out 10,000 blotters in the trade territory covered by the station. Judging from the results to the loan company, the program has been a success thus far and the station has a high percentage of listeners on the daily sports program.

Music Festival Stunt

Doug Grant, program director for WMT, Cedar Rapids-Waterloo, pulled neat station promotion stunt the other day by making arrangements to broadcast parts of the State Music Festival at the University of Iowa. Event attracts 6,500 high school students annually to Iowa City with parents spending the three days in front of their radios to hear their sons and daughters play a "hot" trumpet and sing a "swing" song.

Station recently completed installation of recording equipment used to re-broadcast the events when time on the air could be cleared.

Runs Trailers in Theaters

To publicize its broadcast of the Coronation, WCCO, CBS station in Minneapolis, ran trailers in leading local theaters, calling patrons attention to the event, for the week preceding the broadcast on May 12.

A full-column display ad plugged the broadcast in the May 11th issue of the Minneapolis Star. Regular publicity releases were sent by the station to all leading Northwest newspapers.

Hotel on Air 14 Years

Chicago — Edgewater Beach Hotel, now with a WBBM-CBS line, has started its 15th year of broadcasting.

Hotel Music Ruling Is Made Permanent

New York Hotel Statler Co. has been perpetually enjoined from "public performing for profit," through the instrumentality of master radio receiving sets, the musical composition, "As We Part" by Federal Judge John M. Woolsey in United States District Court.

Judge Woolsey awarded damages and costs of \$500 to the Society of European Stage Authors and Composers against Hotel Pennsylvania (Statler Management).

Judge Woolsey had ruled that the Hotel Pennsylvania violated the copyright law in allowing copyrighted songs to be played as a "public performance for profit" when they had no license to do so.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

FRANKIE BASCH, WMCA's "Roving Reporter", Adela Rogers St. John and Helen Nolan of CBS all spent a considerable part of the last 48 hours at Lakehurst...Frankie was up all the night of the tragedy, did two post-dawn descriptive broadcasts, one at 7:23, t'other at 7:45...Was reeling with fatigue while she questioned lads passing by as to reactions to the disaster on her "Street Forum" program...Helen Nolan, formerly with the N. Y. American, was first American newspaper gal to go aboard the Zep...Adela Rogers St. John contributed two graphic broadcasts, over CBS, in addition to her regular NBC news commenting...Happiest femme at Lakehurst, after the first horror-laden hours, was Mrs. Joseph Spahs, whose husband, actor Ben Dova, escaped with only a fractured ankle and singed locks....

Helen Menken's "Josephine and Napoleon" skit on the Kate Smith show a few weeks back netted so many posies she's commissioned scribe Beatrice Freedman, who penned it (she's the widow of humorist David F.), to write one on Lola Montez, glamor-gal of the mauve decade...to be heard either on the Rudy Vallee or Kate Smith airings...Rose Franken's "Of Great Riches" to be dramatized by Raymond Scudder and broadcast over the NBC-Blue the evening of May 15...Yesterday's Coronation cocktail party on the 67th floor of the RCA building was hostessed by Sheila Barrett, intended for Stephen E. Sommers, and emphasized the coronation cocktail, an ambrosial affair containing champagne, cognac and something exciting called Drambuie....

Sarah Lockwood, "Heinz Magazine of the Air's" interior decoration specialist, relaxing in the Adirondacks for a few days...Walter Duncan of NBC sales dept. has become a parent...Dorothy Bennett, assistant exec of the Hayden Planetarium expedition, will give one of three radio descriptions of the celestial event to be broadcast to the U. S.... Gladys Miller, organizer of Service Programs Inc. believes effective merchandising by top-notch manufacturers goes beyond the sponsoring of national and spot broadcasting...Insists the public's after information as well as entertainment....



BARRY WOOD AND HIS
MUSIC

Drene
WJZ—NBC-Blue Network, Thursdays, 7:45-8 p.m.
W. Kastor & Sons

PLEASING QUARTER-HOUR OF VOCALS FOLLOWING STYLE SET BY JERRY COOPER.

If first of series is any indication, sponsor has decided to continue with same type program and vocalist for remainder of time on the air this spring. Barry Wood, signed only a few days before going on the air, has a pleasing baritone voice, and sounds very much like his predecessor, Jerry Cooper. Using the same theme, "I'm In The Mood For Love," Wood offered four selections on his first program. His first number had a trace of "mike fright" but that disappeared and the remainder of the show was done very well. Johnny Augustine and his orchestra offer a good musical background for the singer. Program was interrupted for a few seconds to allow the network to flash news of the Hindenburg disaster.

"HOLLYWOOD HOTEL"

Campbell's Soups
CBS Network, Fridays, 9-10 p.m.
EDST.

Ruthrauff & Ryan

JERRY COOPER INJECTS FRESH NOTE IN TOPNOTCH VARIETY PROGRAM.

Although the time allotted Jerry Cooper in his initial broadcast on the "Hollywood Hotel" hour was rather brief, the new star from the east bowed in auspiciously as the new personality of this coast production. With Ken Niles doing emcee-announcer honors in grand style, Cooper received a nice introductory buildup. As a vocal gonging welcome to him, Cooper came in with "Gee, But You're Swell," to which he replied "Sweet Is The Word For You," and then into a medley of "Too Marvelous For Words," "I'll Sing You a

Thousand Love Songs," etc. Finally Cooper was called upon to sing "Star Dust."

Shirley Ross again appeared as the leading femme vocalist, chiming in with Cooper and also doing "I'm Talking Through My Heart" as her own specialty. Igor Gorin and a surrounding group gave a generous slice of "Rigoletto" and did a swell job of it.

Film previewed, "The Prince and the Pauper," with Errol Flynn and the Mauch Twins headlining, registered favorably.

Rudy Vallee's Varieties

Reception wasn't especially good, so the Vallee broadcast from London last Thursday night over the NBC-Red network was a mixed affair. Plenty of talent studded the program, starting off with the Lord Mayor of London for introductory remarks and including Will Fyffe, Scotch comedian, who told some anecdotes and sang; Charles Laughton, who did some Shakespeare and engaged in a skit with his wife, Elsa Lanchester; Richard Tauber, who sang a couple of numbers; Binnie Hale, also in songs and comedy, and others. For those who could hear it clearly, the show appeared to be a fairly well handled affair, though naturally a little strong in English flavor.

Heinz Magazine of the Air

This consistently interesting and entertaining 11 a.m. Heinz food program on the CBS network included a special item last Friday in the form of a mother feature, a story of Sir James Barrie's mother, by Delmar Edmondson, the editor of the program. It was a very fitting, well delivered tribute fitting in with Mother's Day. Other portions of the program included the usual delectable orchestra melodies of B. A. Rolfe, vocalizing by Reed Kennedy, and the serial, "Trouble House".

NEW PROGRAMS—IDEAS

Dramatizing City's Past

A series of programs dramatizing the Cincinnati of days gone by is being presented over WCKY as a sustaining feature by the Federal Radio Workshop, under the direction of Jan Pfandt. The broadcast is heard weekly on Friday, 7:15-7:45 p.m., EST., from WCKY's downtown studios in the Netherland Plaza Hotel. Historic occurrences in the old National Theater, Grand Hotel, Music Hall and other Cincinnati landmarks of the 19th century are being dra-

matized by actors from the Workshop.

WCBS Airls Food Spots

As a National Restaurant Week special, WCBS, Springfield, Ill., conducted a series of radio interviews direct from prominent food spots in the city.

John J. Corrigan, program director, and Dave Meyer, announcer, handled the mikes.

Program was labeled "Mr. and Mrs. Springfield Eats Downtown," and it went over with good results.

ORCHESTRAS
MUSIC

BOB CROSBY and his Dixieland Swing ork close at the Congress Hotel in Chi on May 14, after being held over eight weeks. They'll play one-night engagements in the middle west for the following two weeks and will open the Aragon Ballroom in the windy city, May 29. They'll begin their musicmaking at the Ambassador in Atlantic City June 18, for an indefinite stay.

Chick Webb and his Savoy Swingsters have just completed their eastern tour and will return to the Savoy Ballroom in New York on Tuesday P.M. where they'll engage in "The Music Battle of the Century", opposite Benny Goodman and his band. Ella Fitzgerald, the sepia nightingale, will be featured as their song stylist.

Hollywood Songs, Inc. have taken over American rights to the English song and dance hit, "Cuban Pete", written by Jose Norman and published by J. Norris Music Publishing Co., Ltd. Rudy Vallee will do a special broadcast of the number from London to America next Thursday.

Four of Abe Lyman's vocalists, recently heard at the Hotel New Yorker, have acquired featured spots of their own. Barry Wood has taken over Jerry Cooper's spot on that Thursday night commercial; Sonny Schuyler is with Ben Bernie; Rose Blane sings at Leon and Eddie's; and Tiny Wolf vocalizes at the Yacht Club.

Shep Fields and his Rippling Rhythm ork will be heard and seen in Paramount's "The Big Broadcast of 1938". However, the Fields' airings will continue from New York, since he'll not leave for Hollywood until October 1st.

Contrary to rumors, Vincent Travers remains French Casino musical director and band leader. Hugo Mariani, who moved into the casino last Monday, replacing Rudolf Friml, Jr., will play only for the dancing. Travers will combine his orchestra with Mariani's and conduct both groups for the French Casino Folies.

1	9	3	7
2	4	5	6
8	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

May 10
Greetings from Radio Daily
to
Lee Reiser



DONNA CREADE has been replaced in the feminine lead of "Couple Next Door" on WGN by Dolores (Babs) Gillen.

Erna Phillips, author of "Today's Children," in New York talking to a sponsor who is interested in her new half hour show, "Experience of a Lifetime."

Bob Crosby's band and Kay Weber will play for one week at the Aragon ballroom with WGN line starting May 29.

U. S. District Attorney Michael L. Igoe is to be toastmaster at testimonial banquet for Phil Friedlander, WCFL commentator, next Wednesday at the Sherman hotel.

Carl Cons, "Down Beat" editor, and Mildred Adrienne Green are newly-weds.

Bill Lewis, CBS vice-president, was here from New York last week.

Kaye Brinker's new program on WBBM for Commonwealth Edison starting next Monday is to be called "Everywoman."

Calvert Haws, manager of WCFL, on two-week vacation.

It's an eight pound boy for J. Felix Morris, who represents WIBW, KCKN and Capper publications.

George Dunscomb, head of radio department at McCann-Erickson, back from combined business and pleasure trip to Hollywood.

Ted Lewis is to take the place of Henry Busse at the Chez Paree starting May 25. Busse plans road tour of about five weeks before returning.

Pat O'Malley and wife visiting Ella Logan in Hollywood.

Bernie Cummins is to open the outdoor beachwalk of the Edgewater Beach Hotel June 12 replacing Anson Weeks.

Charlie Lyon off to Louisville to help Clem McCarthy broadcast the Kentucky Derby.

William Irvin (Don Foster) Daily Times radio columnist, on the air Thursday giving a boost for the Lawyer Lincoln series on WLS. Said to be the first time a local radio editor has been on the air plugging a local show.

Hugh Studebaker plans to join the Fibber McGee gang in Hollywood on May 31. He plays Silly Watson.

Ken Robinson, NBC continuity editor, went on the air himself the other day and told the National Farm & Home Hour audience about his department's work.

The Dorings Sisters are off the Carnation Contented hour. Contracted for before Frank Black took over the program they were unhappy because they were only used in vocal background stuff. Heard exclusively now on the Household Finance's "It Can Be Done."

Lulu Belle and Scetty (Wiseman), her husband, leave the WLS National Barn Dance for three months vacation in North Carolina after May 15 show.

Northern Trust Company's North-

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 29 of a Series

WISN—Milwaukee

1120 K. C.—1,000 Watts Day, 250 Watts Night

G. W. GRIGNON, Mgr.

R. N. WEIL, Sales Mgr.

H. L. PECK, Prod. Mgr.

WISN, only Columbia Broadcasting System outlet in Wisconsin, is owned and operated by Hearst Radio Inc. Offering a complete coverage of the twelfth largest market in the country, WISN's potential audience numbers over 2,000,000 or two-thirds of the total population of the state. Retail sales in this area for 1936 exceeded one-half a billion dollars in the total day-time area. WISN operates on a cleared national channel 17 hours per day.

Established in 1922, WISN, one of three stations in Milwaukee, is today first in that city in number of local advertisers. CBS commercial bookings over WISN are currently running 3 to 1 over 1936. A minimum of 170 broadcasts a week are fed to the station via the web, with 35 sponsors of national scope using WISN facilities every week. Local advertisers number well over 70, and this is all the more remarkable as WISN has only one rate. It does not offer a lower local rate to attract the local advertiser.

WISN studios are located in the Wisconsin News Building in the heart of downtown Milwaukee. They consist of a large orchestral studio and a smaller general studio. Adjacent to the studios is located the master control room. On the same floor are located the general offices, sales offices and the program and continuity departments. Western Electric High Fidelity equipment has been installed in duplicate. Complete facilities for originating and feeding network programs are available. New transcription equipment, both RCA and Western Electric, has been installed recently. The transmitter is located on the outskirts of Milwaukee, with an emergency transmitter, fully equipped, located several miles distant from main transmitter.

Among the local programs that have been originated at WISN are Ann Leslie's Scrapbook, Down By Herman's, Even As You Or I, Early Risers' Club, Movie Chat, Spotlight, Rendezvous, Musical Heat Wave and Bridge At Home. Network programs of note aired regularly over the station include Beauty Box Theater, Lux Radio Theater, Al Jolson, Ford Sunday Evening Hour, and for the same sponsor, Al Pearce and His Gang, Major Bowes, Eddie Cantor and Rubinoff and his Violin.

WISN's payroll embraces 36 persons of the regular staff plus a music staff of 11 persons. The station's service includes complete copy, continuity, research and publicity departments, and it subscribes to Planned Program Service as a regular transcription service. Hearst Radio represents WISN in New York, Chicago, Dallas, Los Angeles and San Francisco. In addition there is a representative at every Hearst station in the country.

erners, Tuesday evening WGN audience show, one of oldest commercials in Chicago, has dropped its string ensemble and expanded to a full orchestra under Karl Schulte. Harry Walsh continues to direct the vocal chorus. Marie Truitt is guest soprano for next show.

Eddie and Fannie Cavanaugh have moved their Rhymsters program from WBBM to WAAF.

Buell Patterson has started an interview program with horsemen on WAAF at 9:45 a.m. Sundays. Gives tips to equestrians on riding and riding apparel.

Anson Weeks opens at Meadowbrook Country club, St. Louis, after closing at Edgewater Beach hotel here June 11.

William Courneen and Osta Whiteley are new faces in the "Modern Cinderella" (Gold Medal) cast.

Pete Bontsema, half of the old Al and Pete team, has a new "try and stump me" program on WAAF at 1:45 weekdays. Prizes for those who send in the name of a song he can't sing and play.

High school students will run WBBM for a day on June 5.

Ed Smith who leaves shortly to take over direction of General Mills radio activities in Minneapolis, gave party for "Bachelors Children" cast Friday.



SOL LESSER's office reports a deal pending with Edgar Rice Burroughs to put Glen Morris, as Tarzan, and a picked cast, in a 15-minute night serial, to go coast to coast, starting next month. Morris is doing Tarzan in Principal production picture.

Winfield Hancock returns to KEHE's transmitter staff replacing Russ Stanton, who goes to KNX.

Community Sing again prolongs its Hollywood stay, with Andy Sanella and Jones and Hare making another short at Columbia studios. Now set to return to New York on May 23 or May 30. Ben Larson, producer, celebrated Mother's Day Sunday with his mother who flew out from Salt Lake City.

Milton Berle reports considering an RKO picture offer which will bring the Sing back to the Coast in September.

KFI's "Hollywood Extra" program, produced by Archdale Jones and m.c'd by Francis X Bushman, has changed to a Saturday night spot and gone NBC coast Red net.

Bill Finley formerly with KEHE sales staff, now with Lile Sheldon agency.

"Happy" Hal Price, old time minstrel and vaudeville man, has been added to Lew TeeGarden's California Minstrels cast.

R-M-A new radio production, merchandising and talent organization has taken quarters at 1508 Cross Roads of the World, and will spend the next few weeks getting under way.

Sydney Dixon, in charge of sales for NBC Hollywood office, is the father of an 8¼ pound son born to Mrs. Dixon in Good Samaritan hospital.

Charles Flesher of KFBK, Sacramento, is visiting.

Jack Lescoulie leaving KGFJ to do his early morning Grouch Club program for KFVB.

Hal Stiles reports that more than 80 persons have been taken off country relief rolls as a result of jobs found through Don Lee "Help Thy Neighbor" program which Stiles conducts.

Oliver Alberti, recently added to KMPC staff, slated to be musical director when station goes on increased program production.

G. A. Richards, new owner of KMPC left for Detroit in connection with final details for taking over of station.

Lindsay MacHarrie, production manager for Transco sound studios, finishes 39 weeks production schedule the last of May and plans to fish and relax in Mexican waters.

KFI-KECA, Earl C. Anthony NBC outlet stations in Los Angeles, have added a Hammond Electric organ to their studio equipment. Wesley Tourtelotte, organist, having worked out the acoustical problems involved in its installation, is now learning to master its tonemixing system.

Off-Air Recordings On Flat Fee Basis

(Continued from Page 1)

which will hold good for one year from June 1.

Flat blanket fee is expected to be set according to station wattage, minimum being 500 watts and lower, with higher rates scheduled for 500 to 1000 watts, 1000 to 10,000 and 10,000 to 50,000. Stations, advertising agencies and recording laboratories have requested Fox to formulate a policy under which the contingent liability will be eliminated, since the move was made some months ago to establish the copyright owners property right in the off-the-air recordings.

License fee will be limited to non-broadcast usage and fair scale is desired by all concerned. Communication to all stations from Fox will seek additional information on the type of recording and if the fee set is considered reasonable. It is expected that all liability involved through possible infringement will be eliminated through the medium of the nominal fee, being set more or less as a protective measure for the future. Virtually all big shows are recorded off the air regularly, while such outlets as WLW take down a complete recording of the entire operating time.

NEW BUSINESS
Signed by Stations

WNOX, Knoxville

Procter & Gamble (Oxydol), six quarter-hours weekly, disks, 52 weeks; ditto for Ivory Soap; Dr. Pepper Bottling Co., six five-minute periods weekly, 52 weeks; JFG Coffee Co., six quarter-hours weekly, disks, 52 weeks; Chero-Cola Bottling Co., six quarter-hours weekly, 26 weeks; ditto, spots preceding and following Nehi-Jack Dempsey transcribed show weekly, 13 weeks; Swan's Bakery, six five-minute periods weekly, 52 weeks; Dr. Paul Atchley, six quarter-hours weekly, 52 weeks; Fowler Bros., six quarter-hours weekly, 52 weeks; Southern School of Beauty Culture, six quarter-hours weekly, 52 weeks; J. S. Hall's Sons, six five-minute periods weekly, 52 weeks; Atlantic Ice & Coal Co., six quarter-hours weekly, 52 weeks; Kern's Bakery, six quarter-hours weekly, 52 weeks; Dr. S. B. Hamilton, six quarter-hours weekly, 52 weeks; Fielden Furniture Co., six quarter-hours weekly, 14 weeks.

KYA, San Francisco

Safeway Stores, Oakland, half-hour Monday German Radio Hour, one year; Union Pacific Railway, Los Angeles, Sundays, "Romance of Transportation", through Caples Co., L. A.; Cal. Jockey Club, five times weekly from track; Rev. J. C. McPheeters (religious), six times weekly; Dr. F. T. Barron (dentist), Oakland, spots; New Palm Room, dance music by New Palm Orchestra; Emporium Downstairs Store, spots, through McCarty Co., S. F.; Breuners (furniture), Oakland, spots, through W. A. Miller Co., Oakland; Imperial Grill, spots; General Mills, one extra Sunday baseball game on Shut-In Day, through Westco Adv'g Agency, S. F.; North Point Diesel School, spots; Redlick Newman Co. (furniture), thrice weekly 15-min. program, 39 weeks.

KSFO, San Francisco

Household Products (refrig), spot series, through McCann-Erickson, S. F.; Elgin National Watch Co., Chicago, spot series, through J. Walter Thompson, Chicago; McFarlane's Factory Stores, Oakland, spots, through Lowe Features, S. F.; Philco Radio, S. F., spots, through Thompson & Holmes, Ltd., S. F.; Electric Appliance Society, spots, through Jean Scott Frickelton, S. F.; Lifto Co., spots, through Kelso Norman Organization, S. F.; General Brewing Corp., spots, through McCann-Erickson, S. F.; B. Simon Hardware, Oakland, 15-min. program, "Fishin' Fool," Friday, 52 weeks.

WPTF, Raleigh, N. C.

R. F. Trant Inc. (Frigidaire), "The Frigidaire Frolic," 39 programs to run thrice weekly; Blackwood's Inc. (Seiberling tires) extends schedule to five programs weekly.

KEHE, Los Angeles

McKesson & Robbins, three quarter-

RADIO PERSONALITIES

No. 37 in the Series of Who's Who in the Industry

DONALD WITHYCOMB, general manager of WFIL, Philadelphia, and a prominent figure in the national broadcasting picture, is making radio history in the Quaker City. From the obscurity of newness, Withycomb skyrocketed WFIL to the front rank of Philadelphia radio in the short space of two years.

Born in Montreal on July 4, 1897, a date which evidently was a portent of his future American citizenship, Donald Withycomb was educated and launched his business career in the provinces of His Majesty the King. He was still a lad in his teens revelling in the thrill of a "first job" with the Canadian Pacific Railway when the drums of war caught him in their beat and carried him overseas. For three years Withycomb saw service with the Royal Flying Corps, returning to Toronto with the advent of the Armistice. He then launched himself upon a business career that was to carry him far in the American broadcasting industry.

First there was a job with the Acton Publishing Co., Toronto; then in the early '20's a journey to New York and with it a position with the National Electric Light Association, where he first met M. H. Aylesworth, who was destined to become one of his best friends and the guiding star of his career. Soon after his arrival in New York, Withycomb became intensely interested in radio, so it was only natural that he should follow Aylesworth to NBC when the chain was born in 1926. He remained until 1935 as director of station relations, leaving NBC to take over at WFIL.

Withycomb's work at NBC carried him from one end of the nation to the other and familiarized him with the problems of the small and regional stations. He is actively engaged in the affairs of the NAB and other organizations. His thoughts on radio are entirely progressive; he believes the surface is only scratched and to this end believes in high salaries and free reign for his subordinates. His firmest conviction is that television will never entirely replace audio radio.



Born July 4 — made WFIL skyrocket.....

hours weekly with "The Success Doctor", character analyst and success tips, through General Advertising Agency.

KDYL, Salt Lake City

Utah Builder's Supply, "House of Dreams" disks, 26 weeks; Procter & Gamble (Dreft), "Adventures of Kitty Keene", 15-min. disks, five-a-week, through Blackett-Sample-Humert.

WDSU, New Orleans

Pontchartrain Beach, two 15-min. nightly periods with a wire on Vito's Orchestra; Crane, 15-min. disks; Pepsi-Cola, 350 spots; Daily's Clothing Store; spots; Double-Cola, 26 disk spots; City Park Casino.

KXA, Seattle

Associated Oil Co., home baseball games, with Howard Edelson at mike.

Joseph Barnett Merges With Rocke Productions

Joseph M. Barnett has merged with the Ben Rocke Productions, with Barnett joining the organization as a vice-president. Merger becomes effective May 15. Headquarters will remain in Radio City. Barnett entered radio in 1922 when he became an announcer at WOR. He later managed the station and was associated with several advertising agencies before going into business for himself.

F. T. C. CASES

Cease and Desist Orders

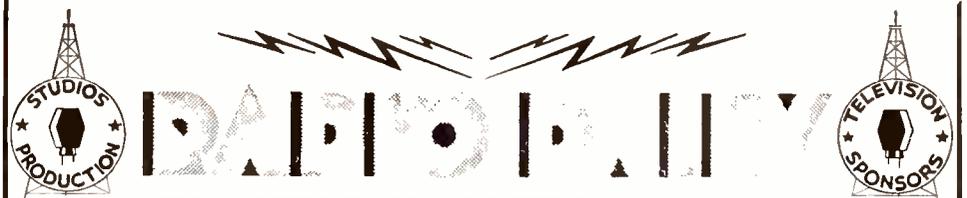
Trav-Ler Radio & Television Corp., Chicago, has entered into a stipulation with the Federal Trade Commission to cease using as a trade name or brand for its radio sets the word "Majestic," alone or in connection with the words "Radio Corp.," or with other words so as to imply that its sets are made by Grisby-Grunow Co., Chicago, originally the manufacturer of Majestic sets, or by its successor, Majestic Radio & Television Corp., Chicago, when such is not a fact.

Wyeth Chemical Co., Detroit, agrees to stop advertising that use of Hill's Cold Tablets afford a fast or effective method of combating a cold and that "any doctor will tell you that nothing breaks up a cold like Hill's Cold Tablets," and that "your vitality returns" through use of the preparation.

KMMJ Studio and Plant Being Air-Conditioned

Clay Center, Neb.—Main studio at KMMJ, as well as the control room, will be completely air-conditioned this summer. Plans have been approved, and the work is scheduled to start within the week.

The studios just recently were completed, refinished and redecorated, along with acoustical correction redesigned by KMMJ engineers.



★ ★ Little Talks on Big Subjects ★ ★

RADIO DAILY is more than just another publication . . . it is an authentic source of information for busy radio executives all over the land . . . the only daily newspaper devoted exclusively to RADIO that gives radioland a daily broadcast of the news and sidelights of the entire radio industry

RADIO ENGINEERS OPEN 25TH ANNUAL MEETING

(Continued from Page 1)

Ground Systems as a Factor in Antenna Efficiency
G. H. Brown, R. F. Lewis, and J. Epstein, RCA Manufacturing Co., Camden.
Simple Method for Observing Current Amplitude and Phase Relations in Antenna Arrays
J. F. Morrison, Bell Telephone Laboratories.
Ultra-High-Frequency Relay Broadcasting
W. A. R. Brown and G. O. Milne, NBC, New York.

TODAY, 2:30-5 p.m.
The Ultra-Short-Wave Beacon and Its Field of Application
Walter Hahnemann, C. Lorenz, A. G., Berlin.
A Multiple Unit Steerable Antenna for Short-Wave Reception
H. T. Friis and C. B. Feldman, Bell Telephone Laboratories.
Time Division Multiplex in Radiotelegraphic Practice
J. L. Callahan, R. E. Mathes, and A. Kahn, RCA Communications.
Automobile Receiver Design
F. D. Schnoor and J. D. Smith, RCA Manufacturing Co., Camden.
Radio Methods for the Investigation of Upper-Air Phenomena with Unmanned Balloons
H. Diamond, W. S. Hinman, Jr., and F. W. Dunmore, National Bureau of Standards, Washington.
Characteristics of the Ionosphere and Their Application to Radio Transmission
T. R. Gilliland, S. S. Kirby, N. Smith, and S. E. Reymer, National Bureau of Standards, Washington.
An Automatic Sound Pressure Recorder
W. S. Bachman, General Electric Co., Bridgeport, Conn.

TUESDAY, 10 a.m.-12 Noon
A Basis for Vacuum Tube Design
M. A. Acheson, Hygrade Sylvania Corp., Emorium, Pa.
The Development Problems and Operating Characteristics of a New Ultra-High-Frequency Triode
W. G. Wagener, RCA Manufacturing Co., Inc., Harrison, N. J.
Effects of Space Charge in the Grid-Anode Region of Vacuum Tubes
B. Salzberg and V. V. Haefl, RCA Manufacturing Co., Harrison, N. J.
Study of Changes in Contact Potential
E. A. Lederer, D. H. Walmsley, and E. G. Widell, RCA Manufacturing Co., Harrison, N. J.
An Oscillograph for Television Development
A. C. Stocker, RCA Manufacturing Co., Camden.

WEDNESDAY, 10 a.m.-12:30 p.m.
Relation Between Radio Transmission Path and Magnetic Storm Effects
G. W. Kenrick, University of Puerto Rico, Rio Piedras, P. R.; A. M. Braaten, RCA Communications, Inc., Riverhead, N. Y., and J. General, RCA Communications, Inc., San Juan, P. R.
A New Antenna Kit Design
W. L. Carlson and V. D. Landon, RCA Manufacturing Co., Camden.
Concentric Narrow Band Elimination Filter
L. M. Leeds, General Electric Co., Schenectady, N. Y.
Higher Program Level Without Circuit Overloading
O. M. Hovgaard, Bell Telephone Laboratories.
A Wide Range Beat Frequency Oscillator
J. W. Brumbaugh, RCA Manufacturing Co., Camden.
Measurement of Condenser Characteristics at Low Frequencies
W. D. Buckingham, Western Union Telegraph Company, Water Mill, N. Y.
A New Method of Measurement of Ultra-High-Frequency Impedance
S. W. Seeley and W. S. Barden, RCA License Laboratory, New York.

WEDNESDAY, 2-5 p.m.
The following papers on television problems are by members of the staff of RCA Manufacturing Company Inc.
Development of a Projection "Kinescope"
V. K. Zworykin and W. H. Painter.
High Current Electron Gun for Projection "Kinescopes"
R. R. Law.
A Circuit for Studying "Kinescope" Resolution
C. E. Burnett.
The Brightness of Outdoor Scenes and Its Relation to Television Transmitters
H. Jams, R. B. Jams, and W. H. Hickok.

★ Coast-to-Coast ★

FRANK AUSTIN, announcer at KDYL, Salt Lake City, has taken over the emcee spot on the semi-weekly "Fashion Matinee," with Wally Williams' band, sponsored by Hudson Bay Fur. He succeeds Dave Simmons, who resigned for a new post.

Walter Tetley, who has made more than 2,800 broadcasts though he's only 16, is now a regular member of the "Ma and Pa" program on CBS.

WCBS, Springfield, Ill., had an unusual broadcast recently when a deaf man, Luther "Dummy" Taylor, famous Giants pitcher of 1900-08, was "interviewed" by Coach Ray Nuss-pickle of Illinois College. Coach Wil-son of the Illinois School for the Deaf was translator.

A monkey birthday party was broadcast last week by KLZ, Denver. Learning that a lady was planning such a party for her pet monk, Publicity Director N. D. Davidson of KLZ arranged to have the party take place on monkey island at city park zoo.

Public Affairs Department of KMOX, St. Louis, directed by Jerry Hoekstra, on Saturday gave the first of four Saturday evening concerts as a special May Festival feature in the Columbia Playhouse before an audience.

L. B. Long Jr. has joined the sales staff of KOA, Denver.

WTMJ, Milwaukee, is getting a special radio car for short wave relay work.

Ivan Hill, member of the sales staff at WKY, Oklahoma City, has resigned to enter advertising agency work in the east.

Glenn Shaw, senior announcer, who conducts one of the oldest sustaining features on KSL, Salt Lake City, "The Nightboat," which he also produces, has been assigned announcing post on the new Mar-O-Oil show here. Shaw anticipates making a trip to New York the latter part of May. Managing Director Earl J. Glade of the KSL studio recognized an announcer's voice when Shaw was reading "Farm Flashes" over station KLO, Ogden, a few years ago.

Len Riley, sports caster for WFBM, Indianapolis, attended the Derby at Churchill Downs, Saturday.

Pinch-hitting last week for Morris Hicks on WIRE's "Downtown Reporter" broadcasting, Bill Frosch completed in one year an announcing cycle which now has included every

Television Pickup Tubes with Cathode-Ray Beam Scanning
H. Jams and A. Rose.
Theory and Performance of the "Iconoscope"
V. K. Zworykin, G. A. Morton, and L. E. Flory.

program at the Indianapolis station. Bill had tried his hand at every other program, then Morris became ill, and Bill's record is 100 per cent. He also handles the daily sport review in Morris' absence.

John G. Curran, administrative officer for radio of the WPA, was the guest of WINS Saturday on the "New Idea" program. He told of his proposed plans for the coordination of all WPA radio activities, and the development of new talent.

Clarissa Chapman, KSL's (Salt Lake City) weekly luncheon hostess, being bound for Hawaii on the Lur-line was the recipient of KSL's "Nightboat" program dedication far out on the Pacific.

"Enquiring Reporter" at KDYL, Salt Lake City, is to be increased to three times weekly. Myron Fox is announcer.

Jerry Harrington, who gained his baseball knowledge at WCCO, Minneapolis, is broadcasting the games being sponsored by General Mills over KMA, Shenandoah, Ia. He is doing play-by-play ticker versions of some National League games.

WHN WILL ORIGINATE FOR N. Y. STATE WEB

(Continued from Page 1)

late has been unable to supply enough programs to fill the demand because of previous commitments, hence the affiliation with WHN. Stations carrying the WHN programs will include WABY, WBNY, WIBX, WSAY and WMBO. First program schedule calls for WHN to feed a regular stream of sustainings, with salesmen now attempting to sell time over the hook-up.

A WHN renewal of affiliations with the Yankee Network is also pending. WHN formerly fed programs to the network, but the connection was severed some time ago. A deal to resume the affiliation will probably be consummated when Louis K. Sid-ney, managing director of WHN, re-returns to New York from Hollywood May 15.

WDAY Will Celebrate Its 15th Anniversary

Fargo, N. D.—A week-long contest open to talent throughout the area will be part of the 15th anniversary celebration of WDAY starting May 22. The contest was arranged by Dave Helen, promotion manager.

WDAY is an NBC affiliate and active in community interests.

JOHN EBERSON

STUDIO ARCHITECT



ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 65

NEW YORK, N. Y., TUESDAY, MAY 11, 1937

FIVE CENTS

"Aunt Jemima" Loses

Looking On ... AND LISTENING IN

SERVICE In paying tribute to the speed and thoroughness shown by radio in covering last week's Hindenburg disaster, it is worthy of first mention to compliment the networks and individual stations for brushing commercial considerations aside in order to serve the public in this latest calamity.

Many sponsored programs had to be broken into or badly upset in order to clear the way for news of the crash.

Some sponsors squawked, but most of them realized that public interest was being served.

Particularly commendable was the decision of WLW, the enterprising Prairie Farmer station of Chicago, not to commercialize on its remarkable instantaneous recording made at the scene of the Zeppelin's explosion.

Coverage of the Hindenburg incident by the radio was just another page in broadcasting's book of epochal service.

SPORTS Broadcasting of sports is branching out into practically all divisions of the physical pastimes, from baseball and racing to tennis and marbles.

It is a healthy trend in more ways than one.

Baseball owners, who at first balked against airing their games because they feared it would nick attendance, now admit that radio has done more than anything else to increase interest and attendance.

The same will be found to hold true with other sports.

For the sports promoters, radio is the best kind of advertising they can get—in addition to any monies they receive for granting the broadcasting privileges.

And for sponsors, the sports programs command a wide listener interest that is bound to grow considerably wider.

ENGINEERS' MEETING DRAWS RECORD CROWD

Attendance at the Institute of Radio Engineers convention, now in session at the Hotel Pennsylvania, will reach the all-time high registration total of over 1,200 engineers, a spokesman of the IRE said yesterday. In the past the best attendance figure was around 1,000. Increased registration is believed to be due to two factors, increase in size of the radio industry and the upturn in business conditions.

Yesterday was taken up with the presentation of highly technical

(Continued on Page 3)

Hudson River Day Line Will Have 'Movie Pilot'

Hudson River Day Line, which starts a new show May 17 on WEA, Mondays, Wednesdays and Fridays, 7:30-7:45 p.m., will feature guest movie critics. Guests will not review new pix, but instead will offer general talks and advice on current shows, both on Broadway and in remote neighborhood houses.

Program will also have a musical background and an emcee designated as the "pilot," yet to be chosen. Title of the show will be "Day Line Movie Pilot." Wendel P. Colton is the agency.

Fewer and Better Policy For KSTP News Periods

St. Paul—In an effort to give its listeners better news coverage and eliminate much of the stuff that gets on the air in the guise of news because of the necessity for frequent newscasts, KSTP has eliminated five daily periods and is shooting only

(Continued on Page 8)

U. S. Circuit Court of Appeals Reverses \$115,968 Damage Award on Trade Mark Priority

First Ad in 32 Years

Joplin, Mo. — Ramsey Grocery broke a 32-year silence on advertising by using radio time on WMBH to announce its 32d birthday celebration.

WITHYCOMB CONDEMNS EXPLOITING ARTISTS

Philadelphia—Exploitation of talent by station management was attacked by Donald Withycomb, WFIL general manager, addressing the 2 O'clock Luncheon Club, numbering local radio and advertising men. Withycomb said this was one of the most deplorable situations of the industry today.

He opposed radio stations and station managers branching out into an unlicensed and undercover artists service, charging booking commissions and kickbacks of 10 to 30 per cent. He also rapped the low fees, or no pay at all, given sustaining artists.

Radio Talent Dated For Cleveland Expo

Following schedule of radio talent to appear at the Cleveland Great Lakes Exposition already has been set by Arthur Cook, who is working with Ralph Wonders of Rockwell-O'Keefe in setting the entertainment: June 8-9, Uncle Ezra; June 19-20,

(Continued on Page 8)

U. S. Circuit Court of Appeals yesterday reversed the decision of the Federal Court which awarded Tess Gardella (Aunt Jemima) damages to the extent of \$115,968. Defendants who appealed the decision were Log Cabin Productions, Inc.; General Foods Corp., and NBC.

Trial in Brooklyn last year brought out that Miss Gardella had used the name of Aunt Jemima on the stage and radio for a number of years, and that the Log Cabin syrup shows had substituted another person and used her title. Opinion of Appeals Court, however, ruled that the defendants

(Continued on Page 8)

MUTUAL SNEAKS DERBY; NBC SCOOPS ON MERRILL

It seems to be a case of "you scoop me, I'll scoop you" as far as the NBC and Mutual special events departments are concerned.

Mutual on Sunday carried the exclusive broadcast of the take-off of Dick Merrill flight to London from Floyd Bennett field and contacted the plane every hour throughout the

(Continued on Page 8)

W. C. Fields a Regular On Chase-Sanborn Show

W. C. Fields, who appeared as a guest on the new Chase & Sanborn show over NBC-Red network Sunday from the coast and scored heavily, has been signed as a member of the regular cast for 16 weeks.

Irony

Kansas City, Kan. — Last Thursday, while Manager Ellis Atteberry was holding a confab with his entire KCKN news staff and giving them orders to present important news flashes immediately on receipt, the unguarded teletype was ticking off the biggest news in months — the Hindenburg crash. KCKN was several minutes late with the first flash.

Klauber, Kesten and Runyon Elected CBS Board Members

KOB-NBC Affiliation Takes Effect June 15

Albuquerque, N. M.—KOB becomes an outlet for NBC Blue and Red networks on June 15, when the station's new RCA 10,000-watt transmitter is

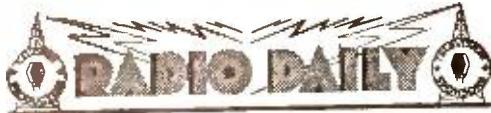
(Continued on Page 3)

Edward Klauber, CBS executive vice-president, Paul Kesten, and Melford R. Runyon, vice-presidents, have been elected to the board of directors of the network, it was announced yesterday. In the recent revision of the corporation's by-laws, provision was made to increase the directorate from 10 to 14 members.

Initial Customer

Philadelphia—Sales message of Hygienic Phone Service, which bought time over WDAS to sell its service for keeping telephone receivers hygienic, proved so convincing that the station became the first customer for its own account. The hygiening was found to be good for microphones, too, so the sponsor has added this sideline.

RADIO DAILY



(Registered U.S. Patent Office)

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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending May 8, 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
Carelessly (Irving Berlin, Inc.)		29
September In The Rain (Remick Music Corp.)		26
Never In A Million Years (Robbins Music Corp.)		25
Where Are You (Leo Feist, Inc.)		23
Boo Hoo (Shapiro, Bernstein, Inc.)		20
Let's Call The Whole Thing Off (Chappell & Co.)		20
Little Old Lady (Chappell & Co.)		20
That Foolish Feeling (Leo Feist, Inc.)		20
There's A Lull In My Life (Robbins Music Corp.)		20
Too Marvelous For Words (Harms, Inc.)		20
It Looks Like Rain (Joe Morris Music Co.)		17
On A Dream Ranch (Shapiro, Bernstein, Inc.)		17
Sweet Is The Word For You (Famous Music Corp.)		17
Love Bug Will Bite You (Santly Bros.-Joy, Inc.)		16
Blue Hawaii (Famous Music Corp.)		15
How Could You (Remick Music Corp.)		15
Swing High, Swing Low (Famous Music Corp.)		15
They Can't Take That Away From Me (Chappell & Co.)		15
They All Laughed (Chappell & Co.)		15

COMING and GOING

ROBERT MITCHELL of WMBG, Richmond, is in town.

HERB HOLLISTER of KANS, Wichita, Kan., is in New York.

S. C. SWANSON of the J. Walter Thompson west coast office arrived yesterday on the Virginia and will take up his new duties here.

RICHARD BONELLI will return to Syracuse University, his alma mater, for commencement May 31. His air show that week-end will originate from WFBL.

CAROL DEIS, NBC singer, goes to Philadelphia May 17 to act as one of the judges in picking a double for Mrs. Ben Franklin at the annual convention of the Insurance Federation of Penn.

LOUIS K. SIDNEY, managing director of WHN, returned to New York from Hollywood yesterday.

BARRY HOLLOWAY of the NBC special events department leaves June 4 with his family for Missouri on a two-week vacation.

CURTIS MITCHELL, editorial director of Radio Guide, arrives in New York tomorrow on business.

AL WERNER, tenor, recently signed during the WLW auditions here, leaves for Cincinnati tomorrow.

TITO GUIZAR goes to Baltimore May 14 for a week's appearance at the Hipp.

NINO MARTINI goes to Portland, Ore., to appear at the Paramount theater there.

IRVING PARKER of the west coast office of Radio Feature Service is en route to New York to confer with Earle Ferris.

PAUL L. LEWIS of N. W. Ayer is in Los Angeles on a short visit.

NED COSTELLO of the Katz agency visited Des Moines and Waterloo stations of the Iowa network.

DORIS HARE, English comedienne, leaves NBC web tonight (final show) and sails May 15 for England to appear in musical comedy again.

TOM ROCKWELL and TOM MARTIN of Rockwell-O'Keefe Inc., left for Cincinnati on business yesterday to be gone till tomorrow. DICK INGRAM and MIKE NIDORF of that organization return from their trip to Boston today.

Pontiac, NBC and Ad Men At Final Varsity Show

Final broadcast in Pontiac's Varsity Show series conducted by John Held Jr. over NBC-Red network on Friday at Ithaca (Cornell) will be attended by a large party of Pontiac, NBC and advertising men. Group will include H. J. Klingler, C. P. Simpson and F. A. Berend of Pontiac; Roy C. Witmer and R. H. White of NBC; W. A. P. Cohn, Edward C. Rothman and R. C. Sackett of MacManus, John & Adams, and Clay Herbst of American Weekly.

FINANCIAL

(Monday, May 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Nef Chg.
Am. Tel. & Tel.	167	165 3/4	165 3/8	- 1 5/8
Crosley Radio	20	19 1/2	19 1/2	- 1/2
Gen. Electric	53	51 3/4	52	- 1/4
North American	24 7/8	24 1/2	24 1/2	- 1/2
RCA Common	9 1/2	9 1/4	9 1/4	- 3/8
RCA First Pfd.	69	68 1/4	68 1/4	- 1 3/8
RCA \$5 Pfd. B.	(85 Bid)			
Stewart Warner	19 1/2	18 5/8	18 5/8	- 3/4
Zenith Radio	35	34 3/4	34 3/4	- 1/4

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
CBS A	53	55
CBS B	52	54

Use Coast Web to Sell Oregon's Attractions

Portland, Ore.—Oregon State Highway, in a series to "sell" the state's attractions, will go on 13 CBS Pacific and Mountain stations, including KSL, Salt Lake City, KNX, Los Angeles, and KOIN here. It's a 1:30-2 p.m. program with Frank Branch Riley as commentator.

John Dodge Appointed WMAL-WRC Sales Mgr.

Kenneth H. Berkeley, manager of WMAL and WRC, NBC's Washington, D. C., outlets, has appointed John H. Dodge sales manager of same stations. Appointment becomes effective immediately.

15 WHN Sustainings Set for N. Y. System

Burt Squires, manager of WINS, yesterday announced that a schedule calling for 15 sustaining broadcasts to be fed the New York State Broadcasting System by WHN had been set and would begin immediately. WHN now feeds the Colonial network, the WLW wire, a commercial to WOR and the Yankee network in addition to the new affiliation.

Henry Johnston Named Director of WSGN

Birmingham—Henry P. Johnston, vice-president of Birmingham News Co., operators of WSGN, has been named director of the station. He has been acting as advisory head of WSGN since the News took it over last June, but recently assumed active direction. Several new shows have been added, and more are planned.

Sayres Leaving KYW

Philadelphia — Ralph A. Sayres, KYW sales director, has resigned, effective May 15. He plans to return to New York with his family.

Coast Talent Bureau Expands

West Coast Bureau, RADIO DAILY
Los Angeles—Thomas Lee Artist Bureau has moved into new and larger offices in Equitable building, Hollywood and Vine; added to its staff by bringing Wilt Gunzendorfer down from the San Francisco office to be assistant to Robert Braun, and is preparing to extend its operations into general talent lines. Heretofore the bureau has concentrated on radio talent. Included in the expansion will be a move to supply talent for the many new transcription makers, as well as a move into the motion picture end.

Mayor Commandeers Broadcast Facilities

Mayor Fiorello La Guardia, of New York, yesterday upset the entire supper hour broadcasting schedules of 11 radio stations in New York City in requesting time for a radio speech concerning a matter of civic importance. Calling the stations individually himself, La Guardia gained permission from WEAJ, WABC, WNEW, WOR, WMCA, WHN, WEVD, WOV, WVFW, WBBC and WNYC to utilize their facilities from 5:30-5:45 p.m. Subject of the Mayor's talk was the rejection of the Seabury-Berle transit unification plan by the Transit Commission.

WBIG Helps Workers Obtain Shorter Week

Greensboro, N. C.—Irrespective of sponsors, WBIG lined up behind 3,000 store employees seeking a shorter working week and helped them to victory. The Village Parson, 15-minute program conducted by WBIG's "own parson," campaigned for the uniform week. R. G. Trospen, executive vice-president of Greensboro Merchants Ass'n, in a letter to Major Edney Ridge, director of WBIG, lauded the station for its service and influence.

Woman Commentator on WAAB

Boston—Louise Hampton, recently arrived from Chicago, has started a twice-weekly series over WAAB for Washington Jewelry Co., leading local jewelry firm. Miss Hampton is the only woman commentator here.

Literary Series on WJBK

Detroit—Ward McCauley, literary critic, starts a new weekly series at 8:30 p.m. today on WJBK. He will discuss James Hilton's new book, "We Are Not Alone," as his initial stint.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES
535 Fifth Avenue,
New York, N. Y.
*From script to production—
that extra something that's good radio*

The Tavern
RADIO'S
RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St. Toots Shor

33 EQUIPMENT FIRMS EXHIBITING AT MEET

Thirty-three manufacturers of radio equipment have taken display space for their products at the Institute of Radio Engineers' Silver Anniversary convention now in session at the Hotel Pennsylvania. Exhibitions include all the latest developments in radio equipment with experienced personnel to answer all queries. Booths are adjacent to the main ballroom where the IRE is in session.

Exhibitors are Aladdin Radio Industries Inc., American Lava Corp., Anaconda Wire & Cable Co., Boonton Radio Corp., William Brand Co., Cinaudagraph Corp., Clarostat Mfg. Co., Cornell-Dubier Corp., The Davenport Co., Ferris Instrument Corp., General Ceramics Co., General Radio Co., Hammarlund Mfg. Co., Hygrade Sylvania Corp., International Nickel Co., International Resistance Co., Isolantite Inc., Ken-Rad Tube & Lamp Corp., Lepel High Frequency Laboratories Inc., Magnavox Co., P. R. Mallory & Co., National Carbon Co., Parker-Kalon Corp., Premier Crystal Laboratories Inc., RCA Mfg. Co., Raytheon Production Corp., Shallcross Mfg. Co., Sprague Mfg. Co., Stackpole Carbon Co., Synthane Corp., Tobe Deutschmann Corp., The Triplett Electrical Instrument Co., United Transformer Corp.

Disk Firm's Big Schedule

West Coast Bureau, *RADIO DAILY*
Los Angeles—Consolidated Transcription Library setting big schedule for June, beginning work on two five-minute narrative disks, one five-minute dramatic disk series and two 15-minute series. Highlights include 125 "Voice of Superstition" which will tell origin of popular jinxes, with Ted Bliss announcing, Frank Ausman producing. Another will be 5-minute trips to movie star's homes, hobby, home life chatter.

School Assembly by Radio

The National School Assembly by Radio, planned by the U. S. Office of Education to be the voice of all important nationwide school occasions, will have its first airing Friday 12:30-1:30 p.m. over the NBC-Blue network. Newest trends in occupational fields will be discussed by Harold L. Ickes, Walter B. Pitkin, Edward A. Filene and others.

Boese Joining WCCO

Minneapolis—William C. Boese, for the past two years chief engineer at WLB, joins the WCCO staff next Monday. He will do maintenance and operations work at the transmitter.

ADOLF SCHMID

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JULLIARD SCHOOL OF MUSIC

New York City

NEW PROGRAMS—IDEAS

"Builders of America"

One of the country's foremost authorities on the American constitution happens to live in Colorado Springs, where he is a master at the exclusive Fountain Valley school for boys. He is Joseph P. Pollard, author of the Book of the Month recommendation, "Mr. Justice Cardozo," "The Road to Repeal" and countless magazine and newspaper articles.

A smart lumber dealer, knowing the trend toward informative radio programs, procured Pollard's services to do a weekly stint on KVOR, Columbia station in Colorado Springs. Pollard's general subject title is "Builders of America" neatly tying in the lumber angle on the program name. He discusses various American patriots, their personalities and their ambitions and the tie-in with present political situations.

Pollard made his debut May 7 at 7 p.m. with a 15-minute sketch of the life of Samuel Adams. His talks are given very informally, with sidelights of humor in them.

KVOR sent letters to all clubs and schools informing them of the Pollard series, and first program was well attended and had unusual response.

Unique Spot of Sports

A unique idea proposed by General Manager William A. Schudt Jr. of WBT, Charlotte, is rapidly becoming one of the most popular one-minute spots in radio. Instead of a straight commercial announcement, Miller's High-Life Beer agreed to sponsor a fast-moving parade of late

Sign Deals With BBC For Coronation Airing

Felix Green, New York representative of British Broadcasting Corp., yesterday announced that stations WNEW and WOR would be allowed to broadcast the recorded version of the Coronation tomorrow night. BBC, the only broadcast company which can legally make a recording of the event, will rebroadcast the entire day's happenings to the foreign members of the British Empire tomorrow evening. The program, lasting 3 hours and 20 minutes, will be picked up via short wave by WNEW, 10 p.m.-1 a.m., and WOR will air from 10:50-11:45 p.m. Both WOR and WNEW were required to sign an agreement with BBC that they would not commercialize the broadcast or record it. NBC and CBS networks will carry the original broadcasts with the co-operation of BBC, but no independent stations in the U. S. will be allowed to pick up the programs.

Green voiced the plea that all recording firms abstain from cutting any disks. BBC is now bringing action against a number of firms that recorded the abdication speech of the Duke of Windsor for commercial purposes.

baseball scores at 10:15 nightly, with Charles Crutchfield announcing.

In the short space of a minute, Crutchfield gives the major league scores, scores unavailable for the Chesterfield network show, and the results of games of interest sectionally. The spot opens and closes with a snappy commercial and sandwiches more information into the approximately forty seconds between than many programs of a quarter-hour length.

KVOR's Safety Series

Having in mind the traffic problems incident to the influx of summer tourists visiting Colorado Springs and the Pikes Peak region, KVOR has inaugurated a series of programs heard each Monday night and called "Safety Pays." The programs are under the able hand of Chief of Police Hugh D. Harper who occupies a prominent position in Safety Council matters. Chief Harper opened the first program with general hints. He will be followed by the local fire-chief, police inspector, sheriff and other prominent county officials.

Air All Police Calls

WCAU, Philadelphia, is making arrangements with the Police Bureau to air all the police calls, heretofore heard only via a short wave set. Flashes will break in on sustaining shows in the same manner as news flashes. In this manner, civic minded listeners will be in a better position to aid in the apprehension of wanted persons and continually be on the look-out for stolen cars.

KGCX Is Installing New Transmission Line

Wolf Point, Mont.—A concentric tube transmission line, to replace the two-wire open line which has been in use since erection of the new site last fall, is being installed by KGCX. Heavy frosts in this section make it necessary to provide a line that will not change loading on the transmitter. Chief Engineer Harold Klimpel and plant engineer Eddie Richmond will do the installing.

KGCX is now making plans to broadcast ceremonies of the Fort Peck Dam which will mark the closing of the main channel of the Missouri River. Several remote setups will be used.

Sponsors Baseball on WDNC

Durham, N. C.—Durham Coca-Cola Co. will sponsor local baseball games in the Piedmont League over WDNC. A possible 17 games will be aired.

RECORDINGS

Productions :- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BR 9-8265

ENGINEERS' MEETING DRAWS RECORD CROWD

(Continued from Page 1)

papers by prominent radio engineers. W. A. R. Brown, assistant development engineer, and George O. Milne, eastern division engineer, both of NBC, read a paper on the "Ultra-High Frequency Relay Broadcasting" and gave a demonstration of the equipment using the hotel's public address system and NBC microphones.

Milne dealt with the increasing number of remote programs which are re-broadcast over NBC with the use of short and ultra-short wave transmitters. "We may, on occasion, be called upon to originate broadcasts over distances varying from a few feet to several thousand miles," Milne said. "This means that we must have equipment varying in power from a fraction of a watt to our present maximum of 1,000 watts and on frequencies from 1,500 kcs. to several hundred megacycles."

KOB-NBC Affiliation Takes Effect June 15

(Continued from Page 1)

dedicated. Located near the geographical center of New Mexico, KOB with its new transmitter will cover the entire state and will be the only network station serving this area.

Magnuson Joins WHBF

Rock Island, Ill.—J. Woodrow Magnuson, formerly assistant professor in speech department, director of broadcasting activities and manager of the school choir at Augustana college, has joined the announcing staff of WHBF.

Niela Goodelle for Paramount

Niela Goodelle has been signed by Paramount pictures and will leave for Hollywood upon the completion of current commercial commitments in July. Radio plans during her west coast stay are still indefinite.

Trautwein with Vibro

Paul K. Trautwein of the Mirror Record Corp. has been appointed sales distributor of Vibro Master Recording Equipment in New York and New Jersey. Trautwein will handle Vibro exclusively in that territory.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

AGENCIES

ARTHUR W. PRYOR, vice-president and radio director of Batten, Barton, Durstine & Osborn; Glenn Griswold, editor of Business Week, and Frank W. Lovejoy, sales executive of Socony-Vacuum, will be among speakers at the annual convention of the Advertising Affiliation at Lawrence Hotel, Erie, Pa., Friday and Saturday, under sponsorship of the Erie Advertising Club.

WILLIAM M. STRONG, associated with B.B.D.&O. for the past 16 years, has been elected a vice-president. Last year Strong was appointed a director of the agency.

THORNLEY & JONES, INC., newly-formed agency with headquarters in New York, has formed a Chicago branch with Charles J. Keller managing. Keller was formerly associated with the John Price Jones Corp.

THE BLOW CO. will move to the new building in Radio City, as yet unnamed but address designated as 9 Rockefeller Plaza. Agency will be housed on the 24th floor about June 15.

Attending Relay League Meet

Montreal—John C. Stadler, of the CBC in Montreal, will leave shortly for Bucharest, Roumania, as official delegate of the Canadian section of the American Radio Relay League to the technical meeting preliminary to the International Radio Conference which will be held toward the end of May. The other delegate to the meeting is J. J. Lamb, of Hartford, Conn., technical editor of the magazine "Q S T", published by the American Radio Relay League.

Personnel Changes at WNOX

Knoxville—Joe Towner of WNOX is now serving as station publicity director in addition to being R. B. Westgaard's secretary. Carroll King formerly of the WMC has joined WNOX sales staff. Station has also dropped its ban on femme employees, and added Dorothy Ennis to the staff as secretary to O. L. Smith, station's commercial manager.

Five-Day Week at KYW

Philadelphia—Leslie Joy, KYW manager, is preparing to institute a five-day week in line with the NBC move. Lynn A. Willis has already been added to the announcing staff as a first move.

BIRTHDAYS

1	9	3	7
SUB	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		

May 11

Greetings from Radio Daily

to

Irving Berlin

Patti Chapin

MAIN STREET
WITH
OL' SCOOPS DAILY

● ● ● Motion picture producer Sol Lesser is negotiating for a twice weekly network show coming from the west coast heralding the adventures of "Tarzan" with Glenn Morris, Olympic star, acting in the title role... Rubinoff's show returns east the first week in June—with trouble ahead—because Walter Cassel, who has been signed as a permanent feature on this program, may not be released from picture commitments... George Givot has told Marion Curtiss, a non-professional, that June 2 will unite them... Bernie Cummins replaces Anson Weeks at the Edgewater Beach... Fletcher Henderson opens the Grand Terrace June 1... Johnny Messner goes into the McAlpin the 31st... Eugene C. Pulliam, manager of WIRE, played host to Major Lennox R. Lohr on Friday in Indianapolis with Niles Trammell, NBChicago manager... Earle Ferris has called Irving Parker of his Hollywood office to come east for a west coast office expansion conference... Jan Peerce, after his General Motors concert Sunday (and after closing at the Music Hall here), goes west to appear with Erno Rapee at the Hollywood Bowl... WMCA had aired the Dick Merrill safe arrival 3 minutes before Press Radio released it—getting it from INS.

● ● ● Last-minute switch Sunday cancelled Frank Parker's All-Stars meeting Ruby Newman's baseball team—so Earle Ferris' crowd pinch-hitted beating Parker eleven to three with the only homer scored by Dave Charney of the Mirror (a ringer?) for the Ferris team... Dick Mooney was pitcher for the victors, with Parker, Ken Lyons and Ruby Newman in the box for the losers.

● ● ● Dorothy Lamour has been signed for two years on the Chase & Sanborn airings... Terri La Franconi will be billed as the "Gay Troubadour" on his twice weekly NBC noon sustaining starting today—which means a build-up for the boy... Connie Gates will be this week's guest on the "House That Jack Built" airing... Al Bernie is working theaters... Earl Carpentier from Buffalo goes into the Lincoln following Isham Jones... Don Bestor may follow Carl Ravell into the Lexington if Ralph Hitz has his way (and he usually has!)... Morton Bowe will do "Rio Rita" in concert-time on Jack Pearl's show Friday with Tommy Dorsey's crew doing it in swing time... Wilbur Hatch, musical director of CBS' show from the coast, "Vocals by Verrill", celebrates his 15th anniversary Saturday... Frances McCoy has been signed by Warners... Harry Kerr of the J. Walter Thompson air dept. now answers to "pappy" because of the arrival of John last week.

● ● ● Dick Fishell's story for this space is recommended to the cartoonists... Seems that a fire had broken out in a theater and the manager called for a pianist backstage to play in the pit so as to prevent a panic when the public became informed of the necessity to leave the theater immediately... Joe Piano-player went down and began playing as the manager made the announcement... The public made for the exits at the back of the house—that is everyone but the man from Local 802—who insisted that the pianist stop playing—unless he was paid OVERTIME!

● ● ● A. L. Alexander has been signed by 20th Century-Fox to narrate a series of travelogues in his own inimitable way... Dr. Louis Sunshine has invented a game called "Theatricks" which is for show people only and will be marketed shortly...

GUEST-ING

CAROLE LOMBARD and JOSEPH BENTONELLI on Chase & Sanborn show, May 16 (NBC-Red, 8 p.m.).

BILL McCUNE will pick the winners on the Uncle Don program, reading the comics, May 16 (WOR, 10:30 a.m.).

TANIA and KIRSOFF, interviewed on the "Treadin' the Town" program, May 13 (WBNX, 3:45 p.m.).

FERNAND GRAVET, WILL FYFFE, J. B. PRIESTLEY, FLORENCE DESMOND and LONDON SCOTTISH PIPERS BAND on Rudy Vallee program from London, May 13 (NBC-Red, 8 p.m.).

JOHN McCORMACK, on Bing Crosby Kraft Music Hall, May 14 (NBC-Red, 9:30 p.m.).

MISCHA MISCHAKOFF, on Magic Key of RCA, May 16 (NBC-Blue, 2 p.m.).

VERLYE MILLER, harpist, on George Griffen program this evening (NBC-Blue, 6:35 p.m.).

RCA Short Wave for Guatemala

President Jorge Ubico of Guatemala has signed the order approving purchase of a long and short wave broadcasting station from RCA. Contract calls for the training of three Guatemalan students at the RCA factory in Camden and also for a special hook-up with the National Broadcasting Company. Work on the new station is scheduled to begin as soon as possible.

Warners Sign Tetley

Walter Tetley, juvenile star of the networks, has been signed by Warner Bros. for two shorts and a feature picture. Work on the shorts will begin immediately in the Eastern studios. Tetley leaves for Hollywood in the summer to make the full-length picture.

KSTP Aids in Election

St. Paul—KSTP did one of its civic services Monday by putting its mobile short wave transmitter into a get-out-the-vote drive for the Minneapolis primary. Unit started out at 7 a.m., reminding listeners that it was election day and incidentally picking up news on the early vote.

Thomas-Blum Interview May 18

Lowell Thomas' interview with Premier Blum of France, scheduled for Friday, has been postponed to May 18 at 6:45 p.m. over the NBC-Blue network. Talk will come from Paris, Thomas broadcasts from London at his usual hour tomorrow.

Magic Key from Chi

Magic Key of RCA will emanate from Chicago on March 16, with Dr. Frank Black conducting, Vivian Della Chiesa, Kings Jesters, Sylvia Clark, Chicago A Cappella Choir under Noble Cain, and Charles Lyon announcing. Program will be staged in the Civic Opera house before a group of RCA Victor distributors.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

HILDEGARDE, now warbling at London's Ritz, will be held over there until October... She's affixed her signature to a document calling for her appearance in television broadcasts for British Broadcasting, 'tis reported... La Dragonette to revisit the equivalent of the little red schoolhouse next Sunday when she concertizes at Georgian Court, convent which bred her... Helen Walpole and Noel Mills are two of the damsels being used in the NBC television stunts... According to Noel, several couples appear on the screen simultaneously and waltz... Erstwhile "Madame X", Irene Hubbard, now adorns the cast of "Our Gal Sunday"... Doris Hare, Piccadilly's gift to Broadway, returns to the London scene May 15 to zany in a pending C. B. Cochrane revue... she'll revisit these shores come Fall....

▼ ▼

Madame Cantacuzene, authoring and lecturing femme, to be interviewed by Ann Hard on the "Let's Talk It Over" program, May 17, anent "Traditions and Trends that Influence Modern Life"... Michael Strange, scrivener ex-wife of John Barrymore, to offer a series of dramatic readings of poetry, against a background of organ music in four NBC broadcasts, beginning May 19... Gus Arnheim, Carl Ravell and their respective vocalists, Gail Reese and June Robbins posed for family pix at the Arnheim New Yorker premiere last week....

▼ ▼

Helen Fox, CBS hostess, Kentucky-bound for vacation reasons... Cora Shephard, receptionist with that organization, temporarily worsted by that "ole daybil" cold... Cincinnati's femme world listens in at 1:30 in the p.m.'s to hear the Dot Club reporter tell all concerning feminine activities over WCPO... Dee Collins, pocket edition vocalist, closes at the Rainbow Grill May 24 to depart California-ward on the 28th on what she insists is only a visit... Myrna Loy, Constance Cummings, Francine Larrimore, Dorothy Mackaill, Loretta Young, Pearl White, and Anna May Wong will all add stardust to the WHN broadcast of the "Captains Courageous" premiere tonight as they take the mike in the lobby of the Astor....

ORCHESTRAS - MUSIC

GUY LOMBARDO and his ork make their first Philadelphia appearance of the season Friday at the Earle Theater.

Chick Webb and Ella Fitzgerald are waging musical warfare at Robert Du Preese's ballrooms in Philly and Atlantic City, with a WDAS and WPG wire.

Nano Rodrigo and ork will play at the Israel Zion Hospital charity affair at the Waldorf Astoria May 22. Nano has signed Los Rancheros, trio now featured at El Chico, as guest stars.

Jess Stafford, Oakland Lake Merritt Hotel dance batonist, on the mend after his rather serious illness.

Milton Kellem, back from South America and the Latin countries, will appear at the Arcadia International House, Philly, with a WFIL-Mutual wire.

Jan Savitt, KYW-NBC Top-Hatter, makes his debut in the Tin Pan Alley manner with a bit of collaboration on the ditty "Let's All Play Geography". Tommy Gindhart and Ben Musicant were his collaborators. It's been plattered by Variety and will be published by Exclusive.

Don Martin's summer spot will be at Almonesson Park, Almonesson, N. J.

Charlie Kerr has returned to the ether after a Florida season, to function as emcee for an early morning musical over WCAU, Philly.

The Dubs String Band, a youthful musical aggregation familiar to the WDNC Durham, N. C., listeners-in, returns to the air waves there tonight at 7:30, with the Dubs Sand-

wich Co. as sponsors. Program will be heard weekly at the same time.

Shep Fields has introduced his 12-piece accordion ensemble in the current vaudeville and one-night stand offerings. The entire Rippling Rhythm contingent is featuring Rimsky-Korsakov's "Flight of the Bumble Bee." They'll air it on the Sunday night Rippling Rhythm Revue at an early date.

Tele-Program has asked for and been granted permission to record the "Messenger's" theme song, simultaneously with the second anniversary of the "Messenger" on WMCA. "Peace" is the name of the selection, the lyrics of which were penned by Cecelia Lawrence, executive secretary, and the musical setting by David Sodelle.

Saxophonist Bud Gorman replaces Frank Kirgan in Walter Rudolph's ork at KYA. Kirgan resigned to take a position with Frank Castle's ork at San Francisco's Club Deauville.

John Williams, who made recordings of a course of ten easy lessons, sold them to the Australian government as an educational feature at a considerable figure, will visit the Coronation.

Ed Vito, NBC harpist will tread the trail blazed by Mischa Mischakoff by joining the NBC Company Orchestra which will be heard over NBC next winter under the baton of Toscanini.

Byron "Continuity" Ray, songsmith, is having his compositions published en masse, according to Wally Sandback, KSL announcer, who says they must pack a wallop, for "Springtime in the Rockies" authoress is collaborating on the lyrics.

★ ★ Los Angeles ★ ★

NBC Artist Bureau has sold Tommy Harris as featured singer for the Fibber McGee and Molly show for the duration of the Hollywood broadcasts. Harris will continue on his Moon Glow program, also red net.

George Jay and the California Chain's Listen Ladies program have set Elaine Barrymore for today's interview spot, and will have Ray Noble tomorrow.

General Motors Acceptance Corp.'s "Page 1 News Parade," Don Lee Mutual net, starts immediately on a later time schedule, moving from 6 to 6:45 p.m. PST.

"Hollywood Hotel" has set Edwin Arnold to do scenes from "Toast of New York" on program of May 28; Edward Robinson and Bette Davis in scenes from "Kid Galahad" for

June 4, and Irene Dunne in "High, Wide and Handsome" for June 11.

Gene Austin and Jimmy Grier have been signed for the Penner summer show for Cocoamalt.

Raymond R. Morgan Co. has sold "Success Doctor" disk series to United Farmers Milk Co. (through Louis Glaser agency), Boston; Dr. Pepper Bottling Co., Richmond, Va. (Station WRVA); Billings Grocery Co., Billings, Mont. (KGHL) and Grow & Pitcher agency for an unannounced client, Toronto.

House of Peter MacGregor (C. P. MacGregor Co. library serial) starts recording this week on its second year, going in to 312 episodes. Barbara Luddy plays lead.

Sterling Young orchestra doing library series for C. P. MacGregor. Al Jolson has set Arthur Caesar's

★ F. C. C. ★
ACTIVITIES

APPLICATIONS RECEIVED

C. Bruce McConnell, Indianapolis, Ind. CP for new station. 1500 kc., 100 watts night, 250 watts day, specified.

Pacific Radio Corp., Grants Pass, Ore. CP for new station. 630 kc., 500 watts, unlimited. Yankee Network, Inc., Boston. CP for new high frequency station. 41200 kc., 50 kw., unlimited.

Yankee Network, Inc., Boston. CP for new relay station. 130000, 135000, 140000 and 145000 kc., 250 watts, unlimited.

APPLICATIONS RECEIVED AND RETURNED

O. C. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

HEARINGS SCHEDULED

May 12: Young People's Assn. for Propagation of the Gospel, Shark River Bay, N. J. CP for new station. 640 kc., 5 Kw., specified. May 13: Loyal K. King, Pasadena, Cal. CP for new station. 1480 kc., 250 watts, daytime.

State Capital Broadcasting Assn., Austin, Tex. CP for new station. 1120 kc., 500 watts, 1 Kw. L.S., specified.

May 14: Louisville Broadcasting Co., Louisville. CP for new station. 1210 kc., 250 watts, daytime.

Louisville Times Co., Louisville. CP for new station. 1210 kc., 100 watts, unlimited.

Harold F. Gross, Lansing, Mich. CP for new station. 580 kc., 500 watts, 1 Kw. L.S., unlimited.

KRKD, Los Angeles. Auth. to transfer control of corp., 1120 kc., 500 watts, 2½ Kw. L.S., share time.

"The Greatest Judge" for his playlet on May 18 program.

Ben Bernie's Playboys (George Cox, Bob Strum, Harold Sanders and Leonard Nickelson) will start something new for the Trocadero cafe, starting June 1 when they go on as an intermission specialty team.

Leo Tyson, KMPC general manager, reports new program features policy has brought fan mail up 22 per cent over last year. Brought in letters from 115 Southern California cities in one week.

J. Walter Thompson have added three more offices to their suite, to accommodate new Chase & Sanborn show staff.

Howard S. DeLong has resigned as chief technician for KRKD to go to KFWB. Willis O. Freitag, son of V. G. Freitag, station's first manager, takes DeLong's place, with Joe Reinweld going in charge of the station's transmitter.

KGER has signed a flock of new talent to play during the five week vacation of the Long Beach Municipal band, heard daily on the station. Band resumes from the Mall in Long Beach June 1. In the meantime, KGER will use two string trios, Pacific String quartet, Womans' Quartet, Billie Murphy, pianist; Major Harry L. Bateson, Al Cassidy, Irish tenor and Leba Einhorn, character sketches.

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR-6:30 P.M.

M.W.F.

★ Program Reviews and Comments ★

"CHASE & SANBORN HOUR"

Standard Brands, Inc.
WEAF—NBC Red Network, Sundays, 8-9 p.m.

J. Walter Thompson Co.

CHASE & SANBORN BACK AS A STRONG SUNDAY NIGHT CONTENDER WITH POWERFUL VARIETY SHOW.

With John Reber personally supervising the details, J. Walter Thompson agency came through with a variety program that clicked from start to finish. Budget must be high, but no errors in spending it could have been made, judging by the quality of the entertainment. Among permanent features of the show are Don Ameche, as emcee; Edgard Bergen (and Charlies McCarthy); Dorothy Lamour, singer with the sex angle, and Werner Janssen, conducting the orchestra. The guesting W. C. Fields also continues on the show next Sunday. Other guests on this occasion were Ann Harding (Mrs. Werner Janssen); Ray Middleton, baritone, and Dick Rodgers and Larry Hart.

The versatile Ameche handled most of the continuity as the master of ceremonies, also ably singing a ballad and playing opposite Miss Harding in a scene from Molnar's "The Guardsman." Miss Lamour has been heard in better voice, but this did not detract from the weight of the production, particularly as to comedy, with Bergen hiring McCarthy as butler and doing a fine English bit of business. And of course Bill Fields was sensational. As in the case of Bergen, the ventriloquist angle is one thing, but the consistently fine material is the works. Fields tangling up with "McCarthy" who was in and out of the show, was productive of no end of laughs. The comedian was going great guns at all times, his recent illnesses being turned to advantage.

In presenting the Rodgers and Hart opus, "All Points West," originally introduced on a Paul Whiteman concert, Ray Middleton, was the logical choice to get the most out of it. All others singers who have done it on the air to date, never got to first base. Janssen's orchestra did not seem to have good balance, either too many men making an unwieldy combination or Janssen hasn't got a light enough touch for pop numbers. Over-arranging was much in evidence, but these details ought to be remedied easily enough. Next Sunday's scheduled guests are Joseph Bentonelli and Carole Lombard. Commercials for Chase & Sanborn coffee were wisely held down.

"THE PIRATES OF PENZANCE"

Sustaining

WQXR, Fridays, 9-10 p.m.

GILBERT & SULLIVAN IN THE WPA MANNER, WITH THE D'OYLY CARTERS SUPPLYING MUSICAL BACKGROUND.

The Savoyards got off to a pleasing start, with the WPA Federal Theater

cast speaking voices doing a surprisingly good job of blending with the D'Oyly Carte Opera Company's recorded vocalizations, under the direction of Donald Macfarlane and Charles Crumpton, in the first act of the satirical opera. Phillip White as the Pirate King and Louise McNamara in the character of the superannuated Ruth were particularly impressive in their adherence to the G. & S. tradition. The selection of Elgar's "Pomp & Circumstance" as theme song, with a rollicking apology outlining the reason therefor was especially amusing.

"SUPPLY AND DEMAND"

Sustaining

WABC-CBS Network, Sunday, May 9, 7-7:30 p.m.

COMPELLING SOCIOLOGICAL DRAMA WRITTEN FOR RADIO BY IRWIN SHAW.

This Columbia Workshop presentation, penned expressly for radio presentation by Irwin Shaw, author of "Bury the Dead," is another convincing indication of the possibilities of radio as a medium for dramatic entertainment when the necessary talents cooperate to that end. With dialogue direction and staging by Worthington Miner, production supervision by Irving Reis, and capable actors in the cast, the playlet proved as absorbing and suspenseful as any counterpart of the stage or screen. Shaw has written a lashing satire on hunger in the midst of plenty. Through discussions carried on by a panhandler and a penniless economist who meet on the waterfront, where turkeys are being dumped into the water because of oversupply which is bad for the market price, the inconsistency of present day economic principles is sharply brought out. The indigent economist's creed is that "if everyone ate at the same table, none would be hungry." He cites cases, depicted in flashbacks, where a girl married a man she didn't love because he could provide her with food; of a farmer who had to feed his cantaloupes to pigs and then was declared insane, and a father with a starving family driven to desperation by hunger. A final high note of irony is sounded when the economist, together with the panhandler, are inducted into the working gang that is dumping the turkeys in the river—so they can earn a dollar to buy something to eat.

"VOCALS BY VERRILL"

with Wilbur Hatch's Orchestra

Sustaining

KNX-CBS Network, Saturdays, 5:30-5:45 p.m. EDST

VERRILL'S GOOD VOCALIZING WITH FINE ORK BACKGROUND BY WILBUR HATCH.

In this newly inaugurated series from the coast, where she is engaged in film-acting, Virginia Verrill does her usual good workmanlike job of singing. A nice selection of numbers, including "Head Over Heels In Love," "More Than You Know," and "Carelessly" as the highlight, made

her initial program thoroughly enjoyable.

The Wilbur Hatch Orchestra, making its coast-to-coast bow, created a very favorable impression. Hatch's music is smooth, rhythmic and pleasingly restrained.

"RIPPLING RHYTHM REVUE"

with Bob Hope

Woodbury

WJZ-NBC-Blue network, Sundays, 9-9:30 p.m.

Lennen & Mitchell Inc.

BOB HOPE STEPS INTO M.C. SPOT AND GIVES SHOW A BIT OF A LIFT.

Taking over the master of ceremonies position, Bob Hope injected some brightness into Woodbury's Sunday evening program. Nothing sensational, but he started off with pretty good results and ought to have no trouble building as he goes along. George Jessel's familiar gag of calling up his mother was used by Hope, but instead of phoning his own mother he called Jessel's ma. It was fairly effective for laughs.

Frank Parker and Shep Fields also gave Hope some assistance, and of course Parker's vocalizing and Fields' rippling rhythm were enjoyable items.

"GOSPEL HYMNS"

with Homer Rodeheaver

Sustaining

WOR, Mondays, Wednesdays and Fridays, 8:45-9 a.m.

APPROPRIATE MORNING PROGRAM OF GOSPEL SINGING AND POETIC READINGS.

Having been a song leader under Billy Sunday, Homer Rodeheaver is well equipped to present a morning inspirational program of gospel hymns and verse. He has a good voice, somewhat like that of Wendell Hall, the community singer, and his general style is nicely suited to a devotional presentation of this type. Louise Wilshire officiates capably at the organ. Listeners are invited to request favorite numbers.

Eddie Cantor

Being a showman on his toes, Eddie Cantor bucked the debut of the new Chase & Sanborn program Sunday night by putting on one of his best shows for Texaco over CBS at 8:30. Eddie staged a double reunion, bringing in Rubinoff, his former maestro, and Parkyakarkus, his erstwhile ace stooge. Both did fine service, and together with Deanna Durbin, Bobby Breen, Saymore Saymore and the rest of Cantor's contingent, the show was strong in entertainment value.

Kentucky Derby

NBC delivered good value to the Kentucky Derby broadcast sponsor (Brown & Williamson Tobacco; Raleigh and Kool cigarettes). Aired over the NBC-Blue, 6:15-7 p.m. Saturday, the event had plenty of color, suspense, excitement and general in-

terest. Clem McCarthy, principal man at the mike, did a lively job. Assisting him were Charles Lyon of NBC's Chicago staff, George Patterson of WAVE in Louisville and Lyle Van of NBC in New York. Personalities brought to the mike for brief expressions included Postmaster General Farley, Governor Landon and Mayor Miller of Louisville.

Smiling Ed McConnell

Smiling Ed McConnell observed his 15th air anniversary Sunday afternoon on the NBC-Red network with a program in which he was the object of some good-natured heckling about how he accidentally made his debut as a radio entertainer. It is by no accident, however, that Smiling Ed caught on and has remained a welcome dial visitor for 15 long years. This is just by way of felicitation and tribute to one of radio's standard acts on his arrival at a milestone which we hope is but a small part of his journey.

Pre-Coronation Broadcast

Over the CBS and NBC-Blue networks Sunday afternoon came an unusually interesting pre-coronation broadcast in which the Archbishop of Canterbury gave something of a preview of Wednesday's ceremonial and told of its background and meaning. It was engrossing and impressive. The Archbishop has a fine speaking voice and knows how to put things concisely, and the reception on this side was perfect.

"The Crown Jewels"

Though fairly interesting, the length of this dramatization and the lateness of its position on the bill made it rather difficult listening. Written by Francis Wilson and presented at 10:30-11:30 p.m. over the NBC-Red network, the work deals with events both good and bad associated with the British royal jewels for centuries back. Part of the script is narration, which was delivered by a feminine commentator, and then the highlight incidents were acted out. It sounded as though it could be a lot better than it actually was in this presentation.

Briefly

As was to be expected, at least a dozen of the week-end comics took advantage of Mother's Day and the Kentucky Derby to pull a gag about "mudder's day."

Phil Cook's "Almanac," on CBS at 8-9 a.m. daily, is a good bet that some sponsor is passing up.

The "Piccadilly Music Hall" on the NBC-Blue at 11:05-12 midnight EDST Tuesday's hasn't quite lived up to its initial show pace. Probably too late at night to put on a peppy variety.

Gladys Swarthout and her duets with Frank Chapman will be missed
(Continued on Opposite Page)

Program ☆
☆ Comments

(Continued from Opposite Page)

from the 10 p.m. Sunday spot on the NBC-Red, where they just completed their series.

Leo Reisman's music on WOR at 9 on Sunday eve is about the most delectable harmony to be found on the airwaves that day.

John Charles Thomas was swell in the Toreador song from "Carmen" on the Sunday 8-9 p.m. NBC-Red musical spot which Erno Rapee conducts so admirably. Kitty Carlisle fine, too.

Tim and Irene are getting better each successive Sunday on "Fun in Swingtime" over WOR-Mutual.

Josephine Antoine sang "Kiss Me Again" beautifully on Rubinoff's CBS program Sunday. Walter Cassel, the regular baritone of the program, sounds more like success every week.

The one act of "Excursion" presented on Sunday's Magic Key of RCA over the NBC-Blue was fine entertainment. Irish tenor Larry Burke also scored, and of course Efreim Zimbalist was superb.

Mrs. C. R. Gray, the "American Mother of 1937" in the NBC-Red network Mother's Day program, delivered a beautiful talk, displaying an exceptional radio voice.

Prof. Quiz and Arthur Godfrey continue to set the pace in the question-and-answer program field.

Phillips Lord again had a fine batch of human interest and some good comedy in his Sunday NBC-Blue "We, the People."

Paul Douglas is one of the most ambidextrous announcers on the networks, and the way he handles the CBS Children's Hour on Sunday mornings is just one of the good marks on his report card.

Bob Murray, appearing with Don Albert and other WHN orchestras, is another youthful vocalizer who displays more promise on each successive program.

Disk WPTF Programs

Raleigh, N. C. — Chief Technician Henry Hulick is busy transcribing several of the most popular WPTF sustaining and many commercial programs. Records will be shipped to the station's New York reps for future audition purposes.

WHB's 15th Year

Kansas City—In honor of its 15th year on the air, WHB will hold a full week's celebration, May 16-23.

NEW BUSINESS

Philadelphia

WFIL: Sure Laboratories, daily participations in "Classified News," 6 weeks, through Salviar Broadcasting System; Procter & Gamble, 4 daily spots, 4 weeks, through Pedlar & Ryan; Spatola Importing (liquor), weekly spot, 7 weeks, through Adrian Bauer; United News Agency (magazines), circulation promotion test series, weekly spot, 8 weeks.

KYW: North American Accident Insurance Co., 15-min. weekly news show by Bill Lang, 13 weeks, through Franklin-Bruck Adv.

WIP: Peter Paul (candies), 26 five-minute disks, 5 weeks; Spatola Importing Co. (liquor), 5 spots weekly, through Adrian Bauer; Frank & Seder (dep't store), 4 spots weekly, 8 weeks, through Gallagher & Muir; Dr. Locke (shoes), 4 spots weekly, 26 weeks, through Harvey Best Agency.

WDAS: Erickson Line (excursion boats), 18 spots weekly, 13 weeks, through Feigenbaum Agency; Hygienic Phone Service, Moskin's Credit Stores, Reinhardt's (electrical appliances).

WBT, Charlotte

Miller Brewing Co., Milwaukee, seven spots daily, through Roche-Williams & Cunyngnam Inc., Cleveland; Old North State Breweries, Concord, N. C., six 15-min. programs weekly Gulf Refining, Pittsburgh, three 15-min. shows weekly, 20 weeks, through Young & Rubicam, N. Y.; Piedmont Distributors (Grunow refrigerators), 15-min. program, 13 weeks.

KFRC, San Francisco

Gallen Kamp Stores, 30 spots, also on KHJ, through Long Adv. Service; Sutter Hospital Drug Store, 30 spots, through E. R. Ham Adv.; Moore Elec. Supply, 13 quarter-hour shows, "Morning Merrymakers," on Don Lee

WCCO Adds 15 Minutes

Minneapolis — Effective this week, WCCO, Minneapolis, will start broadcasting at 6 a.m., Mondays through Saturdays—15 minutes earlier than heretofore. This will add an hour-and-a-half to the station's weekly schedule. The change was necessitated by the demand for early morning time. 8 a.m. will continue to be the Sunday opening hour.

Gallardo Leaving WCSC

Charleston, S. C. — Jose Gallardo, Spanish news events commentator at WCSC, leaves June 1 for San Juan, Porto Rico, to take up his new duties as commissioner of education of the island, under appointment by President Roosevelt.

Ted Husing Grounded

Ted Husing missed his first broadcast in about ten years of radio when his plane failed to take off for Boston on Friday because of weather conditions. A local announcer substituted.

net, through M. E. Harlan; S. F. Ass'n of Underwriters, 7 spots.

KSL, Salt Lake City

Lucky Strike News Parade, five times weekly; Fisher Brewing Co., 26 "Hollywood Spotlights"; Union Knit, two 15-min. shows weekly, through Gillham Agency; Salt Lake Tribune, five quarter-hours in summer tourist tieup; Union Electric Supply (Stewart-Warner distributor), spot series; Reliable Furniture Co. and Schramm-Johnson spots for annual penny sale.

WHN, New York

C. V. Hill & Co. (refrigerators), thrice weekly, 13 weeks, on Ida Bailey Allen series, through George H. Gibson & Co.; Madison Personal Loan, 52 weeks, four times weekly, dance recordings, through Klinger Advertising Corp.; Book Review, renewed for 13 weeks.

Hoffman Beverage Co., spots, 20 weeks, through B.B.D. & O.; Procter & Gamble (Crisco), two 15-minute disk periods a day, Monday through Friday, through Compton Advertising Corp.

WHB, Kansas City

Kansas City Automotive Trades Ass'n, eight 15-min. shows.

Indianapolis

WIRE: Stewart Radio, half-hour Saturday morning broadcast from marriage license bureau.

WFBM: Kirk Furniture, half-hour Sunday show.

KJBS, San Francisco

Matzger Candy Co., 26 weeks of spots; Fannettes (dress show), through Theodore Segall; People's Baking Co., Healds Business College.

Set Detrola Hearings

Washington Bureau, RADIO DAILY
Washington—Securities & Exchange Commission will hold a hearing May 19 on the registration statement of Detrola Radio & Television Corp. filed last December. SEC found irregularities in the firm's prospectus.

New Features on WMCA

A stock market summary is now part of the three-hour daily "Grand Stand and Band Stand" broadcast on WMCA.

Station also has added an early morning news spot, a three-minute flash at 7:10 a.m. daily.

WBAL Pimlico Broadcasts

Baltimore—WBAL is broadcasting from Pimlico racetrack daily this week at 2 p.m. and climaxing with the Preakness on Saturday.

Clem McCarthy will be at the mike for the NBC-Blue network. American Oil Co. is sponsoring the Preakness airing.

PROMOTION

Blotto and Free Tickets

Winning free tickets to the Milwaukee Brewer games by competing in the game of Blotto is a popular feature of the WISN Sports Parade, conducted by Alan Hale and heard each weekday at 5:45 p.m. On half of a folded paper, listeners write with ink the name of a Brewer player, pressing it down on the other half of the paper while the name is still wet.

The result is more a matter of luck than skill, but winners are selected by the most interesting design made by the imprint.

License Plate Publicity

WFIL, Philadelphia, is providing the entire staff with auto license plates carrying the station call letters in blue on a white field, tag also showing an NBC and Mutual marker. Electrical impulses radiating from each end makes them stand out. It serves as institutional publicity for station, also an indirect plea for police courtesy in parking jams while on assignment.

Launching Model House

Six promotional shows are planned by KLS, Salt Lake City, to launch its Model Home to the radio audience. Home is being built on a cooperative deal with some 25 local concerns. Four of the promotional programs will come from the studios and will include interviews with various builders. The fifth broadcast will be short-waved from the home site, while the sixth will be a "man in the house" interview.

From the Mail

WHDL of Olean, N. Y., and Bradford, Pa., put out a very interesting and readable folder using facsimiles of audience letters all over the front cover and devoting all but one of the other pages to reprints of typical mail from listeners.

Folder was set up in readable, plain type, using same size throughout.

Back page of the folder contained a tabulation of the station's February mail distribution.

New Akron Broadcasting Firm

Akron, O. — The Keystone Broadcasting Co. has been incorporated by Herman Rabe, R. S. Marrott, R. Duncan and Joseph Thomas.

"Mystery Chef" Out of Chi

"Mystery Chef," NBC-Red network show twice weekly, will originate from Chicago until May 25, starting today.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA

"AUNT JEMIMA" LOSES \$115,968 DAMAGE SUIT

(Continued from Page 1)

had a right to use the Aunt Jemima name because they had received permission from the Quaker Oats Co. which had been using the name and trade-mark photo of an "Aunt Jemima" on pan-cake flour, since 1890. The Gardella bill of complaint was ordered dismissed.

Attorneys for Miss Gardella may appeal to the Supreme Court. At the time of the trial a settlement out of court for a substantial sum almost came to a head. Benton & Bowles agency handles the Log Cabin account.

Fewer and Better Policy For KSTP News Periods

(Continued from Page 1)

six shots a day, none of them less than five minutes each.

Previously the station carried 11 newscasts a day, nearly half of them ranging from two to three minutes. Casts now are spotted at strategic points through the day: one of five minutes for the breakfast table at 7:30; 10 minutes at noon; five in mid-afternoon; five at the dinner hour; 10 at 10:15, and a five-minute shot at midnight, blurbled as the first news of the new day.

Condensation idea does not eliminate flashes on important material, but breaking of the regular schedule is only for really big-time stuff.

Radio Talent Dated For Cleveland Expo

(Continued from Page 1)

Fireside Recitals; July 11, Cast of the Sealtest broadcast; July 24, Carborundum Band; Aug. 14-20, cast of "Girl Alone." Fibber McGee & Molly and Ireene Wicker, the Singing Lady, have been signed for three days each, while the Cycle Trades of America cast will be at the exposition for one day.

Cook, in Cleveland for a few days, expects to announce further bookings upon his return to New York the end of the week.

ONE MINUTE INTERVIEW

TED COLLINS

"No less than in advertising, there should be truth in radio. Listeners must be indelibly impressed with the idea that there is no deception on the air and whatever they hear is the absolute truth. This is especially desired in cases where a celebrity or lesser light is impersonated, or the point originating a broadcast."

★ Coast-to-Coast ★

JOSE ITURBI and Alexander Smallens are booked to guest-conduct the Philadelphia Orchestra in its summer series. Soloists will include John Charles Thomas, Grace Moore, Efreim Zimbalist and George Cope-land.

George Olsen and Tom Mixed appeared before mikes at WSGN, Birmingham, while in that city recently.

Gladys Pinney of KSL, Salt Lake City, has been vacationing in Frisco. Lennox Murdoch of the same station also going west for a rest.

Woods Dreyfus, tenor, and Therese Meyer, organist, in "Memories Garden" resumed Sunday over WISN, sponsored by Wisconsin Memorial Park. Marks fifth year for this program.

Ila Dudley's "The Open Door" program on WISN has proved so popular that it is now heard twice weekly. The WISN dramatic staff helps Miss Dudley present a five-minute drama depicting some problem of home or heart.

Col. Zeke (Staff announcer Francis Fitzgerald) and his Hillbilly Swing Show at WCSC, Charleston, S. C., won the station's April showmanship prize, awarded on vote of staff members. Zeke's program, sponsored by Clement Furniture, has had more renewals than a cheap auto tire.

Glen Shelly, organist and pianist, is celebrating his sixth year at KGW, Portland, Ore.

Art Kirkham will describe Portland's Rose Festival when it is aired via KOIN on June 9 under Texaco sponsorship again.

Howard S. Keefe is handling "The Monitor Views the News," 15-minute nightly program assembled by Christian Science Monitor, over WSPR, Springfield, Mass.

Charles G. Swift, pianist and announcer at WSPR and WMAS, Springfield, Mass., is now assistant to the manager of the local Safety Council.

Arlene Ekstrand is a new addition to the office force at KFOR, Lincoln, Neb.

Bob Moon, 19-year-old announcer at KFOR-KFAB, recently obtained his third commercial program in a month, adding "Sports Across the Breakfast Table."

Dorothea Bekloff, also heard on the air as Adele Starr, will be married June 5 to Chester Brooks, former schoolmate, in Huron, O.

Mall Dodson relinquishes his city editor's post on the Atlantic City News to take up combined duties of

radio chatterer for Gulf Oil over WPG and press agent for the Atlantic City Convention Hall.

Fred Kirby and his Smilin' Cow-boys, featuring Happy Sam Fowler, famous stage and air comedian, yesterday took over the RCA show at WBT, Charlotte. They replaced Dick Hartman, who had the RCA spot several years, relinquishing it recently to appear in western pictures.

Bill Brown, who takes over Dutch Reagan's sportcasting job on WHO, Des Moines, May 23, was introduced to fans last week. He also will be heard from time to time between now and the day he takes over regularly. Reagan is going to Hollywood.

University of North Carolina Glee Club will do a half-hour broadcast May 16 at 10:30 p.m. from WPTF, Raleigh.

Capt. Bill Bleakley, manager of the Oklahoma City airport, is offering "Flying the Air Waves" on Saturday afternoons over WKY.

Clair Shadwell, the Old Shepherd of WBT, Charlotte, will devote his full time to producing, announcing and selling the Musical Clock, which he has been handling for three years as a part of his manifold duties. In addition, Shadwell also will be available for special shows.

"Industry Talks," series of ten short talks prepared by the Bureau of Research and Education of the Advertising Federation of America, started last week at WPTF, Raleigh, under auspices of Richard Mason, manager of the station. A leading business executive of the community will be brought to the mike each Wednesday evening.

Jewish Daily Forward is airing a program of Jewish music and humor each Friday at 6:30 p.m. and Sunday at 10 a.m. C.S.T. over WEMP, Milwaukee.

J. W. Marriott, noted British educator, essayist, author and editor, will open tomorrow night's WMCA broadcast from London, giving the viewpoint of the cultured Englishman. I. J. Fox, well-known New York City businessman, will tell what the Coronation means to an American business executive, and Harlan Eugene Read, American author, lecturer and commentator, will give the American newspaperman's viewpoint. It will be one of the longest and most expensive pick-ups of a sustaining program ever made by an independent station.

William F. Mitten, managing editor of the South Jersey News, newscasting nightly over WCAM, Camden, N. J.

"Rowdy" Pocan is announcing a series of wrestling matches each

MUTUAL SNEAKS DERBY; NBC SCOOPS ON MERRILL

(Continued from Page 1)

night. Last actual contact was at 2:15 a.m. yesterday morning when Merrill was heard over MBS from a point 1,686 miles from New York, believed to be a record in radio. But when he landed at Croydon airport, London, Max Jordan, NBC's European representative, in London for the Coronation, was there to meet the plane and, using a borrowed mike from the General Post Office, relayed the program to NBC in America through BBC facilities and RCA Communications. Mutual did not have a broadcast from London.

Last Saturday, NBC broadcast was supposed to have the only air description of the running of the Kentucky Derby, but Mutual had a program on the air at the same time and broadcast the final result 30 seconds after Clem McCarthy announced the winner on the NBC airwaves. MBS program was fed from WGN and Fred Weber, MBS general manager, would not say how the program was picked up other than to deny that Western Union furnished them with the report.

Angeline Clement Joins Agency

Minneapolis — Angeline Clement, for six years in the continuity department at WCCO, Minneapolis, resigns May 22 to become head of the radio department at David Advertising Agency, St. Paul. She is a graduate of the University of Minnesota.

KLRA Improvements

Little Rock, Ark.—KLRA recently moved into new studios, coincident with increase in power, and new broadcasts are now being added.

Thursday night at 10 o'clock over WRJN, Racine, Wis., direct from the Eagles hall in that city.

Mrs. Meta Huth last week celebrated her third anniversary as arranger and conductor of the German program presented each Tuesday night over WRJN, Racine, Wis. She is assisted by Marie Timer.

Dave Pritchard is conducting the "Community Sing," new half hour broadcast over WRJN, Racine, Wis., Monday nights at 8.

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

*America's Leading Radio
and Dance Orchestras*

BAND OF THE WEEK
★
GEORGE HALL
AND HIS
ORCHESTRA
TAFT HOTEL, NEW YORK
CBS NETWORK



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 66

NEW YORK, N. Y., WEDNESDAY, MAY 12, 1937

FIVE CENTS

Coronation's Record Web

BROWN URGES SAFEGUARD FOR FREE SPEECH ON AIR

Cleveland—Constitutional guarantees of freedom of speech by radio are to be guarded as carefully as the freedom of the press, and the present federal regulation of communications has been conceived with this in mind, Thad H. Brown, member of the FCC, told students of the College of Law at Western Reserve University in an address yesterday on "The Federal Communications Law."

Characterizing radio as a modern Stentor whose voice is heard the length and breadth of the land, Commissioner Brown hailed radio as a great new scientific wonder and said that our greatest error would be not to fully appreciate and make use of
(Continued on Page 8)

Depositions Sought In Transradio Action

The 17 defendants in the Transradio Press Service, suit for \$1,700,000 filed over two years ago, made and argued a motion yesterday in the U. S. District Court before Federal Judge Clancy, in which the defendants sought permission to obtain depositions from various sources around the country. Decision was reserved, pending briefs to be filed Friday by counsel for Transradio.

Attorney for Transradio, Isaac W. Digges, contended that the de-
(Continued on Page 3)

Set Parleys in Vienna On Radio, Television

Vienna—The International Congress of Short Waves will be held here July 12-17.

An exposition of radio-television also will take place July 1-Aug. 1.

Required Listening

Chicago—Radio is taking its place in high schools as a medium of instruction.

McHenry High School at McHenry, Ill., and Fremont, Mich., High School report that they are requiring seniors to listen to the University Broadcasting Council's "The Right Job" program, on Mutual at 1:30 Sundays, as a means of helping choose a vocation.

Keeping Contact

Lee Groves, president of Groves-Keen Inc., Atlanta agency, was visiting in the Carolinas over the week-end and his office wanted to get in touch with him by phone but didn't know where to call. Casually, Groves strolled into WBT, Charlotte, to listen to Castleberry's 8:45 a.m. "Musical Grocery" program, presided over by Clair Shadwell and handled by Groves-Keen. Shadwell mentioned briefly that he felt honored to have Groves visiting his program. As soon as the show was over, there was a long distance call waiting. It was Groves' office calling from Atlanta.

OFF-THE-AIR-DISK FEE REQUIRES MORE STUDY

The off-the-air recording fee to be collected by the Music Publishers Protective Association on a flat blanket fee basis will be deferred for the time being as to just how much of a fee will be set. Conference yesterday between Harry Fox, chairman of the board of the MPPA, and network attorneys discovered many
(Continued on Page 8)

France Bars Broadcasts On the Duke of Windsor

CBS London office informed officials here that there would be no broadcast whatsoever from France in connection with any activities of the Duke of Windsor. Paul White, director of CBS public affairs department
(Continued on Page 8)

\$1,500,000 in Soviet Orders For RCA Radio and Television

Honor Radio Pioneers At Institute Banquet

Institute of Radio Engineers convention at the Hotel Pennsylvania will wind up tonight with a Silver Anniversary banquet. Melville Eastham, president of General Radio Co., Cambridge, Mass., will be presented
(Continued on Page 3)

Biggest Radio Audience on Record Will Hear Crowning Ceremonies—American Networks Open Before Daylight

CBS SIGNS KY. DERBY FOR NEXT FIVE YEARS

Hugh K. Boice, CBS vice-president in charge of sales, and Frederic Willis, assistant to William S. Paley, CBS president, have completed negotiations with Col. Matt Wynn, general manager of Churchill Downs, for the exclusive broadcast rights to the Kentucky Derby for the next five years, it was learned yesterday.

For the past three years Brown & Williamson Tobacco Co. (Kool and Raleigh cigarettes) have bought the rights to the Derby broadcasts and selected its own network. Last week's running was on NBC and the year before it was on CBS.

First Listeners' Data Published by Columbia

First report in Columbia Broadcasting System's recent listener checkup has been compiled and is being made available to advertisers. The compilation gives primary listening area market data on six CBS owned and operated stations for the information of advertisers interested in local and national spot campaigns. The report was prepared for CBS by Buckley-Dement & Co. and the material is expected to be of particular value to manufacturers introducing new products. In addition to a breakdown of the buying population, 36
(Continued on Page 8)

Radio's coverage of the Coronation of King George VI today will be aired over a record world-wide network of stations and will have the largest audience ever to tune in on any program since the advent of radio.

NBC opened its network at 4:45 a.m., Mutual at 5 a.m. and CBS at 5:15 a.m. NBC and CBS started off their schedules direct from London via the BBC. Mutual is obtaining its service from Canadian Broadcasting Corp. and the first quarter-hour will emanate from Ottawa before shifting to London. WINS also opened at 5 a.m. and will carry the complete description of the coronation, using INS and King Features material. Al Grobe, program director, and Bill Harding are doing the announcing.

Throughout the morning, network programs will be somewhat similar because BBC is in charge of all pick-up points. Mutual later in the afternoon will carry Canada's "Homage to the Empire" program, which will be relayed to England via short wave, and it is expected that other stations will also carry the "Homage to the Empire" programs which start around 2:15 p.m.

CBS and NBC will be on the air about seven hours, with Mutual devoting 10 hours to the services, easily making it the longest program on one topic ever aired.

Recorded versions of today's high-spots will be broadcast by Mutual from 10-10:30 p.m. tonight, with King George's speech at 10:50 p.m. WNEW will also have recordings on the air beginning at 10 p.m.

WMCA has arranged for a special
(Continued on Page 3)

Getting Around

Colorado Springs, Colo.—KVOR is giving listeners in the Rocky Mountain region some real coverage in the way of special events.

Weekly report of the station's s.e. department reveals that no less than 60 remote control broadcasts were aired in the course of a week. That's getting around the city.



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, May 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 ³ / ₄	164 ⁷ / ₈	164 ⁷ / ₈	— 1/2
Crosley Radio	19 ¹ / ₂	19 ¹ / ₂	19 ¹ / ₂
Gen. Electric	52 ⁷ / ₈	51 ³ / ₈	52 ³ / ₄	+ 3/4
North American	24 ¹ / ₄	23 ⁵ / ₈	23 ⁷ / ₈	— 5/8
RCA Common	9 ³ / ₈	9 ¹ / ₈	9 ¹ / ₈	— 1/8
RCA First Pfd.	68 ¹ / ₂	68 ¹ / ₂	68 ¹ / ₂	+ 1/4
RCA \$5 Pfd. B.	(94 Bid)		108 Asked	
Stewart Warner	19 ¹ / ₄	19	19	+ 3/8
Zenith Radio

NEW YORK CURB EXCHANGE

Majestic	3 ¹ / ₄	3 ¹ / ₄	3 ¹ / ₄	— 1/8
nat. Union Radio	2 ¹ / ₄	2 ¹ / ₄	2 ¹ / ₄	— 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	52 ¹ / ₂	54 ¹ / ₂
CBS B	52	54
Stromberg Carlson	13 ³ / ₄	14 ³ / ₄

Series on Convicts

Under the title of "The Prisoner Speaks," a new series is to be started by WBNX on May 22 at 9:45-10 p.m. Programs are designed to show the public the necessity for rehabilitation of convicts. Scripts are by George Mack in cooperation with the Thomas Mott Osborne Ass'n, whose official records are the source of material.

Maekelberghe Joins WWJ

Detroit—August Richard Maekelberghe, Belgian organist, has joined the staff of WWJ-The Detroit News. He has been active in musical circles in many cities since 1932.

East & Dumke Write Film Short

Ed East and Ralph Dumke ("Sisters of the Skillet") have just completed a comedy titled "Holding the Bag" for Educational Pictures.

LOUIS ARMSTRONG AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays,
NBC Blue, 9 P. M.

JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.

How Mutual Sneaked the Derby

Chicago—WGN-Mutual airing of Kentucky Derby, which was supposed to have been sewed up by NBC for Brown & Williamson, was accomplished with cooperation of Jim Regan, Chi manager of Nationwide Service (Annenberg racing information), who set up a mike at Nationwide headquarters here just as it would for any remote job. The remote picked up words of Nationwide representative as he called position of nags five times during the race. Info was wired from chart caller at derbyside and put into words by expert at Chi end.

Anti-Ascap Measure Is Filed in Florida

Tallahassee—Although the new bill in Florida legislature proposing to forbid any group of composers, authors or publishers from combining to collect performing rights license fees, similar to that pending in several other states, is presumed to have radio backing, RADIO DAILY is informed by broadcasters that they do not see any benefits to be derived should such a measure be passed.

Bill specifically states that individuals may license for performing rights, but it is illegal in a combination of two or more men or copyright owners. Broadcasters believe that this would mean a worse fiasco than the recent Warner Bros. situation as to infringements and trouble. It is pointed out that each station would have to contact hundreds of individual copyright owners with no end of ramifications.

Florida legislative move is reported as one of several pending, including the states of Washington, Iowa, Montana, Texas, Indiana and Nebraska.

News Features Expands

News Features Inc. has taken larger quarters in the RCA building and has added Clifford Jackson to the staff. William Haworth, president, also has announced the intention of opening a west coast office early in the fall.

WAAT Program Extended

Maurice Hart's "5:30 Request Club" heard on WAAT, Jersey City, has been extended to one hour. Portion from 6 to 6:30 p.m. is sponsored by Madison Personal Loan Co. of New York. Account has also bought Hart's Request Club Extension 11-11:30 every morning, Klinger Agency of New York placing.

Liberty on the Air in Detroit

Joe Gentile, ace commentator of CKLW, will be heard every night from Monday through Saturday over the Detroit-Windsor station in a new series of broadcasts under the sponsorship of Liberty magazine.

Gentile will give a rapid fire ten-minute news events at 6:15 p.m. EST.

Frances Langford Recovered

West Coast Bureau, RADIO DAILY

Los Angeles—Frances Langford, who has been off the Hollywood Hotel broadcasts for the past month, has recovered from her appendectomy and will return to the show Friday.

R. S. Hotz Joins WMCA As Asst. Sales Manager

Robert S. Hotz has joined the WMCA sales department as assistant sales manager.

Sidney to Meet Union

Louis K. Sidney, managing director of WHN, will meet with the station's technical staff and representatives of the ARTA next Friday. Until that time there will be no further announcement from the station regarding the engineers' recent decision to become affiliated with the union. To date, all negotiations with the ARTA have been handled by Herbert Pet- tey, assistant manager of WHN. Conferences thus far have been amiable, and it is believed that the coming session will be handled in the same manner.

WLTH Airs Communion

Annual Communion Mass and breakfast of the Holy Name Society of the N. Y. Fire Dept. will be aired for the first time Sunday at 11-12 by WLTH, which will cancel its regular Sunday morning commercial programs in order to do so. Broadcast will come from the Columbus Club, Brooklyn.

Tito Guizar Gets Term Contract

Tito Guizar, yesterday was signed to a seven-year movie contract by Paramount. The contract, encompassing an earlier agreement for Guizar's appearances in the forthcoming "Big Broadcast of 1938," was signed in Boston, where Tito is currently heading the stage show at the Metropolitan Theater.

Tibbett at Covent Garden

London—Making his operatic debut on this side Friday at Covent Garden in "Tosca", Lawrence Tibbett later will create the title role in the world premiere of Eugene Goossens' opera "Don Juan of Manara", with libretto by Arnold Bennett. John Barbirolli will direct "Tosca".

Benay Venuta Back

Benay Venuta returns Saturday evening as head of her own variety show over WOR-Mutual. She has been away the past three weeks while her new Broadway musical, "Orchids Preferred", tried out of town.

RALPH KIRBERY

"The Dream Singer"

66 WEEKS

LIPTON'S TEA

N.B.C.

COMING and GOING

KARLTON KADELL, announcer, returns to Hollywood after a confab with his sponsor in New York this week.

WARD CANADAY, advertising executive, and MRS. CANADAY will arrive tomorrow on the Conte di Savoia from Nice.

FRANCINE LARRIMORE sails today aboard the Aquitania for England.

LORETTA YOUNG, motion picture actress, is in New York from Hollywood and will make an air appearance.

EDWARD G. ROBINSON is scheduled to leave New York for Hollywood after his appearance on the Kate Smith program tomorrow night.

L. J. ABRAMS, advertising manager of the Chicago Daily Times, and MRS. ABRAMS will sail at noon today for Europe aboard the President Roosevelt.

JOHN MAYO and MRS. LOUISE MAYO leave for Washington on Saturday night by auto and will return Tuesday.

WILLIAM PERRY, announcer, and RAY NEWBY, engineer, sail Friday on the Santa Inez for Peru. They will cover the broadcast of the eclipse for the CBS network in June.

CHARLES SMITH of the CBS artists' bureau in Hollywood is in New York.

WBT Airs Rifle Meet

Charlotte—WBT chalked up another first to its credit when the station broadcast a half-hour remote program from the firing line of the Kannapolis, N. C., Rifle Club, where the annual North Carolina rifle tournament was under way. It was the first time such a broadcast ever had been made in this country, according to officials of the National Rifle Association, and only once had it been done in England.

Included on the program, announced by Charles Crutchfield, WBT program director, were three of the team of ten men who will represent the U. S. in the International Tournament in London this summer.

Slocum Jr. Joins CBS

Bill M. Slocum Jr., son of Bill Slocum, New York American sports writer, has joined the CBS publicity department and will handle Department of Public Affairs publicity which includes sports, talks, religious programs and other sustaining periods. Slocum was on the sports staff of the American for four years using the name Michael Slocum. He came to CBS from the World-Telegram staff.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOK CIGARETTES

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

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

CORONATION CEREMONIES OVER RECORD NETWORK

(Continued from Page 1)

program from London through BBC. J. W. Marriott, I. J. Fox and Harlan Eugene Read will give the audience a summary of the day's events. Program goes on at 7 p.m. and will be fed to the Inter-City network. WMCA at 12:15 a.m., tonight, from the 7th Regiment Armory will broadcast a quarter-hour program from Associated British Society Coronation Ball.

In the middle of the afternoon, 3:45-4:30 p.m., CBS has arranged for a variety show direct from London, and at 6:45 p.m. the NBC-Red network will carry John Masefield, England's poet laureate, discussing "Thoughts on the Beginning of a New Reign," concluding with his new poem, "A Prayer for the King's Reign."

In addition to the large BBC staff covering the event, Ed Murrow, Paul White and Robert Trout are representing CBS; Fred Bate and Max Jordan, NBC, and John Steel, MBS.

Honor Radio Pioneers At Institute Banquet

(Continued from Page 1)

with the Institute Medal of Honor for his pioneering work in the field of radio measurements, and William H. Doherty of Bell Telephone Laboratories will be given the Morris Liebman Memorial Prize for his improvement in the efficiency of radio-frequency power amplifier.

Television will be the high-mark of today's technical session and probably will draw the largest attendance to date.

Depositions Sought In Transradio Action

(Continued from Page 1)

defendants were asking for a privilege which is available customarily within 90 days after a suit is filed. Newton D. Baker's Cleveland law firm and the office of Cravath, de Gersdorf, Swaine & Wood are representing defendants. Suit is a restraint of trade action based on Press-Radio agreements in 1934. Major news associations, networks and other are involved.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31			

BIRTHDAYS

May 12
Greetings from Radio Daily
to
Scrappy Lambert
John Barclay
'Bus' Chapin
Jack Jenney

NEW PROGRAMS—IDEAS

Shopping Aid on KCKN

A hearty welcome has been accorded by listeners to a suggestion service instituted over KCKN, Kansas City, Kan., by Harriet Hans, shopping specialist, during "The Musical Story of Hans Stores," heard daily at 8:05 a.m. and Sundays at 1:05 p.m.

Miss Hans, a Kansas City girl, formerly was associated with one of the largest distributors of hosiery and other feminine wearing apparel in the middle west, and her knowledge of merchandise enables her to present an authentic service covering the varied phases of shopping.

Two stores sponsor the program.

Quiz the Announcer

"Man on the Spot," new Commonwealth Edison Company program on WMAQ, Chicago gets its name from fact that man in the street not only is questioned but has Interrogator Charles Lyon on the spot because spectator is given chance to quiz announcer. All questions are prepared in advance and sealed in envelopes after being inspected beforehand. A guest referee, usually to be a local radio performer, will be on hand to award questioner a dollar if Lyon doesn't make satisfactory answer.

Broadcasts originate in Downtown Electric shops. Lord & Thomas handling.

Cemetery Chapel Hour

First cemetery commercial on an Omaha station has been launched over WOW, sponsored by Forest Lawn Cemetery Ass'n at 2-3 p.m. Sundays. Programs are on remote from the cemetery's chapel. Visitors to the cemetery can listen over a public address system. Local choirs are featured on the broadcasts, the first coming from Trinity Cathedral. Harry Burke is the announcer.

Honor Local Citizens

Feature of a weekly news period sponsored by Spence Shoe Co. on WROL, Knoxville, is a spot in which recognition is given local citizens who have contributed to the life and welfare of the community, preferably folks whose good deeds have been unsung. Sponsor, as a tie-in, presents them with a scroll.

Airing the Airport

A series of remotes from the St. Louis Municipal Airport has been started by KWK as a Sunday 1 p.m. feature. Interviews and descriptions of various phases of aviation are aired.

Long Shows on WCPO

"Six-to-Niners," at 6-9 a.m., and "Merry-Go-Round," 11:30 a.m.-1:30 p.m., have convinced WCPO, Cincinnati, that listeners like long shows. Ken Beghold and Jim McCulla emcee the "Six-to-Niners" show, which runs the gamut from hillbilly to

classic music, weather reports to fashion notes, time signals to news, and some pep and philosophy.

The other program is two hours of variety with McCulla as emcee.

WTMJ Club on Wheels

Larry Teich ("Captain Larry") is doing a traveling Vox Pop Jr. program in connection with Our Club, the Milwaukee Journal boys and girls group numbering some 400,000. Larry will hold the club meetings in various neighborhoods throughout the city and county, with programs aired by remote control over WTMJ. Later Cappy's visits will extend to state towns. Program is on at 4:30 p.m. Monday through Friday.

Impromptu Spelling Bees

Impromptu spelling bees are being featured by Foster May of WOW, Omaha, on his Saturday noon man-on-the-street programs. May selected Saturday because of the many children downtown. He chooses six at random, rewards the winner with a dollar. Chevrolet sponsors the program.

"Information Desk"

"The Information Desk," new daily feature at KFOR, Lincoln, includes weather report, temperature, correct

RCA GETS \$1,500,000 ORDER FROM THE SOVIETS

(Continued from Page 1)

Leningrad and Kiev, and will begin experimental transmissions early next month. Each of the three stations will transmit 70,000 element pictures on a 1 meter screen. Transmitting radius will be approximately 30 kilometers. All broadcasting will be under the direct supervision of All-Union Radio Committee which is controlled by Council of People's Commissars.

At the same time an announcement stated that a survey recently conducted in the Soviet Union revealed that there are 3,500,000 receiving sets now in operation in Russia. Sixty radio stations, with power ranging from 100 to 500,000 watts, are now active. The People's Commissariat for Communication, similar to the FCC in this country, supervises operations and maintenance of technical apparatus.

The Soviet Union will attempt to market a low-priced television set for public use upon the completion of the three new television transmitters.

time, latest police and state sheriff bulletins, one "red hot" news flash and information on lost pets and articles.

THOMAS S. LEE

ANNOUNCES THE OPENING OF
HOLLYWOOD OFFICES
OF THE

THOMAS LEE ARTISTS SERVICE

SUITE 427-429 EQUITABLE BUILDING
6253 HOLLYWOOD BOULEVARD

ROBERT BRAUN, Manager

AFFILIATIONS. DON LEE BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Coming Events

Today: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 12-15: World conference on radio communication and television, Cairo, Egypt.

May 12-19: Philco eastern distributors convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

May 19: Luncheon meeting of radio sales promotion men, Victoria Hotel.

May 23-25: National Radio Service Ass'n convention, Dallas.

May 23-26: Philco western distributors convention, Del Monte Hotel, Del Monte, Cal.

May 24-28: Society of Motion Picture Engineers, spring convention, Roosevelt Hotel, Hollywood, Cal.

May 28: Meeting of Seattle Section of Institute of Radio Engineers. James Wallace, KVI, chairman.

June 1-10: Radio-television exposition, Moscow.

June 5: Annual meeting of the Texas Broadcasters Ass'n, Texas State Hotel, Houston.

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

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

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

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

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

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

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

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

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

CLAUDE SWEETEN



● ● ● Phil Baker's subs during the summer—Harry von Zell with gueststars—may originate from the west coast—but this is definite—the Fall show with Phil will come from the coast minus Smalle's Seven G's—and a few other deletions...Stoopnagle and Budd WILL NOT return for the present sponsor next season...Nor will "We, the People" be aired by a General Food product—if it comes back at all...Clyde McCoy opens tomorrow at the New Penn in Pittsburgh for two weeks, then to the Peabody for a month, thence to the Graystone for another moon winding up on the coast for pictures...Sponsors dickering with Bill Murphy on Mrs. Martin Johnson for the air, are contacting 20th Century-Fox to tie in with the cross-country publicity on the new Martin Johnson flicker, "Jungle Depths of Borneo," to be released in August.

● ● ● Knowing that the Coronation will occupy the air, press and topic of conversation for the next few days, we hereby resolve not to print any Coronation gags—because none were contributed... Incidentally, a swell gag was deleted from Jack Pearl's script last week...Jack was raving about FDR and Sharlie said that "Baron, you think a great deal about our President"...Jack replies that he thinks of the White House occupant every night in his bedroom. He looks at the temperature and when it's 68 he starts undressing... "What has your undressing in the bedroom after seeing the temperature got to do with your feelings toward the President?"...To which Jack shoots back... "When it reaches 70, I RETIRE!"

● ● ● Carl Hoff, the ork leader, is being screen-tested via Paramount, sans band—for romantic roles...That Mary Eastman commercial we reported many columns back begins June 1...Jay Freeman has been renewed for the fourth time this season at the Paradise...Besides Lucky Strikes, Barry Wood is being sought by ANOTHER sponsor because he did a socko job on Drene...Horace Heidt replaces Chauncy Cromwell at the Hollywood upstate, with the latter going on to Lake George.

● ● ● Barney Rapp, ork leader now at the Chase Hotel in St. Louis (he closes there June 2, and opens in Cincy June 15) was very desirous of hearing his kid brother, Louis (who is Barry Wood to the air public) make his debut commercially...He knew that Barry's show didn't reach that far west—but hoped to contact a station on his radio and sorta catch a faint sound...After more than ten minutes of dial twisting, Barney shouted hooray to his roommates... "Gosh, that's Louis, all right. Listen to the kid sing! Gee, I've never heard him in better form... And, he isn't the least bit nervous nor does he sound excited about this program!"...Barney went on bragging to his guests—until the program was concluded and the announcer said it was a RECORD of Abe Lyman and his Californians with Barry Wood singing the vocal.

● ● ● Tess (Aunt Jemina) Gardella contemplates taking her case to the Supreme Court...Joe Santley's new song is "You'll Never Go to Heaven—If You Break My Heart"...Henny Youngman is booked for ten weeks of vaudeville...Glenn Shaw of KLS, Salt Lake City, is preparing for a New York trip the 29th...Lincoln Music plans a Chi office and that's the reason for Prexy George Simon's trip to the Windy City last week... Don Kerr is more worried about his ailing molars than anything else...

RADIO HISTORY Is Made At Night

By Lester Gottlieb

THE lobster crew at WOR-Mutual that stayed on the air while Dick Merrill and Jack Lambie winged across the Atlantic are still chirping, "Lord, You Made the Night Too Long."

Dave Driscoll had a profitable evening. The boys in radio room at Newark Airport got up a pool, each estimating the number of miles "The Daily Express" would cover in the next hour. Dave won \$2.50, but had to treat for coffee.

During a lull Johnny Johnstone started reminiscing about his days in vaudeville with a trio called the Dolce Sisters.

Mitchell Benson, Peter Arno-ish cartoon-looking gent who aids Jules Seebach in program supervising, got the bright idea to put on a recording of a Brahms Symphony. He was last heard from at Bellevue, recuperating. "I never knew those World Records had such a sock," says Benson. It also put the engineers to sleep.

Ed Sullivan, N. Y. Daily News columnist, stayed through the night with WOR and chirped via W.U.: "Now you know how a Broadway columnist feels at this hour."

WOR-Mutual's nocturnal shift had no competition—for which they were thankful. Stan Shaw, radio's gift to cab drivers, had the night off. A faithful Shaw fan from Brooklyn signed himself "One of Stan Shaw's listeners."

The siege was well worth it. Hearing the voice of Dick Merrill as he winged his way to London was a thrill not easily forgotten.

But if Dick Merrill feels tired he should hide his head in shame. Dave Driscoll had been on the go since 10 a.m., Sunday, and previous to that, spent another night working on the Hindenburg disaster.

The "ceiling zero" broadcasts ended with the coming of the sun (in the person of John B. Gambling). Seeing him arrive, bright and tan, was the last blow.

Even "thunder in the Bronx" developed when Bill Maloney of the press department was phoned at 5:50 a.m. with orders to hie down to the studios to relieve the boys. Being a wide-awake guy, Maloney had his wife answer the call.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

ARLENE HARRIS, the "human chatter-box", is scared....The Ford Show's exponent of perpetual motion—of the vocal cords—has begun to SEE "Junior", her brain and mike child....La Harris writes her own material...then throws away the script....Real people, encountered in her medico-husband's office, form the backbone of her tomfoolery...she can't rehearse, but runs full-tilt at the mike for the actual airing, to come off with flying colors....prefers audiences at broadcasts for atmosphere and reaction, but doesn't wait for laughs....Says they do her timing for her....Likes the Coast, from which she hails, but is vehement on the subject of the 22 one-night stands scheduled for the Al Pearce outfit before they reach it....Hates her own looks and dislikes the flickers, but is anxious to view "The Hit Parade", in which she appeared....Wants to do characterizations, and is compiling volume of her monologs, as demanded, to be jacketed in the Fall...

May Singhi Breen and Peter De Rose lotus-eating for two weeks in Denver after 14 vacationless years...15 femmes from her Philly women's club unexpectedly descended on Anice Ives during her broadcast t'other day...were aired, then lunched en masse by Anice....Ruth Robbins, WMCA's sub-deb chanteuse, to guest appear at Sherry's next week in behalf of Community Milk Fund.... Juvenile addenda...Vincent Sorey of John B. Gambling's Gym Class is papa to a new boy....Ditto Harry Kerr of J. Walter Thompson radio publicity dept....The hardy lass who was first to forfeit the \$500 bonus awarded to the Spitalny "Hour of Charm"-ers who stay unwed 4 years is Frances Blaisdell, flutist....

Jane Dillon's morning "House of Dreams" went House of Correction with the Washington State Reformatory 14-piece swing band making its ether premiere on it over KJR last Thursday.... Bon Marche Department store, program sponsor, entertained the captive minstrels in the store's dining room A.B. (after broadcast).... The Pernet Sisters, Cincinnati swing-songbirds, are featured with the Four Esquires nocturnally from WCPO in distinctive arrangements of the hit tunes of the week.... "Show Village's" Margie, whose off-the-mike name is Ruth Russell, is now Mrs. Charles Range.... he's sound effects technician of that NBC show....

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 30 of a Series

WMC—Memphis
5,000 Watts—780 K. C.

THE COMMERCIAL APPEAL, Owners and Operators
H. W. SLAVICK, Managing Director

ON Jan. 23, 1923, Radio Station WMC was dedicated to the "service of the subscribers of the Commercial Appeal," the South's Greatest Newspaper. Since those days of early beginnings, WMC has grown with radio, has seen each stage of radio development—is truly "The Pioneer Radio Station of the Mid-South."

Emerging from studios in the Commercial Appeal building to an elaborate set up in Hotel Gayoso, WMC in 1927 joined the network of the National Broadcasting Company to become a major factor in Southern broadcasting, featuring now top programs of both Red and Blue NBC networks.

Today, WMC offers the most complete broadcasting facilities of any station in the Mid-South, with a group of three short wave stations supplementing regular broadcasting—W4XCA, WABG, and W4XBS. WABG, the portable station, complete in every detail, was invaluable during the recent flood disaster; here WMC's facilities established it as the key communication center, co-ordinating all governmental relief work, with army engineers, Red Cross, national guards of several states, and amateur and professional relief workers looking to WMC for accurate and authentic flood information.

National advertisers over WMC include the leading NBC network features. Rudy Vallee, Jack Benny, Fred Allen, Bing Crosby, Fred Astaire and others assure listeners in WMC's great Mid-South territorial audience of the very best. Incidentally, there are 279,800 radio homes, or 641,583 families, in WMC's daytime listening area, covering over 150 miles of the South's richest territory.

Today WMC stands geared to the modern, the most completely equipped radio station in the Mid-South. Recently completed is WMC's 611-foot half-wave vertical antenna, more than one-tenth of a mile high, assuring utmost in efficiency.

ORCHESTRAS - MUSIC

MAESTRO BENNY GOODMAN is scheduled to make a stage appearance with his band at the Metropolitan Theater, Boston, week of May 20.

In a CBS trans-Atlantic pre-coronation program Friday, the orchestras of Billy Gahady, Sidney Lipton and Jack Jackson contributed dinner dance music from the Hotel Piccadilly, the Grosvenor House and the Hotel Dorchester, three swank English hostleries. Gahady introduced the new English hit, "A Little Chap with Big Ideas"; Jackson at the Dorchester featured "Night Ride", Sid Phillips' instrumental novelty. Both numbers are published by Mills in the U. S.

Franklin Marks, who has organized a band of his own which is expected to broadcast regularly over NBC, has handed over two new instrumental swing numbers to Mills Music, "Lullaby to a Lampost" and "Merry Widow on a Spree".

The King's Jesters and their queen, Marjorie Whitney, are scheduled for an appearance on the RCA Magic Key program on the coast-to-coast NBC network, May 16th, to be picked up at the NBC studios in Chi. The deal was set by CRA.

Bob Grayson and his ork open at the roof garden of the Gunter Hotel in San Antonio, May 20 for the hot season. Billy Rubush of the Dallas CRA office set the deal.

Bob Hope, singing comedian of the NBC Rippling Rhythm Revue, offers as a permanent weekly feature of the program a comedy production number consisting of a dramatized version of a popular song. His next Sunday's offering will be a laugh-making version of the hit tune, "They All Laughed".

"Second Hurricane", new play opera for children's voices, by Aaron Copland, member of the Columbia Composers' Commission, had its radio premiere over CBS Sunday at 4.

Mozart's "Toreador Variations", whose theme is not toreadors, will be heard for the first time on the air when Lily Pons sings them on her WABC-Columbia program, May 19, from 9-9:30 p.m. EDST. The "Variations", originally composed for piano alone, were based on the theme of an old French folk song, "A Vous Dirais-je Maman."

The St. Paul Junior Symphony, an organization of 67 children between the ages of 10 and 16 years under the direction of Frank Zdarsky, musical director of WTCN, St. Paul Dispatch-Pioneer Press and Minneapolis Tribune station, made its public debut recently at the St. Paul Auditorium, in "Stars of Tomorrow", a revue supported by 150 St. Paul playground artists who told the story of "The King's Court" in song and dance. The Junior Symphony was organized in 1936 and inspired by John W. Boler of the WTCN staff.

AGENCIES

CLIFFORD L. FITZGERALD, president of the Fitzgerald Advertising Agency, New Orleans, has resigned that position to join the Fletcher & Ellis advertising agency June 1 in an executive position.

HANFF - METZGER Advertising Agency will change its name to Buchanan & Co. Inc., effective May 15. Thomas S. Buchanan, associated with the firm for 18 years and president for the past two years, will continue in that capacity. Firm is moving to larger quarters in the Paramount Building. Branch offices are maintained in Chicago and Los Angeles.

N. W. AYER & SON has been appointed to handle the coming year's advertising campaign of Appalachian Apples Inc., Martinsburg, W. Va., a cooperative organization of apple growers in Virginia, West Virginia, Pennsylvania, and Maryland.

LEE CROOKS, formerly advertising and promotion manager of the Detroit Times, and Warn Carah, account executive of Stevens-Farron Advertising Agency, have joined the staff of the Fred M. Randall Advertising Agency, Detroit.

"Ave Maria" on WROL

Knoxville—Coming by way of WLW, Cincinnati, which gets it from WHN, New York, the "Ave Maria Hour" originating at Graymoor, Garrison, N. Y., is now being heard Sundays over WROL.



is pleased to present

Coronation Impressions

Tonight 7 P.M.

by **DIRECT WIRE**
from London, England



The longest and most expensive pick-up of a sustaining program ever to be made by an independent station!

Chicago

EDWARD DAVIES, NBC baritone, joining Paul Whiteman's orchestra as soloist for appearance at Loew's Capitol, Washington, week of May 21.

Irna Phillips back from New York with nothing to say about her prospective new show, "Experience of a Lifetime."

Four of Chicago's better known juveniles are featured in WAAF's new Saturday serial Jimmie and His Pals. Jimmie McDonald is head guy; others are Seymour Young, Charles Davis, Jr., and Ann Russell. WAAF program director Edward Simmons writes and produces it.

Carole Cleveland, a Gulfport, Miss., songstress, is the newest voice at WJJD. Ben Kanter, station's musical director, is spotting her on Mid Morning Jamboree twice a week.

Gale Page, NBC songstress and comedienne, featured with Jack Denny's orchestra in current Drake Hotel floor show.

"See Our Stars" sponsored by S.O.S. Co., (scouring pads), a new program of gossip about radio personalities, has started, four times weekly, over WMAQ with Norman Ross, former Olympic swimming champ as voice. On Fridays he will interview a celeb. Set through McCann-Erickson.

Jim Dudley, imported by WJJD from KQV Pittsburgh recently, has a new sports review on WJJD nightly at 6:45. Looking for a sponsor.

Charlie Gilchrest, Daily News radio ed. back from trip to Hollywood Paul Small and Jack Brooks, vocal duo, are doing a thrice weekly sponsored program on WGN for Levinson Radio stores, through Schimmer & Scott agency, on a year's contract.

Alexander McQueen and a double piano team now doing "Nothing But The Truth" thrice weekly for Bathasweet Corp., through H. M. Kiesewetter agency, for a year.

Bradner in Broadway Gossip

Detroit—Curtis C. Bradner, who for years has broadcast news of the day and now is one of Detroit's most listened-to newscasters, has begun a new show over WWJ, Detroit News station. Bradner gives pithy, witty commentaries on the folks, the foibles and fashions of New York's Great White Way, in the broadcast called, "Bradner on Broadway". This show goes on the air every day except Saturday immediately following the broadcasts of the Detroit Tigers' baseball games. Sponsor is "Square Deal" Miller, Detroit jeweler.

Patents and Trademarks

Protect your most valuable assets. Expert service. Prompt attention.

Write

LESTER L. SARGENT
Registered Patent Attorney
1115-K St., N. W., Washington, D. C.

★ Coast-to-Coast ★

THROUGH WIBA, Madison, Wis., and over the NBC-Blue network at 11:30 a.m., May 19, Clarence A. Dykstra, former city manager of Cincinnati, will deliver his first radio address as president of the University of Wisconsin when he addresses the alumni association.

WROL, Knoxville, recently started coming on the air at 5:45 a.m., and will continue to do so for the next year at least, since Clark's Credit Clothiers signed a year's contract for that time. The station is now sold solidly from 5:45 to 8:30 a.m. with hardly time for station breaks.

Matty Levine, pianist returns to the WMCA airwaves on Saturday at 1 p.m. He will continue his programs of piano recitals, presenting guest soloists from time to time.

Charles J. McIntire, veteran sports announcer at WMBH, Joplin, Mo., is handling the play-by-play home games of the Joplin Western Ass'n club, sponsored by R. & S. Motor Sales Co. (Chevrolet dealers).

Unique in radio courtesy annals is the policy recently adopted by Iowa Broadcasting Co. in using its own three columns of newspaper space to include the entire program schedule of WHO in addition to that of its own three stations, KSO, KRNT and WMT, and some of the features of KMA, WOI and WSUI. The space is secured in the morning and evening editions of The Des Moines Register and Tribune and The Sunday Register. In addition to program schedules, radio editor Mary Little uses considerable art and commentary on current and forthcoming

History in Continuity

St. Paul—Officials of Minnesota's Historical Society were prevailed upon by KSTP to tell the story of Minnesota, basing it on exhibits in the society's museum, as a special broadcast Tuesday (May 11), commemorating the 79th anniversary of the Gopher state's admission to the union.

Broadcast, carried direct from the society's museum via the station's short-wave unit, concentrated not on hit-and-miss material in the glass cages, but told the story in a chronological form, using only the outstanding material that would tell the story.

Pontifical Mass on CBS

Solemn Pontifical Mass celebrating the Feast of Pentecost will be broadcast from Holy Name Cathedral in Chicago as the regular "Church of the Air" over CBS on Sunday, 1-2 p.m., EDST. The celebrant of the mass will be His Eminence George Cardinal Mundelein, Archbishop of Chicago.

shows. A great many letters have poured in from readers, approving the inclusion of the WHO schedules.

Lee Konecky, formerly announcer for WAAW, Omaha, now is promotion manager for Krug Park, Omaha.

"Gately Family Gathering," aired six times weekly for two years over KFVS, Cape Girardeau, Mo., is still pulling for a clothing store. During specials sales, two programs daily are run. Program includes modern rhythm, with "sales talk" by various members of the Gately Family.

WHIO, Dayton, O., recently conducted a test to ascertain extent, if any, of early morning audiences. The results were surprisingly big.

The Barry Gray Trio, recently organized by J. N. Wisner down in Dallas, auditioned last week for Clyde Rembert, manager of KRLD; W. A. Roberts, sales official for the station, and a representative of the Ferguson & Winsett advertising agency.

American Federation of Actors have elected Rudy Vallee honorary president; Sophie Tucker, president, Ben Bernie, second v.p., and Harry Richman, fourth v.p. and chairman of the council. The remaining officials elected for the coming year are actors of the legitimate theater.

The four New York news photographers who were present when the huge dirigible, Hindenburg, exploded in mid-air at Lakehurst will give a description over WHN of the tragic events as they saw and photographed them, in a special broadcast today at 6-6:15 p.m. They will be interviewed by Jimmy Jemail, inquiring reporter.

WMCA Adds Clubs

Luncheons of the Kiwanis Club and the Lions Club in New York will be aired by WMCA starting next week, in addition to the weekly airings of the New York Advertising Club luncheons. The Lions have their luncheon meets on Tuesdays, and the Kiwanians on Wednesdays.

Firm Seeks New Capital

Washington Bureau, RADIO DAILY
Washington—International Radio Corp. of Ann Arbor, Mich., manufacturer of radios and cameras, has filed a registration statement with the Securities & Exchange Commission covering 31,400 warrants entitling stockholders to buy new shares at \$10 a share.

WLW Signs Frim Sisters

Three Frim Sisters, vocal combination, were among the acts signed by WLW, Cincinnati, as a result of recent auditions. Sister act will be heard over WLW facilities for three months beginning May 17.

San Francisco

Sam Moore, veteran bay air performer, starts a series of three-a-week morning broadcasts via KYA for Redlick-Newman Furniture Co. called "Sam Moore's Howdy Folks." George Nyklicek is at piano.

Hugh Barrett Dobbs, "Captain Dobbsie," starts a "To the Ladies" afternoon show via KJBS Monday through Friday.

Bill Fuller, KJBS announcer-producer, resigns for free-lance writing and commercial production though still emceeing his early morning "Downstairs" show.

More Personnel Shifts In NBC Artists Service

More personnel shifts in the NBC Artists Service, to become effective May 15, were announced yesterday by George Engles, vice-president. S. L. Ross is transferred to advertising agency division. William Hillpot, who recently joined the staff, will be an artists service representative with the program department on commercial programs. John Potter will be Fred Niblo's assistant in the television and motion picture department.

Ernest Cutting, now in charge of auditions, will be talent scout for the network and will contact all NBC stations. Chester Stratton, associated with Cutting, will become sustaining booking representative. Jack Von Tilzer and Robert Smith, jointly, will handle auditions, with the former handling popular talent and the latter concentrating on classical artists.

Air Alimony Sitdowner

KFEL, Denver, put Mrs. Genevieve Johnson on the air from Longmont, Col., on the 11th day of her famed "Alimony Sitdown Strike" on the lawn of her in-laws. Gene O'Fallon had a wire stretched 35 miles and Bill Welsh and Frank Bishop handled the interview. Mayor of the town also was heard, a band did its stuff and Pathe News did the rest.

GUEST-ING

ARTHUR BYRON, JOSEF LHEVINNE and wife, ALEXANDER KIRILOFF's GYPSIES, ELLSWORTH VINES and FRED PERRY, on Joe Cook Shell Show, May 15 (NBC-Red, 9:30 p.m.)

HENRY WILCOXON, interviewed by Elza Schallert, May 14 (NBC-Blue, 10:45 p.m.)

NICK KENNY, on Bill Wright program, May 20 (CBS, 3 p.m.)

GELETT BURGESS, on "Magazine of the Air," May 18 (CBS, 11 a.m.). WALTER PITKIN, same program, May 22.

MELVYN DOUGLAS with CLAUDETTE COLBERT, on "Hollywood Hotel," May 22 (CBS, 9 p.m.)

PEGGY WOOD, on Hammerstein Music Hall, May 18 (CBS, 8 p.m.)

EVERETT MARSHALL, on "Your Hit Parade," May 15 (CBS, 10 p.m.)

★ Program Reviews and Comments ★

"MUSICAL MOMENTS"

Chevrolet Dealers
WHN, Mondays, Wednesdays and Saturdays, 6:15-6:30 p.m.; also thrice weekly on WOR and WMCA in N. Y. C. area.
Campbell-Ewald Co.

TOPNOTCH DISK SERIES STARRING RUBINOFF WITH GUEST STARS.

Rubinoff's new series of Chevrolet platters, which went on the air last month, has held to a consistent level of high entertainment value. Through inadvertence, the last disk in his previous series recently was reviewed as the first of the new group, and an erroneous impression of the present series was obtained thereby.

Out of about half a dozen of the new programs caught recently, all had excellent merit. Guest star combinations, two to a disk, included Gogo De Lys and Johnny Hauser, Virginia Verrill and Reed Kennedy, Buddy Clark and Mary Eastman,

Jerry Cooper and Honey Dean, Benay Venuta and Terri La Franconi, and Arthur Jarrett and Arlene Jackson.

Graham McNamee is the announcer. Commercial matter is held down.

"HOLLYWOOD SUNSHINE GIRLS"

Skol Products
KHJ-Mutual network, Tuesdays, 12:15-12:30 p.m.
Peck Advertising Agency

PLEASEING LITTLE PROGRAM OF HARMONY BY FEMININE TRIO.

First Mutual network commercial from the coast to hit New York via WOR is a peppy and generally pleasing quarter-hour of vocal harmonies. The three girls who comprise the singing troupe have sweet and lilting voices, while their selection of numbers is appropriate to their style. They rattled off "How Could You", "If I Had Rhythm in My Nursery

Rhyme" and other bits quite deftly. Tied in with the program is the offer of a weekly watch prize for best letters on "Why I Like Skol."

Paul Martin's Music

From out of the west over the NBC-Blue network on Monday nights at 10:30 there comes an unusually pleasurable half-hour of music conducted by Paul Martin and featuring a vocal trio called The Three Cheers. It is a distinctive type of music. The announcer calls it sweet, and it is. Martin's combinations of instruments are out of the rut class, and he has individuality in the way of tempo, rhythm and other things. This San Francisco aggregation can get itself a lot of fans if given the chance.

"Alfalpa Network"

On or about 4:20 p.m. Friday, on WAAT, Jersey City station, there cropped up an unexpected gem of comedy, in an "Alfalpa Network" show featuring "The Voice of the Swamp," and proving to be satire and travesty at its best. Particular piece of comedy was a takeoff on Walter Winchell. But the sheer imitation was not the thing so much as the extraordinary comedy material, a script of rare merit. Added was the slow motion impersonation of

the Winchell style of voice inflection, accents, ideas of what he considers important or perhaps funny.

Combination of events also was a great slap at pompous station-breaks and nets, but all for laughs—and there were plenty. Show as it stood was major network fare.

Mason and Dixon

Bob Mason and George Dixon, who are back on WMCA at 10:45 a.m. Tuesday, Thursday and Friday, are hitting a good stride in the inspirational song and verse line. Their rendition of well-known songs—such as yesterday's grand vocalizing of "Lindy Lou"—as well as their hymns and original material is heart-warming and spirit-lifting. Program has a friendly feeling that comes over the air quite effectively.

Fibber McGee and Molly

Fibber McGee and Molly, who are finding plenty of material for fun-making out in Hollywood, had an enjoyable addition to their program Monday night over the NBC-Red network in the person of Tommy Harris. As featured vocalist with Jimmy Grier's orchestra while the program originates on the coast, Harris sounds as though he will make a good number of friends. Grier is doing very nicely by McGee in the musical line.

Trend to Shorter Week In Chicago Radio Field

Chicago—Local stations and agencies are showing a disposition to shorten the working week in line with action of major networks, though in some cases the midwest has already had shorter hours. WBBM extended its five-day week to entire personnel, after starting with announcers and production men. WGN has had a 40-hour week since NRA days. WMAQ and WENR are following the NBC policy. WLS office staff is on 5½ days, while broadcasting personnel is being staggered. WJJD and WIND are on a 38-hour schedule for office and 40 hours for broadcasting staff.

BBD&O agency is on a five-day summer schedule. J. Walter Thompson follows suit next month. Lord & Thomas also goes to a five-day week June 1. Young & Rubicam is adopting 35-hour week in July, when Blackett-Sample-Hummert go five-day.

2-Hour Nightly Disk Show

Longest commercial program on San Francisco lanes is KJBS' nightly disk show from 10 to 12 midnight. Produced and presented by Announcer Wallace Gade, it's heard 365 days a year. One hour and a half is dedicated to classics, five minutes to news flashes and 25 minutes to dance music. Written requests are encouraged.

BOSTON

Roland Winters, staff announcer of the Yankee and Colonial networks in Boston, is ill at his home. He is expected back on the job in a week.

Dana Fitzgerald, announcer on WAAB and WNAC, is receiving fan mail.

Fred Hoey and Bill O'Connell are doing their stuff on baseball broadcast over the Yankee and Colonial networks.

Prominent Composers Writing for the Radio

West Coast Bureau, RADIO DAILY
Los Angeles—Werner Janssen, young American musician who, at 37, has conducted most of the world's big symphony orchestras, and is here to conduct the new Chase & Sanborn hour likes radio, likes sponsors and sees an intellectual challenge in the work before him.

He thinks 36 pieces is the right number for a radio symphony orchestra.

In Vienna, he tried conducting behind glass, to hear the music as it sounds on the air, and here he has ordered ear phones and will conduct with them, ignoring the sound of the orchestra in the studio, and concentrating on the tonal effects as they will be heard on listeners' radios.

"Radio is of such great importance in the music of today, that I know of at least half a dozen great composers who are writing works planned exclusively for radio broadcasting," he said.

He named Paul Hindemith, Uno Klamis, Samuel Barber and Anis Fuleilian as among the composers in America now who are doing distinguished work for the air, and added that several other fine composers are working in Europe.

Luminosity of orchestration and getting thickness of the reeds are among the problems of creating music for broadcast purposes, he said.

"This radio series has given me the first chance I have ever had to pick the players of my orchestra" he said. "You have no idea what a help that is to a conductor."

Expand "Lorenzo Jones"

"Lorenzo Jones", comedy sketch show sponsored by Sterling Products, now on the NBC-Red network, Monday through Thursdays, 4-4:15 p.m., will be extended to take in the Friday period, effective June 4.



RADIO DAILY

★ ★ Little Talks on Big Subjects ★ ★

RADIO DAILY has proven itself . . . It is here to STAY . . . Circulation response has EXCEEDED its highest expectations . . . It will continue to mind its OWN business and publish a crisp, newsy, human and ACCURATE daily newspaper to which the great radio industry can point to with pride.

BROWN URGES SAFEGUARD FOR FREE SPEECH ON AIR

(Continued from Page 1)

the all-encompassing powers which the radio has made possible.

"Legal problems of communication are not really new, nor do they demand an abrupt break with the past. Careful consideration of the law of communications is of the utmost importance and there is no more pressing question in the whole fabric of our civilization than the determination of wise and judicious control of this socializing instrument," Commissioner Brown continued.

In an interview over WGAR later, with Ted Hanna as interviewer, Brown answered a series of questions on radio and television. Regarding the latter, he said there was nothing new he could add at this time except that it is important not to "freeze the art" by allowing thousands of sets to be sold to the public and thus blocking scientists from making further improvements.

He also passed along the prediction that some day radio receivers will print newspapers in the home, bring actual pictures of events and reproduce sound with absolute fidelity.

First Listeners' Data Published by Columbia

(Continued from Page 1)

classifications of retail outlets are listed, by counties. Daytime and night-time data are both included.

Previously, similar information has been obtainable only through the Census Bureau and Department of Commerce reports. The new compilation, copyrighted by CBS, differs in that it is up-to-date and far more minutely detailed than any other breakdown of retail outlets by counties. It also represents an actual count of names of retailers. The six stations covered include WBBM, Chicago; WCCO, Minneapolis; KMOX, St. Louis; WKRC, Cincinnati; WJSV, Washington; and WBT, Charlotte. Similar breakdowns for KNX, Los Angeles, and WEEL, Boston, will soon be published.

ONE MINUTE INTERVIEW

BUNNY BERIGAN

"Swing has not only withstood the cry of the skeptics that decry it 'a flash in the pan', but has gone much further to prove its stay is a lasting one. Swing is the boon to the radio and amusement world today. Because of swing, records are being sold, hotels and ballrooms are being filled, old classics are being revived, and fraternal orders in the form of 'swing clubs' are flourishing."

Programs That Have Made Station History

2. WLS National Barn Dance

THE IOWA BARN DANCE FROLIC, produced by Peter MacArthur of WHO, Des Moines, originated in Davenport, Iowa, in 1931, as a half-hour Saturday night show, sponsored by Mantle Lamp Co. of America, and inspired by J. O. Maland, vice president of Central Broadcasting Co. and manager of WHO, who fathered the first commercialized barn dance type of broadcast in 1928 over a Chicago station.

After a season in Davenport, during which it taxed the capacity of an 800-seat auditorium in Palmer School of Chiropractic, the Iowa Barn Dance Frolic was moved to Des Moines, expanded to a three-hour show, sponsored in half-hour and 15-minute periods, broadcast from the stage of the President Theater, 1300-seat house, from 1933 to 1935. In the fall of 1935 the show moved to Shrine Auditorium, whose 4500 seats have been inadequate on more than one occasion to take care of the throngs that come from far and near to pay to see the broadcast. The Iowa Barn Dance Frolic is one of the first commercial broadcasts that found it necessary to charge admission in order to handle the crowds.

The Iowa Barn Dance Frolic has played to a top theater audience of 4,700 paid admissions, and consistently plays to an estimated WHO listening audience of a million and a half avid fans each Saturday night. This estimate is computed by experts on basis of mail response.

Permanent cast has grown from 16 to 91 artists with guest stars added almost every week for good measure. During the past two seasons many national celebrities have broadcast over WHO on the Iowa Barn Dance Frolic.

Performers fortunate enough to win places on the Iowa Barn Dance Frolic soon became widely popular. Many of them stayed on season after season. Smilin' Sam and Barnyard Pete, members of the original cast, are still heard occasionally. Al Clauser and his Oklahoma Outlaws, in 1937, their fourth year with WHO, were featured in a motion picture starring Gene Autry, but returned to their births on the Iowa Barn Dance Frolic at conclusion of the shooting. Louisiana Lou, songbird of the south, still packs them in after five seasons. Lem and Martha, comics, came to WHO via musical comedy and vaudeville. The Songfellows, one of the leading male quartets in the country, sing on the Barn Dance and several other WHO commercials regularly.

Texas Rub and Zeke Clements, Tillie Boggs and Sheriff Quigley, Professor Schultz and his German Band, the Elm City Four, Chuck and Don, Windy Brown, Lars Larsen, Bluebird Trio, Grandpa Jitters, Faye and Cleo, Jo and Jean, Red and his Ramblers, Fred Jeske, the Rash Twins, Jones Sisters, Tiny Tim, Harmonica Joe Travis, Tom Sawyer's One Man Band,

Tommy Tweet, Pals of the Prairie, Ed Morley, Slim Davis, The Islanders, all these and many more are well known names to Iowa Barn Dance Frolic fans.

The Tune Tossers and the Norcross Sisters, now heard over NBC networks from WBEN, first found favor with radio audiences on the Iowa Barn Dance Frolic, as did the Murray Sisters and Sunset Corners Symphony, last heard over WCAW. The Lumber Jacks were featured on WHO before they went to KMOX, and the Kentucky Ramblers were well known to WHO listeners before they transferred to WLS. Klondyke Ed, beloved fiddler, was mourned by thousands when he passed on in 1936.

John Behan, whose tenor voice was heard in the first musical sound picture, and whose agile fingers have woven spells on organ keyboard from coast to coast, has been staff organist for several seasons. The Norem Kids, three sweet youngsters whose natural harmonies and lovely voices were discovered by WHO, starlets today, promise untold accomplishment for tomorrow. Hibbard Cleveland's big bass voice is a long time favorite on the Iowa Barn Dance; and Bob and Bill (Ballantine and Osborn), who joined WHO's staff in 1936, are in the virtuoso class on guitars and harmonica. Norman Moon, tenor, featured on Barn Dance production numbers, is well known in New York night clubs and to purchasers of phonograph records.

Impresario Peter MacArthur still sits on the production throne, but a staff of well trained assistants, headed by Stan Widney, carry out his instructions back stage. In addition to the big cast, which mounted to a high of 175 on April 10, WHO's thirteenth birthday, the stage broadcast employs a minimum of five stagehands and a twelve-piece pit orchestra. House staff includes a house manager and assistant, two box office cashiers, four doormen, and six ushers. Show goes on the air at 8 p.m. Doors open at 6:45, and the weather is very bad indeed when the outer lobby is not packed with folks waiting to get front row seats.

Not a "participating" broadcast, each half hour or 15-minute period is devoted to one sponsor. Mantle Lamp Co. of America, Chicago, original sponsors of the Frolic, were still sponsoring the first 30 minutes of the program when it entered the 1936-37 season. Other sponsors who report big results include Murphy Products Co., Burlington, Wis.; Morton Salt Co., Chicago; Keystone Steel and Wire Co., Peoria, Ill.; Earl Ferris Nurseries, Hampton, Ia.; Postal Life & Casualty Co., Kansas City, Mo.; Penn Tobacco Co., Wilkes-Barre, Pa.; American Products Co., Cincinnati; Drug Trade Products Co., Chicago; Flex-O-Glas Mfg. Co., Chicago; Gephert Studios, Des Moines; Standard Oil Co. of Indiana, Chicago; Kester Solder Co., Chicago; Slingerland Music Co., Chicago; Gardner Nursery,

OFF-THE-AIR-DISK FEE REQUIRES MORE STUDY

(Continued from Page 1)

complications that could not be readily ironed out on an equitable basis.

Since the disks are purely for filing, checking, auditions, etc., and not for broadcasting, it was pointed out by NBC that some audition records require several changes before and after being submitted to a client, and the number of songs changed as well. Also, the networks point to the owned and managed stations for which they would have to pay the fees and that this would run into considerable money. It was decided by Fox that the situation would require more study.

Tentative flat fee originally drawn up by MPPA, but which was not even submitted, would have averaged \$50 for 500 watts and lower up to a maximum of \$250 annually for a 50,000-watt outlet, in so far as stations were concerned.

France Bars Broadcasts On the Duke of Windsor

(Continued from Page 1)

ment, now in London on Coronation airing, spoke to the Quai D'Orsay in Paris over the phone and a spokesman for the French government stated that no phone or mike facilities would be made available for any contemplated broadcast.

Reason given was that the French government was doing everything possible to maintain amicable relationship between England and France. CBS had expected to try a broadcast from France on the Duke of Windsor. Possibility is that the ban will hold good only until after the Coronation activity dies down.

Star Radio Signs 2 More

Star Radio yesterday set deals with WMA, Yuma, and WJBC, Bloomington, Ill., for the Star commercial programs and the Morning Bulletin program. Addition of the two stations brings the total signed in the past week to six.

Osage, Iowa; Olson Rug Co., Chicago; and Pathfinder Magazine, Washington, D. C.

The Iowa Barn Dance Frolic is produced by WHO, Des Moines, 50,000-watt Voice of the Middle West, owned and operated by Central Broadcasting Co., Col. B. J. Palmer, president; J. O. Maland, vice president and manager; Paul Loyet, technical director.

A souvenir book on the Frolic has had a wide sale at 25 cents.

WESTCHESTER

"New York's Hearthside"

Is Yours with

W-F-A-S

Hotel Roger Smith White Plains



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 67

NEW YORK, N. Y., THURSDAY, MAY 13, 1937

FIVE CENTS

Enlarge Television Screen

Looking On ... AND LISTENING IN

IMPETUS There's going to be a general improvement in the quality of Sunday evening variety shows starting immediately.

Reason: W. C. Fields.

Reactions to the veteran clown's initial airing on the Chase & Sanborn show indicate that he is going to have the bulk of listener attention on forthcoming Sunday evenings.

That is, provided he keeps up his opening pace, and also provided the competing shows don't perk up to his level.

Something tells us that the other shows aren't going to take it lying down.

Professional pride—as well as the bugaboo of a lowered popularity rating—will spur them to healthy action.

And that's going to benefit things all around.

LONG SHOWS Unless the straws in the wind are leaning the wrong way, programs of one, two and even three hours' duration are headed for wider adoption.

Fewer and longer periods, permitting more complete and better balanced shows in the dramatic and musical line especially, should find favor with sponsors because the audience interest is more assured.

Listeners will stick to a program that has continuous suspense, news interest or any kind of sustained entertainment quality.

A case in point is WMCA's current three-hour afternoon program of sports, news and variety, which seems to be hitting plenty of dialers in the right spot.

Extension of this trend would mean more smoothness in radio schedules, bigger demand for time by sponsors, more commercial employment, less need of sustaining fillers, and a higher standard for radio entertainment as a whole.

Dancing In Studio

Chicago — After each broadcast of the forthcoming "NBC Night Club," which makes its debut May 20 at 11:00 p.m. EDT as a weekly feature, the studio will be cleared for dancing by the studio audience. Attendance will be limited to 50 couples. Morey Amsterdam is emcee of the new show. Besides dancing, there will be a floor show.

PRESS INFORMS READERS ON CORONATION AIRINGS

Probably for the first time in radio history leading newspapers made every effort to aid the reader in getting first-hand information from the air and provided special schedules designed to assist the listener in catching the Coronation broadcasts. Without reservations, dailies bowed to radio, indirectly acknowledging its supremacy as a means of learning about the event, and referred readers to the pages wherein the radio info could be found.

This was especially true of yesterday's New York Times, which has no radio affiliations which might justify giving radio such a break. Daily News, leading tabloid with largest newspaper circulation in these parts, played up the radio coverage and used considerable space in telling readers how and when to listen in. The News also has been conservative on radio, although affiliated with the Chicago Tribune which owns WGN.

Just as though the receiving sets were the polls on election day, attention was called to the early hours the transmitters would be open, etc.

Currently, many newspapers are
(Continued on Page 3)

Hal Sheer Is Appointed Philco General Manager

Hal Sheer, former general sales manager of Philco Radio & Television Corp., has been appointed general manager, succeeding Thomas O'Loughlin, who has become Philco sales executive for New York and New England.

7 More Major Sport Events Signed Exclusively by CBS

Dill's Best Program Gets Another Renewal

Dill's Best and Model Tobacco have renewed their Monday CBS program, heard 8-8:30 p.m., for 13 weeks effective May 31. Program, featuring Pick and Pat, Benny Kruger's orchestra and Edward Rueger, has been airing over the network steadily since June 3, 1935.

New Tubes Enabling Larger Images Are Described by RCA Men at Final Meeting of Radio Engineers

Over-Arranged

An arranger came to Shep Fields with an original orchestration of "Little Old Lady." Shep scanned it carefully. "It's pretty drastic," he said. "Don't you think maybe you could insert an interpolation of 'Little Old Lady?'"

CORONATION BROADCAST IS LONGEST IN HISTORY

Broadcast of the Coronation of King George from London yesterday established a record as the longest continuous international broadcast in radio history, according to NBC. Program, carried in full over both the Red and Blue NBC networks lasted for seven hours. NBC opened
(Continued on Page 3)

Two New Sustainings Get Regular CBS Spots

CBS has set two new sustaining features for regular airings over the web. Hobart Bosworth, veteran actor and author, will be featured in a series titled "Dean of Hollywood" to begin May 14 and which will be heard 6:15-6:30 p.m.

Margaret Daum, soprano, recently signed by the Columbia Artists Inc. and the Metropolitan Opera, begins a weekly series May 18 at :30-5 p.m.

RCA's newly developed television projection tubes, which make it possible to reproduce televised scenes brightly on a relatively large screen, were described in a paper by V. K. Zworykin, W. H. Painter and R. R. Law of the RCA laboratories at yesterday's final session of the annual convention of the Institute of Radio Engineers. A demonstration accompanied the report. The tube, about 18 inches in length, produces an image about 1½x2¼ inches on its fluorescent screen. This is so brilliant that a simple optical system will project it on a large screen. A projected picture 18x24 inches compares favorably in brightness with home motion pictures. In the demonstration, a picture 3x4 feet in size was shown, bright enough to be seen by the gathering of several hundred engineers.

The principal feature of the demonstrated device is a new type of "electron gun," developed by Dr. Law and a group of associates in the RCA laboratories at Harrison, N. J. The gun is the structure in a television receiving tube which focusses flying electrons into an extremely slender beam. In projection, it is necessary to start with a much smaller and brighter picture than in the case of a "kinescope" which is viewed directly. Since the brightness is dependent on the current in the beam, the smaller picture requires a much larger beam current in a smaller "spot."

The television images shown were on the 441 line standard which RCA adopted some months ago for its practical field tests. Despite the en-

(Continued on Page 3)

Papa Lohr Tells

Washington Bur., RADIO DAILY
Washington—Success of Lenox Lohr, NBC prexy, is due to "luck and hard work," his father Gustavus Lohr told a RADIO DAILY interviewer. "My son was interested in books and numerous hobbies since he was very young," said Lohr pere, "and he still is. He collects everything from stamps to butterflies."

Following the announcement earlier this week that CBS had completed negotiations with Col. Matt Wynn to broadcast exclusively the running of the Kentucky Derby for the next five years, CBS officials yesterday confirmed the reports that CBS had also set seven other major sport events for exclusive airing over their web. Programs, to be aired during May,
(Continued on Page 3)



(Registered U.S. Patent Office)

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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, May 12)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166	165 3/8	165 3/4	+ 7/8
Crosley Radio	19 3/4	19 3/4	19 3/4	+ 1/4
Gen. Electric	53	51 3/4	52	- 3/4
North American	24	23 3/8	23 5/8	- 1/4
RCA Common	9 3/8	9	9	- 1/8
RCA First Pfd.	68 3/4	68 3/4	68 3/4	+ 1/4
RCA \$5 Pfd. B	(94 1/2 Bid)	97	97	Asked
Stewart Warner	19	18 1/4	18 1/4	- 3/4
Zenith Radio	35 1/2	35 1/4	35 3/8	+ 5/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	16 3/8	16 3/8	16 3/8	+ 1/8
Majestic	3 1/4	3 1/4	3 1/4
Nat. Union Radio	2 1/4	2 1/4	2 1/4
OVER THE COUNTER				
		Bid	Asked	
CBS A		52 3/8	55 1/4	
CBS B		52 5/8	54 1/2	
Stromberg Carlson		13 1/2	14 1/2	

Mertens & Price Name Reps
West Coast Bureau, RADIO DAILY
 Los Angeles—Ralph Rogers, president of Associated Radio Writers Inc., Boston, has been appointed Eastern rep for Mertens & Price transcription firm (Sunday Players, etc.) Rogers has named Radio & Film Methods Inc. of New York as N. Y. sub agents. C.O.R.T. has been appointed Buenos Aires reps for South America, to sell disks in English and to reproduce some of the shows in foreign language.

BIRTHDAYS

1	9	3	7
SUN	MON	TUE	WED
4	5	6	8
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

May 13
 Greetings from Radio Daily
 to
 David Brockman
 Louis Prima
 Ken Darby

Want the Commercials Straight
 Standard Brands, makers of Royal Gelatine and sponsors of the Rudy Vallee variety hour on the NBC-Red apparently didn't like the way the British announcer read the commercials last week on the Vallee show from London. Announcer's delivery made the commercial sound humorous, and he slid over the word "Royal" which is the key word of the plug. Anyway, the commercial will be read tonight by Graham McNamee, who will cut into the London program from the New York studios.

More Stations to Use Nat'l Marbles Tourney

Lynchburg, Va.—As a result of a letter sent by James L. Howe, production manager of Lynchburg Broadcasting Corp., operating WLVA here, to 45 stations throughout the east concerning the formation of a radio division in the National Marbles Tournament, several stations already have signified their intention of going along with the idea. First to join WLVA in the move are WBIG, Greensboro, N. C., and WMFR, High Point, N. C.

The idea is for the radio division of local marble champions to have contestants in the National Marble Tournament, June 27-July 2, at Wildwood, N. J. Howe says the stunt is a good station promotion feature, making a novel broadcast with sponsorship possibilities. WLVA is now conducting its local tourneys.

No WSIX Deal

Nashville—There is absolutely no foundation to reports that WSIX, or any interest in it, is being sold by the owners, Jack and Louis Draughon, Springfield, Tenn., RADIO DAILY is informed by S. A. Cisler, station manager.

Ray Middleton Signed

West Coast Bureau, RADIO DAILY
 Los Angeles—Ray Middleton, Chicago opera star who was brought here to do "All Points West" on the first Chase & Sanborn show, has been signed through the fall, with options, the J. Walter Thompson agency announces. With W. C. Fields also signed for 16 weeks, and Werner Janssen, Eddie Bergen, Don Ameche and Dorothy Lamour also on contracts running a year or more, the show has its talent 100 per cent on long contracts except for guest stars.

Auditioning Male Vocalists

American Tobacco is holding daily auditions for a male soloist to replace Buddy Clark, who has been signed to a seven-year contract by Universal films. Clark does his last "Hit Parade" program June 2, and will leave for Hollywood a few days later. Sponsors are not interested in name singers, as the vocalist receives no billing on the broadcasts. Stuart Allen, baritone, auditioned yesterday.

Dan Landt a Papa

Dan Landt, one of the three brothers who comprise the Landt trio, became a father of a boy yesterday afternoon. Trio is currently airing on the Saturday Ford Motor Dealers program over CBS.

Warners Officially Close Music Suit Against WNEW

Suit of M. Witmark & Sons, Remick Music Corp. and T. B. Harms Co. against the W. B. O. Broadcasting Co. was ordered discontinued by mutual consent yesterday by Federal Judge John W. Clancy in U. S. District Court. Defendants, suing for a total of \$35,000, alleged that their songs were illegally used over WNEW.

Action is one of the many filed by the Warner music houses during the time Warners were out of Ascap.

Heyer Joins KXBY

Kansas City—Clair Heyer, for the past year and a half sales manager and promotion director of KXBY, has resigned to join WHBF, Rock Island, Ill., as national sales manager and head of merchandising and promotion. He starts his new duties June 1 after a short vacation.

Lee Television Broadcast

West Coast Bureau, RADIO DAILY
 Los Angeles—Don Lee television department will observe National Foreign Trade Week, which starts Saturday, with an opening day broadcast of "Commerce Around the Coffee Cup" (film), sound over KHJ and images over W6XAO, for 15 minutes, starting 8 p.m. PST. Harry R. Lubcke, television chief, will have as guests at his home receiver, Clayton Lane, acting chairman Foreign Trades Division, Washington; William H. Schroeder, general chairman of Los Angeles Foreign Trades week committee; Stanley T. Olafson, Walter Measday, A. C. Eichholz and other committee men assisting in the week's program here.

Writes Book on Writing

Boston—Unable to find a suitable text book for use in his radio writing course at Boston University, Ralph Rogers, well-known in the field of radio as President of Associated Radio Writers, Inc., made a bet with a friend that he could prepare and have published such a book within a month. He won the bet. The volume, "Do's and Don'ts of Radio Writing" was written in exactly 14 days and was off the press within 27 days. Already more than 15 colleges and hundreds of writers have ordered the book, according to Rogers.

PAT BALLARD
 SPECIAL RADIO MATERIAL
 Fred Astaire Fred Waring
 Osgood Perkins Frank Parker
 Lennie Hayton Lady Cavendish
 Eleanor Powell Kay Thompson
 Rep. MARK HANNA—654 Madison Ave.

COMING and GOING

HARRY HERSHFIELD will leave for a five-day trip to Bermuda next week.

HARRY NORWOOD left yesterday afternoon for Toronto. He will return to New York on Monday.

GEORGE WOODS leaves for Hollywood this week and will be gone ten days.

A. S. FOSTER, advertising manager of WWL, New Orleans, is en route to New York with MRS. FOSTER and family.

PAUL LEWIS of CBS Concert Bureau returned to New York from the coast yesterday.

KELVIN KEECH leaves for a 17-day cruise of the Caribbean on July 1.

JOHN CHARLES THOMAS leaves today by United Air Lines for the coast.

TOM REVERE of the Benton & Bowles office, now on the west coast, returns to New York next week.

HERBERT V. AKERBERG, CBS vice-president in charge of station relations, was in Kansas City this week for a conference with Arthur B. Church, president of the Midland Broadcasting Co., operators of KMBC.

BILL BURTON of Rockwell-O'Keefe Inc. leaves for Pittsburgh today to be gone until Monday.

CHARLES SMITH of the NBC artist service in Hollywood, now in New York on business, returns west the end of the week.

PAUL WHITEMAN and his manager, JACK LAVIN, arrived in town yesterday. Band will open engagement at Loew's State Theater today.

TITO GUIZAR, CBS singing star, returns from Boston where he headed the stage bill at the Metropolitan. He departs for Hollywood next week, under contract to Paramount Pictures.

Harbord Receives Medal

Washington Bureau, RADIO DAILY
 Washington—General J. G. Harbord, chairman of the RCA board, last night was presented with the Ordnance Medal of Merit by the Army Ordnance Ass'n in the Mayflower Hotel.

In his speech of acceptance, Harbord told of the vital part radio will play in any future war.

Rubinoff Detained on Coast

West Coast Bureau, RADIO DAILY
 Hollywood—Dave Rubinoff's picture commitments has extended his stay on the coast until June 15, which also keeps Walter Craig and producing unit there until that time. Rubinoff was due East before that time to continue the electrical transcription recordings for Chevrolet. Understood that Chevrolet has renewed its World Broadcasting System series, still on its first 13 weeks of the contracts resumed after the recent auto strike at General Motors.

FRANK DEGEZ
 Combining the finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.
 CUSTOM CLOTHES
 46 WEST 48 ST.
 NEW YORK
 BRyant 9-9746

TELEVISION IS SHOWN ON A LARGER SCREEN

(Continued from Page 1)

largement, it was difficult if not impossible for the eye to detect line-scanning or other details by which the illusion of direct vision was accomplished.

Although it is regarded in scientific circles as a distinct technical advance in RCA's television developments, engineering opinion is that Dr. Law's contribution could not at this stage be incorporated in home television receivers. The achievement is possible only under special conditions employing special laboratory equipment. The intense bombardment by the electrons from this gun has required research to produce a luminescent material to withstand it. This work continues.

Next in the review of RCA's present technical status in television was a paper by C. E. Burnett, who described methods developed by which television receiving tubes or "kinescopes" may be quickly and accurately tested for their qualities of faithful reproduction of television pictures. In this work the electrical impulses from the image on the television camera, or "iconoscope," are not employed, but a specially generated set of impulses produce a uniform pattern, in which distortion is readily observed. Since television receiving tubes are most susceptible to distortion when recording impulses at a high frequency, the test current is set to provide a pattern at the tube's upper limit of frequency reproduction. The resulting, very fine, polka-dot pattern is the same as might be obtained if a half-tone engraving were made of a blank sheet of gray paper. The pattern represents the irreducible minimum of reproduction on the 441 line standard, in the present status of the television art, and if the tube performs with uniform sight response at this frequency, it can be trusted to record larger areas of light from a televised subject with at least equal fidelity.

The relation of outdoor illumination to television pick-up was discussed by a group of RCA engineers, including Harley Iams, R. B. Janes and W. H. Hickok, whose joint paper revealed that extensive investigation of the amount of light available for the transmission by television of outdoor scenes under a wide variety of conditions has been made. For years the authors have been systematically measuring and recording the brightness of typical scenes, such as sporting events, street scenes, beaches, etc., in all seasons and over a wide range of latitude.

It is believed that present television pick-up equipment is sufficiently responsive to light to be generally successful for baseball, which is played in the brightest months of the year, and usually in fair weather. Other events such as parades and races usually offer no great difficulty with illumination. Pick-ups of football games were said to be less likely to be satisfactory—especially those ex-

NEW PROGRAMS—IDEAS

State Gives Vacation Info

New York State is going on the air via WGY to tell the people of this and neighboring states about the points of interest worthy of summertime visits. For six weeks, beginning Wednesday, May 26, the WGY Players will offer quarter-hour historical dramas. The first will be "The Battle of Oriskany." Radcliffe Hall will direct the group which will include Patricia Sheldon, Maurice Randall, Frank Oliver, Betty Shurig and Ralph Cohen.

News Through University Eyes

WWJ, the Detroit News station, in collaboration with the University of Detroit, presents weekly an educational program of unusual distinction entitled "The University Looks at the News." Subjects of foremost current interest are considered by members of the U. of D. faculty. Each speaker is an expert in the field which embraces his subject, and is eminently qualified to give the radio public an authoritative analysis and opinion. Such fields as law, political science, psychology, philosophy, chemistry, biology, literature, music, painting and others have furnished topics for these fifteen minute talks.

"Talking About Stars"

"Let's Talk About Stars," a 15-minute program of sport, theatrical and motion picture comment, is heard each Sunday afternoon at 1:45 over WAAT, Jersey City. The program is conducted along the lines of an

tending into the late afternoon of the late season for this sport, when even those in the stadia must strain their eyes to follow the plays.

Following this outline of some of the pick-up problems of television, Albert Rose and Harley Iams of the RCA laboratories at Harrison, N. J., presented a paper dealing with the general technical considerations of pick-up tubes employing cathode-ray beam scanning. The three general methods of accomplishing television transmission by means of cathode-ray beam scanning are: (1) to make the image-carrying surface of the tube vary the number of electrons from a beam of constant intensity which can reach the surface according to the light and dark areas of the image it bears, (2) to allow a constant number of electrons to strike the surface but control the number of secondary electrons released by changes (due to light) in the character of the surface, (3) to allow a constant current to strike the surface, but control the secondary emission by electric or magnetic fields. The last method is the one employed in the "iconoscope" of the present RCA television system. The characteristics of ten different types of pick-up tubes, in one or the other of these categories, were described, as were other considerations, common to all three types.

The symposium was concluded with

interview, with Jack Mitchell as interviewer and master of ceremonies. Jerry Cotter handles the theatrical end of the program, Bob Stokes is the motion picture commentator and Ray Freifelder is the sports reporter.

Game Warden In Series

J. W. Dalston, District Game Warden of East Texas, has been running a series of programs each Saturday afternoon at 6:30 over KFRO, Longview, Tex. Game Warden Dalston answers questions concerning the hunting and fishing laws of East Texas together with suggestions on how to enjoy the outdoor sports. Judging by the fan mail received on this program it is a very popular feature.

Polish Amateur Contest

An amateur contest for talented Polish people is being conducted Thursday nights over WJAY, Cleveland, under sponsorship of the Wanda Furniture Co. Native Polish music and ensemble singing is interspersed throughout the program.

"Musical Headlines"

A new commercial show entitled "Musical Headlines," telling the highlights of the week's news in song, makes its debut Sunday over WCAE, Pittsburgh.

News Review of the Week

A review of the past week in world news comprises a new Sunday evening program handled by Richard F. Gloyne at KFOR, Lincoln.

a paper by Zworykin, G. A. Morton and L. E. Flory of the RCA laboratory at Camden, in which the three scientists described the theory and performance of the "iconoscope." The broad theory of operation of this device had been known to members of the Institute of Radio Engineers generally for some time. This paper was a detailed mathematical exposition of the principal factors involved, as developed by the creators of the "eye" of the RCA television system. The paper also discussed some new forms of "iconoscopes" and their characteristics. It was revealed that new types, now in their experimental stage of development, bring within possibility sensitivity many times that of present "iconoscopes." Such advance will improve the television camera's ability to pick up scenes in stormy weather, or in the reduced light of late afternoon, or at other times when illumination of scenes is low.

Prefacing yesterday's talks, RCA gave a practical television demonstration Tuesday night for an invited list of about 400 engineers. Demonstration consisted of a newsreel and a studio performance.

IRE convention closed last night with a banquet at which Capt. P. P. Eckerley, IRE vice-president from England, Alfred N. Goldsmith and R. H. Marriott, radio consultants, were the speakers.

7 MORE SPORT EVENTS ARE SIGNED BY CBS

(Continued from Page 1)

June, August, September and October, include three golf tournaments and four tennis matches. Ted Husing has been set for the entire schedule.

Press Informs Readers On Coronation Airings

(Continued from Page 1)

using the ether to obtain speeches not previously released and to note whether the speaker follows copy even though a talk has been the subject of advance copies. Herald-Tribune is one of several large papers utilizing its own recording facilities to take down speeches, which beats its own reporters on the job.

Coronation Broadcast Is Longest in History

(Continued from Page 1)

its networks at 4:45 a.m. and completed its pickup from London at 11:46 a.m. RCA Communications short wave facilities were used and reception was excellent.

CBS ran continuously from 5:15 a.m. to 11:47 a.m. Both networks, as well as Mutual, also had other Coronation programs in the course of the day and night.

RCA Communications also did big business in radio photo transmission.

WMCA
NEW YORK'S
OWN STATION

leads in
Program Planning

INTERNATIONAL
NEWS SERVICE

5 Programs daily

NEW BUSINESS

Signed by Stations

WGN, Chicago

Wilson & Co., Woman in the Store, thrice weekly, 52 weeks; Lawndale Ogden Motors, "Musical Highlights," disk, Sundays, 52 weeks, through Schwimmer & Scott.

KXBY, Kansas City

Skel Gas Co., Happy Long in five weekly periods, 13 weeks, through Newton Cross of Ferry-Hanley Adv. Co., Kansas City.

WBBM, Chicago

Lavena Corp., Sunday night program, through H. W. Kastor & Sons.

Murell Wright at WNEW

Murell Wright of Rochester is the new announcer on Ted Webbe's "Man on the Street" program over WNEW.

ST. LOUIS

Exams for radio operator licenses will be conducted at the Court House here Friday and Saturday under direction of William J. McDonell, inspector.

No less than 16 different school, university and academy groups made a tour of the KMOX plant in the past 15 days, reflecting the many new radio courses instituted in schools.

Uncle Jimmy and His Texas Cowboys, hillbilly unit at WTMV, East St. Louis, now being sponsored by Dickerson's department store.

Warren Champlin, former WEW announcer, has joined WTMV. Fred Moegle, veteran mike man, has become chief announcer, while Alex Buchan takes over the man-in-the-street stint.

About 400 St. Louis independent grocers attended KMOX's "Phillips Poly Follies," half-hour musical show, aired over CBS from the Columbia Playhouse last night. After the show, they held their monthly business meeting and then were taken for a tour of the station.

WTMV's "Trading Post," conducted by Woody Klose, has become very popular as a place to swap articles.

Complete Entity

Siloam Springs, Ark. — KUOA boasts an unusual distinction in that it owns all its facilities. Most stations depend upon the telephone company for that all-important link, the program circuit from studio to transmitter. KUOA has even built and owns a remote control line six miles long, in addition to its cable for programs and order circuits which connects the transmitter and studio separated five blocks. The company which owns KUOA even owns the power plant which generates the power for the Western Electric 5 kw. transmitter, and all the electricity used in transmitter and studio.



● ● ● Jack Haley with Ted Fio Rito's band pipes an audition from Hollywood to Radio City this morning for Benton & Bowles... Phil Baker has just placed his scrawl on a two-year contract for Gulf... Ed Wynn's next sponsor will be—the one offering the best time... Mrs. Kelvin Keech is ailing, with Kel nursing... Doris Sharpe, CBS hostess for the past seven years, has tendered her resignation and in two weeks will become a partner in National Radio Registry, with Ted Husing, Fred Uttal, Bill Johnstone and Bill Adams among her clients... Pete Macias' Heigh Ho Club in D. C. will be barred to the public next year and present entertainment for the Nation's lawmakers exclusively... Ted Dale of Abe Lyman's band stepped off the curve the other day and broke his right arm—one day after informing his insurance agent that he'd like to talk with the latter NEXT week about a policy... Paramount Pictures has sent Arthur Franklin here to direct the Tito Guizar and Kirsten Flagstad sequences for the "Big Broadcast" flicker.

● ● ● CBSlinger Andre Baruch was on the air doing a show when someone entered the studio whispered into his ear—while talking, "Your house is on fire"... Andy couldn't finish fast enough to drive out to Brooklyn... Dean McCammon, Ford county, Kansas, farm agent, recently received over \$50,000 worth of soil conservation checks to distribute among county farmers... Previously, he had sent notices to farmers... However, he was out of envelopes, so he sent the item to KGNO, hoping a few of the farmers would come in and get their checks... The station obliged and made the announcement during their news airing... When Dean returned to his office after lunch, more than 150 farmers had come to get checks—and there wasn't any other publicity until that night—when the evening papers featured the "Call."

● ● ● If he hasn't yet (by the time this reaches print), Nat Brusiloff, will shortly resign from the baton-wielding job at Mutual, retaining his "Jazz Nocturne" show only... He had a conference with Gerard Swope of General Electric the other day—and may be heard on a network show for this sponsor... Raymond Paige will conduct a symphony concert in Frisco, July 22, and then do likewise in Portland and Seattle... Paul Monroe, who directs the Edward G. Robinson bit on the Kate Smith show tonite, may resign from CBS to go with Ted Collins... Incidentally, Kate and Ted will spend their vacation at Lake Placid and then to Banff, Canada, making color motion pictures... John Mayo's trip to Washington Saturday is to pay a visit to the White House occupants—and renew his license plates before talking with FCC officials.

● ● ● George Hoffer, one of WGY's transmitter engineers and a licensed radio operator, has found a code he can't read... His home is equipped with a transmitter and has an antenna tower on a wooden pole topped by a 15-foot aluminum tube... While rummaging in his attic he heard a very rapid tap-tap-tapping... He tried breaking the message into dots and dashes and, failing, investigated the source of the signals... He found a red-headed woodpecker sounding out his "Love Call" to his "Silent Love" on the tube... The bird returned every three days and pecked away for eight hours... Al Artego, with a 40-piece ork a la Kostelanetz, will be heard on a commercial—just as soon as he knows what to do about the TWO agents who submitted him to the sponsor.

Coming Events

May 12-15: World conference on radio communication and television, Cairo, Egypt.

May 12-19: Philco eastern distributors convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

May 19: Luncheon meeting of radio sales promotion men, Victoria Hotel.

May 23-25: National Radio Service Ass'n convention, Dallas.

May 23-26: Philco western distributors convention, Del Monte Hotel, Del Monte, Cal.

May 24-28: Society of Motion Picture Engineers, spring convention, Roosevelt Hotel, Hollywood, Cal.

May 28: Meeting of Seattle Section of Institute of Radio Engineers. James Wallace, KVI, chairman.

June 1-10: Radio-television exposition, Moscow.

June 5: Annual meeting of the Texas Broadcasters Ass'n, Texas State Hotel, Houston.

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

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

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

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

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

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

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

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

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

Short Wave Reports

NBC is inaugurating a series of weekly forecasts of reception conditions for short wave broadcasts, to be compiled by W. A. R. Brown, NBC engineer.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

PATRICIA GILMORE, mood indigo vocalizer, sings under the Leon & Eddie aegis once more with the present revue.... The Hudson-DeLange swing-song girl, Nan Wynn, will be ethered with that ork from Rye, via NBC, starting May 28.... Gretta Palmer, who writes, to wed Sanford Clark, who underwrites, May 28.... Lucille Linwood and partner Lanny Gray auditioned Tuesday for a possible spot on the Fred Allen Show.... All things being equal, they may make several WOR transcriptions.... "The Naughty Naughts" scheduled to carry their fin de siecle frivolity to Atlantic City, then London.... Russ Morgan will likely feature musical numbers from the show on an early Philip Morris broadcast.... The Phil Baker program may present the entire opus, with Phil playing the doughty lead.... The atelier goes air-minded with Dorothy Howe, Art Shavian warbler, erstwhile commercial photog model, appearing in a current Camel ad, and Joan Howard, another eye-appeasing recruit from the studios, giving Frankie Basch the low-down on the psychology of the girl on the magazine cover" over WMCA on Friday....



Elsie Mae Gordon, "Trouble House's" Phoebe, has twice shown up for non-existent rehearsals and twice failed to appear for actual ones.... Result—Henry P. Hayward is applying for patents on an artist-summoning device, with punch-buttons controlling lights in the delinquent performer's home.... Vita Kane, program department lass at WNEW, leaves the "Live Alone and Like It" contingent on June 29th in favor of matrimony....



Dorothy McKay, Esquire's femme cartoonist, to be interviewed by Chuck Thorndike over WINS Thursday.... Rose Marie, no longer self-styled "Baby", now revelling in the making of successful Variety disks for Master Records, retains the 400 dolls sent her by radio fans as mementoes of pre-adolescent prestige.... Peggy Santry and spouse, J. P. McEvoy, now honeymooning in Japan, have met the Emperor, were quartered at the Embassy, and have gathered considerable material which augurs well for their fall radio program.... to run simultaneously with a series of humorous lectures and a new play by McEvoy....

ORCHESTRAS - MUSIC

DON BESTOR and ork open at the Congress Hotel in Chi on Friday. Rockwell-O'Keefe Inc. set the deal.

Glenn Miller, who pinch-hit at the New Yorker for Gus Arnheim and his band when they played the Brown University dance last Friday evening, scored so heavily with his recording of "Moonlight Bay" that a new pressing of it will have to be made, reason being that the records are all sold out.

"Peckin", the latest dance sensation, is being popularized through contests in various cities by Cab Calloway, who introduces and demonstrates the number in his stage show.

Joe Salvaggio is being ethered again and doubling as dance band for New Orleans' Penthouse.

Armand Hug is subbing pro tem for Freddie Newmann, pianist for the Roosevelt Rhythm Kings on WDSU, New Orleans. Newmann is in Philadelphia, attending his father's funeral.

Maestro Tony Almerico and his musical aggregation are being aired nightly from the La Place nitery in La Place, La., with a WWL (New Orleans) wire.

Duke Ellington and his lads will make a special broadcast to Europe through the BBC facilities in London, May 21. A special wire will be installed in the Cotton Club by CBS for the occasion.

Lynn Cole, tenor, and Winston and

Sutton, piano-duo, are heard Sunday nights at 9:30 over WBBM, Chicago. Cole was formerly guitar-playing soloist with the George Olsen ork. The program is sponsored by Lavena Corp. through H. W. Kastor and Sons.

Jolly Coburn and his band, now being featured at the Normandie, Boston, will play the Hartford Golf Club, Hartford, Conn., Saturday. CRA set the deal.

Johnny Hamp and ork will open at the New Penn Club, near Pittsburgh, June 24. In the interim they are playing a series of one-nighters. Among the dates booked are Oil City, Pa., June 11, and Columbus, Ohio, June 12.

Bob Crosby and his boys open at the Ritz-Carlton Roof in Boston, July 6.

Joe Venuti and his music-making contingent will be heard at the Great Lakes Exposition, effective June 12. The booking was made through Rockwell-O'Keefe, Inc.

CRA has set two bands at Pleasure Beach Park, Bridgeport, Conn. Ted Black and his ork play there May 16, and Rita Rio's all girl ork is the attraction May 23.

Bobby Brinn inaugurates a new radio "first" when he introduces England's song hit, "A Little Chap with Big Ideas," over WOR Friday evening for the first time in America. The number is published by Cecil Lennox in England. Mills have taken over American distribution rights.

Fred Kirby Auditions for Pix

Charlotte—Fred Kirby and his Smilin' Cowboys, doing a daily show for RCA over WBT, auditioned Monday night for Republic Pictures, Hollywood.

Kirby has been negotiating for some time with the movie moguls of the western film capital, and finally the negotiations got to the point where a producer wanted to hear the Smilin' Cowboys. So, while the producer sat in North Hollywood and tuned in to WBT, Charlotte, N. C., Kirby and his cohorts gave a sample of their wares.

Included in the Smilin' Cowboy outfit are Happy Sam Fowler, Elmer Warren, Ted Poole, and Kirby.

WQAM Finds Tastes the Same

Miami—WQAM has completed a check-back survey of the program preferences of 5000 persons in the Miami area, and finds them to be exactly the same as a year ago when a similar survey was made.

Photographing Special Events

Longview, Tex.—KFRO is having pictures made of the special events broadcast by the station. Figures it builds good will, besides providing a photographic history of the events.

New Commercial on WBT

Charlotte—Old North State Breweries Inc. (Esslinger's Beer and Ale) of Concord, N. C., begins a new show over WBT, with topnotch talent featuring Johnny McAllister and Holly Smith, doing a racy quarter-hour of wit, novelty and popular tunes.

In opening the new show, "Just The Two Of Us," Esslinger's is distributing 10,000 announcements in sticker form for automobiles over North and South Carolina. The announcements give the time, 5:45-6 p.m., of the new show and the name of the product sponsoring it.

"Let's Visit" Returns May 17

"Let's Visit," WOR program featuring Dave Driscoll and Jerry Danzig, who take their microphones into the homes of New Yorkers for conversational visits, returns to the air over WOR and the full Mutual on Monday at 8:30 p.m.

DON KERR

MASTER OF CEREMONIES
GENERAL MILLS SPORTS PARADE
WMCA
2:30 to 5:30 P. M. DAILY
36 COMMERCIAL HOURS WEEKLY

★ F. C. C. ★
ACTIVITIES

HEARINGS SCHEDULED

May 18: John D. Fields, Inc., Las Vegas, Nev. CP for new station. 1370 kc., 100 watts, unlimited.

KGKO, Wichita Falls, Tex. Mod. of CP to 570 kc., 1 Kw., 5 Kw. LS., unlimited.

EXAMINER'S RECOMMENDATIONS
Leonard A. Versluis, Grand Rapids, Mich. CP for new station, 830 kc., 500 watts, daytime, be denied.

Juan Piza, San Juan, P. R. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited, be granted.

Feinshreiber Back to CBS

Bill Feinshreiber, who left the CBS publicity department to manage Carnegie Hall, returns to CBS to work in the continuity department.

PHILADELPHIA

Ground has been broken for the new KYW building. Leslie Joy is station manager.

Arnold Nygren, WFIL engineer, soon marries Elaine James.

Herbert Austin KYW announcer, and Helen Elizabeth Darby of Colfax, Ind., have set the date for late July.

Ewing Julstedt, WFIL engineer, packing for a two-week vacation to southern isles.

Joseph Gross chalks up fifth year of news commentating for English and foreign language programs at WPEN-WRAX.

Norris West, assistant program manager at WCAU, back from announcing the S. F. Symphony for CBS on the coast.

Margaret Hanley, after five years at WIP, is leaving radio to be secretary at the Hanscom Hotel, Ocean City.

WIP birthdays this week include: Betty Shaffer, yesterday; James Tisdale, 15th; Murray Arnold, 14th.

Ed Pamphilon back at his engineering post at WFIL following a fortnight in Southern climes.

Mac Parker, WCAU news commentator, drops his affiliation with the Philadelphia Record for an advertising agency post.

Erva Giles, of the WFIL music department, readying for a vacation to her home town, Ellsworth, Me., in time to attend the strawberry festival.

Frank V. Becker, WFIL chief engineer, moves his domicile from a South Jersey point to suburban Drexel Hill.

THE SONGBIRD OF THE SOUTH



KATE
SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS



STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 31 of a Series

WJBK—Detroit

1500 K. C.—250 Watts Day, 100 Watts Night

JAMES F. HOPKINS, Owner & Gen. Mgr.

MICHAEL E. KENT, Sales Mgr.

WJBK, youngest radio station in America's fourth largest city, is owned and operated by James F. Hopkins Inc. Licensed to operate on a cleared local channel, unlimited hours, WJBK is one of the few stations to broadcast on a 24-hour a day schedule.

Established in 1926, WJBK coverage today includes the City of Detroit and Wayne, Oakland and Macomb counties. Some 2,163,000 persons are included in the 513,088 radio families serviced regularly by the station. WJBK's market represents 45 per cent of Michigan's total population, 55 per cent of Michigan's total employment and 60 per cent of Michigan's total general merchandise sales. Approximately \$1,125,000,000 is annually spent by WJBK listeners.

Utilizing the newest RCA and Western Electric turntables, for lateral and vertical cut transcriptions, both 78 and 33½ r.p.m., WJBK subscribes to the following transcription libraries: NBC Thesaurus, Associated Recorded Music Service and Standard Radio. The transmitter is located in almost the exact center of the Detroit metropolitan area, at the Louis Rose Building, Highland Park. Studios and business offices are located at 6559 Hamilton Ave., Detroit.

Listed among the satisfied time buyers using WJBK as a steady medium are Chevrolet Motor Co., Dodge Bros., R. G. Dun, Ford Motor Co., Kroger Grocery and Baking Co., Schmidt Brewing Co., United Detroit Theaters, Hickock Oil Co., Goebel Brewing Co. and Good Housekeeping. R. G. Dun received 175,000 cigar bands in a test contest over the station and the Schmidt Brewing Co. pulled 500,000 beer caps in a similar test.

WJBK's staff includes Angus Pfaff, chief; Les Mitchell, Robert Longwell, Charles Sterritt, Al Nagler, Larry Gentile, James O'Brien and Billy Morell, announcers; James Frank Perkins, continuity head; Herbert Mertz, musical director; Sybil Kriehoff, program director; Betty Roberts, director of women's programs, and Paul Frinke, chief engineer.

Microphone Co. arranging to have booths in both the Chicago and New York conventions. With him in Chicago will be A. H. Brunug, Chicago representative, and in New York, Dan R. Bittan, Eastern rep. Yarbrough will be at both shows, particularly stressing his new Multi Purpose mike.

Marvin Young, NBC coast production manager, who has been teaching radio production at U. C. extension classes, tried to resign this week. Class protested, some students agreed to take two courses, if he'd change his mind—which he did.

Amos 'n' Andy adding four stations, NBC having added to McClatchy group—KFBK, Sacramento; KWG, Stockton; KMJ, Fresno and KERN, Bakersfield.

Guardian Institute, through Allied Advertising Agency, has signed for three 15-minute week-day programs, and Sunday half hour, on KEHE, using The Islanders, Hawaiian singing and instrumental group.

Frank W. Dillon organization will follow its "Two Dumb Detectives" serial (finishing its first 26 weeks) with a new program, not yet decided, to run weekly for a year.

Bob Davis, star salesman on KEHE's staff, leaves this week for Chicago to marry a San Francisco girl, then returns to Los Angeles to make his home.

Italy Off Coronation

Rome—Italian radio stations ignored the Coronation ceremonies yesterday, following a similar policy on the part of Italian newspapers. Due to strained relations between Italy and England over the Ethiopian situation.

Danish Jubilee on CBS

The Danish Jubilee of King Christian X and Queen Alexandria, celebrating the 25th anniversary of their reign, will be aired over CBS on May 15, at approximately 5:15 p.m. Program will cover the torchlight parade and the King's speech from Amalienborg Castle, Copenhagen, and will be relayed to this country via BBC.

Enjoined from Using Name

Supreme Court Justice Bernard L. Shientag yesterday granted a temporary injunction in favor of the Philadelphia Storage Battery Co., manufacturers of Philco radios, restraining Morris Mindlin from using the word "Philco" in connection with his razor blade business.

Blum Interview On Again

The Lowell Thomas interview with Premier Blum will take place tomorrow as originally scheduled, to be heard over the NBC-Blue network, instead of May 18, as was recently announced. Thomas will broadcast from London on May 18.

Hobart Bosworth in CBS Series

Hobart Bosworth, veteran actor, author, and producer, will inaugurate a new weekly series from Hollywood, over the WABC-Columbia network tomorrow 6:15-6:30 p.m., EDST, entitled "Dean of Hollywood."

Ed McConnell Renewed

Acme Sunshine Melodies program, featuring Ed McConnell, and heard over the NBC-Red network Sundays at 5:30, has been renewed for 52 weeks, effective August 29.



PAUL LUTHER, CBS announcer, expects his ship to come in shortly. He is half owner and advertising manager of the Martin Luther company, chemical manufacturing concern that just put over its first big deal with a Chicago drug chain.

Walter Wicker, who moved to New York recently, is helping Myrtle Vail write "Myrt and Marge" as well as handling production on the show.

Don Bestor's band will replace Bob Crosby's at the Congress Casino with an NBC wire starting Friday. Crosby is to play a week's stand at the Aragon ballroom before leaving the city on a road tour.

Helene Miller, Pittsburgh songstress who understudied Gracie Barrie in the Scandals, is warbling with Jack Denny's ork at the Drake hotel.

Wedding Bells: Willard Waterman of NBC's "Girl Alone" and Mary Anna Thoeleen of Kenosha, Wis., are planning a June wedding. They will live in Kenosha, Waterman commuting. . . Jeanne DeLee, headliner of Mutual's new Parlor Playhouse series and Ira Leon, Chicago business man, also will jump off in June.

SEATTLE

Maitland Jordan, youngest staff announcer at KOMO-KJR, has been assigned to do all the commercial announcing for the Bon March department store. Includes weekly 28 newscasts, five morning broadcasts with Jane Dillon's House of Dreams and a Boy Scout program.

Harold GeBauer, formerly of KMED and KORE, is the latest addition to the KOMO-KJR announcing staff. Marilyn Boles has moved into the publicity-news department, while Jean Wylie is a staff addition.

Hal Wolf soon will start a new KOMO-KJR series, "Century Notes", produced and announced by himself.

Ray Howell has taken his program "With Them It's Different" to new time at 10:35 over KIRO.

Gene Baker, KIRO program manager, was presented with a gold watch fob by a listener who likes Baker's "Wanderer's Song" recitals.

Mike Donohoe of the Post-Intelligence sports staff is doing a horse-racing series on KJR.

Dorothy Lois Smith of KOL and Leroy Grandley, formerly of KOL, but now with CBS in Hollywood, plan to marry.

"Exploring America With Carveth Wells" is back on KHQ, sponsored by Continental Oil Co.

June Burns, whose husband Farrar is the brother of Bob Burns, is doing "Puget Soundings" thrice weekly on KXA.

Loren B. Stone, KIRO commercial manager, is passing out cigars in honor of Loren, Jr.

Leon Lassen now appears in three KIRO broadcasts, the daily baseball games, a Baseball School of the Air on Mondays and the evening all-sports talk.

EARL C. ANTHONY, owner of KFI and KECA, starts home this week after a week's stay in Honolulu. His son, Kelly Anthony, hopped the China Clipper to Hong Kong, where he'll stay only until the Clipper heads back for Honolulu, on his way home.

Jerry King, Standard Radio, spent the week-end in Mexico, taking in the races at Caliente, and a bit of golf at Ensenada.

Standard Radio library added WMMN, Fairmont, West Va.; CCPO, Cincinnati; WWNC, Ashville, N. C., and a new station, not yet open, in Uniontown, Pa.

Harry A. Earnshaw reports sale of "Chandu" series to Star Outfitting Co., San Francisco, with magic trick giveaway; United Baking Co., Schnectady with premium offer. Gooch Bakeries, Lincoln, Neb., using picture premium.

Walter Biddick Co., station reps, report taking on coast representation for KTAR, Phoenix, Ariz.

Union Oil Co. is capitalizing on the popularity of its "Thrills" broadcast (NBC coast red net) by distribution at its service stations of a monthly newspaper illustrated with pictures, drawings and descriptions of the thrills dramatized on the air. Frederick C. Dahlquist is producer Lord & Thomas is agency.

Deal on with Milton Berle and his picture people which is expected to keep the "Sing" on from the Coast through the summer.

Ford Billings, KEHE and Orange net chief, off for San Francisco to assist in opening of new KYA studios.

National Voice, dry weekly, disk series for 80 stations, erroneously otherwise credited, are being made by Electro Vox—who also were called on, by wire, to take an air check in Hollywood, for Ferde Grofe's new Hollywood Ballet performance in New York.

Picket line took its place this week in front of new CBS studios, under construction by William Simpson contracting company, in an effort to win a closed shop policy. Few rocks thrown at trucks, mostly by non-pickers in crowd, when line was first formed. All quiet since first hour, contractors report.

Lewis Browne, author of "This Believing World" has been signed for a Wednesday night 15-minute sustaining program over KFI, titled Lewis Browne Looks at The World.

Raymond R. Morgan office announces William Farnum's "Drums" goes off the air for the summer May 20, to resume in fall. Series has had 137 episodes in five sequences. Vera Oldham, writer; Cyril Armbruster, producing; Felix Mills doing music.

"Cassandra", dramatic serial with orchestra, which has been a three times quarter hour on KHJ, goes to a weekly half hour over KNX and CBS coast net starting May 25 for Sylmar Packing Corp. (Sylmar olives). Pacific Market Builders, agency.

F. A. Yarbrough of American

Coast-to-Coast

RALPH KIRBERY'S recent renewal by Lipton's Tea makes it seven renewals in a row for the Dream Singer. Same for Al and Lee Reiser. Kirbery and the Reisers are heard three times weekly in the NBC program.

Ed Sims, commercial manager of WMFJ, Daytona Beach, Fla., is the father of a 10-pound girl, born on Mother's Day.

George A. Ansbro, young NBC announcer, and Marie deChantal Turecamo of Brooklyn will be married soon.

A. E. Nelson, manager of KOA, Denver, entertained Don E. Gilman, NBC vice-president, on his way from New York to Hollywood, and Alfred H. Morton, also of NBC, in charge of NBC operated stations. The men were guests of honor at a luncheon at the Denver club attended by the KOA staff.

WQAM, Miami, notes: Texas Dave McEnry, Singing Cowboy, has shifted his allegiance to WPHR, Petersburg, Va., for the summer. . . . Maurice Fink, control man, is the father of a nine-pound image. . . . Kenyon Lee, conductor of Ole Curiosity Shop, celebrated his 2,000th broadcast a few days ago by repeating the first program he aired. . . . Jack Thursten, musical director, has deserted the pipe organ to try his talents on a new studio Hammond electric. . . . Gale Smith, engineer, is the unofficial greeter of Cuban radio hams who visit here. . . . Olga Petroff has joined the staff as receptionist.

Virginia Graves, featured lyric soprano at WXYZ, Detroit, is giving up her radio career to marry J. D. Chamberlin of that city. She recently handed in her resignation to Russell Neff, studio and production director, last week.

Margie Ann Knapp and Bob Murray, two of WHN's new singing finds, will appear together with the Don Albert orchestra in a WHN-New York State network program at 7 p.m., tomorrow.

Mason and Dixon, WMCA inspirational singers will be heard from WIP, Inter-City affiliate in Philadelphia, starting May 25, for a period of two weeks. They fill an engagement at the Israelite Baptist Church in Philadelphia and will be heard over WMCA, broadcasting from WIP. The song team will return to the WMCA studios on June 8.

"The Rogue Song," Franz Lehar's musical will be offered in two installments by Jessica Dragonette and Charles Kullmann in the Palmolive Beauty Box Theater, May 19 and 26 over CBS.

The Rural Ramblers, hillbilly unit at KFRU, Columbia, Mo., have opened

RADIO PERSONALITIES

No. 38 in the Series of Who's Who in the Industry

WILLIAM A. SCHUDT, Jr., genial, young (31) general manager of WBT, Charlotte, and one of the best showmen in the radio business. Born in Brooklyn, Schudt did his first radio work in a quiet residential section there as an amateur, in 1923. Shortly thereafter, he joined the radio editorial staff of the paper that subsequently became the N. Y. World-Telegram. As a reporter, he wrote about everything pertaining to radio, and in 1924 he began a column for the paper on the air over WFBH. Column soon developed into a CBS feature titled "Bill Schudt Goes to Press." The spot ran as a network feature for seven years and brought some of the nation's most prominent men to the microphone for the first time.



Has quite a record for a lad of 31.

In 1927, Schudt took over the managing editorship of "Radio Program Weekly," the first weekly program magazine, but the sheet soon folded because New York papers resumed listing schedules. Day after his magazine died, Schudt was offered the job of handling all public relations for A. H. Grebe & Co., which included WABC. When CBS bought the station, Schudt stayed on, and when television came faintly on the scene in 1931 he was appointed television director, a newly-created title. In his new job, Schudt's flair for showmanship had a chance for full expression, and he made the most of it. On a screen six feet square, he reproduced boxing, wrestling, dancing, dramatics and even backdrops with colors that would transmit. But the time for television was not fully ripe, and CBS discontinued the venture in 1933. A week later, Schudt was on his way South to take over WBT, the just acquired 25,000-watt CBS station. His development of WBT to 50,000 watts, with a plant unsurpassed for modern efficiency anywhere in the country, is a fairy tale of the industry.

a new show known as "Unhitchin' Time", at 6:30-7 p.m. This is for the benefit of farmers who are too busy in summer to hear the Ramblers' 6 a.m. rise and shine show.

Kolin Hager, manager of WGY, has been elected vice-president of the Better Business Bureau of the Schenectady Chamber of Commerce. His secretary, Mrs. Caroline Osan, was elected the same week as president of the Schenectady Business and Professional Women's Club.

John Tucker Battle, newspaperman, playwright and author, is now writing the scripts for "Follow the Moon," NBC serial.

Evan A. Fry, announcer at KCKN, Kansas City, Kan., has conducted the 55-minute noon hour clock show, sponsored by Falconer Furniture, since it was started in 1934. Program just passed its 800th performance.

R. C. Sackett of Pontiac Motors has gone statistical and ascertained that the Varsity Show garnered 13,288 column inches of publicity in the course of its series just ending.

Fibber McGee and Molly will not be lured away from radio by the movies if their sponsor has anything to say about it. The popular comedians who are now making a picture in Hollywood and broadcasting, too, have just been renewed on their commercial radio program for the next fifty-two weeks.

WSMB, New Orleans, in association with the WPA federal music project, has inaugurated a new series

CINCINNATI

Jim McCulla and Jim Begholt are announcing a new baseball program, "Warm Ups and Post Mortems", sponsored, over WCPO. They also handle "Six-to-Niners", funny stuff.

A new all-German program at WCPO will feature Cincy bands in Biergarten music, with announcements in German by William Kosson. John Brakehill will write and produce.

R. G. Jennings, assistant manager at WSAI, back on the job after a week of sneezes and coughs.

Charlie Wayne is now emcee for WLW's "Pleasant Valley Frolics", replacing Charles Seel, who is out for a while due to a throat operation.

Richard H. Keech is preparing dramatizations for a City Gospel Mission series over WLW.

Wil'am Stoess, WLW-WSAI musical irector, plans to use guest soloists on the Sunday night concert hour at WLW.

Owen Vinson is now directing "The Mad Hatterfields", WLW program, by Carolyn Clarke, who is Mrs. Vinson.

Dick Bray started a man-on-street series for Chocolate Products Co. on May 10 over WKRC.

Fred Edwards in "Front Page News" on WKRC nightly, now sponsored by Dodge and Plymouth dealers.

Irene Righter is singing with Joe Binder on WKRC's Sloan Furriers program thrice weekly.

of periods devoted to the better type of music. Series calls for a half-hour spot on Friday nights with what is billed as the New Orleans Little Symphony of 25 musicians.

GUEST-ING

BERT FROHMAN and CAROLYN MARSH, on Freddie Rich's program, today (CBS, 3:30 p.m.)

N. Y. UNIVERSITY ALUMNI GLEE CLUB, on Ford's "Universal Rhythm," May 15 (CBS, 7:30 p.m.)

GRACE MARENE, on Barnes Opera House, today (WINS, 11 a.m.)

HELEN JEPSON, on "Magic Key", May 23 (NBC-Blue, 2 p.m.)

EDWARD G. ROBINSON, on Stud-ebacker Show, May 23 (NBC-Blue, 10 p.m.)

BERT SWOR and LOU LUBIN, on Al Pearce program, May 25 (CBS, 9 p.m.)

SID SILVERS, on Jack Oakie program, May 18 (CBS, 9:30 p.m.)

ANN JAMISON of "Hollywood Hotel" program signed through Pete de Lima of Small-Landau agency for Rubinoff show, May 23 (CBS, 6:30 p.m.)

DEL CASINO, on Phil Baker program, May 16 (CBS, 7:30 p.m.)

WNEW Shifts Brooks

Richard Brooks, WNEW commentator now airing daily for Fairbanks-Morse Conservador, will shift from his present 7 p.m. spot to 7:45-8 p.m. Monday. WNEW is also contemplating a new news feature to be aired at midnight with Brooks handling the broadcasts.

KANSAS CITY

Ivan Flanery, formerly at KXBY, is now announcing for WIBW, Topeka. His wife, who aired here as Elaine Deane, went with him.

Lee Roberts, KCMO announcer, motoring to Detroit on vacation. Arthur Ellison will have charge of the dramatic department in his absence.

Jack Starr, KMBC sports announcer, planed to California for two-week vacation.

Al Stein, gag man, and Gene Thirnton, commercial artists, who produced a radio advertising cartoon, "On the Nose," for use in local newspapers by WHB, have incorporated as Superior Features to syndicate the feature.

Anne Campbell Straight, WHB office manager, has resigned effective May 15. Pearl Wise, formerly in agency work, is taking over her duties.

JERRY COOPER

HOLLYWOOD HOTEL
CBS

FRIDAYS 9 P. M. EDST.

MANAGEMENT
COLUMBIA ARTISTS, INC.

☆ "Quotes" ☆

LEE WILEY: "There is one good bet that the movie moguls are overlooking. Why not take pictures of an entire radio broadcast and release it as a short subject? Shows emanating in the East would be unreel on the West Coast and vice versa. This procedure would save the studios money and help sponsors defray the expense of their airings. Radio programs are about evenly divided at present between New York and Hollywood. I believe, however, that the Hollywood situation won't last and that during the next few months many of the shows currently heard from there will once more come back to New York."

MARIO BRAGGIOTTI: "At every hand we read how this or that orchestra leader rose from obscurity as a miner, farmer, office boy or elevator operator, until it seems that before a bandleader can achieve prominence he must serve an apprenticeship in some trade. Vastly in the majority are leaders whose entire lives have been linked with things musical. There's Enoch Light, the Melody Magician, Leo Reisman, Xavier Cugat, Rudy Vallee, Dave Rubinoff, Emery Deutsch and a host of others."

PICK and PAT: "The airways are always full of pleas for novelty. We have a suggestion for a program that would be different, to say the least. One of the networks should corral the leading comedians and have them swap scripts for one gala novelty airing. Imagine Milton Berle asking 'Vas You Dere?' or Jack Pearl assassinating 'Today I am a Man'. Fred Allen would complicate things by looking for a lost brother while Gracie Allen spied about 'Town Hall Tonight'. And Jack Benny could take a try at 'Who's Excited?' while Judge Hugo Strait played 'The Bee'. We think it would be fun."

LOUISE MASSEY: "With the Westerners I have been making a tour of the country's leading theaters and have found that a radio reputation does a great deal to enhance your popularity at the box office. Before going on the air we were a

ONE MINUTE INTERVIEW

ROSALINE GREENE

"Of course I consider it strange that there are not more women announcers on the air. More than 90 per cent of all the programs are directed toward women. It is logical to assume that they be addressed by one of their own kind. Yet not one of the networks maintains a woman announcer. It is one of the mysteries of radio. There are lots of women available with smooth, well modulated voices who would do credit to any program."

Can't Escape From It

Kansas City, Kan.—Needing a rest after much overwork caused by unusually good business induced through his Noon Hour Clock program on KCKN, Clarence Falconer, owner of Falconer Furniture Co., drove to Excelsior Springs for a few days' relaxation and golf. He arrived just at noon and as he stepped in the Hotel he heard the Falconer Noon Hour Clock program tuned in in the lobby. He hurried to the golf course and there in the Club House, again the Falconer Noon Hour Clock program was tuned in.

The next day at luncheon in the hotel dining room the same thing—Falconer Noon Hour Clock program—was tuned in. Clarence enjoys listening to his program, but since he was trying to forget business entirely for a few days, he asked the maitre d'hotel if he would please tune in some other program. The maitre d'hotel politely refused. Falconer explained impatiently that he was Clarence Falconer, that it was his program, and that he wanted it tuned out. The maitre d'hotel responded stiffly, "Sorry, Mr. Falconer, that program has been tuned in here every day at noon for months. We wouldn't tune it out for you or anybody else."

The noon hour clock was conceived three years ago by Ellis Atteberry, present KCKN station manager, and Clarence Falconer, and has been on the air daily, consecutively, under Falconer sponsorship since that time. Announcer Evan Fry's personality has contributed a lot to the success of the program.

SAN FRANCISCO

Pat Kelly, KFRC publicity man, flew back to town after driving down to Hollywood recently with Bill Holmes, radio editor of Oakland "Post-Enquirer."

KJBS takes on Dick Wynne, ex-KYA, and Vann Connors, formerly of KFBK, Sacramento, as announcers.

Lloyd Yoder, NBC public relations chief, doing his annual two weeks of required training at the Presidio. He's a lieutenant in the Naval Reserve Corps.

KYA's new "Parade of Melody" program on the Orange network Fridays at 7:30 features only hit melodies of 15 and 25 years ago. Walter Rudolph's studio ork brushes the dust away.

Betty Jane Holman, concert pianist with symphony orchestras throughout the country, ex-Paul Whiteman protege, does four days at Oakland "Roosevelt" theater starting tomorrow.

successful stage group but we never caused SRO signs to go up. However, since contributing to the kilocycle scheme of things we have found that we attract audiences who would never have thought of coming to see our act if they hadn't tuned us in via the airwaves. As a result, we are making more money, and that's what really counts."

ABE LYMAN: "Musicians have much to thank for radio, but the orchestra leader particularly has benefited by it. The microphone has made a personality out of a maestro and by allowing him a speaking voice in the matter, it has made him much more than just a fellow who waves a stick. This development has placed him in greater demand for personal appearances and has, in itself, brought the public closer to the man behind the music."

ROBERT EMMET DOLAN: "Conducting a program featuring guest stars, like the Saturday Night Party, has proved to me that all the talk about the temperament of certain stars is so much nonsense. I have yet to meet one instance of so-called temperament in any of the celebrities

BALTIMORE

J. Thomas Lyons, executive v.p. of WCAO, was toastmaster at a dinner in honor of Harry O. Levin, new Public Service Commission member.

A 10:30 p.m. daily airing of Pimlico highlights, as recorded during the races by Tommy Daly, is being offered by WFBR.

John Adamy is in charge of the mike for the Ice Publicity Committee's periods on WCAO.

"Moonbeams" disk series is being sponsored by Walter Lears & Sons (the Sleepshop) over WBAL, while "Ace Williams" is a Schmidt Baking Co. series on WCBM.

Bill O'Toole, dean of WCOA announcers, is taking up golf but complains that someone keeps moving the holes.

we have led to the microphone. As a rule, they are only too glad to cooperate and make things as easy as possible for everyone. The bigger they are, the easier they are to get along with."

ENOCH LIGHT: "Many persons close to radio fear that the wholesale introduction of recorded music, and even recorded programs, will lead soon to a complete banishment of flesh and blood performances. That isn't so. What everybody seems to forget is that television is directly in the offing. And television will demand the appearance of artists at the mike!"

RUBINOFF: "The trouble with music today, swing or otherwise, is that there is too much 'noodling' around with it. Even though you don't want music too monotonous, you must change the keys once in awhile, but that does not license a musician to so completely change the composition that you do not recognize it in any form. The melodies of the old masters need not be changed, but it is possible to do something to the arrangements to bring them up-to-date."

Viewpoints

Radio Brings Changes In Advertising Agencies

"The development of advertising agencies with the ascendancy of radio is one of the best illustrations of efficiency in entertainment field enterprise.

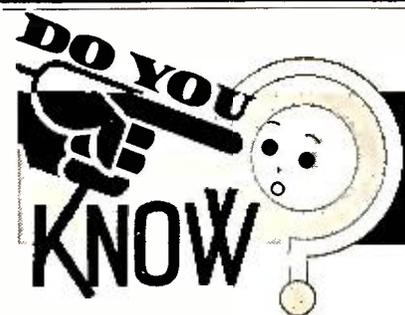
"Not so many years ago the agencies were confronted with a new problem. Advertising clients were beginning to demand radio as a new medium to be used in conjunction with other outlets to the public. The chain radio systems were developing artist bureaus, production departments, sound effects equipment and statistical surveys. The agencies had to go to the radio stations for talent, scripts and show ideas.

"Within the short period of a few years, the picture has changed greatly. The bigger agencies have artists signed for long terms, they have taken many of the better announcers, engineers, script men and executives from their jobs with radio stations and tied them to contracts to work exclusively for one particular agency.

"Today, if a client breathes a word about some sort of an air show, the agency can get up a musical show for audition within a week or less and a script show within a fortnight—all conceived and executed in its own offices."—RAY HEATHERTON.

Commercials Justified By Quality Programs

"Commercial announcements have come in for a lot of criticism from listeners but if they knew the situation in other countries, as far as broadcasting is concerned, these same listeners would undoubtedly stop their complaints. In England, for instance, artists are poorly paid, if at all, because of sponsor absence and the entertainment lacks lustre. Germany, Russia and Italy fill their air schedules with government propaganda. In America the best of the world's artists are available on radio because they are paid well by sponsors whose main intent is to advertise their products. So, the commercial announcements are really responsible for good listening."—SEDDLEY BROWN.



Radio receivers are being bought in this country currently at the rate of 28 sets per minute.



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 68

NEW YORK, N. Y., FRIDAY, MAY 14, 1937

FIVE CENTS

FCC to Report on Tax Bill

MAXEY TO MANAGE WRTD WITH JUNE 27 OPENING

Richmond—Ovelton Maxey, sales manager of WBTM, Danville, Va., has been appointed resident manager of WRTD, new local station to be owned and operated by the Richmond Times-Dispatch, with opening scheduled for June 27. Maxey also was at one time associated with WCHV, Charlottesville; WTBO, Cumberland, WMCA, New York, and Joseph McGillvra.

David Bain, formerly with WTAL, Tallahassee, Florida, has arrived to join the technical staff of the new station.

Campbell Arnoux, general manager
(Continued on Page 3)

Fibber McGee Program Renewed for 52 Weeks

S. C. Johnson & Son Inc., Racine, Wis. (floor wax) has signed a 52-week time renewal for the "Fibber McGee and Molly" program now on 51 NBC-Red network stations, Mondays, 9-9:30 p.m., effective July 5. Needham, Lewis & Brorby Inc., Chicago, has the account.

Delegation Attending KXBY Studio Opening

Frank Conrad of McCann-Erickson, Murray Carpenter of Compton Advertising Agency, Charles Ayres of Ruthrauff & Ryan, and Earle Bachman and Pete Wasser of Furgason & Aston are leaving today by plane for Kansas City to attend the opening of the new KXBY studios in the Fidelity Building, Sil Aston of the Chicago office of Furgason & Aston
(Continued on Page 3)

Heart to Heart

Colorado Springs—Station problems, letters of praise or criticism, suggestions as to betterment of local programs, news of behind-the-mike interest to listeners, are discussed on the air each Monday morning at 11 o'clock on KVOR. The program, titled "Sincerely, KVOR" features Hugh B. Terry, station manager, and Wauhillau LaHay, program director.

NBC Alarm Clock

First public demonstration of a new waker-upper will be broadcast over WEAJ at 7:30 a.m. Wednesday when a contraption invented by Robert M. Hess, Columbia University senior, is put on the air. Bells, guns and pails of water are part of the home-made alarm clock system. An NBC announcer will be at the inventor's bedside to interview him after being awakened by the gadget—if it works.

SHEAFFER PEN SERIES SET FOR 59 STATIONS

W. A. Sheaffer Pen Co., Fort Madison, Ia., will use daily spot announcements over 59 stations during the week of May 24-29. Date is the annual observance of National Pen Inspection Week. McJunkin Advertising Company, Chicago, is handling the account.

Clark Dennis Signed For Lanny Ross Spot

General Foods, through Benton & Bowles, yesterday signed Clark Dennis, young Chicago tenor, to a three-year exclusive contract. Dennis will assume the role to be vacated by Lanny Ross when the Showboat moves to the west coast July 8. The signing of Dennis completes the cast of the new series with the exception of a band. Al Goodman, currently directing the musical end of the program, will be unable to make the switch due to previous commercial
(Continued on Page 3)

Asks \$100,000 in Damages For Use of Name in Broadcast

English Derby Running Will Be Aired by NBC

The running of the English Derby at Epsom Downs, England, on June 2, will be broadcast over the NBC-Blue network at 9:45-10:15 a.m. Program will be short waved from London through the BBC.

House Committee Hearings on Measure Calling for Wattage Levy Are Expected to Start Soon

REPORT I.A.T.S.E. MAY ORGANIZE RADIO

Rumors to the effect that the I. A. T. S. E. would take a hand in organizing certain branches of the radio field, such as the technicians, gained some official status yesterday when George E. Browne, president, said his organization would begin a drive shortly to organize radio. Browne, who was leaving for the coast, also stated that a number of radio groups had applied for I.A.T.S.E. affiliation.

It is understood that the camera angle in television would automatically give the I.A.T.S.E. jurisdiction over some of the technicians at least.

Chattanooga Times Asks Permit for New Station

Washington Bureau, RADIO DAILY
Washington—Chattanooga Times yesterday filed application with the FCC for permit to construct and operate a radio station on a frequency of 1,120 kc. with 500 watts night and 1,000 watts day, unlimited time. Call letters requested are WASO, the "ASO" being initials of the late Adolph S. Ochs, publisher.

Washington Bureau, RADIO DAILY
Washington—Federal Communications Commission experts, including members of the broadcast division, have almost completed their study of the proposed radio tax bill presented by Congressman Boylan, and expect to make a report to the House Ways and Means Committee in two or three weeks, RADIO DAILY learned yesterday from Commissioner George Henry Payne, at whose behest the bill was drawn up.

Hearings on the measure, which would tax stations on a wattage basis, are expected to be held in a short time.

3 COPYRIGHT BILLS MAY BE CONSOLIDATED

Washington Bureau, RADIO DAILY
Washington—Indications that entirely new copyright legislation may be introduced shortly came yesterday when Senator F. Ryan Duffy (Dem., Wis.) disclosed that a group of experts are now at work analyzing the Sheppard, Guffy and his own copyright measures with a view to consolidating all three into one uniform measure.

"I have every reason to believe that
(Continued on Page 3)

Neb. Passes Ascaph Bill; Texas Measure Held Up

Lincoln, Neb.—State legislature yesterday passed the so-called anti-Ascaph measure aimed at collection
(Continued on Page 3)

Little Ironies

Bridgeport—The Bridgeport Medical Society has been presenting a program along health lines over WICC.

Final broadcast of the series, scheduled a few days ago, had to be cancelled on short notice.

Reason for calling off the broadcast was the last-minute illness of one of the members of the program.

(Continued on Page 3)



(Registered U.S. Patent Office)

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

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FINANCIAL (Thursday, May 13)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., RCA \$5 Pfd. B., Stewart Warner, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Majestic, Nat. Union Radio.

Table with columns: Bid, Asked. Rows include CBS A, CBS B, Stromberg Carlson.

Merrill's Return Hop Is Broadcast by NBC

NBC special events department yesterday had an exclusive broadcast of the take-off of the Dick Merrill return flight to the U. S. Program was heard over the NBC-Blue network from 4-4:15 p.m., from Southport, England. Plane is carrying newsreels of the Coronation.

WOR, as it did when Merrill flew to London earlier in the week, was on the air all night contacting the plane. Dave Driscoll was the announcer.

NBC plans an exclusive coverage of the Merrill landing at Newark airport and WOR also claims that it will cover the flight's end.

MARTIN BLOCK'S 'Make-Believe Ballroom' A WNEW FEATURE 1250 Kc. 10 TO 11 A. M. 6 TO 7:30 P. M.

Says Flood Proved Radio's Public Service Washington Bureau, RADIO DAILY Washington—Speaking before the annual convention of the American Red Cross, President Lenox R. Lohr of NBC declared that radio, by its sacrifices of revenue and by the effectiveness and speed of the coordination of its various components to bring aid to the sufferers of the Ohio Valley floods earlier this year, provided ample proof that it "has its feet firmly placed on the rock of public service." Lohr lauded the work of the Red Cross. Others who spoke included Will H. Hays of the films and Frank Noyes, AP president.

Novel Stunt Staged For Tampa Adv. Club

Tampa—Tampa Ad. Club members in their weekly radio program were treated to something novel and unexpected, when they assigned the program to the membership representing Tampa's radio stations. W. Walter Tison, general manager of WFLA, and George Seargent, sales manager of WDAE, jointly put on the program in the form of an electrical transcription cutting demonstration.

WFLA installed its portable cutting machine with suitable Nemo equipment to carry a microphone over entire luncheon table. Each Ad Clubber had to give his name and business, and was invited to say something funny. The mike-cord was pushed over table at rapid pace and the nearly one hundred members present took a full ten minutes for introductions. After the recording was finished the platter was played back for the benefit of the participants so they could hear themselves as others hear them. Concluding the cutting demonstrations there were remarks by Tison, who gave some illuminating highlights on transcriptions and their adaptability to present day radio and the open question forum for educational purposes.

English Tele Survey

West Coast Bureau, RADIO DAILY Hollywood—Completion of a survey of television developments in England, was announced yesterday by Carl Dreher, chairman of the Academy Research Council Scientific Committee. The results will be included in a report on tele in connection with motion picture production which is now in preparation by the committee.

NBC Saturdays Off

NBC personnel will have Saturdays off beginning Decoration Day and ending Labor Day. A skeleton staff will be maintained, however, on Saturdays. The order does not make it clear whether the order affects the Decoration Day week-end.

Blair Named KFEL Rep

Denver—John Blair & Co. has been appointed national representative for KFEL. Appointment was made when John Blair was here and conferred with Frank Bishop and Gene O'Fallon, owners of the station. KFEL will continue as an affiliate of Trans-American.

WBAL is Feeding NBC 3 Preakness Programs

Baltimore—Trainers and jockeys, including Charlie Kurtsinger, who will again be astride War Admiral, winner of the Kentucky Derby last week, will be interviewed by Clem McCarthy, NBC turf authority and commentator, and Alfred Gwynne Vanderbilt, chairman of the Preakness Committee, over WBAL this evening at 9:30. The program, with WBAL acting as key station, will be fed to the NBC-Blue network. Tomorrow, the 45th annual running of Maryland's historic Preakness will be described by McCarthy. This broadcast will also be fed to the network at 5:15-5:45 p.m., followed by a broadcast of the Preakness Ball at 11 p.m.

Three-Way Tieup Made On Miami Contest Show

Norfolk—A three-way tieup deal has been completed by Travis Barnes, WTAR salesman, embracing the station, the Cuthrell Co. as local sponsors, and the City of Miami, Fla. Offer came to him to broadcast six contest programs exploiting Miami, and offer two all-expense trips from Norfolk as prizes. Cuthrell came in on the proposition, and now Barnes himself is airing the program once weekly.

Air Features Moving

Air Features Inc., radio production firm, within the next week will move its headquarters to the ninth floor of 247 Park Ave. Concern, headed by James Sauter, produces a number of Blackett-Sample-Hummert radio shows and the new quarters, located on same floor as B-S-H, will be more handy for personnel of both organizations. Present address of Air Features at 630 Fifth Ave. will be retained for part of the staff, with Sauter and all writers and producers located at the new address.

Patents and Trademarks Protect your most valuable assets. Expert service. Prompt attention. Write LESTER L. SARGENT Registered Patent Attorney 1115-K St., N. W., Washington, D. C.

COMING and GOING

CHRIS ROBBINS arrives today from New Orleans to visit his wife and daughter, June, who is vocalist with Gus Arnheim's band.

MARVIN KIRSCH, Business Manager of RADIO DAILY, left last night for Boston.

EILEEN STANLEY sails today on the Ile de France for London.

JIM PATE, manager of WACO, Waco, Tex., is in town and will leave for home Sunday.

ETHEL MANNERS is en route to New York from Hollywood to visit her son, Zeke.

IRVING PARKER of the west coast office of Earle Ferris, who has been in New York conferring with the main office on expansion plans, left last night for Hollywood.

CAB CALLOWAY will be in Indianapolis July 4 to play at the Lyric Theater there.

GUY LOMBARDO returns to New York on Sunday morning from Philadelphia, where he played a week's engagement.

BIDE DUDLEY leaves for Hollywood tomorrow and will be gone four weeks.

KAY KYSER will appear in St. Louis for his airing Sunday, coming from an engagement in Memphis.

PAUL LOYET, technical director of Central Broadcasting Co., owner of WHO, Des Moines, who has been in New York for the radio engineers' convention, will stop off in Washington for a few days en route home.

TOM RILEY, NBC press, leaves today for New Bedford, Mass., on a two-week vacation.

JAMES SAUTER, president of Air Features Inc., in Washington today supervising CBS coop bank broadcast tonight.

JOHN RUNYON, KRDL (Dallas) manager, is in town.

FLORENCE GOLDEN, radio actress, and her husband, DON BECKER, production man, are in New York after a stay on the coast.

MARTIN W. SECTOR returned to New York last night after a one week business trip to Miami.

EMIL COLEMAN and band go to Orange County, New Jersey, tomorrow for a special performance.

Opens Agency to Handle Foreign Language Adv'g

Norman B. Furman has started a new foreign language radio advertising agency with headquarters at 505 Fifth Ave. Firm name is Norman B. Furman Inc.

Motorboat Marathon on WINS

Tenth Annual William Randolph Hearst Albany to New York Motorboat Marathon will be aired over WINS at 11:30-1:30 p.m. Sunday.

'BARON MUNCHAUSEN' JACK PEARL RALEIGH and KOOL CIGARETTES WJZ-10 P. M. E.S.T.—Friday NBC Network Dir.: A. & S. LYONS, Inc.

THREE COPYRIGHT BILLS MAY BE CONSOLIDATED

(Continued from Page 1)

we can and will settle the copyright question this session," Duffy told RADIO DAILY. He said the idea was proposed during an executive session, and it is expected a report on all three bills with proposed consolidation plan will be presented to the committee in a month.

Asks \$100,000 Damages Because Name Was Used

(Continued from Page 1)

magazine, and she subsequently showed him a script in dramatized form pertaining to ambulance chasing and fee-splitting by doctors. He avers that he gave his views on the matters in question, but specifically requested that his name not be mentioned in connection with the broadcast.

On the broadcast in question, his name was used several times, and as a result Dr. Hayes sets forth that he has been held up to ridicule by both his physician associates and patients.

Arthur Garfield Hays, attorney for Dr. Hayes, is today filing a motion to have the defendants examined before trial. The motion if granted, is expected to result in a full bill of complaint being filed by the plaintiff.

Clark Dennis Signed For Lanny Ross Spot

(Continued from Page 1)

commitments. Herschel Williams, agency production head of the show, has attempted to sign a west coast band during his stay there, but to date nothing definite has happened. Ross, who leaves the show July 1 after six years, goes to Hollywood to fulfill a picture contract, then returns east and to radio in the fall.

Gets Indianapolis Races

Mutual Broadcasting System will take the Indianapolis Speedway races on Memorial Day from WLW, one broadcast being at 11:45 a.m. for half hour and the other at 4:30-5 p.m. WLW will also feed the program to its "Line" heard in New York on WHN. Station WOR will air the programs in New York for Mutual.

Race description, etc., will be done by Joseph Ries and Paul Sullivan.

Stand By for a Radio Flash

You're a Hit!

FULL DANCE ORCHESTRATION—50c
WHITNEY BLAKE MUSIC PUB.
1585 Broadway New York City

NEW PROGRAMS—IDEAS

Nut Shows for Hospitals

Because a large portion of KVOR's best fan mail comes from patients in Colorado Springs' sanatoria, KVOR is paying back a debt of gratitude by making a weekly appearance at local hospitals and sans with an especially written 45-minute show. The show, tops in foolishness, is called "Dokes Violent Varieties" and was written by Wauhillau LaHay, KVOR's program director.

Hugh B. Terry, station manager, opens the show with a curtain speech about radio sales—how they're made—and the follow-up. He explains briefly that the show is supposed to be crazy! Dudley Tichenor and Tommy Loritz, KVOR salesmen, assisted by Anita Perry, office manager, put on a short skit which concerns the selling of Dominicus David Drizzle-Puss Dokes, maker of Dokes Dunkless Do-Nuts, a radio program.

First Dokes program given shows what happens when a sponsor wants too much talent and too many commercials. Acts are cut short for long sales talks. Second program, still very silly, shows what the production department of KVOR would do to the program.

Featured artists are the Pike's Peak Melodeers, male quartet; Henry B. Parsons, news commentator; Smoky and His Rocky Mountain Ramblers, cowhand unit; Lois Flinn, pianist; Billy Sheehan, crooner; Miss LaHay, with news for feminine listeners; and two staff announcers, Bob Harris and Arbor Fuller.

Over ten shows are planned in all, and judging from phone calls and letters, KVOR will respond to requests to repeat the show on the air.

Birthday Party

WMBH, Joplin, Mo., is presenting a birthday party for the local Dr. Pepper Bottling Works, a 13-week program every Saturday morning. Youngsters from 1 to 12 years old who have had birthdays during the previous week are invited. Each receives a cake with his name on it—if he accepted the invitation in time—and also a ticket entitling him to a cold bottle of Dr. Pepper. The youngster rings his age on a bell and calls hello to someone over the microphone—if he can be induced to do that. Most of them can.

Program brings about 35 youngsters to the WMBH studios every Saturday morning. A Dr. Pepper man reads the commercial and helps Miss Vivien Rue of the station staff handle the youngsters' party.

WWRL Screen Parade

Woodside, N. Y.—The Queens Screen Reporter, heard every Tuesday at 11 a.m., gives previews of pictures being shown in local theaters, latest Hollywood news flashes, and some interesting chatter about movie stars.

News from Old Files

"Memory Lane", featuring local news of 10 to 50 years ago taken from files of the old Star and the Star-Telegram, has made a hit on KFJZ, Fort Worth, Tex. Program is heard on Sunday afternoons, and on Tuesday, Wednesday, Thursday and Friday evenings, sponsored by Ellison Furniture & Carpet Co.

History Musically Dramatized

Under the direction of Wm. Foulis, of stage experience, KLZ, Denver, is presenting a half hour of "Velvet Violins", featuring the Ruth Skelly Bellows violin unit and dramatizing some highlights of history that can be tied in to a music theme. Bob Bradley is doing the vocals, with Wesley Battersea announcing.

Local Industry Talks

A series of talks on New Haven industries is being presented by Robert Lancraft, head of Chamber of Commerce retail division, on WELI, New Haven. The retail authority also conducts the WBRY New Haven Chamber of Commerce of the Air.

Graduation Time Tieup

WMBH, Joplin, Mo., has arranged interview broadcasts with the ten high ranking senior high school students, sponsored by the Reeves Jewelry Company—graduation gifts tie-in. Five boys and five girls are interviewed, one each day. The boys who are interviewed are given good pencils; the girls are given good compacts. Parent and school interest very high.

Industrial Series

Sponsored by the Kansas City (Kan.) Junior Chamber of Commerce, a series of special industrial broadcasts has been inaugurated over KCKN.

Whiteman for Chi Palace

Paul Whiteman and his orchestra has been booked for the Palace, Chicago, week of June 5. Booking set by Charles E. Green of Consolidated Radio Artists, Inc.

CRA also booked Lou Breese and orchestra for the French Casino, New York, opening Sept. 1, for 45 weeks. Band is now at the Casino Parisienne, Chicago. Whiteman band will go to Texas after Chicago engagement.

New CBS Librarian

Miss D. C. Mitchell succeeds Elizabeth Stevens, resigned, as CBS sales promotion librarian. She formerly was with The Texas Co. and Arbuckle Coffee Co.

RECORDINGS

Productions -:- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BRV 9-8265

MAXEY TO MANAGE WRTD WITH JUNE 27 OPENING

(Continued from Page 1)

of WTAR, will have general executive supervision of WRTD in addition to his duties as head of the Norfolk station.

Studios and transmitting plant for WRTD are being rushed to completion in order to be ready for the opening. The transmitter will be located on Belle Isle in the James River, almost in the geographical center of Richmond. A half wave tubular copper bearing steel antenna 328 feet high will be used, with RCA high fidelity equipment all the way from microphone to transmitter. Luxurious pent house studios and offices are being constructed on the roof of the State Planters' Bank Building. WRTD will carry the NBC-Blue network programs.

Neb. Passes Ascap Bill; Texas Measure Held Up

(Continued from Page 1)

of performing rights fees within the state, similar to those passed in Washington and Montana.

Austin, Tex. The anti-Ascap measure pending in the state legislature again failed to get favorable consideration. The state bill, No. 468, which was introduced on April 13 by Rep. Sulak of Schulenburg, 15th district, remains for the time being with the judiciary committee.

Delegation Attending KXBY Studio Opening

(Continued from Page 1)

Aston is also flying to K. C. with a party of Chicago radio and advertising executives, and will be in New York late Sunday.

Clem McCarthy for Shorts

Clem McCarthy, NBC sports announcer, has been signed by Warner Brothers for 13 Vitaphone sport shorts during 1937 and 1938. McCarthy will write, announce and act in the shorts, which will be filmed at the Vitaphone studios in Brooklyn. First 2 scheduled to be released June 4 and June 24.

★ THE SONGBIRD OF THE SOUTH ★

KATE
SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS ★

GUEST-ING

BEATRICE HOWELL, booked by Central Artists Bureau on Fred Allen program, April 19 (NBC-Red, 9 p.m.).

MAURICE EVANS and MICHAEL STRANGE, on Sealtest Saturday Night Party, tomorrow (NBC-Red, 8 p.m.).

EDDIE GARR, on Joe Cook Shell Show, tomorrow (NBC-Red, 9:30 p.m.).

GALE SONDERGAARD, interviewed by Radie Harris, tonight (WHN, 8 p.m.).

KATHRYN MEISLE, on Ford Sunday Evening Hour, May 23 (CBS, 9 p.m.).

JIMMY DURANTE and SYBIL JASON, on Sealtest's first Sunday Night Party, May 23 (NBC-Red, 10 p.m.).

COLONEL HUBERT FAUNTLE-ROY JULIAN, colored aviator, on Robert L. Ripley program, May 16 (NBC-Blue, 7:30 p.m.).

MARION CLAIRE singing a new Oscar Strauss song on Rubinoff show, May 16 (CBS, 6:30 p.m.).

MADELAINE d'AVEZZO and HUBERT HENRY on Concert Hall program, May 18 (CBS, 3:30 p.m.).

MILTON HERTH, swing harpist, on premiere of Noxzema series, tonight (CBS, 7:30 p.m.).

WDAF Live Talent Show

WDAF, Kansas City: Harry Kaufman, program director established some kind of a record when he conducted a new live talent show, The Katz School of the Air, through all the stages from conception to final sale to the sponsor in less than 18 hours. . . Ellis De Long, who entered radio some years ago as a singer on WDAF, has returned as a character actor after spending three years at WOQ as an announcer. . . Mary Craig French, soprano in the New-comer quartet, is in California for a three-week vacation. Katherine Hinkle is substituting.

Acme Lead to Recess

Acme White Lead & Color Works, Detroit (paints) on July 4 will sign off the air for the summer, returning to the air Aug. 29 over the same basic NBC-Red network, Sundays, 5:30-6 p.m. Program features Smiling Ed McConnell, Larry Larson and Palmer Clark's orchestra. Henri, Hurst & McDonald Inc., Chicago, has the account.

K. C. Boy Scout Round-up

A series of studio programs publicizing the Kansas City (Kas.) Boy Scout Jamboree on Monday night was presented this week by KCKN. Station also aired the Kansas City (Mo.) Boy Scout Round-up last week.

San Antonio Sweetheart on Air

Olive Henderson (San Antonio Sweetheart No. 1), selected in a Chamber of Commerce contest to compete for the featured role in Casa Manana at Frontier Fiesta, was presented over KMCA.



● ● ● Johnny Green with his orchestra and Conrad Thibault will headline that auto commercial throughout the summer starting June 8—and will be an HOUR show. . . Phil Baker leaves the air June 27, returning Oct. 3. . . Fibber McGee's time changes June 7 and he will be spotted opposite Burns and Allen. . . Harry Hershfield is set for a WOR commercial starting June 11. . . Ernie Watson was forced to turn down another commercial show last week because his sponsor, Shell, demands exclusive service. . . That fellow struttin' down Hollywood Bull-varde these days in a bright canary-yellow sweater—is not Jack Oakie—but Jerry Cooper! . . . NBC, CBS, Mutual and WMCA will send representative teams to Rivervale next Friday to compete in a golf tournament. . . Gertrude Berg is at present co-directing Bobby Breen's flicker with Kurt Neuman. . . Johnny Messner's vocalist at the McAlpin will be Jean D'Arcy of Brooklyn. . . George B. Evans is sporting a new red roadster. . . This week's Pilot Award will go to Alfred Wallenstein.

● ● ● Brewster Morgan relates this about Bill Lewis. . . The CBS exec had gone for the nags down at the Kentucky Derby and was at the point of swearing off. . . Some one had suggested the bow-wows as a means to recoup a small fortune. . . Bill hemmed and hawed about taking another fling—as he studied the dope sheet. . . He noticed a dog named "Bethel" running that day—and inasmuch as "Bethel" is the name of CBS's music head (Fred), Bill figured he couldn't be crossed, so he placed the roll on the dog. . . (Betcha you expect that Bill lost again!) . . . Well, "Bethel" WON and Bill was more than even! . . . (Never jump ahead of OUR stories!).

● ● ● "By United Press" (now on a record and being offered to sponsors) is Eddie Byron's work for U. P. . . Show is take-off on "March of Time" but instead of dramatizing five or more episodes on each airing, this program takes one happening such as the Race for Re-Armament and turns back the pages of history to Biblical times, explaining the reasons for the various changes on that ONE subject and how Time has affected the make-up. . . Harry Salter conducted the large ork for the audition. . . Here's an interesting note about the audition: Eric Rolfe, an actor, impersonated FDR and when he concluded, EVEN the musicians dropped their instruments to applaud his effort. . . Fred W. Ayer has rejoined the commercial staff of WIRE, Indianapolis. . . Mary Small will remain at the Paramount SIX weeks, even though the pictures will change weekly. . . Paul Whiteman returns to the Frontier Fiesta at Forth Worth on June 26. . . Ralph Wonders is entertaining the people of the Cleveland Exposition in town this week.

● ● ● The (Al) McCosker-(Harry) Hershfield Cardiac Foundation is coming along fast. . . Their aim is to take care of poor invalids' social activities while confined. . . Art Miller, CBSlinger, was married the other day to Helen Jackson of the Kay Thompson choir. . . Sue Mitchell, who appears on tomorrow's "Swing Session" has been signed by CBS on a sustainer. . . Leon & Eddie's fete Bob Hope and his air cast Sunday night. Why, we don't know! . . . Cahn and Chaplin, young song writers of "Shoe Shine Boy", "Dedicated to You", etc., have been signed by Warners and go west in July. . . Jack Kofoed has been renewed on his series of shorts for Columbia Pictures. . . The Oscar Shaw-Estelle Taylor record (which is in the hands of an agency now) may go on five times weekly.

AGENCIES

CASIMER-BEST INC. will move to larger quarters at 9 Rockefeller Plaza on Saturday. Increased volume of national business makes the move necessary.

PERRY BEAVER STRASSBURGER, formerly a member of the New York Stock Exchange, has been elected vice-president in charge of public relations of Kelsey, Pickering & Co., Inc., advertising agency.

Charles Pannill Honored

Charles J. Pannill, president of Radiomarine Corp. of America, a Fellow in the Institute of Radio Engineers and a member of the Society of Naval Architects and Marine Engineers, was awarded the medal of Chevalier de l'Ordre de Leopold by H. M. the King of the Belgians in an informal ceremony in the RCA Building yesterday. The award was made by decree of King Leopold in recognition of Pannill's long continued activities in the promotion of efficient radio communication at sea.

Magic Key from Philly

Philadelphia—Return of the Philadelphia Symphony Orchestra from its 1937 RCA-Victor sponsored trans-continental tour will be marked in a special program of the Magic Key of RCA featuring Helen Jepson on May 23, over the NBC-Blue network.

The orchestra will be conducted by Charles O'Connell.

New Westinghouse Ad Head

S. D. Mahan has been named general advertising manager of Westinghouse Electric & Manufacturing Co. with supervision of all advertising and promotion of the company and its subsidiaries. His headquarters will be in Mansfield, O. Appointment becomes effective immediately.

"Masters of Music" on WHBL

"Masters of Music," featuring an informal discussion of renowned composers, is a new half-hour program being presented each Wednesday at 10:30 a.m. C.S.T. over WHBL, Sheboygan, Wis.

Viewpoints

Experience as Arranger Helps Orchestra Leader

"It is logical to believe that orchestra leaders who have had experience as arrangers produce the best music. Firstly, they understand the intricacies of an orchestration and secondly they can direct variations according to theories and ideas worked out during their years of experience. It is for this reason that so many band leaders permit their arrangers to rehearse the orchestra in songs they have scored. Having arranged or had something to do with writing the arrangement for a musical presentation gives the conductor a better "feel" and makes for better interpretation."—ERNIE WATSON .

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

JEAN DICKENSON, the NBC diva, auditioned for the Met powers-that-be on Wednesday... Mary Small in the process of making history at the Paramount, to be held over with Ina Ray Hutton Melodears when they invade the theater a week from Wednesday... She'll be air interviewed by Nellie Revell May 25... Connie Boswell had fun shooting her scene in the Paramount flicker "Artists & Models" Tuesday... The warbling zany, Aileen Stanley, sailing London-ward on the Ile de France today, to premiere at the Berkeley, May 24... The Chez Paree revue in Chi will soon include Ruth Terry... NBC is in possession of more than 500 requests for the Celia Caroline Cole recipe for physiological spring cleaning as recited by her on "It's a Woman's World" last week... Joyce Duskin, Paradise paragon of pulchritude, to do a Cleopatra, floating down the Harlem River in a barge, with "Uncle Don," in his maritime character of Admiral of the Golden Jubilee Regatta, May 30...

The Rainbow Room's singing girl, Eleanor Sheridan, to guest-warble on Rudy Vallee's program two consecutive weeks, starting June 2... Lou Rogers, cartoonist scribe, to inaugurate a new juvenile program over the NBC-Blue May 29, titled "Animal News Club"... Reed Kennedy, blond baritone of "Heinz Magazine of the Air," has bought Mrs. K. a new wedding ring, on account of he's been wearing hers for luck... It's covered by one of more masculine design, complete with trap door and spring to release the talisman... Kate Smith, Benay Venuta, Barbara Lamarr and Elinor Sherry to represent the distaff side at the River Vale Radio Golf Tournament May 21... Benay has had a week of considerable magnitude, with "Orchids Preferred" opening on Tuesday, and her new variety show starting over WOR on the Sabbath...

"Three Little Maids," the WINS femme, Gilbert & Sullivan-incanting triumvirate, consists of three damsels from three widely separated quarters of the globe... Marian Cole to be interviewed, not interviewer, on Jean Holmes' WINS broadcast... She'll expatiate on "Making Your Home Your Hobby"... Miriam Adelson, sec to Josef Creamer of WOR's sales promotion dept., made hers a Coronation Day betrothal...



"BROADWAY MELODY HOUR"

Borden (Horton and Reid ice cream)
WHN-WOR, Wednesdays,
8-8:30 p.m.

MODERATELY ENTERTAINING VARIETY MELANGE WITH JAY C. FLIPPEN AS M.C.

After about two years of airing over WHN, this program goes under Borden sponsorship in a WHN-WOR hookup with its regular cast plus a guest-star policy. Permanent members are, in addition to Jay C. Flippen as emcee, the blues-singing Ethel Sheppard, tenor Joe Martin, soprano Helen Yorke and Irving Aaronson's Commanders orchestra.

Guest for the opening show was Sid Gary, and he supplied the highlight with his singing of "Without a Song," followed by an encore, "Don't Love Again."

Flippen handles the program in an easy-going style, getting pretty good results from the material at hand. It's not a polished production, but has plenty of general entertainment value for the not too fastidious.

Helen Grey

Since making her WHN debut recently, Helen Grey has been spotted at a new time, 12:45-1 p.m. Mondays and Wednesdays, and she is inviting listeners to send in topics in which they are interested or about which they are troubled, whereupon she will offer her comments and philosophy. Program has perked up, as Miss Grey is an interesting talker with a fund of experience to draw upon, and her last Wednesday discussion on parents' handling of children was in the helpful line.

Dalton Brothers

Caught in several spots over the past week or so, including yesterday at 2:30 on CBS network, the Dalton Brothers sound like one of the better musical sentiment and nonsense groups. They can deliver amusing novelty numbers, heart ballads and other pop numbers with equal facility, and their occasional interpolated cross-fire is okay. In short, their stuff is well on the pleasurable side.

ORCHESTRAS - MUSIC

NYE MAYHEW and his lads open at New Rochelle's Glen Isle Casino the week of May 23. Their first broadcast, via WOR, May 27, will include Hal Kemp, in the capacity of guest.

Bill McCune and his ork, augmented by 2 violins and an accordion, will be aired over the WOR-Mutual network from the Hotel Bossert in Brooklyn, effective May 20.

Micky Alpert, erstwhile m.c., has organized a new band which will take musical command at Ben Marden's new Riviera the week of May 23. Spot will have a WOR-Mutual wire.

Paul Whiteman and the boys back at the Drake Hotel in Chi on Nov. 5.

Alex Hyde, batonist, has been received into Ascap, as a regular member. Mills, E. B. Marks, Joe Howard et al. have published his more recent tunes.

Maestro Griff Williams and his musicians are scheduled to go into the Chicago Aragon for the entire hot spell.

Sammy Kaye and his band, who are expected to make merry at Jenkinson's Pavilion, Pt. Pleasant, N. J., will be ethered via a WOR-Mutual wire, beginning June 20.

Batonist Glenn Miller and his

musicmakers to provide musical fare for the dancing crowd at Boston's Raynor on Saturday, with a Yankee network wire.

Stuff Smith and his Onyx Club Orchestra, now playing one-night stands for CRA, open at the Buffalo Silver Grill, June 2. The Buffalo engagement will be in the nature of a homecoming for "Stuff" since he was playing there when he was discovered by Charles E. Green, CRA's president, and brought to New York.

Maestro Russ Morgan and ork are set for two dates in Worcester, Mass., June 9-10.

George Hessberger and his Bavarian musical contingent, who appeared at Chicago's Century of Progress and last year's Cleveland Exposition, will play the Black Forest at Fort Worth, Texas, this summer.

Will Roland and his ork, featured at Pittsburgh's Schenley Hotel, are concentrating on the new Whitney Blake ditty, "You're a Hit", title of which Maestro Roland claims is prophetic.

Lew Brown and his Duke Blue Devils, collegiate unit from Duke University, will have an NBC wire when they open at the Playland Casino, Rye, N. Y., Saturday. They are winding up a series of middle west one-night stands.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,079,655—Radio Receiver. Nolke S. Markus and Maximilian J. O. Strutt, Eindhoven, Netherlands, assignors to N. V. Philips' Gloeilampenfabrieken.

2,079,657—Automatic Volume Control. Garrard Mountjoy and Stuart W. Seeley, Jackson, Michigan, assignors by mesne assignments, to RCA.

2,079,752—Radio Receiving Apparatus. Emerrick Toth, Flushing, N. Y., and William H. Cooper, Passaic, N. J., assignors to Pilot Radio Corp.

2,079,809—Electron Discharge Tube. Wilhelm E. Kuhle, Dietrich Prinz, and Felix Herriger, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,079,884—Protected Grid. Russell H. Varian, San Francisco, California, assignor to Farnsworth Television Inc.

2,079,893—Method of Making Lamps and Tubes. George W. Bain and William S. Brian, Owensboro, Ky., assignors, by mesne assignments, to Ken-Rad Tube & Lamp Corp.

2,080,024—Filter. Raymond S. Yoder and Raymond E. Wood, Chicago, Ill., assignors to Galvin Mfg. Corp.

2,080,081—Multiplex Radio Communication. William A. Loth and Armand J. Givélet, Paris, France.

2,080,098—Electron Discharge Tube. Karl Steimer, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,080,115—Control System. Charles E. Dean, Bayside, N. Y., assignor to Hazeltine Corp.

2,080,128—High Frequency Superheterodyne Receiver. Gustave L. Grundmann, Westmont, N. J., assignor to RCA.

2,080,204—Method and Means for Controlling Tube Characteristics. Clarence W. Hansell, Rocky Point, N. Y., assignor to RCA.

2,080,235—Control Electrode for Gas-Filled Tubes. Henry M. Smith, Scotia, N. Y., assignor to General Electric Co.

2,080,281—Communication System. Winfield R. Krch, Deaware Township, N. J., assignor to RCA.

2,080,284—Thermionic Receiver. Erwin F. Lowry, Forest Hills, Wilkensburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,080,380—Circuit System for Electric Instantaneous Spot Welding. Ludwig Schiff, Berlin-Lichterfelde, Germany, assignor to Edward G. Budd Mfg. Co.

2,080,381—Process and Apparatus for Electric Instantaneous Spot Welding. Ludwig Schiff, Berlin-Lichterfelde, Germany, assignor to Edward G. Budd Mfg. Co.

Daughter to Jack Henry

Jack Henry, studio supervisor for WBRV in New Haven, is the father of a girl.

3 Marshalls at Joe Zelli's

The Three Marshalls, Peggy, Jack and Kay Marshall of radio-swing-harmony fame, have started a week's engagement at Joe Zelli's.

Approximately 52,370,000 radio sets are now in use throughout the world, including 24,500,000 in U. S. homes.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

CONSTRUCTION DETAILS ON CBS COAST STUDIOS

New CBS Hollywood studio building, now in course of construction, will have eight studios, including an auditorium seating 1,050, two smaller studios seating 200 to 500, and five studios of varying size. Studios one and two, on the first floor, will be almost identical in size and technical arrangement, with the stage in the auditorium nearby so arranged that any program can be rehearsed almost to the last minute, and with little change, be moved into the auditorium proper. Smaller studios, three and four, will also be on the first floor. Studios five, six and seven will occupy the second floor.

Executive offices, designed for local officials and with space provided for visiting New York executives, will be located on the fifth floor of the office building.

The sales department, including a sales conference room suitable for luncheon meetings, sales promotion office, public events department, etc., will all be located on the fourth floor.

Space for the publicity department, Columbia Artists Inc., Columbia Concert Corp., traffic, news rooms and mimeographing department will be on the third floor. Adjoining the publicity department will be space for the press men, where typewriters, telephones, wire facilities, etc., will be provided, and another room will be reserved for visiting pressmen.

The second floor will house the program department, audition rooms and the music department. Smaller studios, as mentioned before, will also be located there.

The first floor of the office building proper will be largely devoted to lobby space, an information desk, phone booths, etc.

The engineering department will be on the first floor of the studio building adjacent to the master control room, which will be glass-enclosed so that visitors to the studios or auditorium can see the actual "heart" of the broadcasting system at work.

Space is being set aside adjacent to the new \$1,000,000 building for a television structure of equal size.

Television at Coronation

London—Elaborate preparations of British Broadcasting Co. for televising the Coronation resulted in success, and for the first time well-defined pictures were broadcast from a point seven miles away from the transmitter. All fears about the practicability of the mobile equipment were dispelled at a surprise rehearsal some days before the actual ceremonies. It was intended to make tests for the benefit of the technical experts at Alexandra Palace headquarters, but they found transmission so good that they put it on the air. Even number plates on autos were clearly discernible. Much secrecy surrounded the coaxial cable used in connecting outside units and transmitters. A short section to be shown televiewers was to be burned afterward so it wouldn't fall into unauthorized hands. Cable costs \$5,000 a mile.

It is estimated that 50,000 televiewers in an area of 7,500 square miles saw and heard the Coronation scenes broadcast by BBC.

Advanced Sound System For New WFIL Studios

Philadelphia — When WFIL's new studios are opened in mid-July, they will feature a new and revolutionary sound system known as the "Binaural Audio," a scientific theory never before applied to practical use, and which has been adapted for broadcasting studio needs by WFIL's chief engineer, Frank V. Becker. System is to sound reproduction what the third dimension is to the screen. A duplex public address system, it imparts to reproduced sound the quality of width and expansion. Becker is at present conducting technical research in an effort to apply the Binaural principles to actual broadcasting.

WGY's 625-Ft. Antenna

Schenectady—WGY has begun construction of an ultra-modern 625-foot vertical antenna which, according to engineers, will increase the dependable coverage of the local NBC outlet three times. The steel tower weighing 250,000 pounds will rest on a single porcelain insulator mounted on a ten-foot-square concrete base. The tower will be erected a few hundred feet from the transmitter building, which is in South Schenectady, five miles from the studios and control room.

Installing WMBG Transmitter

Richmond—Work is under way on the new WMBG transmitter site at the intersection of Staples Mill Road and Broad Street Road, just out of Richmond. The tower construction, under direction of Wilfred H. Wood, chief engineer, consists of two towers 215 feet high.

New Transmitter for WISN

Milwaukee—Work starts tomorrow on installation of the new RCA 1-DA transmitter, the most modern of its type and said to be the first installation of its kind in the country.

WWVA Engineers Plan Experiment in 'Depth'

Wheeling — Glenn Boundy, WWVA Chief Engineer, and the WWVA production men, are planning a novel experiment as an initiation for the new WWVA shortwave stations WAAH and W8XKB. It calls for the experimental program to be picked up by two separate microphones, which in turn will feed two separate speech input circuits, which in turn will feed the two separate transmitters of WWVA and the auxiliary WAAH. Listeners with one receiver tuned to WWVA and another to WAAH will endeavor to catch the elusive DEPTH dimension of radio.

Put in Master Control Setup

Lincoln—KFAB-KFOR will shortly have in use a completely new master control setup. Installation of the switching unit, manufactured by RCA, is now in progress.

Berlin Television Home

Berlin—The Home of Television is under construction and will be officially opened about Sept. 1. It is located at the Hakebourg Castle.

Station Improvements

Jefferson City, Mo. — KWOS has asked the FCC for construction permit to make changes in equipment, along with increase in power.

Lexington, Ky.—CP to install new transmitter, make changes in antenna and increase power to 500 watts night, 1 kw. day, has been asked by WLAP.

Knoxville, Tenn.—New transmitter and antenna, increase in power and move of transmitter are included in a license request filed by WNOX with the FCC.

Paris, Tex. — KPLT will make changes in equipment and increase power upon receipt of license from FCC.

Sioux Falls, S. D.—CP for erection of a new vertical antenna has been requested by KSOO.

Portland, Ore. — KEX has asked

SMALL NEW TUBE OPENS NEW FIELD FOR RADIO

Among latest developments in radio vacuum tubes revealed at this week's annual convention of the Institute of Radio Engineers was a high-power transmitting bulb hardly bigger than a fountain pen.

Capable of delivering nearly 1,000 watts output on the ultra-short wave channels between one and a half and three meters, the new device is expected by its designers to be useful in exploring regions of the electrical ether where some day many communication waves may criss-cross through space like invisible light beams.

The tube, of the water-cooled type, is similar in construction to the mammoth six-foot creations of metal and glass that propel radio signals over thousands of miles on the short waves. Almost an exact copy of the larger tubes, the "fountain-pen" bulb actually is less than an inch in diameter and about seven inches long. It weighs about a half-pound.

A half-gallon of water circulates through the tube's water jacket each minute to keep the bulb at an even operating temperature. A potential of 3,000 volts is applied to the plate element inside the glass and metal creation. The plate element is about the size of a sewing thimble. This midget of the ever-increasing vacuum-tube family, which technical experts have been busily creating since Dr. Lee DeForest's first three-element bulb of 1906, is a product of the laboratories of RCA Manufacturing Co., Harrison, N. J. Winfield G. Wagener, RCA engineer, described the device.

FCC permission to make changes in equipment, install directional antenna and change frequency to 1160 kc.

Merrill's Equipment

The Lockheed Electra in which Dick Merrill and Jack Lambie, his co-pilot, flew the Atlantic, is equipped with standard Western Electric transport radio apparatus which was swiftly modified shortly beforehand to prepare it for the special communication work on the long hop. Merrill and Lambie maintained direct radio telephone communication with Newark airport until approximately 900 miles out. Swinging over to c.w. radio telegraph at that point they continued to communicate direct until they were approximately 1700 miles out, or only 100 miles from the Irish coast.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH

Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS

244-250 WEST 49th STREET
New York City Tel. CHic. 4-2074



★ Coast-to-Coast ★



WLS is holding a conference with educational officials from four surrounding states Thursday at La Salle hotel to map next season's plans for its School Time program.

Hoosier Hot Shots booked for Chicago Theater starting May 28 through WLS Artists bureau.

Allan Miller, director of University Broadcasting council, has finished off his Rockefeller foundation fellowship studies in New York and is back at his desk here.

Hugh Studebaker will join the Fibber McGee cast in Hollywood May 31, his birthday and second anniversary with the show.

Cadet Kozak, 11-year-old wizard of the xylophone, guesting tonight on NBC Jamboree along with Little Jackie Heller and Morey Amsterdam.

C. L. Menser, NBC program manager, flying his own plane to Culver, Ind., tomorrow, to deliver an address at the Culver Military Academy on "Use of Radio for Teaching English."

Alfred Otto, NBC engineer, and Mrs. Otto, former NBC PBX operator, are papa and mama. A boy.

John Penaz, NBC communications operator, has been awarded a fine scroll by Better Homes and Gardens magazine for his spaghetti Italiane recipe.

Anne Seymour, star of Mary Martin, threw a party yesterday for Patricia Garrity, her future sister-in-law. Anne's radio acting brother Bill of Cincinnati is to marry Patricia here on Sunday.

Vic and Sade drop their Wednesday night Procter & Gamble broadcast and add a Friday night NBC shot starting May 21.

Carlton Kelsey, musical director of Wrigley's Poetic Melodies, has turned down an offer to become musical supervisor for a west coast film studio. He will remain at CBS here.

WBZ Plant Items

Chicopee Falls, Mass.—D. A. Myer, WBZ plant manager, recently added Richard I. Hammond, formerly with Matheson Radio Co.'s WHDH in Boston, and Edgar M. Parsons, formerly of Raytheon Products Corp., to his staff.

James B. Rock, formerly at KDKA and KYW, but with RCA since 1930, is another new member of the personnel.

Norman Elliott Whitaker, NBC sales representative at WBZ, recently took a wife and will make his home in Saxonville, Mass., after the honeymoon.

Rose Franken Novel on Air

"Of Great Riches", latest novel by Rose Franken, author of "Another Language", will be presented in a radio version over NBC-Blue network at 8-9 p.m. tomorrow. Raymond Scudder did the radio script.

LLOYD H. ROSENBLUM, manager of sales and advertising for Southland Industries Inc., operators of WOAI, points out that this station has been associated with NBC for the past nine years and will continue to be for at least five more years. Through inadvertence, the NBC outlet here was recently mentioned as KMAC, which has the NBC transcription service.

Hal Culver, formerly at KWK, St. Louis, also heard at WMBD, Peoria, and WSM and WLAC, Nashville, is now on the announcing staff at WLS, Chicago.

WBAL, Baltimore, feeds the NBC-Blue network with its eighth program in two weeks tomorrow night with the broadcasting of the Preakness Ball. Two other Preakness programs, two Jackie Heller shows, the Peabody Mixed Chorus, Jerry Belcher's "Our Neighbors" and the NBC Music Guild Program were the other features.

Al Rochester, vice-president of KEEN, Seattle, is recovering following a major operation in the Seattle General Hospital.

Les Window and Bill Schroder of the WCAE (Pittsburgh) sales staff, will spend the week-end in Chicago. Window is to be "best man" at the wedding of a KEHE salesman.

Solly Goldstein of the WCAE continuity staff, while searching for material at Carnegie Library discovered in 1850 edition of Stephen Collins Foster songs.

Juan Ricardo, WHO's baritone discovery, moves from afternoon to evening on Monday. He will be heard each Monday at 9:30 p.m. Ricardo broadcasts exclusively over WHO, Des Moines.

Mimo Bonaldi, baritone on the staff at KOA, Denver, is the father of a boy. Soon after the youngster arrived Mimo appeared at KOA with a double tray of cigars, cigarettes, chewing gum and candy for the force.

H. E. Randol, plant manager of WBZA, the Westinghouse station in Springfield, Mass., and Mrs. Randol recently celebrated their 16th wedding anniversary.

Abilene Christian College, Abilene, Texas, has begun a series of Saturday morning broadcasts over WBAP, Fort Worth. The programs, picked up by remote control from this school in West Texas, were arranged by George Cranston, program director of WBAP, and Don H. Morris, vice-president of the college.

The Benay Venuta WOR-Mutual variety hour formerly heard Saturday nights will be broadcast Sundays at 7:30-8:30 p.m. starting this Sunday.

Sid Gary, Willard Amison, the Charioteers and Nat Brusiloff's orchestra are in the company.

Bob Heiss, WTMJ announcer, interviewed Benny Meroff while the latter was in Milwaukee for a week's performance at the Riverside theater. Also on the show was Woody Dox-tator, swing accordionist.

Johnny Olson recently celebrated his fourth anniversary on the "Masters of Rhythm" program over WTMJ, Milwaukee. He is now doing three programs over WTMJ and one over WIBA, Madison, Wis., for Penn Tobacco Co.

WHBL, Sheboygan, has been signed by World Broadcasting System.

Johnnie Johnston, guitarist and vocalist heard over NBC and CBS hookups for three years, has opened at the Normandie Cocktail bar, Appleton, Wis., for an indefinite engagement.

William Neville, formerly of Des Moines, is at the new electric organ at KXA, Seattle.

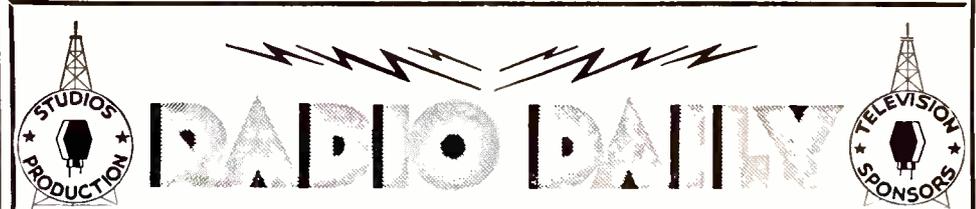
Lawrence Battistini has returned to WELI, New Haven, as news commentator.

EDDIE CANTOR will have a novel array of guest stars on his next Sunday program. Recruited from Walt Disney's Silly Symphony characters, the troupe will include Donald Duck, Pluto the Dog, the Three Little Pigs, and others. Bobby Breen, Deanna Durbin and Jacques Renard's orchestra also will be on hand.

Gillette Community Sing, scheduled to do their final coast broadcast Sunday and resume in New York the following week unless plans are changed, have lined up a cross-country musical program for this week-end's program. Starting with "Casey Jones", typical of Albuquerque, the repertoire follows with "Kansas City Kitty", "Rhythm of State Street" (Chicago), "Shuffle Off to Buffalo", and "East Side, West Side."

Feldman Handling N. E. Events

Arthur S. Feldman, former WBZ announcer, is now manager of special event programs originating at WBZ and WBZA, the NBC outlets in Boston and Springfield under the management of John A. Holman. Feldman will be responsible for creating and conducting special broadcasts from the New England field.



★ ★ Little Talks on Big Subjects ★ ★

P E R S O N A L

Will the person who steals RADIO DAILY from my desk kindly give himself up—for—he who steals my life steals trash but he who steals my RADIO DAILY keeps me from knowing what is going on every day in my industry

NEW BUSINESS

Signed by Stations

KFEL, Denver

Montgomery Ward Co., 3 spots; Star Auction Co., 1 spot daily exc. Sun., 1 year; Clark Gardner Nursery, Osage, Ia., 5-min. disk daily exc. Sun., 2 mos.; Morton's and Samuel's Shops, newscasts daily, 8 mos., Ted Levy agency; Chevrolet Dealers, late sports review, 10 mins. daily exc. Sun., 1 year; The Brown Derby, 12 spots, Max Goldberg agency; Storz Brewing Co., Omaha, 26 spots, Buchanan-Thomas agency.

WWJ, Detroit

Acme White Lead & Color Works, 30 s.a. and 13 t., through Henri, Hurst & Donald, Chicago; People's Outfitting Co., 21 s.p., through Fink & Doner; Goodall Worsted Co., Sanford, Me. (Palm Beach), 32 s.a., through Lawrence Gumbiner Adv'g, N. Y.; Ned's Auto Supply Co., 113 s.p., through Simons-Michelson; Square Deal Miller (jeweler), 78 s.p., through Roderick Aid-ads; Life Insurance Co. of Detroit, 52 t., through Simons-Michelson; Industrial Morris Plan Bank, 65 s.p., through Milton Alexander Co.; Frazer Paint Co., 21 s.a., through Simons-Michelson; Detroit White Lead Works, 36 t.a., through Simons-Michelson.

WMAZ, Macon

Lucas & Jenkins Theaters, 23 spots to advertise May as Movie Month; Canada Dry and Hi Spot, 60 spots, through J. M. Mathes Inc., Sparks Motor Co., 13 quarter-hours using station's new mobile transmitter; Southern Mortgage Co., 52 spots; Idle Hour Nurseries, renews Sunday quarter-hour for six months; White Lily Flour, renews for 52 weeks, through James A. Green agency; also Huckabee Auto Co., Central Sash & Door, Recreation Park, National Life Insurance Week, Kernaghan-Goodman Jewelers, Lakeside Park, Johnson Bros. Furniture, and Chattanooga Medicine Co. (Black Draught) from The Purse Co., Chattanooga.

WHO, Des Moines

Reliance Mfg. Co. (Big Yank work shirts), disk series, through Mitchell-Faust Adv'g Agency, Chicago.

ONE MINUTE INTERVIEW

BILLY JONES and ERNIE HARE

"It is difficult for any gag writer to be original because there are so few original jokes. A gag in itself has to be pretty good to go over these days. You have to depend on situation more than anything else. In other words, you have to fit the gag to the situation rather than build a situation around a gag. Furthermore, your continuity has to be easy flowing and logical."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 32 of a Series

WDAY—Fargo, N. Dak.

5,000 watts—940 kc.

E. C. REINEKE, President

BARNEY LAVIN, Commercial Mgr.

WDAY, the oldest broadcasting station in the Northwest was founded May 22, 1922. Earl C. Reineke was its founder and is today the president of WDAY, Inc. He has been active manager of the station from its beginning.

WDAY has operated constantly from the time it began operations. Through the years it has had the following boosts in power after starting with 50 watts: 250, 1,000, 2,500 and today 5,000 watts.

In its technical equipment, WDAY ranks right up with the best. Transmitter and studio equipment since 1927 have been constructed by Julius Hetland who is today WDAY's chief engineer.

WDAY covers North Dakota, northern half of South Dakota and western Minnesota.

Programs That Have Made Station History

4. Marshall Field's "The Musical Clock"

THE distinction of piling up the greatest number of broadcast hours by a commercial program on any station or chain in the country is claimed by "The Musical Clock" sponsored by Marshall Field & Company and aired over WBBM, Chicago.

What's more, Miss Halloween Martin, announcer for the program, also claims a championship in having more broadcasting hours to her credit on one program under one sponsor than any other radio announcer.

One announcer, one radio program, one sponsor, 12 hours a week for seven years—that's the summary in a pea-shell.

On April 15, 1937, Miss Martin completed seven years as the voice of the Marshall Field & Co. "Musical Clock." For two hours every weekday morning of the year—from 7 to 9 a.m., CST—she presents, through Columbia's Chicago Radio Station WBBM, a well-balanced program of recorded music.

No late riser, Miss Martin awakens each weekday morning at 5:30 with the aid of three alarm clocks, in order to start the program at 7 a.m. In her first seven years as the "Lady of the Musical Clock," Miss Martin announced some 65,000 musical numbers during nearly 4,400 hours of broadcasting — a record probably unmatched by any existing local or national programs now on the air.

Starting in April of 1930, the "Musical Clock" has maintained the same sponsorship, assumed almost the status of a public service. The time is announced each five minutes. Frequently the temperature in downtown Chicago is announced, thus giving Chicago families a hint on what to wear for the day. All of this is incidental to the program itself, which consists of a well-selected group of musical numbers including popular, classical, vocal and orchestral selections. Some 40 recordings are broadcast each morning.

☆ PROMOTION ☆

Star Radio Sales Ideas

Star Radio Programs Inc. has distributed the "Morning Bulletin Board" Sales Package to its stations featuring the popular morning variety show. The folder was prepared by the sales promotion division of Star Radio, which operates for the sole benefit of its subscribing stations. Placed in the hands of a prospective sponsor, it gives him the complete picture of the program from a sample script to station rates. The smaller stations are finding the folder a valuable aid to their sales departments.

Folder contains sales ideas and merchandising plans which can be used by the sponsor, cooperating

with the station, in conjunction with the broadcasting of the "Bulletin Board." In many cases, the plans in the Sales Package have been carried out with excellent results. The department, under the direction of W. C. Gartland, has also prepared merchandising plans and sales helps for stations using the women's program, "Good Morning, Neighbor!"

Short Story Title Contest

A new twist to the contest idea has been given by WKY, Oklahoma City, in a series of noon-day programs called "Short Stories of the Air," sponsored by a group of local laundries. The listeners are given

☆ F. C. C. ☆ ACTIVITIES

APPLICATIONS RECEIVED

Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station. 1210 kc., 100 watts night, 250 watts day, unlimited.

Evening News Press, Inc., Port Angeles, Wash. CP for new station. 1250 kc., 250 watts, unlimited.

Hearst Radio, Inc., Washington, D. C. CP for new booster station. 1310 kc., 250 watts, operate synchronously with WOL.

EXAMINER'S RECOMMENDATION

WHOM, Jersey City, N. J. CP for change in power to 250 watts, 1 Kw. day, 1450 kc., unlimited, be denied.

Utility Disk Release Set for September 27

Kansas City—"Phenomenon," the new disk feature developed by KMBC for utility company sponsorship, has been set for national release Sept. 27. Carter Ringlep of KMBC sales staff is now in Topeka auditioning the disk for Kansas Power & Light Co.

For Better Weather Forecasts

H. R. Gross, news editor of WHO, Des Moines, has opened a radio campaign for a better weather forecasting system, claiming the present U. S. Weather Bureau daily map service is only half sufficient.

KANS Coverage Map

A new coverage map has just been issued by KANS, Wichita, Kas. According to the tabulation, KANS reaches about 38 per cent of the population of Kansas.

WBRY, Waterbury

Marion Berryman (beautician), "Serenade to Beauty", Sunday music disk program.

free theater tickets for the best names suggested for the dramatized short stories.

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		

BIRTHDAYS

May 14
Greetings from Radio Daily

to
Sally Joe Nelson
Marie Nelson
Carleton Brickert
Sam Blake

May 15
Walter Cassel
Bert Shefter

May 16
Norman Ross
Buck Owens
William Kephart



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 69

NEW YORK, N. Y., MONDAY, MAY 17, 1937

FIVE CENTS

Fight On for News Scoops

LA SCALA ORK IS COMING DESPITE AFM RADIO BAN

Although the American Federation of Musicians has refused it permission for radio appearances, Pietro Mascagni and the entire La Scala Orchestra of 103 men from Milan, Italy, is coming to this country and will make a tour of about 30 cities. The action of President Joseph N. Weber of the AFM in declining permission to broadcast is said to be prompted by the current agitation against admitting foreign talent when American artists are available, and he declined to let the La Scala aggregation broad-

(Continued on Page 3)

Cleve. Area Stations Join in Expo Programs

Cleveland—In addition to network stars, stations in this area who will offer talent at Great Lakes Exposition's Radioland this summer include WTAM, WGAR, WHK and WJAY, this city; WLW, Cincinnati; KDKA, Pittsburgh, WBNS, Columbus, and CFRB, Toronto.

Ralph B. Humphrey, director of radio activities for the summer show, says talent already booked for the Sherwin-Williams Radioland includes

(Continued on Page 3)

Warner's KFWB Signs Amateur Author Series

Los Angeles—Amateur playwrights will have a chance to get their plays on the air in a Monday 7 p.m. series starting this week on KFWB with Matty Kemp producing and playing leads. The series was born on KMTR some weeks back, created much comment, and was grabbed by Warner Bros. with the thought that it may

(Continued on Page 3)

Retains Frisco Ties

San Francisco—Although Don E. Gilman, NBC v.p. in charge of western division, is setting up residence in Hollywood due to increased NBC operations there, he says he will keep up his interest in S. F. community affairs. San Francisco will continue to be one of the NBC key cities in which the network will have two major stations and offices.

WJBK BASEBALL CASE PLACED IN FCC'S LAP

Detroit—Refusal last week of the U. S. District Court to grant an order to WJBK requiring Western Union to furnish it with baseball scores was in line with the station's expectations, according to James F. Hopkins, manager of WJBK, and places the case in the lap of the Federal Communications Commission.

In the course of the argument the Judge said in effect that, inasmuch

(Continued on Page 6)

INS Mailing to Stations Daily News Supplement

"Radio News - Script," a supplemental mail news release, is being issued daily except Sunday to radio stations throughout the U. S. subscribing to International News Service. It is designed to provide radio stations with special news features and background copy on current news events.

Networks Are Seen Engaging in Heated Battle for the Exclusive Airing of Important Special Events

PRE-TELEVISION SERIES IN CBS COAST THEATER

West Coast Bureau, RADIO DAILY

Los Angeles—Costumed players, speaking memorized lines on a stage set for a visual as well as a listening audience, will be used by CBS in a new Wednesday night dramatic series announced as a "pre-television" experiment. Program will originate in the Music Box theater, last half an hour, and go on the air for the Pacific Coast net, from 10 to 10:30 p.m. PST, on each Wednesday.

Strong lights will be used, and front row seats will be reserved for

(Continued on Page 8)

'Arbitration' Program Prepared by Alexander

A. L. Alexander has worked out a new idea as a follow-up to his recent "Good Will Court," and has outlined the idea in printed booklet form. Program is tentatively entitled "Alexander's Arbitration" and genuine cases submitted for arbitration will be heard over the air as the disputes in question are arbitrated by the "board."

Arbitrators will be important lay-

(Continued on Page 6)

The long expected network war for news scoops broke wide open Friday in the coverage of Dick Merrill's return transatlantic hop, and indications are that the networks are going to fight for exclusive airings of future important special events as hard as newspapers fight for stories. Mutual's recent pickup of the Kentucky Derby, which NBC had sold to a sponsor, was an ignition spark in the battle.

What seemed like a routine cover-

(Continued on Page 3)

THREE OHIO STATIONS JOINING MUTUAL SYSTEM

Deal closed Saturday between United Broadcasting Co. of Ohio and Mutual system, will result in three Ohio stations becoming affiliated with Mutual not later than Dec. 1. Stations which will become participating members of Mutual are:

(Continued on Page 6)

"Man. Merry-Go-Round" Is Sold as Film Title

Film rights to "Manhattan Merry-Go-Round," currently starring Bert Lahr over the NBC-Red network on Sunday nights, have been sold to Republic Pictures, who plan to use the title for a feature film. Air show has been on for four years, produced by Blackett-Sample-Hummert, and Mildred Fenton made the deal with Republic. Adaptation will be credited to Frank Hummert.

★ THE WEEK IN RADIO ★

... Good Coronation Job

By M. H. SHAPIRO

WITHOUT doubt the world's greatest audience tuned in at one time or other to get an earful of the King George Coronation doings... estimated at a possible 180,000,000, cumulative or otherwise, radio did not fail these eager listeners, all sharing for the first time this ancient pageantry being put on the air... every cooperation was given by the newspapers in presenting schedules of when to listen in and what a listener would hear at each period, a spirit and move unprecedented for many conservative and non station-owning organizations...

Silver Anniversary Convention of the Institute of Radio Engineers proved more than a field day for many a member... it being conceded that the three-day meet was one of the most interesting in years... and the attendance was somewhat of a record also... television, naturally, held an important place, with RCA revealing its enlarged screen, recently developed...

Sports events loomed again with the running of the Kentucky Derby, officially on NBC as a commercial and picked up by Mutual unofficially

(Continued on Page 2)

Hourly Index

Columbia, Mo.—Every hour on the hour the announcers at KFRU are presenting a brief resume of programs to be heard during the ensuing 60 minutes.

The periodical "index of contents" is intended as a service for listeners, and serves as a reminder for many who might otherwise allow a favorite program to get by.

Mikemen's Library

Pittsburgh—KDKA announcers have started a library designed specifically for their own use and reference. Collection will contain volumes on public speaking, English and other pertinent subjects, and also will include current magazines of a helpful character. In the same studious line, the mikemen are having regular word drills.



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Saturday, May 15)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg.

NEW YORK CURB EXCHANGE

Table with columns: Nat. Union Radio, Bid, Asked

OVER THE COUNTER

Table with columns: Station Name, Bid, Asked

WCOP-Stages Special

Boston—A special news dramatization built around a shipment of Coronation stamps consigned to Jordan-Marsh and brought here on the Merrill-Lambie plane was broadcast by WCOP at 7:30 p.m. Friday. It was announced that the stamps were rushed by a special plane to Jordan-Marsh after Merrill landed and were on display at the store and could be purchased in the morning.

Luncheon to Goodman

Cincinnati—Timonty S. Goodman was given a farewell luncheon by staff members Saturday when he ended his duties as WKRC's general manager. John McCormick succeeds him.

BIRTHDAYS table with columns: Day, Birthdays

May 17 Greetings from Radio Daily to Franklin Dunham Bill Baar

THE WEEK IN RADIO

... Good Coronation Job

(Continued from Page 1)

CBS then comes through with a coup which gave it the Derby broadcast rights for the next five years... seven other big events were also clinched by CBS... Mutual and WOR had a bit of a fuss with the Dick Merrill transatlantic flights with Mutual making the first contact between a plane flying midocean, and then NBC grabbing Merrill for a broadcast from Croydon upon his arrival....

In Cleveland, Thad H. Brown, FCC commissioner, spoke to students of the College of Law at Western Reserve University on "The Federal Communications Law" and urged that free speech on the air be safeguarded... RCA revealed sales of over \$1,500,000 worth of radio and tele equipment to Soviet Union and currently has orders for three new tele transmitters for the same customers... CBS elected three new members to its board as per recent revision to its by-laws increasing the number of directors from 11 to 14. New members are Edward Klauber, executive

vice-president; Paul Kesten and Meford R. Runyon, vice presidents.

U. S. Circuit Court of Appeals, reversed the decision of the lower court awarding Tess Gardella (Aunt Jemima) damages to the extent of \$115,968 in connection with the use of the "Aunt Jemima" name on the Log Cabin syrup programs... Defendants were General Foods, Log Cabin Products and NBC... Nebraska passed its so-called anti-Ascap bill which went to the governor for signature... Dr. Harold M. Hayes seems to mean business in his \$100,000 suit again "March of Time" sponsors, while another bit of litigation moved again when Transradio Press' big suit against the webs and press associations was subject of a motion by the defendants... Reports of the IATSE going after radio for organizing purposes was given credence by President George E. Browne... In Washington it was indicated that a copyright compromise might be reached by combining the three bills pending.

Transradio Files Brief

Transradio News Service, through counsel Isaac W. Digges, has filed a brief in U. S. District Court, opposing the motion made by the defendants in the Transradio \$1,700,000 anti-trust suit filed two years ago. Press association and network defendants made a motion last week to be allowed to obtain depositions from various sources throughout the country.

Transradio contended that the privilege is open usually for 90 days after complaints and answers are filed and that depositions from distant parts of the country would only delay trial action. Attorney Digges also averred that there were sufficient important people in and around New York who were fully acquainted with Transradio and its work.

WHN Technicians Parley

Louis K. Sidney, managing director of WHN, Herbert Pettey and Gordon Windham met with two representatives of the ARTA last Saturday in an all-day session of collective bargaining. No statement as to the outcome of the meeting will be forthcoming from the station until today. ARTA, bargaining for the station's technical staff, is demanding shorter hours, more money and better working conditions.

Benay Venuta Bars Audience

New WOR-Mutual series being presented by Benay Venuta at 7:30-8:30 p.m. Sundays will bar studio audiences. Miss Venuta has decided they are inadvisable.

NBC Disk Sponsor in B. A.

Royal Floor Wax, Buenos Aires, is sponsoring NBC Thesaurus built programs over LR-4, Radio Splendid, a subscriber to the NBC electrical transcription service in that city.

WAPI Piping to WJBY

Gadsden, Ala.—As the first of a group of programs to be piped by WAPI, Birmingham, to WJBY here by telephone line, "Console Harmonies" is now being heard daily over the local station. WJBY is owned by Gadsden Broadcasting Co., Inc., whose president, B. A. Hopson, is present lessee of WAPI.

A new transmitter and studio building and increase in power to 250 watts are planned by WJBY. Word will start as soon as FCC approval is received.

Abdication—Presto—Coronation

Shawnee, Okla.—Wednesday night immediately preceding the rebroadcast of King George's Coronation Speech over the Mutual System, KGFF gave its listeners the transcribed abdication address of King Edward. Broadcast made swell hit with audience. KGFF, Shawnee, is a member of newly formed Oklahoma Network and full time Mutual outlet.

Lake Placid Sing on WMFF

Plattsburgh, N. Y.—The all-day Sing-Fest to be held May 22 at the Lake Placid Club, Lake Placid, with choruses and glee clubs from all northern New York participating, will be aired over WMFF by remote hookup at 2-4:30 p.m. Lake Placid Club's Educational Foundation under direction of Dr. J. Warren Erb of New York University, N. Y. C., is sponsoring the sing.

Goss Named KFOX Handy Man

Long Beach, Cal.—Frank B. Goss has been given the triple post of announcer, actor and publicity director for KFOX. Appointment was made by Hal Nichols, manager of the station. Goss has had experience on the legitimate stage as well as in radio for the past five years.

COMING and GOING

L. C. GUMBINNER, advertising agency president, sailed Saturday on the Conti di Savoia for a business trip which will take him to five European countries. MRS. GUMBINNER accompanies him.

RUDY VALLEE is expected to arrive back from London in time for his broadcast next Thursday.

VERA GUILAROFF, Montreal pianist and air artist, has departed for London and will broadcast for BBC.

DALE CARNEGIE is due in Chicago for a lecture at the Civic Opera House Saturday.

HARRY BEKMAN, head of the CRA legal department, has returned from Hollywood.

SHEP FIELDS and his band returned to New York yesterday for their broadcast, coming from a date at Hershey, Pa. He leaves for Cleveland today.

DEWEY LONG, sales manager of WBT, Charlotte, was in Atlanta last week on a business trip for Radio Sales, a division of CBS. He will return to his office today.

BESS JOHNSON of the Stock-Goble agency, handling production on Wayne King's and the Junior Nurse Corps' programs from Chicago, was in New York last week looking over Radio City.

STAN McALLISTER, CBS building director, is in Chicago inspecting work on the new WBBM studios to be completed around June 1.

MILTON BERLE, WENDELL HALL and others of the Community Sing show are due in New York Thursday from Hollywood to resume airing here.

TITO GUIZAR is in Baltimore heading the stage bill at the Hippodrome. His Coast trip has been postponed a week.

JOHN McINTYRE, freelance announcer on network programs for CBS and NBC, is vacationing in Hollywood.

AL PEARCE and the Ford Show gang returned from Chicago on Saturday after giving a theater show for Ford dealers.

HARRY C. KLEMFUSS, special publicity representative of N. W. Ayer & Son, has sailed for France to cooperate in the publicity for the Paris International Exposition, which opens May 25. Special radio tie-ups were made here by Klemfuss whereby the exposition received shows in exchange for plugging New York's 1939 Fair.

MISCHA ELMAN, famed violinist and his family, sailed Saturday on the Conti di Savoia for Naples.

CARLTON E. MORSE, author of "One Man's Family," is back at NBC San Francisco studios following his clipper trip to the Orient.

Air CBS Music Work May 23

"Lenox Avenue," William Grant Still's musical essay on Negro life in Harlem, the first product of the Columbia Composers' Commission, will have its initial public performance May 23 over the CBS network at 3-4 p.m. The opus consists of an introduction and 11 episodes. There is a spoken narrative, which will be read by Juan Hernandez. Verna Arvey wrote the continuity.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST. NEW YORK

BR yant 9-9746

Combining the finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.

FIGHT FOR NEWS SCOOPS LAUNCHED BY NETWORKS

(Continued from Page 1)

age of another special event turned into a free-for-all when it was flashed that Merrill had landed at Quincy, Mass. NBC then realized that other networks could sneak in and steal its exclusive arrival broadcast, because Merrill did not know that NBC had signed a \$2,500 contract through Ben Smith, the flight's backer, for an exclusive interview with him.

Emergency crews were dispatched from WBZ, Boston, to Quincy, by the NBC's New York office, but meantime Merrill hopped off again bound for either Newark or Floyd Bennett airport. And NBC had no crew at Newark. That was immediately remedied. All the while Mutual through WOR is keeping both fields covered and CBS appeared at Floyd Bennett field with a complete crew.

NBC's crew got to Merrill the instant he landed, and as a result of the exclusive interview with NBC, the CBS and WOR announcers had a tough 15 minutes to fill in while John Hartley, NBC announcer, had Merrill, Lambie and Capt. Eddie Rickenbacker on the air.

The final outcome of the Merrill broadcast had NBC in top position, obtaining its exclusive interview with Dick Merrill, plus interviews with Jack Lambie, Merrill's co-pilot, and Capt. Eddie Rickenbacker to make the broadcast complete. Later the same night Merrill and Lambie were interviewed by John B. Kennedy over the NBC-Blue network.

Martin Block of WNEW's make-believe-ballroom was out at the field and made a quarter-hour Presto recording of the landing and broadcast it later on his program. Mack Weiner, WNEW chief engineer, and Bill Simpson assisted him.

Under the supervision of John Royal, NBC president in charge of programs, A. A. Schechter, director of news and special events, was in charge of the coverage for NBC. NBC crew at Floyd Bennett field working under John Hartley included Bill Farren, Edward Herlihy, Lyn Van and engineering unit. Don Goddard and Tom Riley were at Newark.

For Mutual, Dave Driscoll carried the brunt of the actual work with G. W. (Johnny) Johnstone handling the broadcasts from the New York studios.

John Fitzgerald, assistant director of special events, was in charge of CBS activities and had Charles Sparks, announcer, an engineering crew with him at the airport. CBS relayed the event to England through its new short wave transmitter W2XE.

La. Stations Name Rep

Shreveport, La.—J. J. Devine & Associates Inc. has been appointed national advertising representative of KRMD, Shreveport, and KPLC, Lake Charles, it is announced by L. M. Sepaugh.

NEW PROGRAMS—IDEAS

Stories of Pioneers

"Pioneer Stories", depicting true, colorful events of pioneer days which had far-reaching effect on the future life and comfort of the nation, is a new twice-weekly series sponsored by Allis-Chalmers Mfg. Co., Milwaukee, on KFRU, Columbia, Mo. A character known as the "Old Timer" relates the yarns.

Books Dramatized

"The New York University Literary Forum" starts May 20 at 8:30-9 p.m. over WHN with a series of dramatizations of leading books of the day. Maurice Barrett will write the productions for the WHN players, and "Flowering of New England" will be the first novel.

Confer on Astaire Show

West Coast Bureau, RADIO DAILY

Los Angeles—Fate of Fred Astaire show is being powwowed by group of Young & Rubicam big shots who arrived last week to spend a week or so here. Included among the visiting execs are C. J. LaRoche, president; Frank McKinney, advertising manager for Packard; Jack Reeder, vice-president in charge of Packard account, and Julian Field, Y. & R. exec.

Don Lee to Disk Mutual Shows

West Coast Bureau, RADIO DAILY

Los Angeles—Don Lee chain has installed its own recording equipment and will disk Mutual net programs that otherwise could not reach the air because of local commitments, Lew Weiss, general manager of Don Lee net, announces. Willet Brown, assistant to Weiss, is in charge of the diskings which will be done on acetate, with two special Fairchild crystal cutting heads, which give, Brown says, results practically undistinguishable from wax.

Resort Plans Spots

Watchung Lake, Inc., Watchung, N. J., has appointed the Van Emburgh-Martin Advertising Agency, Plainfield, to handle its advertising and promotion. A spot radio schedule is now being planned with New Jersey and New York included.

RCA Cuts Telegraph Rates

A new night letter schedule, reducing rates by 25 per cent or more effective June 1, has been filed by RCA Communications with the FCC.

Air Golden Gate Bridge Debut

Formal opening of the Golden Gate Bridge at San Francisco on May 28 will be aired over NBC-Blue network 2:30-3 p.m.

Bob Heiss Promoted

Milwaukee—Bob Heiss has been promoted to chief announcer at WTMJ, filling a vacancy caused by Johnny Olson's leaving to go freelance radio work.

"Voice of Health"

In cooperation with the Utah Federation of Women's Clubs, KDYL of Salt Lake City is presenting a service program called "Voice of Health" on Mondays at 2:45 p.m. Program introduces prominent doctors, who remain anonymous, speaking on problems of cancer control, tying up with the national drive for intelligent understanding of the cancer problem.

WBAL Health Programs

Baltimore—WBAL is the outlet for a new series of programs on health education by the Maryland Congress of Parents and Teachers. Programs are aired at 4:45 Wednesdays.

Tic Toc Revue Debuts Tonight

With Hughie Barrett as maestro, John B. Gambling as emcee, and Barry McKinley, Jean O'Neill and the Tune Twisters in the cast, the new Tic Toc Revue opens a Monday evening series at 7-7:30 p.m. today. Show is designed for "youth appeal". Barrett's ork has been a popular attraction at the Tavern-on-the-Green, Central Park.

Col. Roosevelt to Open Series

Chicago—"From the Ends of the Earth", new half-hour series dramatizing expeditions and exhibits of the Field Museum of Natural History, will have Colonel Theodore Roosevelt Jr. as guest on its opening program Wednesday at 10-10:30 p.m. EDST over WGN-Mutual.

Fred Waring Heading East

West Coast Bureau, RADIO DAILY

Los Angeles—Fred Waring's Pennsylvanians finish their film this week, play a week at the Paramount Theater, then head East in easy stages with plans for returning to the nets in fall. Johnny Davis, trumpet, will not be with them, having signed a Warner film contract.

Dickering for Coast Show

West Coast Bureau, RADIO DAILY

Los Angeles—Sponsors are reported dickering for a new air show being produced by Dolan & Doane with Ted Healy as m.c. and Phil Ohman, Henry Armetta and Betty Grable in cast. Negotiations also on for Patsy Kelly.

Abe Lyman Vaude Booking

Abe Lyman and his Californians play their first vaudeville date since last summer when they open June 4 at the Detroit Fox Theater.

Patents and Trademarks

Protect your most valuable assets. Expert service. Prompt attention.

Write
LESTER L. SARGENT
Registered Patent Attorney
1115-K St., N. W., Washington, D. C.

LA SCALA ORK IS COMING DESPITE AFM RADIO BAN

(Continued from Page 1)

cast here in spite of the fact that the unit had a sponsor for 13 shows and was willing to pay standby salaries of 103 American union musicians during the period of the radio series.

The La Scala Orchestra, being brought here by the American Concert Management Committee, whose principals are Julian Martin, H. D. Harbaugh and Francis P. Laubet, expects to open its American concert tour early in August at Madison Square Garden, and also wind up its tour at the Garden in October.

Warner's KFVB Signs Amateur Author Series

(Continued from Page 1)

be sponsored later, and perhaps is a network possibility. First show will be "Magnificent Rat", by Ed Schoening. There will be guest stars, particularly writers and playwrights who will give tips on fabricating shows for the air. Manager Harry Maizlish is considering a contest for original plays, with a Warner tie-up for getting plays screened.

Cleve. Area Stations Join in Expo Programs

(Continued from Page 1)

Guy Lombardo's band, Carborundum Band, Fireside Recital, Mario Cozzi, Fibber McGee and Molly, Singing Lady, Betty Winkler; Sealtest program with Tom Howard and George Shelton, Jane Pickens and James Melton; Cycle Trades program, Ben Bernie, Johnny the Call Boy and others. Art Cook, assistant director of Radioland, has been in New York lining up network acts.

Commercial programs will be aired from a 4,000-seat outdoor theater.

KGNO Names Hagg Rep

Dodge City, Kan.—Appointment of Arthur H. Hagg & Associates as representatives of KGNO is announced by John C. Drake. Hagg has been representing newspapers exclusively, including the Dodge City Daily Globe, which controls KGNO, and this is his first radio assignment.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

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

Fashions in Salesmanship: 1897



*O*f course you remember the drummer! He was a card, all right. Funny? He was the panic of the Pullmans! And personality? Why, he knew the first names of eighty-two buyers in seven states. And speaking of states, history was made the year he covered all the key cities of Ohio in just two weeks flat. *That* was traveling—in his day! He sold the retailers all right—when he got around to them. But he wasn't much help with the consumer. After all, he could be in only one place at a time. Nor was selling the consumer *and* the retailer at the same time done in those days. But he was a good fellow and his customers liked him (he *could* talk!)—even if they did see him only once or so a year.



FASHIONS IN SALESMANSHIP: 1937



“Ladies and gentlemen! We give you . . . The Fashion Frolic . . . sixty minutes of . . .” So speaks today’s salesman—to millions of customers and retailers at once, often calling on as many as ten million prospects in a half-hour. But, you ask, “How can anyone sell *fashions* by air?” Why not? You want to sell the *comfort* of a Palm Beach suit—the *style authority* of an Arrow Shirt—the *long wear* of Interwoven Socks. You’re selling *ideas*. Radio’s brilliant record is based on just that. You can sell fashions by radio exactly as automobiles, refrigerators and even world-cruises are sold today . . . by the winning authority of the human voice. And by putting authority itself on the air!

COLUMBIA BROADCASTING SYSTEM

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

May 18; John D. Fields, Inc., Las Vegas, Nev. CP for new station. 1370 kc., 100 watts, unlimited.

KGKO, Wichita Falls, Tex. Mod. of CP to 570 kc., 1 Kw., 5 Kw. LS, unlimited.

MAY 19; KWTN, Watertown, S. Dak. CP to change frequency, power to 1340 kc., 250 watts, 500 watts LS., unlimited.

KGDY, Huron, S. Dak. Auth. to transfer control of corp. 1340 kc., 250 watts, daytime.

May 20; Bay County Publishers, Inc., Panama City, Fla. CP for new station. 1420 kc., 100 watts, unlimited.

Falls City Broadcasting Corp., Falls City, Neb. CP for new station. 1310 kc., 100 watts, unlimited.

Baker Hospital, Muscatine, Ia. Auth. to transmit programs to stations in Canada and Mexico.

Radio Enterprises, Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime.

Red Lands Broadcasting Ass'n., Lufkin. CP for new station. 1310 kc., 100 watts, daytime.

KQV, Pittsburgh. CP for change in power and hours of operation to 1 Kw., unlimited, 1380 kc.

May 21; Amarillo Broadcasting Co., Amarillo, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

June 10; Knoxville Journal Broadcasting Co., Knoxville, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Richard M. Casto, Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS, unlimited.

Johnson City Broadcasting Co., Johnson City. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS RECEIVED

Times Printing Co., Chattanooga. CP for new station. 1120 kc., 500 watts night, 1 Kw. day, unlimited.

Seaboard Broadcasting Corp., Savannah. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATIONS
Sharon Herald Broadcasting Co., Sharon, Pa. CP for new station. 780 kc., 250 watts, daytime, be denied.

Allen T. Simmons, Mansfield, Ohio. CP for new station. 780 kc., 1 Kw., daytime, be granted.

Pacific Acceptance Corp., San Diego, Cal. CP for new station. 1200 kc., 100 watts, daytime, be granted.

WJBK Baseball Case Placed in FCC's Lap

(Continued from Page 1)

as W. U. had filed certain tariffs with the FCC by which their operation was bound in the future, and inasmuch as the contract in question in this case is a part of W. U.'s tariff, the entire matter is within the FCC's jurisdiction.

Hopkins contends that the W. U. contract with the American League, whereby the telegraph company denies service to WJBK out of town baseball scores in order to protect a bigger client here, is contrary to law, and the station intends to carry its fight to the highest court.

WJBK already has filed a complaint with the FCC.

WJBK pulled a fast one Friday by carrying a telegraphic report of the Tigers' game in St. Louis. Hopkins would not elaborate on how the reports were obtained except to say it was a telegraphic report which was running ahead of other stations.

15 Years for WAAF

Chicago—WAAF celebrates its 15th year on the air with a gala broadcast next Sunday.



● ● ● Phil Lord's suit against Pathe over his "Seth Parker" trip around the world, is scheduled for trial sometime next week. . . . Decision on Ted Hammerstein's summer theater project will be made tomorrow. . . . Lester Lee's fingers in bandages last week were caused by the barbed-wire fence he tried to erect on his Conn. estate. . . . Ruth Etting is set for a turn on the "Nine O'Clock Revue" . . . Mickey Alpert will feature Rhodea Chase from Denver (another Bowes singer with a deep voice) of the Riviera . . . The Gershwin score in "Shall We Dance" has everyone whistling and betting which will be No. One first.

● ● ● A song writing comeback is being made by Anatole Friedland, tunesmith of 20 years ago, whose leg was recently amputated and who, in collaboration with his former team-mate, L. Wolfe Gilbert, from a wheel-chair composed a song called "The Greatest Enemy of Love" . . . Various committees have been formed to help put this song up on top. . . . Eddie Cantor, George Jessel, Al Jolson, Burns and Allen and Jack Benny have united to get vocal air performances on the song. . . . Victor Young, Rubinoff, Paul Whiteman, Ted Lewis and Jimmie Grier are the ork boys out plugging for band shots on the air. . . . After the critics heard the record of "By United Press," their decision was that it is more like the old Eveready hour than March of Time. . . . Johnny Green's first composition in a year, called "Such Goin's On," will be done by Fred Astaire tomorrow night.

● ● ● Tess (Aunt Jemima) Gardella will be heard in Federal Court first within the next thirty days. . . . That tire company's decision on Baby Rose Marie, Joey Ray and Yasha Bunchuk's ork is expected tomorrow. . . . Zeke Manners auditions for an important network show this week. . . . "Tune in at 3:15 a.m. for the coronation of King Edward!" Edward Gallaher bravely plugged to KTUL's audience. . . . This brought a confidential telephone voice of a woman with a sense of humor. . . . "Don't tell anyone, but it is rumored that Edward won't be crowned—they say it will be George VII!"

ORCHESTRAS - MUSIC

TED LEWIS and ork succeed Henry Busse at the Chez Paree May 25. Spot will have an NBC wire.

Nano Rodrigo and Ferde Grofe will play a private affair at the Waldorf Astoria May 22. CRA set the deal.

Lou Bring and band will replace Jimmy Joy and his lads at the Continental Room of Chicago's Stevens Hotel. They'll be aired via NBC.

Russ Morgan and the band, now on the Philip Morris show over NBC and CBS, will play a week at Manhattan Beach, Aug. 8. They're also scheduled for Fernbrook Pavillion, Luzerne, Pa., May 31.

Benny Meroff has perfected plans to out-swing swing with a new concoction he calls jibe, supposedly similar to it but wilder. Four hand-

picked members of the Meroff musical aggregation explained and demonstrated it on the Walt Framer Show Shopper program from KDKA Pittsburgh on Friday.

Eddie Duchin deserts the Plaza's Persian Room May 27 to take possession of the Chi Palmer House during June and July and the Los Angeles Cocanut Grove during August. He'll return to the Plaza in September. Duchin has just published his second volume of "Duchin Piano Styles".

Phil Levant and ork, now heard at Kennywood Park, will be aired for the first time this season on WCAE, Pittsburgh, tonight.

Harry Horlick, just returned from a world cruise, admits he's just about to go commercial, at the request of an insistent sponsor.

GUEST-ING

MR. and MRS. JESSE CRAWFORD, booked by Herman Bernie office for American Can program with Ben Bernie, May 25 (NBC-Blue, 9 p.m.).

PAULINE FREDERICK and PHILLIPS HOLMES, on Kate Smith Band Wagon, May 20 (CBS, 8 p.m.).

FRED MacMURRAY and MAY ROBSON, with Bette Davis and John Beal, on Lux Radio Theater, tonight (CBS, 9 p.m.).

EDWARD G. ROBINSON, on Richard Himber program, tonight (NBC-Blue, 10 p.m.).

JAMES MELTON, interviewed by Nellie Revell, tomorrow (NBC-Red, 5 p.m.).

CONNIE BOSWELL, LEE TRACY, LIONEL STANDER and WILLIAM GARGAN on Kraft Music Hall, May 20 (NBC-Red, 10 p.m.).

JOSE ITURBI, on Chase & Sanborn show, May 30 (NBC-Red, 8 p.m.)

Three Ohio Stations Joining Mutual System

(Continued from Page 1)

WJAY and WHK, Cleveland, and WHKC, Columbus, all owned and operated by United Broadcasting.

On the effective date, WJAY will become the Cleveland outlet for all Mutual shows, and in turn WJAY will originate network programs for MBS. Meanwhile KGAR will continue as Mutual's Cleveland affiliate.

Three Ohio outlets will give Mutual total web of 56 stations. H. K. Carpenter, vice president of United worked out the deal with Fred Weber, general manager of Mutual.

'Arbitration' Program Prepared by Alexander

(Continued from Page 1)

men and every precaution is taken to make the program fool-proof. Four-fold purpose of the programs is outlined and show will differ from the "Good Will Court" in that two sides will be heard, no legal entanglements involved and decisions instead of advice will be given.

WMT Installs Transradio

Cedar Rapids, Ia.—WMT has completed installation of Transradio teletype service. Doug Grant, program director, now has 11 daily newscasts scheduled, with more planned. Bill Quarton, sales manager, sells them as fast as they are put on.

Benne Alter, announcer, has taken over the early morning news programs. Roy Cox does the afternoon spots, and Grant has the remainder.

M. J. Mara Quits Radioaids

West Coast Bureau, RADIO DAILY

Los Angeles—M. J. Mara resigns as president of Radioaids Inc., effective May 31. He is leaving the firm of program producers and transcribers to line up a broader connection in radio.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

NANCY KELLY is oh so pleased to have won out over all the competitive auditions for the role of Nancy Miller in the new "Myrt & Marge" radiopus... Donna Damerel, "Marge" to you, hasn't decided on a suitable moniker for her new son, born Thursday p.m.... Ned Wever of "Dick Tracy" fame added to cast of "Big Sister"... Famille "Gump" is agitated these days, with Wilber Walter, (Andy) a laryngitis victim, subbed for by Hyman Brown, Jackie Kelk, the script's Chester, cramming for his algebra exam at the Professional Children's School, on account of he misses the algebra period every day for broadcast reasons, and Agnes Moorehead (Min) extending herself to entertain her mother and a friend visiting from Columbus... NBC's new "Day Line Movie Pilot," offers Regina Crewe, flicker ed of the New York American, as its guest critic today and Rose Pelswick, who functions similarly for the Journal, on Wednesday....

Chi's busiest lady of the mike is Gale Page... She's aired in "Today's Children" at 9:45 Wednesdays; "Charlie on the Spot" at 12:15; rehearses for "Tea Time at Morrell's" at 1:30; broadcasts with the Harry Kogen Ork at 5:30; adorns the Drake Floor Show from 7 to 2 a.m.... Joana Brodel, infanta of the Brodel trio, signed by Republic Pix, thanks to Irving Mills... Marjorie Steele was Veronica Wiggins' Sabbath ether-guest over WINS... Pauline Ferne, otherwise titled KMMJ's "Oregon Girl," whose voice is sometimes mistaken for a man's, is an 18 year old senior at high school... Pauline's featured on "Arkansas Travelers Jubilee"... NBC's Artists Service secretarial lasses are moving about these days, with Ellen Egan, formerly Sam Ross' amanuensis, now working for Mrs. Ethel Gilbert and James Stirton; Geraldine Fenrich now sec to Fred Niblo, and Marian Betz engaged in secretarial labors for William Hillpot and Sam Ross....

Marian Anderson sailed Saturday for South America and a two-month concert tour... Nellie Revell's June 1 guest-of-honor will be Gladys Swarthout... Doris Dudley will entertain papa Bide for the duration of his West Coast sojourn... Cincinnati's songbird, Mary Braun, is heard each night over WBNO on the commercial that emanates from the St. Charles Hotel bar....



"THRILLS"

Union Oil Co.

KFI—NBC Coast Red network,
Wednesdays 9 p.m. PST.

Lord & Thomas

EXPERTLY DRAMATIZED HISTORIC THRILLS IN "MARCH OF TIME" MANNER, WITH SYMPHONY ORCHESTRA BACKGROUND.

Produced by Frederick C. Dahlquist, this program, which is the first that Union Oil Co. has liked well enough to renew, rates a wider audience than a coast net. Last week's show opened with enactment of Dr. Wilfred Grenfell's heroic lifesaving adventure in the Labrador storms; jumped to the scenes back in the thrilling experience of Mrs. Bixby's letter from Lincoln and finished with an impressive and well done pre-enactment of the coronation scene.

Weekly musical "thrills" picked by David Broekman's orchestra and Paul Taylor chorus did "Great Day" and "Halleluja."

High spot of the show, worked in just before the coronation scene presented Glenn Martin, in person, describing the thrill he had in two flights from the mainland to Catalina island, the first time in his home built little pusher plane 25 years ago, and again, the day before the program, on the exact anniversary, flying his big China Clipper over the same route, with his mother as passenger. Martin read his script badly, but the fact that he was there to tell his own story packed in enough interest to make up for his unprofessional delivery.

RICHARD BROOKS

Fairbanks-Morse Conservador

WNEW, Monday through Saturday, 7:45-8 p.m.

TOPNOTCH COMMENTATOR ADDS A PERSONAL TOUCH TO THE NEWS OF THE DAY.

Something new is in the offing for the suave radio fan—a commentator who seems to be able to talk to every listener individually. Richard Brooks talks of the "Little Things in Life," taken from the day's news, and result is a pleasing quarter hour of human interest stories related with an eye to their news value to the dialer. Program is unique in the respect that Brooks inserts a commercial plug for the sponsor only once, and then for less than one minute. Good selection of material plus good commentator make for a top-notch show.

HOBART BOSWORTH

("Dean of Hollywood")

Sustaining

KNX-CBS network, Fridays,
6:15 p.m. EDST.

AMIALE CHATting BY VETERAN STAR DRAWING ON HIS COLORFUL CAREER.

Making his radio debut, Hobart Bosworth of the films—and also once

of the stage—displayed a mike voice and personality with good possibilities. With a long and colorful career as background, Bosworth's programs will be devoted to talking about the screen and stage and his own activities in those fields. Initial quarter-hour was devoted by Bosworth to a little introductory biography of himself and how he took turns at being a sailor, cowboy, prize fighter, wrestler, etc., before finally making a name in the theatrical world. He is an ingratiating as well as interesting talker, and should win plenty of listeners.

"HOLLYWOOD NEWS"

with Del Casino, Ray Block's
Orchestra

Noxzema Chemical Co.

WABC, Mondays and Fridays,
7:30-7:45 p.m.

Ruthrauff & Ryan

SNAPPY LITTLE BATCH OF MOVIE CHATTER AND MUSICAL TRIMMINGS.

To get out of the rut of the many other radio programs that dish out Hollywood gossip, this offering varies the process by having one announcer read the headlines, while another man reads the items. It's snappy and effective touch. Selection of the items also was good. Program contained two batches of the film chatter, interspersed with Milton Herth as guest star playing a couple of numbers at his little organ, Del Casino in "Too Marvelous for Words," and Ray Block's Orchestra for very satisfactory musical envelopment.

Kate Smith Band Wagon

Last Thursday night's Band Wagon supplied another reason why the Broadway legit houses miss some trade on this particular evening of the week. Dramatic portion of the program was a special radio version of "Five Star Final," with Edward G. Robinson as guest star. Almost 40 minutes of time was given to this portion of the program, and that was time enough to put on a mighty good compressed version of the stage and screen hit, working up to a real punch climax. Kate Smith and Producer Ted Collins always assemble a good cast for their dramatic presentations, and the troupe used in "Five Star Final" was no exception. Drama is destined to play an increasingly important part in radio entertainment, and it is a wise radio producer who gets aboard the wagon early and proceeds to develop that end.

A repeat of "Ain't Gonna Sin No More," with the "Happy Am I" interpolation, was Miss Smith's vocal highlight of this program. She was ably assisted by her surrounding vocalists. Henny Youngman dispensed another batch of his laughs. Jack

NEW BUSINESS

Signed by Stations

WBT, Charlotte

International Harvester, Chicago, nine daily spots, four weeks, through Aubrey, Moore & Wallace, Chicago; Free State Beer, three weekly spots, four months, through Harry J. Patz Co., Baltimore; American Oil Co., spots, 10 months, through Joseph Katz Co., Baltimore; Reliance Mfg. Co., 15-min. studio program weekly, 10 weeks, through Mitchell-Faust Adv'g Co., Chicago.

WBBM, Chicago

Snyder Packing Co., Men of Zest, male octet, thrice weekly, through Stewart, Naford & Frohman; Nipper-sink Country Club of Wisconsin, summer vacation show with Cheri McKay, Three Notes and Norman Ross, through Kirtland-Engel; Chicago Motor Club, "On to Adventure," travelogs directed by Frank Steele of McJunkin agency, also daily "Voice of Carelessness," dramatized safety lessons.

WBNX, New York

Hecker H-O Co., German language spots, through Erwin Wasey & Co.; Pollyanna Shops, German spots and musical program; Boleslaw Rosalak, Polish program; Triangle Furniture, German program; Elsie Maria Troja, German program; Haenlein & Esch Wines & Liquors, German program renewal; Dr. Benjamin Schwartz, German spots renewal.

WOR, Newark

Maryland Pharmaceutical Co. (Rem), Baltimore, thrice daily weather announcements starting Sept. 26; Colgate-Palmolive-Peet (Supersuds), "Women Make the News," with Vincent Connolly, five times weekly, through Benton & Bowles.

Miller and his orchestra supplied the instrumental background very efficiently.

"The Uncrowned King"

The saga of Lawrence of Arabia unfolds in a series of deftly handled transcriptions by Transamerican Broadcasting, with a convincing and literate script by Eaton Cromwell, in collaboration with Lionel Atwill, Don Becker, who also produced it, and Russell Hughes. The first episode, establishing background and the launching of the plot, introduces a more than competent cast headed by Lionel Atwill, whose familiar histrionic spell-binding loses none of its authenticity because of his physical absence. The tenth episode reveals the revolt in full blast, with all the concomitants of battle noises, insinuating Oriental wind-music and blasts of full-flavored Eastern heroics. Fred Harrington as Auda and Fortunio Bona-Nova in the character of the suave Nasir establish themselves as fit protagonists for the Lawrence of Atwill. Episodes are 30 minutes long.



☆ Coast-to-Coast ☆



S MITH BALLEW, who followed Al Jolson as m.c. on the Shell show, has been signed for Principal Production pictures, Sol Lesser's offices announce. Contract is long term. First to be "Western Gold." He made his screen debut in "Palm Springs."

"Thomas Lee Presents—" program on Don Lee net Thursday will feature premiere of Con Conrad and Herb Magidson's new song, "I'm Goin' Down to Dance at Clancy's."

Baby daughter born to Mr. and Mrs. Paul R. Winans. Father is head of Advertising Arts agency. Mrs. Winans is, professionally, Mary Janet, operatic soprano.

Allen McGuire, KGU, Honolulu, stopped in Los Angeles on his way to San Francisco to return to his islands.

Jack Carter, pioneer KNX announcer, with the station for past ten years, resigned last week, as did Sam Siegel, news department, and Jack Turley, assistant purchasing agent.

C. P. MacGregor Co. recording 26 sides of Harry Owens and his Royal Hawaiian ork; music all Owens' own. For MacGregor library service.

William Price of the general offices of Hearst Radio Chain is here to take charge of accounting department switchover on KEHE, from Herald Express ownership to Hearst Radio.

Dan McBain taking his annual leave from announcing, leaving KEHE staff to take charge of remotes and announcing for Catalina island. Hudson Lyon replacing him on KEHE.

Ralph's Grocery, largest of the independent chains, taking its first flier at radio advertising with two-week participation spot in KNX Housewives Protective League program. Boston Food Products Co. taking 52-week participation in same program.

Leo Tyson, general manager of KMPC, busy with architects on plans for station improvements and remodeling.

Clarence Muse has been signed to work with Buck Jones in a serial Columbia is making. He'll write his own script and is at work on a song, "No More Sleepy Time," a sequel to his popular "When It's Sleepy Time Down South."

Gary Breckner, special events announcer for CBS, off for Catalina Island to do afternoon "man on the street" broadcasts and to announce the bands, first of which will be Dick Jergens, followed by Jan Garber on July 1.

Flock of radio celebs doing their between program resting at Arrowhead Lake. Among last week's visitors were Mr. and Mrs. Eddie Cantor, Mr. and Mrs. Robert Montgomery, Frederic March, Jack Benny and Mary Livingstone.

F RANK DAHM, author of "Pretty Kitty Kelly", has assumed temporary direction of the program, heard Monday through Friday over CBS. Dahm will direct for three weeks while the regular producer, Kenneth MacGregor, takes his vacation.

Having no network affiliations, KFRU, Columbia, Mo., avoided disappointing its listeners on Coronation Day by producing within its own facilities a dramatized re-creation of the various Coronation events.

Ila Dudley's "The Open Door" program on WISN, Milwaukee, brought such a response that it has been expanded to a twice-weekly presentation, Tuesday and Thursday at 8:30 p.m. The WISN dramatic staff cooperate with Miss Dudley in presenting a five-minute drama depicting some problem of home or heart.

It's the Malone family now, since Mr. and Mrs. Stranger Malone have a brand new baby girl at their home in Clay Center, Neb. Stranger Malone is the popular entertainer over KMMJ, known to his listeners as "Pappy".

Walt Framer and Jimmy Murray, familiar Pittsburgh mikemen, have a new series of "Man on the Street" broadcasts for a sponsor on Saturday afternoons.

Gene O'Fallon of KFEL has been named radio chairman for the Elks' 73rd national convention opening in Denver July 11.

Smiling Bob Leefers, recent addition to the Cedar Rapids studios of WMT, has taken over the early morning "Tall Corn Time" program which comes on the air at 5:30 a.m. Does the program in character and is building up a following in the midwest.

Doug Grant, program director for WMT, is taking an early vacation this year in order to make garden and cut brush.

Pre-Television Series In CBS Coast Theater

(Continued from Page 1)
candid camera fans. Script is an original story by Ashmead Scott. Charles Vanda producing, Bill Lawrence assisting. Series is titled "Take the Witness". First story is "The Masquerade Murder".

Carlisle Signed by R-O'K

Charles Carlisle, vocalist, has been signed by the Rockwell-O'Keefe office.

Len Riley, sports commentator of WFBM, Indianapolis, hails Pete De Paolo, winner of 500-mile grind at Indianapolis Motor Speedway in 1925, as his co-worker for broadcasting activities for Race Preparations and Memorial Day feature which will be held on May 31 this year! Initial airing of pair from track was May 12. Frequent broadcasts will feature build-up for pre-race activities.

A dramatization of Clyde Beatty's escape from an angry female tiger on "Indiana on Parade", produced weekly over WIRE, Indianapolis, NBC-Red network station, last week almost caused the veteran circus performer to miss his regular nightly program. Beatty, making a two-night stand in Indianapolis, became interested in the program while listening to a radio in his dressing room and almost missed his opening cue.

Johnny Olson and His Rhythm Rascals have done such a good job for Penn Tobacco Co. that the sponsor has added WTAQ, Green Bay, to the WTMJ show.

Claude Kirchner, formerly at WRR, Dallas, and WROK, Rock Island, is now announcing at WTMJ, Milwaukee.

The only full-hour daily commercial program on the air in Kansas City, Kas., is "The Noon Hour Clock" over KCKN, sponsored by Falconer Furniture Co., with Evan A. Fry announcing.

Dr. Charles M. Courboin, famous Belgian organist who was not heard last week because of the Coronation broadcast, will return to the airwaves over WOR on Wednesday at 10:30-11 p.m.

Charles Arlington is the new announcer on the "Gumps" program.

Francis Wilson, NBC Script Division staff member, did the radio version of John Steinbeck's prize novel, "Of Mice and Men", presented yesterday over the NBC-Red network.

WOR Suit Dropped

The \$10,000 suit in U. S. District Court filed some time ago against Bamberger Broadcasting Co. (WOR) by Nathan S. Zucker has been ordered discontinued by mutual consent. Zucker charged appropriation of an idea he had submitted for a new type program. Show was the Pathe News style of program taken off films in part, for the benefit of Bromo-Selzer a few seasons back. Understood that no monetary consideration was involved in the discontinuance of the action.

D R. PRESTON BRADLEY and the Peoples Church (Unitarian) have rounded out 13 years of continuous broadcasting on WJJD yesterday. Dr. Bradley, well known civic leader and former national president of Isaak Walton league, will discuss his experiences in broadcasting.

Curtis Mitchell, editor of Radio Guide, in New York laying groundwork for moving editorial offices of publication east. Mag. will continue to be published here.

Charlie Gilchrest, radio editor of the Daily News, has moved his wife and young son to Beverly Hills, Cal.

Harry Flannery, news editor of KMOX, St. Louis, visiting CBS here. Also Ken Church, sales manager.

J. Kelly Smith on business trip to WCCO, Minneapolis.

Ruth Brine, voice of Women in the Headlines on WBBM, is continuing show though losing sponsor.

Uncle Ezra (Pat Barrett) wants it understood that the Uncle Ezra Perkins, appearing in the East, definitely is not the Uncle Ezra of WLS and NBC.

Harold Peary, NBC actor, guest of Edgar A. Guest at Detroit over weekend.

Archie Scott, NBC production man, hooked under eye while fishing at Grass Lake. Bucky Harris, another NBC production man, rushed him to surgeon.

Hugh Studebaker has been lecturing to Northwestern journalism classes on radio acting and writing.

Tom Fizdale back from the coast where he helped set the Johnson Wax (Fibber McGee) show for stay in Hollywood.

Margie Dee now singing with Anson Weeks at the Edgewater Beach Hotel.

Charlie Lyon at Indianapolis to broadcast qualifying rounds of 500-mile memorial day race.

WLS Hilltoppers (Ernie Newton, Tommy Tanner and Don Wilson) are vacationing.

Anne Stone, NBC actress, called to Hollywood by serious illness of mother.

Irna Phillips in Minneapolis over weekend for talk with her sponsor, Pillsbury's.

Harry Cansdale has left WAAF to join dramatic staff of WLW, Cincinnati. Eugene McGillen has taken his place here.

Eddie Richmond and Jack Clarke have organized Allied Artists publicity service at 39 S. LaSalle Street.

The Pickard Family have left WGN for WCAU, Philadelphia, with Drug Trades continuing as sponsor.

John McCormick, WGN announcer, is leaving station to join WBBM staff.

Morin sisters are pinch-hitting on Breakfast Club and Club Matinee for Hollywood High Hatters, whose Ruth Jackson has had a throat operation.



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 70

NEW YORK, N. Y., TUESDAY, MAY 18, 1937

FIVE CENTS

Songwriters Ask ET Fees

Looking On ... AND LISTENING IN

RADIO DRAMA Slowly but surely a form of drama specifically designed for entertainment of radio audiences is being created, perfected and popularized.

Judging by the samples already offered, it isn't hard to visualize a day in the not too distant future when "first nights" of radio plays will be as much an event as the present premiere performances of Broadway's legitimate theater.

Under this future state of affairs, dramas will not be broadcast just once and then scattered to the winds.

They'll be repeated on the networks and released to independent stations afterward.

The critics' reviews will drum up new listeners for the good shows, and at least arouse discussion on the bad ones.

Front rank authors will be able to get enough royalties from repeat performances to encourage them to write for radio.

Think of the conveniences and comforts that the radio drama will be able to offer its audiences—and the critics.

No delayed curtains.

No late comers stepping on your corns. Smoking all through the show.

And immediate relief, by a twist of the dial, if the show happens to be that bad!

Of course, there are those who will say that it can't be done—that it's just a fantastic theory—and that drama over the air will never give the satisfaction that audiences get from performances in the theater.

That's what they said about the movies, too.

Radio Delivers

Dayton, O. — When six major airports and three private pilots couldn't provide a plane to fly Virgil Murphy, manager of Miami Hotel, to the bedside of his stricken wife in Florida, the frantic Murphy called WHIO and asked that his plea be aired. Within 30 minutes three planes had been offered, and soon Murphy was winging south.

PROTESTS USE OF CKLW TO BROADCAST TO U. S.

By **GEORGE W. MEHRTENS**
RADIO DAILY Staff Correspondent
Washington—Apparently issuing a call for "American first" in radio, Congressman Gardner R. Withrow (Prog., Wis.), has sent a letter to Chairman Anning S. Prall of the FCC asking why Mutual Broadcasting System has selected CKLW, Windsor, Ont., to broadcast programs to Detroit audiences when a Detroit station could do the job, RADIO DAILY learned yesterday.

"It would seem to me that (American programs broadcast to American audiences should use American outlets wherever possible," says Withrow in his letter. "In order that I may have the picture clearly before

(Continued on Page 3)

Nebraska Governor Signs Anti-Ascap Bill

Lincoln, Neb.—Gov. R. L. Cochrane yesterday signed the anti-Ascap bill which becomes effective at once. Attorney-General Hunter said he didn't know how the bill could be enforced.

Forcing Court Ruling On Baseball Reports

Detroit—As a result of arrangements by James F. Hopkins, manager of WJBK, to obtain baseball reports despite refusal of Western Union to supply the service to him, the fight of WJBK to compel W.U. to give him the same service as it is giving another station here is expected to be forced back into the courts.

The U. S. District Court last week

(Continued on Page 3)

Texaco Gives Eddie Cantor New Agreement for Six Years

Good-Will Campaign Discussed by Ascap

Inauguration of a new policy of public relations designed to bring good-will to Ascap was presented yesterday to the opening session of the three-day meet of field repre-

(Continued on Page 8)

Transcription Licensing on Songs Published After June 1 Being Taken Over By Writers' Own Ass'n

Libel Bill Signed

Des Moines—Bill recently passed by the Iowa legislature exempting radio stations from damages for libelous statements carried on the air, provided station proves due care was exercised to prevent the statements, was signed last week by Governor Kraschel.

PROCTER-GAMBLE ADDING FRIDAY SERIES ON NBC

Procter & Gamble on June 4 will extend the "Personal Column of the Air" program on the NBC-Red network, 4:15-4:30 p.m., to include a Friday series at the same time and on the same number of stations. New schedule will be on the air Mondays through Fridays. The NBC-Blue network show remains as it. P. & G., under the new schedule, will have 21½ hours weekly on NBC nets exclusively.

13 WGN Accounts Sign Renewals for 52 Weeks

Chicago—WGN has 52-week renewals on all the following current accounts:

Gen. Mills, "Arnold Grimm's Daughter"; Cudahy Packing, "Bachelor's Children"; Borden Wieland, "Marriage License Bureau Ro-

(Continued on Page 3)

Council of the Songwriters' Protective Ass'n yesterday took the most important action in its career and notified all members that, in accordance with their agreement with the SPA, the organization will exercise its right to administer all rights assigned to it, with the exception of the small rights assigned to Ascap. The proposed action becomes effective June 1, and applies only to such works as the writer in question disposes of after that date. SPA move is not retroactive.

The rights concerned in the SPA move as outlined by Irving Caesar, president, are particularly electrical

(Continued on Page 3)

LOUIS-BRADDOCK MATCH GOES TO BUICK ON NBC

Buick Motor Co. has signed with NBC for the exclusive right to broadcast the blow-by-blow description of the Braddock-Louis fight over 125 stations of the combined NBC-Blue and Red networks. Fight will be staged in Chicago on June 22, and program is expected to take the air

(Continued on Page 8)

Notre Dame Home Games Will Be Aired by NBC

NBC yesterday announced that plans have been completed for broadcasting all Notre Dame home football games this fall on a sustaining

(Continued on Page 3)

3 Agencies Expand

Though the hot summer months usually are a slack period for advertising agencies, three of them are moving to larger quarters because of increased business demands. L. H. Hartman Co. Inc., located at 444 Madison, has added an additional suite of offices. Montrose-Rosenberg Co. will increase present quarters. Casimer-Best agency moves to larger space.



(Registered U.S. Patent Office)

Vol. 1, No. 70 Tues., May 18 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Monday, May 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165	163	163	- 1
Crosley Radio	19½	19½	19½	+ ¾
Gen. Electric	50¾	50	50	- ¾
North American	23¾	23	23	- ¾
RCA Common	8¾	8½	8¾	...
RCA First Pfd.	66	65½	65½	- ¾
RCA \$5 Pfd. B	(90 Bid)		110	Asked
Stewart Warner	18¾	17¾	17¾	- ¾
Zenith Radio	34½	33	33	- 2

NEW YORK CURB EXCHANGE

Hazeltine Corp.		
Majestic		
Nat. Union Radio	2½	2	2

OVER THE COUNTER

	Bid	Asked
CBS A	53	55
CBS B	52½	54½
Stromberg Carlson	12¾	13¾

Italian-Swiss Colony Plan Series on Mutual

Another classical music program, introducing Silvia Grazzini, coloratura soprano already known in concert circles, and a symphony orchestra directed by Eugene Plotnikoff, will start on WOR-Mutual early in September under sponsorship of Italian-Swiss Colony (California wine distributors). Program will probably have an 8-9 p.m. Friday spot.

New Chi Airshow Firm

Chicago — Abbott Ross, David Brazel and L. J. Hertzberg have formed Airshows Co. with offices at 139 North Clark St. to make and distribute broadcast recordings and films.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending May 15, 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
Where Are You (Leo Feist Inc.)	34
Carelessly (Irving Berlin, Inc.)	33
Too Marvelous For Words (Harms, Inc.)	30
September In The Rain (Remick Music Corp.)	29
There's A Lull In My Life (Robbins Music Corp.)	28
Never In A Million Years (Robbins Music Corp.)	23
Love Bug Will Bite You (Santly Bros.-Joy, Inc.)	21
Wake Up And Live (Robbins Music Corp.)	20
Blue Hawaii (Famous Music Corp.)	19
It Looks Like Rain (Joe Morris Music Co.)	19
They Can't Take That Away From Me (Chappell & Co.)	18
Was It Rain (Santly Bros.-Joy, Inc.)	18
Boo Hoo (Shapiro, Bernstein, Inc.)	17
Let's Call The Whole Thing Off (Chappell & Co.)	17
On A Little Dream Ranch (Shapiro, Bernstein, Inc.)	16
How Could You (Remick Music Corp.)	15

Mpls. A Cappella Choir Returning in September

Minneapolis—The Minneapolis A Cappella Choir of 60 mixed voices, a feature attraction with its "Majesty of Song" program on WTCN Sundays for the past four months, returns to the air in September. The sponsors adroitly hung the announcement of the new series of concerts on George Hultgren, conductor of the choir since its organization, and known as the Bernie Bierman of song.

The choir spawns a new soloist almost every program. In addition it has a regular male quartette, a male chorus, and most recently put its women's chorus into a program. Fan mail has been big.

Sponsor is the Minnesota Federal Savings & Loan Ass'n. Account is handled by Luther Weaver and Associates, which agency first put the choir on the air. Weaver took the role of announcer in the final program.

KXBY's New Studios Are Formally Opened

Kansas City—New studios of KXBY on the 22nd floor of the Fidelity Bldg. were formally dedicated over the week-end, with attendance including two planeloads of agency executives from Chicago and New York. H. R. Makelim, general manager of KXBY, chartered the TWA planes to bring the men here.

Saturday's program included an inspection of the studios, followed by a banquet at night in the Hotel Muehlbach.

No WHN-Union Deal Yet

No agreement has been reached yet in negotiations between the ARTA, technicians' union, and WHN, it was stated yesterday by Louis K. Sidney, managing director of the station. Another parley is scheduled for tomorrow.

New Coast Disk Firm Plans Heavy Schedule

West Coast Bureau, RADIO DAILY

Los Angeles—Aerograms, Inc., newest of Hollywood's recording companies, with a group of old timers in the recording game at the helm, makes its bow this week, and by week-end expects to be in full swing on a heavy production schedule. Plant is less than a block from Hollywood and Vine, at 1611 Cosmo. Gordon d'A. Soule is president and production chief. C. Curtis Bird, business manager; Harold Soule, chief engineer and Harry P. Cos in charge of sales.

Policy will be to supply complete service for advertising agencies, recording with modern equipment under direction of agency's own production staff, or furnishing a complete production department, from script to disk, for agencies that do not wish to produce. Work is to start next week cutting at least three show series that will range from five minutes to half an hour for each episode.

Studios are of new design, with non parallel reflecting surfaces, special acoustical treatment of walls and ceilings.

Among innovations will be equipment for monitoring on set, with portable mixing turret for use in either of the two studios, or in monitor room.

Remler Recording Amplifiers form the nucleus for several channels of newest high fidelity type of installation. Test rack permits instant routine testing of all equipment. There are four recording machines, with two wax lathes weighing more than half a ton each, and lighter equipment for use where immediate playback is wanted. Extra channel is for use in recording on portable set, for out of the studio work.

2 WGN Shows Fade

Chicago—Bowman Fireside Theater on WGN fades June 2, returning Sept. 29, probably with tab operas. Behind Camera Lines, a Charles P. Hughes production, closed last week.

COMING and GOING

ABNER SILVER, songwriter, sails tomorrow on the Normandie for England. He will write music for Gaumont Pictures there.

PIERRE DE LANUX, noted French air commentator, arrives today on the Normandie from England.

HALE BONDURANT, sales manager of the Central Broadcasting Company, owner of WHO, Des Moines, who was on a business trip to Chicago and Detroit, returned to his desk yesterday.

JOHN MAYO with MRS. MAYO and his mother are due back in town today from a trip to Washington.

HUGH BOICE, JR., national sales manager of WNEW, left last night for Chicago on business.

PEDRO DE CORDOBA, stage and screen star, flew in from Hollywood to appear in the Spanish Pageant at Madison Square Garden and engage in air work.

WELCOME LEWIS is motoring to Hollywood on a business and pleasure trip.

BEN COHN planes today via TWA for Hollywood to open coast offices for George B. Evans.

RICHARD KOUNTZ, head of Witmark Standard department, is in Hollywood on business and is expected back in New York May 25.

DAVID NILES will return Thursday from his business trip.

FERCY DEUTSCH, WBS president, returned to his desk yesterday after a Los Angeles trip.

HERBERT AKERBERG, CBS vice-president in charge of station relations, is expected back in New York today or tomorrow. He was in Texas yesterday.

SAMUEL H. COOK of WFBL, Syracuse, is in New York.

S. HUOK of Hurok Attractions sails May 19 on the Normandie for a summer talent hunt through Europe.

VICTOR M. RATNER, advertising and sales promotion head of CBS, leaves Friday for three week vacation trip. Will spend at least part of the time in the mid-west.

WWVA Wheeling Show Is Shifted to Theater

Wheeling, W. Va.—"It's Wheeling Steel," Sunday noon show aired over WWVA here and WPAY, Portsmouth, O., has shifted from the WWVA studios to the Capitol Theater, where it will hereafter be aired before an audience. Eddie Johnston, Dayton Powell, Walter Shane, Musketeers Quartet and an orchestra directed by Earle Summers comprise the talent, with John Carter of Wheeling Steel as narrator.

WMBO Transmitter Tests

Auburn, N. Y.—WMBO last week started its 30-day program test period with its new RCA high fidelity transmitter and new vertical antenna, with increase of power to 250 watts daytime. The new transmitter is one of the first in a new series of RCA Type 250-D for 100-250 watts.

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

535 Fifth Avenue,
New York, N. Y.

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

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

M.W.F.

SONGWRITERS' ASS'N DEMANDS DISK FEES

(Continued from Page 1)

transcription and motion picture synchronizations. These are now cleared by publishers through the offices of the Music Publishers Protective Association and the chairman of that board is usually appointed agent and trustee to collect such license fees.

Electrical transcription firms have been informed by Caesar, via letter, that in the future the SPA will clear all numbers disposed of by its members after June 1. At the same time SPA members have been informed there is no intention of embarrassing them or the people who buy such rights and no attempt to increase the present type of license fees for synchronization and electrical transcriptions.

Music publishers have also been formally advised of the situation. This leads to the strong possibility of a war between writers and publishers.

In his letter to members, Caesar asks them to remember that television is coming along soon and that, for instance, there are 250,000 slot machines playing phonograph records at 5 cents a selection and that none of this money accrues to the writer of the songs in question.

SPA states that everything should go on as usual in so far as music users are concerned, excepting that the writer will clear and retain his rights through SPA. Something the publishers have always done themselves.

13 WGN Accounts Sign Renewals for 52 Weeks

(Continued from Page 1)

mances"; Gordon Baking, "Lone Ranger"; Libby, McNeil & Libby, Dave Bacal, organist; Alka Seltzer, Tom, Dick and Harry; Northern Trust, "The Northerners"; Pabst, Sports Review; Sawyer Biscuit, man-on-street; Bayer Aspirin, "Wife vs. Secretary"; Cal Aspirin, "Painted Dreams"; Sure Laboratories, "Toast to Romance"; Ovaltine, "Little Orphan Annie."

A new account is "Musical Mail Box," 42nd St. Sales Corp., through McGiveran-Child agency.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	8
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

May 18
Greetings from Radio Daily

to
Raymond Paige
Meredith Willson
Lew White
Richard Brooks

NEW PROGRAMS—IDEAS

Real Clue-Hunters Aired

With the mystery yarn increasing in popularity every day, KSTP, St. Paul station, aired a stanza Monday to show how clue-hunters actually work. Frame was aired from the recently-established criminology laboratory of the St. Paul police department, with Dr. John Dalton, chief criminologist, interviewed as he worked over his microscopes, test tubes and retorts, examining evidence in the latest murder and hit-run death cases.

Broadcast, via the station's mobile transmitter, caught Dalton in the midst of several investigations, one piecing together bits of headlight glass found near a hit-run victim's body and other pieces from a suspect's car; the other combing over a pair of shoes for dirt for microscopic examination in an assault case. Dalton also interviewed on his toughest cases; also on how, through a mere piece of broken rivet and a tiny strip from a running board built up two cases, sent two fellows to the bastille. Dalton also told of what he thinks of the so-called perfect crime, and how the exactness of science helps the modern sleuth.

Realism emphasized throughout, especially the difference between the fiction sleuth and the real thing.

Laughs In The News

"Chuckles and Oddities in the News" is a new program featuring Pat Flaherty, sponsored by Nevelow Bros. Auto Supply Stores, over WOAI, San Antonio. An unusual angle of the program is that each day continuity will be linked with the product being sold, at the same time carrying out the same theme and make-up of the program from day to day. For example, radio star gossip will be broadcast on days when radios are promoted; places to fish, swim and interesting sights to see will be broadcast when tires are sold; oddities about automobiles will sell automobile accessories and human interest items from the news, unusual angles, etc., will sell refrigerators. In addition, the program will be heavily merchandised. It will be featured in newspaper ads, Pat Flaherty will make personal appearances at the stores, regular week-end sales of Nevelow Brothers will be tied-in with the broadcast and placards telling about the program will be placed in all six of Nevelow Brothers Stores. A contest and an offer are contemplated after the program has been under way for a few weeks. The program was placed by Bernard M. Brooks Advertising Agency.

Series from Old Letters

A new 13-week dramatic series being inaugurated over KJR, Seattle, depicts pioneer life of the Pacific Northwest from letters 80 to 100 years old, never before made public. Dramatizations are being given by Ted Bell, director of the radio department, Cornish School of Seattle.

The sketches from the letters of America's "last frontier," most recently settled of all sections, have been prepared by Don Cook and his associates in the radio department of the University of Washington. Characters are portrayed by actors from both the Cornish School and the big Seattle "U."

'Teen Age Amateurs

A new series of programs, "Amateur Teen Age Follies," is now heard over WJBK, Detroit, every Wednesday and Friday evening, 7:30-8:30. The show features the cream of Detroit's talent between the ages of 13 and 20. "Teen Age Follies" is under the personal direction of Uncle Nick Nichols, who has been handling juvenile performers around Detroit for the past decade. Program sponsored by Borin Bros., ice and fuel dealers.

Seeing the City

"Seeing Kansas City", a new weekly quarter-hour sustaining feature aired by WDAF, Kansas City, is credited to the local real estate board as a gesture of courtesy. Hazel Hopkins, staff writer, does the scripts and the show presents dramatizations of visits to various local points of interest such as the art gallery, municipal airport, union station and Liberty Memorial.

From Marriage Bureau

WIRE, NBC-Red affiliate in Indianapolis, has started a marriage license pick-up each Saturday noon with the title, "So You Want To Get Married?"

Program, broadcast direct from county marriage license bureau, features questions of would-be newlyweds and presents by local sponsors. Jack Stilwill is handling the announcing.

Classified News

Daily 6:15 p.m. news program on KDYL, Salt Lake City, is presented in departmental form—local, foreign, sports, markets, etc. Idea is to give a bird's-eye view of all news to listeners who miss the shorter newscasts during the day. All spot tie-ins for the program were readily sold.

Troubles of the Heart

Under the title of "Tell Mrs. Griggs," a new heart-ache series is being conducted by Nancy Grey over WTMJ, Milwaukee, on Tuesdays and Thursdays at 3:15-3:30 p.m. James Irving writes the scripts, and response from listeners has been very good.

RECORDINGS

Productions -:- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BR 9-8265

PROTESTS USE OF CKLW TO BROADCAST TO U. S.

(Continued from Page 1)

me, may I ask for an immediate answer."

At the FCC it was learned that the letter had been referred to A. D. Ring, Commission engineer, and to the legal division for further consideration.

Notre Dame Home Games Will Be Aired by NBC

(Continued from Page 1)

basis. Partial schedule follows: Oct. 2, Drake; Oct. 23, Navy; Nov. 6, Pittsburgh; Nov. 27, Southern California. Phillips Carlin, who has handled football arrangements for NBC for the past 10 years, negotiated the agreement.

WLW likewise will carry the Notre Dame games, with Red Barber at the microphone, and it is possible that WLW will feed to programs to MBS as it did last year.

Forcing Court Ruling On Baseball Reports

(Continued from Page 1)

refused to grant WJBK an order, and the station took its case to the FCC on the grounds that W. U. is a common carrier.

Circus Pickup

Akron—On May 25, WJW will broadcast direct from the show grounds of Cole Bros. Circus. Personal interviews will be heard with Clyde Beatty, famous animal trainer, and Ken Maynard, favorite movie star of the west. A street parade broadcast is scheduled to be made from three points.

Chicago Centennial Series

Chicago — Lawyers Legislative League of Illinois is sponsoring a new series of dramatic programs titled "The Building of Chicago" on WLS at 8 p.m. Thursdays, starting May 20, with prominent jurists, lawyers and civic officials as the chief actors.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

NEW BOOKS

WHAT ABOUT RADIO? By Kenneth M. Goode. Published by Harper & Bros., New York. \$2.75.

For the radio advertiser in particular, and for any body in general who is seriously interested in radio business, this volume will prove informative and stimulating. Entertainingly written in a very readable style, it is the work of a man who knows what he is talking about, and since he is that smart he doesn't make dogmatic assertions or expound intangible theories, but presents voluminous data, suggests avenues for further pursuit or speculation, and leaves the reader with plenty of food for thought, discussion and enjoyment.

Such chapter headings as "When Do They Listen?", "Why?", "How Do They Listen?", "...And What Happens", "What People Say They Like" and "Nothing's Wrong with Radio but the Broadcaster" give a slight idea of the ground covered. Being an advertising authority and also having an ingenious faculty for assembling and presenting data obtained from numerous surveys by different mediums, plus his own keen observations and comments, Goode has made every one of his chapters lively and provocative.

Sponsors and advertising agencies who are so concerned these days with "surveys", "popularity reports", "listening charts" and other largely incomplete tabulations will find the answer to a great many of their questions in this 250-page book.

THE CAUSES AND ELIMINATION OF RADIO

INTERFERENCE, by Joseph E. Foster. Published by C. W. Nelson Co., South Braintree, Mass. \$1.50.

Based on Joseph E. Foster's years of experience as radio interference engineer for Long Island Lighting Co., this 150-page book gives a comprehensive analysis of the subject and will prove highly valuable to dealers, servicemen and radio listeners. In a non-technical style, Foster tells how power company investigators go about locating sources of interference and explains the responsible conditions.

New "Hit Parade" Vocalist

Freddie Lipson, built-up via the Studebaker program as the "Gibson Girl", replaces Patricia Norman on the Lucky Strike "Hit Parade" series tomorrow night. Program is a twice-weekly via NBC and CBS. "Gibson Girl" was set on the show by James L. Saphier, who auditioned many femme vocalists for Lord & Thomas.

John Huston in "Wife"

John Huston, son of Walter Huston, has been added to the cast of "Backstage Wife". The younger Huston appears to be following in his father's footsteps since he will play the reincarnated Lincoln in "Lonely Man", a play soon to open at the Blackstone Theater in Chicago.



A REPORTER WITH A CONSCIENCE

● ● ● The recent "Reporter with, etc.," in which we slapped the wrists of artists because they played "upstage" to songpluggers, brought the wrath of many upon our humble head—and complaints (in defense) to our desk... Their rebuttal was that the "boys" were pests and general nuisances to their well-being—phoning them at various hours, asking if they were "doing a song," following this with more calls or visits inquiring "when," etc.... To all which we add—Come clean, fellers, and remember back when you were on the "outside lookin' in," when you were looking for your own BREAK... Do you recall the times you've phoned (yes, and visited) John Royal's office at NBC, or Ralph Wonders (when he was at CBS) or Jules Seabach at WOR?... Think back when you bothered the life out of the receptionists at the William Morris office, Lyons & Lyons, Rockwell-O'Keefe; Wilson, Powell & Hayward; Doug Storer, asking WHEN will you do that audition, when will they interview you, when is your option going to be picked up, etc.... Sure, you were looking for a JOB!... Well, every song to the contact men are JOBS and they must appeal to you, in these instances, for a break.

● ● ● The years spent in reporting has brought us many things besides the weekly "swindle sheet"... And, of the harvest we've reaped carrying a press card, one possession we value above all others, are the people we've met and now permitted to number amongst our intimate friends or acquaintances... If we had to start over again, we'd surely chose this route... Of course, we've met many people from whom we'd like to BUY back our introductions (and maybe there are many on the other side of the barrier who'd prefer to do the same with ours) BUT on the whole, they're a grand bunch... The circumstances leading up to these friendships, we hope will prove entertaining.

● ● ● Take the time Pete Hilton, then publicity man for Lord & Thomas (he's an exec of the Hitz Hotels now) invited us out to Trommer's in Brooklyn the first Saturday that beer became legal... His companion was introduced to our young bride... We asked if we might print his romantic inclinations and he said yes, providing we mentioned TROMMER'S "publicity man" which we did... Pete's a pappy now... Ralph Wonders introduced us to Tommy Rockwell back in '32 at a nite club opening in Jersey... We met Jules Seabach at CBS when we tried to tell him what a grand singer so-and-so was. John Royal at NBC the same way... Both turned the guy down and since then we've respected their opinion. He's working as an office clerk now (five years later)... Can't recall the year (but it's so long) when we were introduced to Charlie Green, then sharing space in a small office... His hospitality to others has not waned, even though he's head of Consolidated Radio Artists now... Reporter Lee Mortimer did the honors with Irving Mills some years back... Block and Sully were in a hot poker game when we intruded... Burns and Allen, also Guy Lombardo, were interrupted during a rehearsal in a SMALL studio (without an audience) at CBS to say "how be ya" in '32... Morton Downey, Bing Crosby, Ted Collins and Kate Smith in a similar manner... We can't remember exactly where or when we met Jack Pearl, but that's oke with us... We couldn't know a grander guy...

● ● ● This could continue indefinitely but space doesn't go on forever. There are many we'd like to meet, such as Bruce Barton, Heagan Bayles, Bill Hodges, Earle Ferris, Dave Driscoll, and the other grand people around who've helped the industry with their ability and clean business tactics.

PROMOTION

Wake 'Em for Broadcast

WMT, Cedar Rapids-Waterloo, and KRNT and KSO in Des Moines, all stations of the Iowa network, pulled neat promotion stunt in connection with the coronation broadcasts which for a time threatened to tie up every telephone line coming into the stations.

Broadcast started in the middle west at 3 a.m. Several announcements were given on the air prior to the broadcast, stating that if anyone wanted to get up and hear the program, the stations would be glad to call them just before it was scheduled to take to the air. As a result two extra girls had to be hired to take care of the calls in the Cedar Rapids studios which netted the station a good deal in the way of good will promotion.

WTIC Historical Data

History of WTIC, Hartford, and vital market data and statistics is being presented in a new 32-page booklet. Source of the material includes government and commercial agencies, the latter being Ross-Federal and Jansky & Bailey. Growth of the station since 1925 from 500 watts to its present 50,000 watts, and colored maps and zone tabulations on population, listeners, industries, etc., are also presented.

Case histories of local advertisers are given, one advertiser having increased its WTIC time some 3,200 per cent in the past two years.

WOAI List of Advertisers

A new issue of WOAI News Casts, the May house-organ, contains a list of the 1937 advertisers over WOAI, San Antonio, to May 1, several success stories, items of interest to retailers about new 1937 campaigns and their merchandising tie-ups, program and talent notes, testimonial letters, several photographs of commercial and sustaining programs, results of a popularity survey and other station news.

G.E. Show With Film Premiere

General Electric's "Hour of Charm" broadcast May 24 over NBC-Red network at 9:30 p.m. will be aired from the stage of the Center Theater, Radio City, before an invited audience, coincident with a showing of "From Now On", new Irvin S. Cobb 20th-Century Fox picture. Cobb is seen in role of a bachelor in an old-fashioned home, which will be contrasted with modern household equipment.

KDLR Coverage Data

A folder giving detailed coverage data, as well as other information about the station, its advertisers and a couple of leading programs, has been put out by KDLR, Devil's Lake, N. D.

WCAE Summer Appeal Piece

Using "swing" as an art and text motif, WCAE, Pittsburgh has put out an interesting folder giving "the inside story on summer appeal." Copy gives a few reasons why advertisers should and use WCAE the year around.

NEW BUSINESS
Signed by Stations

Philadelphia

WFIL: Mitten Bank & Trust, through Harry S. Goodman Agency, N. Y.; Poth Beer, through Schwartz Agency; Mahoney Shoe Dressing; Locust Furriers, through Ed Shapiro Agency; F. W. Fowles (Gay Products), through Ferguson Agency; Dr. Allen L. Michaels (chiropractist); Reliable Motors Co.; Hap's Ice Cream Co., through Ferguson; Sorgi & Co. (refrigerators); J. Frank & Sons (ginger ale), through Buckley Agency.
WDAS: Shore Electrical Co.

WSOC, Charlotte

Seven-Up Bottling Co., General Foods (Certo), DeVoe Paint Co., Charlotte Laundry, Ban-Dan Laboratories, Pritchard Paint Co., Charles Stores, Purcell's, Johnston Furniture Co., Lucielle Shops, Pound & Moore, Epting's Inc., Kay Jewelry, Davidson College, Payne - Farris Co., Nu-Enamel Co., Belk Bros., Sterchi Bros. Furniture, J. O. Jones Co., R. P. Covington, Charlotte Fish & Oyster, John A. Leland, City Ice Delivery.

San Francisco

KFRC: Gallen Kamp stores, through Long Adv'g Service; Sutter Hospital Drug Store; Moore Electric Supply; San Francisco Ass'n of Underwriters.
KPO: Lewis-Howe Co., St. Louis, through H. W. Kastor & Sons; Cardinet Candy Co., Oakland, through Tomaschke-Elliott Inc.; J. W. Marrow Mfg. Co., L. A.

Springfield, Mass.

WSPR: Mass. State College; Italian-American Co-Op merchants program; Committee for Industrial Organization; Radio Co-operative League (radio dealers).
WMAS: W. F. Matton Engineering Co., Holyoke; Stillman's Dept. Store.

WHO, Des Moines

One Minute Washer Co., Newton, Ia., Jack Shelley in "Women in the News", through Fairall & Co. agency; Allis-Chalmers Mfg. Co., Milwaukee, through Bert S. Cittens agency, Milwaukee; E.Z.A. Laboratories Inc.; Davidson's Furniture Store.

Dallas

WFAA: South Texas Cotton Oil Co. (Crustene), through Franke-Wilkinson - Schiwetz Inc., Houston; A. J. Krank (cosmetics), through McCord Co., Minneapolis.
KRLD: R. C. Cola (beverage).

KFYR, Bismarck

International Harvester, Leef Bros. (Spray Brite), Procter & Gamble "Kitty Keene" disks, Hamm's Brewing Co., American Gas Machine Co.

KFRU, Columbia, Mo.

Allis-Chalmers Mfg. Co., Milwaukee (harvesting machine), "Pioneer Stories," twice weekly.

KGO: Acme Breweries, through Emil Brisacher & Staff; Lewis-Howe

ORCHESTRAS - MUSIC

PHIL SPITALNY and the "Hour of Charm" Ork will play a date at Dorney Park, Allentown, Pa., June 10. Deal was set by CRA.

Nick Lucas currently featured on the Al Pearce show, recently won a Federal Court battle over a song written by two Pennsylvania youths without having to put up a defense. He celebrated his victory by rendering, without benefit of guitar, "Tip Toe Through the Tulips" in the marble corridor of the courthouse at the request of six women jurors who sat on the case.

Frances Maddux, sophisticated songbird of CBS "Roadways to Romance," is currently warbling at Chicago's Hotel Stevens Continental Room. Jimmy Joy is batoneer.

Cab Calloway is scheduled to play the Melody Mill, Dubuque, Ia., June 26, and Appleton, Wis., June 27. CRA is responsible for the arranging of both dates.

Trianon in Chi will feature a series of name bands during the dog days, including Red Nicholls, Anson Weeks and Ted Weems who leaves the Aragon to open there September 1.

Lou Blake and his Aristocrats of Music took over at the Park Plaza Crystal Terrace last Friday, to be aired nightly via KMOX, St. Louis.

Harold Stern and his band will play one engagement at Fernbrook Park, Lucerne, Pa., June 5.

Maurie Sherman and the music-making lads will open the summer season at Lake Geneva, Wis.'s Riviera, effective May 28.

Don Juan, Latin batoneer, and his Cuban band are holding forth in the musical manner for the first time at El Toreador, N. Y. C. Spot has a WNEW wire.

A new series of torrid dance orchestrations, written and arranged by Buck Ram, is being released by Jack Mills under the title of "Historical Swing Series." The four basic num-

bers are: "Noah's Ark," "Adam's Apple," "Bagpipe Stomp" and "Queen Elizabeth."

bers are: "Noah's Ark," "Adam's Apple," "Bagpipe Stomp" and "Queen Elizabeth."

Edgar Matthews, baritone heard on the Capitol Hour Sunday morning show, introduces "Southland Serenade," one of the most distinctive of the new Mills Music song releases.

Johnny Hamp and all the boys will play a date at Staunton Military Academy, Staunton, Va., May 31.

A new series of organ recitals from the Skinner Studios on Sunday mornings from 10-10:30 a.m. over WQXR features Arthur Huntington, who has been organist in various metropolitan churches for many years and a member of WQXR's musical editorial staff since 1934.

Matty Levine, pianist, returned to the WMCA airwaves last Saturday at 1. Mr. Levine will continue his programs of piano recitals, presenting guest soloists from time to time.

Fred Waring's Three Fellas, Roy Ringwald, Craig Leitch and Paul Gibbons, have finished a new song, "Little Fraternity Pin," which Rosemary Lee will use in her picture.

Stuff Smith and his Onyx Club Boys have been set by Herman Bernie for the Walter Wanger film, "52nd Street." Engagement begins June 14.

Glen Gray and the Casa Lomans will be featured at Eastwood Park, Detroit, effective Aug. 20.

The scene of Del Courtney's musical activities from May 25 on will be the Detroit Book-Cadillac.

Batonist Lou Blake and his band will open at the Park Plaza Hotel, St. Louis, May 14. CRA was responsible for the deal.

Jan Garber's Orchestra will be heard in Gadsden, Ala., under the WJBY aegis on June 7. Station has presented several name bands in the past, including Kay Kyser and George Olsen.

Start New KFYP Studios

Bismarck, N. D.—Construction has started on the new KFYP studios in the same location as the old quarters, the Hoskins-Meyer Bldg. Layout was designed by Ivar Nelson, chief engineer, and work should be completed in a month. Acoustical design is carried out in acousti-celotex panels on walls and ceiling, with sheet rock borders and rubber tiled floors.

For the Archives

Rochester, N. Y.—WHEC had such success with its recordings of the Coronation ceremonies that the Rochester Museum requested privilege of reproductions for its permanent libraries.

WITH THE
★ **WOMEN** ★

By ADELE ALLERHAND

ERSTWHILE "Baby" Rose Marie is in process of creating a series of 24 disks comprising her repertoire of popular ditties....If all goes well, she'll cross the Big Pond for profesh reasons soon.... The comely lass who does those commercials from time to time on the "Captain Tim Healy" airings is Julia Stewart.... Frankie Basch takes to the air tonight in somewhat unexpected fashion....She'll do a flaggpole interview with "Shipwreck Kelly" in his Fifty-third Street eyrie over WMCA....That station's "Vanishing New Yorker" broadcast on Thursday will have a bona fide telephone operator to speak one line, on account of none of the thespiennes sounded like t.o's....Ray Lee Jackson of NBC reports it's been more fun photoging the Kiddoodlers, (the kitchen utensil tympanists) than anybody....

Ann Harding's new assistant in CBS publicity is Teresa Wilson and she hails from Los Angeles....Kathryn Cravens is busy playing hostess to her sister these May days....Ann Leaf's sister, Esther, who's organist for Tri-States Theaters and is occasionally heard on sustainers, has a new son....Edith Caldwell, warbler, and Charles Floyd, organist, both of the George Olsen ork exchanged marital vows at the Houston country club, t'other day, with George and sec Dorothy Ross standing by as attendants....The bride and groom were with the Orville Knapp outfit before Olsen took it over some 10 months back....Dick Schroeder, CBS press dept.'s office boy is vacationing at Elkton, Maryland....Garrett Porter, "March of Time" scriptist is spending some weeks in Topeka, Kansas, because of a death in the family....

Profs J. Howard Hanson and Jos. K. Folsom, both known to fame as instructors in the much discussed marriage course at Vassar, will discuss "Responsibilities of Marriage", in the academic manner, on "Let's Talk It Over", May 24, which program will be heard at 4 instead of its usual 3:30....WFIL's Women's Club to throw its final monthly party of the season tomorrow with the festivities filtering over the airwaves via that station.... Martha Laine, club director, has promised a program of guest talent, with entertainers from the Guy Lombardo outfit, currently appearing at the Earle Theater, in the foreground....

AGENCIES

CHARLES E. PRINS, v.p., and William W. Keifer, Jr., secretary-treasurer, have resigned from Kelsey, Prins & Keifer, Inc. and will form the firm of Prins & Keifer, Inc. They will retain all accounts previously directed to them.

BENNETT BATES, who recently resigned from Lennen & Mitchell, has joined the executive force of Benton & Bowles, Inc.

CAROLYN LARLINS, formerly with G. Lynn Sumner Co., has joined T. J. Maloney Inc. as an account executive. Miss Larlins had also been associated with the Mathes Advertising Agency.

R. H. TAGGERT, advertising manager of "Jersey Life," has resigned to establish his own advertising agency. Headquarters will be located at East Orange, New Jersey.

Minn. U. Scriptor Auditions

Minneapolis—University of Minnesota's class in radio script writing is in the throes of its regular semester auditions. The 40 scriptors not only wrote the respective programs that make up the three auditions, but they are both "audience" and "talent" in the shows. The script runs the gamut from one minute commercials to 15-minute family sketches and music shows. Transcriptions are used for the "orchestras". The auditions, ending May 21, are in the studios of WLB, the University radio station.

Decidedly high English requirements were fixed by Luther Weaver, Twin Cities radio agency advertising man, when he established the course in February, 1936, at the request of the University Extension Division of which Dr. Richard R. Price is director.

WHEC Aids Community Chest

Rochester, N. Y.—WHEC donated six 15-minute periods for publicity of the Community Chest campaign. Programs were dramatized stories of cases helped by various agencies which are supported by the Chest. The dramatics were planned, written, and directed by Walter Folmer. The casts were composed of professional Rochester actors.

Station also donated several spots the last few weeks to the Chest campaign which were used for talks by prominent Rochesterians. To complete the station's activities in this regard, the WHEC weekly Variety Show, "Stone 1320", in which Rochester industries and institutions are honored, saluted the campaign in a recent program.

NBC Signs Frank Forest

West Coast Bureau, RADIO DAILY

Los Angeles—NBC Artists Bureau has signed Frank Forest and will represent him in television as well as radio. Forest, just back from a four-month concert tour, leaves July 5 to fill an engagement at the University of Illinois, then to New York for television tests.



"PAUL REVERE"

Sustaining

WABC-CBS Network, Sunday, May 16, 7-7:30 p.m.

HISTORIC FOLK TALE IS GOOD LITERARY JOB BUT LIMITED IN GENERAL APPEAL.

Written expressly for radio by Stephen Vincent Benet, this production of the Columbia Workshop did not seem to have the dramatic suspense or popular interest contained in most of the previous Workshop presentations. From a literary standpoint, it sounded like a good piece of work, as Benet is no novice at the writing art. But suspense, excitement, thrills and climaxes were lacking, and these are basic essentials of any successful radio drama.

The dramatization was largely a narrative recited by an old man to a wide-eyed kid, with Parker Fennelly playing the former part in the same voice that he has used on many other rural characterizations. He told a somewhat whimsical folk tale about Paul Revere and what is suggested as the "inside story" of the American Revolution. The garrulous recitation becomes rather monotonous, with a brief interruption where a scene at Paul Revere's shop is dramatized. Edgar Stehli does well as Revere.

"OF GREAT RICHES"

Sustaining

WJZ—NBC-Blue Network, Saturday, May 15, 8-9 p.m.

FINE ADAPTATION OF ROSE FRANKEN NOVEL, EFFECTIVELY ACTED.

As a sample of the possibilities for full-length dramas on the air, this one-hour presentation is most encouraging. Adapted by Raymond Scudder from Rose Franken's latest novel of the same name, it is an excellent job of scripting, enhanced by first-rate performances and particularly appealing work by Helen Claire as the central character. It's the story of a girl who becomes a famous novelist after marrying a chap whom she met accidentally and romantically. Her success is followed by a rift in the happy domestic scene, with another man and another woman entering the picture, but true love brings about a happy reunion in the end.

Miss Claire put fine emotional feeling and fluid shading in her reading of the principal part. James Meighan was excellent as the husband, and there was very good work by Carl Reid as the wife's friend, Florence Malone, Frank Hale and Jimmy Donnelly. James Church directed.

"OF MICE AND MEN"

Sustaining

WEAF—NBC-Red Network, Sunday, May 16, 10-11 p.m.

ABSORBING THOUGH RATHER SORDID DRAMA BASED ON CURRENT NOVEL.

Seamy and a bit hard to swallow on some points, this drama of a

couple of farm workers struggling to get a few simple pleasures out of life is nevertheless one of those things that get under your skin and hold your interest. One of the two men has the strength of an ox but a nitwit mind. He is so strong that when he pets a mouse or a cat or a dog, he kills it. His favorite pastime is carrying a dead mouse around in his pocket and petting it periodically until his friend finds out and makes him throw the dead animal away. The other fellow is a good, industrious lad whose chief concern is to keep his infantile-minded buddy out of trouble.

The boys get a job on a farm and plan to accumulate a stake so they can buy a little place of their own. But their dream blows up when the unfaithful wife of another worker comes fooling around the strong man, and he unintentionally kills her.

Script is by Francis Wilson, who adapted it from the John Steinbeck novel, which the author also is dramatizing for Broadway. A fine performance was given by Warren Parker in the role of the sensible lad, while the goof was well played by Mark Smith, and the siren by Florence Malone. Direction was by Harry MacFayden.

Briefly

DR. HARRY HAGEN, a pioneer in the radio spelling bees, is back on WABC at 4-5 p.m. Sundays with his school teams of competing spellers. Though the show isn't as fast or as thrilling as some of its counterparts in which grownups participate, it's pretty good listening for the youngsters. Amusing highlight of the initial program in the new series was the failure of about 10 kids to spell "fluorescent."

SUE MITCHELL, heard on last Saturday night's Swing Club session over WABC-CBS, has a voice and style that sounded refreshing.

FISHFACE and FIGSBOTTLE, with Paul Stewart as emcee, had some very funny byplay on sponsors and products Sunday afternoon over the NBC-Blue. Their sponsor was "nobody" and his product was "nothing," and thereby hung a lot of laughable quips.

JACK BENNY again resorted to a scrap with his cast for much of his comedy last Sunday on the NBC-Red. The scrap idea has done such long and hard duty that it is entitled to a rest. Benny's "Ah, Wilderness" take-off was swell.

W. C. FIELDS again scored on the C. & S. program although the continuity surrounding him seemed a bit loose. Don Ameche, the industrious emcee, and guest Carole Lombard offered a slice of "Twentieth Cen-

F. C. C. ACTIVITIES

EXAMINER'S RECOMMENDATIONS

Okmulgee Broadcasting Corp., Okmulgee, Okla. CP for new station. 1210 kc., 100 watts, daytime, be granted.

KADA, Ada, Okla. Mod. of license to 1200 kc., 100 watts, unlimited, be granted.

Central Broadcasting Corp., Centralia, Wash. CP for new station. 1440 kc., 500 watts, unlimited, be granted.

Asheville Daily News, Asheville, N. C. CP for new station. 1370 kc., 100 watts, unlimited, be granted.

Experimental Scripts

KMBC, Kansas City, has inaugurated a series of weekly Saturday night experimental broadcasts in which members of the continuity staff turn out different type scripts for presentation by the studio dramatic staff. First of the series was a mystery show, "Mystery on the Excursion Steamer," in which the opening was written by Gomer Cool, who turned it over to Woody Smith to work out the second act, while the concluding act was left for Fran Heyser to untangle without suggestions from his collaborators. The series will include plays of all types and will be used to check listener re-actions to different styles of dramatic entertainment.

Jerry Cooper Celebrates

Jerry Cooper, now on "Hollywood Hotel," will celebrate his third anniversary of broadcasting Friday, which also marks his third appearance on the series. Cooper's first broadcast was as vocalist with Emil Coleman's orchestra, May 21, 1934.

Joseph Bentonelli sang in fine voice. Edgar Bergen and "Charlie" also held up their end in fine style.

LOUIS ARMSTRONG's orchestra has simmered to a nice tone and tempo in the NBC-Blue 9 p.m. spot on Fridays. Since the show's premiere, when the orchestra was a little too strong on volume, some restraint has been applied thereto, enhancing the rhythm and harmony. The comedy written by Octavus Roy Cohen and dispensed by Eddie Green and Gee Gee James continues very enjoyable.

FRANCES LANGFORD's return to "Hollywood Hotel" last Friday night gave the CBS program an extra cheerful note. She sang very gaily, individually, and in duets with Jerry Cooper, who also delivered. Charles Winger was grand in "Cappy Ricks."

EDDIE CANTOR brought in Block and Sully and Luis Alberni to help his card against the Chase & Sanborn opposition, and it was another good show for Eddie.

BOB HOPE got a little more into his stride Sunday night in the NBC-Blue 9 p.m. spot. Honey Chile was back with him, and helped a lot. Dick Merrill and Jack Lambie were guest stars.



STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 33 of a Series

WFAS—White Plains, N. Y.

1210 K. C.—100 Watts, Day and Night

FRANK A. SEITZ, Pres.

SELMA SEITZ, Treas.

B. M. MIDDLETON, Sales Mgr.

WFAS, located in the county-seat city of White Plains, Westchester County, N. Y., is in the midst of an important retail-buying market whose annual sales run to nearly a half-billion dollars. This is without considering parts of New York City, which fall within the station's secondary service area. Sales in the WFAS trading area average fifth in the nation. Per-store sales in foods are higher here than anywhere else in the U. S.; filling-stations clock higher sales than anywhere save Manhattan County—surpass even Cook County, Ill., home of Chicago. And out of a population of some 600,000 in the Westchester-primary area, there are better than 480,000 radio listeners. WFAS finds itself in an ideal test market for those products especially which desire coverage in a fine residential region.

WFAS has spared no expense in setting up a model layout for a community station. Established in 1932 in the Roger Smith Hotel, the station erected new "Sky Salon" studios atop the hotel in 1934, and dedicated them in January, 1935. Studios are completely acoustically equipped and decorated in a semi-moderne motif. Maximum signal conservation is preserved by location of the transmitter at the same point with the studios, practically the geographical hub of the County. The station is wide-range equipped, using Brush multi-cell crystal microphones and velocity microphones, RCA dual 78 and 33 rpm tables, and in December, 1936, installed Presto professional recording apparatus.

WFAS was a pioneer in the publication of its own house-organ, which was begun in 1933 as a mimeographed sheet, and expanded in 1934 to a four-page printed format. It now numbers a readership of about 7,000, and is issued without subscription or mailing charge on alternating Wednesdays. It carries a complete two-week program calendar, and editorial stories of sponsors and programs.

In 1936, WFAS installed an especially built two-manual Moller pipe-organ, and recently placed an order with the Lehigh Structural Steel Co. for a 190-foot vertical radiator.

WFAS enjoys the unique position of never having carried a national sponsor to date without at least one renewal, and several number as many as six and seven renewal orders. A recent campaign of 13 five-minute programs drew dollar bills for the sponsor by mail from 27 communities, including New York City, and as far away as Newburgh and Bridgeport. A children's contest polled 174,000 votes by mail in seven weeks. A four-time-weekly recorded request program in mid-afternoon pulls better than 1400 responses a week. Another WFAS show proving of outstanding value to its sponsors is the Mayflower Reporter, a series of street-interviews stressing the Safety in Driving angle, sponsored by Mayflower Stations, Inc.

WFAS furnishes full merchandising cooperation, and has been notable in the issuance of detailed informative brochures of coverage and market data for agencies, sponsors and their space-buyers.

cheery chatty spot with guests first of which will be Lloyd Douglas, writer. She'll do the program from her home by remote.

KNX to take Jack Case spot on "Summer Salute."

Don Lee net and KHJ will originate programs for nationwide Mutual net from 7 to 9 p.m. PST tonight, extending the regular weekly Sing Time to an hour, and following with Earl Hines ork from 8 to 8:30, with Carroll O'Meara's comedy satire "Devil Grass in Paradise" during the final half-hour. The O'Meara play already aired locally, will not be released locally.

George Fischer's "Hollywood Whispers," Mutual net, has set Joan Blondell for interview May 29; John Trent, for June 12.

Hollywood Radio Script Bureau being opened by Bert Phillips, to list and file scripts, with monthly mailing service to keep agencies and other users of scripts posted on what is available. Will classify lists, and handle scripts from 30 seconds to one hour.

Standard Radio has signed KIRO, Seattle, for library service.

Walter Biddick Co. taken on KJBS, San Francisco, and KQW, San Jose, for representation.

Probability that NBC's "Thrills" program will be used for a series of film shorts, using best episodes of the series.

Jack Oakie's College (Camels) goes off the air for the summer, starting June 22. No show yet set to replace it for summer.

Arthur Tibbals recorded coronation, dubbed off enough to make six 12-inch phonograph records, rushed 'em out to music store trade.

Junior Chamber of Commerce preparing to do a coast-to-coast program with Peter Arno, McClelland Barclay, LeRoy Prinz, Russell Patterson and Arthur William Brown. The group of illustrators are to pick a Southern California model outdoor girl.

Wade Lane, old time grand opera, musical comedy and stage star, and for past eight years featured radio player, is creating a series of 52 15-minute song and dialog programs, "Home Folks," for Mertens & Price Recordings, Inc., is waxing.



PAT BARRETT (Uncle Ezra) yesterday chalked up his 400th broadcast on NBC networks. His wife, Nora Cuneen, and Lucille Long, contralto, the Hoosier Hot Shots and other members of the cast helped him celebrate.

WGN employees formerly on a 41-hour week are now on a 40-hour, five-day schedule.

Joan Blaine's new dramatic show will be a half-hour evening venture, emanating from Chicago for first few broadcasts, then moving to New York. Lord & Thomas handling.

Betty Bennett and Joe Wolverton, novelty duo, signed for new NBC series.

Wayne King and Ted Weems signed for Billy Rose's Aquacade at Cleveland Fair this summer.

Leslie Atlass, CBS vice president here, on executive committee of Chicago Charter Jubilee horse show.

KSTP's Coronation Coups

St. Paul—KSTP pulled three coups of the coronation broadcasts and landed a straight plug story on page one of the Twin City dailies before the boys realized the yarn was out-and-out publicity for the station. First coup came when the station, beating the others in the area to the draw, remained on the air all night. Second, KSTP checked power consumption to see how many were listening in. The check was made at 2:45 a.m., when all the others were off the air, and showed a 3,000,000 watt increase over normal, indicating 123,000 listening. Third coup was obtaining permission from British Broadcasting Corp. to pick up for re-broadcast early features on the crowning of George VI.

Sponsor for Ak-Sar-Ben Races

Omaha — Falstaff Brewing Co. has signed with WOW to sponsor the daily feature races during the Ak-Sar-Ben spring meet here starting Decoration Day. Elaborate plans have been made by Station Manager John Gillin Jr. and Program Manager Harry Burke to make both a sport and a civic affair out of it.

Star Radio Signs 4 Stations

Star Radio Inc. has signed four additional stations for its Morning Bulletin broadcasts. Latest additions are WFOR, KDAL, KVOL and CJAT.

GUEST-ING

MARY BOLAND, on Chasc & Sanborn program, May 23 (NBC-Red, 8 p.m.).

ANNE JAMISON, on Rubinoff program, May 23 (CBS, 6:30 p.m.).

WILLIAM BRADY, in "A Free Soul" on Kate Smith's Band Wagon, May 27 (CBS, 8 p.m.).

TEXACO SIGNS GANTOR FOR SIX MORE YEARS

(Continued from Page 1)

agreement reached this season with a comedian, Jack Benny having drawn a long one earlier in the year. Deal is reported to have been set following a Texaco survey of some 45,000 dealers on their program ideas.

Good Will Campaign Discussed by Ascap

(Continued from Page 1)

representatives of the organization. John G. Paine, general manager, presided. After president Gene Buck made the address of welcome, E. C. Mills, chairman of the administrative committee, outlined the public relations plan, the talk being entitled, "Problems of Public Relations and Good-Will."

Others who spoke included E. S. Hartman, general counsel and representative of Ascap in the midwest, with Chicago offices. Some 53 field reps are in attendance.

Guizar to South America

After his present personal appearance tour, Tito Guizar goes to Mexico City in June for a Mexican film, then to South America in July for concert and radio work, returning to start work in a Paramount film in September. Columbia Artists Inc. set the bookings.

Approve Mackay Resolution

Washington Bureau, RADIO DAILY

Washington—Senate yesterday approved resolution of Senator Borah asking FCC to tell Congress why it refused Mackay Radio permission to operate a radio station at Oslo, Norway.

Frank Dyer Sues Decca

Frank L. Dyer has instituted a suit against Decca Recording Co., charging infringement on his patent by that firm. Case has been entered on the court docket and will be heard shortly.

ONE MINUTE INTERVIEW

JACK MILLS

"Radio, which originally had a great deal to do with adversely affecting the sale of phonograph records, is gradually helping that industry get back on its feet again. In addition to popularizing certain orchestras and giving them a name so that their records will sell, there has sprung up a demand for repetition of some of the radio highlights of the season and alert waxing companies have been recording these program excerpts."

★ Coast-to-Coast ★

T. W. SYMONS JR., who with Ed Craney recently acquired KXL, Portland, Ore., has moved to that city with Mrs. Symons and taken up permanent residence there. Harry B. Read, former owner of the station, will manage KSLM, Salem, Ore. Symons also owns KFPY, Spokane.

Duncan McLeod is a new member of the announcing staff at KXL, Portland, Ore.

Dwight Williams, formerly at WCAU, WELK, WJJD and WKBZ, is now on the announcing staff of WTMJ, Milwaukee. He is the second recent addition, the other being Claude Kirchner.

Bob Seal conducts an "I Need a Job" program on WCOL, Columbus, in cooperation with the State Employment Service.

Alec Templeton of "Universal Rhythm," on CBS Saturday nights, was interviewed by Neil Searles over WISN, Milwaukee, at 5 p.m. yesterday while Templeton was playing a concert date in that city.

Production department of WHBF, Rock Island, Ill., got a scoop for an advertiser (Leath & Co., Moline), sponsors of a man-on-the-street series, with the airing of Colleen Moore, former film star, acting as quizzer. Miss Moore is in that city displaying her famous doll house.

Des Moines Air Show activities, held under the auspices of the local chamber of commerce, were broadcast over KRNT, May 15-16.

John W. Quarles, president of Rome Broadcasting Corp., operators of WRGA, Rome, Ga., missed his first directors' meeting of the National City Bank recently. Quarles was one of the organizers of the bank 25 years ago. The directors plan to honor him with a banquet for his loyal record. Radio station WRGA is located on the top floor of the bank building.

Frank Fitzsimonds, manager of KFYZ, Bismarck, N. D., is back home after a week in Minneapolis and St. Paul.

WJW, Akron, in cooperation with the state employment service and the local WPA music project, is airing two 15-minute spots weekly under the title of "I Want a Job."

Price Selby, announcer at WRGA, Rome, Ga., is the father of an eight-pound girl, christened Sylvia.

Neil Searles, ace announcer at WISN, Milwaukee, is airing a 15-minute "Diamond Dope" program before every out-of-town Brewer game.

Goodrich Silvertown Stores is the sponsor.

Yale School of Music recitals aired on Mutual and Colonial networks via WICC, New Haven, have been extended to June 14.

Dick Burris, program head of KFYZ, Bismarck, N. D., is back on the job after a stopover in Chicago on his way back from the radio education confab in Columbus. Roy Brant, KFYZ news director, doubled for him while he was away.

Jack Rice, president of International Radio Club, and his wife Peggy were guests of Happy Quarles and Major Mitchell at WRGA, Rome, Ga., last week.

WOAI (San Antonio) Briefs: Corwin Riddell is rejoining announcing staff . . . Lillian Mitchell has joined the mail dept . . . Ken McClure, newscaster, recently interviewed Beatrice Noyes, famed aviatrix, now surveying for Dept of Commerce . . . Pat Flaherty, sports commentator, made an offer for a map of the fishing area around Corpus Christi, Port Isabel, etc., and received almost 100 replies.

WPTF (Raleigh) vacation plans: Wesley Wallace and Jimmy Little will motor to N. Y. . . . Graham Poyner will make a seaboard motor tour . . . Les Biebl and wife going to N. J. . . . J. B. Clark cruising to N. Y. and may visit Denver . . . Clay Daniel and Gordon Meriwether to visit Georgia . . . Raymond Cosby to see the folks in Tarboro, N. C.

James D. Shouse, manager of KMOX, St. Louis, has been selected as one of the judges of Sunbrite's third annual dealer display contest sponsored by Swift & Co., Chicago.

WEBQ, Harrisburg, Ill., has completely repaired its neon tower, and all is bright again in Harrisburg. The unusually-lit antenna was damaged by sleet storms early in the year.

Associated Radio Writers Inc., Boston, is using the offices of Radio & Film Methods Inc., New York, as temporary headquarters until a sub-agent is named to take care of the N. Y. territory in the handling of the Mehrtens & Price disk releases, according to Ralph Rogers, president of A.R.W.

Mail from listeners has been so heavy in connection with WHBL's "Stump Us" broadcast, that the Sheboygan station has had to call a halt to future letters until further announcement.

Heinie and His Grenadiers, appearing regularly over WTMJ, Milwaukee, have been booked to appear in

LOUIS-BRADDOCK MATCH GOES TO BUICK ON NBC

(Continued from Page 1)

at 11 p.m. Clem McCarthy will do the ringside description.

Buick's 1937 copy slogan is "It's Buick Again!" and this is the third consecutive year that Buick has sponsored the leading heavyweight fight of the year over the NBC networks.

Contract for the rights was signed by T. H. Corpe, director of advertising for the sponsor, after arrangements were made with NBC, Mike Jacobs, and the managers of the two contestants. Charles E. Gannon, vice-president of Arthur Kudner Inc., Buick's advertising agents, represented the agency.

An extensive merchandising campaign will promote the broadcasts but Gannon stated that plans have not been completed as yet.

connection with the Fourth of July celebration at Watertown, Wis.

Jack Joy's orchestra is now being featured with the Oscar and Elmer show over WHBL, Sheboygan, Wis.

James I. Merske, WTMJ announcer, is receiving the condolences of his friends on the death of his father in Milwaukee last week.

WIBU, Poynette, Wis., has been granted permission by the city athletic committee to try out broadcasting of night baseball games at the field.

Myrtle Spangenberg and Lillian Largay have returned to the air over WTMJ, Milwaukee, after a brief absence, the former having suffered an attack of the flu and the latter a sprained ankle and side injury.

"A Volume of Verse," a new sustaining, is being presented Thursdays over WHBL, Sheboygan, by Jack Foster. Station also is increasing its half hour Sunshine Hour broadcast from one to two a week.

Albert W. Marlin, manager of WMAS, Springfield, Mass., has been elected a director of the Springfield Advertising Club.

**CONSOLIDATED
RADIO ARTISTS, INC.**
30 Rockefeller Plaza, N. Y. CO 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

*America's Leading Radio
and Dance Orchestras*



BAND OF THE WEEK

JACK DENNY

AND HIS

ORCHESTRA

DRAKE HOTEL, CHICAGO

WGN, WOR and
MUTUAL NETWORK



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 71

NEW YORK, N. Y., WEDNESDAY, MAY 19, 1937

FIVE CENTS

Chev. Balks at Rate Hike

Looking On ... AND LISTENING IN

UNREASONING CRITICISM The New Republic, weekly journal whose opinions usually are sound, takes a badly aimed potshot at radio in its issue dated today.

"The disaster to the Hindenburg was one more reminder of how very disappointing the radio is as a medium for communicating news," it says, charging that the first reports on number of dead were wildly overestimated, and that the dialing of one station after another brought only the usual entertainment programs with possibly the tail-end of a news bulletin, all of which was very annoying to the listener in question who apparently expected the radio to bring him a complete story, accurately and instantly, from a scene where all was turmoil and excitement

We do not know how The New Republic reasons, but if it had meant to be fair it could have pointed out that two, three and four hours after the radio was giving correct information and extensive details on the fatal crash, the newspapers were still headlining the first exaggerated reports.

As long as the human element enters into news reporting, the first bulletins on any major calamity can never be perfect.

What radio does, however, is to beat all other mediums by anywhere from one to six hours in informing the public of the findings as fast as they are ascertained.

If The New Republic tuner-iner had stuck to one good station instead of skating all over the dial he could have heard plenty of complete statements on the Hindenburg situation starting from less than 10 minutes after the explosion occurred

When the same editorial writer suggests that one station in each city should

(Continued on Page 2)

NEW NBC COAST STUDIOS WILL ADOPT UNIT PLAN

West Coast Bureau, RADIO DAILY

Los Angeles—When NBC builds its Hollywood studios, it will borrow a leaf from the movies, and adapt the production unit idea to radio, Don Gilman, coast chief, revealed on his return from New York. A central administration building will house offices and general departments. Around this, there will be grouped the individual studios, keeping each production to itself, and allowing for expansion by the addition of units as they are needed.

Although NBC has several sites in mind, the company will make no decision and take no steps towards

(Continued on Page 3)

CBS and KMBC Renew For Five-Year Period

Herbert V. Akerberg, CBS vice-president in charge of station relations, returned to New York yesterday from Kansas City, where he successfully negotiated a five-year renewal contract with Arthur Church, head of KMBC, according to a reliable source. Prior to Akerberg's trip west there was some talk of the station switching to NBC.

WHN Amateurs Become Traveling Theater Unit

The WHN Amateur Hour, sponsored by Procter & Gamble for Oxydol, will broadcast future programs from a different Loew's theater each week beginning May 25. Program, heard Tuesdays 7-8 p.m., has been airing from the stage of the Ziegfeld

(Continued on Page 3)

40 Stations Are Being Dropped in New WBS Disk Series Due to Drastic Increases in Rate Schedules

Chevrolet is planning to sign a renewal for the ninth series of WBS transcriptions, but will reduce the station list to about 360 stations. Reason for chopping off 40 stations from the list is due to what the agency, Campbell-Ewald, believed were unwarranted increases in time rates within the past few weeks. Some stations hiked their rates 200 to 300 per cent for a quarter-hour period.

Disk schedule is financed jointly by the auto manufacturer and his

(Continued on Page 3)

ABC of Sales

NBC's sales department will be the subject of the next "ABC of NBC" broadcast, Saturday at 7:45 p.m. Roy C. Witmer, v.p. in charge of sales, will be interviewed. Script is being prepared by James Costello.

EQUITY MOVE IN RADIO AWAITS SURVEY RESULTS

Organization of the radio actor by Actors' Equity Association will neither be accelerated nor impeded by the Equity annual election and meeting scheduled to be held June 4, there being no such platform in the "regular ticket," nor is the matter in question scheduled for any sort of a membership vote. Equity officials stated that apparently erroneously

(Continued on Page 3)

Five NBC Broadcasts On Indianapolis Race

Five separate broadcasts, totaling two hours of air time, will go over the NBC-Blue network in connection with the annual Indianapolis auto speed classic next week.

One pre-race airing takes place May 28 at 5:45, another May 30 at 3:45, and three on the afternoon of the race. Graham McNamee and Charles Lyon will be at the mikes.

Music Publishers Meet Today On Songwriters' ET Demands

Leading music publishers are holding a meeting this afternoon to discuss action or method of procedure, if any, in regard to the move made by the Song Writers' Protective Association which seeks to handle the licensing of electrical transcriptions and motion picture synchronization use of their compositions, effective on publications after June 1.

Consensus of opinion among the publishers is that the Hollywood song writers control the situation and are writing approximately 90 per cent of the desirable music. Also, they are optimistic that these writers will not jeopardize their position with the movie producers by disposing of their rights through the

(Continued on Page 3)

P. & G. IS LAUNCHING \$50,250 PRIZE CONTEST

Procter & Gamble, in the interest of Ivory Flakes, through the medium of two of its NBC programs, "The O'Neill's" and "Story of Mary Marlin", will launch a \$50,250 weekly letter contest, beginning Monday.

For the five best letters received each week, completing the sentence

(Continued on Page 3)

Firestone Tire Show Renewed for 52 Weeks

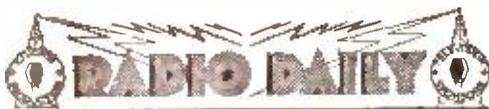
Firestone Tire & Rubber Co., sponsors of "Voice of Firestone" Mondays, 8:30-9 p.m. over an NBC-Red network of 64 stations, has renewed for 52 weeks effective June 7. Firestone has been on the air continuously since December, 1933. Sweeney & James Co., Cleveland, is the agency.

WORC Paper Tieup

Worcester—WORC has made a tieup with Worcester Evening Post whereby paper furnishes local news items to the station in exchange for credit lines. Items are inserted in Transradio Press periods. WORC also gets special display on the Post's radio page, and station has several programs weekly under newspaper auspices

Quints to Talk

Dionne Quintuplets will talk on the air for the first time in broadcasts from Callender, Ont., over Mutual on May 23 and over the NBC-Red network on May 28, the third birthday of the quint George Taggart, commentator when the quint made their air debut over NBC on their first birthday, will again officiate.



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, May 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 $\frac{1}{4}$	162	163
Crosley Radio	18 $\frac{3}{4}$	18 $\frac{3}{4}$	18 $\frac{3}{4}$	— $\frac{3}{4}$
Gen. Electric	52	49 $\frac{7}{8}$	51 $\frac{5}{8}$	+ $\frac{1}{8}$
North American	23 $\frac{5}{8}$	22 $\frac{1}{4}$	23 $\frac{3}{8}$	+ $\frac{3}{8}$
RCA Common	8 $\frac{7}{8}$	8 $\frac{1}{2}$	8 $\frac{7}{8}$	+ $\frac{1}{8}$
RCA First Pfd.	66	65 $\frac{1}{4}$	65 $\frac{1}{2}$
RCA \$5 Pfd. B
Stewart Warner	18 $\frac{3}{8}$	17 $\frac{3}{4}$	18	+ $\frac{1}{4}$
Zenith Radio	33 $\frac{3}{4}$	32 $\frac{1}{2}$	33 $\frac{3}{4}$	+ $\frac{3}{4}$

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 $\frac{3}{8}$	16 $\frac{3}{8}$	16 $\frac{3}{8}$	+ $\frac{1}{2}$
Majestic	3 $\frac{1}{8}$	3	3	— $\frac{1}{8}$
Nat. Union Radio

OVER THE COUNTER

	Bid	Asked
CBS A	52	53 $\frac{3}{4}$
CBS B	51 $\frac{1}{4}$	53 $\frac{1}{4}$
Stromberg Carlson	12	13

Television Tests Show Geologic Disturbances

Berlin — Tests undertaken with movable television transmitters on the tops of the Brocken and Feldberg mountains in Germany showed that geologic conditions such as the sub-soil water level, ore and coal deposits strongly affect the radiation of television waves. The quite incalculable disturbances caused thereby can be eliminated, so far, only by transmitting through cables, but this being rather expensive, especially in large and sparsely populated areas, the general introduction of television all over the world will still take some time.

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway ME. 3-1270 New York

Gabriel Heatter Answers Editorial

Taking exception to The New Republic's editorial criticizing radio's news coverage of the Hindenburg crash, Gabriel Heatter in his 9 p.m. Monday program over WOR, said in part:

"Any report of a dirigible in flames turned to a shambles in 29 seconds would naturally contain some inaccuracies—one hardly waits for a certified audit in reporting a disaster of such magnitude. When bulletins from Lakehurst report only a few survivors you naturally say so in your radio time—when you find there were twice as many survivors you are happy to know you were wrong and you offer a prayer of thanks

"And any reasonable listener who knows he is getting fragmentary bulletins of a tragedy, not yet five minutes old, accepts whatever figures are quoted as born of temporary excitement and limited check-up—especially when the reporter pauses every two minutes to remind his listeners all figures are pure guess and born of confusion and desperation. But I am more concerned with the criticism which complains of schedules of comedy and entertainment maintained even in the midst of calamity.

"The New Republic writer would do well to visit a broadcast station and get some notion of what it means in time and human effort and money to plan its entertainment—he would discover it is not an easy matter to say to men and women who have worked hard and long and to advertisers who have made their plans and to actors and musicians and production men—sorry no show tonight. It would hardly be fair to them or even to the public waiting for them.

"The show goes on In flood and fire and hurricane—interrupted only to bring news to men and women waiting anxiously for bulletins of dead and wounded. Certainly radio which maintains its schedule and yet breaks in to provide news of great moment would seem to be entitled to praise instead of criticism. The writer would also do well to meet the men who go at times half a night and all night—engineers—production men—announcers—who go all night without food or sleep hanging to a ticker and a microphone in every emergency."

Looking On . . . and Listening In

(Continued from Page 1)

broadcast news reports exclusively, he might just as well advocate only one newspaper for each community.

And has he forgotten the service of radio in the recent Ohio Valley floods, where loss of life and damage to property would have been at least double if radio stations had not turned their facilities to the dissemination of news, broadcasting direct messages to families in danger zones, and finally the quick raising of funds to relieve distress?

Radio has modestly allowed itself to be taken too much for granted.

Its miracles and many good deeds are accepted as matter of course.

But its comparatively insignificant faults are amplified by critics to a degree that is admirably illustrated by The New Republic's editorial exaggeration of an unwarranted complaint.

Ray Hughes Reorganizes Staff at KRLH, Midland

Midland, Tex. — A complete new staff has been assembled by Raymond L. Hughes, who is back at KRLH as general manager after six months with the commercial and announcing staff at KXYZ, Houston.

Hughes, who is the founder of KRLH, which bears his initials, brought Thomas K. Betzel with him from KXYZ as commercial manager.

A complete new program schedule is being put into effect. Midland is in the Permian Basin oil fields of Texas.

KFJZ Renews Thesaurus

KFJZ, Fort Worth, yesterday signed its third renewal on NBC Thesaurus service. Station manager R. S. Bishop signed the contract.

Comer Adv'g Agency Gets Baking Account

Worcester Baking Co. of Worcester, has appointed the Russell C. Comer Advertising Co., New York office, as its agency. K. K. Hansen, is account executive. Radio will be used by the baking concern in a forthcoming campaign.

Shell Show to Change

Shell Show with Joe Cook, aired Saturdays 9:30-10:30 p.m. over the NBC-Red, will definitely make a change in the present set-up at the conclusion of its present 13 weeks. If sponsor decides to stay on the air through the summer, which at present seems unlikely, Cook and the majority of the present cast will go off, with an entirely new presentation stepping in. J. Walter Thompson is the agency.

AP Motion Denied

Federal Judge John W. Clancy yesterday denied the motion of Associated Press and 16 other defendants who sought permission of the court to obtain depositions from out of town witnesses in the \$1,700,000 anti-trust suit filed against them by Transradio Press Service.

Promotion Men Meet Today

Promotion men meet today in the Green Room of the Hotel Edison. Murray Arnold of WIP and Lambert Beeuwkes of KYW are coming over from Philadelphia for the meeting.

NBC Gets Track Meet

NBC has arranged for the exclusive rights to broadcast the ICAAAA track meet from Randall's Island, May 20-29. No network set yet.

COMING and GOING

NELSON OLMSTEAD of KNOW, Austin, Tex., is in town.

EDWARD G. ROBINSON, after doing some guestar shots on the air while East, left yesterday by train for Hollywood.

HUGH SHIELDS of WICC, Bridgeport, off for a brief trip to Indiana.

EARLE BACHMAN, KXBY's New York representative, is remaining in Kansas City for two weeks to work with Hal Makelim, general manager, and the production staff.

E. J. ROSENBERG of Transamerican is expected back from Cleveland this week.

FRANK JARMAN, manager of WDNC, Durham, N. C., is spending his honeymoon in New York. His bride is the former FRANCES MOSS, also of Durham.

CASPER REARDON leaves for Hollywood July 1 to join Universal Pictures.

O. B. HANSON, NBC chief engineer, left last night for Washington and Philadelphia on an inspection tour, to be gone until the end of the week. CHESTER A. RACKEY, sound engineer, accompanies him.

WAYNE RANDALL, NBC publicity director, returns to Radio City late today or tomorrow after a two-week vacation.

JOHN PATT, manager of WGAR, Cleveland, and MRS. PATT arrive in town tomorrow and sail Saturday for a vacation in Bermuda.

TED MATHEWS, manager of WNAX, Yankton, is in New York.

W. O. PAPE, owner of WALA, Mobile, was in New York yesterday.

EDYTHE MELROSE of Pan-American Radio Sales flew to Boston last night; back late today.

LAMBERT BEEUWKES, sales promotion manager of KYW, Philadelphia, and MURRAY ARNOLD, promotion manager of WIP, Philadelphia, in town today.

EDWARD McHUGH, NBC's Gospel Singer, is moving to Chicago, from which point he will broadcast starting July 1.

JOSEPH BELL, NBC actor and production man, sails on the Dixie tonight for New Orleans, Los Angeles and Santa Barbara, to be gone between two and four weeks.

B. & W. Adds WWL

Brown & Williamson Tobacco Co., Louisville, today starts Henry Du Pre in a new series of sports broadcasts on WWL, New Orleans, Mondays through Saturdays, 10-10:15 p.m. Spot is in addition to the 21 other southern stations broadcasting B. & W. sports programs. Batten, Barton, Durstine & Osborn Inc., placed the account.

Musical Show for Deutsch

Producer Harry Delmar has assigned writers to do a musical comedy titled after Emery Deutsch's new song, "Gypsy From Poughkeepsie." The show is slated for an early fall opening with Emery Deutsch picked for the leading role.

Deutsch will portray a musical genius who has made his home in a trailer. Many spots will be set aside for the maestro's expert fiddling. All numbers will be original Deutsch medleys.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

CHEVROLET IS DROPPING 40 STATIONS ON DISKS

(Continued from Page 1)

dealers who are allowed so much per car for advertising. Stations which have doubled and tripled their rates are mostly located in small towns where auto sales are limited. If a dealer is handling all the cars he can sell and the local station jumps the rates on him half the cost must be met by the dealer from his own pocket.

From the manufacturer's angle, a large number of stations have announced rate increases within the past few months which means the disk budget had to be increased to take care of the renewal.

A study of the schedule revealed the large rate increases and what with the time bill going up in the larger key cities, Chevrolet decided to drop the "expensive" stations and thereby bring the budget closer to its old scale. Chevrolet disk contracts come up for renewal every 13 weeks.

WHN Amateurs Become Traveling Theater Unit

(Continued from Page 1)

Theater in the past, but station has decided to change show into traveling unit to build up a following throughout greater New York. The publicity staff of Loew will co-operate with WHN in the advance and promotion work to be done. Only de luxe houses will be used, and each one will plug airings one week in advance of appearance.

U. S. Marines on KFEQ

St. Joseph, Mo.—The U. S. Marine Corps recruiting division, in cooperation with the American Legion Band, recently presented a most interesting hour broadcast on KFEQ. Program consisted of skits of Marine activities and military music by the band. Marines and ex-Marines took part in presenting three sketches of Marine activity.

The first skit, "The Last Days of the World War," recounted an actual World War experience of Capt. James P. Schwerin in what was probably the last battle of the war on the European front. "Sea Going" gave listeners a taste of a marine's life at sea and was embellished with a series of bugle calls and illustrations of their use. "Aviation Sketch," introduced by Capt. C. J. Peters of the Aviation Squadron of the U. S. Marine Corps, told of a Nicaraguan adventure.

The broadcast brought many favorable comments and the Corps plans to return with another program.

CLYDE BARRIE
CBS

Thursday

6:15 P. M.

NEW PROGRAMS—IDEAS

Invade Maternity Ward

There isn't any place that WFBC, Greenville, S. C., won't put its microphones for its popular program, "His Majesty, the Baby." Last week Chief Announcer Bill Bivens and Chief Audio Engineer Hubert Brown interviewed the new arrivals in the maternity ward of the Greenville General Hospital. In order to gain admittance to the ward, they had to wear white aprons and antiseptic coverings over their mouths, which didn't cramp their style enough to be noticed.

Program is a Monday morning series sponsored by Eckerd's Drugs and has been highly successful in listener interest, results for the sponsor, and in building good-will all-around.

New NBC Coast Studios Will Adopt Unit Plan

(Continued from Page 1)

building the new plant until the present 3½-year lease is disposed of, Gilman said. Only thing definite is that the site will be in Hollywood, centrally located, and not in downtown Los Angeles or in an out-of-the-way location. For one thing, Gilman said, the company feels there is glamour value in being able to say "from Hollywood," which his company will not permit when airings are from Los Angeles proper.

Among the headaches connected with the new studios is the fact that no matter how work is rushed, they cannot be completed much before the year's end—and the coming of fall promises to have so many shows airing from here that it may be necessary to put up temporary structures to take care of them. Present airings just about use the limit of available studio and theater spots—and the fall schedule will at least double the number of programs originating here.

Handle Radio Tieups for Expos

Edward F. Korb and Worth Colwell have been appointed to handle all publicity and public relations work for the following expositions to be held this fall and winter: National Automobile Show, Oct. 27-Nov. 3; Brooklyn Auto Show, November; Exposition of Chemical Industries, Dec. 4-11; Heating and Ventilating Exposition, Jan. 24-28; National Sportsmen's Show, Feb. 18-26, and International Flower Show, March 14-19. Korb and Colwell will handle the radio tie-ups made in conjunction with the meets.

Decision Reserved

Justice Samuel I. Rosenman, of the N. Y. Supreme Court, reserved decision yesterday on the motion filed by counsel for Dr. John Hays, who seeks to examine before trial defendants in his \$100,000 suit against "March of Time" program producers and CBS for alleged use of his name without authority.

WTAX Sports Review

WTAX, Springfield, Ill., has been featuring a Sports Review and Interview each Monday, Wednesday and Friday for the past several weeks which has gained wide public acceptance throughout central Illinois. The first half of the quarter hour program, consists of daily baseball results, interesting highlights in the sporting world and the latter half is devoted to interviewing both local and transient sporting figures who are constantly drawn to the Capital City of Illinois. This program has proven most satisfactory to a local department store having one of the outstanding sporting goods department in central Illinois.

Equity Move in Radio Awaits Survey Results

(Continued from Page 1)

ous information to this effect had appeared in some daily newspapers.

Exact status, according to the Equity spokesman, is that the AEA never votes on such propositions, and in so far as organizing radio actors is concerned, the Equity Council had decided to do it some time ago, and a committee appointed then is still studying the matter and surveying the situation. General Counsel Paul Turner is also at work on the organization of the radio actor.

"Many of the members of the committee as well as those on Equity Council are working in radio right now," said the Equity officials, "and for this reason the committee personnel will not be revealed. When survey on conditions, payments and scale by networks and advertising agencies is completed, the networks will be called upon and told just what Equity has in mind. We are certain the networks would rather deal with us than the C. I. O., for instance. At least we have radio actors in our midst who understand the problems of both sides."

WFAS Air Theater Is Four

White Plains, N. Y.—The WFAS Air Theater celebrated its fourth anniversary on the air last week. Group broadcasts a 30-minute show each Saturday evening at 8:30. Frank A Seitz, dramatic director at WFAS, sprung a surprise on the cast by calling for brief, ad-libbed remarks from three charter-members of the group: Mary Lawrence, Shirley Newbrook and Warren Ives. John Lindsay, sound productionist, came in for a bit of gentle ribbing.

CLAUDE SWEETEN

SONG PUBLISHERS MEETING ON WRITERS' ET DEMANDS

(Continued from Page 1)

SPA since the large producers have their own publishing subsidiaries. Thus the big publishers with motion picture affiliation are not as worried as the small indie publishers.

Important publishers voiced the opinion to RADIO DAILY that electrical transcriptions are more or less a matter of song exploitation and that they couldn't see how the SPA was going to take over exploitation of tunes. The exercising of Section IX of the by-laws and contract of the SPA has been hanging fire since 1932 and the SPA Council suddenly decided to seek these rights exclusively for the writer. Irving Caesar, president of the SPA, is equally optimistic that the writers will eventually secure and handle the rights other than that assigned to Ascaph.

P. & G. Is Launching \$50,250 Prize Contest

(Continued from Page 1)

"I use Ivory Flakes for washing my stockings because..." a cash award of \$1,000 will be presented. Contestants submitting the next 1,250 best letters will receive two pairs of \$1.35 silk hosiery.

All entries must be accompanied by an Ivory Flake box top. No limit is placed on the number of entries. Winners of the cash awards will be announced on the radio programs. Contest closes July 3.

NEW ORLEANS

"Down Old Melody Lane" is the title of a new 30-minute co-operative program WWL is putting on, bringing into play Carl Lellky's string ensemble with Madge Langford, contralto, alternating with Dorothea Ernst, soprano, as singers. Daily.

The "Sidewalk Broadcasts" of Henry Dupre, 15 minutes daily, over WWL from spots along Canal Street, are now sponsored by Gulf Refining.

Less of a shiny blonde and dropping some of the pseudo-dignity as she turns rhythm singer, Velma Raye is probably the most frequently aired singer here. Goes over three stations daily—WWL, WSMB, WDSU—as she sings with The Roosevelt Rhythm Kings from the hotel's cocktail room.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

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



Open



all Summer

Every Pocket-Book and Change Purse that Milady Owns...Open to NBC Advertisers All Summer Long

Summer is the spicy season of gay romance and high adventure. Milady spends eagerly! Spends for glamorous accessories... for trips... for Cinderella's glass slippers... spends even for food. And the Colonel's Lady and Judy O'Grady are sisters-under-the-skin when it comes to buying... artichokes or apples... lipstick or liniment... caviar or cabbage.

And as the mercury flirts with the century mark, does she stop listening? A thousand times No! NBC advertisers have discovered this fact. Last Summer they invested 72 per cent more than the previous Summer in NBC week-day daytime programs alone! They are learning that there is no "off season" when NBC programs invite to buy. May we tell you how... and why?

*RCA presents the "Magic Key of R.C.A." every Sunday
2 to 3 P. M., E.D.S.T., on the NBC Blue Network*

National Broadcasting Company

A Radio Corporation of America Service

San Francisco

FRANK CASTLE, concert pianist, featured on KYA and the Orange network for six months, opens an extended engagement with his ork at the Deauville club, Thursday night, replacing Ran Wilde, who embarks on a series of one-night stands through California.

Tom Guinn is announcing the Bay Meadows daily racing over KYA during the absence of Joe Hernandez, who is in the Pacific Northwest on a business trip.

Sam Dickson, NBC script writer, in Hollywood dickering about his brainchild.

Ford Billings, general manager of the California Radio System, visiting KYA on a business trip from Los Angeles.

Frank Anderson, the "Ne'er Do Well," has started a vocal series at KYA's Oakland studio.

John Marley will take the lead in a "Smoke Rings" program to be piped from KSFO to KNX in Hollywood for release there. First show is set for May 27.

"Death Valley Days" started its fourth year over NBC's Pacific Red network on Tuesday, May 19.

Announcers Cliff Engle, Abbott Tessman and Archie Presby, using three-way communication, handled the opening of the new San Francisco mint Saturday.

"Sunset Land," with Grant Carter as narrator, is a new Wednesday evening traveltalk series on KYA and the Orange network. Agatha Turley is soloist, with Walter Rudolph's orchestra furnishing concert music.

Dr. L. L. Stanley, resident physician of San Quentin prison, is the center of an unusual new series on the Orange network. Reiland Quinn, KYA production manager, and Dr. Stanley are doing the dramatizations, based on cases supplied by the doctor.

OMAHA

Bill Baldwin, WOW staff announcer, is leaving to join WGN, Chicago, this week.

Jesse Butcher of NBC station relations department conferred with WOW officials last week.

Foster May is delivering commencement addresses at half a dozen high schools hereabouts.

Dusty Rhoades, whose music has come from the Omaha Music Box, is moving to Krug park ballroom this week. Helen Nash and Billy Hanson will do the vocals.

Freddie Ebener's band is on KOIL nightly from Chez Paree.

RALPH KIRBERY

"The Dream Singer"

67 WEEKS

LIPTON'S TEA

N.B.C.



● ● ● Benny Goodman and his ork will handle the Jack Oakie show which goes 30 minutes after the 15th airing, when Jack blows for the summer... Don Wilson, signed for three years on the Jack Benny show, may do other shows... Tim and Irene have been renewed for 13 weeks... Willie Farmer departs from Leon and Eddie's the 27th, leaving a former sax-tooter in his spot. Willie goes to the Rockefeller's Promenade June 14... Gus Haenschen, now at St Luke's Hospital, has been signed to direct his band for a new recorded Chevrolet series which makes it the first time sponsor used band other than Rubinoff. Benay Venuta will star on the first set of discs... Charles Kullman of the Palmolive show, has been set for the "Goldwyn Follies"... Jan Peerce will solo with the Newark Symphony June 29... Carl Ravell's team plays Frank Parker's nine Sunday at Diamond Five, Central Park.

● ● ● CBS' Colonel Jack Major, who does everything on his Monday show, says: "...It is beginning to look like FDR has turned Washington into a baseball game. He is the pitcher and has 9 men to retire before the Democrats come to bat. Those with a batting average of over 70 make him nervous and it's pretty hard for him to fan any of them... Looks like the more he fans 'em, the hotter they get!... A fellow by the name of Hughes is the umpire at home plate—while a guy called Lewis calls the strikes. (He is usually sitting down)... The first inning (which began in 1933) the Dems. got three men on base. NRA got as far as third—AAA got to second—and Guffey was caught coal, trying to steal... My suggestion is the next time the Dems. get the bases loaded, put Garner in as pinch-hitter and he'll knock one of those long Texas leaguers."

● ● ● Harry Salter with his "sweep music" goes Lucky in June for seven weeks... Andy Devine appeared on the Benny show Sunday using crutches... Peter Van Steeden does "Hit Parade" as a guesster next Saturday sans band... Betty Wragge of the "Pepper Young Family" was screen-tested by M-G-M and goes west in the Fall... Songsmiths are set for a Rubinoff turn, as is Phil Duey... Sue Mitchell, "Swing Session" vocal clicker, goes to Bunny Berigan at the Penn Friday in the featured singing spot... Barry Wood is dieting and exercising so that he may look romantic... There must be a dearth of columnists around (or else they're all on the air now!) because Paul Stewart, an air actor, is the "Hollywood scandal-monger" on the Noxzema show!

● ● ● Don Hastings, manager of KDB, Santa Barbara, Cal., following the Coronation airing received from Mutual, asked his listeners if they would like to hear the recording of King Edward's abdication speech... The dialers were given 10 minutes to respond and within that time 105 calls were taken—85 for the playing of the recording and 20 against... One listener was so indignant he threatened to have all English subjects boycott the station and wire the British Consul—but the record was played and received favorable comment... WMAZ, Macon, Ga., has gone in for civic activities in a big way... E. K. Cargill, prexy and general manager, has joined the Kiwanis Club, is Chairman of the C. of C., member of the Propellers Club and head of the local model gas airplane association... George P. Rankin, Jr., vice prexy and chief engineer, has become a Rotarian... Wilton E. Cobb, secretary and treasurer, is a Civitan Club booster... Frank "Red Cross" Crowther's civic duties include membership in the Exchange Club, and Walter Graham, salesman-announcer, is a Lions Club dues-payer!

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

S. L. Slover Corp., Norfolk, CP for new station. 1370 kc., 100 watts night, 250 watts day, unlimited.

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts night, 250 watts day, unlimited.

APPLICATIONS RETURNED

WMC, Memphis. Mod. of license to increase night power to 5 Kw.

Richfield Broadcast Co., Richfield, Utah. CP for new station. 1370 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

WAGO, Chattanooga. CP to change power and hours of operation to 1420 kc., 100 watts night, 250 watts day, unlimited, be granted.

WSOC, Charlotte. CP to change frequency and power to 600 kc., 250 watts, 1 Kw. LS., unlimited, be denied.

Northwestern Publishing Co., Danville, Ill. CP for new station. 1500 kc., 250 watts, daytime, be granted.

Safety Legion for Kids

The Safety Legion, a full-hour Saturday afternoon show sponsored by Price's Dairy and aired over KTSM, El Paso, affords the kiddies from one to 14 years old an opportunity to perform over the radio. On this program, only five of the many contestants that register weekly perform. The rest of the hour is taken up with a Safety Talk by one of the officials of the Police Department, a lot of fun and nonsense conducted by Uncle Van Des Autels, and a dramatized story of Robin Hood and His Merry Men, not to mention the fact that the Safety Legion Orchestra adds considerably to the success of the program.

Dick Roll Joins WHIO

Dayton, O.—Richard "Dick" Roll, formerly of WALR, Zanesville, Ohio, has been added to the announcing staff of WHIO, Dayton. Besides being a capable announcer, Dick is also a talented piano player and has appeared on several studio programs. He is only 20, the youngest announcer of the staff.

GUEST-ING

BIDU SAYAO, Brazilian soprano, on Ford Sunday Evening Hour, May 30 (CBS, 9 p.m.).

BENAY VENUTA, on Walter King's "Song Contest," today (WINS, 12:15 p.m.).

ELAINE ARDEN, LYNN MARTIN and the MERRY MACS, on Show Boat, tomorrow (NBC-Red, 9 p.m.).

JIMMY BRIERLY, on Broadway Melody program, today (WHN-WOR, 8 p.m.).

JANE PICKENS, on House That Jack Built, May 21 (NBC-Red, 7:45 p.m.).

RUTH ETTING, on Shaefer Beer show, May 23 (WOR, 9 p.m.).

Patents and Trademarks

Protect your most valuable assets. Expert service. Prompt attention.

Write

LESTER L. SARGENT

Registered Patent Attorney

1115-K St., N. W., Washington, D. C.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

JACK and LORETTA CLEMENS established some kind of a record in ditty delivery 'other day....They recorded "Way Out West on West End Avenue" for Victor, sang it in five distinct styles five separate times, and came out right in their timing each time....Doris Hare, the Piccadilly Hillbilly, returned to the shadow of Big Ben on account of a Coronation party at the N. Y. Piccadilly Hotel infected her with the well-known nostalgia and she accepted offer to appear in a London production the next day...Winnie Lightner's brother, Freddie, and a cast, will audition for Young & Rubicam, and the Phil Baker show, Thursday...Mary Martin being flicker-tested by Columbia...Shirley Ross, who had an invite to guestar at a native celebration in Hawaii this week, disconsolate because her singing spot on the Ken Murray show prevented....Haila Stoddard planning summer histrionics at Ivoryton, Conn....

▼ ▼
"Heinz Magazine of the Air" goes in for mass guestarring with the 30 "Hour of Charm" gals scheduled for appearance on the May 26 airing.... They'll sing "The Gaucho" and "The Lost Chord" but will leave their instruments at home....Bert Parks and Jack Stapp planning a hegira to Atlanta, Ga. for vac purposes within the next few weeks....That new hat Billy Artzt is sporting is a Preakness chapeau....Fran Elliott, CBS hostessing lass, is devoting herself to song-writing, in addition to her regular job....Claims that fencing with song pluggers who have to pass her before contacting CBS bandleaders gave her the notion....Sam Schiff, chief of page-staff at Columbia, is assembling material for a mag tale....It will be full of studio stuff....

▼ ▼
Jeanne De Lee, femme lead of "Your Parlor Playhouse", is learning to pilot a plane....Bill Bouchev of the same show is a full-fledged pilot...Bee Wain, co-vocalist with Kay Thompson, has decided once and for all that a career comes before matrimony....The League of Insurance Women offer an original drama over WINS this afternoon in observance of Life Insurance Week....Anice Ives' "Everywoman's Hour" on WMCA features an all-girl ensemble to furnish music.... the male announcer disappears as soon as the show is officially on the air, leaving the studio to the distaff side....



"TIC TOC REVUE"

Griffen All-White

WJZ—NBC-Blue Network, Mondays, 7-7:30 p.m.

Birmingham, Castleman & Pierce Inc. SMART LITTLE MUSICAL VARIETY SHOW WITH NICE BATCH OF TALENT.

Quite refreshing and smart, though it follows set lines, is this new half-hour musical program with Hughie Barrett as maestro; Barry McKinley, baritone; Jean O'Neill, soprano, the Tune Twisters, and John B. Gambling as emcee.

McKinley and the Tune Twisters already are well known for their popular brands of vocalizing entertainment. Miss O'Neill, a newcomer, has a velvety voice and a style that augur well for her. The Barrett orchestra, which has been a draw at Central Park's Tavern-on-the-Green, also has a pleasing individuality, while Gambling's handling of the program is showmanly.

Numbers played and sung on the initial broadcast were of the popular vein—"Dancing in the Dark," "He Ain't Got Rhythm," "Where Are You?" (sung by Miss O'Neill), "Little Old Lady" (by McKinley), "Melancholy Baby" (by Miss O'Neill), and others—but they were given new touches that made them very pleasing to the ear.

ELDER MICHAUX

Sustaining

WOL-Mutual Network, Mondays, 10-10:30 p.m.

NEGRO EVANGELIST RETURNS WITH HIS SPIRITUALIST RHYTHMS AND DEVIL-CHASING.

Originating in Washington, Elder Lightfoot Solomon Michaux is heard on coast-to-coast hookup of Mutual Broadcasting System. Theme song, "Happy Am I," is none the less happy in its present interpretation than in the past; and later in the program piano, bass and other in-

struments embellished the proceedings. For good measure quartets of both sexes were heard and Elder Michaux lashed the devil on two fronts. He didn't forget to put in a couple of plugs for Mutual, and he did it nicely.

Type of program is still a colorful half-hour with a personality all its own.

"THE MOVIE PILOT"

Hudson River Day Line

WEAF, Mondays-Wednesdays-Fridays, 7:30-7:45 p.m.

Wendell P. Colton

JUST A SO-SO PROGRAM OF MUSIC AND MOVIE REVIEWER COMMENTS.

There seems to have been an idea behind this program, but the first airing was a routine and colorless affair. After a bit of music, Regina Crewe, film critic of the N. Y. American, was introduced as the first guest critic of series. She singled out "Shall We Dance" as the current film for her special comments.

Then some supposed film fans were called upon to give their views on pictures they had seen recently. This sounded very much like a staged bit.

Finally Miss Crewe came back, and as the announcer called out titles of current neighborhood films she gave a brief comment on each. Apparently only selected films were mentioned, and all remarks were favorable.

Gilmore Circus

Gilmore Circus (NBC Coast red net) really went circus this week and hit an all-time Gilmore Circus high, so far. Cliff Clark, producer and barker, did his build-up so well that even the measured harmonies of the Paul Taylor choir belonged under a big top. Felix Mills band is a knockout. The half hour has scads of talent, and it's started to hit the real circus pace.

ORCHESTRAS - MUSIC

FERDE GROFE, composer and bandleader, will fly from New York to Hollywood, July 22, to conduct a concert of the Southern California Symphony in the Hollywood Bowl. Grofe, whose second Hollywood appearance as symphonic conductor this is, will introduce several of his own compositions, including "Hollywood Suite."

G. Schirmer Inc. music publishers, have appointed John L. Margo as advertising manager. Margo was formerly associated with the William Jameson Co., distillers.

Ray Block, CBS conductor who helped launch the new Noxzema commercial last Friday is coach, arranger and director of the "Swing Four-

teen," heard on the Philip Morris programs. Block also does this work for the Eton Boys, Patti Chapin, "Do Re Mi" et al.

Hal Kemp's CBS orchestra, which has been voted the favorite band at the University of Virginia for the third successive year, will make music for the June 14 and 15 dances there. They will also play a date at his alma mater, the University of North Carolina, June 5 and 7.

Herbert Gately has filed suit against Mort Dixon, Jesse Greer and Irving Berlin Inc. for alleged piracy of the song, "Did You Mean It?" Berlin yesterday filed a general denial of the allegation.

★
Radio Daily
Will Send
a Complete
Staff to
CHICAGO
to Cover
the Big
NAB
Convention
In June
From Every
Angle for
Radio Daily
Readers
All Over
The Land





THE "Hollywood Sunshine Girls," who recently began a series sponsored by Skol on Mutual, are a trio of contraltos, Vivian Edwards, Pauline Dugart and Hope Huntingdon.

Next Saturday's Don Lee-Mutual Gas Light Theater offering will be "Ten Nights in a Bar Room," with Wilfred Lucas, Lee de Cordova, Creighton Hale, Minta Durfee Arbuckle, William Desmond, Dot Farley and Joseph De Grasse among the players.

Standard Radio adding its first military band records to library, readying to do a series by Hollywood American Legion Band, Joe Calling, directing. Sides will include marches and concert band numbers.

Vail Leightner's ork replacing Wayne Wise band in KMTR remotes from Monte Carlo cafe. Bill Fleck's ork replacing Slim Martin in the Zenda Ballroom dance band fifteeners.

Santa Monica Junior College has installed school and college recording machine from Universal Microphone Co. for use of department of speech.

Dr. Francis Townsend and Mamie Stark, woman baritone, doing series of phonograph records at Carson Taylor studios, for distribution through Townsend clubs.

KANSAS CITY

CELEBRATION of WHB's fifteenth year on the air, scheduled for week of May 15, has been postponed until next week.

Bobby Meeker and his band open this week at the Muehlebach Hotel, replacing Leonard Kellor. Band is aired nightly by WDAF.

Earle Smith, KMBC newscaster, celebrates his second anniversary on the air May 18, with his 3,193rd news offering.

Howard Green, a WDAF staff entertainer for some years and now with Roger Pryor's orchestra, made a guest appearance over the station Sunday while visiting his parents here.

With expiration of Curtis Candy's contract for "Young America Speaks," KMBC is airing the show once weekly to keep it before listeners through the summer.

★ Coast-to-Coast ★

NEW talent recently added by KANS, Wichita, includes Virg Bingham, pianist-arranger, coming from KOA, Denver, and teaming again with Harry Wells, and Ken Kenyon, also known as Eddie Linn, announcer, formerly at WLW and WXYZ.

Earl Lord, vocalist, has joined the announcing staff of WMAZ, Macon, Ga.

Jack Wyatt is the latest addition to the announcing personnel of WWJ, Detroit. He went there from NBC in New York.

Jack Todd, program director at KANS, Wichita, has been looking after things while Herb Hollister, g.m., trekked to New York, Washington, Chicago and Detroit.

Star Radio Programs' newly signed contracts with WFOR, KDAL and KVOL call for Star's Commercials service, while CJAT has signed for the Bulletin Board. It had been reported that all four signed for the latter program.

"Small Town Hotel," rural life feature at KFOX, Long Beach, Cal., is now heard twice weekly. Hal Nichols and Foster Rucker portray all characters. Script is by Lou Huston.

Bob Hope is secretly preparing a tap routine which he will spring as a surprise on his "Rippling Rhythm Revue" before long.

When the Schaefer beer show closes May 30, Ray Heatherton goes back to his national hook-ups with CBS.

Miriam (Babe) Miller of WICC, Bridgeport, has started a new series, Mondays and Tuesdays, 9:30 a.m. Rev. Harold H. Niles has resumed his commentating over the station on Wednesdays at 10 a.m.

Ivan Hill, formerly of WKY, Oklahoma City, is now located in Los Angeles.

Ralph Nelson, chief announcer at KDB, Santa Barbara, leaves June 1 for Chicago to free lance. Nelson came west with Leslie Howard in "Hamlet" after association with CBS and NBC as dram-actor in New York. Celeste Holm, wife of the megger, who was also with the barnstorming "Hamlet," is in Chicago and an interesting event is expected in June.

Freddye Gibson is the name of the "Gibson Girl" who replaces Patricia Norman on the Lucky Strike "Hit Parade."

Armand Ballendonck, young Belgian-American composer and conductor of New York, will act as guest-conductor in the absence of

Frank Foti in the resumption of a weekly broadcast series over WICC, Bridgeport, today, 2:15-3:00 p.m.

Robert DuFour of Pleasantville, N. Y., is doing part-time announcing at WDNC, Durham, N. C. He also is a student at University of N. C. and a member of Carolina Playmakers. Thomas Loeb of Philadelphia also recently joined the WDNC announcing staff.

Dick Langan, announcer at KIRO, Seattle, will do his vacationing in California next month.

Opening of the annual Athens, Tex., Old Fiddlers' Contest will be broadcast over WFAA the afternoon of May 28. Several hundred old-time fiddlers from all parts of the country will participate.

C. R. Porter, manager of KPLC, Lake Charles, La., looks forward to interesting things now that the station has appointed a national advertising representative, J. J. Devine and Associates.

Initial portion of the concert to be given by the 100-voiced mixed chorus of the Bach Cantata Society of New Haven will be broadcast over WICC direct from Dwight Memorial Chapel at Yale University tomorrow, 8:30-9 p.m.

Three-Hour Program In 16-Part Sequences

Routine of "Grandstand and Bandstand," three-hour WMCA daily program sponsored by General Mills, comprises three units of the following contents: (1) Fanfare by orchestra, followed by Wheaties theme sung by entire company. (2) Orchestra. Hot opening. (3) First commercial by Bob Carter. (4) Orchestra. (5) Baseball lineup by Garnett Marks. (6) Song by Jerry Baker, romantic tenor. (7) First flashes on racing results, scratches, etc., by Bob Carter. (8) Novelty song by the harmony team of Kay and Buddy Arnold. (9) News flashes from I.N.S. wire by King Lear. (10) Song by Lorraine Barnett. (11) Hollywood Gossip by Powell Clarke. (12) Song by Helen Young. (13) More racing results. (14) Rhumba band. (15) Jam Session. Following this, orchestra goes out for five minutes during which time show continues with a roundup of baseball and racing news. (16) Orchestra returns with Wheaties theme.

This sequence takes an hour. The same general routine is followed for the remaining two hours of the three hour show. Whenever a movie guest star or sports personality is introduced for an interview or some special sports event is cut in from a remote point, the routine is altered slightly but the show goes back to schedule after each hour of the grind.



GUILDA ADAMS is a new face in Gold Medal's Modern Cinderella cast at CBS.

Jack Burnett, WGN news writer, suffering from a severe infection on his hand.

Bruce Kamman (Professor Kaltmeyer) has bought a home in Park Ridge and is moving to the country between broadcasts. Cecil Roy of same show flew to Cincinnati over week end.

Happy Jack Turner, one man showman, is now heard over WENR at 4:15 Fridays under sponsorship of Meyercord Co.

Charles P. Hughes, head of the concern sponsoring "Behind the Camera Lines," had himself called "The Greatest showman in the business—the George M. Cohan of Radio" in commercial copy Friday night when the program signed off on WGN.

Rosa Linda, one time child prodigy pianist, to be guest on Chicago NBC Promenade concert Friday evening.

WCBD, whose plant was burned in a recent fire, is spending \$38,000 on new equipment and will be using its own facilities again in three months, according to Gene T. Dyer, manager. A 5,000-watt transmitter is being built on WMAQ's old site near Elmhurst. Now using WMBI.

PHILADELPHIA

WFIL has made a fourth tieup to swap time for press space, this time with "Radio Press."

Stoney McLinn, WIP director of sports broadcasts, has started a daily series of sports resumes at 11:45 p.m.

Don Martin, WIP announcer, has resigned and is being succeeded by Kenneth Miller, formerly of WRAW, Reading.

Lynn Adair, author of "Sacred Flame," dramatic script heard over WCAU, has been invited to talk on the value of radio dramatics at the annual dinner of the National School of Oratory.

Virginia Long is the new receptionist at WIP executive offices.

Seventh annual picnic of WIP Homemakers Club, conducted by Carolyn Ann Cross, takes place June 22.

Lee Morse in Omaha

Omaha—Lee Morse, one of the old-time radio stars, is at Chez Patee, new night spot in East Omaha. Bob Downey accompanies her on the piano.

ONE MINUTE INTERVIEW

W. C. FIELDS

"I used to think radio was all right to listen to if you had nothing else to do. But during my illness the radio proved to be my best friend. It was with me night and day, and what a pal it turned out to be."

WESTCHESTER
"New York's Hearthside"
Is Yours with
W-F-A-S
Hotel Roger Smith White Plains



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 72

NEW YORK, N. Y., THURSDAY, MAY 20, 1937

FIVE CENTS

Agree on Research Plan

DODGE DISK CAMPAIGN STARTING NEXT WEEK

After many unavoidable delays, principally the automotive strikes, the Dodge Brothers Corp. will launch its Frank Morgan transcription campaign on 100 stations next Monday. Program is a quarter-hour musical, broadcast once to twice weekly. Ruthrauff & Ryan Inc. placed the account.

Music Men to Meet Song Writers' Group

Group of 20 leading music publishers who met at the offices of the Music Publishers Protective Ass'n yesterday for the purpose of discussing the move by the Song Writers' Protective Association decided to have a committee meet with the SPA sometime today.

Publisher committee is headed by A. M. Wattenberg, attorney for the Music Publishers Holding Corp., a Warner Bros., subsidiary and includes Walter Douglass, Jack Bregman and Louis Bernstein. Irving Caesar, president of the SPA, will have a committee of writers also.

(Continued on Page 3)

Construction is Begun On New Miss. Station

Granada, Miss. — Construction on WMFN, 100-watter here to be operated by a company under control of P. K. Ewing, New Orleans radio man, is definitely under way, Ewing declared, with the transmitter to be located at Mississippi city. The new station will serve the Granada-Greenville area and will cover one of the richest produce market areas in Mississippi, Ewing said.

Studio Gymnastics

Denver—KLZ's Early Risers Club, conducting calisthenics over the air for the past two years under supervision of Walter Hakanson of the Y.M.C.A., tried inviting early morning exercisers to come to the studio and do their gymnastics there. Twenty-five grunt-and-groaners actually showed up in response to the first call.

Television Clause

Eddie Cantor's new six-year contract under Texaco sponsorship contains a clause making Cantor available for television broadcast. Cantor also must be prepared at any time to direct, produce and star in any televised show under his present sponsorship. He also will supervise any programs used during his vacations. Cantor's contract doesn't contain the usual 13-week cancellation clauses.

CHICAGO SURVEY SHOWS TASTES ARE GOING UP

Chicago—Quality programs are gaining in popularity, according to the results of a three-month survey in which 5,970 Chicago families were interviewed by 50 investigators, whose results have been published by Prof. L. M. McDermott of De Paul University.

The poll, in which 98 per cent of those interviewed were housewives, showed that melodic rather than noise music is preferred; educational and informational programs are gaining in acceptance; improvement in daytime programs is demanded, particularly from a musical standpoint;

(Continued on Page 8)

Lifebuoy Drama Disks Going on 65 Stations

Lever Bros. (Lifebuoy) starts a series of five-minute dramatized recordings on 65 stations across the country the week of June 7. Ruthrauff & Ryan Inc. is the agency.

Holds Cathode Ray System Lacks Television Essentials

By WILLIAM H. PRIESS

President, International Television Radio Corp.

Despite the great efforts that have been made to widely introduce motion pictures into the home, this form of visual entertainment is still confined substantially to the theaters. Not only is the cost of home movie projection equipment large, but a library of films sufficiently extensive to appeal to a broad and diverse

NAB, NBC, CBS Would Share Expense of Projects--Joint Committee to Include A.N.A. and A.A.A.A.

MIKER-PRODUCER GUILD BRINGS WMCA IN FOLD

WMCA's entire staff of 17 announcers and producers has joined the American Guild of Announcers & Producers, the organization formed at WABC with Roy Langham as president.

A letter was sent by the AGAP to Donald Flamm, WMCA president, notifying the station of the affiliation and asking for recognition of the union and collective bargaining. William Weisman, vice-president of WMCA, told RADIO DAILY last night that a letter had been received from the AGAP but no official action had been taken as yet.

Under the terms of the Wagner Act, the AGAP cannot exclude any

(Continued on Page 3)

New English Station Proposed in Montreal

Montreal—When Canadian Broadcasting Corp. directors meet in Regina, Sask., among items to be considered is a proposed new station for this city to broadcast exclusively in English, with the other to be in French.

Increase in power of all Canadian stations, and shifting of the engineering department from Ottawa to Montreal, also will be taken up.

Chicago—NAB research and commercial committee, meeting here Tuesday and Wednesday, agreed to recommend to the NAB directorate the selection of a research expert to represent it in discussions with A.N.A. and A.A.A.A. representatives on a joint committee to establish a cooperative radio research bureau. Committee also discussed financing of research projects and reached agreement that NAB, NBC and CBS would share these expenditures.

Paul Peter, secretary of the general joint committee on radio research, New York, addressed the group. Members present included chairman Arthur Church, KMBC, Kansas City; James W. Baldwin, NAB managing director; H. K. Boice, CBS; Roy O. Witmer, NBC; William J. Scripps, WWJ, Detroit; J. O. Maland, vice-president WHO, Des Moines; John Elmer, WCBM, Balti-

(Continued on Page 3)

Furgason & Aston KFRU Eyes Move to St. Louis

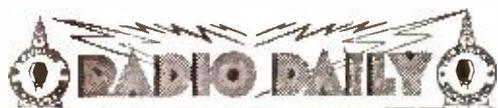
KFRU, Columbia, Mo., now represented by Furgason & Aston, Inc., is planning to move to St. Louis pending final okay on its FCC building permit which entitles it to 1,000 watts day and night, full time. Station is owned by St. Louis Star Times and shares time now with WGBF, Evansville, Ind., also represented by Furgason & Aston.

Opposition newspaper of the KFRU owners filed an appeal from the new building permit allowed the outlet.

Contented—by Radio

The "Fellow Listeners!" radio department conducted by John Canning Jr. in Farm Journal, June issue, quotes a farmer, Lester H. Ashdown of Port Byron, Ill., who says he obtained an average gain of 2.6 pounds of milk from each of his Guernsey cows within a week after he had installed a radio in his barn.

(Continued on Page 8)



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, May 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/2	163	163 1/2	+ 1/2
Crosley Radio	19 1/4	19 1/4	19 1/4	+ 1/2
Gen. Electric	52 5/8	51 1/2	52 3/8	+ 3/4
North American	23 3/4	23	23	- 3/8
RCA Common	8 7/8	8 3/4	8 3/4	- 1/8
RCA First Pfd.	67	67	67	+ 1 1/2
RCA \$5 Pfd. B		(75 Bid)		
Stewart Warner	18	18	18	
Zenith Radio	33 5/8	33 5/8	33 5/8	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.				
Majestic				
Nat. Union Radio	2 1/8	2 1/8	2 1/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	54 1/8	56 1/8
CBS B	53 1/4	55 1/4
Stromberg Carlson	12 1/2	13 1/2

Callahan on New Job

New Orleans—Vincent F. X. Callahan, formerly at WRC-WMAL, Washington, yesterday took charge of WWL, local CBS outlet, as manager. Callahan said he had no immediate plans for any changes here.

Armstrong Back Next Week

Louis Armstrong and his "Harlem" program with Eddie Green and Gee Gee James will do one more broadcast from Chicago, Friday at 9 p.m. over the NBC-Blue, and next week will resume broadcasting from New York.

BIRTHDAYS

1	9	3	7
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

May 20

Greetings from Radio Daily

to

Vet Boswell

L. B. Wilson

Donald Peterson

RADIO EDITORS' FORUM

New Publicity System Urged

By DOROTHY MATTISON

Worcester (Mass.) Telegram and Gazette

THE millenium for the radio editor will have arrived the day the networks, advertising agencies and individual press agents work out some plan for coordination instead of duplication of publicity releases.

And, curiously enough, cutting down their publicity output would be something the networks, agencies and p. a.'s might well celebrate along with the eds—inasmuch as the time the editors are now devoting to winnowing the mail might then be used to getting the contents of the mail into print instead of into the wastebasket.

While it is true a good radio column can be turned out anywhere a good listener sets up his receiver, no one knows any better than the non-New York radio eds that they could not function so effectively without the co-operation of the Manhattan press representatives. But it is also true that the present New York radio publicity set-up often defeats its own ends, simply because no editor can possibly read all the contributions which find their way to his desk and still find time to cock an ear to the radio or even to assemble all the press contributions he receives. Consequently, many of the items he could and would use as legitimate news never emerge in print because he hasn't time to sift and edit all the material which arrives in "triplicate" from these three sources: one release from the network on which a show is aired, a second release from the ad agency handling the same show's account for the sponsor, a third from the press agent of the artist heard on the show.

Some of the advertising agencies carry even further the ancient and erroneous theory that it is effective to send out ten times the amount of publicity they expect will actually be used. Result is the papers are flooded with hand-outs, and the ad

agencies are pushing up their own mailing costs and cutting down the editor's time for editing their material because he is greeted daily by identical press releases sent to him in his own name, as well as to The Radio Editor, the City Editor, the Managing Editor, the Advertising Department, et al.

It all gets pretty involved, with the radio editor making his choice between scanning the whole crop half-heartedly or consigning most of the mail to the wastebasket and depending more and more upon reading the trade papers to see that he isn't scooped if he elects to be out when the postman knocks half a dozen times a day.

Nor do the frequent changes in actual radio program schedules contribute any joy to the radio editor. But he usually recognizes that these changes are unavoidable and appreciates that the very flexibility of radio constitutes much of its value. Changes are bound to crop up faster than schedules can be revised by the networks and affiliated stations which furnish the newspaper program listings. But radio, while using the papers to keep its listeners informed about its programs, is leaving the papers holding the bag on responsibility for apparent program inaccuracies printed by the papers. If up-to-the-second radio makes a changes of play and varies from the newspaper-announced program, then radio and not the papers should assume the responsibility for the change—assume it by announcement of cancellation or substitution of a program when broadcast time rolls around and listeners waiting up for Phineas Q. Blatt's address get ired at their newspaper instead of the broadcaster when a swing band or other program swings blithely into action with no word of explanation regarding the change.

WFBR Has Big Plans For Pimlico Races

Baltimore—WFBR, basic NBC-Red network outlet here, having signed for exclusive airing of Pimlico's Preakness and Futurity races, expects to put these races on the full NBC-Red network with a national sponsor next year. For the past few years, the events have aired over the NBC-Blue with American Oil using a sea-board hookup, but the Pimlico authorities are anxious to have a national sponsor.

Hope H. Barroll, Jr. and Purnell H. Gould represented WFBR in signing the races, while Alfred Gwynne Vanderbilt acted for the Maryland Jockey Club.

WFBR also airs the annual Maryland Hunt Cup Race over the NBC-Red.

Kasper-Gordon Start Kid Program Division

Boston—Kasper-Gordon Studios, Inc., program planners have inaugurated a Children's Program Division under the direction of Louise Hampton, merchandising expert.

Special merchandising plans and tie-ins for each program for specific types of businesses are in preparation. Programs will be for bakeries, candy manufacturers, dairies, food products, and department stores. Each series will be waxed for syndication.

STATIONS!

The . . .
Morning Bulletin Board
America's Perfect Morning
Variety Show
STAR RADIO PROGRAMS, INC.
250 Park Avenue New York City

COMING and GOING

LOWELL THOMAS arrives in New York aboard the Queen Mary on Monday and will immediately leave for Hollywood by train to attend the Fox Movietone convention.

JOHNNY GREEN flew in from Hollywood yesterday to sign contracts with Young & Rubicam on his new summer series for Packard over NBC-Red on Tuesdays and will return Friday.

AL DONAHUE arrived from Bermuda yesterday.

DICK MOONEY of the Earle Ferris office has gone to Chicago regarding expansion plans.

WILLIE YOLEN of the Earle Ferris office returned from Boston yesterday.

HARLAN EUGENE READ, commentator, who is in England, returns next month to start a new air series via Mutual.

ROSA RIO, singing pianist, is vacationing in New Orleans.

SHEP FIELDS goes to Philadelphia tomorrow.

SYDNEY RAYNER, NBC star, leaves for the coast July 15 to appear at the Hollywood Bowl. He will also confer with Universal Pictures.

KENNETH BERKELEY, manager of WRC-WMAL, Washington, is in New York.

AARON S. BLOOM, director of the commercial department of Kasper-Gordon Studios, Boston, arrived in New York yesterday for a two-day visit. He is at the Park Central.

RUDY VALLEE arrived yesterday from London.

J. OREN WEAVER of CBS' Chicago news department spent yesterday in New York and left for Washington on a brief visit to his mother, after which he returns to Chicago.

WHK-WJAY Revamping Program Department

Cleveland—As a result of resignation of Program Director Mary O'Kelley, who is marrying Dr. Arthur B. Peacock of Columbus, N. J., the WHK-WJAY program department will undergo a reorganization June 15. Mendel Jones, who has headed the continuity department, will take over programming for the two stations. Bev Dean, publicity director and news editor, takes over Jones' old post and also continues as press relations head temporarily.

M-G-M Show is Set

Louis K. Sidney, managing director of WHN, yesterday confirmed the reports that he will leave the station within the next three weeks to direct a series of programs to be built by M-G-M on the west coast. As yet there has been no word whether the move would be permanent. Herbert Pettey, at present acting as associate director, will probably assume Sidney's duties for the time being.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

MIKER-PRODUCER GUILD BRINGS WMCA IN FOLD

(Continued from Page 1)

announcers or producers who wish to join the Guild, provided they furnish the Guild with proof they are bona fide employees of a station. Langham declared that applications have been received from individuals all over the country.

The AGAP is still carrying on negotiations with the CBS bargaining committee and the matter is now before the lawyers. Gerard Wickler is representing the Guild and Sidney Kaye and Joe Ream are the CBS attorneys.

The WHN-ARTA meeting yesterday was adjourned to Friday. Negotiations between the station and the union will be settled before June 5, it is understood, because Louis K. Sidney, WHN managing director, is slated to leave for Hollywood next month.

Music Men to Meet Song Writers' Group

(Continued from Page 1)

and the movement on foot to have the SPA take over the licensing of electrical transcriptions and motion picture synchronization licensing on works published after June 1, will be thrashed out.

Plans Network Program

Anderson Co., Gary, Ind. (spot-master) is contemplating the use of a network program to publicize this new product sometime in July. Spot-master is a new type of rear view mirror for autos to eliminate blind spots. Sponsor is currently using a program on WIND. Schwab & Beatty has the account.

WGCM Appointments

Gulfport, Miss.—Robert Johnson has been appointed program director of WGCM here, with Harold Trosper as chief engineer.

Die-Hard

White Plains, N. Y.—A curious angle of the now rapidly aging "Newspaper vs. Radio" controversy has been unearthed here. The Reporter, only local daily, has published a couple of pictures showing city officials awarding prizes in the weekly "Safe Driver" contests, part of a thrice-weekly broadcast campaign sponsored by Mayflower Stations Inc. over WFAS. Paper has studiously avoided any allusion to the broadcast aspect of the Safe Driver contests in captions or news comments, and climaxed with blacking out microphone call letters in one of the snaps taken in the WFAS studios. Rib-tickler lies in the fact that both Mayflower Stations and WFAS are year-around users of display advertising space in the sheet.

NEW PROGRAMS—IDEAS

Program for Brides

A large local furniture store in Charlotte feels that the brides of the WSOC audience should have a program of their own, and although only a few "shots" in the news series have been on the air so far, already the mail count proves very promising. A versatile young lady of the station's artists staff who presents herself as "Alberta, the Carolina Nightingale," conducts the program, from her piano. Strains of "Here Comes the Bride" opens the quarter hour show. Alberta makes an enticing presentation of sweet ballad songs, which she sings with true fervor, being a bride of only three months herself. Newlyweds of the audience are requested to send in questions on general issues which come up between novices at matrimony, like "Should a wife share her husband's checking account," and the like. This feature, gives the program its real title "Cupid's Interviews," conducted by "Alberta, the Carolina Nightingale." The young lady presents the questions which have been sent in, and then asks that some other bride come to the studio to answer the question on the air. Compliance with this request will bring a gift from the sponsor of the program for the ones who hazard answers by radio. Program time is Tuesday and Friday, 11 a.m.

Vocational Aid on KSTP

Help for the baffled high school senior as he prepares for his June plunge into the cold cruel world is sought in a new twice-a-week program series launched this week by KSTP, St. Paul-Minneapolis independent.

Purpose of the series, which will be wholly realistic in nature and no Pollyanna outlet to tell how swell every profession is, is to aid the student in selecting a vocation, either for immediate entry into it or as a course of study should he be heading for a university.

During each program a prominent leader in a certain professional field in the Twin Cities will be brought before the microphones of KSTP, as will three students who are planning to enter that profession. The broadcasts will be in the nature of round-table discussions with the kids grueling the professional man about his field. The discussions will be down-to-earth, with particular emphasis to be laid on the disadvantages of the field, the pre-requisites of that job, the present status as to saturation with workers, and all the other angles that might steer a youngster into another line of endeavor.

Series will run far into June, with a number of professional leaders of Minneapolis and St. Paul already lined up for the casts, which will open with a broad discussion of the subject "Choosing A Vocation." Thomas Dunning Rishworth, educational director of the station, will sit in on the discussions to knit them together before the microphone.

Good Will Airings

A series of Good-Will airings from middle Georgia towns is being launched this week by WMAZ, Macon, Ga., with the city of Perry, 28 miles from Macon, as the first stop. The folks of Perry considered the event so important that they prevailed upon a judge to adjourn court that afternoon in order that an attorney scheduled to try a case could speak on the program.

Stunt is being arranged by Propellers Club, composed of young men in the Macon Chamber of Commerce. E. K. Cargill, WMAZ president and general manager, is member of the Trade Expansion Committee which is arranging to bring in the groups, place them on the air, hand them 100 ticket books good for free drinks, movies, ice cream, lake-park admissions, etc.

WJW Trading Post

You don't have to give away "gold-dollars" to draw fan mail around Akron, O. The WJW Trading Post broadcast daily for over 18 months has drawn into the mail box of this 250-watt station over 15,000 letters. Listeners are invited to write in describing the articles they wish to swap, borrow, loan, or give away. The letters are read over the air slowly enough so that all names and addresses can be copied.

Recently the WPW announcer read a letter, stating that the person wished to give away five pups. He personally investigated the give-away person after the broadcast and found that the dogs had been given away and in addition some 25 other calls had been made.

Letters referring to deals with real estate or automobiles are not read, otherwise the service is free to all listeners.

Parents' Forum

KLZ, Denver, has a new series of educational programs titled "Parents' Forum". Problems of child rearing will be discussed.

Narrator Mark Hansen will present questions and their answers from the Parents' Magazine. Questions sent in by listeners will be forwarded to Parents' Magazine and will be answered and discussed on subsequent broadcasts.

"Voice of the Traveler"

"The Voice of the Traveler" is a new Monday through Friday series aired over KANS, Wichita, from the Union Bus Depot in that city. Sponsor gives prizes for best questions submitted, and participants receive a bar of ice cream. Going over big, according to Jack Todd, KANS program director.

DON KERR

MASTER OF CEREMONIES
GENERAL MILLS SPORTS PARADE
WMCA

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

NAB DISCUSSES PLANS FOR RESEARCH BUREAU

(Continued from Page 1)

more, and H. K. Carpenter, WHK, Cleveland, commercial section chairman.

NAB directorate is expected to act on recommendation at convention here June 20. Chairman of five divisions of commercial section yesterday assembled reports and lined up agenda for June convention. Members attending were John J. Gillin, WOW, Omaha, radio promotion; C. M. Everson, WHKC, Columbus, National Sales; Lou Avery, WGR, Buffalo, who replaced J. Burl Lottridge, KOIL, who resigned recently. Martin Campbell, WFAA, Dallas, committee standardization sales forms, was absent.

Baldwin announced convention program was not yet set and that one more committee would be called.

Sales Promotion Men Will Meet Each Month

Sales promotion men held their second meeting yesterday at a luncheon at the Hotel Edison. Despite the announcement tendered after the first meeting, no attempt at organization was made. Luncheon was purely a social get-together. It is fairly definite that meetings will become a monthly affair in the future. Those present at the meeting were: Murray Arnold, WIP; Larry Nixon, WMCA; "Red" Reynolds, CBS; Bob Schmidt, Mutual; Al Simons, WHN; Jimmy James, NBC; Ed Claplan, WOR, and Bob Holtz, WMCA.

2 WLVA Marbles Entries

Lynchburg, Va.—WLVA, which last year sent the first radio sponsored entry to the National Marbles Tournament finals at Ocean City, N. J., this year will send not only its entry to the national finals but also the runner-up to the Southern Tournament, Gulfport, Miss.

A three-radio division will be represented at the national event in Wildwood, N. J., starting June 27. WBIG, Greensboro, N. C., and WMFR, High Point, N. C., are the other station sending a champ.

Over 3,000 youngsters are taking part in the WLVA competition.

JERRY COOPER

HOLLYWOOD HOTEL
CBS

FRIDAYS 9 P. M. EDST.

GUEST-ING

BRUNA CASTAGNA, on "Hit Parade," May 22 (CBS, 10 p.m.). On same program, HELEN GLEASON, May 29; LEO CARRILLO, June 5; GENE RAYMOND, June 12; LOUIS D'ANGELO, June 26.

HERBERT MARSHALL, OLIVIA DE HAVILLAND, LUPE VELEZ and LIONEL ATWILL in "Under Two Flags," on Lux Radio Theater, May 24 (CBS, 9 p.m.)

ETHEL MERMAN, MAURICE EVANS, JUANO HERNANDEZ and WALTER O'KEEFE, on Vallee Varieties, tonight (NBC-Red, 8 p.m.)

NAZIMOVA, STOOPNAGLE & BUDD and FRANK LUTHER, on Joe Cook Shell Show, May 22 (NBC-Red, 9:30 p.m.)

JAN PEERCE, on Radio City Music Hall program, May 23 (NBC-Blue, 12:30 p.m.)

OLSEN & JOHNSON, on Jack Oakie College, May 25 (CBS, 9:30 p.m.)

TYRONE POWER, LORETTA YOUNG and GREGORY RATOFF in "Cafe Metropole," on Hollywood Hotel, May 28 (CBS, 9 p.m.)

JANE PICKENS on the Cycle Trades of America program, May 27 (NBC-Blue, 7:15 p.m.)

"FATS" WALLER returns to the Swing Show, May 22 (CBS, 7 p.m.)

ERNO RAPEE, on the Music Box program, Saturday (WHN, 6:15 p.m.)

Edna Courtleigh In 2 Spots

Edna Courtleigh of the WPA Federal Theater Radio Division will do two outside jobs today, one on the "Personal Column of the Air" over WJZ at 11:15 a.m., and the other on "Personal Column" over WEAJ at 4:15 p.m.

SAN ANTONIO

Leonard Holland was recently added to the KABC announcing staff.

Charles Belfi is now the production manager for Alamo Broadcasting Co.

Jack Mitchell has succeeded Charley Casper as sports announcer at KTSA. Casper has gone to Saint Louis as publicity director for the Browns baseball team.

Walter Beck of the KTSA production staff is on vacation.

Bill Boyd and His Cowboys are now heard regularly on KONO.

The Morning Express and Evening News, local owned sheets, are now listing KABC, WOAI, KMAC, KTSA and KONO programs daily with radio comments and news notes omitted. The Light, Hearst afternoon paper, with Renwicke Cary as radio columnist-editor, is the only newspaper carrying full news items and remarks on chain and local programs.



● ● ● Deal to place Ken Kling's cartoon characters ("Joe and Asbestos") on the air, with Gus Van doing one part and Ken himself in the other role, is set with a ciggie firm—pending a ruling from the authorities—if horse tips are permissible... Stanley Wood, Vincent Lopez's singer, goes with Eddy Duchin's crew the 27th... Jack Pearl is fighting a cold caught watching the Preakness from the Vanderbilt box Saturday... Mrs. A. L. Alexander is up and around again after divorcing herself from the appendicitis at Mount Sinai... Charlie "Mousie" Warner of Remick, is recovering from injuries received in his auto smack-up over the week-end... Garnet Marks is now announcing 5 Star Final for the Inter-City group... Benny Fields will stay at the Sun and Surf club one week only—because of his previous commitments at the Loew's State, Detroit, and thence to Hollywood... Danny Ahearn's "Charity Girl" (he was formerly an air exploiter) has a modernized Scarlett O'Hara as the theme of this novel.

● ● ● Detroit's WWJ has a Vox Pop airing from a Marriage License office... Leslie Marcus has the prospective brides and grooms talk about each other in that romantic manner... Recently John Sassone and Concetta Vetere applied for a permit to live as cheaply as one, and were broadcasting their sentiments, when in walked John's brother, Martin, with Concetta's sister, Rachela, who arrived for the same purpose... Instead of a duet, Marcus aired a bridge game... WICC, Bridgeport, takes a mike today into the home of Maria Louise Hall, who will be interviewed by Joe Lopez on her 100th natal day... If you're on your way to see Harold E. Fellows, chief exec of WEEL, Boston's CBS outlet, this will strike your eye in the corridor: "Fire Hose" (and directly beneath) "Announcers".

● ● ● Sonny Schuyler is off probation on the Ben Bernie show. He was signed to a long term contract yesterday and goes west with "All the Lads"... The announcement won't be forthcoming until June as to who'll succeed Buddy Clark on "Hit Parade", but Larry Taylor will be the selection... Patricia Norman, who clicked on this show, has been signed for a Warner short with Carl Hoff's crew to be made next month... The inside is that it's not just another job for the girl—but actually a screen-test... Barry Wood goes on Hammerstein's Music Hall next month... Lois Kay, another Lopez singer, will be the other vocalist with Mickey Alpert's band at the Riviera opening Thursday with a Mutual wire.

● ● ● Dick Merrill came out of the Woodbury show Sunday all wet from nervous perspiration... He was afraid of the mike!... He encountered Bob Goldstein and asked him how the show was... "Boy, you sure were BAD!... They're giving you another chance to do it AGAIN later"... Dick didn't understand he had to do a repeat for the coast... Broadway Columnist Ed Sullivan and his vaudeville act, "The Dawn Patrol Revue", auditioned at NBC the other day... George Griffin and his "Castles of Romance" show, which just faded, has been signed for 13 weeks in Sept... Major shifts at Robbins brings Willie Horowitz in from Chi, with Benny Goldberg going from Boston to the Windy City... WBNX will use a 2,000-year old manuscript (just uncovered in an ancient tomb) for new series.

NEW BUSINESS

Signed by Stations

WHOM, Jersey City

Hecker H-O Co., Polish programs, through Erwin, Wasey & Co.; Le Winter Radio Stores, Italian and German programs; Jadwiga Remedies, Brooklyn, Polish program; Nuovo Mondo Motion Picture Corp., New York, Italian spots; Benjamin Photo Studio, New York, Irish program spots; I. & M. Fur Co., New York, Jewish spots.

KSL, Salt Lake City

American Fur Co., three weekly programs, through Frank McLatchy; Granite Furniture Co., "Happy Living," produced by Josephine M. Goff; Southeast Furniture Co., 52-week spot schedule, through Frank McLatchy; Lyman Motor Car Co., spots.

WNEW, New York

Bayonne Pleasure Park, spots; Arnold Constable, Sport Forum; Dermal Chemical Co. (Kolliol for sun-burn) participation on "Joymakers." Serutan, daily spot, through Schillin Adv'g Agency.

KXBY, Kansas City

Tom Moore Cigars, five-a-week racing resume by Jim Bannon, through N. W. Ayer.

New NBC Dramatic Shows

Chicago—Two new dramatic shows are being prepared by NBC. "Step-mother," serial to be written by Jocelyn Gerry, starts Monday as a five-a-week, while "There Was a Woman" begins Saturday, 8-8:30 p.m. EDST, over NBC-Blue.

Myron Bennett at WXYZ

Detroit—Myron J. Bennett, formerly at WTMJ, Milwaukee, and WENR, Chicago, and KTAT, Fort Worth, is now on the announcing staff of WXYZ here.

SAN FRANCISCO

Bob Hall, radio editor of the "Call-Bulletin", (S. F.) flew in the plane along with Don Thompson, chief of special events broadcasts, when Thompson described a flight over Yosemite Sunday for KPO listeners.

Bill Holmes, radio editor of the Oakland "Post-Enquirer," back in his swivel chair after a two-week vacation in H'wood.

Henry P. Drey, manager of KROW, Oakland, denies report published elsewhere that his station has affiliated in any way with KFWB, Los Angeles, or Transamerican.

"Speed" Reilly, alert KLS sport-caster, will interview a "talking" racing greyhound from the El Cerrito Racing Kennels tonight.

Midget auto races are aired from Neptune Beach Speedway, Alameda, every Tuesday night, with Wellington Morse, KLS production manager, and "Speed" Reilly on the mike.

Frank Manoff, KROW's San Francisco announcer in their Hotel Bellevue studios, switched to KLS, Oakland, as announcer-technician.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

BERTHA BRAINARD, NBC's commercial program manager, is living proof of her own emphatically pronounced statement that the field of radio imposes no limitations on women....Believes that given an equal measure of ability, there are no paths indented by male boots on which some gal's 3½ triple A's can't leave as definite an imprint....That there are situations in which the mere fitness of things demands the presence of a member of one sex rather than that of the other, in radio, as elsewhere, she doesn't deny....Declares that although the pouting and bad sportsmanship characterizing the behavior of the femininity in business constitute an imperative bid for oblivion, the femme who voluntarily abandons her birthright of feminine persuasiveness for the desk-pounding genre of forcefulness is stupid....



Anent the intermittently burning question of femme voices and the mike allergy with which they're sometimes credited, NBC's first lady intimates it's a lot of balderdash.... Says it all started way back when women's voices were not acceptable because radio had not embraced the high and low frequencies which female voices have....Listeners-in became accustomed to the idea of male voices and now that the technical difficulties have been overcome they'll just have to be educated to a new idea....In the matter of girl announcers on programs advertising feminine products, she believes it's a question of the approach....Where the romantic idea filters subtly through commercial announcements, the male voice functions with more telling effect....There's one subject on which Bertha Brainard maintains a smiling silence....the future of women in television....She leaves all that kind of thing to the NBC oracles who dictate official policy....



Billy K. Wells and Eleanor Lewis, the bride he acquired Saturday, collaborating on scripts for Lew Lehr's next week's auditions....WOR's Vincent Conolly a bet to do a "Women In the News" stunt for Benton & Bowles....Emery Deutsch to dedicate his Friday's program to Dee Collins who goes coastward soon to do a slicker job....According to Helen Gleason, radio has increased everyone's rate of wordage from 60 a minute to 120....She says 50 court stenographers say so....



"THE HOBBY LOBBY"

Sustaining

WOR-Mutual Network, Tuesdays, 10:30-11 p.m.

NEWEST FORM "AMATEUR" PROGRAM PRESENTING FOLKS WITH ODD AND INTERESTING HOBBIES.

Dave Elman, formerly radio head of the Marshalk & Pratt ad agency, seems to have a good idea in this show and apparently has spent considerable time doing research work in making the presentation. According to his interviewer for the opening spiel, at least 100 people were on the stage, ready to tell about their hobbies. Thus "the man in gray" was a hotel manager who was the only person extant running a chicken ranch on the roof of the hotel. Fresh eggs and chickens for the patrons. Name of the manager and hotel was omitted to avoid the gentleman being pestered but a card to Elman will bring any additional info desired.

Jean Sabal explained how she classifies the balls and balls of strings which she has saved. An artists' model has more orders than she can fill for her cemented broken dishes which she assembles for interior decorators. Jordan Bierman, youngest inventor, aged 8, told about his collapsible clothes rack. A toy bank collector also proved interesting, likewise a miniature railroad hobbyist who made practical use of his pastime. Other equally odd collectors came on and all in entertaining manner.

Elman has done a thorough job and handled the show nicely. Seems as though there are commercial possibilities for it.

"GANGLANK INTERVIEWS"

Sustaining

WMCA, Tuesday, May 18, 10-10:15 p.m.

RECORDED SPECIAL EVENTS INTERVIEWS OF RETURNING CORONATION TRAVELERS.

These interviews took place during the early afternoon and were recorded for night-time broadcast, which is a good way of making daytime special events available to a wider listening audience. Boat was the Normandie and the first man brought to the mike was attorney Hyman Bushel, who represents Rudy Vallee. Like a good attorney, Hymie got in several plugs for his client's sponsor. Jack Connolly, head of Pathe News, told about his 27,000 feet of film on the Coronation. Dorothy Mackaill was next, also another movie actor who was enroute to Hollywood. The fact that he made the trip with his wife was regarded as quite a feat, instead of being taken for granted by the interviewer. Grover Whalen was not yet in sight and the program reverted to the studio

music for a short time until he was available. He mentioned the difference between the Paris Exposition and the fair to be held here, also gave his regards to Donald Flamm, WMCA head. Percy Strauss also got a mention as being traveling companion of Whalen.

Frankie Basch alternated with Martin Starr on the interviews, with Dick Fishell, WMCA special events chief, also on the job.

"STEINIE BOTTLE BOYS"

(The Funnyboners)

Glass Container Ass'n of America
WEAF-NBC-Red network,
Tuesdays, 7:30-7:45 p.m.
U. S. Advertising Corp.

ORDINARY POP MUSICAL PROGRAM WITH FAIR AMOUNT OF PEP AND RHYTHM.

Nothing about this program to make it stand out from dozens of song and instrumental shows. Fairly snappy and tuneful, it nevertheless follows routine lines. The "Bottle Boys", who are The Funnyboners, start off by singing "Boo Hoo", after which "Christopher Columbus" is played, then a singing of "Today I Am a Man", a playing of "Mr. Ghost Goes to Town" and a final vocalizing of "Let's Call the Whole Thing Off".

Commercial copy plugs beer in bottles, with theme song chirping "beer is better in bottles", obviously to counteract can manufacturers.

BENNETT AND WOLVERTON

Sustaining

WJZ-NBC-Blue, Wednesdays and Fridays, 2:30-2:45 p.m.

MILD MUSICAL ENTERTAINMENT BY VOCAL AND INSTRUMENTAL COMBINATION.

Betty Bennett, pianist and vocalist, and Joe Wolverton, swing guitarist and singer, provide a quarter-hour that is pleasing in a quiet sort of way. Both currently popular and lesser known numbers were included in the initial broadcast, among them "The Love Bug", "One Never Knows", a guitar rendition of "Avalon", Miss Bennett vocalizing "Sweet Heartache", and others. The duo has a good sense of harmony. Program originates from Chicago.

Students Give Safety Dramas

In conjunction with the safety drive being conducted by the Moline, Ill., police force, under the direction of Officer Floyd H. Taylor, head of the traffic department, a bi-weekly safety program is broadcast over WHBF, Rock Island.

A regular feature of the broadcast is the presentation by Moline high school speech class students of safety dramas, prepared by the Bureau of Education, Department of Interior, for which the students receive regular school credits.

**★ F. C. C. ★
ACTIVITIES**

APPLICATIONS GRANTED

WPRO, Providence. License to cover CP; 630 kc., 500 watts night, 1 Kw. day, unlimited.

WQAN, Scranton, Pa. Mod. of license to use WGBI transmitter as main transmitter and use present main transmitter as auxiliary for emergency only. Increase power to 500 watts.

WGBI, Scranton. Lic. to use WQAN transmitter as auxiliary transmitter.

Schonert Radio Service, Harrisburg, Ill. CP for new high frequency station. 31600, 35600, 38600 and 41000 kc., 100 watts.

W6XAO, Los Angeles. CP and lic. to add aural transmitter to television station. 150 watts, same frequencies with A 3 emission.

W2XE, New York. Lic. to cover CP to make changes in equipment and increase power to 10 Kw.

SET FOR HEARING

Chickasha Daily Express, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime.

Broadcasters, Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

Curtis Radiocasting Corp., Richmond, Ind. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

United Broadcasting Co., Tulsa. CP for new station. 1550 kc., 1 Kw., unlimited.

Decatur Newspapers, Inc., Decatur, Ill. CP for new special station. 1550 kc., 1 Kw., unlimited.

A. L. Beard, Jasper, Ala. CP for new station. 1500 kc., 100 watts, unlimited.

Airfan Radio Corp. (Ltd.) San Diego. CP for new station. 1420 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS
WSAU, Wausau, Wis. Mod. of license to 1370 kc., 100 watts, unlimited, be granted.

RCA Communications, Inc., New York. License to use 2 additional frequencies be granted.

WREN, Lawrence, Kas. Auth. to transfer control of corp. to Kansas City Star Co. be denied.

APPLICATION DISMISSED

WSJS, Winston-Salem. CP to operate on 1250 kc., 1 Kw., unlimited.

HEARINGS SCHEDULED

May 24: KGO, San Francisco. CP to increase power to 50 Kw. 790 kc., unlimited.

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

May 27: General Electric Co., Belmont, Cal. CP for new station. 9530 and 15330 kc., 20 Kw., unlimited.

June 11: Fields McCarthy Co., Poplar Bluffs, Mo. CP for new station. 1310 kc., 100 watts, daytime.

WKBH, La Crosse, Wis. Auth. to transfer control of corp. and renew license. 1380 kc., 1 Kw., unlimited.

C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts, 1 Kw. LS., unlimited.

Harold F. Gross, Lansing. CP for new station. 580 kc., 500 watts, 1 Kw. LS., unlimited.

Commission has ordered hearings for the following three cases subsequent to Sept. 6: Thomas J. Watson, Endicott, N. Y., CP for new station; Hearst Radio Inc., New York. CP for new station in Albany; Citizens Broadcasting Corp., Schenectady, CP for new station.

Copyright Suit Dismissed

Federal Judge William Bondy yesterday discontinued the copyright infringement suit filed over two years ago against the defunct Federal Broadcasting Co. and Sam H. Harris, the producer. Suit was filed by Jessica M. Hill, owner of copyright on the song "Good Morning to All," which the plaintiff claims was broadcast over WMCA without permission.

Weed's Detroit Office

New Detroit offices of Weed & Co., will be opened in the Michigan Building, 220 Bagley avenue, on May 24. M. J. Thoman, formerly of the Chicago staff, will be in charge.



LOCKWOOD & SHACKLEFORD Agency dug up an old disk series, made two years ago when a flock of present top notchers were starting to climb; dubbed the series down from 52 to 26 sides, and, presto! has a hot then-and-now program for Frank W. Dillon Co. on KEHE. Among the players in the old, and never before released records, are Bob Burns, Martha Raye, Phil Harris and his band, the Five Jones Boys and Etta Moton. Disks run 15 minutes and will go on Friday nights.

C. A. Siepman, director of programs for BBC, spent a few days in Los Angeles on a motor trip investigating educational broadcasting in America; heading east.

Mayfield Kaylor, program director for California net, back on the job after a three week illness.

Howard Chandler, vocal arranger for David Broekman's orchestra, wearing his left arm in a sling, result of prick from palm tree needle and ensuing infection.

Hudson Lyon has been added to KHJ and Don Lee technical staff.

John B. Hughes, newscaster for General Motors Acceptance nightly period, taking a vacation; will do his broadcasts from nearest Don Lee stations while away.

Jim Carroll, known on the air as Jimcrax, starts a new series on KFAC, Tuesdays, Thursdays and Saturdays, in the Will Rogers style.

CBS moving its Fiesta program into the CBS Vine street playhouse, changing times from Wednesdays to Tuesday nights, 10-10:30. Features Wilbur Hatch and ork, Eduardo Durante ensemble and Clayton Post and Don Tortilla Con Frijoles, as m.c.

Vincent Lopez became flying conductor this past week end, hopping to Stanford prom at Palo Alto, Friday night; back to Hollywood for Grace Moore's Saturday program, and playing Sunday in Oakland.

Mary Martin, singer on the Buddy Rogers Twin Stars show, being tested by Columbia Pictures.

Peter Potter, m.c. on Saturday night "Hollywood Barn Dance" on KNX, being starred in "Double Beds," comedy, at Beverley Hills Little Theater.

Fenton Earnshaw of Earnshaw & Young, transcriptions firm, off for East, to spend a while in Detroit before hopping over to Chicago for the convention.

New Thesaurus Subscribers

New subscribers to the NBC Thesaurus are WIS, Columbia, and WCSC, Charleston, S. C. Renewals have been received from WFAA, Dallas, and KTBS, Shreveport.

Disking "Time" in French

"March of Time" cast has been at work assisting a French cast in making three half-hour transcriptions of "The March of Time" in French, for France.

★ Coast-to-Coast ★

SIDNEY SMITH, 14-year-old tenor who has been singing with Clarence Tackett's orchestra in Oklahoma City for the past three years, has signed a three-year contract with KTUL, Tulsa, for a 15-minute program. He starts June 1.

"Sunshine Hour," on WHBL, Sheboygan, has been put on a twice weekly schedule to care for requests from shut-ins, for whom the program is arranged. Show includes Jack Foster, Ann Kenny, George Eisdold and Les Schmidt, with William L. Doudna announcing.

Albert J. Southwick and Byron Ray, members of the staff at KSL, Salt Lake City, have been addressing organizations on radio-relations.

Oscar Smith of the Bachelors Quartet, on Yankee Network, will be married Saturday to Margery Curtis Drayton at the Hotel Buckminster, Boston.

"Gerry" Belmont, public relations chief of the Yankee and Colonial networks, has been passing out cigars. It's a girl.

Sportcaster Len Riley of WFBM, Indianapolis, aided by Pete DePaolo, winner of the 500-mile grind at Indianapolis in 1925, interviewed Wild Bill Cummings immediately after pulling in pits following record-breaking qualifying spin. Riley's broadcasts with DePaolo in role of official question-prompter and race authority originate from track-side at Indianapolis Motor Speedway daily.

A crew from KWK, St. Louis, including Martin Bowin, Sterling Har-

Newspaper Classified Program

"Spotlights," sponsored by Baltimore News-Post, is being aired by WBAL, Baltimore, every morning from Monday through Friday. The newspaper's classified department is handling the program, which is divided into seven classifications—used cars, help and situations wanted, real estate, for sale miscellaneous, personals, lost and found and miscellaneous.

Fashions for Men

"The Calendar for Men," a snappy show foretelling future events for men, tied in with what is appropriate to wear on such occasions, and rounded out with music and dialogue, has started on KLS, Salt Lake City. Stunt was originated by Tommy Axelsen and sold by Ed Broman to Hibbs Clothing Co. for 52 weeks.

Allan Roberts on CBS

Allan Roberts will make his debut on a network program as guest artist on "Hammerstein Music Hall" on CBS, June 1. Roberts has been heard as the "Prince of Song" on WMCA only.

kins and Jim Burke made a trek through the Union Station Yards to greet the Presidential Party as it stopped in St. Louis while enroute to the nation's capitol after President Roosevelt's fishing trip in the Gulf. A number of distinguished members of the party were heard on the air, direct from the special train, which stopped far out in the railroad yards. One of the most interesting interviews came from the President's secretary, Marvin E. McIntyre, who told all about the "boss" and his experience in landing a tarpon.

Springfield (Mass.) Repetory Players are now presenting dramatic sketches over WSPR, Fridays, 8-8:30.

Phil Davis is writing the continuity for the "Musical Headlines" program, a Sunday and Tuesday feature on WCAE, Pittsburgh. Davis takes stories in the news, tells them briefly, and then selects numbers to fit the news.

A two-hour concert of religious music by the internationally renowned Latter Day Saints Choir from the Tabernacle in Salt Lake City, accompanied by a Hammond Electric Organ, will be broadcast from the natural amphitheater in Zion National Park over CBS beginning at 1:30 EDST on Memorial Day, May 30. Richard L. Evans of KSL is handling production and announcing.

Charles Lyon, NBC announcer, assisted by Lynn Brandt, will be at the mike for the International Golden Gloves Tournament to be aired from Chicago over the NBC-Blue on May 28 at 11:05-12:30 midnight, EDST.

Theater Pipes Bowes Show

Omaha—Most expensive exploitation ever attempted by a theater here took place in connection with last week's appearance of Major Bowes' All-Girl Revue at the Orpheum and the Thursday night Bowes broadcast, which was brought into the theater by remote from KFAB and presented to the audience via the theater's own sound system. Local vote was tabulated before the audience's eyes during program. Exploitation cost \$2,300, of which the program sustained \$1,800—the usual amount spent on phones for each week's honor city—and the theater \$500.

Fizdale Moving to Hollywood

Chicago—Tom Fizdale, back from the coast, intends to move his headquarters to Hollywood in the Fall. He will maintain a small office here.

Jackie Heller at State

Jackie Heller plays Loew's State on Broadway the week of May 27. Deal set by Herman Bernie.



HUGH VOGEL, NBC salesman for several years, and formerly of Freeze, Vogel & Crawford agency of Milwaukee, has transferred to Beaumont & Homan agency here as radio director and account executive.

Marilyn Thorne, juvenile singer, will sing with Ted Weems, pinch-performing for Horace Heidt, on the Alemite show over CBS, Monday May 24.

"Lucky Girl," WGN serial, has been brought back to the air with Kay Campbell in leading role. Show is written and produced by Blair Walliser.

Bill Seymour, WLW actor, brother of Anne Seymour of "Mary Marlin," and Patricia Garrity, daughter of J. J. Garrity, Chicago theater manager, were married Sunday.

Lester Griffith, NBC announcer, and Laura Satterwaite of the production department, got around to admitting yesterday that they had been married since May day.

Henry Busse's boys threw a birthday party for him Wednesday.

Bruce Kamman, Kaltenmeyer Kindergarten boss, will tell all when he is interviewed on WCFL's Radio Comments program Saturday.

Ken Ellington has been picked by CBS to describe the 500 mile Memorial day race at Indianapolis. Ted Husing will be doing the Davis Cup matches at Forest Hills at that time.

Dick McBroom to Head Blair Research Dept.

Chicago—A new research and promotion department, headed by Dick McBroom, for the past two years manager of the NBC press department here and before that in advertising and editorial work, is being established by John Blair & Co., station representatives. Efforts will be made to supply advertisers and agencies with vital sales information by means of a new checkup system aimed to minimize the demands on stations, according to John Blair.

McBroom takes up his new duties June 1 on his return from a coast vacation.

WHBL "Question Box"

"The Question Box" has been added to the schedules of WHBL, The Sheboygan Press station, Sheboygan, Wis. During the 15-minute morning period, "The Question Box Man" offers to answer any answerable question of fact, barring medical, legal, and financial advice—or, for that matter, advice to the lovelorn. The program is conducted by William L. Doudna, WHBL program director.

PROMOTION

WFBL Survey

Results of a survey of WFBL listeners, made recently by Professor Kenneth G. Bartlett of Syracuse University, has been published in an attractive brochure. Said to be the largest telephone and personal interview study ever made in Syracuse or any city of comparable size, the results show WFBL as the most-listened-to station.

Favorite programs, in order of vote, are Eddie Cantor, Lux Radio Theater, Gang Busters, Boake Carter, Major Bowes' Amateurs, Jack Oakie, Jack Benny, Joe Penner, Lum and Abner and Kate Smith. Cantor is first in preference with men, second with the women and third with children. Lux Theater is the women's first, while Popeye the Sailor heads the children's list.

Newspaper-Radio, Tieup

In order to stimulate local interest in the National Boy Scout Jamboree, KCKN (Kansas City, Kas.) promoted 200 genuine Indian arrowheads from proprietor of local Indian curio shop and arranged a simple scrambled letter contest utilizing both newspaper and radio.

Story in the newspaper gave four letters from the name of a famous Boy Scout leader (Dan Beard) and told readers to tune to the radio program to get the 4 other letters that would complete the name.

The four missing letters were announced on the broadcast and listeners were told to look in the newspaper for the other 4 letters.

Free Seeds

A packet of Guinea Gold Marigold seeds and a booklet, "We Grew it," are given by the Northrup King Seed Co., Minneapolis, to listeners to the Almanac of the Air program over WHO, Des Moines, each weekday at 6:45 a.m. Listeners are asked to send in a date line off a packet of Northrup King seeds. Each packet is stamped with the year in which it was packed.

Mystery Contest

A \$50 prize is being offered for shortest solution to crime stories enacted Tuesday nights in "World Fastest Mystery Contest" aired over WFAA under sponsorship of A. J. Krank, Minneapolis (Krank's Lather Kreem and Lemon Cleansing Cream). Same program is aired on other network stations with or without the contest feature.

Offers Book on Furs

Cownie Fur Co. of Des Moines is offering a free booklet titled "The Romance of Furs and Their Care" to any woman who writes to the company telling the kind of fur she owns. The Cownie Musical Furrier, a 15 minute recorded program, is broadcast over WHO, Des Moines, every weekday 8:15-8:30 a.m.

ORCHESTRAS - MUSIC

ZINN ARTHUR'S debut on the MBS network May 27 inaugurates not only a new band but a new style. Arthur is responsible for a new type of music called "Maraccas Swing."

Ed Davies, baritone, is a new Paul Whiteman discovery. He'll be heard with the Whiteman aggregation in Washington the week of May 21, making a total of 43 people discovered by the maestro.

Johnny Mullaney and Ork, booked by CRA, play the annual Warner Bros. employees party in Chi. May 21.

Joe Candullo and his NBC band are heard nightly at Seven Gables Inn, Milford, Conn.

Bobby Lee, from the Parrish Cafe, and Tevia Gorodetsky, from the Russian Kretchma, are the newest additions to the dance remote parade of bands heard over WDAS, Philadelphia.

Bert Block and his Bell-Music abandon the Hotel Syracuse today and will be heard at Coney Island, Cincinnati, for five days, effective May 22, with a WLW wire. Bert takes his Bell Music into the Hotel Statler Roof Garden, St. Louis, for the entire summer, with a bi-weekly airing via CBS.

Julie Oshins and Ben Lessy, song satirists, will continue through the Summer at the Frolics, Broadway rendezvous. They are working on a new comedy routine burlesquing recent happenings at the Coronation in London.

Arthur Ravel, now at French Lick Springs Hotel with his orchestra, confesses his real name is Arthur Valentino. He's a cousin of the late Rudolf Valentino.

Charles Dornberger, whose orchestra enlivens moments at the Roosevelt Hotel, has gone back to flying. He was a pilot for 9½ years and last Sunday made his first flight in 1½ years at Roosevelt Field.

Ascap Meet Closes

Three-day convention of the field representatives of Ascapi came to a close late yesterday afternoon. Final day was given over to various discussions, mainly anent the relationship between the home office and reps. The 55 attendees were guests last night of general manager John G. Paine, at the Rainbow Room.

Full-Hour "Clock" on WBRY

New Haven—WBRY has supplanted two network programs just concluded with a full-hour "Musical Clock" at 8 a.m. daily, designed to lend itself to commercial purposes. Walter Howard will handle the show.

Felix Mills, Gilmore Circus band conductor-composer, composes music without a piano or other musical instrument. He sits at an ordinary desk, sets the notes down as fast as they come to him, and rarely has to make changes.

Joe Marsala, Hickory House batoneer, has re-contracted Adele Girard, swing harpist, thus scotching rumors that Adele would join a rival band.

Les Lamont's band, playing in the new Palm Room in Frisco, is aired regularly over KYA Sundays from 10-10:30 p.m. Maestro Floyd Mills has been held over for the summer season at the Du Pont Hotel, Wilmington, Del., via WDEL and a split Inter-city net.

The Imperial Hawaiian Band inaugurate a limited engagement at the Genova Cafe, Camden, N. J., with a WCAM wire, prior to their return to the Steel Pier, Atlantic City, from which spot they air via WPG.

The Olsen musical aggregation concluded an engagement at the Metropolitan Theater, Houston, Tex., on Thursday last, played for a private party at the Country Club Friday night, and left for Los Angeles and the Cocanut Grove on Saturday.

Batonist Frankie Richardson and his boys take musical command at the Club Avalon in Wildwood, N. J., May 22.

Earle Row and ork are back at the White Way Hotel, Atco, N. J., for the summer season.

Henry Busse this week wound up an engagement of 124 weeks at the Chez Paree, 72 of them without interruption. Ted Lewis and ork replace Busse for five weeks while he tours. On June 4 Maestro Busse opens a Chez Paree show unit in Detroit for 4 weeks of theater work, flying back to Chi July 2.

Rita Rio plays a one night engagement at the Paramount Ballroom in Philly, May 27.

Paley Amateur Award

Walter Stiles, Jr., amateur radio operator of Coudersport, Pa., has been selected by a board of five distinguished judges for the William S. Paley amateur radio award and will receive the award from Paley at a presentation luncheon at the Waldorf-Astoria Hotel on Monday.

Short-Waving Fight

Through special facilities installed at the ringside, NBC will short-wave the blow-by-blow description of the Braddock-Louis fight to Radio Splendid, Buenos Aires, as a sustainer on June 22. This is in addition to the sponsored fight broadcast which Buick has arranged for the Blue and Red networks.

★
The Time
June 20-23
 ★
The Place
Chicago
 ★
The Event
NATIONAL
ASSOCIATION
 OF
BROADCASTERS
CONVENTION
 ★
Will
RADIO DAILY
Be There?
 ★
YES
 and
HOW
 with
SPECIAL
EDITIONS
Every Day
 ★

CATHODE RAY FOR TELE IS HELD INSUFFICIENT

(Continued from Page 1)

have the advantages that a radio has over a phonograph: vitality, interest and a well ordered flow of subject matter obtained with no effort other than the choice of competing programs.

Every radio-set owner has potentially a library of subject matter, costing him nothing at all, that far exceeds the scope of any possible collection of phonograph records. And, likewise, a television-set owner, after adequate television broadcasting networks are functioning, will have on tap potential subject material, without cost, that is beyond the pocketbook of even a fairly wealthy home movie enthusiast.

But television in the home must produce a picture of substantial size—say two to three feet on a side—which must be of satisfactory quality or detail, and be adequately illuminated. Also, the receiving set must be low enough in cost to be capable of being included in the family budget without undue discomfort.

The cathode ray system of television does not meet the above requirements, and it is rather doubtful whether it ever can be developed as a commercial competition to the home talking motion picture. However the system of the International Television Radio Corp., based upon the resonant vibrating mirror scanner, is devised to meet these requirements. Tentatively the retail price of the receivers has been estimated at \$200. The dream of the public of home talking motion pictures must be satisfied, and the public will continue to exert pressure upon organizations and their engineers until the devices it desires have been made available.

Dr. Lee de Forest, speaking recently over KEHE, Los Angeles, said: "How soon television will actually be commercialized, and in the home, depends on how soon the leaders of television engineering begin the intensive development of mechanical systems which will permit the projection on the home screen of large, brilliant, fine detailed pictures, comparable to today's home movies.

"But so long as these engineers actually praise their present tiny cathode ray miniatures for their 'unobtrusiveness,' the average radio ad-

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 34 of a Series

WDZ—Tuscola, Ill.

250 Watts—1020 kc.

EDGAR L. BILL, Pres.

CLAIR B. HULL, Mgr.

WDZ was founded in the spring of 1921 by James L. Bush for the sole purpose of broadcasting grain and market reports.

WDZ is the oldest station in the state of Illinois and the third oldest in the nation, having been preceded only by KDKA, Pittsburgh, and WGY, Schenectady, N. Y.

While in the beginning WDZ was only on the air every 30 minutes between 9 a.m. and 1:15 p.m. daily to broadcast market reports, today it operates on a full daytime schedule, between 5 a.m. and 5:30 p.m.

It was in 1929 that the station ceased to devote its entire time to markets and became a full-fledged commercial station. In December, 1935, WDZ became incorporated under the name of the WDZ Broadcasting Company, Inc., with Edgar Bill of Peoria as president. At this time WDZ was given an increase in power from 100 watts to 250 watts, and the change of wave length to a clearer channel, from 1070 to 1020.

Clair B. Hull was named manager of the station, and since the first of 1936 the staff has grown from five to 23.

dict had best console himself with what he can now actually find among the ether waves.

"But seriously, it is well within the possibilities that we shall have Television as it should be (and must be, for it to be marketable) within two years. Someone will surely get 'around that corner.' And there he will find, not a small cathode-ray tube, but perhaps a small rapidly vibrating mirror, and a reasonably large screen. Before television, as we like to imagine it, can really arrive, and be put upon a sound economic basis, the picture must first be gotten out of the bottle and put back upon the screen.

"This can be done, and it must be done. There is today sound engineering basis for this statement. And if one-half of the sums which have been expended in America and Europe upon the cathode-beam principle had been devoted to one or two existing mechanical systems, I have little doubt that there would be in operation tonight a score of commercial television transmitter stations scattered among the cities of this country, and many thousands of households enjoying visual entertainment in their homes."

It is safe to predict that television will cause a marked decrease of attendance at the motion picture theaters. This loss will be more than made up by the sale of television sets, the sale of television broadcasting time, the increased sale of products due to television advertising, and the increased use of film and film production facilities for the production of shorts for television purposes. Radio took the bottom out of the phonograph business, but who is there today who would want to turn the clock of progress back to the pre-radio era? And should television provide more genuine interest and entertainment for the general public and many more new commercial advantages, who would then question the general and expanding use of

television facilities even though this process cost the motion picture industry a substantial loss of audiences and a reduction in the tremendous earning power of the few glamorous stars of the silver screen?

People who attend a motion picture theatre resent any attempt to utilize the performance which they pay to see as an advertising medium. But this is not the case in the home. Radio has accustomed us to the sponsored program, just as the newspapers have made it natural for us to have advertising side by side with our news. We know that advertising in a newspaper provides the funds that make it economically possible for the paper to put out excellent issues with complete news from agencies embracing the whole Earth and containing the ideas of the skilled commentators and columnists of the day. We know that advertising on the sponsored radio programs provides superlative entertainment that is commercially healthy. Likewise sponsored television will be acceptable. And with it will be released the most powerful medium of advertising that mankind has ever experienced: Eye value, charm, appeal of products that can only be duplicated by a trip to a store under the guidance of a superior salesman. And, better still, this trip is made as a unit by the whole family who are free to comment upon the merchandise displayed, without being subjected to such censorship as might be self-imposed by the human desire we all have to protect the salesman's statements from our pointed criticism or disagreement.

Omitting from consideration the cultural and entertainment value of television, the very fact that it will create large sales of merchandise by reaching effectively millions of potential buyers, will of itself increase production of merchandise and naturally increased business, and be a marked influence in stimulating and

CHICAGO SURVEY SHOWS TASTES ARE GOING UP

(Continued from Page 1)

character of advertising in broadcasts is seldom criticized, though the amount is, and that broadcasters in general are doing a good job of programming.

Duplication of programs (the same event on two stations simultaneously) and the exciting type of children's fare aroused complaint, and there was widespread expression that too few listeners write in commending broadcasters for their excellent programs.

Jack Benny, Father Coughlin, March of Time, Eddie Cantor, Fred Allen, Wayne King and One Man's Family led the list of favorite shows.

maintaining our national prosperity. In other words, the advertising value of television alone would make it a valuable contribution to the well-being of our people.

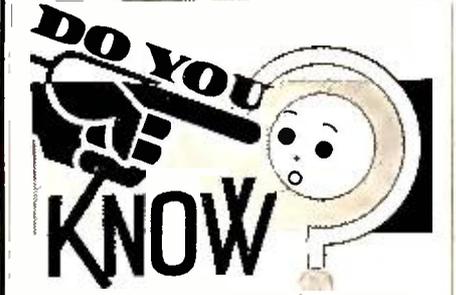
After we have seen a two-hour program in our home of an evening we naturally have no desire to go to the local motion picture theater. Serials and certain recurring features will tempt us to a nightly habitual use of our set. Of course, the home program must suit our taste. Radio has taught the broadcasters drama and diversity, and we can expect this lesson to be inherited by the program specialists of television. The motion picture theater cannot give the audience anything that approaches the drama and diversity that is possible with television. For example, television can show a boxing bout in progress, while the climax is in the lap of the gods. Motion pictures of the bout are an anti-climax, for we have read about it in the newspapers before we see it at the theater, and that important element of dramatic suspense is absence.

It seems certain that some tens of thousands of people who depend upon the motion picture industry for a living, will find television encroaching upon their livelihood. But is this important when television promises the creation of hundreds of thousands of new jobs and thru its advertising appeal some hundreds of thousands of additional workers to manufacture the products it sells on its programs?

ONE MINUTE INTERVIEW

SHEP FIELDS

"In swing I believe we have reached the ultimate in popular music. Whatever future ideas there will be in dance style can only be variations of what has already been done. We have gone to every conceivable extreme and from now on we will be merely retracing our steps in some form or other."



DO YOU KNOW

Canada now has approximately 1,026,000 radio licenses in operation, against 862,110 a year ago.



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 73

NEW YORK, N. Y., FRIDAY, MAY 21, 1937

FIVE CENTS

Sarnoff Sees No Tele Yet

STERLING PRODUCTS RENEWS 2 NBC SHOWS

Two Sterling Products NBC accounts "Backstage Wife" and "How To Be Charming" yesterday signed 29-week renewals effective June 14. Former show is heard on 24 NBC-Red stations, Mondays through Fridays, 11:15-11:30 a.m., latter is on 43 NBC-Red stations from coast to coast, Mondays, Wednesdays, Fridays, 11:30-11:45 a.m., with repeat 2:30-2:45 p.m. Blackett-Sample-Hummert Inc. is the agency.

WBCM Off Air 5 Hours In Power Plant Strike

Bay City, Mich.—Strike of Consumers Power Co. workers Wednesday forced WBCM off the air for almost five hours due to lack of power. Chief loss to listeners was the Tigers-Athletics baseball game description. WFDF, Flint, was not affected, the strike being settled before power could be turned off there.

VanCronkhite Associates Add Five More Offices

Chicago — In an expansion move necessitated by enlargement of its news feature service and the addition of writers to the staff, VanCronkhite Associates Inc. has leased five additional offices. The firm headed by John VanCronkhite is taking almost the entire front of the building at 360 North Michigan Ave.

E. T. License Parleys Adjourned to Tuesday

Publishers and the song writers' committees who met yesterday to discuss the proposed handling of (Continued on Page 2)

WICC Adds 1/2 Hour

Bridgeport, Conn.—WICC's summer broadcasting schedule, starting Monday, will be increased by a half hour, Monday through Saturday, 6-6:30 a.m.

The new program, featuring transcribed popular orchestras and vocalists, will originate at WNAC, Boston, a member of the Yankee Network to which WICC also belongs.

CONTINENTAL'S NAME NOW SCRIPPS-HOWARD

Continental Radio Co., effective immediately, will change its name to Scripps-Howard Radio Inc. Firm is a subsidiary of the Scripps-Howard newspaper chain and controls the radio stations owned by the chain. Change in name was made to associate the stations more closely with the parent organization.

WJBK Goes One Better On Baseball Reports

Detroit—after being temporarily halted in airing the Tigers' out-of-town baseball games as a result of Western Union refusing to supply the service, WJBK not only is getting the wire reports through undisclosed channels, but is even adding New York to the list. Al Nagler is at the mike for the WJBK descriptions.

Continuing its fight in the W. U. matter, WJBK took space in the De- (Continued on Page 3)

A. F. of L. Moves to Keep CIO Out of the Radio Field

American Federation of Labor through three of its local units has filed request with Loew's Inc., owners of WHN, that only A. F. of L. men be employed at WHN it was learned yesterday. Engineers of WHN are affiliated with the American Radio Telegraphists Ass'n, a CIO union.

A. F. of L. unions who filed the request with Loew's were the musicians union, Local 802, Local 1 of the Theater Protective Ass'n (stage

Commercial Visual Broadcasting Is Not Planned by RCA and Others for At Least Two More Years

FCC TO INVESTIGATE ACTS OF RADIO LAWYERS

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—General shakeup of Federal Communications Commission regarding practices of radio lawyers tampering with commission files through assistance from friendly stenographers and clerks has resulted in the appointment here yesterday by commission of a special committee consisting of Commissioner George Henry Payne, chairman, Thad H. Brown and Commissioner Paul A. Walker to investigate the case of George S. Smith and other incidents of similar character.

For a long time it has been the practice of radio lawyers through the co-operation of stenographers to substitute papers in the commission's (Continued on Page 3)

Mel Hollinshead Joins Morner Productions

Melvin A. Hollinshead, an executive with Campbell-Ewald in Detroit and New York for the past 15 years, has become a partner and vice-president in Morner Productions, radio producing firm headed by Count Gosta Morner as president. The Morner firm has expanded its quarters at 2 West 45th St.

Chicago—There will be no commercial television this year, neither RCA nor any other manufacturer having such plans for the present season, while next year is problematical, President David Sarnoff of RCA told 500 wholesalers attending the annual RCA-Victor sales meeting here. The public can safely buy new receivers, knowing they will get full value before television receivers and programs are available, he declared.

Though television will bring great- (Continued on Page 3)

NEWSPAPER OWNERSHIP OUTSIDE FCC AUTHORITY

Washington Bureau, RADIO DAILY

Washington—Bill introduced in the House by Congressman O. D. Wearin to prohibit ownership of radio stations by newspapers has been turned back to the Interstate and Foreign Commerce Committee (Continued on Page 3)

Dizzy Dean Collecting \$40,000 From Radio

Dizzy Dean, ace hurler of the St. Louis Cardinals of the National League, will gross \$40,000 from his radio earnings this year according to a report credited to Mrs. Dean. "Dizzy" is paid \$1,000 a week by one advertising agency regardless of how many times he takes the air. He appears on other programs for \$250 and up.

Sets Going Deluxe

RCA-Victor's new season line of radio receiving sets will feature a number of improvements and modern conveniences.

Among them are push-button electrical tuning, armchair control, new overseas dial which allows 50 times more space on the dials to foreign stations, and a Sonic-Arc "Magic Voice". There are 39 different models in the new series.

Cleanup Campaign

Laundryowners National Association, Joliet, Ill., has appointed Batten, Barton, Durstine & Osborn to handle a new advertising campaign now being planned. The association includes 2,500 power laundries in the U. S. and Canada. Some \$2,000,000 will be spent in a co-operative campaign with radio as one of the mediums. Chicago office of B.B.D. & O. is handling.



(Registered U.S. Patent Office)

Vol. 1, No. 73 Fri., May 21, 1937 Price 5 Cts.

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

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FINANCIAL

(Thursday, May 20)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166½	164	166	+ 2½
Crosley Radio	20¼	19¾	20¼	+ 1
Gen. Electric	54	52	54	+ 1½
North American	24½	22¾	24¼	+ 1¼
RCA Common	9¼	8¾	8¾	+ ½
RCA First Pfd.	68¾	67	68¾	+ 1¾
RCA \$5 Pfd. B.	(75 Bid)			
Stewart Warner	18½	17¾	18¾	+ ¾
Zenith Radio	34½	33¼	34¼	+ ½

NEW YORK CURB EXCHANGE

Hazeltine Corp.				
Majestic	3	3	3	
Nat. Union Radio				

OVER THE COUNTER

	Bid	Asked
CBS A	53½	55½
CBS B	53	55
Stromberg Carlson	12¼	13¼

Lucky Strike Ork Changes

Lucky Strike will change the bands on the Hit Parade broadcasts the first week in June. Mark Warnow, currently heard on the Wednesday night NBC programs, leaves the air June 2. The following week Richard Himber and his band will appear for a one shot. Harry Salter takes over the show July 16 for eight weeks. Al Goodman is now playing the Saturday night CBS show, but leaves the program June 5. His successor has not been announced.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. □ 6 TO 7:30 P. M.

Benton First to Phone from China

William B. Benton, of Benton & Bowles, was the first person to place an incoming commercial call over the new China-U. S. telephone circuit which was opened Wednesday. Benton talked with Atherton W. Hobler, president of the agency, from Shanghai. Benton is on a world tour.

Second Protest is Filed By ARNEW on Post Yarn

A second letter of protest has been sent by the Association of Radio News Editors & Writers to the Saturday Evening Post in connection with the weekly's recent article contending that censorship has been exercised in news over the radio.

The first complaint by ARNEW brought a reply from Wesley W. Stout, Post editor, stating he believed the facts in the article were correct. John VanCronkhite, president of ARNEW, responded with another request for correction of the alleged misstatements.

WMCA Gets Orchestras

Dance orchestras from the Hollywood Restaurant on Broadway will be heard over WMCA-Intercity four nights a week starting tomorrow, according to Alfred Hall, WMCA program director. Bands include Eugene Jelesnick and his European Society Orchestra, Mondays and Saturdays 11-11:30 p.m., and Mitchell Ayers' Fashions in Music, Sundays and Thursdays at 11:30-midnight. Soloists and featured artists with the bands are included in the broadcasts.

Col. Major's Mail Leaps

Colonel Jack Major, who emcees a Monday 3-3:30 p.m. show over the CBS network, has jumped to fifth place on the Columbia calendar in the amount of unsolicited mail he is receiving. Major sings, whistles, yodels, reads his homespun poetry and tells "whoppers" in addition to emceeing.

George Sharp to Recess

George Sharp, baritone on WMCA, is leaving the airwaves for the summer. He returns in the fall to continue his "America's Music in Review" series. On June 7, Sharp will be soloist with the Rockland Symphony Orchestra at Haverstraw, N. Y.

WIND Gets Football Series

Chicago — Exclusive air rights to the Chicago Cardinals' professional football games this fall have been acquired by Ralph Atlass for WIND. A sponsor will be sought.

Insurance Series on CKLW

Windsor, Ont.—CKLW this week is carrying a series of human interest stories sponsored by Mass. Mutual Life Insurance Co. in connection with Life Insurance Week.

Pinney Joins WSPR

Springfield, Mass.—Russell F. Pinney of Rockville, Conn., has joined the WSPR engineering staff. Station celebrates its first year on the air June 3 with special ceremonies now being planned.

E. T. License Parleys Adjourned to Tuesday

(Continued from Page 1)

electrical transcription and movie synchronization licenses by the Song Writers' Protective Ass'n had a friendly talk and adjourned until Tuesday. No definite action was taken by either side, excepting concessions mentioned and the possible mechanics of working out a suitable solution. Spirit of cooperation was evidenced by both sides.

Publishers committee was Walter Douglass, A. M. Wattenberg (attorney for Warner subsidiaries), Jack Bregman and Louis Bernstein. Writers' committee was Irving Caesar, George Meyers, Joe Young and Abel Baer.

Courtland Smith Resigns As Pathe News President

Courtland Smith, president of Pathe News, last night resigned from that organization. He will enter the radio and television field. Ned E. Depinet succeeds Smith as president of Pathe News.

Changing to Light Music

A program devoted to light symphonic and oral music will replace the Philadelphia Philharmonic orchestra on the Association of Banks programs during the summer months. Program will be under the joint direction of Ferde Grofe and Edwin Smalle, vocal stylist. New series will begin June 4 and continue for 10 weeks. The Philharmonic orchestra will disband for the summer to allow members to fulfill concert dates all over the country, but will re-assemble in time to take over the show August 13. Program is heard over 41, CBS stations Fridays, 10-10:30 p.m. Wessell Co., Chicago, is the agency.

CBS Swing Club Celebration

CBS will devote a full hour to the celebration of the first anniversary of the Saturday Night Swing Club on June 12. Program, scheduled to be broadcast over the entire CBS network 12 mid.-1 a.m., will feature bands picked up from different spots throughout the country and a special short wave broadcast from Paris. The regular broadcast, usually heard from 7-7:30 p.m., will be omitted on that date.

Wanted—Announcer

Local Texas Station desires announcer. Give full details of experience, education, references. Send picture. State salary expected. Box 666, RADIO DAILY, 1501 Broadway, New York City.

COMING and GOING

MORTIMER C. WATTERS, manager of WCHS, Charleston, W. Va., is in New York on business.

WILLIAM CHERRY, head of WPRO, Providence, is a New York visitor.

FREDERIC WILLIS, CBS assistant to the president, sails on the Stavangerfjord May 26 for Oslo, Norway, for an indefinite vacation.

WARREN P. WILLIAMSON, executive of WKBN, Youngstown, is in the city.

HARRY TRENNER, commercial manager of WNBF, Binghamton, was in town yesterday.

ALBERT W. MARLIN, manager of WMAS, Springfield, Mass., is in the city.

HARRY SEDGWICK, CFRB (Toronto) manager, arrived in New York late yesterday afternoon.

SAMMY FAIN and IRVING KAHAL, song-writers, leave next Thursday for Dallas.

ARTHUR FISHER will arrive today from a short trip to Hershey, Pa.

RALPH WONDERS leaves next Thursday for Cleveland.

P. L. DEUTSCH, president of World Broadcasting System, is back from Hollywood where WBS plans to have a new \$250,000 structure ready by Oct. 1.

MRS. WILLIAM RICHARDSON of West Baden, Ind., mother of Ann Richardson, Consolidated Radio Artists executive, is visiting in New York.

JIMMY BLAIR, formerly known as Buddy Blaisdell, arrived in Hollywood early this week. Dolan & Doane are arranging for him to go into a Young and Rubicam show.

RICHARD J. POWERS, Dallas district representative for Ascap, and MRS. POWERS have returned home after a brief stay here.

MARK WARNOW will leave for a two-week vacation in Hollywood on June 6. BUDDY CLARK, scheduled for pictures, will accompany Warnow.

BENAY VENUTA leaves for Swan Lake, N. Y., immediately following her broadcast Sunday night.

JANE PICKENS to Pittsburgh today to appear on final broadcast of "House That Jacks Built."

ROSALINE GREEN returned from Washington yesterday.

SHEP FIELDS and band to Stanley Theater, Pittsburgh, for one week. Will make special trip to New York on Sunday for broadcast, returning to Pittsburgh immediately after airing.

PAULA O'BRIEN of MCA returns today from a 5-day business trip to Syracuse.

JOHN G. PAINE, general manager of Ascap, left for Washington last night on MPPA fair practice biz with the FTC.

Spector Signs Newcomers

Martin Spector, artists' representative, has signed 17-year-old Carol Bruce to an exclusive contract. Miss Bruce will be auditioned for radio shortly. Spector has also signed Clyde Burke and will handle his radio appearances in the future.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

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

COMMERCIAL TELEVISION STILL FAR OFF--SARNOFF

(Continued from Page 1)

ly increased costs to advertisers, it also will bring greatly increased opportunities to justify those costs, Sarnoff pointed out. He said he expects television to utilize short movies for advertising purposes much after the fashion of present spot broadcasting in radio. He does not think television will supplant the movies.

RCA introduced 39 new models running from \$24 to more than \$250. It was also reported that all divisions of RCA have been operating in the black all this year, with prospects continuing bright.

FCC to Investigate Acts of Radio Lawyers

(Continued from Page 1)

files. Lawyers are also known to have set up dummy companies in order to get or oppose granting of wave length licenses. The commission has issued an order calling upon George S. Smith and Paul M. Segal to show cause why they should not be suspended, disbarred, their right to practice before the commission revoked, or their appearance before commission prohibited.

The commission charges Segal and Smith with alleged unbecoming, unethical and unprofessional conduct and demeanor for alleged concealment, in obtaining admission to practice before commission, of material facts with reference to their legal qualifications. Smith and Segal, according to commission, on or about Dec. 9, 1936 knowingly and with intention to deceive, interpolated certain signed and notarized depositions into the files of the commission in the case of Richard Castro, who was not the applicant, but was used as a dummy for another person or persons. The commission further charges that the two lawyers formed the Palmer Broadcasting Syndicate, Inc., as a dummy applicant, to delay the commission consideration of other applications.

Today's order gives both Segal and Smith 31 days to file answers to the charges and announces that it will enter upon a hearing time and place to be determined later to bring out truth or falsity of charges.

Jacks Program Fading

John H. McGinley, millionaire sponsor of "The House That Jacks Built," heard Fridays, 7:15-7:30 p.m., leaves the air after tonight's airing. Program consisted of guest soloists accompanied by an organist.

Stand By for a Radio Flash

You're a Hit!

FULL DANCE ORCHESTRATION—50c
WHITNEY BLAKE MUSIC PUB.
1585 Broadway New York City

NEW PROGRAMS—IDEAS

Miniature Home Contest

Akron—WJW has just put over a unique program. R. K. Crawford of a local realty company sponsored the idea of a Junior Model Home Building Contest. Boys and girls in the public schools were eligible.

Akron, like many other cities, has many houses which are obsolete and not fit to live in. The idea of this contest was to promote good design, beauty and quality in house construction. In order to stimulate interest in building miniature model homes many prizes were offered by some of the leading citizens.

Every Monday afternoon at 4:45, Crawford gives an inspirational talk over WJW on the advantages of style and beauty in home building. These talks are supplemented by high school orchestras and talented musicians from Akron's public schools. With no other publicity than that furnished by the facilities of the station, the contest has been a tremendous success.

Builders are planning to build several homes in Akron patterned after the models submitted in this contest and the air programs will continue in order to acquaint this community with the progress being made. Eventually Akron will reflect the impulse toward better housing caused by the success of Akron's First Junior Model Home Building Contest.

Broadcast from Store

A novel program is featured over WSOC, Charlotte, on Mondays, Wednesdays and Fridays at 3:15 p.m., when an enterprising and wide-awake domestic electrical appliance company presents two well-known

Newspaper Ownership Outside FCC Authority

(Continued from Page 1)

by the FCC, who advised Wearin yesterday that the matter is not in its jurisdiction. Wearin said he would press for early hearings in committee.

"Woman Behind the Man" Series

A new series dramatizing "The Woman Behind the Man" starts at 8 p.m. tomorrow over the NBC-Blue network. First show will be based on the story of Peggy Arnold, wife of Benedict Arnold. Idea is to show how women influenced the lives of famous men.

John M. Young of the NBC Chicago continuity staff is author of the series. Bessie Boynton assisted in research.

Leading roles in the initial presentation will be taken by Templeton Fox, Bob Griffin and Phil Lord.

local personalities. "Sluefoot" Lochman, blackface song and chatter comedian, accompanied by "Bo" Norris at the piano, set up right in the store, from which point the show is broadcast by remote control. "Sluefoot" carries on darky-dialogue and songs in his own characteristic way, while Bo contributes novelty piano solos. The public is invited to attend the programs, and visitors are given flowers and refreshments by the sponsors, Eptings Inc.

Tour of Hospital

WCBS, Springfield, Ill., aired a unique and unusual broadcast when announcers Dave Meyer and John Corrigan toured St. John's Hospital in observance of National Hospital Day.

Placing WCBS microphones in several of the interesting departments the announcers were able to interview the supervisors and have the equipment and the operation thereof explained to their radio audience.

In the course of the broadcast word pictures were given of the X-Ray, Laboratory, Eye-Ear-Nose-and-Throat Department, the Operating Rooms, the Dietary Department and the Children's Hospital.

Interviews from Streamliner

With inauguration of service on Chicago & Eastern Illinois R.R.'s Egyptian Zipper on May 20, Manager Clair Hull of WJZ, Tuscola, Ill., will have the only regular daily broadcast from a streamlined train—and possibly from any train in America. Hull has been broadcasting his sponsored program from the rear coach of an old style train between Villa Grove and Tuscola, using short wave.

WJBK Goes One Better On Baseball Reports

(Continued from Page 1)

troit Free Press this week to tell fans its story in regard to the baseball broadcasts. The message was signed by James F. Hopkins, manager of the station.

The WJBK case is now before the FCC.

Theater Group on Air

American Theater Council Convention, to be held at the Hotel Astor on Monday, Tuesday and Wednesday, will be broadcast over WEAJ, at 1:15-2 p.m. on Monday and Tuesday. Helen Hayes, Frank Gillmore, Sidney Howard, Frank Crownshield, Burns Mantle and others will be heard.

RECORDINGS

Productions -- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BR 9-8265

A. F. OF L. MOVES TO KEEP CIO OUT OF RADIO FIELD

(Continued from Page 1)

union's desire to keep the CIO out of the entertainment and radio field which is largely controlled by the A. F. of L. through its affiliated unions.

WHN engineers through the ARTA have been conferring with WHN executives for some weeks in an effort to have the station recognize the ARTA, but in view of the new turn in events it is possible that Mrs. Herrick will have to serve as the arbitrator to figure a way out of the dilemma.

Unionization of technical employees of radio stations is beginning to take on a free-for-all aspect with the International Alliance of Theatrical Stage Employees definitely going into the field by appointing James Brennan, vice president, to be in charge of this form of organizing.

IATSE plans to issue a separate charter to the radio groups whose jurisdiction would include, control board, sound effects and other men connected with electrical apparatus. IATSE will have the support of affiliated A. F. of L. locals.

Complications appear imminent with the CIO and ARTA on the scene as well as company and other unions and guilds.

ST. LOUIS

Bill Foreman of the KWK staff will be away from the studio for about a week because of illness. Buddy Mills takes over the programs to which Foreman is assigned.

Ruth Ecoff, long a member of KWK's staff, was married yesterday to Herb Hahler, local orchestra leader.

Roger Pryor's orchestra begins a series of nightly dance music broadcasts on KSD at 9:45 tonight. Red Nichols' orchestra will be aired by KSD for two weeks opening May 29.

KMOX has renewed the Park Plaza Crystal Terrace pick-up for the Summer. Lou Blake and his Aristocrats of Music are the current attractions in that popular night spot.

Lavina Mae who worked with her mother, Edna Mae Hummert, a pianist at KMOX when that station had its headquarters at the Mayfair Hotel several years ago, is the new vocalist at the Hotel Kingsway tavern.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS



CARROLL O'MEARA, writer and producer with KHJ and Don Lee staff, and several of whose plays have been on national nets recently, leaves Don Lee June 1 to join the Hollywood staff of Young & Rubicam agency, starting June 7. Which of the Y. & R. shows he will be assigned to work on will not be decided until after he has had a chance to get the feel of the office.

Ernest Spence of KIRO, Aberdeen, Wash., visiting in Los Angeles.

Forest Lawn's "Reunion of the States" series, finishing for the season this week, will be followed during the summer by Mertens & Price Sunday Players disk series, Sunday afternoons on KNX, CBS outlet. This will put the Sunday Players on two local stations the same day; KEHE continuing its series, and KNX using dramatizations not yet used locally. Don Miner is agency.

Douglas Evans, for five years one of KFI-KECA's leading announcers, has been made chief announcer, replacing Tom Hanlon, who has gone to KNX. George Gates, formerly with WCAU, added to Anthony station's staff replacing Lary Chatterton, also gone to KNX.

Kelly Anthony, son of Earl C. Anthony, owner of KFI-KECA, and assistant manager of the stations, has returned from China Clipper trip to Hong Kong, stopping for lunch, or slightly longer, and heading for England, combined pleasure and business trip, to be home in July.

Fay Wray has been set for interviewing on George Fischer's Hollywood Whispers program on Mutual, for May 22. Joan Blondell goes in May 29, followed by John Trent on June 12.

Fred Dahlquist, producer of "Thrills" for Union Oil, upping and downing from San Francisco this week to sign the bridge builders for a forthcoming program.

J. (for Jack) H. Withington resigning from KFAC sales staff to head his own agency, which starts off with some half dozen accounts already on the air.

Walter Winchell handed out real orchids yesterday when Sheriff Homer Sylvester and brother Cass were given plaques by the governor for capturing the killer of G-Man Baker. Winchell aired and sent the costly blooms in time for the banquet at Plattsmouth, Neb.

Loretta Correnson goes to the publicity desk for KMTR, in place of Dolores Ehlers, transferred to the sales office, downtown.

Casper Resigns from KTSA

Charles Casper, sports announcer heard over KTSA, has resigned from that station to become publicity director of the St. Louis Browns baseball team. Casper was under contract to Wheaties and Socony-Vacuum to broadcast the baseball games over KTSA.

● ● ● Tommy Rockwell, Cork O'Keefe and Ralph Wonders will meet in Chicago a week from Monday to discuss percentages, names on doors and letterheads!... Dale Carnegie auditions today at NBC for a big show... That Jack Haley-Ted Fio Rito audition piped in from the coast (reported here last Friday for Benton and Bowles) is not for a summer show—but next year—selling Log Cabin Syrup... Eddy Duchin is auditioning every available femme singer to go west with his band... Ken Smith, president of Pepsodent, hired Val Ernie and band to go from Detroit to Chi and play on his yacht June 5—a small birthday gathering!... Carl Ravell has been renewed at the Lexington and will remain until the middle of July or the first of August... Ralph Kirbery has been signed for a series of Chevy transcriptions... Meredith Willson, NBC music director in Frisco, piped in a half-hour musical show for an eastern coffee concern... Neila Goodelle will return east and to Educational pictures after doing a turn for Paramount on the coast next Fall.

● ● ● Who's afraid of "13"?... "A Night at the Inn," WCAE (Pittsburgh) show ran 13 Wednesdays, was renewed on the 13th for 13 additional weeks... Mission Broadcasting Company must be more interested in bicycles than kilocycles. Bill Laurie, KONO, San Antonio, announcer, bought a motorcycle, and Bill Watson and George Downs, also wordslingers, got themselves two-wheelers... In Dayton, Ohio, this is the current rage: Judge E. N. Davidson was in his chambers and Bailiff Clem Imfeld opened the door to announce the time for court session... The eminent jurist didn't pay any heed, since he was listening to his radio with WHIO carrying a play-by-play of the Chi-Red game... "Chicago just loaded the bases," he said... Both remained listening to the game until the Cubs were retired in the fourth frame, delaying court spectators and lawyers.

● ● ● Eddie Cantor leaves the Texaco program next Sunday for the summer—but Bobby Breen and Deanna Durbin are to be hold-overs for two airings thereafter... The deal for Feen-a-mint to stay on with gueststars flopped... Raymond Paige composed "The Toast of N. Y." to be heard on Hollywood Hotel... Rhodora Chase, the Major Bowes singer, was "robbed" from Mickey Alpert—and goes into the Rockefeller Roof as a SINGLE... Teddy Bergman does a commercial film for Travelers Life Insurance using a new character "Ozzie"... Lester Lee set writer Joe Fox on the Philco transcriptions... Kathryn Rand opens at the Arcadia in Philly on Monday... Herbert Moore of Trans-Radio Press has installed a RADIO in his offices for the first time in two years... Is Major Bowes talking "turkey" with J. Walter Thompson... Due to expansion, Mutual moved its program, sales and traffic depts. from the 24th to 23rd floors.

● ● ● Buddy Clark, Jonie Taps, Eddie Wolpin and Al Porgie went down to Philly the other night to see Guy Lombardo at the Earle... A dice game started in Guy's dressing room. Without much time passing, Lombardo made four straight passes, which prompted some one to remark, "Hit two more, Guy, and you'll make the SHEET"... Charles Dornberger's departure from the Roosevelt was caused by the policy planned by the hostelry... They wanted him to play only for dinner—which meant giving up his wires!... Sammy Fain and Irving Kahal composed the music for the Pan American Casino in Dallas. Feist has two of their songs, "Don't You Know or Don't You Care" and "Blue Bonnet"... Stars booked for this spot are Lanny Ross, Benny Goodman, Rudy Vallee, Borrah Minnevitich and Ted Fio Rito... If Johnny Messner wants to keep his job at the McAlpin, here's two rules that the management prefers over music ability: Don't throw butts around the bandstand and be polite to the owner when he comes in.

HAVEN McQUARRIE brings his "Do You Want to Be An Actor" show to the State-Lake theater today. Winner of auditions will get a free trip to Hollywood and Warner Brothers screen test.

Tom Gentry has signed two WJJD vocalists, Helen Park and Hal Jeffries, for his orchestra. Jefferies' name will be changed to Jeff Hall when they go to work with ork in Detroit. Jane Kay, another WJJD songstress, recently left station to join Joe Sanders.

Red Norvo and Mildred Bailey will do a one nighter at the Aragon ballroom next Saturday.

Harry Grayson, University broadcasting council continuity writer, took a week's vacation.

Charley Richter of Consolidated Broadcasting sales staff has joined the Drake hotel to handle advertising, publicity, music and entertainment details.

Kay St. Germaine of "Listen to This" and "Modern Cinderella" has joined Jack Denny's orchestra as soloist at the Gold Coast room of the Drake hotel.

WBBM Nutty Club moves from Friday to Saturday nights starting this week.

Norman Pearce, Bachelor Poet, broadcast at 12:30 from New York Wednesday, flew to Chicago and was on the air here at 10:15 p.m. same night.

Gentlemen of Rhythm, alternating with Don Bestor at Congress Casino, move today to Glass Hat room, which has an NBC line.

Lou Bring is replacing Jimmy Joy at the Stevens, May 28.

Russ Young, WGN announcer, now handling production on "Bachelor's Children" since Ed Smith has gone to General Mills at Minneapolis.

WQXR Program Changes

Five programs on WQXR sustained changes in time or spot. "Music at Twilight," now called "Musical Varieties," changes from Sundays 6-7 p.m. to Saturdays 9-10 p.m. "Young America Sings," formerly heard on Saturdays 3-3:30, will now be heard on Tuesdays 5:30-6. The Jascha Zayde program will be aired Tuesdays 6:45-7, in addition to the Thursday 6:45 spot. Rose Dirmann, soprano, changes from Thursdays and Saturdays, 9:45-10, to Mondays and Tuesdays at the same hour. James Pomeroy Hendrick, baritone, formerly heard on Tuesdays, 6-6:15, will broadcast on Thursdays at the same time.

Apostles' Creed Broadcasts

WHBL, Sheboygan, Wis., is presenting a series of thirteen fifteen-minute broadcasts at 1:30 p.m. each Monday based on the Apostles' Creed under the direction of the Rev. Richard Felix, Benedictine missionary.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

FREDDYE GIBSON, the latter-day "Gibson girl", will be introduced by brother Bob, the CBS page boy who's gone sustaining, when she appears on Saturday's "Hit Parade"....The Kay Thompson outfit are ganging up on the great god Hymen these days....Kay herself married two months ago....Helen Jackson and Art Millett entered double harness 6 weeks ago....John Smedbury was hitched sometime during the past few months....Daisy Eaton plans to join the great marrying majority in a couple of weeks with a likely young Wall Streeter....Helen Hover, the scribbling lass who knows more about the private lives of radio stars than they suspect themselves, contributes an illuminating morsel 'titled, "How the Women Won this Battle of Wits" to the mag section of the Eve. Journal, May 29....with side-lights on gal gagsters like Mabel Albertson and Beatrice Freedman....

Madeline Ensign of WOL, Mutual's Washington affiliate, appears to be the only femme on a network station doubling in executive brass....she's publicity chief and head of program department in that outfit...."News Through a Woman's Eyes", the Kathryn Cravens program, will continue to be heard over CBS through the dog days....Pontiac has just renewed that contract....Diane Dillaire of the KLZ players is being speeded on her way by the rest of the cast on account of she's been signed for 12 weeks of stock at Ramona Park, Grand Rapids, Mich....Vido Musso, tenor sax of the Benny Goodman band, is dejected 'cause he can't see his new 8-lb. daughter until he goes coastward June 28....Band commitments prevent....

Marquerite Otto, hostess at KYA, has resigned in favor of government employment at the San Francisco presidio....Mrs. Pennyfeather Princewhistle has been announcing the disappearance of two teeth, one by virtue of Christian Science, 'other by force of forceps....E. R. Hampton, the "Wise Man", is a duck roaster of the first water....According to Arthur Boran and his informant, the Piccadilly barkeep, the ether elite take lemonade...When Helen (contests) King's typing stand collapsed two days back, all the Escort Service employees who'd been enjoying anonymity on her floor stampeded to the rescue....It was so overwhelming La King says she plans to stay rescued....

ORCHESTRAS - MUSIC

HARRY ROSENTHAL and his society ork are scheduled to open at the Versailles on May 27. They succeed the Meadowbrook Boys, a feature of that spot for a year and a half.

Enoch Light and his band of Melody Magicians, a current attraction over WOR from the McAlpin Grill, open today on the stage of Loew's State Theater in N. Y.

Eliseo Grenet, whose Yumuri ork is heard over WMCA, is the composer of more than 400 Cuban melodies.

Batonist Harold Nagel together with his Continental Orchestra will be aired on 2 sustainers a week over the NBC network. The Sunday broadcast is 9-9:30 a.m. over the Red network; the Friday one is 9-9:30 p.m. over the Blue. Deal was set by CRA.

Joe Haymes and his band play the Woodland Country Club, Auburndale, Mass., June 9. On the 18th they play a date at Baltimore.

Ferde Grofe and his musical contingent will make a transcription for NBC June 1. Ed Kirkeby of CRA made the arrangements.

Five CRA orks have recording dates arranged with Master records. They are Rita Rio, Frank Dailey, Harry Reser, Stan Myers, Blue Barron. Charlie Barnet is in process of creating a new series of platters for Victor.

The Oxford Ensemble under the direction of Milton Wittgenstein, offers an unusual program of esoteric music by Couperin, Halvorsen, Caix de Herveillois, Orlando de Lassus and Leclair, for viola da gamba, flute and piano. Instruments are from the Bilstin collection. The Ensemble is heard every Sunday over station WQXR.

Effective today, KDKA will carry

a daily program from The Willows at Oakmont, near Pittsburgh. The Art Show Orchestra will be heard at 12 midnight Mondays through Fridays and 12:30 a.m. Saturdays.

Two new musical aggregations will be heard over WHN, originating in Cincinnati, effective tomorrow. Ross Pierce and his band will be ethered from 9:15-9:30 p.m. and Bert Block and his band from 10:15-10:30 p.m.

George Eisold, staff pianist at WHBL, Sheboygan, Wis., veteran theater pianist and organist, contributes 15 minutes of old favorites daily, via that station.

Lee Elliott with his Romantic Rhythm will be heard in Atlantic City on May 22, 23 and 24. He begins a two-week engagement at Palisades Park, N. J., on the 31st. Bookings were made through Bert Salter and Harry Moss.

Irving Berlin plans to release "Gone With the Wind", by Allie Wrubel and Herb Magidson, on June 1. Guy Lombardo will introduce the number this Sunday on his 5:30 p.m. commercial.

Rubinoff will play his own composition, "Dance Russe", in "You Can't Have Everything", 20th Century-Fox production. A special spot was provided for the number and if arrangements can be completed he may go into a second picture immediately after his present assignment.

Louis Panico and ork play the Avalon, La Crosse, Wis., June 2, and the Surf Ballroom, Clear Lake, Iowa, June 15.

Wayne King and his orchestra will be heard from the grounds of the Great Lakes Exposition May 29.

Bobby Grayson's ork has taken over at the Gunter Roof, San Antonio, for the summer.

★ ★ ★ QUOTES ★ ★ ★

"We believe that before many radio years have passed, script shows will be featured on a double scale. Listeners have found that a cleverly written script can provide equally as much entertainment as the more pretentious variety and musical shows. We have been on the air in a script show for six years, and have noticed a gradual turn toward our kind of entertainment. Now we have a listening audience which extends into the millions. Other script shows have reported similar increases, so the future is a bright one."—LUM AND ABNER.

"Commentators were not particularly successful when radio began its upward climb for a very simple reason—there was little or no events of world-wide interest. It was in the midst of our depression period that commentators began taking on importance. Important events hap-

pened with surprising regularity, and there became a demand for radio spielers. Now the world is caught in civil wars, coronations, and recovery to provide commentators like myself with excellent material."—JOHN NESBITT.

"There has been a lot of talk about all the popular songs following the same pattern, the same amount of bars and the same old love angles. May I suggest that tunesmiths follow the policy employed by the old masters. Let them put some of great poems to music. The idea worked out nicely in the cases of such greats as Johnson, Keats, Kipling and Shakespeare. Today we have our Guests, St. Vincent Millays and the recent winner of the Pulitzer Prize, White. Their masterpieces would make great material for songs that would really be different."—ERNIE WATSON.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

- 2,080,411—Thermionic Oscillator. Keith B. Eller, Metuchen, N. J., assignor to The Western Union Telegraph Co.
- 2,080,423—Monitoring System. James M. Kane, Los Banos, P. I.
- 2,080,429—Aneroid Condenser. James A. McNally, United States Navy.
- 2,080,448—Direction Finder. Arthur L. Thurston, Wantagh, N. J., assignor to Airplane & Marine Direction Finder Corp.
- 2,080,449—Cathode Ray Tube. Manfred von Ardenne, Berlin, Germany, assignor by mesne assignments, to RCA.
- 2,080,459—Modulating System. Robert S. Caruthers, Wenatchee, Wash.
- 2,080,511—Device for Locating the Position of a Movable Body. Hjalmar E. Sjostrand, Ravala, Grangeberg, Sweden.
- 2,080,539—Radio Antenna Retracting Mechanism. George E. Irvin, Kansas City, Mo., assignor to Pioneer Instrument Co. Inc.
- 2,080,554—Volume Control System. Irving Wolf, Merchantville, N. J., assignor, by mesne assignments, to RCA.
- 2,080,571—Modulation Controlled Magnetron Oscillator. Hans E. Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,080,572—Modulation System for Ultra-High Frequency Waves. Hans E. Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,080,577—Radio Frequency Transmitter. Maurice Ponte, Paris, France, assignor to Compagnie Generale de Telegraphie Sans Fil.
- 2,080,581—Volume Control System. Rogers M. Smith, Merchantville, N. J., assignor, by mesne assignments, to RCA.
- 2,080,613—Light Operated Electric Photometer. Bruno Lange, Berlin, Germany.
- 2,080,628—Gas-Filled Discharge Tube. Johannes G. W. Mulder, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.
- 2,080,646—Visual Resonance Indicator. Harold A. Wheeler, Baltimore, assignor to Hazeltine Corp.
- 2,080,837—Tube Base. Terry M. Shrader, West Summit, N. J., assignor, by mesne assignments, to RCA.
- 2,080,926—Light Sensitive Device. Frans M. Penning and Marinus J. Jansen, Eindhoven, Netherlands, assignors, by mesne assignment to General Electric Co.
- 2,080,913—Radio Tube Shield. Frederick Hafecost and Edward F. Staver, Brooklyn, assignors to Goat Radio Tube Parts, Inc.
- 2,080,927—Translating Means for Television Impulses. Amyle P. Richards, Clifton, Ky.
- 2,080,942—Apparatus for Use in Television. Carl J. Joers, Los Angeles.
- 2,081,125—Space Discharge Tube. Emmett F. Carter, Emporium, Pa., assignor to Hygrade Sylvania Corp.
- 2,081,127—Electrical System. Philip J. Konkle, Philadelphia, Pa., assignor to Philco Radio & Television Corp.

SEATTLE

Loren Stone, KIRO commercial manager, is Mr. "Glad" Stone since arrival of a "birth" Stone at his house. Newcomer christened Loren Jr.

Paul Boesch, wrestler, doing a sports talk series on KXA.

E. M. Doernbecker, deceased president of Puget Sound Broadcasting Co., Tacoma, left a will disposing of \$150,000.

KVI, Tacoma, in conjunction with a movie theater, is holding a weekly community sing, with Herb Ford as emcee.

Patents and Trademarks

Protect your most valuable assets. Expert service. Prompt attention.

Write
LESTER L. SARGENT
Registered Patent Attorney
1115-K St., N. W., Washington, D. C.

Coming Events

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

May 23-25: National Radio Service Ass'n convention, Dallas.

May 23-26: Philco western distributors convention, Del Monte Hotel, Del Monte, Cal.

May 24-28: Society of Motion Picture Engineers, spring convention, Roosevelt Hotel, Hollywood, Cal.

May 28: Meeting of Seattle Section of Institute of Radio Engineers. James Wallace, KVI, chairman.

June 1-10: Radio-television exposition, Moscow.

June 4: Actors Equity Ass'n annual election.

June 5: Annual meeting of the Texas Broadcasters Ass'n, Texas State Hotel, Houston.

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

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

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

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

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

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

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

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

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

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22	30	24	28

May 21
Greetings from Radio Daily

to
Horace Heidt Frank Cooper
Lucille Manners Leonard Stokes

May 22
James Farrell H. Ward Wilson

May 23
Luise Barklie Maurine Ward
Freddy Miller C'Lyle Stevens

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 35 of a Series

WMBG—Richmond

1210 K. C.—250 Watts Day, 100 Watts Night

WILBUR M. HAVENS, Gen. Mgr.

C. B. JONES, Vice-Pres.

CHARLES WOODWARD, Secretary

WMBG, Richmond's baby broadcasting station, is owned and operated by Havens & Martin Inc. Licensed to operate on a clear local channel, WMBG airs 17 hours daily with an unlimited schedule prevailing on Sundays. It is the only outlet for the Columbia Broadcasting System that regularly services one of America's richest markets, the Virginia tobacco territory.

Established Jan. 7, 1927, WMBG celebrated ten years of service only a few months ago. During the first few months of its existence, WMBG operated with a rated power output of about 10 watts and the station transmitted programs on an irregular schedule using a gramophone as its sole source of entertainment. But time buyers were not slow in realizing the importance of the station. Its coverage, even in those pioneering days, included a market that every advertiser wished to reach. Billions of dollars were being handled annually in the markets reached by WMBG. Almost 2,000,000 persons could be reached through the medium of radio. The first client of the station purchased his time the latter part of 1927, and before the year was out new accounts were being added at regular intervals. Today WMBG carries 21 hours of network commercials a week in addition to its local schedule of long satisfied clients.

Business offices, studios and transmitter are all located in the center of downtown Richmond and cover the city trading area with an intensive signal. Power is 100 per cent modulated with crystal control. The station is thoroughly equipped to handle all forms of transcribed programs using 78 and 33-1/3 r.p.m. double turntables.

Listed among the advertisers who employ WMBG to reach their consumers are the nation's largest manufacturers. Chevrolet Motor Co., Cocomalt, Gulf Oil Corp., National Biscuit Co., Colgate-Palmolive-Peet Co., Stewart Warner Corp., Lever Bros., R. J. Reynolds Tobacco Co., Ford Motor Co., Campbell Soup Co., Liggett & Myers Tobacco Co., Chrysler Corp. and Sinclair Refining Co. are only a few of the list. Artists heard over the station include Joe Penner, Rubinoff, Phil Baker, Major Bowes, Babe Ruth, Horace Heidt, Victor Moore, Helen Broderick, Al Jolson and Ken Murray.

Wilbur M. Havens, the original founder of WMBG, is president of Havens & Martin, owners of the station. Other officers are C. B. Jones, vice-president; Charles Woodward, secretary, and Wilfred Wood, treasurer and chief engineer. There are 31 full time employees on the regular staff. Furgason & Aston Inc. represent the station.

If I Had A Radio Station to Manage

The second in a series of brief articles by a man who has had extensive experience in serving stations, advertising agencies and advertisers in their radio program requirements.

SOMETHING to think about in cities where there are more than one or two radio stations, is originality of program ideas—showmanship. The tendency on the part of small stations is to mimic the networks—with cheap, second-rate imitations of "stunts." Generally the copy is a poor one and listeners still reserve the right to snap the switch putting the station off the air as far as that radio set is concerned.

If I had a radio station to manage, I would insist that my production department, sales crew, employees in general, submit what they would consider new ideas for programs. Stunts on location—in the studios—remotes at public events—anything which the station has never before sponsored. These ideas could then be culled and whipped into shape, with a printed or multigraphed presentation sent out to prospects telling them of these bits of showmanship, and making them available for sponsorship. When

one of these ideas is sold, the creator would be given a bonus.

This means that the entire station staff would be in competition to discover something original and feasible for the station to produce—getting them away from the confines of weather reports, time signals, atmospheric conditions, race results, and the condition of Farmer Brown's cow.

It means that the station will indulge in a bit of showmanship from time to time which will create new listeners—bring advertisers better results. Stations must not lose sight of the fact that they sell listening circulation, just as magazines and newspapers sell reading circulation. Only the editorial content is what the readers want. The advertising is secondary—injected subtly—and when people read—the MORE people who read—the better chance the advertiser has of increasing business. In radio it is entertainment content. The commercial copy read over the

PROMOTION

Department Store Service

Kasper-Gordon Studios, Inc., Boston, program planners and transcription producers, have created a new department store service to be sold through radio stations to department stores. Schedule covers an entire year, with promotional and merchandising tie-ins for each department and programs covering every phase of retail sales. Service is something new, never before done in the history of radio or retailing. Producers are seeking representatives to handle service in various parts of United States. Entire department store division under the direction of L. H. McCracken.

Buddies' Club Tieup

Butter-Krust Buddies, a club for boys and girls, is being conducted at WBIG, Greensboro, N. C., in connection with the thrice weekly Clegg's Butter-Krust Bread program, "The Freshest Thing in Town."

Aim of the club is to promote good health, better grades in school and obedience to parents. Instructions for club joiners are given in the broadcasts.

Broadside on Sport Program

WMAS, Springfield, Mass., has put out a four-page broadside on its daily Racing Review and Sports Parade. The front and back pages are one large layout of photos of sporting events. The inside pages list the features of the program with details of participation advertising of spot flash nature, together with prices. Warren Greenwood, chief announcer, is in charge of the program.

WICC Market Data

A handsomely printed color brochure giving detailed market data on WICC, Bridgeport, has just been placed in distribution. Charts and other informative illustrations are included in the folder.

air can get only the listeners the entertainment commands. Make your programs good and your advertisers will stick because the public will stay tuned in, hear the sales message, and a greater percentage will buy. It's not such a very vicious cycle—but a very logical one.

ONE MINUTE INTERVIEW

PHIL BAKER

"The radio stooge of today is a spiritual descendant of the court jester of medieval times. Like the clown who entertained guests at the king's court with his impudent sallies, the stooge can and does insult his master with impunity. Stooges aren't lowly persons. They're privileged characters. But they must be funny!"

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Five-Program Facilities Are Installed by WBNS

Columbus—New facilities installed at WBNS make possible the feeding of five individual programs to stations simultaneously. The equipment, furnished by Collins Radio Co., enables feeding 28 loudspeaker circuits at the same time. There is unlimited remote control and network termination facilities, new type volume indicator, new console, new loudspeaker cabinets of the "base-reflex" type, special switching control panel with duplicate amplifier and operating equipment on the sides, etc. New equipment covers frequency range of 30 to 15,000 cycles with a distortion of less than one tenth of one per cent.

Station Improvements

Dodge City, Kas. — KGNO has asked the FCC for permit to install a new transmitter and erect a vertical antenna, along with increase in power to 1 kw.

Walla Walla, Wash. — Changes in equipment, erection of a new vertical antenna and move of transmitter site are planned by KUJ, together with power increase to 250 watts.

Bismarck, N. D.—KFYR has applied to the FCC for authority to install new automatic frequency control equipment.

Auburn, N. Y.—License to cover construction permit for a new transmitter and antenna, increase in power and move of transmitter, has been requested by WMBO from the FCC.

Lubcke's Television Talk

West Coast Bureau, RADIO DAILY
Los Angeles — Harry R. Lubcke, Don Lee television chief, will talk to 600 delegates to the annual convention of Pacific Coast Electrical Ass'n at Hotel Huntington, Pasadena this weekend, on "Processes and Progress in Television." During the three-day session, he will broadcast (sight only) in a series of demonstrations which will be sent from the Don Lee image transmitter at Seventh and Bixel Streets, to Pasadena, more than eight miles away.

Private Brand Sets

Springfield, Mass.—United American Bosch Corp. is discontinuing the production of trade mark radio receiving sets on June 1 and will make only private brand sets in future. There has been a marked increase in demand for private brand sets, the company states.

Get Used to Old Radio Sets

Speaking at the RCA-Victor sales convention in Chicago this week, David Sarnoff said:

"Though radio has made America more musically appreciative, it has also given us millions of tin ears. People get so used to their own radios that even after the sets are five years old or older the owners maintain they sound better than the finest new receivers. But if you can get new sets into the homes for a few days, the family will get accustomed to the fuller toned radios and will be willing to discard obsolete sets."

Scophony Demonstrates Big Screen Television

London—Designed chiefly for reception and transmission of films, television apparatus employing a screen 5 x 4 feet has been successfully demonstrated by Scophony, Limited. Test was directed by Solomon Sagall, managing director. Brilliance and definition were so good that viewers believed they were watching the actual screening of a movie.

Soviet government has bought similar apparatus for its new Moscow television plant.

Joins NBC Engineer Staff

Harry E. Hiller was added to the NBC studio engineering staff in New York this week. Hiller's experience in the sound engineering field was gained by long association with such leading New York theaters as the Radio City Music Hall, Center Theater, Capitol, Roxy and others. This is his first connection with NBC.

KTSA Air Conditioning

San Antonio—Executive offices of KTSA atop the Plaza Hotel are being air-conditioned throughout. Station Manager H. C. Burke has his temporary office on the third floor of the same hotel building. L. M. Treet, Hearst radio field technical representative, has been here on a business visit.

Recording Studios Damaged

West Coast Bureau, RADIO DAILY
Los Angeles—Fire spreading from an adjoining cafe burned off the roof and damaged studios of Recordings Inc. on Wednesday night. With equipment unharmed, Manager Larry Pfeiffer cleared away much recorded disks for Radioaids. Company will continue activity during repair work.

WMAZ Adding Space

Macon, Ga.—To accommodate additional auxiliary equipment now being installed, WMAZ is taking 200 square feet of floor space in another room of its transmitter building.

New WBS Chi. Studios Are Opening Tomorrow

Chicago — World Broadcasting System will open its new \$200,000 studios at 301 E. Erie street tomorrow. Plant, a one story structure has three studios and an audition room. Opening of the new studios will enable World to do its processing here. Henceforth test pressings will be available here, greatly speeding up the service to advertisers.

A. J. Kendrick is local manager and Read Wight is sales chief.

1938 Jobbers' Display

Portland, Me. — Representatives of nine Maine radio jobbers have voted to hold a showing of 1938 radio models for dealers of Maine and Northern New Hampshire on June 29-30 in the Lafayette Hotel.

Arrangements are by H. C. Merrill of the James Bailey Co., Christian Olson of the Farrar-Brown Co. and W. J. Hill of the Hub Cycle & Radio Co., all of Portland.

P. C. Tuttle at WHK-WJAY

Cleveland—P. C. Tuttle has been added to the engineering staff of WHK-WJAY. He was with American Telephone & Telegraph for eight years, and last year he aided P. J. Eubanks, WHK-WJAY engineer, in building the studio equipment for WJAY's Carnegie Hall studios prior to the move to the Terminal Tower.

Installing Audition Equipment

National Recording Co. has signed a contract with Air Features Inc. to equip the latter with a complete sound and play-back system. With new equipment installed, it will be possible to pipe auditions, etc., to each office individually through the aid of amplifiers, microphones and loud speakers.

Zenith Radio Earnings Up

Chicago—Zenith Radio Corp. net receipts for the fiscal year ending April 30, 1937, totaled \$1,825,000, equal to \$3.70 a share, compared to \$2.46 a share earned the year before.

New Transmitter Plant Is Completed by WGH

Newport News, Va.—WGH, Tidewater Virginia station, has completed construction of new quarter-wave vertical radiator, and transmitter plant. Due to its location at the immediate edge of Hampton Roads, the Newport News set-up is considered one of best in the country. Salt water acts as conductor in throwing signal over the historic countryside. International Derrick Co. furnished the tower, the entire construction campaign being supervised by Chief Engineer Horace E. Slone.

W. E. Band Pass Filter

Now that both radio beacon signals and weather reports are put on the air simultaneously by Department of Commerce airway stations, a new unit has been devised which enables a pilot to listen exclusively to one or the other. This unit is being introduced by Western Electric for use with existing airplane radio receivers. It is known as a band pass filter and it operates by filtering out the frequencies of either the beacon signal or the weather report, permitting only one or the other to enter the receiver.

Sound Effects Gadgets

Chicago — Electric rain machine which NBC sound men recently built has been such a wow that they are turning out a new device to reproduce sounds of cars, motorboats, airplanes and such. It's great for points of broadcast outside studios, being easily portable.

KYA Transmitter Near Ready

San Francisco — KYA's new 5,000 watt transmitter at Candle-stick Point will be operating by the end of the month, according to Paul Schulz, chief engineer.

KMJ on 1,000 Watts Full Time

Fresno—KMJ, the McClatchy station here, last night increased its power output to 1,000 watts full time. Station has been operating on 1,000 watts daytime, 500 night.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. CHic. 4-2074

GUEST-ING

MARGARET TALLICHET, David O. Selznick's newest discovery who makes her screen debut in "A Star is Born" and soon will be seen in "Prisoner of Zenda," will be interviewed by Radie Harris tonight at 8 over WHN. Bert Champion, United Artists radio contact, arranged it.

JEAN PARKER, sister of Frank Parker, is Louis Katzman's guest today on WINS at 11 a.m.

YOICHI HIRAOKA, xylophonist, on Magic Key of RCA, Sunday (NBC-Blue, 2 p.m.).

EFREM ZIMBALIST, on Ben Bernie's program, June 1 (NBC-Red, 8 p.m.). Booked by Herman Bernie office.

VIEWPOINTS

Says Television Combines Movies and Radiofacsimile

"I have been trying to think of a way to describe how television works which would not only be clear and reasonably interesting, but also would be straightforward enough for you to be able to pass along. I think I can describe it best as a combination of two principles—the principle of the motion picture and the principle of the radiofacsimile picture.

"Of course, I don't have to explain to you the principle on which the motion picture works, but I should say that the modern equipment projects 24 separate pictures, or frames, per second. In other words, 24 separate 'still' pictures per second come at you rapidly enough to fool you into thinking that the objects in the pictures are themselves moving.

"Radiofacsimile, however, may need a little explanation. There are several different systems of sending facsimile pictures by radio and by wire, but I will not attempt to differentiate among them since the general idea is the same in each method.

"At the transmitting end the picture is placed on a roller and a pencil of light crosses and recrosses the picture, thus dividing it up into a series of lines. This process is known as 'scanning'. At the receiving end, a piece of paper is brought into contact with a printing device which re-

★ Coast-to-Coast ★

EDGAR A. GUEST has completed five years as emcee for Household Finance Co. show in Chicago.

Signing of WLBC, Muncie, for the "Morning Bulletin Board" makes the 14th new station contracted by Star Radio Programs Inc. for the morning program in less than a month.

Walter Newton has joined the announcing staff at KTSA, San Antonio.

Eleanor Harris, lyric soprano of New York and Winston-Salem, N. C., and who was guest soloist on the KDKA Strollers Matinee in Pittsburgh a few months ago, is being married in New York today to Graham W. Lightner, formerly of Pittsburgh.

Roland Winters, announcer for the Colonial Network in Boston, is back on the job after an illness of two weeks.

Valente Garza, radio singer from XEPN, Piedras Negras, Mexico, with Francisco Proa, violinist, were entertained in San Antonio recently by the Protective Mothers' Association.

Bob Heiss is the new chief of announcers at WTMJ, Milwaukee, and has succeeded Johnny Olson on the Master of Rhythm program.

produces those same lines with comparable degrees of shading. A single 8-by-10 inch picture can be reproduced by facsimile in about 20 minutes, from the first line to the last.

"Speaking generally, and distinctly not technically, television combines the principles of radiofacsimile and motion pictures by the simple process of speeding up everything to a tremendous rate so that instead of taking 20 minutes to reproduce a single picture by means of lines, the televisor sends 30 complete pictures every second.

"Thus it is quite simple to transmit a movie film by analyzing each single picture, or frame, into lines, and sending the complete frames one by one at the same instant as they pass through the projector.

"Actually the facsimile equipment now in use is not speeded up to this extent due to the limitations of the mechanical scanning apparatus; and so before high definition television could be realized engineers had to find a new means of scanning the pictures at the terrific speed required. Here is where the famous Dr. Zworykin came to the rescue with his Iconoscope, an electronic device."

—E. H. P. JAMES.

Must Make Commercials Attractive as Mag Ads

"The integrity and tenure of sustaining programs will eventually have to be as secure as the first page of a newspaper, and the commercials on programs as attractive as magazine and newspaper advertising. No

When Glenn Riggs puts on his KDKA (Pittsburgh) Strollers Matinee at noon Tuesday, he will step out of character as emcee and into the role of character songster for two numbers. Incidentally, Glenn dusted off his old broken trumpet, his iron-bound trumpet, the other day and has been seeking secluded spots for surreptitious practice sessions.

KYA, Oakland, fearlessly spotted a unique "farewell party" for a local socialite Wednesday night at 10 p.m. right in a surrounding sea of dance remotes on other stations. Bucking dance bands with a spot program of talk was something new for the outlet. Affair was a testimonial to Lucretia del Valle Grady on the eve of her departure for the League of Nations meet at Geneva where her husband is the American delegate.

Pat Flaherty, sports commentator at WOAI, San Antonio, has been doing a bit of public speaking at Rotary and other get-togethers in that region lately.

"Eckerd's Sidewalk Interviews", thrice weekly feature at WIS, Columbus, S. C., with Frank Burger at the mike, is developing into a big mail puller, according to the program department of the station.

one ever expects the newspaper or the magazine to sell of itself, but most of us have the feeling that a good program on a well listened to station will sell anything, no matter what the 'copy' or appeal of the product. There is no reason in the world why radio commercial copy shouldn't be as inspired as the printed word. Let us have the program deliver the audience—and leave the selling where it belongs."

—JOSEPH M. KOEHLER.

Says Artists Shouldn't Read Commercial Copy

Our radio stars have invaded the field which was, at one time, the exclusive territory of the announcer. It is THEY who have now begun to boost their sponsors' products to the sky!

The radio audience looks upon a performer as an air luminary whose particular mission over the waves is to provide entertainment. He is not expected to persuade and convince people that his sponsor's products are the best on the market. Neither is he asked by his followers to give them a lesson in high pressure salesmanship.

Of course, a few remarks here and there, colored with a gentle and humorous twist, are not at all harmless, but—just a few!

A little plug is all right with an audience, but, sponsors never can tell—they're liable to run up against a short-circuit one of these days!—LEO REISMAN.

★ F. C. C. ★
ACTIVITIES

ACTION ON EXAMINER'S REPORTS
WMBD, Peoria. Granted CP to install new transmitter and increase power to 1 Kw. night, 5 Kw. day.

W. H. Marolf, Escanaba, Mich. Denied CP for new station. 1500 kc., 100 watts, unlimited.

Escanaba Daily Press Co., Escanaba. Dismissed CP for new station. 1500 kc., 100 watts, daytime.

KGGC, San Francisco. Granted Mod. of license to 1420 kc., 100 watts, unlimited.

WNRI, Newport, R. I. Denied Mod. of CP for change in hours of operation.

WTHT, Hartford. Granted Mod. of CP to change hours of operation to unlimited. 1200 kc., 100 watts.

E. Anthony & Sons, Inc., Pawtucket. Denied CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

KPPM, Greenville, Tex. Denied CP to make changes in equipment, change frequency and increase power.

Hunt Broadcasting Assn., Greenville, Tex. Granted CP for new station. 1200 kc., 100 watts, daytime.

WAAB, Boston. Granted mod. of lic. to increase day power to 1 Kw. 500 watts night, 1410 kc., unlimited.

KWBG, Hutchinson, Kas. Denied CP to make changes in equipment and move transmitter.

Cadillac Broadcasting Co., Detroit. Dismissed CP for new station. 1140 kc., 500 watts, daytime.

APPLICATIONS RECEIVED

Birmingham News Co., Birmingham. CP for new relay station. 1646, 2090, 2190 and 2830 kc., 20 watts.

Tom Olson, Port Angeles, Wash. CP for new station. 1420 kc., 100 watts, unlimited.

ORAL ARGUMENTS GRANTED
Following oral arguments will be heard on June 24: Peninsula Newspaper, Inc., Palo Alto, Cal.; Arthur H. Croghan, Minneapolis; North Georgia Broadcasting Co., Rossville and Rapids Broadcasting Co., Cedar Rapids, Ia.

NEW BUSINESS

Signed by Stations

WIS, Columbia, S. C.

Allis-Chalmers Mfg. Co., disks, through Bert S. Giddings Agency, Milwaukee; Nu-Enamel Distributing Co., UP news; DuPont Paint Parade, through Lorick & Lowrance Inc.; Griffin All-White, "Tic-Toc Revue."

WOAI, San Antonio

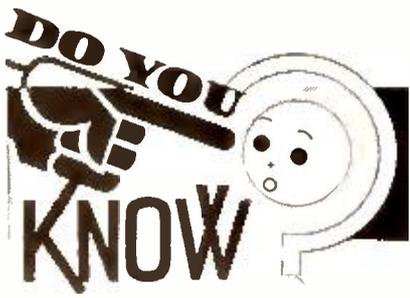
Elgin Watch, spots, through J. Walter Thompson, Chicago; Morten Milling Co., Dallas (LaFrance Flour), through J. Walter Thompson; American Tobacco (Cremo cigars), disks, through Lawrence Gumbinner Agency, N. Y.

WMCA, New York

Ass'n of Pacific Fisheries, San Francisco, spots, through J. Walter Thompson, S.F.; Wipe-On Corp. (enamel-on), participations, through E. M. Freystadt Associates; Madison Personal Loan, two new programs, "Don Kerr Says" and "Joe Tobin Says," through Klinger Adv'g Agency.

WGN, Chicago

Oregon State Highway Commission, disks, "Musical Call Box," through Botsford, Constantine & Gardner.



Based on use of electric power, Kansas City Power & Light figured one out of seven persons in Kansas City area tuned in before daylight for the Coronation ceremonies.



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 74

NEW YORK, N. Y., MONDAY, MAY 24, 1937

FIVE CENTS

NBC Coast Workers Unite

NETWORKS STUDYING FOREIGN TELEVISION

That the networks will spend the large part of the summer studying foreign television is evident from the list of network officials who will be present in Europe before the end of July.

Edwin K. Cohan, CBS director of engineering, is already in Europe and will not return until sometime in July. C. W. Farrier, coordinator of all NBC television activities, William S. Rainey, head of production, and Robert E. Shelby of the engineering

(Continued on Page 3)

Personnel of WCPO Doubles in 2 Months

Cincinnati—Due to increase in sales, the personnel of WCPO has doubled over the past two months.

Sales staff has been increased by John P. Smith and James H. Knox of New York; A. H. Tomsett, WCPO salesman since 1930, is acting sales manager. Jack Rieman of Washington has been appointed office manager and assigned a new staff of five to more effectively handle the volume

(Continued on Page 8)

A. J. Krank Script Show On Eight CBS Stations

A. J. Krank Co., St. Paul (hair oil & lather kreem), tomorrow will begin a quarter-hour script show on eight CBS mid-western stations (WBBM, KRNT, WCCO, WISN, WFBM, KFAB, WMBD and KMOX) 11:15-11:30 p.m. EDST. Program will be entitled "Minute Mysteries" and will originate from Chicago. Series is signed for 13 weeks through McCord Co., Inc., Minneapolis.

KGGC on 24 Hours

San Francisco — First San Francisco station to operate 24 hours a day will be KGGC, which soon launches its all-around-the-clock schedule.

W. N. McGill, manager of the station, has received notice of the FCC's approval of the full-time operation. The Commission's authority is effective July 6.

Ex-Vocabulary

Olean, N. Y.—A novel spelling bee aired by WHDL from the Kiwanis Club, with two Catholic priests, Baptist, Methodist and Episcopal ministers, a rabbi, a utility official and a school principal taking part, developed a big laugh when one of the Catholic priests couldn't spell "Presbyterian." The bee was so interesting and amusing that it was allowed to run beyond its time, with other broadcasts cancelled.

WABY AND WOKO OPEN STUDIOS IN TROY, N. Y.

Albany — WABY, the NBC-Blue network station in this city, and WOKO, the CBS outlet, have opened studios in Troy. The Collar City studio is located in the Flatiron Bldg. in the heart of the city.

Both Albany and Troy will be

(Continued on Page 8)

Summer Biz Is Better At WPTF, Raleigh, N. C.

Raleigh, N. C. — Usual summer slump is not evident at WPTF this year, the station's local chart of sponsored programs showing fewer signs of vacancies than anticipated at this season. Programs have taken a decided upward trend in the past few weeks, with many sponsors renewing for periods of a year and sev-

(Continued on Page 7)

Employees of Los Angeles Studios Form Union for Collective Bargaining —No Outside Affiliations

By VERNE BAILEY

Los Angeles—Employees of National Broadcasting Company, here, excluding officials and heads of departments, organized their own union late last week for purposes of collective bargaining.

Tracy Moore was made temporary chairman, and a committee was named to draft a constitution and by-laws.

The new organization has no outside affiliations, it was stated.

LABOR RELATIONS BOARD TO RULE ON WHN UNION

Meeting held last Friday by executives of WHN and American Radio Telegraphists Ass'n, with Mrs. Elinore Herrick of the National Labor Relations Board sitting in, was placed in the lap of the Labor Relations Board. Federation of Labor had filed a request with Loew's Inc. that only A. F. of L. members be employed at WHN, which is owned by Loew's. The ARTA is a CIO union. Behind the AFL request was a possibility that they would call out all stage hands, musicians and motion picture operators in Loew's theaters.

Mrs. Herrick, when contacted by RADIO DAILY, said that a hearing would be held before the Labor Re-

(Continued on Page 7)

COLONIAL NETWORK DEFENDS CIO ACTION

Boston—Charges by the CIO that the Colonial Network violated free speech as a result of announcement in connection with a broadcast by John L. Lewis that had been booked by the labor union were denied Saturday by John Shepard 3rd, head

(Continued on Page 3)

Lehn & Fink Launching One-Station Test Show

Lehn & Fink Products Corp. will begin a test campaign for Tussy cosmetics over one station shortly. Just where the program will be spotted has not as yet been determined, but plans call for an expansion if the airing is successful. William Esty & Co. is handling the account.

WBHP, Huntsville, Ala. Begins Broadcasting

Huntsville, Ala.—Following a dedicatory program Thursday night, WBHP started its regular schedule Friday morning as the newest station in Alabama. W. H. Pollard is owner and manager, with Virgin Sanderson and M. C. Davis, engineers; Vance Brooks, chief announcer; Richard Schiffman, commercial manager, and Weston Britt, program director.

★ THE WEEK IN RADIO ★

... Definite Labor Trend

By M. H. SHAPIRO

AS the week wore to a close, it appeared that the labor situation, in so far as the unions were concerned, was a case of catch-as-catch-can and every union for itself... in effort to organize the technicians... In New York, WMCA's entire staff of 17 announcers and producers joined the American Guild of Announcers & Producers, recently formed at WABC with Roy Langham as president... At WHN, labor conferences took place during course of several days, the ARTA (CIO Union) striving for its points... CBS was carrying on negotiations

with the Langham outfit... and the IATSE came into the picture to organize the technicians generally... AFL support was claimed here and there, as the AFL came out in the open to fight CIO.

Song writers threatened to complicate the licensing of electrical transcription copyrighted music (also movie synchronization) by taking over these rights from the publishers on works brought out after June 1... conferences set between writer and publisher committees... Squawk to the FCC came from a congressman

(Continued on Page 2)

More Sets Sold

Washington Bar., RADIO DAILY

Washington—Sales of radio sets last month were higher than in the same month a year ago, according to tax receipts of the Bureau of Internal Revenue, which reports that \$331,618.50 was collected in taxes on radio and phonograph sales in April of this year, an increase of \$10,611.66 over the same month in 1936.



(Registered U.S. Patent Office)

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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Saturday, May 22)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167½	167¼	167½
Crosley Radio	22½	22	22¼	+ 1½
Gen. Electric	55	54¾	55	+ ¾
North American	26	25	25¾	+ 7/8
RCA Common	9¼	9½	9¼
RCA First Pfd.	69¾	69	69¾	+ ¼
Stewart Warner	18½	18¾	18½
Zenith Radio	34¾	34½	34¾	+ ¼

OVER THE COUNTER

	Bid	Asked
CBS A	54½	56½
CBS B	54	55¾
Stromberg Carlson	12¾	13¾

WFAS Gets Dinking Equip.

WFAS, White Plains, has just placed an order with Presto Recording Corp., New York, for two Presto 16-inch dual 78 and 33-1/3 rpm transcription tables, equipped with RCA High Fidelity micromatic pick-ups. One of the tables will be fitted with a Presto acetate-disc cutting mechanism for use at both 78 and 33 rpm, capable of cutting 16 inch disks. Installation will be completed in about two weeks.

Salter on "Parade" June 16

Harry Salter and his band join Lucky Strike's NBC "Hit Parade" starting June 16.



May 24

Greetings from Radio Daily

to

Rachel Carlay
Dwight Latham

★ THE WEEK IN RADIO ★

... Definite Labor Trend

(Continued from Page 1)

who couldn't see why Mutual should use CKLW to reach audience in U.S....Eddie Cantor drew a six-year contract from Texaco, minus the cancellation clauses...Buick and NBC will have the Louis-Brad-dock fight (night of the NAB banquet by the way)...Special events rivalry hit a new high both between nets and unaffiliated outlets.... WJBK placed the Western Union baseball score biz in laps of FCC.... CBS on the coast went in for a pre-television series at Wednesday broadcasts, the actors going through the motions of being televised instead of just broadcasting....

RCA-Victor gathering of wholesalers was told by David Sarnoff that tele was still on the far side of the corner....In an article in RADIO DAILY, William H. Priess, president of the International Television Corp., believed that the cathode ray system lacked tele essentials....Chevrolet Motors balked at increased station facility costs and took off about

40 outlets on its disk campaign.... Ascapi held a three-day meet of its 55 field representatives, and discussed ways and means of making the organization more efficient, also many other problems, particularly the adverse legislation in several states....Nebraska governor signed its so-called anti-Ascapi bill...but not all of the newspapers there seemed in accord with the measure.

NAB research and commercial committee talked over the Joint Committee proposition once more and decided to recommend that the NAB director select a research expert to sit in with ANA and AAAA...FCC said question of newspaper ownership of stations was not within its jurisdiction...same day the FCC decided to go through with the threatened investigation of the acts of some radio lawyers in Washington...Continental Radio changed its name to Scripps-Howard Radio, Inc., so that the newspaper chain would be more closely associated with its subsidiary....

WABC Wins Golf Meet

WABC golf team, for the second consecutive year, were the victors in the annual radio golf tournament held at River Vale Country Club, Bergen county, N. J. Teams from WOR, WMCA, WHN and WEA-FWJZ were entered. Alfred J. McCosker, WOR president, donated two boxes of golf balls to the two golfers with the lowest scores. Phil Duey of NBC and Philip Howard, WABC were the winners. Jaek Poppele, WOR chief engineer, was low man for his station. About 30 participated.

WJTN Chautauqua Outlet

Jamestown, N. Y.—WJTN has been designated by Dr. Arthur E. Bestor, president of Chautauqua Institution and president of Town Hall Inc., New York, as the official 1937 radio outlet for the chautauqua sessions at Lake Chautauqua, N. Y. WSYR, Syracuse, under same control as WJTN, will carry the broadcasts by special wire from here. Programs also will be fed to NBC-Blue network, with which WJTN became affiliated May 15.

Madge Marley on Pearce Tour

Madge Marley, soprano, has joined Al Pearce for his personal appearance tour which starts May 28 in Philadelphia and finishes in San Francisco on June 29.

Howard Perry at WTAG

Howard Perry, until recently director at WQXR, New York, has been appointed commercial manager of WTAG, Worcester.

New CBS Rate Card

CBS this week will distribute its revised rate card No. 23 containing all the new additions to the CBS network and rate increases. Card will be dated June 1.

Release Disks in New England

Boston—"Adventures of Robin Hood," transcriptions owned by Walter Biddick Co., are being released in New England by Kasper-Gordon Studios Inc., local transcription firm of representatives and producers.

Series of 52 quarter hour transcriptions has met with success throughout western U. S. when sponsored by shoe companies, and an energetic campaign is being launched to bring this series to New England sponsors and radio stations. Several new angles have been developed which make the program series a "natural" for products in food, dairy, baking and candy industries.

CBS to Air Latonia Derby

Columbia Broadcasting System will air an exclusive account of the running of the Latonia Derby on June 12 from Covington, Ky. Broadcast is scheduled for 6-6:30 p.m. but no announcer as yet has been handed the assignment.

R. L. Watkins to Use Radio

R. L. Watkins Co. (Mulsitan) will use radio in an extensive advertising campaign in greater New York this summer. Thompson-Koch, Cincinnati, is the agency handling.

"Robin Hood" Premiere

First presentation of "Robin Hood," original radio dramatization with incidental music, all by Wells Hively, will take place May 31 over the NBC-Blue network at 8-8:30 p.m.

FURGASON & ASTON



Representation with Concentration

COMING and GOING

ARTHUR JARRETT leaves for Texas today to appear at the Pan-American Casino for ten weeks. In addition to vocalizing, he'll head an alternate orchestra.

FRED ALLEN and PORTLAND HOFFA (Mrs. Allen) leave for the west coast in July via the Panama Canal.

JOE SHAW, head of the authors and publishers' division of Wilson, Powell & Hayward, has left for Hollywood.

MICKEY ALPERT left Saturday morning for Boston and will return with JACK BREGMAN today.

S. D. FUSON of the Arthur Kudner agency was in Detroit last week and returns today.

BUCK WEAVER, WBBM, Chicago, news editor, is visiting Washington and New York.

G. W. GRIGNON, manager of WISN, back to Milwaukee after several days in New York.

ARNOLD JOHNSON will vacation on a tramp steamer.

ISIDORE ACHRON, well-known pianist, arrived yesterday from France.

JERRY BELCHER was in Pittsburgh yesterday for his "neighbors" broadcast, which came from the home of a coal man.

DONALD FLAMM and HARRY HERSHFIELD leave Thursday for a five-day cruise to Bermuda.

ARTHUR BORAN is in Reading, Pa., this week, heading a radio unit in vaudeville.

A. B. CHAMBERLAIN, CBS chief engineer, was upstate over the week-end.

MRS. K. G. BONDY, mother of the advertising manager of General Electric Co., arrives today aboard the California from the west.

Jolson Recessing Earlier

West Coast Bureau, RADIO DAILY

Los Angeles—Al Jolson's Rinso-Lifebuoy program, originally scheduled to go off the air for the summer in July, has moved its time up to June 29. September 6 set for re-summing. The whole Penner show will be off for the summer, and Oakie College will finish June 27, although Camel is expected to replace it with a lighter show for the summer, and may pick up Oakie again in the Fall.

Kay and Buddy in New Show

Kay and Buddy Arnold, harmony team now heard on the WMCA Wheaties program, "Grandstand and Bandstand," daily 2:30-5:30 p.m., will also broadcast a sustaining series from 4:30-4:45 p.m. daily to 8 stations of the Inter-city network with WMCA not included. Program will consist of vocals and guests. Jerry Baker, Lorraine Barnet, Don Kerr, Harriet Brent, Powell Clark and Helen Young have been set for appearances.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

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

NETWORKS STUDYING FOREIGN TELEVISION

(Continued from Page 1)

staff, will sail for England early next month to have a look-see for NBC. Group will visit Holland, France and possibly Germany, in addition to England. Rainey will make a special study of television production technic as practiced by the European countries. NBC men are expected to remain abroad for about six weeks. Reports were current last week that John F. Royal, NBC vice-president in charge of programs, would also accompany the television group as a representative of the program department, but that is off.

William S. Paley, CBS president, is expected to start on his annual vacation to the old country either the second or third week in June. David Sarnoff, RCA president, gets off on the same route at an earlier date than usual, probably late in June.

Frederic Willis is going to Norway late this month, but he said that he was definitely going on a vacation with no business to be handled. Edward Klauber, CBS executive vice-president, is still on vacation at an undisclosed spot.

In addition to looking over television developments for CBS' new Chrysler tower television transmitter and also at its new headquarters to be built on Park Ave., Cohan will devote part of his time to a study of regular and short wave broadcasting methods.

Farrier, Sarnoff and Rainey will no doubt spend a good part of their time at BBC, inasmuch as the EMI television system they are using has a working agreement with RCA.

Hoff Succeeding Marsh As Al Pearce Orchestra

Carl Hoff and his orchestra have been selected by the Ford Motor Dealers to replace Larry Marsh and his band on the Al Pearce show during the summer months. Program now heard over a CBS network of 69 stations every Tuesday from 9-9:30 p.m., will air from the west coast during the summer and leaves New York June 1. On that date the broadcast will emanate from Philadelphia. Marsh will be unable to leave New York because of previous commitments. Hoff will remain on the show at least nine weeks. When the program moves back east in the fall, Marsh and his orchestra will return to the series having already signed a contract. N. W. Ayer & Son has the account.

City of San Pedro on KFOX

Long Beach, Cal.—Backed by enterprising local merchants, the San Pedro Chamber of Commerce is sponsoring "San Pedro Marches On!" twice-weekly half-hour variety show over KFOX. Program boosts San Pedro as a home site and cultural center, besides its shipping and other advantages.

NEW PROGRAMS—IDEAS

"Feminine Feats and Fun"

Under the guidance of Cy Newman, recently heard as race commentator from Pimlico, WBAL of Baltimore is putting on a Tuesday-Thursday-Friday noonday feature known as "Feminine Feats and Fun."

This program will be divided into three parts by Newman, who is a sports reporter of wide experience: (1) outstanding Women Athletes of Today, to include brief biographies of such noted women as Helen Wills Moody, Patty Berg and "Babe" Diedrickson; (2) women's Sports in Baltimore, including bicycling, softball, golf, swimming, and many other sports, and (3) oddities in the news, and answers to sports questions, wherein Newman will attempt to solve problems and answer any inquiries concerning sports problems confronting his listeners.

WDNC Vacation Special

Vacation suggestions from Travel Magazine are being presented by the Globe Trotter over WDNC, Durham, N. C., on Tuesdays and Thursdays at noon.

Vivid descriptions of glamorous lands, set to enticing musical backgrounds, comprise the programs, which are conducted by Kay Lee, of the WDNC continuity department. The broadcasts are signed on and off by the sound effects of different modes of travel—airplanes, ships, railroad trains, etc. Appropriate music is used to furnish the proper atmosphere to the program, while Kay presents the scripts in her most appealing style. The correct questions are asked by the announcer, who acts as stooge to the globe-girdling Kay.

New Family Life Treatment

Radio drama of a unique type has hit the air on WTMJ, The Milwaukee Journal station, and an entirely new radio form was born. New series is "Letters of the Cartright Family," to be heard Monday-Wednesday-Friday at 10:45 a.m. Program deals with family life, but instead of the usual dramatization, story is told through the family's letters to each other. Novel twist is that letters speak in voices of the writers. Device is logical and achieved startling effect in first broadcast. Author of the show, a well-known WTMJ figure, prefers to remain anonymous. Feature is copyrighted.

"Religion in Your Life"

Starting May 30, at 8 p.m., a new Sunday program entitled "Religion in Your Life" will go on the air over WCPO, Cincinnati. The program of sacred song and sermon will be led by Reverend Davis of the First Baptist Church of Ludlow, Ky., and will originate from the Ludlow Church. Services will be conducted by Reverend Davis with his own congregation taking part in a mammoth radio evangelical program.

"Junior Varieties" on WBAL

A novelty program has been launched at WBAL, Baltimore, on Fridays at 5:15 p.m., under the title of "Junior Varieties."

The program offers an opportunity to youngsters, between the ages of five and fifteen, of becoming radio announcers. The youngsters will open the program, introduce musical selections, read commercials and, in general, control the entire program. A number of them will participate in each broadcast, with an ultimate winner being selected to handle an entire program by himself.

"Young Playmates" on WICC

A new series of children's programs entitled "Young Playmates" will start May 27 on WICC, Bridgeport, as a 5:30 p.m. Thursday feature. George Tompkins, director, will present a weekly group of young radio aspirants, naturally associated in groups, and hold interviews of a semi-humorous nature with them. Youngsters, aged 10 to 15, will be queried on their aspirations, hobbies, daily routines, etc., as well as being presented as soloists.

Senator's Weekly Talk

Senator Crawford Jamieson of the state legislature at Trenton, N. J., does a weekly broadcast over WTNJ, discussing new bills before the senate.

COLONIAL NETWORK DEFENDS CIO ACTION

(Continued from Page 1)

of the network. Shepard said the textile workers' committee who signed for the radio time was aware that the station planned to insert the announcement saying:

"The next hour has been engaged by the Textile Workers Organizing Committee. The opinions to be expressed during the period are those of the speaker and his organization. They do not reflect the opinion of this network, the management of which is definitely opposed to certain principles of the C. I. O., notably the sit-down strike."

Later the textile leaders cancelled the broadcast as a result of objections by Lewis, and said protest would be filed with the FCC. The textile group said the station's statement was a distortion of C.I.O. principles, which, it said, did not include the sit-down strike.

Meanwhile arrangements were made to have the Lewis speech in Lawrence on Sunday aired by three independent stations.

Ina Ray Hutton for Philly

Ina Ray Hutton and her Melodears, being held over at the Paramount on Broadway, will follow with a booking at the Earle Theater, Philadelphia. Three major film firms are reported dickering for a screen contract with the blonde bombshell through her manager, Irving Mills.

Mertens and Price Inc. Announce

EASTERN SALES
AND SERVICE

Now under personal
direction of

RALPH ROGERS

President, Associated Radio
Writers, Incorporated

HEADQUARTERS

NEW YORK

RADIO & FILM METHODS CORP.
101 Park Avenue, New York City

BOSTON

ASSOCIATED RADIO WRITERS, INC.
137 Newbury Street, Boston, Mass.

MERTENS AND PRICE, INC.

1240 South Main Street, Los Angeles, Cal.

AGENCIES

H. W. KASTOR & SONS ADVERTISING CO., Chicago, have announced the reopening of New York offices in the RCA Bldg. Arthur Kastor is in charge. Agency closed its New York offices about two years ago.

ALVIN AUSTIN CO. has been appointed advertising and publicity directors of the 1937 Father's Day campaign.

BURT COCHRAN will be promoted and transferred June 15 from the post of Pacific Northwest manager of McCann-Erickson Inc. to a new post in charge of new business development with offices in Chicago. Vernon Churchill, Portland, Ore., manager, succeeds Cochran in Seattle.

J. WALTER THOMPSON Co. has been appointed by W. F. Young Inc., Springfield, Mass. (Absorbine) to handle its account, effective Sept. 1.

LAMBERT & FEASLEY INC., has moved to 9 Rockefeller Plaza.

BAGGALEY, HORTON & HOYT INC., Chicago, is handling the radio advertising contracts for the W. A. Sheaffer Pen Co. The McJunkin agency is handling the magazine advertising.

JOE L. KILLEEN, co-founder of the Fitzgerald Advertising Agency, New Orleans, has been elected president of the company. Killeen succeeds C. L. Fitzgerald, who has resigned, effective June 1, to accept an executive position with the Fletcher & Ellis Advertising Agency. Other officers elected include: Joseph H. Epstein, v.p., Leonard Gassner, v.p. and treasurer and Roy M. Schwartz, secretary.

Paley and Luce Must Appear

William S. Paley and Henry R. Luce, respective presidents of CBS and Time Inc., have been ordered by Supreme Court Justice Philip J. McCook to appear for examination before trial on June 4 in connection with the \$100,000 suit for damages filed by Dr. John M. Hays. Dr. Hays alleges unauthorized impersonation of himself and name mentioned several times on a "March of Time" program dealing with ambulance chasing and fee-splitting by physicians. Dr. Hays sets forth he gave the interview but specifically requested that his name not be mentioned.

Pope Pius on NBC

Pope Pius XI, speaking from Rome, will broadcast his greetings and papal benediction on his 81st birthday over the NBC-Blue network next Monday, 12:30-1 p.m. Same program will be short waved to the entire world through the Vatican radio stations.

Delaware 100% In

Radio stations in the state of Delaware have subscribed 100 per cent to Radio Daily. The state has two live-wire stations, WDEL and WILM, located in Wilmington, with J. Germain Walsh as manager.



PETTY CASH VOUCHER

Week ending May 21

● ● ● Saturday... Run up the Drive for cocktails at the John Mayos with June Robbins... John, though an important man in the political and radio world is just like you, you, you and you. He knocks himself out interpreting his unwedded daughter's remarks. She's two!... To the New Yorker and Gus Arnheim's music. Somehow we let ourselves in for something by accepting a broker's invite to a recital at his penthouse... Here, prima donnas, violinists and the elite of the finer things in music wear us down, prompting us to retrace our steps to Lindy's for a midnight repast... Willie Farmer, Russ Morgan, Yvette Rugel, and Henny Youngman stay up talking about Bert Frohman's sudden attack until morning, and as the dawn breaks we're driving Henny to Brooklyn.

● ● ● Sunday... The appointment to attend the ball game with Jack Pearl is off because he's in Baltimore mixing with the Vanderbilts and Whitneys, so A. L. Alexander is our choice. We miss him because the front tire is flat—only on the bottom... Decide to remain in town so we take a busman's holiday and attend the Bert Lahr show. Tom McKnight relates a gag he phoned to us from out of town—but it wasn't worth the call... Frank Parker is taking "Honeychile" for a coke while the attention is focused on Dick Merrill... Norman Foley "sells" us on a Spencer Tracy picture... Then to Leon and Eddie's for the Bob Hope fracas... Bert Lahr, Ethel Merman, Rose Blane, Gloria Whitney and EVEN Henny attend, among others.

● ● ● Monday... Listen to the Lucky auditions... Hear that Tiny Ruffner may return east... Get the old scalp treatment and the information that, with the next, we're graduating with honors, completing the course in seven—instead of twelve, like that Pearl feller!

● ● ● Tuesday... Attend the Ben Bernie rehearsal and Sonny Schuyler wants to know what happens to him. We can't tell him that he's to be signed for seven years on the following day—because that would kill a Thursday item... We break into a rehearsal room at Chappell and hear Judy Starr, Rudy Vallee's vocalist, being coached by Audree Collins, with Patricia Norman standing by... Later Audree phones to say that when Judy got back to her hotel a wire awaited her informing of her father's death... The tune she rehearsed, and did so well, was "They All Laughed"... To the Micky Alpert band rehearsal, which is swell, and meet the lovey-dovies in the chorus for the Riviera (That's to be our home after next Thursday)!

● ● ● Wednesday... At the Beatrice Lillie rehearsal we discover that Abe Lyman doesn't speak with the Englishwoman—because no one, it seems after all these programs, has thought about introducing them!... Teddy Powell's "experience," which we've been debating about using breaks in another column, "cleaned" up... To the Johnny Messner opening and see Al Zugsmith... Sammy Fain with Sally Fox and the Irving Kahals discuss a fishing trip... Thursday... Dull outside of the studios, so we go home to bed.

● ● ● Friday... Phil Duey phones about attending the golf game at River Vale... Bill Weisman, Andy Baruch and some of the others "threatened" us against taking sides a few days back, so we decline and decide to go to Coney Island for laughs, winding up the night with a scavenger search of a new thrill in rides, but give up this futile effort, thinking that we're just in the mood to do a column like this.

Total Expense.....60c for six rides on the ferris wheel. AUDITOR'S REMARKS. Request denied. From the report above you were dizzy enuff without resorting to artificial appliances!

GUEST-ING

ROSCOE ATEs, interviewed by Powell Clark on "Grandstand and Bandstand," today (WMCA, 2:30-5:30 p.m.)

JACKIE HELLER, on Ben Bernie program, June 1 (NBC-Red, 8 p.m.) Booked by Herman Bernie office.

BERT SWOR and LOU LUBIN, return date on Al Pearce show, tomorrow (CBS, 9 p.m.)

EDDIE FOY, JR., ARTHUR CARRON, ALFRED DRAKE and MARYLYN MILLER, on Hammerstein Music Hall, tomorrow (CBS, 8 p.m.)

GARY COOPER and JEAN ARTHUR in "The Plainsman," on Lux Radio Theater, May 31 (CBS, 9 p.m.)

ZASU PITTS, GAIL PATRICK and RUDOLPH GANZ, on Bing Crosby program, May 27 (NBC-Red, 10 p.m.)

GOLDIE and DUSTY, radio's first blackface comedy team, on Fred Allen's Town Hall, May 26, NBC-Red, 9 p.m.

ENOCH LIGHT, RUTH BARNES, MARGO and BROWN, and EIGHT HUSSARS, on Broadway Melody Hour, May 26, (WHN-WOR, 8 p.m.)

New WPA Series Starting

"The Federal Radio Repertory Theater" starts its series of social dramas over WEVD next Sunday at 10-11 p.m. First offering will be Karel Capek's "R. U. R.," adapted for radio by Joel Hammil and directed by Howard da Silva, assisted by Harry Goldsmith. Ibsen's "Master Builder" will be the second bill. Two cycles, one by foreign dramatists and the other by Americans will be offered, with much experimentation in method of presentation.

8 Orks for Atlantic City

The Million Dollar Pier in Atlantic City has signed with Consolidated for eight name radio and dance orchestras to be featured there between July 1 and Labor Day. Schedule of CRA bookings for the Pier is: Jan Savitt, Johnny Hamp, Clyde McCoy, Clyde Lucas, Don Bestor, Harold Stern, Jack Denny, and Russ Morgan. Most of the engagements are for a week's run. Spot will have an NBC wire this summer.

Church's 8th on WFAS

White Plains, N. Y. — Nepperhan Avenue Baptist Church of Yonkers, which has built up a big "radio congregation" via Sunday evening broadcasts over WFAS since 1932, has arranged for its eighth consecutive commercial over this station. The 90-minute weekly broadcast has never lacked financial support from the congregation.

Services for Robbins

Funeral services for Merton C. Robbins, founder and publisher of Robbins Publishing Co., who died last Thursday, were held Saturday in Pelham. Robbins published "Advertising & Selling" and six other trade journals. He was 67.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

MAY SINGHI BREEN and Peter de Rose sending tabloid postcard reports from out Denver and Salt Lake City way....Peter invited to play the organ at the Mormon tabernacle....Both entertained the Denver Knot Hole Club, local lumber men's organization, with apropos ditties, "Timber" and "Wagon Wheels".....A few thifty souls at WCR-Mutual figured out a way to avoid teletype expense....Every afternoon at 4:5 the mesdemoiselles Teddy Salzburg and Paula Nicoll go on the air, without benefit of network service, and broadcast program corrections and changes in commercials to the Mutual stations....All 56 of them detail Gregg-minded damsels to listen in and transpose the data for the benefit of those concerned....WHO's three little maids, Annabel, Kay and Betty Jane, chosen by Natl. Honor Society for scholarships to pay half their tuition at a midwestern college, the lasses being seniors at East High School, Des Moines...Enoch Light's chanteuse, Muriel, is granddaughter to General Sherman, which makes her a pacifist, too....

Lee Wiley, who's been dispensing indigo ditties at the Versailles, states the laments most in demand are "Careless Love" and "Motherless Child"....Helen Olheim transports her vocalizing to Hollywood to be heard on the Rubinoff program, May 30, with Marian Claire scheduled to do a repeat thereon June 6....WINS' lark de luxe, Billie Allen, reports the completion of several movie shorts....WQXR's Dorothea Beckman says Tom Boggs' ("About Town") gourmet party t'other P.M. gave rise to the suggestion that a gourmet club be formed....Listeners-in who attended talked symphonic music while they attacked Lucullan vittles....

CBS's Col. Jack Major is holding a brief for equal rights for men these broadcasts....The first masculinist?...June Joyce, the 10-year-old dazzler on the Bob Emery program over WOR yesterday, did a tasty bit of juvenile emoting as the infant menace....Meredith Mason of KWK, St. Louis, interviewed rising star Eleanor Whitney on that station recently...Eleanor was in town in connection with her flicker, "Turn Off the Moon"....Cast addenda....to "Pretty Kitty Kelly"....Jane Houston, who plays a police-woman, Eustace Wyatt as Isaac Hemish....to "Big Sister"....Elspeth Eric as Gentle....



"NBC NIGHT CLUB"

Sustaining
WJZ—NBC-Blue Network,
Thursday, 11:05-11:30 p.m.
NIGHT CLUB ATMOSPHERE SHOW
ORIGINATING IN CHICAGO STUDIOS
WITH DANCE GUESTS IN ATTENDANCE.

Program originates in Studio A of NBC Chicago facilities, with the center of the room cleared for 100 guests who may dance if they wish. "Customers" are the first 50 couples who write in for tickets. Announcement to this effect is heard locally, since the Eastern outlet ran Press-Radio News for the 11-11:05 p.m. period and of course the dance angle is of no interest to distant listeners.

Morey Amsterdam is emcee, orchestra is fairly good and there are a couple of vocalists. Some comedy was heard, more or less in satirical vein. For the hour it is on, program makes a somewhat different sustaining period, but not exactly coming under the head of extraordinary. Stunt angle with the dance is probably okay from the local view.

"Hollywood Hotel"

There has been a steady pickup in the quality of the "Hollywood Hotel" program over the past few weeks. Last Friday night's "Trip to Hawaii" sequence was exceptionally enjoyable. Full of pep and strumming rhythm, with much fine vocalizing by Jerry Cooper, Frances Langford, Igor Gorin and the ensemble. Claudette Colbert, Melvyn Douglas and Robert Young in "I Met Him in Paris" was the film preview, and the players did good work. Program is heard on CBS at 9 p.m. Fridays.

Low Holtz

Revisiting the airwaves via a couple of guest shots following his recent return from England, Lou Holtz sounds as good as ever. In his appearance last week on the Ben Bernie program over the NBC-Blue network, Holtz had Manya Roberti as partner, and they made a very effective team. There's a swell bet here for some good sponsor.

ORCHESTRAS - MUSIC

FREDDIE STARR and his ork debuted at the Roosevelt Grill on Thursday eve, replacing Charlie Dornberger and his band. The Starr musickers are scheduled to furnish music at that hostelry throughout the Summer until the return of the Guy Lombardo aggregation.

Maestro Ralph Watkins and his band have been renewed for an additional four weeks, effective last Saturday, at the Frolics, which spot they've been enlivening since its opening several weeks back.

George Case and his Hill-Billy Hullabaloo have entered on their second year as a commercial on WCPO, Cincinnati, with their novelty arrangements of old songs, western and southern folk tunes. Case is supported by Mary Lou Geiselmann at the emcee mike.

Batoneer Gus Arnheim and his band at the New Yorker have rung up the curtain on a new number by Benny Davis and Rube Bloom titled, "Is This Gonna Be My Lucky Summer?", with Benny Davis singing the vocal yesterday, just to show the lads how it should be done.

Twentieth Century-Fox has adopted the melody theme of the first published number of Ina George, called "Dance Today," as the motif for its "Goodnight My Love."

Hickory House's new wing will contain a bandstand, equipped with instruments to be placed at the dis-

posal of visiting musicians for use in jam sessions. The regular Hickory House Ork will continue to play from its position in the center of the bar.

An unusual musical offering, in the shape of a one hour presentation of the Haydn Oratorio, "The Creation," was heard over WINS and the New York Broadcasting System under the auspices of the Washington Heights Oratorio Society, composed of 30 mixed voices, under the direction of George Volkel, at 8-9 p.m.

WDNC's Robert, a student of the University of North Carolina, who commutes between Durham and Chapel Hill for the Nocturnal Serenade program, offers ballads and semi-classics, played as violin solos with piano accompaniment.

The lost music of the Incas will be presented over WINS by Pacora Blue Mountain, a descendant of the extinct Indian tribe which flourished hundreds of years ago in South America. He'll be heard every Friday, 8:45-9 in a program featuring South American music, and songs from the Inca, which he has discovered and arranged.

Moissaye Boguslawski, Chicago WIND staff pianist, has completed a series entitled "Piano Play Books," featuring a new technique for piano instruction for children starting at the age of four.

★ F. C. C. ★
ACTIVITIES

APPLICATIONS RECEIVED

General Electric Co., Schenectady. CP for new high frequency station. 41800 kc., up to 5 Kw. power.
Paul F. Godley, Montclair, N. J. CP for new high frequency station. 41800 kc., up to 5 Kw. power.
Havens & Martin, Inc., Richmond, Va. CP for new relay station. 1622, 2058, 2150, 2790 kc., 500 watts.
C. G. Hill, G. D. Walker and Susan H. Walker, Winston-Salem. CP for new relay station. 31100, 34600, 37600, 40600 kc., 5 watts.
Radiophone Co., Oklahoma City. CP for new relay station. 1622, 2058, 2150, 2790 kc., 200 watts.
National Battery Broadcasting Co., St. Paul. CP for new high frequency station. 25950 kc., 1 Kw.
Harrisburg Broadcasting Co., Harrisburg, Ill. CP for new relay station. 31100, 34600, 37600, 40600 kc., 10 watts.
Earle C. Anthony, Inc., Los Angeles. CP for new relay station. 1606, 2022, 2102, 2758 kc., 100 watts.
Earl A. Nielson, Phoenix, Ariz. CP for new station. 1210 kc., 100 watts, unlimited.
Hebrew Evangelization Society, Inc., Los Angeles. CP for new station. 1570 kc., 1 Kw., unlimited.

HEARINGS SCHEDULED

Today: KGO, San Francisco. CP for increase in power to 50 Kw., 790 kc., unlimited.
Carolina Advertising Corp., Columbia, S. C. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.
May 25: Nathan N. Bauer, Miami. CP for new station. 1420 kc., 100 watts, unlimited.
KOOS, Marshfield, Ore. Vol. assignment of license to KOOS, Inc. 1200 kc., 250 watts, daytime.
May 26: J. K. Patrick & Co., Athens, Ga. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.
John W. Haigis, Greenfield, Mass. CP for new station. 1210 kc., 250 watts, daytime.
WSMB, New Orleans. CP for increase in power to 1 Kw., 5 Kw. LS. 1320 kc., unlimited.
May 27: Virgil V. Evans, Gastonia, N. C. CP for new station. 1420 kc., 100 watts, unlimited.
WELI, New Haven. Mod. lic. to 930 kc., 250 watts, 500 watts LS., unlimited.
Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime.
May 28: WBOW, Terre Haute, Ind. CP to change power, frequency to 1290 kc., 500 watts, L Kw. LS., unlimited.
Glenn E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime.
EXAMINERS RECOMMENDATIONS
WHBB, Selma, Ala. Mod. of lic. to 1500 kc., 100 watts, unlimited, be granted.
WHBB, Selma Ala. Vol. ass. of license. 1500 kc., 100 watts, unlimited, be granted.
J. Leslie Dess, Sarasota, Fla. CP for new station. 1390 kc., 250 watts, daytime, be denied.
WILM, Wilmington, Del. CP for removal of station to Chester, Penn. be denied. 1420 kc., 100 watts, share time.
Northern Broadcasting Co., Traverse City, Mich. CP for new station. 830 kc., 500 watts, daytime, be denied.
Troy Broadcasting Co., Inc., Troy, N. Y. CP for new station. 950 kc., 1 Kw., daytime, be granted.

BARRY MCKINLEY

Griffin "ALL-Wite"
Tie Toe Review

Management

NBC Artists' Service

Personal Representative

James L. Saphier



STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations;
No. 36 of a Series.



WHEN Astaire, Butterworth and the others on the show bow out for the summer on the Packard show June 1, the program will be a full hour of sophisticated dance music, with Johnny Green conducting 22-piece ork, and using 16-voice rhythm choir, with Trudy Wood and Jimmy Blair for solo work.

Lew Weiss is back from San Francisco where he signed five-year contract with technicians of KFRC in the bay city, establishing 40-hour week and two-week vacation with pay for technical employees.

Frank Kennedy, who for six years held post of development engineer in radio laboratory of Don Lee system, has been named chief engineer for KHJ, succeeding Harold G. Peery, resigned.

Wade Lane, who has come back into radio via the disk route with his "Home Folks" series, has just finished work in Warner Bros.' "Varsity Show" with Dick Powell and Fred Waring.

Mayfield Kaylor, program director for KEHE, returned to his work after a siege of flu and collapsed in the office, so he has left for a month's rest. George Irwin holding down his desk during his leave.

Mertens & Price report Sunday Players placed with Hodgman Mortuary, Lincoln, Neb., for use on KFOR, starting June 6.

R. E. Messer, Raymond R. Morgan Co. auditor, in hospital at Santa Ana for an operation.

In the hope that the playing of an old tune, associated with a woman patient's past, would help restore her normal mentality, group of medicos sought in vain for recorded version of old Edwards tune, "For You a Rose." Assured that it was an authentic call, Edwards co-operated with Electro Vox recording company, visited the studios, disked the song in his best romantic style, and presented it to the physicians.

Lum and Abner, who have so far high-hatted the movies, reported on the verge of giving in, with two major studios dickering for their talents.

Marion Claire signed by Rubinoff to do a repeat on the Chevrolet show of June 6.

Earle C. Anthony, owner of KFI-KECA, NBC outlets, back at his desk after resting in Honolulu.

Dol R. Bill (W. F. Malloy) will do a series of radio short talks for Los Angeles Lion Club in connection with their forthcoming Perfect Baby contest to raise funds for underprivileged children. Has four programs set on KFI and KECA, and a Sunday program on KHJ.

Dick McIntyre and his Hawaiians ork, replacing Original Beverley Hill Billies on KMTR for a full hour, early evenings, daily except Sunday.

WWRL—Woodside, L. I., N. Y.

205 Watts Day, 100 Watts LS—1500 K. C.

WILLIAM H. REUMAN, President & Gen. Mgr.

FRANK R. CLARKE, Commercial Mgr.

WWRL, "The Voice of Queens County," broadcasting on 1500 Kilocycles, started operation in August, 1926. The studios, transmitter and offices are located in their own building, situated at 41-30 58th Street in Woodside, Borough of Queens, New York.

WWRL's record through the years has shown rapid growth and progress in technical and studio equipment, general programming and sales activity. The studio equipment includes a "Robert Morton" theater organ, turntables of 78 and 33-1/3 RPM for electrically transcribed programs.

The list of commercial accounts who have used WWRL for many years is steadily increasing. WWRL's programs are directed towards residents of Queens, Manhattan and Brooklyn. Many special features of interest are broadcast to people within this area, which are purely local in character and are broadcast exclusively by WWRL. Among those are high school football games, local theater tieups, local debating societies; civic, fraternal and political news and a special series devoted to prominent people of Queens who appear before the microphone regularly. Something of a record is claimed by WWRL in that a great number of the sponsors of their programs have broadcast on the station without interruption over five years. WWRL also broadcasts in foreign languages, including programs in German, Czechoslovakian, Polish, Italian and Hungarian, featuring the finest native orchestras and artists obtainable.

The background and personnel of the station insures to the advertiser as well as the general public a modern well balanced and intimate form of expression best suited to their needs. WWRL's employees number 15 of the regular staff as well as a music and production staff of eight orchestras, singers, comedians and solo artists. The station service includes complete copy and continuity, research and publicity. It subscribes to the Langlois & Wentworth planned program service as a regular transcription service.

SAN FRANCISCO

JACK MEAKIN, NBC maestro, and **Ward Byron**, author-producer of "Bughouse Rhythm" show, popular transcontinental, leave for a New York trip June 3. May air "Bughouse" from Chicago and New York with different musicians, however.

Robert Struble, who did the California legislature broadcasts from Sacramento for Columbia's KSFO and KNX, has returned to San Francisco but may leave soon for the south. **Jack Dolph**, CBS Western Division biggie, has ideas for him in Los Angeles.

Chester Smith, KFRC ork leader, nearly drowned in San Francisco bay when his two-man sailboat capsized.

Ralph Richards, NBC pianist, departs shortly on a year's leave of absence to study with Rudolph Ganz, Chicago concert pianist. Richards won a scholarship.

Lee Hoagland, formerly of KMTR, Los Angeles, replaces **Frank Manoff** as announcer-technician in KROW's San Francisco studios. Manoff has gone to KLS, Oakland.

KYA tonight dedicates its new 5,000 watt RCA high fidelity transmitter at Candle-stick Point in Bay View Park.

Agency for "Death Valley Days" celebrated start of program's fifth year by throwing a party in NBC's press department Tuesday night. Press of bay region much in evidence.

New **KYA** staff members are **Farrell Buckley**, technician, formerly of KJBS, and **Wallace Ford**, formerly with WLEU, Erie, Pa. Ford replaces Announcer **Tom Jones**, resigned.

ST. LOUIS

KWK has obtained the exclusive services of **Capt. Alex Papan**, noted Roumanian aviator, to act as the station's good-will ambassador at banquets and other gatherings May 29-31 in observance of the tenth anniversary of Lindbergh's Paris flight.

Mayors of 13 Illinois cities attended last week's second anniversary celebration of WTMV, East St. Louis, Ill. **Woody Klose**, program director, was emcee.

Nick Zehr, plant supervisor for **KWK**, is back from the east.

CBS to Air "Talking Book"

A novel exposition of "The Talking Book," a remarkable method of recording literary works of every description in order to make them available in phonographic form for the enjoyment of the blind, will be broadcast over the CBS network on Sunday, 9-9:55 a.m. The program is a feature of the "Sunday Morning at Aunt Susan's" series and **Jacqueline DeWit**, a talented young actress who has played an important part in preparing "The Talking Book," will describe the new system.

More Talent Signed for Expo

Ann Leaf, organist and the **Buccaneers**, quartet, are the latest talent to be signed for the Great Lakes Exposition. **Miss Leaf** will appear in Cleveland the week of May 29-June 5 and the **Buccaneers** arrive two weeks later to stay for one week. **Miss Leaf** was set by **Columbia Artists, Inc.**

WAAF celebrated 15th anniversary yesterday with a one-hour panoramic program. **Bob Hawk** was m.c. Other acts included **Eddie and Fannie Cavanaugh**; **Elsa Mayer**, **William Nevins**, **Happy Jack** and **Handy Andy**; **Helen and Bob**; **Russ Perkins**, **Estelle Barnes**; **Roy Glahn**, **Charles Johnson**, **Duke of the Uke**; **Three Rhythm Rockets** and **Clem and Martha**.

Roy Witmer, NBC vice president in charge of sales, spending a few days here.

Orestes Caldwell, radio writer, here for RCA convention.

Niles Trammell, NBC vice president, back from an Akron business trip.

Fred Beck, WJJD staff organist, has polished off five full years on the station.

Ken Fry of NBC special events department has arranged a talkfest with several principals in **Louis-Braddock** fight here June 22 for broadcasting over NBC at 1:30 Monday May 24. **Charley Lyon** will do the quizzing.

Herb Morrison, WLS announcer who scooped the world on the Hindenburg crash with his recording, told **Sigma Delta Chi** frat how he did it on Friday.

Dave Gothard has replaced **Eddie Dean** in male lead of CBS "Modern Cinderella." Gothard also has male lead in "Helen Trent."

Luise Barklie, who plays feminine lead in "Modern Cinderella"; **Sunda Love**, **Virginia Clark**, **Nancy Hurdle** and **Betty Keller** all sporting new cars.

WAAF has designated **Craig & Hollinberry** national sales representatives. Appointment was announced by **William Hutchinson**, general manager of the **Drovers Journal** station.

Ben Kanter and **Bob Dixon** have a new show for **Halsted Roosevelt Business Men's association** over **WIND** on three-a-week basis titled "Try and Stump Us." If they fail to play a listener's request they give away a prize.

WAAF staff dropped in on commercial manager **Art Harris** on his birthday and staged a party.

Announcers **Ken Ellington** and **Don Hancock** and **Jimmie Patt** of **WBBM-CBS** staff off to Indianapolis to scout time trials for Memorial day race.

George Dunscomb, radio chief at **McCann-Erickson**, back from a tour of **Standard Oil** reps in smaller Michigan cities. **Standard Oil** has an option on services of **Chicago Bears** professional football team for this Fall. Network show is on ice until Fall.

Bob Burns Back

West Coast Bureau, **RADIO DAILY** Los Angeles—**Bob Burns** returns to the **Bing Crosby** program Thursday after a vacation.

★ *Coast-to-Coast* ★

MARTHA AND HALL (Martha Lawrence and Hal Begg) yesterday celebrated their fifth anniversary of radio songs and patter on WOR.

Bob Freeman, musical director in the production department of WEEL, Boston, is back from a southern cruise. Bill Rule has resumed at the controls after a week's illness.

Clinton Price, formerly at KLO, Ogden, is a new announcer at KDLY, Salt Lake City, succeeding Dave Simmons, who quit to enter the advertising promotional field.

Jocko Maxwell, sports commentator at WLTH, had Joe Hasel, the WNYC sports commentator, as guest of honor on Saturday, making it a double dose of sports.

Joseph Ries, educational director of WLW, Cincinnati, and Paul Sullivan, commentator, will be at the mikes for Mutual in airing the 500-mile Decoration Day auto race at Indianapolis.

Lee Kirby officiated at the microphone last Thursday when WBT, Charlotte, broadcast the 162nd anniversary of the signing of the Mecklenburg Declaration of Independence. U. S. Senator Robert R. Reynolds was chief speaker at the event, which drew thousands to Charlotte.

Pat O'Malley, genial song and patter man who recently joined WCPO, Cincinnati, is doing a daily except Sunday quarter-hour. He formerly was at WNOX, Knoxville.

Myron Fox's "Inquiring Reporter" program on KDYL, Salt Lake City, has acquired a sponsor in the Daynes Jewelry Co.

Leo H. Lassen not only triples in broadcasts and at the mike on three programs at KIRO, Seattle, but also does a sports column in a Seattle daily.

George Cahan, formerly of WCAU, Philadelphia, is now on the announcing staff of WTNJ, Trenton, N. J.

Leonard Kapner, manager of WCAE, Pittsburgh, left Saturday on a three-week vacation. He will visit California and may call at the new KEHE studios under the direction of Ford Billingers, former WCAE manager.

Jack Shelley, assistant news editor at WHO, Des Moines, begins a five-minute "Women's News Broadcast" on May 31 as a five times weekly feature sponsored by One Minute Washer Co., Newton, Ia. Shelley also has the Hardware News program.

"The Merry-Go-Round," formerly a two-hour transcribed show, on

WCPO, Cincinnati, has felt the influence of live talent and now features the Basin Street Boys, colored harmony team, and five other artists. Announcer Jim McCulla is emcee.

Manus Kline, sports announcer at WTNJ, Trenton, interviewed Benny Leonard and other oldtime boxers in connection with Trenton Milk Fund Fights recently.

Norman Twigger's Sunday afternoon news program on WCAE, Pittsburgh, has been renewed for another 13 weeks.

John Seagle and his hymns head the "Vocal Varieties" which just started a series over WPTF, Raleigh, N. C., under Raleigh Gas Co. sponsorship. "Southland Echoes," directed by J. Richardson Jones, is another new WPTF program, sponsored by Carolina Sales Corp. of Greenville.

Patient in a Macon, Ga., hospital got so much pleasure out of the early morning broadcasts of the Texas Wranglers over WMAZ that he invited the hillbilly aggregation and Announcer Lew Kent to have breakfast as his guests. Host was still in hospital, but he arranged for the entire group to have breakfast at a local cafe and he paid the bill.

Graham Poyner, production manager of WPTF, Raleigh, N. C., recently returned from historic Roanoke Island in connection with plans to broadcast the 300th anniversary of the birth of the first white child born in America, Virginia Dare.

Vocalist Mary Braun of the Donne quartet here, which airs over WBNO, New Orleans, is out of the running temporarily and in Touro Infirmary, where she underwent an operation.

The "Three of Us," girl trio at WSPD, Toledo, composed of Wilma Schlageter, Virginia Williams and Virginia Frank join the Reggie Childs' ork, which will leave the Commodore Perry Hotel, Toledo, within the next two weeks for the New Penn, outside Pittsburgh.

George Case, former WCPO (Cincinnati) announcer and now a member of the station continuity staff, is writing the "Fact Finder" heard week-days at 5:30 p.m. Robert Bentley is the Fact Finder.

Kenneth Beghold, formerly of WXYZ and the Michigan Network and now chief announcer at WCPO, being an accomplished baritone soloist, the Cincinnati station went to work on a program of ballads for him.

Ken Williams, news reporter, is being heard on a new program at WCKY, Cincinnati, sponsored by Charles E. Smith & Sons (men's store).

LABOR RELATIONS BOARD
TO RULE ON WHN UNION

(Continued from Page 1)
lations Board just as soon as possible to determine who should vote in a WHN election and the election would determine whether the AFL or the CIO was to represent WHN employees. Only the engineers are affiliated with the CIO. The musicians are members of Local 802, an AFL union.

Summer Biz Is Better
At WPTF, Raleigh, N. C.

(Continued from Page 1)
eral additions being made for the spring and summer.

Noticeable among increase in accounts is the addition of new refrigerator programs, Kelvinator, Frigidaire, General Electric, Electrolux, and Westinghouse now being included.

Exclusive of spot accounts, WPTF's program chart for the first two weeks in May listed the following new business: Raleigh Gas Co., 28 quarter-hour programs; White's Ice Cream Co., 13 weeks, three programs weekly; Carolina Sales Corp., renewal of weekly half-hour program for a year; Montlawn Memorial Association, one-year contract for weekly program; Blackwood's Inc., 11 programs weekly for one year; Raleigh Used Car Co., renewed weekly program for 13 weeks.

Kan Rapieff of WICC, Bridgeport, on Sunday assumed an emcee role at Norwalk's Rotaon Point with the Tommy Dorsey orchestra.

Eddie Peabody, emcee of his own "Rancho" variety show heard over KFOX, Long Beach, Cal., is located in Long Beach for two weeks while performing his annual duties of required training at the Naval Reserve flying base. Peabody ranks as Lieutenant.

WIBA, Madison, Wis., has installed a new United Press newsprinter in its studios. The station is now broadcasting four news periods daily.

Richard Shireman, for the past several months commercial consultant for WRJN, Racine, Wis., and prior to that with WGRC, Louisville, Ky., has been named sales manager of WRJN.

"The Question Box," a new 15-minute daily program, has made its bow over WHBL, Sheboygan.

"Smooth Sailing," quarter hour broadcast sponsored by Jaeger Motor Car Co. over WISN, Milwaukee, has been shifted from 1:00 p.m. Sundays to 12:15 p.m.

WNEW pulled a unique special event Friday evening when Martin Block, on his "Make-Believe Ballroom," played a recording of his interview with Jimmy Tiernan, the tiny survivor of the case being front-paged today.

★

**Don't Squawk
If You Cannot
Make the Trip
To Chicago
For the Big
NAB
Convention
(June 20-23)
Radio Daily
Will Be On the
Job Every
Minute For
Radio Daily
Readers
Everywhere**

★

NEW BUSINESS

Signed by Stations

WFAS, White Plains

Golden Bros. (Kelvinator), Camera Craft Shop, Z. Posner (furs), Vogt's Drugs, White Shoes, all White Plains; Tumble Inn (restaurant), Croton, through Graybar Adv'g, White Plains; Camp Woponset, Camp Arcadia, Dolly Pam (facials), Stockholm Restaurant, Sayet Inc (furs), Allison Gowns, all through Associated Broadcast Adv'g, New York.

WHN, New York

Chicago Food Products Co., beginning June 14 for 13 weeks, three spots weekly, through Gotham Advertising Agency; Reymer Bros. & Co., Inc., beginning June 15 for four weeks, four transcriptions a week, through Walker & Downing, Pittsburgh; Adam Hat Stores, Inc., renewal for 52 weeks, through Glickman Advertising Agency.

WHO, Des Moines

American Home Products, three serials, "Mrs. Wiggs," "John's Other Wife" and "Just Plain Bill"; One Minute Washer Co., Newton, Ia., Jack Shelley in "Woman's News Broadcast."

WOR, Newark

Swift & Co., starts June 1, on Martha Deane program, through J. Walter Thompson; Dodge Bros. (motor cars), starts June 7, Frank Morgan disks, through Ruthrauff & Ryan.

WCKY, Cincinnati

Goodall Co. (Palm Beach suits), through L. C. Gumbinner Agency, N. Y.; J. Henry Koenig Co. (coffee).

KDLY, Salt Lake City

Coca Cola Bottling Co., "Refreshment Club," new series of disks with Singin' Sam.

KFRU, Columbia, Mo.

Hyde Park Breweries, St. Louis, daily baseball broadcasts.

WICC, Bridgeport

Chrysler Corp. (Dodge Motors), Frank Morgan disk series.

KMOX, St. Louis

Coca Cola Bottling Co., Singin' Sam in "Refreshment Time," disks.

ONE MINUTE INTERVIEW

RALPH KIRBERY

"Radio today demands more realism than a highly romanticized title for a singer, crooner or other entertainer. A radio singer has to be more than just a voice out of ether. The personalities of singers are projected more and more into the radio picture not only by the way they sing their songs, but because the public demands some sort of program setting which gives them an inkling of the type of person they are hearing."

Programs That Have Made Station History

5. WOAI's "Texas Treasures"

ONE of the oldest commercial weekly programs anywhere is "Texas Treasures," sponsored by the Gebhardt Chili Powder Co., world's largest manufacturers of Mexican foods, in San Antonio.

"Texas Treasures" has been on the air since 1925 and on May 24, 1937, will have celebrated its 600th consecutive weekly broadcast from the studios of WOAI, San Antonio.

A further distinction of this unique and popular program is that its master of ceremonies is recognized as the oldest artist in radio from the standpoint of consecutive service on a commercially sponsored radio program. He is Eduardo Martinez and he began as a cellist in 1925 when the program first hit the airwaves. It is heard every Monday night from 9:30 to 10 o'clock.

Nearly 40 weeks ago "Texas Treasures" underwent a change in style. Instead of consuming the full half hour in straight music by Martinez's

orchestra, a 15-minute dramatic sketch, based on stories of Dr. J. Frank Dobie on the forming of Texas' independence, has been introduced into the variety half-hour. These dramatic playlets, which present chronologically the story of Texas history are written and produced by Lew Valentine of the WOAI production staff.

"Texas Treasures" has had an unusually popular history. Every offer that is made on the program brings thousands of requests, one bringing nearly 10,000 from a single program. (This was at a time when the program was on the Texas Quality Network.) The program has a large listening audience in the middle-west as well as the Southwest and Texas.

"Texas Treasures" is the only known program of its kind on the air, presenting not only an entertaining, exciting dramatic playlet, but real rumba, Spanish and Mexican music by talented Mexican musicians.

WABY and WOKO Open Studios in Troy, N. Y.

(Continued from Page 1)

mentioned by announcers in signatures hereafter.

WOKO studios have been ultra-modernized, with wall covered by massive photo murals which are attracting hundreds of visitors. Photos present an eye-picture sequence of interesting scenes and buildings in the capital of N. Y. Harold E. Smith, general manager of WOKO, a camera enthusiast, cooperated with Photographer Ralph MacDougal on the scenes.

Speakers for Proprietary Meet

Speakers' schedule for the 55th annual convention of the Proprietary Ass'n starting today at the Hotel Biltmore will include John Benson, president of the American Association of Advertising Agencies; Janet MacRorie, NBC director of continuity acceptance; William H. Berg, president of Health Products Corp.; William S. Groom, vice-president of Thompson-Koch Co.; Edward L. Greene of the National Better Business Bureau and others.

Meetings will continue through Wednesday.

136 Script Library Clients

The Script Library to date has signed 136 stations for its Radio Events scripts. This number of stations is expected to have Decoration Day programs based on material from the Library.

Marion Melton Back

Marion Melton has returned as the featured vocalist with Don Albert's orchestra heard via WHN on Sunday evenings 9-9:30.

Personnel of WCPO Doubles in 2 Months

(Continued from Page 1)

of business that has resulted from increased facilities. Continuity chief is Jefferson Davis Dickerson, former newspaper and radio writer. Dickerson, for ten years a member of the Denver judiciary, has a staff of four writers. Complete change in announcing personnel brought Ken Beghold from WXYZ and the Michigan Network, Bob Knapp of Springfield, Ohio, Andre Carlon from WLW, James McCulla from the Iowa Network, and Don Pavey from WOWO.

WBT Staff Men on Committee

Charlotte — Charles Crutchfield, program director, and Clair Shadwell, Musical Clock maestro at WBT, are members of the publicity committee appointed to advertise the 2nd of July dedication of the Charlotte Municipal Airport, one of the finest in the South. Many of the nation's top-notch aviators will be on hand to put on a first class show, according to the sponsors.

Airing from Masonic Lodge

Rome, Ga.—What is believed to be one of the first broadcasts from a Masonic lodge took place here last week when WRGA aired the entire address of Governor Rivers of Georgia.

Get Saturdays Off

WOR and Mutual employes in New York will have "Saturdays off," effective May 28, for the summer. Skeleton staffs will be maintained in some departments.

Celebrate First Year

Wilson-Powell & Hayward Inc. will celebrate its first year in business tomorrow.

Coming Events

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

May 23-25: National Radio Service Ass'n convention, Dallas.

May 23-26: Philco western distributors convention, Del Monte Hotel, Del Monte, Cal.

May 24-28: Society of Motion Picture Engineers, spring convention, Roosevelt Hotel, Hollywood, Cal.

May 28: Meeting of Seattle Section of Institute of Radio Engineers. James Wallace, KVI, chairman.

June 1-10: Radio-television exposition, Moscow.

June 4: Actors Equity Ass'n annual election.

June 5: Annual meeting of the Texas Broadcasters Ass'n, Texas State Hotel, Houston.

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

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

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

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

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

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

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

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

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

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BRyant 9-9746

Combining the finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 75

NEW YORK, N. Y., TUESDAY, MAY 25, 1937

FIVE CENTS

Social Security Headache

Looking On AND LISTENING IN

TALENT ABUSES The life-blood of the radio is the talent that attracts listeners by its ability to entertain, and the cry of "where are tomorrow's radio stars coming from?" is repeatedly heard, yet new talent is about the most abused element in the radio industry.

Newcomers seeking to break into broadcasting find themselves up against a succession of discouragements sufficient to break the spirit of a Spartan.

If the candidate is lucky enough to get as far as the mike, he realizes there that his disillusionments have just begun.

First there are the stations who don't pay a red cent to artists on sustaining programs.

Then there are the stations who, whether or not they compensate the performers during their sustaining trials, make them sign agreements whereby the station management is able to exploit their subsequent success beyond all fairness.

Next, after the artist has finally entered the professional fold, comes the agencies who go in for the kick-back system of taking part of the performer's salary.

And there even are cases where the agency stalls indefinitely on paying the talent at all.

It is no wonder that the outlook for tomorrow's stars is so thin.

If radio wants to assure itself of a steady influx of talent in the years ahead, there must be (1) some sort of general effort to provide a more hospitable welcome for promising newcomers, (2) at least a certain fixed minimum compensation for sustaining artists, (3) elimination of kick-backs and multiple agents' commissions on salaries, and (4) more encouraging cultivation of the little acorns who must grow up into the oaks of radio.

Plows and Listens

White Hall, Ill.—Not wishing to neglect his plowing, yet anxious to indulge his yen as a baseball fan, Farmer Ford Flatt solved the problem by attaching a radio to his new tractor. With the use of ear-phones, Flatt now keeps in touch with progress on the diamond while he rides his tractor over the good earth.

FTC PROMISES ACTION ON MUSIC MEN'S CODE

Delegation of music men who went to Washington to confer with Federal Trade Commissioners returned to their desks yesterday with the assurance that the FTC will take definite action on the fair trade practice music publishers' code now under final consideration. Code is expected to be presented to the FTC in approved form the latter part of this week and a meeting called to take final action about June 8. Code has a special clause relating to bribery of radio and other artists to plug songs.

Committee which went to Wash-
(Continued on Page 3)

Talent and Date Are Set For Vitalis Test Series

Joey Nash and Ray Sinatra with his orchestra will be featured in "For Men Only", 13-week test program sponsored by Bristol-Myers (Vitalis hair tonic), starting over WLW, FHN and WFIL on June 7 at 8:30-9 p.m. Efforts are being made to have Robert Taylor as the first guest star. Pedlar & Ryan is the agency.

WOMT in Expansion On Tenth Anniversary

Manitowoc, Wis.—As part of his general enlargement plan in observance of the tenth anniversary year of WOMT, General Manager Francis M. Kadow has made several additions to studio and production staff. Newcomers to the reorganized staff include: Emerson Smith, commercial
(Continued on Page 3)

New Sponsor is Being Sought By Amos 'n' Andy Next Year

Chicago—Amos 'n' Andy (Charles Correll and Freeman Gosden), in reappointing Lord & Thomas as their exclusive agency, expressed themselves as feeling that their long association with Pepsodent should be brought to a happy end in favor of some other product when their pres-

Artists Are Reluctant to Pay, While Bureaus and Legal Staff Seek to Comply With the Law

By M. H. SHAPIRO

Associate Editor RADIO DAILY

Refusal of the Federal government to hand down a blanket ruling and its insistence upon passing only on specific individual cases, is keeping the question of Social Security deductions in a first class state of chaos, with neither the artists on one hand nor the networks, stations, artists' bureaus, ad agencies and sponsors on the other knowing whether or not they are following a correct method of procedure.

Artists' bureaus, as is the case with
(Continued on Page 3)

Radio-Wired School

Seattle — Built-in radios for all classrooms feature the new grade schoolhouse erected at Kirkland with WPA funds. Programs of educational, historic or cultural import can be broadcast throughout schoolrooms.

MONTGOMERY-WARD DISKS BEING RECORDED BY NBC

Montgomery-Ward, Chicago mail order house through Lord & Thomas, is using NBC recording facilities to transcribe a series of quarter-hour disks entitled "Neighbor Jim." Disks are now being produced and will be placed on local stations through the local Montgomery-Ward store.

5,000 W. Transmitter Is Dedicated by KYA

San Francisco—With Chairman Anning S. Prall of the FCC, Washington, Mayor Rossi of S. F. and Station Manager Bob Roberts among the speakers, KYA last night dedicated its new 5,000-watt transmitter. Program originated in the main studios in the Hearst building, with Walter Rudolph conducting the orchestra and various headliners supplying entertainment.

KEHE, Los Angeles, KYA's sister
(Continued on Page 3)

HOT TALK IS BARRED; WIP PICKETED BY CIO

Philadelphia—Members of United Hosiery Workers, a CIO union, started picketing WIP yesterday when the station refused to permit William Leader, a union organizer, to speak on the air last night. Union had contracted for a 15-minute spot at 10:30. Station lawyers, Fox, O'Brien, Rothschild & Frankel, scru-
(Continued on Page 3)

H. Huff, G. A. Robertson Will Address Texas Meet

Longview, Tex.—Harold Huff, NAB treasurer, and Graham A. Robertson, station rep of New York, are among speakers already lined up for the Texas Broadcasters Ass'n convention
(Continued on Page 3)

Another First

In a three-column ad in the Press-Scimitar, Memphis, W H B Q last week announced with glee that a survey of all other surveys shows it to be "the first station we know of that has never won a radio survey, except those conducted by ourselves." But 78 per cent of the station's advertisers are on renewal contracts.



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Monday, May 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168	167	168	+ 1/2
Crosley Radio	22 1/4	22 1/4	22 1/4	...
Gen. Electric	54 7/8	53 3/4	54	- 1
North American	26 1/8	25	25 3/8	- 1/4
RCA Common	9 3/8	9 1/8	9 3/8	+ 1/8
RCA First Pfd.	69 7/8	69 1/8	69 1/8	+ 5/8
RCA \$5 Pfd. B.	(75 Bid)			
Stewart Warner	18 3/4	18 3/4	18 3/4	+ 1/4
Zenith Radio	34 3/4	32 1/2	33	- 1 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/2	16 1/2	16 1/2	+ 1/8
Majestic	3 3/8	3 3/8	3 3/8	+ 3/8
Nat. Union Radio	2 1/8	2	2	- 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	54	55 3/4
CBS B	54 1/2	56 1/2
Stromberg Carlson	14 1/2	15 1/2

New Play Series on WHN

"Millstream," weekly series of chapter plays dramatizing lives of folks who began in small towns, debuts tonight over WHN as a Tuesday 8:45-9:15 p.m. feature. Albert F. Brown is the author, and cast includes Harold Willard, Robert Travers, Betty Skinner, Gail Henshaw, Florence Schilling, Louis Krugman, Joan Danton, Jerry Blake and Lucy Forbes.

Glatstein Married

Cincinnati—Harvey Glatstein, WCKY plant engineer, was married Friday to Lillian Gutman of Erlanger, Ky. WCKY staff members gave them a silver service as a wedding gift.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending May 22, 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
Carelessly (Irving Berlin, Inc.)		34
Never in a Million Years (Robbins Music Corp.)		32
There's a Lull in My Life (Robbins Music Corp.)		32
Love Bug Will Bite You (Santly Bros.-Joy, Inc.)		30
September in the Rain (Remick Music Corp.)		27
Where Are You (Leo Feist, Inc.)		27
They Can't Take That Away From Me (Chappell & Co.)		24
Sweet Leilani (Select Music Co.)		23
It Looks Like Rain (Joe Morris Music Co.)		22
Too Marvelous for Words (Harms, Inc.)		22
Let's Call the Whole Thing Off (Chappell & Co.)		21
That Foolish Feeling (Leo Feist, Inc.)		21
They All Laughed (Chappell & Co.)		19
On a Little Dream Ranch (Shapiro, Bernstein, Inc.)		18
The You and Me That Used to Be (Irving Berlin, Inc.)		18
Blue Hawaii (Famous Music Corp.)		16
How Could You (Remick Music Corp.)		16
It's Swell of You (Robbins Music Corp.)		16
Was It Rain (Santly Bros.-Joy, Inc.)		16
Wake Up and Live (Robbins Music Corp.)		16
Boo Hoo (Shapiro, Bernstein, Inc.)		15
Sweet Is the Word for You (Famous Music Corp.)		15

Tornado Hits WMT

WMT, Cedar Rapids-Waterloo, was saved from considerable loss in transmitter equipment last week when a freakish tornado struck near Marion, Iowa, where the vertical radiator is located. The tornado caused thousands of dollars of damages when it flattened barns, houses, killed many head of livestock, uprooted dozens of power lines and resulted in injuries to at least one person.

The freakish wind was headed directly toward WMT's new transmitter house and towers, when it suddenly swerved, missing the station equipment, and loosened itself on all sides.

Station was without power Tuesday forenoon and could not broadcast until workmen rebuilt nearly half a mile of highline carrying power to the transmitter. Charles F. Quentin, technical supervisor for WMT, said the main force of the storm was felt in an area just west of the broadcasting towers.

Garbisch Joins R. & R.

Edgar W. Garbisch, v.p. of J. Stirling Getchell, Inc., has resigned from that agency to join Ruthrauff & Ryan in an executive capacity. The Socony Vacuum account, which was handled by Garbisch, remains with the Getchell agency. Garbisch is a son-in-law of Walter Chrysler.

NBC Memorial Day Program

NBC's "Magic Key" Memorial Day program will feature an "Ode to Memorial Day" by Arthur Guiterman, with music by Frank Black, to be read by Walter Hampden. George M. Cohan, now traveling about France, will be interviewed from there by John B. Kennedy.

Night Baseball on WNEW

WNEW will broadcast the night baseball games between Newark and Syracuse on Thursday, Friday and Saturday, 9-11 p.m. Programs, sponsored by General Mills for Wheaties, have caused the station to cancel all sponsored shows now heard during the two-hour period. Attempts are being made to offer afternoon spots during the three days, or additional time added to the present contract to compensate for loss of time. Earl Harper will be at the mike for the ball games.

Amateur Trophy Presented

Actual presentation of the William S. Paley Amateur Radio Award took place at a luncheon at the Waldorf-Astoria Hotel yesterday when the president of CBS handed over the trophy to Walter Stile, Jr., of Coudersport, Pa. Part of the proceeds were broadcast via CBS at 2:30-2:45 p.m.

Among those present were Anning S. Prall, chairman of the FCC, who praised the work of the 'hams'; Paul Kesten, H. K. Boice and other CBS vice-presidents and executives and small gathering of newspapermen.

Fenster Joins Paull-Pioneer

Hy Fenster has resigned from Irving Berlin, Inc., to join Paull-Pioneer, music publisher.

COMING and GOING

HOWARD MILL, executive of WSFA, Montgomery, is in New York.

PHIL LALONDE, manager of CKAC, Montreal, is in town with MRS. LALONDE.

HARRY BUTCHER, CBS vice-president in Washington, is visiting New York headquarters.

CLAY MORGAN, WAYNE RANDALL and E. P. H. JAMES of NBC and FRANK MULLEN of RCA went to Philadelphia yesterday for the RCA eastern distributors meeting.

HELEN BRATTRUD, secretary to Don Higgins, CBS press chief, sails Saturday for London aboard the Brittannic for a five-week vacation.

WALLACE WEST, CBS press, is back at his desk from a trip to Russia.

H. S. GARDNER, chairman of the board of Gardner Advertising Co., arrived yesterday aboard the Queen Mary, completing a world tour begun last January.

JOHN G. FAINE, general manager of Ascap; HARRY FOX, general manager of Music Publishers' Protective Ass'n; EDWARD B. MARKS and SAM FOX are back from Washington.

ED SPENCE of WBAL, Baltimore, is in New York.

LEONARD KAPNER, general manager of WCAE, Pittsburgh, is California-bound on a three-week vacation.

KATHRYN RAND leaves Saturday for Philadelphia to open at the Arcadia there.

GLORIA WHITNEY leaves Friday to spend the Decoration Day week-end in New England.

HANS KINDLER, cellist and conductor of the Washington Symphony Orchestra, sails today aboard the Lafayette for France.

HELEN GLEASON, singer, and LEO ERDODY, musical director of World Broadcasting System, leave for the west coast July 1. Miss Gleason will fulfill motion picture commitments and Erdody, her manager, remains in Hollywood four weeks before returning to WBS headquarters in New York.

ARELENE FRANCIS arrived in New York yesterday after a trip from Honolulu on the China Clipper.

New Greensboro Agency

Greensboro, N. C.—A new advertising agency under the name of Morton, Advertising, has been established here by Frank P. Morton, with offices in the Security Bank Bldg. Morton, who will be general manager, was formerly with Carl J. Balliett advertising agency, and later advertising and sales manager of Southeastern Hotels Co. and Textile Chemical Products Co. William Stack is the art director.

New firm will specialize in business and industrial accounts, going in for more intensive development of old markets as well as locating new ones.

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AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
New York, N. Y.

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

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recorded by Chick Webb on
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ROY MUSIC CO.
1619 BROADWAY, NEW YORK, N. Y.

The Tavern
RADIO'S
RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St. Toots Shor

RADIO UP IN THE AIR OVER SOCIAL SECURITY

(Continued from Page 1)

the legal departments, are doing the best they can to comply with the law. Apart from the fact that considerable additional help is at work in the accounting departments, the individual cases cropping up daily are no end of a headache for all concerned. With no precedents to go by, no one in authority wishes to take arbitrary action, make any unqualified rulings; in short, any move means sticking one's head out.

General procedure of the networks is to merely take out artists' bureau commissions, leaving the Social Security deductions for either the advertising agency or the sponsor on occasion. Counsel for the American Association of Advertising Agencies is currently seeking a ruling from Washington as to who should be regarded as the "employer."

Majority of artists state they are free-agents and "independent contractors." The latter classification has been allowed by the State of New York in its Unemployment Insurance deductions where an artist wishes to distinguish a sustaining job from a commercial. Federal government so far has refused such a ruling.

Artists Up a Tree

Young actor on commercials queried by this reporter said his Social Security deductions are taken out, but he has yet to fill out a card and receive a number. Another actress who does both commercials and sustainings didn't mind deductions on the former because there was an employer, but squawked plenty about deductions on sustainings. Deductions were made, she said, for the first two months, then a lull; suddenly a huge lump sum was deducted on past commercials and sustainings.

Bookkeeping department, said the artists' bureau, had enough trouble keeping the state and Federal deductions straight, and neither he nor anyone else wanted to establish any ruling. She was referred to the legal staff. Where the artist in question is directly employed by the network or station, matter of deductions are comparatively simple, it would seem. Yet when the act is sold for even a guest shot, actual employer may eventually be ruled as the sponsor.

Mere deductions are easy considering the fact that the organization forwarding the deduction must contribute twice as much out of its own

NEW PROGRAMS—IDEAS

Farm Reporter on KSFO

"The Farm Reporter," a new program devoted to service for the farmer, has started as a 7:30 a.m. daily except Sunday feature over KSFO, San Francisco. Ira L. Smith, appointed agricultural director of KSFO, will be directly in charge of the program.

Aside from news and notes about the various Farm Bureaus in Northern California, the broadcast will carry vital daily information about markets, quotations and other matter of specific interest to farmers, poultry raisers and ranchers.

Activities of farmers' clubs and news of farm folk also will be included in the 15-minute program.

New Type Police Broadcast

WIRE, Indianapolis NBC outlet, starts a new type of police broadcast this week when an airing of the "show-up" goes on tomorrow, at 7 o'clock.

Cooperating with local police officials, the program will be handled by two detective lieutenants who will aid in questioning prisoners in regular "show-up" fashion. No staff announcer will be used on the program and no attempt made to provide any sort of continuity. Prisoners will not even know their answers are to be aired and talk will go on air unexpurgated.

Unique Job Series

"The Other Man's Job" is the title of an interesting new series of programs starting this week over KDAL, Duluth. The program comprises a series of interviews with persons having unique jobs—at least unique in the area served by KDAL. For the

5,000 W. Transmitter Is Dedicated by KYA

(Continued from Page 1)

station in the California Radio System, which now totals six stations, and KFBK, Sacramento affiliate, broadcast special salutes.

Installation task, involving a \$100,000 investment, was in the hands of Paul Schulz, chief engineer. Plant will operate 5,000 watts daytime and 1,000 nights.

WWL Technical Staff Shifts

New Orleans—J. D. Bloom, Jr., has been appointed chief engineer of WWL, CBS outlet here, with Edward DuTreil as chief transmitter operator and Francis Jacob as chief control room operator, in a three-way change of the technical staff.

pocket. Periodic checkup is expected to bring to light the artists who failed to fill out Social Security cards.

Although the government regards an orchestra leader as the employer of his men, the A. F. of M. is seeking to change the ruling.

first four broadcasts, the interesting personalities lined up by KDAL include a diver, the chief government meteorologist, a man whose business is operating a fish hatchery, and the man who is in charge of operating Duluth's aerial lift bridge. Others equally as interesting are being lined up. The series will continue for several months, once weekly.

"Guess Who?" on WTMJ

Dandy little game being played by WTMJ (Milwaukee) listeners these days. "Guess Who" is the title of the program and it's heard Wednesdays at 3:15 p.m. The trick: Announcer asks a character a series of questions by which listeners try to identify the famed person the character represents. It's like charades. Prizes are given for correct answers. The stunt has whipped up quite a bit of interest, lots of mail.

Sunday Church Hour

WMBH, Joplin, Mo. recently established a church hour on Sunday mornings, 8:15-9:15, for the churches in the communities surrounding the city. Different churches are invited to hold services. The ministers in churches in towns and cities within the primary area have been invited by personal letter to arrange dates for their broadcasts. This program is well received. It is sustaining.

Music Without Words

"Night Dreams," presented over KSL, Salt Lake City, on Fridays at 11:30 p.m. MST by Gene Halliday, is a 15-minute organ music show devoid of announcements. Gene composed his own theme, "Night Song," for the new program, which is already showing a good response.

H. Huff, G. A. Robertson Will Address Texas Meet

(Continued from Page 1)

June 5 at the Texas State Hotel, Houston, it is announced by James R. Curtis, secretary-treasurer. Robertson will talk on "why independent stations don't get more national business".

Senator L. J. Sulak, who introduced a copyright bill in the state legislature, also will speak.

WCKY Orders Transmitter

Cincinnati—New 10 kw. transmitter ordered from RCA by WCKY will be shipped on June 9, L. B. Wilson, president and g.m. of the station, has been advised. New equipment is expected to be in operation by July 1.

RECORDINGS

Productions :- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BRV 9-8265

HOT TALK IS BARRED; WIP PICKETED BY CIO

(Continued from Page 1)

tinized the script, advising it packed too much fire to be aired, and station cancelled contract. Largest hosiery strike town ever saw is waged by union and radio time was sought to present strikers' side. Union even bought newspaper ads to publicize radio message. Eight pickets in front of building carry signs reading: "WIP is unfair to labor." "WIP won't let labor speak its mind." Marks second time a local station was picketed by labor groups. During longshoreman strike, WCAU was picketed because of unsympathetic remarks made by Boake Carter on his broadcast.

Ben Gimbel, WIP president, had no statement to make.

WOMT in Expansion On Tenth Anniversary

(Continued from Page 1)

manager, formerly with the Central States Broadcasting Co.; Merrill Inch, traffic manager, former Drake University continuity chief; Bill Sears of Milwaukee, news editor; Everett Cobb, special events man from WTAQ, Green Bay, and Announcer Bob Hanson.

Included in the celebration of WOMT's decade of service is a special merchandising and commercial drive that will bring the station a new transmitter, vertical antenna, and remodeled studios.

F. T. C. Promises Action On Music Publisher Code

(Continued from Page 1)

ington comprised John G. Paine, general manager of Ascap; Harry Fox, g.m. of MPPA, Edward B. Marks and Sam Fox. Paine accompanied Fox due to the fact that, as MPPA chairman of the board, he had worked on the code originally.

Sign for NBC Thesaurus

KICA, Clovis, N. M., and KMJ, Fresno, will take the NBC Thesaurus library beginning June 1. WWVA, Wheeling, W. Va., has renewed its contract for the service.

ADOLF SCHMID

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INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC
New York City

THE SONGBIRD OF THE SOUTH

KATE
SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

GUEST-ING

LESLIE HOWARD, on Eddie Cantor program, May 30 (CBS, 8:30 p.m.)

WEBER & FIELDS, AL JOLSON and GEORGE JESSEL, on Hollywood Hotel, June 4 (CBS, 9 p.m.)

SIDNEY SKOLSKY, interviewed by Cecil B. DeMille on Lux Radio Theater, May 31 (CBS, 9 p.m.)

MARGARET McCRAE, on Show Boat, May 27 (NBC-Red, 9 p.m.).

KXBY Staff Promotions

Kansas City — Frank Bailey has been made merchandising manager and publicity head at KXBY, succeeding Clair Heyer, resigned, Jim Bannon, who it is announced by Hal Makelim, g.m. recently joined KXBY from KMOX as special events and news announcer, succeeds Bailey as production manager while continuing his other duties.

Earle Bachman, here from New York to spend two weeks working with the KXBY staff, is helping organize a new sales department and arranging auditions for agency reps and advertisers.

Postal Series on WINS

A new 52-week series of broadcasts sponsored by Postal Telegraph starts today over WINS and the N. Y. State Broadcasting System. Series is in three parts, with a typical American family skit, "The Meade Family," being heard Mondays, Tuesdays, Thursdays, Saturdays and Sundays at 6:45-6:50 p.m.; Louis Katzman's orchestra in "Melodigrams," with Emile Renan and Dorothy Kirsten, on Wednesdays, 6:45-7 p.m., and "Forward America," written by Ed Cleland, on Fridays at 6:45-7 p.m.

Jack Benny Laid Up

West Coast Bureau, RADIO DAILY
Los Angeles—Confined to his bed by influenza, resulting from over-work, Jack Benny missed his Sunday night NBC broadcast. Mary Livingstone (Mrs. Benny) also was out of the show and at his bedside. Phil Harris, Don Wilson, Kenny Baker and others of the Benny program, with the assistance of Trudy Wood, carried on Sunday. Benny is expected to be on his feet in time for next Sunday's show.

ONE MINUTE INTERVIEW

E. F. McDONALD JR.

"Television is much farther away than 'just around the corner'. Aside from numerous technical difficulties, no practical way of linking advertising with moving pictures has yet been put into practice, and it is problematical whether the advertiser of the future can successfully link televised programs to his commercial announcements."



● ● ● E. Phillips Oppenheim's "The Amazing Partnership," a serial, was auditioned by A. & P. for a new record series planned...Movie critic Rose Pelwick's appearance on "Movie Pilot" tomorrow night is an audition for a big show with Rose at the helm, a la Parsons, and to be aired via the nets...Phil Silver, former Minsky comedian, is being air-tested this week for an established current spot...If Vincent Travers doesn't appear one night this week at the French Casino, he'll be found in Coney Island showing the sights to his fiancée, Olive Mallett, who sails Friday for Europe to visit the family before becoming Mrs. Johnny One-Ncte Travers...CJCA, Edmonton, Alberta, presents a one-hour show on Saturday nights especially catering to trappers and prospectors, who are miles away from civilization. Show is called, "Hello the North!"...Harry von Zell's show for Gulf with gueststars, will definitely not feature "freak acts" but legit variety artists.

● ● ● Songwriter Teddy Powell resides above Toots Shorr's "Tavern"...The other night he returned late and as he climbed the steps, weary from a day's toil, he heard melody from his room, both the pounding of his piano and the lusty voices of strangers...Teddy, though shocked at the intrusion upon his domicile, was polite enough to knock and ask if he might enter...Came this through the closed door; "Go away and come back later. We're busy!"...Teddy believed that the voice sounded familiar, so he ventured to open the door...There was Benny Davis and J. Fred Coots, rival songwriters, using Teddy's room and his piano, to play a new song of theirs to an artist—for a plug!

● ● ● Patricia Norman, star of "Hit Parade" and vocalist with Carl Hoff's band at the Biltmore, gets the coveted Eddy Duchin femme spot after skatie-eight hundred auditioned...Walter Fleishman and Harry Davis have been hired to publicize Local 802, Musicians' Union...Willie Farmer, Leon and Eddie maestro, who opens at the Promenade in Radio City's Sunken Gardens shortly, may be aired via CBS or Mutual—from NBC TERRITORY...WBT, Charlotte has three page boys all named "Joe"...KFVS, Cape Girardeau, Mo., recently received a song request from a listener, who stated he had been a dialer to that wave-length for 11 years and this was his first request. His selection was played, following which an announcement was made direct to him, asking the "faithful one" not to wait another 11 years to write in again...WMBH, Joplin, Mo., recently aired a singing pig!...But Doug Grant, program director of WMT, Cedar Rapids, has gone one better and made arrangements to air the arrival of triplets and their mother, the event being due in two weeks. The triplets, as you didn't guess, are baby robins!

● ● ● Spectators are wondering if it could have been "mutiny" on John (WOR) Gambling's part when his first ball struck Donald Flamm, prexy of WMCA, at River Vale the other day during the golf tournament!...Ira Hubert of WMCA's sales force, who brought in the lowest card for his team, got himself on the "spot" by so doing...His boss now thinks that Ira goes golfing when he takes an afternoon off to "see that BIG client"...Buddy Clark, playing for Columbia with a friend whose card was in the low 70's, was foiled into passing him off as a CBS man. The guy was a "pro"...Dick Fishell, driving up in the afternoon, stopped on the way to show off the estate purchased by his boss...Bill Weisman was set to rule the entire fracas "unconstitutional"...

PROMOTION

KCKN Gives Rotary Look-In

Entertainment provided by the staff of KCKN, Kansas City, Kas., for the weekly Rotary Club meeting resulted in calls from a couple of prospective clients.

The KCKN program was a dramatization of a typical morning in the radio office, with accent on the trials, tribulations, humorous incidents, schedule conflicts, etc., that beset radio management. Station brought in a lot of community interest and closed with the actual routine of preparing and presenting an audition program for a fancied sponsor. Show was nicely gagged and very entertaining.

Later in the day, two local retail store managers called the station asking that the commercial representative come around to discuss programs.

Before the show was put on, Manager Ellis Atteberry of KCKN talked to the Rotarians about radio.

WHOM Exploitation Stunt

WHOM staged a unique advertising campaign for the Le Winter's Radio Stores of Brooklyn on Saturday. The Farfariello-Gardenia-Amato Theater Troupe, stars on the daily Le Winter's Radio Stores programs heard over WHOM, were appearing in a gala variety bill at the Academy of Music in Brooklyn on Sunday, so Le Winter's donated two radios to be given to the holders of lucky numbers distributed by the tens-of-thousands from a plan flying over Brooklyn and vicinity Saturday afternoon. Vincenzo Gardenia, juvenile star of the company, was in the plane.

Air Tour of KDAL Studios

As a "get acquainted" gesture, KDAL, Duluth, recently took its listeners on an "air tour" of its studios. An extension mike was used to tour the entire business offices, studios, announcers' booth, control room and press-room. The staff members were caught at work at their various jobs and gave "minute interviews" explaining their functions.

WSGN Production Manager

Birmingham—T. O. White, widely known advertising and merchandising man of this city, was recently appointed production manager of WSGN, the Birmingham News & Age-Herald station.

Henry P. Johnston, director, has inaugurated a complete merchandising and service department at WSGN, modeled after those operated by the largest stations in the country.

6th Year for "Witch's Tale"

"Witch's Tale," WOR dramatic show, celebrates its sixth anniversary on the air this Thursday. Alonzo Deen Cole, actor and writer, and his wife Marie O'Flynn, are the only members of the original production still with it. Others now in the cast include Mark Smith, Tom Hoyer, Alan Devitt, Ethel Intropidi and Miriam Wolff.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

MMARGARET WHITEMAN, according to some, may be Maestro Paul's new manager...It seems she now signs his checks intended for the trade....He and Elsa Maxwell of party-throwing fame produced something extra-special in the way of a test recording for the new Vitalis program.... Maryllin Miller, who hails from down Baltimore-way, to do her first RKO flicker on location at Annapolis this week...."Hammerstein Music Hall" will have her as co-guest with Alfred (Babes in Arms) Drake tonight....Famille Draper going mike-conscious these days, with son Paul scheduled to deliver a tap dance of symphonic music on Sunday's "Magic Key" and Muriel taking over Margery Wilson's spot on "It's a Woman's World" on June 8, in lieu of the sophisticated program originally planned for her....Midge Smith, Eve Love's tutelary deity of the typewriter, is Texas and Zeke Canova-bound.... Peggy Wood offers her dramatic, vocal and scrivening talents on a new program over the NBC-Blue network on Wednesdays and Fridays, 2:45-3.... Helen Myers, Oklahoma City Junior Leaguer, debuts tonight at the Rainbow Room and the Grill, to be aired with Emery Deutsch....The Myers lass plays the piano and sings.

▼ ▼
Martha Dulin, WBT hostess, earned local plaudits as the lead in the Charlotte Little Theater presentation of "Biography"...with Reginald Allen, WBT announcer, and Forney Rankin of the WBT Farm Program both assisting....Marie Mitchell, KSL's P.B.X. operator, subbed for a gal with a bad memory on just two minutes' notice and won a figurative but fragrant laurel wreath....Marguerite Brill, Pittsburgh's harp-playing social-registerite, contracted to NBC, is scheduled for dramatic auditions....La Brill and her harp, sighted posing for the NBC photographic department, are both photographic in the degree superlative.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA



"THERE WAS A WOMAN"

Sustaining
WJZ—NBC-Blue Network, Saturdays, 8-8:30 p.m.

INTERESTING DRAMATIZED HISTORICAL EPISODES ABOUT FAMOUS WOMEN.

Originating from NBC's Chicago studios and authored by John M. Young with the research assistance of Bessie Boynton, this promises to be an interesting series. Initial presentation, which was acted by an excellent cast, dealt with Peggy Shippen Arnold, the loyal wife of Benedict Arnold, and traced her career from the time she married the older Arnold despite objections from her father to her death in England where she still held to the belief that Arnold had tried to act for the best.

Templeton Fox as Peggy Arnold, Phil Lord in the role of Peggy Shippen's father and Bob Griffin as Arnold gave distinguished performances.

"Lenox Avenue"

Highlight of "Everybody's Music" program last Sunday on WABC-CBS Network, 3-4 p.m., was the world premiere of "Lenox Avenue," first of the compositions in the Columbia Composers' Commission series. Authored by William Grant Still, the new work is a "musical essay" in 11 scenes dealing with Negro life in Harlem. After a brief introduction by Henry M. Neely, the regular commentator of the "Everybody's Music" program, Juano Hernandez, took over as narrator, a role which is an integral part of the new musical composition.

Through the medium of a little talk and much music, which was in a symphonic jazz vein with emphasis on the symphonic, the Still work depicted Harlem scenes embracing a little flirtation, a fight when the husband of the flighty wife comes along, boy dancers in the street, a drunk, church worship, a rent party and other incidents of joy and sadness, all making for an interesting piece of musical entertainment. Though somewhat mild in a descriptive and interpretative way, it had plenty of rhythmic quality. Continuity was written by Verna Arvey.

Howard Barlow, conducting the orchestra, did the new musical work full justice. Other items on the program were Rossini's "Italians in Algiers" and Mendelssohn's "Midsummer Night's Dream" nocturne.

Sunday Night Party

The former Sealtest Saturday Night Party became the Sunday night party this week over WEA-F-NBC-Red Network, 10-11 p.m., with James Melton continuing as emcee, Jane Pickens as feminine vocalist, Donald Dickson for additional singing, Tom Howard and George Shelton in their

usual comedy, and Jimmy Durante and Sibyl Jason as guest stars. It was a pretty good show on the whole, although Durante wasn't near as funny as on his former radio appearances when he had better material, and little Miss Jason wasn't audible enough to register fully. The singing end of the show was okay, and Dolan's orchestra did good duty.

"The Scene Changes"

One of those all too rare programs without a lot of blare and needless talk made its appearance Saturday at 8:30-9 p.m. on WJZ-NBC Blue Network, with San Francisco as point of origin. It was a sort of musical voyage embracing a variety of changes of scene—mood, tempo and type, musically speaking—the various changes taking place gracefully without a lot of jarring gag-line introductions by the announcer. Vocal work was judiciously interspersed. Effect of the whole was pleasurable, soothing and a great relief from the general run of musical programs. Ernest Gill's orchestra, Jeane Cowan, Zarova, the Three Cheers and an Argentine trio were the talent.

Colonel Jack Major

One of the most genial half-hours of an afternoon, or even of an evening, is provided by Colonel Jack Major over WABC-CBS network on Mondays at 3-3:30 p.m. His brand of Kentucky humor has individuality and originality that is well away from the routine Joe Miller stuff found on most variety shows. And his "whopper" yarns are humdingers. Among current sustainings, he is one of the best candidates for sponsorship.

Quiz Congestion

A congestion of question and answer programs has come about on Saturday evening. At 7:30 to 8 o'clock on that night, while Uncle Jim and his Question Bee are holding forth on WJZ-NBC Blue Network, the Answer Man is bucking him over WOR. And at 8 p.m. when these two get through, Professor Quiz and Arthur Godfrey start in with their ace ask-me program over WABC-CBS Network.

Clyde Barrie

A fine baritone voice is displayed by Clyde Barrie, young Negro vocalist, in his series of WABC-CBS Net-

★ F. C. C. ★
ACTIVITIES

APPLICATIONS DENIED

Cadillac Broadcasting Co., Detroit. CP for new station. 1140 kc., 500 watts, daytime.

Bay County Publishers, Inc., Panama City, Fla. CP for new station. 1420 kc., 100 watts, unlimited.

W. H. Marolf, Escanaba, Mich. CP for new station. 1500 kc., 100 watts, unlimited. Escanaba Daily Press Co., Escanaba. CP for new station. 1500 kc., 100 watts, daytime.

WNRI, Newport, R. I. Mod. of CP. 1200 kc., 100 watts, 250 watts LS., unlimited.

E. Anthony Sons, Inc., Pawtucket, R. I. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

KWBG, Hutchinson, Kan. CP to make changes in equipment, antenna, move transmitter, increase power and change frequency.

KFPM, Greenville, Tex. CP to change frequency, increase power, change hours of operation, make changes in equipment and move transmitter.

APPLICATIONS GRANTED

WMBD, Peoria, Ill. CP to install new transmitter and increase power to 1 KW. night, 5 KW. day.

KGCC, San Francisco. Mod. of license to change hours of operation to unlimited. 1470 kc., 100 watts.

Hunt Broadcasting Assn., Greenville, Tex. CP for new station. 1200 kc., 100 watts, daytime.

WAAB, Boston. Mod. of license to increase day power to 1 KW 1410 kc., 500 watts night, unlimited.

WTHT, Hartford, Conn. Mod. of CP for change in hours of operation to unlimited. 1200 kc., 100 watts.

EXAMINERS' RECOMMENDATIONS

Frank M. Stearns, Washington. CP for new station. 1200 kc., 250 watts, daytime, be granted.

work spots. Nice tone and flexibility, plus a good feel for the better type of music, are among Barrie's singing assets.

"Study in American History"

CBS lost no time in putting on a broadcast in connection with the demise of John D. Rockefeller, Sr., this special program being heard Sunday at 10:30-11 p.m. Highlights of the past century and especially that period of great American business progress which ushered in the Vanderbilts, Morgans, Goulds, et al, were brought out in dramatic fashion with appropriate incidental music. Earlier in the afternoon CBS also put on a commentator who highlighted the career of the oil tycoon. Evening program brought out the important incidents in Rockefeller's life, including his early jobs down to his philanthropic donations.

CONSOLIDATED RADIO ARTISTS, INC.
30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND - CHICAGO - DALLAS - HOLLYWOOD

America's Leading Radio and Dance Orchestras

BAND OF THE WEEK

CLYDE LUCAS
and h's ORCHESTRA
MICHIGAN THEATRE, DETROIT
WEEK OF MAY 28th
EARLE THEATRE,
WASHINGTON, D. C.
WEEK OF JUNE 11th

Donald Peterson

PRODUCING
JUNIOR G-MEN of AMERICA
WOR—6:30 P.M. M.W.F.

Philadelphia

ROSAMUND MARGARET ROSENBAUM, daughter of Samuel R. Rosenbaum, WFIL president will be married on May 25 to Lewis Adams Riley, Jr., of Mexico City.

Charlie Borelli, former director of Italian programs over WDAS, is pinch-hitting for Michael Fiorello on the WPEN-WRAX foreign language shows. Fiorello is in Jefferson Hospital.

Carlisle and London, female rhythmic piano duo over KYW, have been given a regular weekly spot on Wednesdays. They will accompany the popular balladings of Bon Bon, more frequently heard with the KYW-NBC Top Hatters orchestra.

Ben Greenblatt, KYW piano rambler, insists on playing on his own piano whenever he is on concert tour. The result is that the instrument already has crossed the Atlantic four times in addition to its jaunts to almost every state in the country.

Jean Rogers, the "voice of Hollywood" on KYW, is preparing for her annual trip to the coast movie colony to garner first-hand information about the stars.

Max E. Freedman, WPEN-WRAX announcer, is back at his post after a prolonged illness.

Sophie S. Goldsmith is adapting the Howard Pyle Wonderclock stories for a new kiddie program over WIP.

Sandy Guyer, WIP ace announcer, is paraphrasing the question-answer craze with a thrice weekly shot of his own called "What Do You Know?" Tie-in was made with the Carman Theater, supplying free movie ducats for the best question senders and answerers.

WIP has rounded up the staff talent for a new summer program, "Quakertown Varieties." Soloists include Allan Kearney, Frances Cooper, Charles Hogg, Grace and Sam Conrad, Carl Tanberg, announcer Howard Jones and Clarence Fuhrman's studio orchestra.

Ray Fitzgerald, WDAS vocalist, off to Narragansett Pier, R. I., for the summer.

Laura Morgan Button, the Vogue Model School directress, launching her "It's Fun to be Charming" air show over WIP.

The Sleepy Hollow Boys leave their commercial shows over WCAU for a vaudeville tour. Pickard Family will fill in.

WCAU staff members are talking up a fishing trip on Boake Carter's yacht sometime in June.

Ed Krug, WCAU announcer handling the Boake Carter broadcasts, was confined to his home with a recurrence of throat trouble.

Joan Wallace, soprano, is the newest addition to the WDAS artists staff.

Lee Frank, WFIL dramatists, attending the stage and screen conclave in New York this week.

★ Coast-to-Coast ★

MRS. IONE QUINBY GRIGGS herself is the conductor of the "Tell Mrs. Griggs" program on WTMJ, Milwaukee. The program is in connection with the column run by Mrs. Griggs in the Green Sheet, Milwaukee Journal. Heart and domestic problems are discussed in both the paper and on the air.

Earle J. Gluck, president and general manager of WSOC, Charlotte, N. C., is also very active in Naval Reserve work. Lieut. Gluck is Naval Communicatilon Reserve Commander for the 6th Naval District, and has been appointed a member of the new Naval Reserve Policy Board which is meeting this week at the Navy Yard in Charleston, S. C. It was to serve on this board that Lieut. Gluck left Charlotte, a few days ago, to return Monday. The station's head was accompanied by Mrs. Gluck and by Dick Faulkner, WSOC announcer, and his wife, Georgia Orwig.

Ruth Rettig, secretary at WHIO, Dayton, O., left last Saturday on a TWA plane for a week's vacation with her relatives in Kansas City. She also plans to return via the air-lanes.

KLZ, Denver, notes.....Norman Sorenson is subbing for Les Weelans, musical director, who is vacationing.....Captain Ozie Waters and his Colorado Rangers are making personal appearances at Civic theaters.....T. A. McClelland, chief engineer, whose daughters just recently recovered from scarlet fever, is now in the hospital himself with pneumonia....Mark Hansen is narrating a new program on child rearing, with scripts by Parents' Magazine.

Powder River Jack Lee and wife Kitty, pioneer performers over KSL, Salt Lake City, back in 1922, made a return appearance last week.

Announcers Earl Rodell and Benny Craig and Chief of Staff Frank Hennessy, combine their efforts on the Early Risers' Club at KLRA, Little Rock, Ark. Informality and eye-opening swing music are the key-notes of the program, which has a widespread mail-pull.

Airing from WRGA, Georgia, originating in a Masonic Lodge is not exactly the first broadcast from such origin, according to H. Y. Higgs, CBS engineer. Higgs recalls that he handled one for William Jennings Bryan from the St. Cecile Lodge in New York back in 1924, through WJZ, when it was a lone (RCA) wolf on 42nd street.

Jim Eberle and Victor Linfood of the special events department of WWJ, Detroit, did a swell job of covering the recent colorful tulip festival at Holland, Mich. They gave lis-

teners a bit of old Netherlands celebrating in midwest America.

Dutch Reagan, who quit WHO to accept a Warner Bros. film contract, is making the trip from Des Moines to Hollywood by car. Bill Brown is the new WHO sports announcer.

Earl Rodell, newest addition to the announcing staff at KLRA, Little Rock, Ark., was formerly with KMOX.

Margie Ann Knapp, WHN's new 12-year-old singing discovery from the midwest, will appear in the Annual Commencement Exercises of the Professional Children's School on Friday morning at the Empire Theater.

Phil Cook, whose Almanac is heard at 8-9 a.m. over WABC-CBS, plans to give his June 5 show from one of the CBS playhouses, provided enough fans write in expressing a desire to attend.

Ray McGrath, who gives dramatic readings with organ background at WELI, New Haven, has done everything from Shakespeare to original scripts. He also is a regular member of the "First Offender" cast.

Milton Brandl is handling the Early Risers' program over WISN, Milwaukee, since Neil Searles became program manager in addition to other announcing duties.

Peter MacArthur, producer of the Iowa Barn Dance Frolic over WHO, Des Moines, is doing nicely following an operation Friday for a foot infection.

Ralph Edwards is announcing the WABC-CBS Sunday morning Horn & Hardart Children's Hour, Paul Douglas having taken a vacation.

Glenn Shaw, skipper of "The Night Boat" over KLS, Salt Lake City, goes on vacation after the May 29 airing.

The alert commercial staff of Arkansas Broadcasting Co., Little Rock, sought out two young and handsome "fast talkers" in the persons of John (Parson) Shacklett, formerly with WLAC, and Bill Barnes. They are with KLRA and KGHI, respectively.

The Four Modernaires, heard over NBC and CBS networks, are now at WLW, Cincinnati. The group includes Bill Conway, Harold Dickinson, Ralph Brewster and Charles Goldstein.

Foster Rucker, production manager for KFOX, Long Beach, Cal., is iaking another fling at an old love—legitimate drama. Fos returned to the boards he has not trod for some weeks, to do the lead in "Accent on

San Francisco

GENE TABOR, former Oakland KYA announcer, has headed for Los Angeles.

KYA's Station Manager Bob Roberts played host at a dinner for the staff and press Friday night in celebration of the station's new transmitter.

Ken Burkhardt back in radio after several months as special features announcer on KLS, Oakland. Last worked for KROW, Oakland—before that with KLS.

Al Cormack, CBS west coast traffic chief, visiting KSFO in San Francisco while he's up here to see his family over the week-end.

KFRC, key Don Lee-Mutual net station, is first Pacific Coast air plant to put its technical staff on a 40-hour week. Lewis Allen Weiss, general manager of system, has signed a five-year pact with KFRC technicians. Negotiations were amicable.

Tom Brennan returns here from Hollywood to broadcast the Golden Gate Bridge opening ceremonies for CBS (KFOS). Networks will use planes as "overhead" coverage.

Carl Schuknecht is the new NBC field engineer for this district.

Youth" for the Long Beach Players Guild, local Little Theater considered by Hollywood as one of the best directed and talented groups in Southern California.

WSOC's "Pack Transmitter" and mobile unit have been on the "go" for the past week. A week ago, one of Charlotte's many beauty spots, the Rose Garden in Independence Park, was crowned in all its glory. When Charlotte's new Municipal Airport was officially opened with the landing of an Eastern Airlines Plane, the WSOCites were on hand to pick up the attendant ceremonies.

Buster King and Jimmy DePlacito, "The Romany Romancers", are now being sponsored over WELI, New Haven, by Quality Furniture Shop and Vellonos Jewelry Store.

The greatest array of golf stars ever to face any single microphone simultaneously participated in a "March of Champions" skit over WOKO, Albany, during the recent Northeastern New York Golf Association carnival. The CBS station gave its listeners Bobby Jones, John G. Jackson, president of the United States Golf Association; George R. Jacobus, president of the National PGA; Tony Manero, Danny Shute, John W. Fischer, Lawson Little, Harry Cooper, Horton Smith, Jim Thompson, Tom Creavy, Marjorie Harrison and Virginia Guilfoil. Harold E. Smith, general manager of WOKO, Inc., engineered the broadcast through cooperation of The Knickerbocker Press, sponsors of the carnival.



EDWARD W. BUCKALEW, who has been account executive for Barnes Chase Agency (handling White King Soap, etc), has been appointed sales promotion manager for KNX and Columbia Pacific net. Buckalew was also formerly with the Doremus & Co. agency, as manager. His coming adds to the promotion force, which already has George McCaughna in the Los Angeles office and Bob Reichenback in San Francisco.

Elza Schallert will have three tops from "Turn Off the Moon" cast on her Friday interview — Fanchon, John Downs and Eleanore Whitney.

Auto Lite Co., Los Angeles distributors of ignition systems, recording series of minute announcements at Associated Cinema. Shattuck and Ettinger agency for account.

Ken Murray's Campbell program over CBS moving from 8:30 p.m. PST start to 7:30, to take it out of clash with Fred Allen's show.

C. P. MacGregor company set in Harry Owens ork disks for a 15-minute daily KEHE program for Best Furs (H. J. Newman agency).

General Broadcasting System, Cleveland disk firm, has opened Hollywood division, with Donald C. Jones here to complete arrangements. Offices in Associated Cinema Bldg.

Samaritan Institute, recording quarter hour disk series, "The Old Judge," for southwest placement through Howard Esary, account exec of Allied Advertising Agencies.

KSL, Salt Lake, has taken 312 episodes of the C. P. MacGregor serial, "House of Peter MacGregor," for Loganknit sponsorship.

Dr. Henry J. Reynolds, retired Chicago physician, is having Associated Cinema disk his own piano and song compositions.

Benny Goodman understood to be booked in to succeed the Oakie show for Camels for the summer.

Fred Hart, manager of KGMB, Honolulu, and L. B. West, station's San Francisco office, here in conference with Columbia execs.

Myron Roth is being looked upon as a hero by the staff of William Morris Agency. Late at night, last week end, Roth was at work at his desk, saw a prowler sneak in and demanded to know what he wanted. Prowler made a sock at Roth—and Roth outmatched him, held him for the police, who lodged the intruder in the Bev Hills jail.

Bob Struble, formerly on the KFSO staff, has joined CBS production unit.

A. S. Kirkeby, president of Kirkeby Hotel Co., operating the Drake hotel, Chicago, has been spending a week looking at Hollywood talent. Through Thomas Lee Artists Bureau, he has booked the Three Radio Rogues and Kathryn Miller for the Silver Forest Room, starting June 18.

ORCHESTRAS - MUSIC

LEO REISMAN, who has an original and unplayed work by Charles Martin Leffler, entitled "Clown Intermezzo", is presenting the mss. to the Division of Music of the Library of Congress for permanent exhibition. Oliver Strunk, librarian, is particularly interested in adding the mss. to the government's collection.

Jimmy Bittick's ork is the newest Orange Network remote, now featured at the Cafe de Patee in Los Angeles. Marjorie Lewis is the vocalist of the outfit.

Roger Wessman's ork deserts the airwaves temporarily to return to WBNC June 17 for an 8-8:30 p.m. spot. In the interim the melody-making aggregation expect to play engagements all over the state of Connecticut. The Wessman outfit, assisted by Jeannette Plante, the Berlin, Conn., savings bank employee, have made several distinctive recordings.

Hugo Mariani and his ork at the French Casino, New York, have had their contract extended until June 6. The Four Casino Boys open there tomorrow.

The Original Dixieland Jazz Band has been set by CRA for a guest appearance on the Ben Bernie show June 8.

Harold Stern and his boys follow Clyde McCoy at the Hotel Peabody, Memphis, opening June 23. McCoy moves on to the Graystone Ballroom, Detroit for an extended engagement.

Batonist Jolly Coburn and his musical outfit begin an engagement at the Claremont Inn tomorrow. This

Occidental College, for having the best male chorus, and KNX, for doing the best job of producing, have been awarded plaques by the Sperry Flour Co. after a Pacific Coast network series featuring Coast college choral groups. Art Gilmore produced the KNX program.

Fox Publishing Co. is to publish sheet music editions of the Lum and Abner theme song, "Eleanor."

KMTR will have Rudy Cornell and microphone in the lobby of the Biltmore hotel to cover "Idiot's Delight" premiere.

Walter McCreery, Allied Advertising Agencies, just back from San Francisco where he spent two weeks in the branch that opened in January, working out expansion program which will add several men to the staff. Also arranged to sponsor S. F. Six-Day Bike races for Bireley's Orange Ade.

Tony D'Orazi, radio's "cartoon man," will be piped to Mutual Don Lee out of San Diego, starting next week, with a weekly 15-minute drawing class (half comedy, half serious).

Tom Sawyer adaptation to the air will finish May 28, Carroll O'Meara

marks Coburn's first local appearance since he left the Claremont last fall and it is expected he'll again have a network wire.

The King's Jesters and H. R. H. Marjorie Whitney, have had their contract renewed for the fourth successive time at the Hotel La Salle, Chicago. Renewal is for 4 weeks, effective June 4.

Maestro Don Ferdi and ork conclude their WJZ-WICC broadcasts at the Stratfield Hotel, Saturday.

Baron Elliott's orchestra will be featured in KDKA's first program from West View Park Wednesday. Elliott will have an evening spot on the Pittsburgh station Mondays and afternoon and evening programs on the other 5 week-days.

Alfred Wallenstein on his "Symphonic Strings" program offers four selections over WOR on Saturday, all of which are first performances. "Suite for Strings" by Purcell, and "Tocatta" by Trescobaldi, will have their first radio performances in this country. The other two, "Pagina Romantica" by Martinez and "Quartette for String Orchestra" by Marshall, will be heard for the first time anywhere.

Jackie Coogan makes his debut as band leader next month, with engagements at Sacramento, Cal., June 12, and Monteca, Cal., June 19, already set. Deal was put through by Charles E. Green, president of CRA, with Fanchon & Marco in Hollywood.

The Southern Gentlemen Orchestra, under the baton of Grady Mullins, is scheduled to desert the WDNC airlines May 28, to go into the Pittsburgh Pines for the summer.

having gone agency and taken a spot with Young & Rubicam.

Dave Carter, CBS publicity, arranging for a coast-to-coast salute to the Pacific Fleet as it steams into San Francisco harbor on May 28. Fred Waring will be piped in from Warner Bros. studio, where he is making his picture, and ten minutes will be taken shortwave from a plane.

Jimmy Dorsey's ork will go on KHJ, seven night a week, during his Pan Pacific Ballroom engagement. Ballroom using two dance bands, Dorsey's and Earl Hines.

James Eakin takes head of Don Lee sound effects department, succeeding Gene Cone. Gilbert Doud added to staff as Eakin's assistant.

Ann Cook, Home Economics expert, starts a new general house-keeping program today on KECA. Title, "How to be Better Off a Year from Today." Not sponsored at start, but to be sponsored.

KMTR inaugurating a new morning 15 minute program, dedicated to the theaters, and non-commercial, in which studio gives tips on shows to see, places to go. Rudy Cornell does it.



NORMAN W. GREGG, publicity director of the Chicago office of Erwin, Wasey & Co. for the past 10 years, has resigned to establish a publicity organization under his own name.

Newest additions to cast of Sunrise Frolic for Drug Trades on WJJD are Jenny Casper, mountain yodeler; Buck Glosson and Mac Macadore; Dan Webster, vocalist. Others with the show for sometime are Uncle Irvin Viktor, Sunrise Frolickers quartet and Harry Zimmerman, organist.

Toby and Susie (Neil and Caroline Schaffner) are leaving National Barn Dance after May 29 to start touring with their own stock company.

WWVA Adds Disking Equip't

Wheeling, W. Va. — Recording equipment has been installed by WWVA, and it is planned to disk important broadcasts and to use the equipment as a check on general production of the station. Transcribing of "It's Wheeling Steel", recorded off the air in Pittsburgh for several months, will be taken over immediately by the station transcription department.

Plans Summer Campaign

Staples & Staples, Inc., advertising agency, has been appointed by Doelger's Rumson Inn, Oceanic Bridge, Rumson, N. J., to handle summer advertising promotion. A radio campaign is planned, using spots on local stations in New York and New Jersey.

Vivian Brown Back on Job

Vivian Brown of the WHN publicity department has returned to her desk after a week's absence due to the grippe.

Pope's Speech on CBS

CBS will broadcast the address by Pope Pius at the opening of the Vatican Science Building in Rome, May 31, at 1-1:15 p.m.

SEATTLE

Movie reviews of Tom Herbert have been moved from KRFC to KXA for weekly broadcasts.

As a means of rounding up old ranges for new, the Round-Up Cowboys are a feature of KJR for the Seattle Gas Co. with entertainment following Lum 'n' Abner Tuesdays.

"Cowboy Joe" Poore, ranked high by dialers over KOMO, is a native Alabaman, coming to the Coast when 16 years old.

KRSC has launched a fishing sportcase with Ted Van Thiel angling mentor telling each Friday where week-end angler may go to catch the big ones.

WMCA

leads again!

ROSS FEDERAL SURVEY SHOWS

31.69% of New York Afternoon Audience listen to WMCA, as against following percentages on other Metropolitan stations . . .

WMCA	31.69%
STATION No. 2	18.03%
STATION No. 3	14.42%
STATION No. 4	12.33%
STATION No. 5	11.01%
All Other Stations	12.52%

This listener study was made in connection with the daily 3-hour Sports-Variety show, GRANDSTAND AND BANDSTAND, sponsored by WHEATIES. Survey was conducted over three-day period with total of 5650 telephone calls distributed between hours of 2:30 and 5:30 P.M.

Frankly, this percentage was a bit higher than we anticipated ourselves, but it proves what we have maintained:

1. That a good radio program will always attract a sizeable audience.
2. That WMCA knows and presents the type of program that appeals to the New York listener.

May we remind you . . .

THIS IS NEW YORK'S OWN STATION AT THE TOP OF THE DIAL"



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 76

NEW YORK, N. Y., WEDNESDAY, MAY 26, 1937

FIVE CENTS

WHN Case to Labor Board

JELL-O SUMMER SHOW STARTING ON JULY 4

Headed by Jane Froman and her husband, Don Ross, the Jell-O summer show will have its first airing July 4 over the NBC-Red network at 7 p.m. Program will continue for three months, airing from New York, while Jack Benny and Mary Livingstone take a vacation.

Thomas G. Sabin Opens Radio Adv'g Service

Thomas G. Sabin, at one time New England sales manager and service manager of the eastern division for NBC, has set up offices at 30 Rockefeller Plaza to conduct a radio advertising and consultant service, cooperating with established advertising agencies in the development of radio business.

Sabin has been in radio for nearly 14 years as writer, performer, organizer and executive. He was one of the first to recognize the importance of recordings.

WBS Starts Disking New Chevrolet Series

World Broadcasting System is now recording the new series of Chevrolet disks which will be placed on 355 stations beginning the week of June 7.

Gustave Haenschen and his orchestra is being featured in the absence of Rubinoff, who is in Hollywood.

Edward Race, tenor, has been signed to make a group of disks in the WBS Chevrolet series. Race will cut the first set in June. Deal
(Continued on Page 3)

Another Ascop Bill

Advices received here are to the effect that Michigan has joined the states introducing so-called anti-Ascop measures. This makes the 17th state to introduce or pass such measures. In three states similar bills have already been passed by the legislatures. On Monday the Ascop appeal will come up in Tacoma, Wash.

CIO Talk Via WCOP

Boston—WCOP stepped into the local CIO-radio picture and made the pick-up of the speech by John L. Lewis, head of the Committee for Industrial Organization, from Lawrence. It fed the program to WORC, Worcester; WPRO, Providence, and WSPR, Springfield.

Contracts originally signed with the CIO and the Colonial Network were cancelled when station insisted on an announcement of its CIO stand before and after the broadcast.

JACK LAVIN RESIGNS AS WHITEMAN MANAGER

Jack Lavin, for the past seven years personal representative of Paul Whiteman, has resigned, with the tentative intention of later going into the artist management and rep business for himself. Resignation has been hanging fire for several months, Lavin seeking to take a vacation for the first time in several years.

According to present plans, he will
(Continued on Page 8)

Recording Musicals For Allis-Chalmers

Allis-Chalmers Mfg. Co., Milwaukee (all-crop harvester), is transcribing a series of quarter-hour musical programs at the WBS studios in Chicago for placement on 60 stations across the country. Sponsor had a similar campaign last season which proved very successful. Bert S. Gittins, Milwaukee, is the agency.

Tigers-Yankee Game in N. Y. Sneaked to Detroit by WJBK

Old Gold Air Program Again Being Rumored

Following the completion of the P. Lorillard Co. (Old Gold) contest, reports to the effect that the cigaret firm will return to the air are once
(Continued on Page 3)

ARTA Files Complaint Charging Station With Attempting to Form a Company Union Contrary to Wagner Act

TWO 50,000-WATTS PLANNED IN CANADA

Montreal—Canadian Broadcasting Corp. has decided to build two 50,000-watt stations, one at Vercheres, Quebec, about 12 miles from here, and the other at Hornby, Ont., about 35 miles from Toronto. Construction is to start next month, with operation expected to begin in October. Each station will cost about \$300,000 and will have a 600-ft. radiating tower, with individual type transmitter, according to Dr. Augustin Frigon, assistant general manager.

L. W. Brockingham, chairman of the CBC board of governors, said it is the intention of the corporation to construct and control all high-powered broadcasting stations in Canada. They will recommend to
(Continued on Page 8)

50 Per Cent ET Split Would Suit Songwriters

At the conference yesterday between the songwriter and the publisher committee, seeking an amicable solution to the writers' demands for all electrical transcription and motion picture synchronization license fees, it developed that the writers would agree to a 50 per cent split of all moneys so received by the publishers, on works published after June 1.

While this is a concession granted
(Continued on Page 3)

Reports that the American Radio Telegraphists Ass'n, CIO union, had filed a formal complaint with the National Labor Relations Board claiming WHN was attempting to form a company union in violation of the Wagner Act were confirmed last night by Mrs. Elinore Herrick, regional director of the board. Mrs. Herrick also said that the ARTA had filed a petition of an election at WHN to determine who should be the sole bargaining agent for WHN employees. Case is now pending be-

(Continued on Page 3)

"PROF. QUIZ" PROGRAM ADDING SIX STATIONS

Nash-Kelvinator Corp., Detroit (refrigerators) on June 5 will add six stations (WADC, WNAX, WHIO, WIBX, KSCJ and KTUL) to its "Prof. Quiz" program on CBS, Saturdays, 8-8:30 p.m. Also on June 5 the program will inaugurate a repeat broadcast for mountain and Pacific coast stations, 12 midnight to 12:30 a.m. Geyer, Cornell & Newell Inc. is the agency.

N. W. Ayer Agency Signs Elsa Maxwell for Show

Elsa Maxwell, society favorite, has been signed by N. W. Ayer & Son. Although the agency has a client set, Miss Maxwell will be but part of a proposed show scheduled for early next season.

Renew Edwin C. Hill

American Tobacco Co. (Lucky Strikes), which recently started Edwin C. Hill in a series of daytime programs on 89 CBS stations, Mondays through Fridays, 12:15-12:30 p.m., with repeat at 2:30 p.m., has signed a 13-week renewal of the series, effective July 4. Lord & Thomas has the account.



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, May 25)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169	168	168	—
Crosley Radio	22	22	22	— 1/4
Gen. Electric	54 1/2	53 3/8	53 3/4	— 1/4
North American	25 3/8	24 3/4	25 1/8	— 1/2
RCA Common	9 3/8	9	9	— 3/8
RCA First Pfd.	69 3/4	68 1/2	69 1/2	+ 3/8
RCA \$5 Pfd. B.	(76 Bid)			
Stewart Warner	19 1/4	18 3/4	19	+ 1/4
Zenith Radio	33 3/4	32 3/4	32 3/4	— 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	3	3	3	— 3/8
Majestic	2 1/8	2 1/8	2 1/8	+ 1/8
Nat. Union Radio	2 1/8	2 1/8	2 1/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	54 1/4	56 1/4
CBS B	53 1/2	55 1/4
Stromberg Carlson	14 1/4	15 1/4

Toilet Goods Ass'n Meet

Second annual convention of the Toilet Goods Ass'n Inc. got under way at the Hotel Biltmore yesterday with Lee Bristol, vice-president of Bristol-Myers Co., as the principal speaker.

Tomorrow at 1:30-2 p.m., WINS and the Yankee network will broadcast a special program of interest to all members of the association.

Holsten in New Agency Post

Richard Holsten, formerly vice-president of Cramer Tobias Co., has assumed his duties as an account executive with the Sterling Advertising Agency. Holsten, following his resignation from Tobias, spent an extended vacation on the continent visiting Paris and London.

NBC \$12,000 Blowout for Whiteman Stunt

NBC will blow a possible \$12,000 roll on special Paul Whiteman exploitation on June 19, when the maestro will be heard in a one-hour concert on the networks, the show to be recorded and a cocktail party arranged in connection with the program.

Plans call for huge orchestra of full symphony strength or more, tentative figures ranging to 120 men. Show will require at least five rehearsals and may be sold to potential sponsors as a super road attraction in connection with broadcasts.

Bermuda Clipper Debut Being Broadcast by NBC

When the Pan-America "Bermuda Clipper" and the Imperial Airways "Cavalier" start their first passenger carrying trips to and from Bermuda, about June 3, NBC will have a crew aboard to carry out two-way broadcasts from the ships. Broadcasts will be heard in this country exclusively over the NBC networks and in British Isles through the BBC.

Felix Greene, BBC representative here, and A. R. Thompson, NBC engineer will be in the "Cavalier" when it leaves Bermuda. Louis Sturgell, NBC engineer, with an unselected announcer will be in the "Bermuda Clipper" when it takes off from Port Washington. Two-way conversations will be carried on at the take-off of each ship, as the ships pass over the ocean and when they land at their destinations.

A special NBC transmitter, WOEH, will feed the talks to the RCA station at Riverhead which in turn will feed the NBC networks and BBC. George Milne, eastern division operations supervisor, Max Jacobson, field supervisor, and John Hartley, special events, of NBC will go out to Port Washington today to inspect the "Cavalier," which arrived yesterday, and lay plans for the installation of radio equipment.

WOR special events department met the "Cavalier" yesterday as it arrived in Port Washington and broadcast a description of the landing. Later Capt. N. Cumming, pilot of the ship was interviewed on the station and at 5:15 p.m. a special program was relayed to BBC through WOR facilities. Dave Driscoll and Jerry Danzig covered the event.

Al Mitchell Renewed

Al Mitchell, "The Answer Man", has been renewed by Provident Loan Society on WOR.

In addition, sponsor has provided Mitchell with office space, thus saving him a heavy telephone bill entailed in his question-answering work.

Hildegard in Foreign Series

Hildegard, NBC vocalist, has been signed for a series of 26 broadcasts, sponsored by Pond's, to be heard over Radio Luxembourg in Europe. Deal was set by the J. Walter Thompson agency. The singer is scheduled to return to the U. S. sometime in August.

Les Weelans Resigns

Denver—Les Weelans, musical director KLZ, has resigned and will join the staff of KDYL, Salt Lake City.

Attorneys File Brief In WJBW Court Action

New Orleans—WJBW attorneys have filed a brief upholding Judge Cage's no jurisdiction ruling before the state supreme court. Brief makes same point as Judge's decision, stating the matter is one for the FCC. Law provides for appeals against FCC decisions to U. S. Appellate Court in District of Columbia, and civil district court here lacks jurisdiction. Supreme Court is reviewing Judge Cage's decision on appeal of Southern Broadcasting Co., who claims managerial contract with owner Charles Carlson and asks injunctions against alleged acts.

WJBW-WBNO Hearings Set

Washington Bureau, RADIO DAILY

Washington—FCC has set July 7 for hearings on pending applications for changes, construction permits and increased time filed by WJBW and WBNO, New Orleans. Both seek increased power and WBNO wants change of frequency as well as renewal of license and unlimited time instead of sharing with WJBW. Latter station also asks change from time-sharing.

Go After Pirated Music Sheets

Music Publishers Protective Ass'n is taking vigorous measures to stamp out pirated and all other unauthorized editions of song sheets containing copyrighted lyrics of its members. Notice is going out today so several hundred news dealers and distributors warning them of prosecution under the copyright laws and that in cases where 100 lyrics are sold in one folio of the pirated editions, the vender, dealer or distributor is liable to a fine of \$25,000.

Saturdays Off for WBS

Beginning this Saturday, World Broadcasting System will close its offices on Saturdays, except for a skeleton staff in each department, it was announced yesterday by Percy L. Deutsch, WBS president. Skeleton staff will be on duty until noon. Schedule will run through summer.

David L. Miller Joins WMCA

David L. Miller, formerly heard on "Beauty Forum" and the "Let's Get Together" transcriptions over a network, has joined the WMCA announcing staff, it is announced by Bob Carter, chief announcer for the station.

COMING and GOING

HOWARD PETERSON, production manager of WOW, Omaha, and MRS. PETERSON have left for a California vacation. They will visit Los Angeles and San Francisco and see Walter Cassel, formerly a member of WOW's entertainment staff, now in Hollywood.

SYLVIA BETTY FROOS, radio singer, arrives today aboard the Paris from England.

MRS. IRVING KAHAL, wife of the songwriter, leaves Saturday for a vacation upstate.

FRANCIS BARTON, radio time buyer of N. W. Ayer & Son, left yesterday for the agency's Philadelphia headquarters.

JOAN BLAINE arrived in New York from Chicago yesterday for a Lord & Thomas program conference.

BASIL LOUGHRANE of Lord & Thomas is in Chicago.

MRS. PAUL WARBURG sails for Europe today aboard the Queen Mary.

HELEN MORGAN arrives today from England aboard the Washington.

I. C. GARY, president of the Gary Tobacco Co., is another arrival on the Washington today.

LEE P. LOOMIS, executive of KGLO, Mason City, is in New York.

ALBERT S. FOSTER, WWL sales promotion director, is a New York visitor.

MAY SINGHI BREEN and PETER DeROSE arrived back in town yesterday after a two-week vacation in the West.

DALE ROBERTSON, manager of WIBX, Utica, is in town.

Sign Staff Personnel For WRTD, Richmond

Richmond, Va.—Additional appointments to the staff of WRTD, new Richmond Times-Dispatch station, which opens June 27, have been made by Ovelton Maxey, resident manager, and Campbell Arnoux, general manager of WTAR, Norfolk.

In addition to David Bain, formerly of WTAL, Tallahassee, as head of the engineering staff, there will be Carlton Abernathy, also of Tallahassee, and Elmer Pritchett of WTAR as Bain's assistants; Mildred Williams, formerly of WSOC, Charlotte, secretary and traffic manager; Claude Taylor of WGH, Newport News, production manager, and Sam Lawder of Washington and Ernest Bowman of WTAR, announcers.

Program director and continuity manager will be named in the next ten days.

New WMCA Commercial

"Sally of the Switchboard", new commercial, sponsored by Brander & Co. Inc. (sunburn oil), to be heard on Tuesdays and Thursdays, 2:15-2:30, premiered yesterday over WMCA. Amy Sedell of the station's dramatic staff plays Sally. The agency is the Norman H. White Co.

Wanted—Announcer

Local Texas Station desires announcer. Give full details of experience, education, references. Send picture. State salary expected. Box 666, RADIO DAILY, 1501 Broadway, New York City.

TIGERS-YANKEE GAME SNEAKED TO DETROIT

(Continued from Page 1)
 York Yankee game was aired in this fashion, the broadcasting being unauthorized by the American League. The games are sponsored.

Two-Hour Sports Series Set on WJBK, Detroit

Detroit—Starting Friday at 3 p.m., a new series called "Today's Winners" will be heard over WJBK. Program will run for two hours each week-day the Detroit Tigers are playing at home. The show will consist of baseball scores, turf results, together with the results of all sporting events being held throughout the country. "Today's Winners" will be presided over by sportscaster Al Nagler, who will intersperse the results with popular music. All Tiger road games will be broadcast, as usual, via the reconstructed wire reports.

WBS Starts Disking New Chevrolet Series

(Continued from Page 1)
 was set by the Jack Arthur Office. Jean Ellington, NBC vocalist, has also been set for the series.

Phil Regan begins his end of the work on Chevrolet disk series next week.

Releasing Mountie Serial

Boston — "Blair of the Mounties," quarter-hour transcription series of 26 episodes, is being released to stations and advertising agencies in New England by Kasper-Gordon Studios Inc., local transcription firm. Producer is Walter Biddick Co.

"Blair of the Mounties" was original Northwest Mountie series, taken from the true adventures of Col. Rhys Davies of RNWMP. Audition samples are now ready through Kasper-Gordon Studios for advertising agencies and radio stations.

Zeke Manners in New Spot

Zeke Manners and his gang, formerly heard in the afternoons, will hereafter broadcast over WMCA at 10:15-10:45 p.m. Monday through Saturday. His morning shows, 10-10:30, remain unchanged.

Sorey Orchestra on WMCA

Vincent Sorey and his orchestra will be heard over WMCA on Mondays, Thursdays and Saturdays at 12-12:30 a.m., from the Mori restaurant.

CLAUDE SWEETEN

NEW PROGRAMS—IDEAS

WQXR Adding 3 Programs

WQXR adds three new programs to its summer list. The first is a series of four broadcasts, during the month of June, featuring Jacques Wolfe, composer of "Shortenin' Bread" and "Lonely Road," in a variety of negro selections for violin and piano, starting June 9. Second is a series of health programs for the summer months under the auspices of the N. Y. Tuberculosis and Health Ass'n, to be heard on Mondays beginning June 7. The third will be a series of organ recitals by Winslow Cheney to be broadcast Monday evenings through June.

New Interview Twist

"The Recording Reporter", new wrinkle of presenting first hand interviews with people who figure in hot news of the day, is being worked out by the Cleveland B. Chase Company, with Floyd Buckley as the "reporter".

Samples auditioned for prospective clients find Buckley bringing the mike into homes of people who figured in the day's news, also wherever else they may be and are at all accessible.

Show Gen'l Elec. Film For Exploitation Tieup

General Electric's new industrial film, "From Now On," with a cast headed by Irvin S. Cobb, had its first showing after the regular "Hour of Charm" broadcast Monday night, at the Center Theater, in Radio City. Film runs about an hour and carries both humor and love interest, making an entertaining comedy apart from its advertising feature. Theme revolves around the gal who wants a modern home and the boy who doesn't believe he can afford it. In addition to showing the film after the Spitalny broadcast over the NBC-Red network, Rex Cole Inc., G. E. distributors, and General Electric sales department will send negatives around the country to dealers for varied tieups and exploitation.

In the opinion of one G. E. executive, the film "From Now On," with its collateral advertising, is probably a forerunner of what advertisers will use when television arrives and is accepted. While the movie is produced as a high-class entertainment picture, products are shown and demonstrated in a way that does not seem to deter from the entertainment value, since the story is strong enough to warrant the spectator waiting to see how it ends.

Studebaker Signing Off

Studebaker, with Richard Humber's orchestra, on the NBC-Blue, Mondays, 10-10:30 p.m. will sign off the air after next Monday's program.

Small Town Celebration

Taking the reverse angle on a Memorial Day broadcast, WOR will trek its special events crew to Woodbridge, N. J., population 10,000, to see how it is done in a small town. August Greiner, Mayor of the town, and students from the local high school will do appropriate orations. Broadcast will cover the parade and the speeches to follow from 10:30-10:45 a.m.

Will Air Softball Games

Lincoln—Completeness of the softball layout here and interest which drew 297,243 spectators last summer has led Reginald B. Martin, KFOR-KFAB station manager, to promote the broadcast of the key game each week this season with Harry Johnson, the stations' sports announcer, at the mike. City has five floodlighted ball-parks.

Program on Dogs

A program of interest to dog-lovers and owners has been started over station KLZ, Denver. Each 15-minute weekly broadcast is given over to a certain breed of dog, with Chris Cusack, canine authority, answering questions about feeding, habits, training, etc.

Old Gold Air Program Again Being Rumored

(Continued from Page 1)
 again making the rounds. During the contest, no word could be learned from the company on its stand, but an announcement was made recently that Old Gold would resume its regular advertising schedule immediately.

Fred Waring, who at one time headed a coast-to-coast show for the company, and then left to broadcast for Ford, is now on his way back east after film work on the coast. Should Lorillard definitely make up its mind to return to the air, it is expected to build around Waring, and present a show similar to its last airing. Lennen & Mitchell is the agency handling the account. At present judges are deciding the winners of the recently concluded \$200,000 contest in which 2,000,000 entries were received.

Degree for Dr. Dunham

Dr. Franklin Dunham, NBC educational director, will be honored with the degree of Litt. D. by St. Bonaventure College.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

WHN UNIONIZING CASE GOES TO LABOR BOARD

(Continued from Page 1)
 fore the Labor Relations Board for a hearing.

ARTA is representing the WHN engineers who have been endeavoring to obtain recognition of the union along with wage and hour adjustments for the past few weeks. Last week the AFL entered the picture with a request that only AFL men be hired in WHN or all AFL men in Loew's Metropolitan theaters would be called out.

50 Per Cent ET Split Would Suit Songwriters

(Continued from Page 1)
 from the original demands of the Song Writers' Protective Association, it is understood that the publishers cannot see the writers' viewpoint at all. Another meeting between the two committees has been set for Friday. Publishers have been issuing license fees on these rights through their designated agent and trustee.

Complain on Manhandling

Several WOR listeners to Dave Driscoll's description of the arrival of Dick Merrill at Floyd Bennett Field have filed complaints against the rough handling Driscoll received at the hands of the police at the field. The complaints were wired to Mayor LaGuardia, who in turn sent the charges to Commissioner Valentine for investigation. A thorough probe has been promised by the Commissioner. No complaint was filed by Driscoll or WOR.

Summer Devotional Series

Dr. Paul E. Scherer, pastor of Lutheran Church, Central Park West, begins a summer series of devotional programs under title of Sunday Vespers on June 6 at 4-4:30 p.m., replacing Dr. Harry Emerson Fosdick's National Vespers.

Peggy Wood Starts June 9

"Peggy Wood Calling," new program featuring the American stage star, singer and writer, debuts June 9 at 2:45-3 p.m. as a Wednesday and Friday broadcast on the NBC-Blue network.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
 KOOL CIGARETTES

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

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

GUEST-ING

GLADYS SWARTHOUT and ARMAND TOKATYAN, on General Motors program, May 30 (NBC-Red, 8 p.m.).

JOSE ITURBI and JOSEPHINE HUTCHINSON, on Chase & Sanborn show, May 30 (NBC-Red, 8 p.m.).

JIMMY DURANTE, repeat engagement, and PATSY KELLY, on Sealtest Sunday Night Party, May 30 (NBC-Red, 10 p.m.).

BUNNY BERIGAN, on "Saturday Night Swing Club," May 29 (CBS, 7 p.m.).

MISCHA LEVITZKI, on Ford Sunday Evening Hour, June 6 (CBS, 9 p.m.).

CONNIE MACK and MRS. JOHN J. MCGRAW, on Shell Show, May 29 (NBC-Red, 9:30 p.m.).

ESTELLE TAYLOR, on Broadway Melody program, today (WHN-WOR, 8 p.m.).

LEE WILEY, on Gulf Refining program, July 4 (CBS, 7:30 p.m.).

DIXIELAND BAND, in a jam session with Midge Williams, swing singer, and Willie (the lion) Smith, pianist, on Ben Bernie program, June 8 (NBC-Red, 8 p.m.); Stoopnagle and Budd, on same program, June 15; Frank Parker, on same program, June 22. All deals set by the Herman Bernie office.

ERIC BLORE and HERBERT MUNDIN, on Jack Oakie's program, June 1 (CBS, 9:30 p.m.).

JACK NORWORTH, on "Hitching Your Hobby," June 1 (WMCA, 11 a.m.).

Palmer Greer Joins WKRC

Palmer Greer, transmitter engineer, formerly of WHIO, is now in Cincinnati with WKRC.

WSPR Adding 15 Minutes

Springfield, Mass.—WSPR is adding 15 minutes daily, 8:45-9 p.m., to its summer broadcasting schedule.

15 Years in Education

Columbus, O.—WOSU, Ohio State University station, has rounded out 15 years of activity in the educational radio field.

Exonerated

Springfield, Mass.—All those gags about WPA workers being as immobile as statues aren't so. At least, the WPA boys have been fully exonerated in the eyes of WSPR here. The station had proof last week, when a WPA road repair crew accidentally tore up 200 feet of telephone cables between WSPR and its transmitter, thereby forcing the station off the air for 30 minutes.



• • • After Carl Hoff's nine shows with Al Pearce from the west, the baton-wielding job will revert to Larry Marsh.... Russ Morgan will do only two Phillip Morris shows from Cleveland's Great Lakes Exposition and these will be aired during July.... M. H. H. Joachim of "Your Unseen Friend" is writing a play for Broadway production in October.... Gloria Whitney, former Vincent Lopez vocalist, was signed early this morning to chant with William Farmer's crew in the Sunken Gardens of Radio City. (It's no longer "Willie" because of the Rockefeller spot).... Farmer will croon duets with Whitney, so expect "romantic stories" about them in the fan papers, but we know they're both promised to others!.... Pity poor Mickey Garlock who has to have his letters from that 20th Century chorus girl deciphered by friends—because the correspondent can't spell!

• • • Lou Herzog was discussing television the other day and said that experts were overlooking some important problems of the video art.... "If they ever attach the thing to phones, we'll have to shave twice a day.... And think of the women!.... Why, it'll take 'em 15 minutes to get ready to answer the phone!.... And, that's no foolin'.... Wally Porterfield, KFRU, Columbia, Mo., newscaster, does more than mere wordslinging for a livelihood.... His playwrighting also has brought him some profit. The other day he won the U. of M. Bradley play contest. While he was aircasting, the news came through as a "local" but Wally was too modest to air this fact, so he wickered the story. However, news is news, and toward the close of his broadcast, Wally's mike was cut and from another studio an announcer released the name of "Porterfield, winner of the Bradley prize" without even Wally knowing this was being done.

• • • Coupons on ciggies made by Jack Pearl's sponsor are being sent to the Friends of the Lincoln Battalion, who in turn redeem the ducats for butts instead of premiums and send them to the boys fighting for the Loyalists in Spain!.... Has it been printed that CBS director Paul Monroe now answers to the female call of "pappy"?.... Stevens Hotel in Chi sold out last week for Lou Bring and Frances Hunt's opening tonight.... Edith Wilson, "Hot Chocolate" star, does a turn for Louis Armstrong on Friday.... Anna May Wong is being offered to agencies as a guestar.... Sonny Schulyer will double between vocalizing on Ben Bernie's program and one-nighters with Abe Lyman.... They say that Col. Manny Praeger will have his nose bobbed.... Pat Kennedy, another one of the "Lads," would like to get a job here.... Sam Harris, producer of "You Can't Take It With You," will appear on Harry Hershfield's show tonight to accept the "Radio Critics Award for the Best Play of the Year." Besides Harry, Bide Dudley is other member of the voting class.

• • • Carl Ravell, Frisco maestro now at the Lexington, was screen-tested HERE by Paramount—proving that if you want to stay WEST you must come EAST!.... P.S. He clicked!.... Jack Benny's attack of the flu is the basis of his next Sunday's script.... Jerry Blaine auditioned for a sponsor last week and word is expected shortly on the outcome. Incidentally, he enters his eighth month at the Park Central.... C. A. McLaughlin, sales manager of Cleveland's WHK, is driving a new Lincoln.... Engineer Burt Koebnitz and announcer Lee Henry of the Breakfast Club are composing a new song.... George S. Kaufman visited WNEW the other day to watch Zeke Manners and gang broadcast—considering writing in a part for them in his hillbilly satire scheduled for early production.... Guy Goodwin, WTNJ announcer, finally discovered how to beat the ponies—he flew through the air—and over the finish line when the nag under him stopped short while galloping along.

PROMOTION

Kitchen Program Tieup

Through a tieup with a giveaway game, the "Meet the Missus" program sponsored by Fitzpatrick Bros. (soap flakes) on WBBM, WCCO, WJR, WKRC and WHK, has drummed up great interest. The game is a variation of Parchesi, using a board which fits on top of a bridge table. This board is sent for one box top and ten cents. Demand has been heavy.

The WBBM program is aired from the Home Arts Club, where Tommy Bartlett does a vox pop with club-women and others at the luncheon sessions.

Spitalny Unit Tour

General Electric, sponsors of the "Hour of Charm" now airing over an NBC-Red network of 52 stations every Monday from 9:30-10 p.m., will use the Phil Spitalny all-girl orchestra in an extensive promotion series. The orchestra, now heard on the radio series, will make personal appearances in women's clubs, social centers and other community gathering places. Sponsor is attempting to tie up products with the feminine interest in the band.

Wrappers for Admission

Capt. Ozie Waters and his Colorado Rangers, on KLZ, Denver, for several months and various radio stations formerly, have gone stage show and are appearing for Blue Barrel soap at theaters in Denver and this region. The setup includes a requirement that children must have Blue Barrel soap wrappers to see the show.

Alfred Cheney Johnson Audition

Alfred Cheney Johnson, famed photographer of the Florenz Ziegfeld "Glorified Girl" era, was auditioned for Movie-Matic, camera account, through Alsop Radio. Series is intended as dramatizations concerned with Johnson's photo work on Ziegfeld stars and at the close, Johnson hands out advice to amateur photographers. Possibility that the series will also go electrical transcription.

PHILADELPHIA

Lew Anker, former chief announcer at WIP and husband of Anice Ives, director of women's clubs programs over WMCA, is seriously ill in Mt. Sinai Hospital.

James Begley, KYW program manager, plans to fly to the coast for his vacation next month.

Mayor S. Davis Wilson has banded the radio stations together in a pact that will give the city free air time for events of civic importance. Station press agents, for the first time, were given press cards by the Mayor.

Uncle Jim (Jim Nassau) is presenting a weekly adventure story, "Suppose It Did Happen," for his kiddie shows over WIBG.

Clarence Fuhrman, WIP musical director, will provide the music when Al Pearce and his gang come here Friday to entertain the auto dealers at the Bellevue-Stratford Hotel.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

ESTELLE LEVY, though still in her teens, is a veteran of many network programs....The little lass, who not only plays parts, but dances, sings and performs on the piano and sax, has appeared on occasions in the shows of Eddie Cantor, Edwin C. Hill, "Modern Romance," "We, the People," Paul Whiteman, Fred Allen, Easy Aces, the Columbia Workshop, Gang Busters, The Gumps, "Follow the Moon," "Death Valley," Vick's, Spry, Personal Column of the Air, Camay, Mrs. Wiggs, and a flock of others....She also was tops as Dorothy in the Fanchon & Marco "Wizard of Oz" production recently auditioned for a network possibility....and did a fine piece in the Columbia Workshop's "Paul Revere" as well as in the children's opera, "Second Hurricane"....she is a comedienne and handy in dialects.



Nightingale Jean Travers to premiere at the Versailles come Thursday....Vet Boswell and little Vet Boswell Jones visiting with Aunt Martha these days....Mitzi Green, 16-year-old mime, can boast five guest shots on the air since the "Babe in Arms" opening....Loretta Hoppner, WMCA press dept. lass, reaching the convalescent stage after an appendectomy at Morrisania Hospital....NBC Entente Cordiale....Romany Marie, Greenwich Village nomad, and Helen Moyer Lee, Chinese vendor of Eastern bibelots, on "A World in a City"....They're saying "Romance of Helen Trent's" Janet Logan is a dead ringer for Janet Gaynor....Helen King's photog on June "Contest World" is a suwell likeness.



Dr. Marie Bentivoglio, unexpectedly an Australian contribution, offers statements in proof of "Women Are the Same the World Over" on "Let's Talk It Over," May 31....The delectable little blonde child in "Excursion," monickered Marilyn Erskine, is an NBC baby....Bridgeport's local muse takes the air May 28 over WICC with Caroline Wylie reading a group of writings by Bridgeport Poetasters....Edith Jolson of that station intends to lotus-eat for the summer, away from WICC routine.

ORCHESTRAS - MUSIC

HAPPY FELTON'S ork will be heard for the first time this season from the William Penn Hotel in Pittsburgh on Friday night, 11:30-12 via WCAE. The band opens the Urban Room Roof for the season.

Benny Goodman's musical aggregation will play a one-nighter on June 20 at the Aragon Ballroom in Chi.

Louis Panico's ork has given way to the Don Fernando outfit at Chicago's Oriental Gardens. Spot has an NBC wire.

Shep Fields has added a trumpet to his organization, which is soon to begin a local engagement at the new Surfside Club, Atlantic Beach.

The Herman Waldman band, which played the Sir Francis Drake Hotel in Frisco until the strike three weeks ago, left for Houston, Texas, this week-end. Al Kavelin, who's been musicmaking at the Mark Hopkins, moves on to Milwaukee. All Frisco hotels are still picketed by striking employees.

Ran Wilde, engaged in a tour of one-night stands throughout California before going New Yorkward for a three-week engagement at the Rainbow Room, played Sweet's Ballroom in Oakland on Sunday. Aired via KYA over six California Radio System stations.

Salmaggi Opera Co., heard at the

Two Seek Stock Registration

Washington Bureau, RADIO DAILY
Washington—Majestic Radio & Television Corp. has filed application with Securities & Exchange Commission for registration of 350,000 shares of \$1 par value capital stock, issued, and 200,000 to be registered on notice of issuance. Securities are to be listed on New York Curb Exchange.

Also registering was National Union Radio Corp. for 345,000 shares of \$1 par value common stock to be registered on notice of issuance on New York Curb Exchange and Chicago Stock Exchange.

KIRO Broadcast from School

Seattle — Practical experience in broadcasting is given by KIRO to radio drama classes at Cornish School here. A half-hour drama, entitled "Weekend Murder," was presented Monday by remote control from the Cornish School Studios, broadcast over KIRO. The cast of ten was directed by Hector Cant.

Jesse Owens Ork in Webb Spot

Jesse Owens, Olympic track champ who is now devoting his talents to the amusement field, will bring his orchestra to the Good Time Society broadcast next Monday at 9 p.m. over the NBC-Blue network. He replaces the Chick Webb band.

N. Y. Hippodrome, has as regular members of its performing company William Hargraves, bass heard on the Chesterfield and Philip Morris programs; Ivy Dale, contralto on the Phil Cook program, Mario Cozzi, who takes the air regularly on his own program, and Stephen Kennedy, baritone featured on an NBC sustainer.

Joe Frassetto, Hotel Philadelphian batoneer, aired over WIP and the Intercity Net, will make music for Phil Barr's 500 club in Atlantic City this summer.

Carvel Craig, who made music at the Starlite Gardens Roof spot last season, will replace Wally Stoeffler at the Hotel Utah, Salt Lake City. His musical contingent will be heard on two periods per week for KSL sustaining features.

Carol Lofner and his band open the summer season at Saltair May 29, which marks Lofner's second opening of the Pavilion on the shores of Great Salt Lake. KSL will feature six nightly periods per week.

Jimmy Dorsey's ork will receive coast-to-coast airing over WOR-Mutual several times weekly, beginning this week, from the Pan-Pacific Ballroom in Los Angeles. Programs will originate through the facilities of Mutual's California affiliate, KHJ of the Don Lee network.

Junior Officials on WLTH

The Junior City Officials will be on the air today at 4:15 over WLTH. Group includes the "Boy" Mayor, President of the Board of Aldermen and the Controller. An interview will be held between the Junior City Officials and their corresponding Municipal officers: Wm. F. Brunner, Acting Mayor and President of the Board of Aldermen, and Frank J. Taylor, Controller.

Toto on WFAS

White Plains, N. Y.—Toto, the famous clown, now appearing on the floor show at Greenhaven Inn, Mamaroneck, is making a series of radio appearances over WFAS here during the Saturday night programs of Charles Biondo and his Greenhaven Red Revelers.

Lorenzo Jones Adds Spot

Lorenzo Jones, NBC-Red network afternoon serial now heard Monday through Thursday, will add Friday to its schedule next week. Phillips Milk of Magnesia Tablets is sponsor, with Karl Swenson as Lorenzo and Betty Garde as his wife.

NBC Signs Burt Lynn

Burt Lynn, novelty musician, has been signed by the NBC Artists Service. His specialty is the vibrolyn. Jack Von Tilzer is the NBC contact.

NEW BUSINESS

Signed by Stations

WBT, Charlotte

Pennzoil Co., Phila., disks, through Fuller, Smith & Ross, Cleveland; Chrysler Corp. (Dodge motors), disks, through Ruthrauff & Ryan, N. Y.; Diamond McDonnell & Co. (Bluing), Phila., spots, through J. M. Korn & Co., Phila.; Refrigeration & Air Conditioning Corp., Youngstown, weekly studio program, through National Classified Agency, Youngstown.

Denver

KFEL: Toledo Glass Co., Owens, Ill.; Kindel Bedding Co., through Deans & Haney agency; Coronet Magazine, from NBC.

KOA: Oregon State Highway, through Botsford, Constantine & Gardner agency; Lewis Howe Co. (Tuns), through H. W. Kastor & Son.

KSFO, San Francisco

Coca Cola Bottling, "Singin' Sam" disks, through D'Arcy Adv'g Co., St. Louis; Day & Night Heater, S. F., spots, through Hixson O'Donnell Agency, Los Angeles; Calo Dog Food, S. F., spots, through Emil Brisacher, S. F.

WIP, Philadelphia

Hecker's-O Force, through Trans-American and Irwin-Wasey Co.; Ismak Rug Mills, through Harry Feigenbaum Agency; Gardner Mfg. Co. (hair shampoo), through Courtland D. Ferguson Co.

KSL, Salt Lake City

Oregon State Highways, disks, through Botsford, Constantine & Gardner; Best Foods, through Benton & Bowles; Dodge motors, through Ruthrauff & Ryan.

WHO, Des Moines

Chrysler (Dodge motors), Frank Morgan Varieties, disks, through Ruthrauff & Ryan, N. Y.

WOW, Omaha

First Federal Savings & Loan Ass'n of Omaha, three weekly and one Sunday airing.

WNEW, New York

Crystal Lake Corp., spots; Little Falls Laundry, spots, through United Adv'g Agency, Newark.

WHN, New York

Dodge Brothers Corp. (motor cars) starts today for 13 weeks through Ruthrauff & Ryan.

RALPH KIRBERY

"The Dream Singer"

68 WEEKS

LIPTON'S TEA

N.B.C.



TRUMAN BRADLEY spent a busy week shuttling back and forth between Chicago and Detroit. He has a daily news commentary show here and after each broadcast hopped a plane for Detroit to make movie shorts at Jam Handy and Wilding studios. On Sunday he made his final trip there to announce the Ford Sunday evening show.

R. Calvert Haws has resigned as program manager of WCFL.

Sears-Roebuck is getting ready to do some auditioning again. Last show was the dramatic "Then and Now" over CBS.

Val Sherman, night operations manager at CBS, has taken leave from this job for the summer to help Pat Flanagan on his baseball broadcasts.

Templeton Fox has been assigned the lead in NBC's new serial, Linda Fairchild's "Stepmother." Mercedes McCambridge is the stepchild. Harvey Hays is the papa.

Franklyn MacCormack, reader on Wrigley's Poetic Melodies, is driving in each day from rustic lodge at Nippersink, Wis., about 70 miles out.

Betty Reller, star of CBS "Betty and Bob" appearing at National Grocery convention in Memphis over week-end.

Joe Emerson and Fred Jackey, head men of Gold Medal Hymns of All Churches, and announcer George Thorndyke are back from a rush week-end trip to New York.

Jimmy and Eddie Dean, Texas harmony warblers, have a new NBC sustaining show at 9:30 a.m. Mondays.

Gene Arnold will journey to Dallas to m.c. program dedicating Laurel Land Memorial Park, June 21.

Johnny Johnston, NBC baritone, has been picked as the regular Club Matinee soloist.

Allan Grant, former pianist for Irene Wicker, is performing on NBC National Farm and Home Hour now.

Big Mystery on WMCA

In a special broadcast over WMCA at 8:45-9 tonight, Frankie Basch will interview Shipwreck Kelly, who has just come down off his flagpole with a sprained ankle. Miss Basch will try to find out how he got a sprained ankle up there in the air.



May 26

Greetings from Radio Daily
to

Al Jolson Roy Wilson
Howard Parker Edward MacHugh
Charlotte Buchwald Al Durkin

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 37 of a Series

WOAI—San Antonio

1190 K. C.—50,000 Watts, Cleared Channel, Full Time

G. A. C. HALFF, Pres.-Treasurer

HUGH A. L. HALFF, General Manager

LLOYD H. ROSENBLUM, Mgr. of Sales & Merchandising

WOAI began operations in September, 1922, with what was then considered lots of power—500 watts. The purpose of the station was to sell radio receiving sets. WOAI kept abreast of the times, boosting its power on May 12, 1925, with a special dedicatory program, to 5,000 watts. WOAI presented the South with its first (then considered), super-powered station. Early in 1928, February to be exact, WOAI became affiliated with NBC, carrying programs of both the Red and Blue networks. To more properly serve its growing trade area, WOAI, in September, 1930, went on the air with its new transmitter operating with 50,000 watts. WOAI has always adhered closely to extremely high and stringent standards and policies. This applies to power, transmission, entertainment and the type of advertising handled. These qualities have assured WOAI of not only a large but a loyal and friendly audience.

Perhaps the most outstanding feature of WOAI is its news service. Ken McClure, newscaster, is by far the Southwest's most popular and well known radio personality, receiving thousands of unsolicited letters yearly—an average of nearly 40 every day in the year. Pat Flaherty, sports commentator, is right behind McClure in popularity, and WOAI's newest star, The Girl Reporter (Leona Bender), has in six months built up a large listening audience, with her morning program heard three times weekly.

WOAI is a member of the Texas Quality Network, which affords blanket coverage of Texas. Programs originate from WOAI, San Antonio; WFAA, Dallas; WBAP, Fort Worth, and KPRC, Houston—all member stations. The Texas Quality Network averages 46 quarter and half-hour weekly commercial programs.

The station has one of the oldest weekly commercial programs anywhere—"Texas Treasures," sponsored every Monday night for the past eleven and a half years by Gebhardt Chili Powder Co. "Texas Treasures" celebrated its 600th consecutive program on May 24.

WOAI presents many other sterling local programs featuring everything from hill-billy units to organ melodies. WOAI is proud of its merchandising department which has begun, since its inception early in 1936, many innovations in radio merchandising. The station now has as complete a merchandising service as any station in the country. Several mass tie-ups with local drug and grocery outlets have achieved wide national publicity and have increased sales, through effective contests and displays, from two to five times normal sales, these figures being quoted from the outlets tying-in with the feature.

WOAI subscribes to the World Broadcasting System and consequently has a full line of transcribed services to offer advertisers.

According to Forbes Magazine, San Antonio is the center of the fifth best High-Spot territory in the United States today. Together with four other high-spots in the nation, the San Antonio trade territory is farther ahead of business in 1936 than any other territory containing over 1,000,000 people. The median gain over last year has been 28 per cent. This fertile, wealthy, growing territory is the effective sales area served by WOAI for the past 14½ years. WOAI has grown and keeps growing with its rich market. New programs, new ideas, larger studios and staff, better equipment—all keep WOAI one of the best radio stations in America.

Detrola Appoints Agency

Detroit—The Detrola Radio & Television Corp. has appointed Grace & Bement, Inc., as its agency. Detrola also said that G&B would handle copy for its newly-formed subsidiary, Detrola Refrigeration Corp. of Detroit.

The agency has also been named for Electrical Products Co. of Detroit.

Cy Taillon Quits KLZ

Denver—Cy Taillon of the commercial department at KLZ has resigned as of July 1, and will spend his summer acting as announcer and emcee at rodeos and fairs. Tallion was for five years announcer and national advertising manager on KGH, Billings, and was on KSTP, St. Paul, and WDAY, Fargo.

Suggests Radio Pulitzer Prize

Chicago—A "Pulitzer Prize" for the year's outstanding radio achievement is urged by Julian Bentley, WLS commentator and news writer, in Stand By, which he edits for Prairie Farmer Company.

Radio Adv'g Firm Formed

Haverhill, Mass. — The Industrial Broadcasting Corp., 50 Merrimack Street, has been organized to sell radio broadcasting advertising. John B. Hatch is president of the new organization.

Consolidated Edison Recess

Consolidated Edison Co. will broadcast its final Sunday night "Echoes of New York Town" program over WJZ on June 6. Account is scheduled to return to the air next fall.



JACK BENNY was much improved yesterday, following his flu attack, and is expected to be ship-shape for next Sunday's broadcast.

Eddie Bergen (and Charley McCarthy) who came west for the new Chase & Sanborn show, have been booked in to panic the crowds at the Coconut Grove, Ambassador hotel, starting June 1.

Ken Stuart, sportcaster and emcee, has joined the Orange network and is located at KEHE. He succeeds Mel Roach, who resigned.

Walter Cassel just finished a Technicolor short, "Golden Dawn," in which he sings two numbers—the title song and "Song of the Mounted Police."

KANSAS CITY

Fran Heyser, KMBC production head, has left for Hollywood to supervise recording of another 35 episodes of "Phenomenon", utility company disk show. Barbara Winthrop, head of KMBC continuity department and author of the show, leaves soon to assist Heyser.

Among KMBC folks planning vacation visits to Hollywood are Tex Owens, Bob Crawford, Rod May, Francis Mahaney, Tookie Cronenbold, Herb Krataska, James Coy, Paul Fonda, Woodrow Wilson, Norma Shorey and Paul Henning. LeRoy Smith and Eddie Edwards will visit the Ozarks, Bob Riley and Mr. and Mrs. Jimmie Gardner are going to Colorado, and Ruth Bart plans to visit Chicago.

Splitting their radio advertising up between WHB on the Missouri side, where they use five quarter-hour shows daily, and KCKN, the Kansas side air station, where they use a weekly 30-minute Community Sing show, Gorman Furniture Co. turned the airing of its annual auction and free musical show over to KCKN while getting the talent for the floor show from the WHB Artists Bureau. Furniture and novelties were auctioned off. Ralph V. Nelson handled the KCK auditorium remote, while Les Jarvies from WHB emceed the floor show.

Raul H. Frye, formerly in the Radio division of TWA in the Kansas City office, has joined the staff of WDAF as a technician.

Lee Roberts, KCMO dramatic director, has returned from a vacation in Detroit with his parents.

Russ Crowell, until recently with the Red Nichols ork, and Betty Roth, soloist with Jimmie Grier's orchestra, are former WHB entertainers who are vacationing in Kansas City.

Midland Television, Inc., is moving from present offices with KMBC in the Pickwick Hotel into new quarters in the Power & Light building in preparation for a June 1 opening of a new television school.

WJAX FISHING PROGRAM MAKING UNUSUAL RECORD

Jacksonville, Fla.—A broadcast that has won wide acclaim and developed into one of the most unusual and outstanding features ever to emanate from this city is the "Atlantic Refining Fishing Program" aired Mondays, Tuesdays and Thursdays at 6:45 p.m. over WJAX. Sponsored by Atlantic Refining Co. and handled by Harry E. Cummings, the program has been on the air for the past five months, arousing increasing interest from week to week.

Where the fish are biting—who has made the catches and what baits were used—a monthly Fish Story Contest, offering fine prizes of tackle—general information pertaining to the sport—these are some of the highlights.

From the office of Harry E. Cummings, Radio Program Service, approximately 400 self-addressed post-cards are sent out each week to fishing camps, hotels, sporting goods houses, etc. In addition, approximately 50 letters and telegrams go to those who are slow in replying.

On Friday morning these reports are assembled into a bulletin (the Fish-O-Gram). This is hurried to the printer and is ready for mailing that evening to all Atlantic Refining Co. dealers in this territory. They post the Fish-O-Gram at their place of business on Saturday morning. Radio programs emphasize the importance of listeners dropping in on their Atlantic dealer to see where the fish are biting.

A Fishing Camp Booklet has been compiled, the only one of its kind that has ever been prepared here. Radio listeners also are invited to drop by their Atlantic dealer for one of these handy guides.

About five weeks ago, the Jacksonville Journal, realizing the tremendous amount of interest that has been stimulated by these broadcasts, asked Cummings if Atlantic Refining would be willing to furnish them with fishing information each Friday, in return for their giving the sponsor full credit. This was agreed.

Recently, the Tourist and Convention Bureau of this city, realizing the great importance of the fishing industry to this state, planned a fishing camp map of the country in which Jacksonville is located. As the Atlantic Fishing Program had the information they needed, it was agreed that Atlantic would assist them and they would give Atlantic full credit on the face of the map. This they have done.

It is a frequent occurrence for sporting goods houses to feature Atlantic's Fish-O-Gram and Fishing

RADIO PERSONALITIES

No. 39 in the Series of Who's Who in the Industry

H. LESLIE ATLASS, vice-president in charge of CBS' Chicago office since 1930 and founder of WBBM, and his younger brother Ralph, president of WJJD and WIND, started toying with kilowatts in the pre-war days. After being graduated from Lake Forest Academy near Chicago and serving in the U. S. field artillery overseas in the World War, Leslie (the H. before his name was just adopted to impress his first boss) spent several years in the automobile, packing, real estate and investment businesses, then took a serious interest in his brother's childhood plaything, wireless, and joined with him in founding WBBM in Lincoln, Ill., in 1923. Later the transmitter was moved to Chicago, and in April, 1925, it was moved to the top of the Broadmoor Hotel.



Pioneered in many now successful policies

The story of WBBM's phenomenal rise as Chicago's only independent station, its sale to CBS, and outstanding place among the nation's great commercial successes, is the story of the growth of the driving, quick thinking, quick acting, sales and executive personality of Leslie Atlass.

When every other station in the country devoted its entire Sunday schedule to church services, Atlass pioneered, announced that his station would have church services Sunday morning, but dance music Sunday afternoon and evening. When radio's commercial possibilities were only faintly realized, he made radio's largest local commercial sales of the twenties—one half of WBBM's time for one year—to the Stewart-Warner Corp., still one of radio's big advertisers. When baseball's moguls threatened to drive out broadcasters, Atlass helped sell the late Wm. Wrigley Jr. and Phil Wrigley on radio's value as an attendance builder, and finally won major league backing of the play by play reports.

Among his friends "Les" is known as a staunch, dependable backer in a pinch, as a builder of men. Among his aides who have advanced to successful positions are Don Thornburgh, v.p. in charge of Columbia's Pacific coast network; J. L. VanVolkenburg, former president of KMOX; James D. Shouse, present executive of the St. Louis station; and J. Kelly Smith, general manager of Radio Sales, Inc.

BOSTON

Lewis S. Whitcomb, publicity head at local CBS outlet, WEEL, is back at his desk after several weeks' illness.

"Charmed Eyes," owned by Charlie Phelan, sales manager at Yankee Network, won the first race at Suffolk Downs on Monday, the opening day of the meet. It paid \$38.50 to win.

Benny Goodman and his band breaking all kinds of records at the Metropolitan Theater this week. He had the fourth best Saturday the Met has known since it opened 12 years ago.

Mike Nidorf Laid Up

Mike Nidorf of the Rockwell-O'Keefe office is confined to his home by illness.

Camp Booklets in their window displays.

The program also has evoked wide audience response. Everyone in this city is thoroughly familiar with it and most of the radios are tuned to WJAX during the broadcast. Entries in the Atlantic Fish Story Contest come from six states beyond Florida, with an appreciable number from North Carolina and Kentucky. During the running of Kingfish last month at Cedar Key, that little city gave full credit to the Atlantic Refining programs for keeping their hotels filled and their boats chartered.

FORT WORTH

Merle H. Tucker, on leave of absence from KROD, El Paso, has been appointed director of radio for the Fort Worth Frontier Fiesta opening June 26.

Jay Whidden and ork are now airing several nights weekly by WBAP from the Casino Park ballroom. Art Kassel and ork begin a run at this spot June 11.

A. M. Woodford, chief engineer at WBAP, is on leave of absence to serve as chief technical advisor for the Frontier Fiesta. J. E. Bridges was promoted to chief engineer for the summer, with Speedy Maersch taking over the control panel. Bridges, by the way, recently became the father of a girl.

Zeke Williams and His Rambling Cowboys, sponsored by Gulf Spray over WBAP, are making personal visits to Texas Quality Network cities.

Herb Southard is back on the job as announcer at WBAP after a throat ailment.

NOW AVAILABLE:

Young lady who held responsible position in production department of radio station. Also several years' experience in legitimate theater and advertising agency. Box No. 500, RADIO DAILY, 1501 Broadway, New York City.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

●

If You
Are In
RADIO
and not
Reading
Radio Daily
Every Day
You Are
Holding
Out On
Yourself

●

JACK LAVIN RESIGNS AS WHITEMAN MANAGER

(Continued from Page 1)

take a month's trip to the coast before making any definite decision on future connections. Whiteman indicated that he had no successor in mind as yet.

Limited Circulation

"Aunt Sally's Almanac" has probably the world's smallest circulation of any publication. Just four copies are sent through the mails each Wednesday. They are postmarked Jacksonville, and three are addressed to Vic Lund at WIS, Columbia, S. C.; "Windy" Herrin at WTOG, Savannah; Lew "Flash" Bristol at WRDW, Augusta, Ga. The fourth copy remains with the ed-in-chief, Jack Rathburn at WJAX, Jacksonville, Fla.

These gentlemen are all broadcasting baseball games in the South Atlantic "Sally" League over their respective stations for Wheaties. In order that each of the mike-men may know what is taking place in the other cities of the league, Jack Rathburn graciously appointed himself as a clearing house of baseball information. The material is contributed by each of the four subscribers and so far has been both interesting and helpful to the announcers.

Radio Guide Changes

Radio Guide, weekly fan publication, is undergoing a complete change of policy. Headquarters for the magazine, together with Screen Guide, was formerly located in Chicago. Effective June 1, the editorial offices, headed by Herbert Krancer, v.p. and general manager, and Curtis Mitchell, editorial director, will be located in New York.

The magazines have also changed format.

Star Radio Adds 5 More

Star Radio Programs Inc. has added KTOK, KIUL, CJCJ, and KGU, the Hawaiian station, to its lists of subscribers for the Star Commercials. Station WLBC in Muncie, Ind., has signed for the Morning Bulletin Board. The firm grants priority rights and guarantees territorial protection to stations using its programs in order to prevent any overlapping of stations using the same program.

ONE MINUTE INTERVIEW

JOS. N. WEBER

"All talk of what will or may be done at the coming convention of the American Federation of Musicians must be set down as strictly a matter of conjecture. It all depends upon the will of the majority of the 400 delegates present and not even the president of the organization can have his way completely and foretell convention action."

★ Coast-to-Coast ★

COLONEL JACK MAJOR, the CBS entertainer, says: "Things just don't happen. Nossir! It's who a fellow knows—and how much they help him. A fellow can't do things alone—he's just got to have help from his friends Me? Oh, I'm the luckiest fellow in radio! To begin with—I caddied for Irvin S. Cobb when I was a boy down in Paducah, Ky. He told me to write down everything that I saw that made folks laugh or cry. I've done that for 20 years, and I am now drawing on that fund of material for my radio programs. Through Irvin Cobb I met and knew Will Rogers. Will Rogers said, 'Son, always act like you don't know as much as the fellow to whom you're talking—and never say or do anything that will offend any race, color or creed.' (That was the best piece of advice I ever got—I've paid lawyers lots of money for advice that wasn't worth a rip!) And then there's that fellow named Edgar Guest. He became interested in my rhymes and jingles and showed me a few tricks about reaching a person's heart through words. Yes-sir! I'm the luckiest country boy on the radio—thanks to my friends!"

Spot news by up-to-the-minute telegraphic messages on fresh and salt water fishing is brought to sportsmen over KFOX, Long Beach, Cal., each Thursday at 7:45 p.m. Complete information on fishing conditions from Lower California to Santa Barbara are broadcast together with hints on tackle and equipment. Practically all better known fishing resorts are represented by telegram.

KFRU, Columbia, Mo., on receipt of FCC building permit, will establish a new station in St. Louis, but will retain its present KRFU station in Columbia, according to General Manager C. L. Thomas.

A. J. Hougen has been named advertising manager of Tivoli Brewing Co., Detroit. He succeeds H. E. Hougen, who goes to Tivoli's agency, MacManus, John & Adams, Inc., as an account exec.

Ted Husing's talented vocal chords will get a good workout over the Memorial Day week-end when he brings a stroke-by-stroke account of the U. S. efforts to hurdle Australia in the final round of the North American Zone Davis Cup tournament at Forest Hills, L. I. Event will be aired over CBS network on May 29, 30 and 31.

Muriel Draper, author and lecturer, and Dr. Henry C. Link, distinguished psychologist, will be heard for the first time on a regular series when they share the Tuesday broadcasts of the feature, "It's A Woman's World," over the NBC-Red network at 2:30-2:45 p.m., starting June 8. Mrs.

Draper is the mother of the brilliant young dancer, Paul Draper.

Winder R. Harris, Managing Editor of Norfolk Virginian-Pilot, who edits and relates "High Spots of the Week's News" over WTAR once weekly for the National Bank of Commerce, moves from Sunday evening to new spot on Saturday 6:45 to 7:00 p.m. Bank officials decided against a selling commercial on Sunday.

A. Ralph Steinberg, president of Radio & Film Methods, is the author of an article titled "A Philanthropy Created an Industry," in the May issue of *The Credit Retailer*. Article tells about "Talking Books," recorded literary works, and about electrical transcriptions in general.

Norfolk Junior Chamber of Commerce Radio Committee arranged and delivered a series of Social Hygiene talks over WTAR Norfolk last week in co-operation with City Health Department.

When John Carl Morgan, announcer for WTAR, Norfolk, went to his favorite beach spot near his home at Ocean View for his daily swim the other day, he saw the body of a ten-year-old boy floating near shore. Morgan, a Red Cross examiner, recovered the body at once and administered artificial respiration until the fire department arrived on the scene with pulmotor equipment, but all efforts were of no avail.

When the Nordic Hour, half-hour Scandinavian program, was presented last Monday over KIRO, Seattle, it marked the fifth anniversary of this broadcast, believed to be the oldest Scandinavian program in continuous existence. Broadcast is emceed by Gus Bachman and features Scandinavian music, all announcements being in the Swedish language.

Sunday's Columbia Workshop airing of "A Night at an Inn" was the second Lord Dunsany play to be broadcast by the Workshop. "Gods of the Mountain" was the previous one. Radio Events Inc. handles the English playwright's radio rights in this country.

Milton Berle has hatched out another song, this one entitled "Let's Begin Again." Written in collaboration with two other writers.

Tri-States Theaters, Omaha, off the air since Exploiteer Charlie Schlaifer's "Hollywood Tattler" program was abandoned nearly a year ago, has taken spot announcements to advertise the Mills Brothers' appearance on the Orpheum stage the week

TWO 50,000-WATTS PLANNED IN CANADA

(Continued from Page 1)

the government that all new leases and increases in power be limited to 1,000 watts for private stations. It is also suggested that within the next two or three years additional high powered stations will be erected in the Maritimes and Rockies, as also a high powered short wave station.

SAN ANTONIO

KMAC has a new Sunday afternoon program known as "Juvenile Stars," under the direction of Nell Semaan, accompanied by Beatrice DeLeon at the piano. Idea is to teach youngsters microphone technique with regular voice training over the air.

KONO has a new weekly program called "Zig and Zag" composed of Ted Brown at the organ and Johnny Williams on the violin.

The Sunday Express is now devoting a full page to music—musicians and radio, including local and out-of-town news notes from the studios.

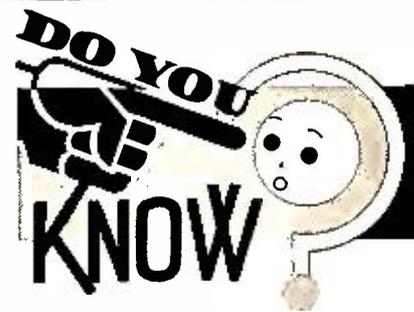
of May 28 with Count Berni Vici's "Spices of 1937."

Allen Prescott received a severe shaking up, luckily escaping serious injury, just out of Stamford while driving back to New York from a week-end at Cape Cod. His car was forced off the road into a shallow ditch when a tire blew out and all but overturned before he was able to bring it to a stop.

Bert Lahr has made up his mind to make California his permanent home, should his picture making plans turn out to his satisfaction. In keeping with this decision, he has not closed for any fall production in the East.

Lee Morse, vocalist, has been held over indefinitely at Chez Paree in East Omaha.

"Sealtest Party," now heard Sunday nights, will originate in Cleveland on June 13. Reason is James Melton playing that city, both vaude and Great Lakes Exposition, about that time.



Average radio listening time of American families is 5.1 hours daily.



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 77

NEW YORK, N. Y., THURSDAY, MAY 27, 1937

FIVE CENTS

Switch Ford Show Again

Looking On ... AND LISTENING IN

SURVEYS Falling victim to survey-itis, we ransacked our belfry for a system of fact-finding that would be minus doubts and uncertainties as to the value of radio advertising, and finally hit upon something that looks about as fool-proof as any batch of figures can be.

We dug up the latest financial reports of some leading air sponsors, with findings as follows:

Chrysler, with one of the premier ether programs (Major Bowes), earned \$14.25 a share last year, against \$8.07 the year before and \$2.19 and \$2.78 in the respective preceding years.

Texas Corp., with Eddie Cantor as Mayor of Texaco Town, shows \$4.10 a share net last year against, respectively, \$1.85, \$.64 and a deficit of \$.05 a share.

Procter & Gamble earned almost as much in the first six months of its current fiscal year as it did in the entire year of either 1935, 1934 or 1933.

General Foods with Jack Benny, the Maxwell House Showboat, "We, the People," etc., did \$2.71 a share last year, against \$2.23, \$2.12 and \$2.12 in respective preceding years.

Ford netted \$7.65 a share last year, against \$1.03 the year before.

General Motors' past four-year per share figures are \$5.36, \$3.70, \$1.99 and \$1.72; Firestone, \$3.28, \$1.53, \$.71 and a \$.21 deficit; Bulova, \$7.45 in the first nine months of the present fiscal year, against \$2.29 the year before; Borden, \$1.80, \$1.10, \$1.02, \$1.06; Coca Cola, \$4.66, \$3.48, \$3.12 and \$3.20.

Space brings us to a halt, but you get the idea.

Sponsors don't need to wonder if radio advertising is doing them any good.

The answer is right in their ledgers.

WCKY Talent Search

Cincinnati—A ten-week radio talent search will be launched June 8 by WCKY through the medium of a "Stars of Tomorrow" contest in cooperation with the Liberty Theater, Covington, Ky. Both professionals and amateurs are eligible for the contest, which carries cash awards of \$250. Winners will appear at theater for three days.

EDYTHE MELROSE JOINING STREET-FINNEY AGENCY

Edythe Fern Melrose joins the Street & Finney advertising agency the latter part of this week with title of Radio Director. Miss Melrose who has been with Pan-American Radio Corp. for some months also has her own commercial on the air via WMCA in "Charm in Women" and is regarded as an expert in this particular field. Before joining Pan-American, she was station manager of WJAY, Cleveland.

Street & Finney agency, handling various radio accounts as well as others, will increase their radio activity and create a large department to handle the increased scope being planned.

Krank Starts Pantages On CBS Coast Stations

A. J. Krank Co., St. Paul (toilet articles) yesterday began "Lloyd Pantages Covers Hollywood," a gossip program, on the five CBS Pacific Coast stations, Wednesdays, 7:30-7:45 p.m. PST. Series originates from KNX and is signed for 52 weeks

(Continued on Page 3)

Eddie Stanley to Head Texaco Summer Program

The Texas Co. has selected Eddie Stanley, comedian, to head the summer show which is set to replace Eddie Cantor beginning June 6. Cantor, whose last airing is May 30, will introduce Stanley on his last broadcast. Others to appear regularly on the summer series are Pinky Tomlin, Ella Logan, Igor Gorin, Jacques Renard

(Continued on Page 3)

New High In Free Radio Time Gives Picture 935 Minutes

New Station at Troy Makes Four for Wilder

Syracuse, N. Y.—Licensing of a new station at Troy, N. Y., by the FCC adds a fourth station to the group controlled by Col. Harry C. Wilder and associates. The Wilder

(Continued on Page 3)

Saturday Night "Universal Rhythm" Being Moved to Spot Vacated by the "Sunday Evening Hour"

John Mayo to A.R.S.

John Mayo, formerly with CBS for four years and at one time manager of WNOX, Knoxville, has joined Advertisers' Recording Service, Inc., makers of instantaneous recordings, as sales manager.

NEW JACK OAKIE SERIES BEGINS SEPT. 28 ON CBS

R. J. Reynolds Tobacco Co. (Camel cigarettes) has renewed Jack Oakie for a new series of programs to begin Sept. 28. Oakie is scheduled to leave the air after his broadcast June 22. The present program, airing over a CBS network of 80 stations Tuesdays, 9:30-10:30 p.m., will be replaced for the summer by a program headed by Benny Goodman and his orchestra with guest stars. The summer series, which begins

(Continued on Page 3)

Lambert Test Campaign On Two K. C. Stations

Kansas City—Lambert Pharmacal Co., St. Louis, is using two stations here, WDAF and KMBC, in a test campaign for Listerine brushless shaving cream.

Arthur Killick is featured in the WDAF show as Fatty Lewis, a humorous character. Margaret Hillias,

(Continued on Page 3)

Ford Motor Co. will shift its Saturday night "Universal Rhythm" program into the "Sunday Evening Hour" spot on CBS when the latter fades for the summer June 13. The move marks the second time within the past six weeks that the "Universal Rhythm" program has undergone a major change. On April 17 the show switched from an NBC network to its present spot on CBS and began airing over a hook-up of 13 stations from 7:30-8 p.m. with a repeat airing from 10:45-11:15 p.m. which was heard over 78 stations.

The Ford Sunday Evening Hour, (Continued on Page 3)

FEENAMINT RETURNS SEPT. 7 ON MUTUAL

Feenamint account is due back on the air over Mutual network on Sept. 7, at 7:30-8 p.m. This will be the first time in years that the account has been heard other than on a Sunday evening.

Talent set so far is Arnold Johnson orchestra, and strong possibility of a tieup with the Macfadden publication "Movie Mirror".

Lucky's "Hit Parade" Extended Through July

American Tobacco Co. (Lucky Strike cigarettes) has extended its CBS contract for the Saturday 10-10:45 p.m. "Your Hit Parade" program until July 31. Program is aired by 84 stations. Lord & Thomas is the agency.

Short Wave Cantor

Sunday's broadcast of the Eddie Cantor program on CBS, with Leslie Howard as guest star, will be shortwaved over W2XE to England at the request of Cantor and Howard, the reason being their desire to have their friends, Jack Buchanan and Elisabeth Bergner, listen in. Both Cantor and Howard will make pleas for world peace.



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, May 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168	167 1/4	167 3/8	- 5/8
Crosley Radio	22	22	22
Gen. Electric	54 1/4	52 7/8	53 3/8	- 3/8
North American	25 3/4	25 1/4	25 3/4	+ 5/8
RCA Common	9 1/8	9	9 1/8	+ 1/8
RCA First Pfd.	69 3/8	68 1/2	68 1/2	- 1
RCA \$5 Pfd. B.	(75 Bid)			
Stewart Warner	19	18 3/4	18 3/4	- 1/4
Zenith Radio	33 1/4	33	33	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.
Majestic	3	3	3
Nat. Union Radio

OVER THE COUNTER

	Bid	Asked
CBS A	54 1/4	56 1/4
CBS B	53 1/4	55
Stromberg Carlson	14	15

NBC Is Reducing Prices On Reference Recording

NBC transcription department, effective June 1, will reduce the price of reference recording and allow discounts up to 15 per cent on quantity orders. Reference recordings are used by sponsors, artists, bands, etc., for recording broadcasts for future reference.

Radio News Flashes in Downtown Show Window

Cedar Rapids, Ia.—WMT not only is giving its listeners about a dozen news periods daily, but is making it possible for the folks to get late flashes even when they are out shopping and away from their radios.

A large illuminated bulletin board has been placed in a downtown show window. Station posts all late bulletins on the board throughout the day to attract attention of shoppers. Special announcements scheduled calling listeners' attention to the bulletin board to get their news while downtown and away from their radios.

Pearce Begins Airing From Road on June 8

Al Pearce and his gang will begin their road tour broadcasting June 8 with their regular show for the Ford Motor Co. emanating from Detroit on that date. Chicago, Denver, San Francisco and Los Angeles follow in order, with the show scheduled to stay in Los Angeles for nine weeks. Program is heard Tuesdays, 9-9:30 p.m. over the CBS network. Tom Foley, of the N. W. Ayer & Son agency, will accompany Pearce.

Thomas Airing En Route

Lowell Thomas, one of five Movie-tone News delegates to the annual 20th Century-Fox sales convention, will keep his radio schedule intact by broadcasting from convention headquarters in the Ambassador Hotel, Los Angeles, and by making five other broadcasts from four different cities en route and on his return.

Thomas leaves New York by plane today, and will broadcast on his regular program over NBC-Blue network from Chicago tomorrow. After addressing the convention in Los Angeles on Monday he will go on the air directly from the ballroom of the Ambassador. Leaving by train that night, Thomas will stop in Denver for a broadcast Wednesday night, in Chicago the following night and then Cincinnati. He will miss only one broadcast out of six, that scheduled for June 1.

Transradio for WMT

Cedar Rapids, Ia.—WMT has completed installation of Transradio teletype service, airing news programs and special bulletins and flashes from 6 a.m. to midnight.

Program Director Doug Grant has listed 11 news programs daily, with more in the offing. Special flashes are given every hour.

Benne Alter has taken over the early morning spot, with Grant and Ray Cox handling the remainder.

Annapolis Naval Ball on WFBR

Baltimore—WFBR has arranged to pick up the June Ball from the U. S. Naval Academy at Annapolis, and will feed it to the NBC-Red network on June 2 at 10:05-10:30 p.m. This will be the first time the event has been aired. Stewart Kennard, WFBR special events man, made the arrangements.

Kasper-Gordon Handling Additional Disk Series

Boston — Additional transcription series being released by Kasper-Gordon Studios, Inc., local transcription firm, include "Treasure of the Lorelei," series of 26 pirate adventure stories designed for juvenile appeal; "The Green Valley Line," railroad melodramas in 26 quarter-hour episodes, and "Honor the Law," police thriller enabling tieups with safety campaigns.

Kasper-Gordon also is handling several series of 30-second skits, produced by Walter Biddick in Hollywood, for jewelers, laundries, dry cleaners, bakeries, loan companies, used car dealers, etc. The skits are lively dramatizations.

Latonia Races on WCKY

Cincinnati — All-Sports Review heard over WCKY at 3:15-5:30 p.m. will have an added feature starting Saturday when Latonia Race Track opens. WCKY will broadcast daily the feature race at the famous old Kentucky course.

Another popular sports feature of last year, which returns to WCKY on May 31, is "Who's Who in Racing". On each program, racing officials, owners, trainers and jockeys are interviewed. This three-a-week program will originate in WCKY's Netherland Plaza Hotel studios.

Theater Series on WTAR

Norfolk — Granby Theater broke precedent by contracting for a series of regular spots over WTAR. Hereafter all theater business has been heavy air plugging for special box-office attractions. Granby Theater spots will run weekly for 13 weeks.

Maslin Joins Marschalk-Pratt

Frederick G. Maslin, formerly of the Advertising Associates of Boston, has joined the Marschalk & Pratt, Inc., advertising agency. Maslin had been connected with industrial advertising for many years prior to his joining Advertising Associates.

Another Ameche Goes West

Chicago—Jim Ameche, brother of Don Ameche, leaves for Hollywood tomorrow. Jim has been playing the lead in NBC's "Jack Armstrong." On the coast he will take a screen test with Warners.

Joins CBS Press Department

William Slocum, formerly with the World-Telegram, has been added to the CBS press department staff.

COMING and GOING

DR. WALTER DAMROSCH, NBC music counsel, sails aboard the Rex on Saturday with MRS. DAMROSCH for a month's vacation in Italy and France. They will return on the Normandie, sailing from Havre July 7. On June 25, in Paris, the famed conductor will attend the International Music Educators' Conference.

WALT FRAMER and NAN GRAYSON, starred on the Pittsburgh Backstage program on WCAE, will spend their vacation in California, beginning the last week in June and lasting four weeks.

PAUL WING, NBC spelling master, is at Athens, O., today, airing the Spelling Bee from the banks of the Ohio River.

HUGH STUDEBAKER boards the Sante Fe Chief in Chicago tomorrow for Hollywood, where he will resume his characterization of Silly Watson on the Fibber McGee and Molly program.

CHRIS ROBBINS, father of Gus Arnheim's vocalist, June, and who has been in New York for the past week to visit his family, returns to New Orleans today.

AL SHAYNE leaves tomorrow for a week-end in West End, N. J.

FRANK CURLEY and his daughter, ROSE MARIE, leave today for Lakeville, Conn., for the week-end.

A. B. SCHILLIN, head of Schillin Advertising Corp., with MRS. SCHILLIN and MR. and MRS. S. HALPERN of the Haupt firm, will leave tomorrow for a cruise to Virginia Beach.

TEDDY HILL left on the Lafayette with his orchestra to appear at the Ambassadeurs in Paris.

SHEP FIELDS and his band arrive tomorrow from Pittsburgh and begin an engagement at the Surfside Club, Atlantic Beach.

RICHARD WEED of the Amsterdam Artists Service is on the west coast on business and is expected back in New York on June 15.

JAMES L. SAPHIER goes to the coast next week on business.

ALFRED H. MORTON, NBC manager of owned and operated stations, returns to Radio City today after trip to Springfield and Boston, where he visited WBZA-WBZ studios.

TOM FOLEY of the N. W. Ayer & Son radio publicity staff left town last night to accompany the Al Pearce show west for the next five weeks. He is in Philadelphia today. Pearce gives a show there for Ford dealers.

General Motors Show Fading for the Summer

General Motors will terminate the "General Motors Symphony Concerts" for the summer months, effective June 6. Program is heard on the NBC-Blue network, Sundays, 8-9 p.m. Series will be resumed again in September, it is understood.

BIRTHDAYS

1	9	3	7
SUB	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		

May 27

Greetings from Radio Daily

to

Evelyn Morin

Don Mario

Florence Sperl

JERRY COOPER

HOLLYWOOD HOTEL

CBS

FRIDAYS 9 P. M. EDST.

PROPRIETARY ASS'N WINDS UP CONVENTION

At the concluding session of the Proprietary Ass'n convention held yesterday at the Hotel Biltmore, the entire afternoon was devoted to a symposium of advertising representatives dealing with the control of drug advertising.

John W. Bates, a WOR employee who handles auditions and is a contact between the station's program and sales department, spoke for Mutual. He charged that a Proprietary Ass'n member, when asked to change his commercial announcement, refused and so did his advertising agents. MBS solved the problem, Bates declared, by changing it themselves.

Bates also got involved in the merits of radio versus magazines before he concluded his talk. Lee Bristol, of Bristol-Myers and chairman of the meeting, tried to clarify Bates' remarks concerning magazines and said that the meeting had no intention of discussing the merits of any medium.

Janet McRorie, NBC director of continuity acceptance, told the association that the primary thought that must be kept in mind when writing radio commercials is, "how is it going to sound?" not, "how is it going to look?" Miss McRorie also stated that NBC listeners frequently write in to the network regarding commercials and the leading complaint is the over-statement or exaggerated claims some sponsors make for their products. Other listeners ask, "We buy the product; why say so much about it?" Repetition of words is another cause of listener complaints. The practice of some sponsor's ordering their announcers to "yell" their wares over the air is another sore spot with the consumer, she said.

Generally speaking, Miss McRorie, concluded, very little trouble is experienced with NBC advertisers, but a few still hold out for the "scare'm, sell 'em copy."

John Benson, president of the AAAA, explained what agencies were doing along the lines of copy control and pledged his cooperation with the association.

Whimsy On the Air

Chicago—The Rev. Henry Scott Rubel, former local rector and now of Glendora, Cal., has written a dramatic whimsy for Princess Pat cosmetics, bowing in tomorrow over WMAQ, in which Pat, a talking lipstick, and Hank, a chattering handkerchief, detail their romance in a milady's bag. Loretta Poynton and Harold Peary will interpret the lippy characters. Rev. Rubel writes under the name of Hal Raynor for Joe Penner.

NEW PROGRAMS—IDEAS

Reverse Swing and Classics

Extremely popular is the new Dale Evans piano feature, "Swing and the Classics in Reverse," now being aired over WSJS, Winston-Salem, N. C., Thursdays 7-7:15 p.m. Highly entertaining, the program is also educational in showing the relation between modern swing and the music of the masters.

Dale plays the new favorites as they would have been interpreted by famous composers, swings their compositions in the modern manner, adds her own inimitable touch to the whole, finds the result very interesting both to herself and her listeners.

When some fans protested "swinging the classics," Dale built a new show reviving favorites of former years with radio audience guessing the titles. More listeners protested cancellation of "Swing and the Classics in Reverse," so many, in fact, that the program was continued with "Tune Guessing" set to air regularly at an early date, also.

Eddie Stanley to Head Texaco Summer Program

(Continued from Page 1)

and his orchestra and James Wallington. Bobby Breen and Deanna Durbin will remain on the show for two weeks after Cantor leaves, then they will vacation until September when the present line-up is scheduled to return. The summer series will be produced by Cantor, although he himself will not be heard on the air. Program is heard over the CBS network Sundays 8:30-9 p.m. on a hook-up of 75 stations with a repeat at 12 Mid.-12:30 a.m. to a west coast network of 12 stations.

New Station at Troy Makes Four for Wilder

(Continued from Page 1)

group now includes WSYR here; WJTN, Jamestown, N. Y.; WNBX, Springfield, Vt., and the new Troy station, which will operate on 950 kc. with 1 kw. power. Construction of studios and transmitter at Troy is to begin immediately.

WGCN Opening Biloxi Studios

Gulfport, Miss.—WGCN soon will open its new studios in the Buena Vista hotel, Biloxi. The station maintains two sets of studios, one in the Great Southern Hotel here and the other at Biloxi, so as to cover both of these nearby gulf coast communities. Transmitter is at Mississippi City. The 250-watt station will continue its policy of playing up local events in broadcasts, especially news events, when practicable, so as to keep the local angle of the station before its auditors.

"Yours Fraternally" on WBBC

Practically every American organization of importance is represented on the WBBC program known as "Yours Fraternally", heard every Saturday at 7:30-9 p.m. The programs are intended to acquaint listeners with the aims and purposes of the various institutions and clubs and those participating in the series include the U. S. Chamber of Commerce, the Brooklyn Bar Association, Grand Jurors Association, Girl Scout Federation of Greater New York, Reserve Officers Training Corps, Industrial Home for the Blind, Odd Fellows, Elks, Masons and similar groups. The programs are under the direction of Bert Child.

Garden Program on CBS

A new CBS sustainer makes its bow Saturday, to be heard once a week on that day at 10-10:15 a.m. Program will feature Ruth Cross, garden authority, who will offer regularly seasonal tips to gardeners.

New Jack Oakie Series Begins Sept. 28 on CBS

(Continued from Page 1)

June 29, will be cut to half hour, 9:30-10 p.m., but will retain station line-up. With the broadcast of Sept. 28 the show will resume its full hour period and its present talent lineup. Goodman will begin the new series in New York, but will broadcast from different cities across the continent when he goes on tour later in the summer. Programs will air from Hollywood when fall series begins.

Lambert Test Campaign On Two K.C. Stations

(Continued from Page 1)

Ellis DeLong and a male quartet complete the quarter-hour show, aired twice weekly. Spot announcements are being used on KMBC.

Sponsor has a script show all lined up for a national network presumably for Listerine, the antiseptic, but is holding off until a good spot becomes available. Lambert & Feasley Inc., New York, is the agency.

NBC Promotes Gilbert Ralston

Gilbert Ralston, NBC guide, has been promoted to the transcription department staff.

DON KERR

MASTER OF CEREMONIES
GENERAL MILLS SPORTS PARADE
WMCA

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

FORD IS SWITCHING 'RHYTHM' TO SUNDAYS

(Continued from Page 1)

as per its annual custom, fades for the summer after a 39-week series, and its 9-10 p.m. spot will, for the first time, be filled by the same sponsor who will retain the 95 stations now on the network. Although the present 13-week contract for "Universal Rhythm" is not up until July 10, it is believed that the sponsor will have no trouble cancelling early. Present talent line-up will be retained for Sunday show and a chorus will be added. Guest stars are also contemplated. N. W. Ayer & Son is the agency handling the account.

935 Minutes Free Time Garnered by One Film

(Continued from Page 1)

utes of time, over 19 stations and five network boosts.

Schedule reveals two contests on WVFW and WARD, on photos of Fred Astaire and Ginger Rogers; two contests on WINS and WAAT, for best letters, winners getting passes to the show; four interviews, Erno Rapee on WHN, Gene Snyder on WINS' Postal Theater Guide; two by DeWard Jones of Music Hall press department; also reviews on WABC, WOR, NBC, WMCA and Inter-City web; WEVD and WNEW plugging the picture tunes month in advance, also reviewing the film when it opened; WBBC and WCNW reviews and advance spot announcements.

As expected Fred Astaire program on NBC (Packard) did advance work a month ahead, apart from credits for the picture's tunes being used on the major nets.

Krank Starts Pantages On CBS Coast Stations

(Continued from Page 1)

through Milton Weinberg Advertising Co., Los Angeles. Series is in addition to the CBS program in the mid-west sponsored by the same company.

Jolson as Napoleon

Al Jolson will enact the chief role in Arthur Caesar's play, "Napoleon's Barber," in his "Cafe Trocadero" program over CBS on Tuesday, 8:30-9 p.m.

BARRY WOOD

Presented by

DRENE

WJZ

EVERY THURSDAY 7:45 P. M.

Personal Manager

MATTY ROSEN

NEW BUSINESS Signed by Stations

Boston

WNAC: Colgate-Palmolive-Peet, 32 participations in Yankee Network News Service, five days weekly, on various stations, through Benton & Bowles, N. Y.; Procter & Gamble (Drene), disks, through H. W. Kastor & Sons, Chicago; Dodge, disks, through Ruthrauff & Ryan; Armand Co., Des Moines (face powder), spots, through Collidge Adv'g Agency, Des Moines; Eastern Racing Ass'n (Suffolk Downs), spots, through Ingalls Advertising, Boston; Hemphill Diesel Engineering School, Boston, six 15-min. programs, through R. H. Alber, Los Angeles, on five network stations; Chevrolet, renewal, through Campbell-Ewald, Detroit; Moxie Co., Roxbury, 20 participations in Yankee Network news service.

WAAB: Skol Products (sunburn lotion), 52 quarter-hour programs, through Peck Adv'g Agency, New York; Community Dentists Inc., 312 participations in News Service, through Commonwealth Adv'g Agency; Hecker Products (Force), spots, through Erwin Wasey & Co., N. Y.; Adams Hat Stores, N. Y., Blair-Sabatino fight from N. Y. Hippodrome, through Glicksman Adv'g Agency, N. Y.

WSJS, Winston-Salem

American Oil Co., 112 spots, through Joseph Katz Co.; Dodge, disks, through Ruthrauff & Ryan; Brown & Williamson Tobacco (Avalon), six 15-min. sports resumes and renewal of Raleigh-Kool through July 4, BBD&O; Chevrolet, renewal through Sept. 23, Campbell-Ewald; Carter's Little Liver Pills, 52 weeks, six spots weekly, renewal, Street and Finney.

WTAR, Norfolk

Sears-Roebuck, "Hollywood Spotlight," 26 times, leased from Transco; Chrysler (Dodge), "Dodge Presents," 13 times; Chesapeake Auto Supply Co., "Extra Margins of Safety," 15-min. thriller, eight times, for Pennzoil.

WMAQ, Chicago

Chrysler (Dodge cars), Frank Morgan disks, through Ruthrauff & Ryan; Association of Pacific Fisheries, spots, through J. Walter Thompson.

WNEW, New York

Alkine Laboratories, 16 weeks on "Make-Believe Ballroom," thrice weekly, through Schillin Adv'g agency.

Annunciator for Announcers

Drop-in studio listeners at WMBH, Joplin, Mo., wanted to know which announcer was on duty. WMBH engineers devised a cabinet with the names of the staff announcers, each name being illuminated. Top plate reads "On Duty." Switches in announcer's booth enable announcer to change the name of the man on duty -- the old vaudeville name card brought up to date.



● ● ● After all bets were down and they were coming down the home stretch for the Lucky Strike "Hit Parade" vocal job, Stuart Allen was called in to audition—so HE starts June 9 in place of Buddy Clark... Murray Korman's "Studio Party" featuring guestars and show girls gossiping while allegedly being photographed by Korman will take the air in the fall, sponsored by a cosmetic manufacturer... With all the top-notch bands being aired from WGN, WMAQ, WENR, WLS and WBBM in Chicago, Eddie Wolpin, Charlie Warren, Jonie Taps and Rocco Vocco, New York "contact man," will invade the Windy City to contact the Duchins, Dennys, Brings, etc... George Olson opens next Friday at the Coconut Grove in Los Angeles with his OWN band—and will return to open at the International Casino on Broadway in August... Jolly Coburn will be aired once weekly via NBC from the Clairemont... Carl Mark, WHK, Cleveland announcer, must have company when he drives his car—some one to pull the choke—that's the reason for word-slinger Guy Wallace always in Mark's auto... Ben Larson of Ruthrauff & Ryan was rushed to the hospital late yesterday afternoon for observation.

● ● ● A stage hand finally got on the air last week in Indianapolis... Jack Stilwill, broadcasting his "On the Aisle" show over WIRE, had moved into the Lyric theater for an interview with the Mills Brothers... They were singing, when suddenly the "p.a." system began pounding away in the background, calling instructions to vaudeville artists... However, the Mills brothers unconcernedly went ahead with their rendition of "Swing For Sale"... Pre-summer aid for weary radio columnists is already at hand... All they have to do is mark an "X" on the return card and back comes a column with the by-line of your favorite comedian or singer... Bob Taplinger offices have gone a step further this year and organized the Committee for Radio Editors' Summer Relief.

● ● ● About \$15,000 worth of sound effects equipment is being prepared here at CBS to send to Hollywood... Announcer Kenneth Roberts was in an auto smack-up with actress Minerva Pious the other a.m.... Charles King is being feted tonight at Leon and Eddie's, instead of Sunday, which is a holiday... Mickey Alpert will use "Keep Punching" as a tag-line during his airings... Ray and Grace MacDonald of "Babes in Arms" appear via WINS this morning... Zeke Manners is set for a summer network show... Songwriter Irving Kahal will turn over ten per cent of his royalties on "The Night Is Young" to Spanish Loyalists... Jane Pickens has been awarded another Fellowship at Juilliard Institute, making it her third in a row.

● ● ● Clair Shadwell, who runs the Musical Clock for WBT, Charlotte, has proof that "once an announcer, always an announcer" is correct... Shad was ill recently with the flu and his temperature rose to 103 (with options). While burning with fever and shivering with chills, he announced every commercial he ever had on the air. When he finished, Mrs. Shadwell reports, he started in on the recordings and transcriptions... "And by the time he began to get well," she said, "his poor brain was so overworked that all it could prompt him to say was 'it certainly is a mess, it certainly is a mess'"... WIS, Columbia, S. C., recently had their entire staff on the air. Vic Lund and Frank Burger, announcers, air-toured the studios and offices with a mike, and had everyone from porter to head man... Some thought that Vic was kiddin' when he interrupted their work with the plea to say something into the mike—and plenty had red faces when they heard that what they DID say was REALLY aired. Program clicked big with the dialers.

Coming Events

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

May 24-28: Society of Motion Picture Engineers, spring convention, Roosevelt Hotel, Hollywood, Cal.

May 28: Meeting of Seattle Section of Institute of Radio Engineers. James Wallace, KVI, chairman.

June 1-10: Radio-television exposition, Moscow.

June 4: Actors Equity Ass'n annual election.

June 5: Annual meeting of the Texas Broadcasters Ass'n, Texas State Hotel, Houston.

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

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

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

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

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

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

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

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

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

Stewart Quits FCC to Join Nat'l Research Council

Washington Bureau, RADIO DAILY

Washington—The retirement of Dr. Irvin Stewart as vice-chairman of FCC at the end of his term, June 30, was disclosed yesterday in an announcement by the National Research Council. He is to become director of the Committee on Scientific Aids to Learning, a Council adjunct.

Dr. Stewart was appointed by President Roosevelt in 1934.

The Committee will maintain headquarters in New York City. It will first undertake a survey of the work and experience of the National Advisory Council on radio in education.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

IN the natural course of radio events, it would appear there ought some day to be a Juvenile Hall of Fame... which should harbor, at least in effigy... Walter Tetley, the bairn who appears on the Fred Allen program, Jimmy Donnelly and Janice Gilbert, co-thespians in "The O'Neills" and the Helen Menken opus, Jimmy McCallion and Audrey Eagan of "Billy and Betty," and Junior O'Day, who graces "Give Us the Funnies" and "Billy and Betty" both... also Tommy and Andy Donnelly, youthful free lance kin of Jimmy of that name, and Arthur Anderson, the Tommy of "Bambi"... Winifred Toomey and Pat Ryan of the Madge Tucker histrionic outfit, and Jackie Kelk youthful scion of "The Gumps"... In addition, there's Billy Halop, who scored in "Dead End," now working on the flicker of that name, Bobby and Billy Mauch, currently cinematic in the "Prince and the Pauper"... Evelyn Levy, mentioned here yesterday... and sub-sub-sub-deb Betty Philson, the Little Eva of "Sweet River."

Kay Arnold, who together with brother Buddy, is an easy-on-the-ear feature of WMCA's "Grandstand and Bandstand" program, came to radio via high school... Has an ingratiatingly low contralto voice tucked away in a diminutive frame... Goes on the air 6 or 7 times an afternoon, on account of she and Buddy have a program of their own too.. Began by winning Feenamint Amateur Hour contest... Went commercial when overheard accidentally by sponsor... The Arnold duo squabble over song arrangements (Buddy's work) but grow calm when they reach studio sanctuary... Like their work... Present ambition—to do more of the same.

Lily Pons to give a mass interview to high school journalists June 1 at CBS Theater No. 1... The undergraduate fourth estaters insisted, so La Pons decided to do it that way... June Aulick absent from CBS press dept. because of tonsil curtailment commitment... Too bad, June... Adela Rogers St. John is planning to spend from Friday to Tuesday in Cleveland visiting with husband Pat O'Toole's family... She'll broadcast from there next week... Vivian Shirley's June 1 air-guest over WNEW will be Buda (Maxon's) Baker.



"MELODIGRAMS"

Postal Telegraph
WINS—N. Y. State Broadcasting System, Wednesdays, 6:45-7 p.m.
TUNEFUL PROGRAM OF POP MUSIC AND TRIBUTES TO EMPLOYEES.

This Wednesday program in the three-way series just launched by Postal is dedicated to employees deserving mention for distinguished service. First to be cited was a messenger boy who performed commendable service during the Ohio Valley flood earlier this year.

Embellishing this nice good-will gesture is a batch of popular music, with Louis Katzman's orchestra doing its usual good job of providing the structure, while Emile Renan, a good baritone, and Dorothy Kirsten, an equally pleasing soprano, contribute the vocals.

Program is a fine institutional gesture as well as agreeable light entertainment.

"MILLSTREAM"

Sustaining
WHN, Tuesdays, 8:45-9:15 p.m.
SERIAL WITH SMALL-TOWN SETTING MAKES FAIRLY GOOD START.

Employing an ample cast, and moving with fair speed toward dramatic interest, this new serial play started off auspiciously enough. It has a hinterland locale, and after some brief preliminaries to spot a few characters, the action is given a melodramatic hypo in the form of a mysterious murder, which is always a dependable device for promoting a little suspense. And so to the work of probing the who, why and other facts of the case.

Albert F. Brown is the author of the script, while members of the cast include Harold Willard, Robert Travers, Betty Skinner, Gail Henshaw, Jerry Blake, Lucy Forbes, Joan Danton, Louis Krugman, Florence Schilling and others.

"THE MEADE FAMILY"

Postal Telegraph
WINS—N. Y. Broadcasting System, Mondays, Tuesdays, Thursdays, Saturdays and Sundays, 6:45-6:50 p.m.

BRISK FIVE-MINUTE DOMESTIC SHOT PUTTING OVER MESSENGER SERVICE.

This brief program is the small end of a three-part Postal Telegraph series, the other two portions being 15-minute shots aired once weekly.

Opening presentation, enacted in a typical family setting, carried announcement of Postal's messenger service and its lowered night letter rates. On the former score, it was brought out that it's cheaper to call a messenger than to take up the time of high-salaried employees for errand work.

Jack Oakie

Olsen and Johnson gave a lift to Jack Oakie's show on CBS at 9:30 Tuesday night. Their daffy comedy was a bright spot on the program. After a rather haphazard introduction and very brief shot in the first half of the program, they came back in the second half for a more substantial portion, which was the liveliest part of the show. Judy Garland, talented young singer, Shaw and Lee and the orchestras of Benny Goodman and Georgie Stoll also contributed.

Al Jolson

Parkyakarkus (Herry Einstein) delivered the highlight of Tuesday night's Al Jolson program over CBS at 8:30. Singing a parody on "Let's Call the Whole Thing Off," Parky not only panicked the studio audience, but it was the kind of stuff that got across to the outside listeners as well. A parody by Parky should be a "must" on every Jolson program. Due to Martha Raye being ill, the Scotch lassie Ella Logan stepped in and gave Jolson a nice bit of assist.

Al Pearce

The brand of blackface comedy dispensed by Swor and Lubin went over well on the Al Pearce program Tuesday night at 9 over CBS. Nick Lucas, Tizzie Lish and the rest of the Al Pearce gang did their usual duty.

Ben Bernie

In addition to the welcome organ work of Mr. and Mrs. Jessie Crawford, Tuesday night's Ben Bernie show on the NBC-Blue at 9 had a harmony aggregation called the Vass Family from down south, who did a novelty number that was most refreshing.

"Good Time Society"

The 11-11:30 p.m. NBC-Blue network spot on Mondays has been considerably enlivened by the "Good Time Society" aggregation. Chick Webb's orchestra, Juano Hernandez as narrator, the Juanita Hall Choir and baritone Edward Mathews always provide a volubly rhythmic half-hour.

Jean Sablon

As good a reason as any for staying up an extra quarter-hour at night is to hear the French troubadour, Jean Sablon, now heard at 11:15-11:30 p.m. on Mondays and Fridays over the NBC-Red network. Sablon's intimate and romantic style of crooning is pleasant stuff, especially for feminine ears.

Hugo Mariani

Emanating from the French Casino, the Hugo Mariani orchestra provides some varied rhythms ranging from the blaring and exotic to the smooth and languorous. It's an unusually

GUEST-ING

JACK PEARL and CLIFF HALL on "Nine O'Clock Revue," May 30 (WOR, 9 p.m.)

HELEN GLEASON, on "Your Hit Parade," May 29 (CBS, 10 p.m.)

MRS. PATRICK CAMPBELL, LUCILLE BROWNING, STUART CHURCHILL and ALLAN ROBERTS, on "Hammerstein Music Hall," June 1 (CBS, 8 p.m.)

EDITH WILSON, Harlem torch singer, on Louis Armstrong program, tomorrow (NBC-Blue, 9 p.m.)

ANNA MAY WONG, FLORENCE REED and JOE LAURIE, JR., on Rudy Vallee show, tonight (NBC-Red, 8 p.m.)

ED SULLIVAN, on "Magazine of the Air," June 2 (CBS, 11 a.m.)

CLAUDETTE COLBERT, on "Hit Parade," June 5 (CBS, 10 p.m.)

PHILA. JACK O'BRIEN, on Dick Fishell's "Sports Resume," tonight (WMCA, 6:30 p.m.)

adept aggregation, able to shift mood, tempo and design with facility.

Eddie Foy, Jr.

Heard briefly on "Hammerstein Music Hall" over CBS on Tuesday night at 8, Eddie Foy, Jr. sang his dad's favorite, "He Goes to Church on Sunday." Too bad the program didn't accord Foy more time, because he sounded as though he could make an excellent air impression if given the right chance. This, incidentally, is the main fault of the Hammerstein programs. Too much good talent isn't given a half chance. Fewer guests and more opportunities for each would result in better balanced shows and more fairness to the artists.

KANSAS CITY

Jack Starr, KMBC sports commentator, is organizing a Spit Argue Club in connection with his Wednesday night sports resume. Membership will be made up of local sports fans and authorities, some of whom will be aired.

KXBY has started airing time signals three times daily by remote from the "Old Town Clock" in the tower of the Fidelity building where its new studios are located.

★ THE SONGBIRD OF THE SOUTH ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS ★

Coast-to-Coast

JOE LEWIS, who is being groomed for a coveted spot on the air waves, and, who is, at present, scoring a comedy sensation at the Frolics, will appear at headliner on the stage of Loew's State Theater in N. Y.

Bill Seymour, news room editor at WKRC, Cincinnati, is back home with his bride, the former Patricia Garrity, dancer. They'll reside at 3411 Clifton Ave., Cincy, after June 1.

Harry Golder, chef of the "Sunrise Breakfast Club" over WXYZ, Detroit, enters Polyclinic Hospital in that city on Saturday to get a divorce from his tonsils. He expects to be back on the job in a week or so.

Al Feeney, once All-American footballer at Rockne's Notre Dame, is airing sports reminiscences on Mondays at 8:30 p.m. over WFBM, Indianapolis. Show deals with oddities of the past in sports world and doesn't include present, thus avoiding conflict with Len Riley's "Sports Page of the Air" sponsored by Brown & Williamson.

"Chapel Echoes," a Sunday feature at WICC, Bridgeport, for four years, gives its final broadcast of the season on Sunday. Herbert Anderson, baritone, directs the program, with Gertrude Hanson as accompanist, and a mixed quartet.

Al Bland, pilot of "Dawn Patrol" on WKRC, Cincinnati, tops the staff in fan mail. Lots of his fans also come to the studio to say hello personally.

Dr. Alexander Lyons of the Eighth Avenue Temple (Brooklyn) is conducting a Saturday Morning Devotional Service via WBBC from 7:30-8 a.m., with the program designed primarily for shut-ins. The airing consists of a sermon, readings from the Psalms, a memorial benediction and organ music.

After an absence of several months from the airlines, the Song Birds Trio has returned to WSJS, Winston-Salem, N. C., with a weekly quarter-hour of close harmony. The girls, with guitarist Everette Goins, air Thursdays 7:15-7:30 p.m.

Jane Barnes, the typical Hollywood extra girl, will be interviewed by Ruth Moss on today's Morning Carnival over WAAB, Boston.

Ben Bernie, now settled down to a full summer of airing from New York, leaves for Hollywood about Sept. 1 to make more films. Bernie's June 8 program over NBC-Blue network will be a big "jam" session.

Max Schmeling, German heavyweight fistic contender, will discuss his views on boxing in an interview with Clem McCarthy, NBC sports expert, to be heard over the NBC-Red network tomorrow at 2:45-3 p.m., at Schmeling's cottage in Speculator, N. Y.

If I Had A Radio Station to Manage

The third in a series of brief articles by a man who has had extensive experience in serving stations, advertising agencies and advertisers in their radio program requirements.

IT'S unfair of advertisers to expect radio broadcasting to do the impossible, but they do. They don't expect the same of newspapers, or magazines as advertising media. But radio—well, that's something different. Advertisers hear of amazing results achieved through some radio program and then figure that their program should do the same. They never take into consideration that perhaps the sponsor of the highly successful program has had *merchandising* effort behind it—that the sponsor, when the expenditure of a few hundreds of extra dollars was necessary to knit integral parts of the campaign together, the few extra hundreds were forthcoming.

Sponsor forget that if you don't tell the people to listen, the public simply is not aware of the program being sponsored. That's where newspaper, direct mail, package inserts, truck posters, one-sheets, window displays, and counter cards come in. That's how radio should be used—tied in with other forms of exploitation. Local advertisers could well afford to follow the example of national advertisers.

If I had a radio station to manage,

I'd refuse any account where the advertiser did not use other forms of publicity to promote a listening audience. They use teaser ads to lead up to a big magazine or newspaper campaign. They should use spot announcements before launching a quarter hour or longer program series. They should use dealer letters, displays and radio page newspaper ads to announce the program—and instead of lessening their newspaper effort, should add radio. Then radio stations would find newspapers more co-operative . . . and this constant newspaper-radio feud would sign a truce and work together.

Competition may be the life of trade—and newspapers and magazines and radio will always vie with one another. But the magazines and newspapers use radio advertising to promote their publications. Isn't it about time for radio stations to buy newspaper space to tell their stories, too? One hand washes the other—it's six of one and a half-dozen of the other—and other similes denoting that in this world a 50-50 proposition makes for better understanding all 'round. Figure it out.

F. C. C. ACTIVITIES

APPLICATIONS RECEIVED

Tri-City Broadcasting Co., Inc., Schenectady. CP for new station. 950 kc., 1 Kw., unlimited.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts night, 1 KW. day, unlimited.

WJW, Inc., Akron. CP and license for new relay station. 31100, 34600, 37600, 40600 kc., 20 watts.

WJW, Inc., Akron. CP for new relay station. 31100, 34600, 37600, 40600 kc., 1 watt.

Keystone Broadcasting Co., New Castle, Pa. CP for new station. 1250 kc., 250 watts, daytime.

WTAR Radio Corp., Norfolk, Va. CP for new relay station 31100, 34600, 37600, 40000 kc., 1 watt.

WSOC, Inc., Charlotte, N. C. CP for new relay station. 31100, 34600, 37600, 40600 kc., 0.2 watts.

WTAR Radio Corp., Norfolk. CP for new relay station. 31100, 34600, 37600, 40600 kc., 1 watt.

David G. Adams, San Diego. Auth. to make electrical transcriptions and manufacture records for stations XEBG and XEMO at Tia Juana, Mex.

APPLICATIONS GRANTED

Minnesota Broadcasting Corp., Rose Township. CP for new high frequency station. 26050 kc., 150 watts.

Iowa Broadcasting Co., Des Moines. CP for new high frequency station. 26,550 kc., 100 watts.

W9XBS, Chicago, Ill. CP to make changes in equipment and decrease power to 50 watts.

SET FOR HEARING

Meno Schoenbach, Woodward, Okla. CP for new station. 1500 kc., 100 watts, unlimited.

Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.

Ohio Broadcasting Co., Steubenville. CP for new station. 1310 kc., 100 watts, daytime.

United Theaters, Inc., San Juan, P.R. CP for new station. 570 kc., 1 KW., unlimited.

Pacific Radio Corp., Grants Pass, Ore.

CP for new station. 630 kc., 500 watts, unlimited.

HEARINGS SCHEDULED

June 15 Robert E. Clements, Huntington Pk., Cal., CP for new station. 1160 kc., 250 watts, daytime.

Key City Broadcasting Co., Kankakee, Ill. CP for new station. 1500 kc., 100 watts, unlimited.

Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

Northwest Research Foundation, Inc., Seattle. CP for new station. 1530 kc., 1 KW., unlimited.

Earle Yates, Las Cruces, N. Mex. CP for new station. 930 kc., 500 watts, daytime.

June 16: El Paso Broadcasting Co., El Paso, Tex. 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.

The Tribune Co., Tampa, Fla. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

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

Hickory Broadcasting Co., Hickory, N. C. CP for new station. 1370 kc., 100 watts, daytime.

June 17: Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 1 KW., unlimited.

June 24: 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.

July 1: North Georgia Broadcasting Co., Rossville. CP for new station. 1200 kc., 100 watts, daytime.

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

EXAMINER'S RECOMMENDATIONS

WMZ, New York. Mod. of station licenses to use 2 additional frequencies, be granted.

WNEJ, Washington, D. C. Mod. of license

San Francisco

Pat Kelly, former S. F. NBC producer, who went to England for the coronation, will remain there.

Sam Dickson, author of "Winning the West," back from Hollywood where deal for picture rights of another as yet unpublicized script is still pending.

Johnny O'Brien, harmonicartist, and Walter Kelsey, violinist, have a Monday 10:45-11 a.m. transcontinental over NBC's Red net.

Ed Mitchell, free-lance producer, auditioning actors and sampling scripter's efforts at KYA's Oakland studios for several accounts.

Rush Hughes, up from H'wood for Golden Gate Bridge Fiesta, will pipe his "Langendorf Pictorial" from San Francisco this week.

Dolores Unger, secretary to Jack Dolph, CBS, back from H'wood where she visited KNX. Connie Blake of traffic department will be transferred to KNX on Saturday.

KYA broadcast its portion of the Golden Gate Fiesta Radio Show from the Civic Auditorium at 10 p.m. Tuesday with Linn Church, chief announcer, emceeing.

Starting June 1, the S. & W. Junior News Show will take on KDYL, Salt Lake City, and KGIR, Butte, as flash stations. Program formerly gave the outlets discs.

WFBM Fees Batch to CBS

Indianapolis—A series of programs is being fed to CBS this week by WFBM, local member of the network. In addition to a half-hour from the Indianapolis motor speedway aired by Len Riley and Ken Ellington last Saturday and a similar shot on Tuesday, dealing with pre-race activities, there will be a half-hour and a full-hour program on race day (Monday) by Riley, Ellington and Stan Thompson. News and bulletins will be aired by WFBM from the track throughout the day. Station also feeding net this week with two addresses from National Conference of Social Workers.

Capt. Rees Joins Grombach

Capt. Murray G. Rees, retired from the U. S. Army, has joined the sales staff of Grombach Productions Inc., radio program producers.

to use two additional frequencies, be granted.
CALL LETTERS ASSIGNED
H. W. Wilson and Ben Farmer, Wilson, N. C. WGTM.

MISCELLANEOUS

Niagara Falls Gazette Pub. Co., Niagara Falls. Denied petition to set aside order denying appl. for CP for new station.

Columbia Broadcasting System, N. Y. C. Granted with prejudice request to withdraw appl. for consent to transfer control of station WOAI to CBS, Inc.

APPLICATIONS DENIED

The following applications were denied as in cases of default for failure to file appearances and statements of facts. G. Kenneth Miller, Tulsa, Ocala Broadcasting Co., Ocala, Fla. and B. J. Hecker, Salem, Ore.

Following stations were granted renewal of licenses on a temporary basis only: KFYO, Lubbock, Tex., WBNO, New Orleans, and WHBC, Canton, O.



STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 38 in a Series



THAYER RIDGWAY, former national advertising manager for Illustrated Daily News, has been made sales manager for KHJ and Don Lee net. He takes the place of Roger K. Huston.

Ann Cook's new budget series on KFI has gained a sponsor with the first airing, having been signed for 21 programs, three a week, for State Federated Savings & Loan Association. Darwin H. Clark is agency.

Eddie Cantor using Leslie Howard on his final show before summer vacation, next Sunday, marks Howard's third appearance on a Cantor show this season. Cantor will retain supervision of show during his vacation, but production will be handled by Vic Knight, here from New York Hanff-Metzger offices. Band, announcer and Saymore Saymore to stay on for summer, with Igor Gorin, Pinkie Tomlin, Ella Logan and Eddie Stanley added for summer cast.

Jack Joy, formerly orchestra and production man for KFWB, takes the Don Bernard spot on KHJ, as program director. Joy says he'll put his baton on the shelf permanently with the new work, devote his time exclusively to production.

Betty Lou Blount, radio producer and descendant of Col. W. S. Blount of Alamo fame, has announced her engagement to Al Kelly, also well known in local radio.

Ford Billings, California Radio chain and KEHE chief, went to San Francisco to assist in opening KYA's new 5000-watt transmitter.

Consolidated Transcription Library this week started its first series of 60 five-minute disks, "Thrills in Sports," written by Howard Langley, former Hearst paper sports writer, and announced by Frank Bull.

George Fischer, who does "Hollywood Whispers" for Mutual national net, now doing a daily column series for Illustrated Daily News, which is soon to be syndicated for national newspapers use.

Mary Zucca, program department KFI-KECA, fell, broke a rib near the spine, and will spend her vacation in a wheel chair.

Hedda Hopper changed the time of her Hollywood Magazine program yesterday, when the NBC film commentator went into a 9 p.m. PST spot over a Pacific Coast NBC-Red Network with 15 minutes of Hollywood news, chatter and a preview of one of the latest films.

F.T.C. CASES

Under an order to cease and desist issued by the Federal Trade Commission, Hogan Advertising Co., trading as The Sendol Co., Kansas City, is prohibited from making certain misrepresentations in the sale of medicines, in violation of Section 5 of the Federal Trade Commission Act.

WBT—Charlotte, N. C.
1080 K. C.—50,000 Watts

WILLIAM A. SCHUDT JR., General Manager
DEWEY H. LONG, Commercial Manager

WBT is the 50,000-watt southern key station for the Columbia network and is owned and operated by CBS, Inc. The station's newly-modernized studios and offices occupy a complete floor of the Wilder Building, one of the newest and most conveniently located office structures in Charlotte. The new, 431 feet tall vertical radiator and transmitter is situated eight miles from the city. WBT is on the air continuously from 6:45 a.m. to 1 a.m. daily, and from 10 a.m. to 1 a.m. Sundays.

Broadcasting for the first time on April 7, 1921, WBT is the Pioneer Radio Voice of the South. The station has grown from a modest 250 watts to its present power, 50,000 watts being assigned to WBT by the FCC in 1934.

Noted for the showmanship of "Bill" Schudt, 31-year-old general manager, WBT has been in the forefront of progress in the radio industry. Surveys show WBT to be the most popular station in the South and Southeast, serving literally millions with a daily variety of entertainment, education, and information. Price-Waterhouse gave WBT an audience rating of 97 per cent—highest in America.

WBT carries the CBS network programs of all major advertisers, and the local promotion of distributors of leading products. Eight different manufacturers of electrical refrigerators now are using the medium of WBT, which is believed to be more refrigeration advertising than any other station in the country carries.

ORCHESTRAS - MUSIC

FERDE GROFE, batoning an NBC Fork in a program of modern American music including some of his own compositions, will do an international broadcast to Italy on June 11 at 4:05-4:45 p.m. over the NBC-Blue. Arrangements were made by CRA.

Clyde Lucas and ork are scheduled for a week's run at the Michigan Theater, Detroit, starting tomorrow. During the week of June 11 they'll offer musical distraction at the Earle Theater, Washington, D. C.

Don Ferdi and his Rose Room ork inaugurate an NBC schedule from Bridgeport at 12:15 May 29, to be heard regularly on Saturdays.

Jack Fulton, Jr., tenor, and Don Hancock, announcer, both of Chicago, have just completed a new ditty immortalizing an unusual feat, titled "Tying Knots in Soda Straws."

Harry Reser and the boys leave for the Coast after finishing four weeks in Detroit at the Greystone and Arcadia Ballrooms.

Emil Boreo, recently returned from a successful London engagement, is set for a week's run at Loew's State in New York. Deal was set by the Herman Bernie office.

Batoneer Worthy Hills and the lads, who've been purveying music to the Pavilion Royale customers in New Haven for the past seven years, will be aired over WELI from that spot twice weekly, augmented by a trio composed of Vera Cruse, Kirk War-

ren and Joe Hogan in charge of the drums.

Koko Head Hawaiians, who are particularly popular at Yacht Clubs and shore resorts, resume their weekly WICC broadcast Thursday p.m. at 7:30. They'll add musical luster to the opening of the Milford Yacht Club.

Leopold Stokowski of Philadelphia Symphony Orchestra fame received the degree of doctor of laws at the University of California in Berkeley, Saturday, May 22, the first honorary academic degree in his illustrious career.

Teddy Hill and the musicmaking lads sailed for Europe on the Lafayette to add rhythm to the Cotton Club Revue at the Paris Cafe des Ambassadeurs.

Chick Webb and band are leaving on a tour through the Middle West.

Marvin Frederick and ork have succeeded Reggie Childs and his outfit at the Commodore Perry Hotel, Toledo. Childs has moved on to the New Penn Supper Club near Pittsburgh and will proceed to the Beverly Hills Club in Cincinnati before returning to the Commodore Perry in the fall. WLW will carry Childs' music from Cincinnati. The Frederick contingent will be aired via WSPD, Toledo, over the NBC-Blue.

Carl "Deacon" Moore and his band, opening Tuesday at the Beverley Hills Club, Newport, Ky., will be ethered via WLW.

JULANE PELLETIER, WJJD pianist, is the bride of Henry St. Germaine, advertising executive of Chicago Daily News.

It's a girl at Al Kavelin's. Youngster has been named Edythe Allyn. Mrs. Kavelin is the former Virginia Gilchrist, radio warbler with Kavelin's crew before her marriage here last year.

Bill Baldwin, formerly of WOW, Omaha, has joined the WGN announcing staff. He replaced John McCormick, who went to WBBM.

Phil Fortman has joined press department of NBC. Fortman, who came from City News bureau, replaced Dick McBroom, who left recently to join an agency.

Lynn Martin and the Merry Macs, who used to call Chicago home, are back from the east, playing at the Palace theater this week.

Truman Bradley, WBBM commentator, is ready to start taking flying lessons at Curtiss airport. He plans to get a ship after he gets his license.

Keith Beecher's band replaces Red Nichols at College Inn today. Frankie Adams, Russ Crandall and Cliff Williams are the vocalists.

Laid Up: Vivian Della Chiesa, NBC songstress, with an infection in her hand... Janet Logan of CBS "Helen Trent" with flu.

Irna Phillips, author of The Guiding Light, has written a speaking part in her next Monday's episode for "the unknown soldier of the world," which Arthur Peterson will play.

ST. LOUIS

Harry Babbitt, former featured vocalist at KWK, was here recently for a one-night stand with Kay Kyser's ork.

Bobby Roberts, favorite crooner here years ago, is now emcee at the Green Diamond Night Club near Belleville, Ill.

Vic Rugh, sports and public affairs announcer at KMOX, is doing re-creations of out-of-town games of St. Louis ball teams.

Hal Culver left KWK announcing staff to join WLS, Chicago.

Lester E. Cox, president of WTMV, East St. Louis, has been visiting Chicago.

Al Rauer had been on the WTMV sales staff only three days when he had to undergo an operation. Alex Buchan, WTMV sportscaster, plans to sail June 9 for Scotland. Paul Wills takes over in his absence.

Uncle Jimmy and his Texas Cowboys, WTMV hillbilly outfit, accepted a tieup with the Georgia Wildcasts on WLW, Cincinnati.

Irving Poznan, WTMV scripter, has a "Baseball Oddities" series being auditioned by beer accounts.

☆ "Quotes" ☆

DON VOORHEES: "Twenty years ago, when I organized my first orchestra, you could guess the nationality of most musicians by finding out what instrument they played. For instance, the Germans were represented in the heavy brass sections, the French went in mostly for strings, and the Italians favored the woodwind. Today, there has been such a development of musical study in this country that the majority of orchestra men are Americans. The old distinctions have been wiped out."

MARY SMALL: "Radio has made great improvement in the quality of the evening script and variety shows. So much that today radio entertainment stands almost alone as the premier amusement of the day. But along with the evening shows' improvement has followed a decline in the quality of the children's shows in the late afternoon. Script-writers should try to concentrate more on the 'imagination' of the child, rather than to merely attempt to plot thrilling episodes."

VICTOR YOUNG: "Little recognition has been accorded the real brains behind the music played on the air. Listeners-in hear of the writers, bandleaders, and vocalists; but they never are told of those musical geniuses whose remarkable ability at arranging makes the continual playing of simple popular songs possible. Men like Ken Starr, Jimmy Dale, Spud Murphy, Domenico Savino and the like are known only to the players and leaders of orchestras."

RALPH WATKINS: "Orchestra leaders must conform with atmosphere more than any other single factor. In playing at a night club, the selection of arrangements and tune styles must be made to conform with the night club and the people who frequent it as well as with the weather and the current news items. In playing over a national hook-up, confliction enters into the question to a great deal, but if an orchestra lead-

ONE MINUTE INTERVIEW

JOHN NESBITT

"The one question calculated to turn a mild-mannered radio commentator or a newspaper columnist into a glowering maniac is 'Where do you get your material?' Children should be taught in the public schools never, never to ask that question. The material is everywhere around us. Ideas come from conversations with friends, the daily papers, books and magazines. The trick is to know which ones will prove colorful and interesting enough to use."

Programs That Have Made Station History

No. 6—KGVO's "It's Barn Dance Tonight"

"IT'S BARN DANCE TONIGHT"—I shouts out the friendly voice of fun and frolic over KGVO, the CBS affiliate at Missoula, Mont., every Tuesday night at 8 o'clock, Mountain Standard Time, to which some hundred thousand homes in Montana, Idaho, Oregon, Utah, Wyoming, Washington, Northern California and Western California listen religiously. The coverage check on this program was based on returns from post-cards or letters requesting a picture of the Barn Dance characters. And to the astonishment of all, it was found that program was covering the vast amount of territory mentioned above. Several other checks were also made confirming the listening-in audience number and where they came from.

It is within the short period of a year that this novel and entertaining program has grown until it is now considered one of the most popular

er can feel the nation's pulse his efforts will be well received."

CONRAD THIBAUT: "America is going to become the musical center of the world before very long—and radio is responsible. Such programs as the Metropolitan Auditions of the Air, Beauty Box Theater, and Frank Black's "Magic Key" have contributed much to the development of young talent. We are now going through a period of schooling for youthful singers, and the next ten years will witness America firmly established as a musical center. America has always come through, and there is no reason to believe that the next decade will close with this country as the world's musical mecca."

PICK AND PAT: "The identity of most radio comedians and dialecticians by special phrases or quips which they have popularized is one of the biggest detriments in the long run to a radio star that has ever existed. Consider the possibility of the association between a comedian and his line with the sponsor. The period of time that the comedian is working exclusively for the sponsor is all well, but when the artist discontinues his alliance with the sponsor and seeks new work, his efforts are curbed because of the former tie-up with another sponsor."

JULIE OSHINS and BEN LESSY: "Many of the radio variety shows have attempted to bring song satirists to the airlines. Usually instantaneous success accompanies the first appearance of outstanding night club and vaudeville song satirists; but in the later appearances of these song specialists their popularity begins to rapidly decline. The answer is that song satirists on the radio must first build up repertoires which will supply the constant demand for new ideas on the radio."

shows on the air in the far-western and northwestern states and Canada.

The musical end of the program is taken care of by four musicians who not only can play all the old-time musical numbers, hillbilly tunes, cowboy songs, etc.—but sing them in quartet, trio, duet and solo arrangements—depending on how the audience requests them. And to give the program the background atmosphere of the Hay Loft, there are eight characters—Verne Sawyer, who writes and directs the Barn Dance, Bob Young, who emcees the show as "Slim Baker"; Marion Dixon, who portrays the part of "Stiffy"; Stewart Sterling, as "Droopy", the half-witted member of the cast.

The show is too big for a local sponsor as its audience is too far-flung, but it's an excellent buy for any national or sectional advertiser, either for test purposes or to increase distribution.

BUDDY ROGERS: "I don't know much about other airings outside of the music realm, but in this field I sense a change in public taste and the winter months will undoubtedly fill a demand for smarter, more melodious songs to the exclusion of blaring, sizzling compositions. With commercial announcements becoming shorter and sponsors getting their credits across in a more subtle manner—song parodies, etc.—the cold weather should find the listener sitting on top of the world if not his radio."

MILTON BERLE: "The situation comedy has outmoded the gag methods to such an extent that about the only gags the audience will tolerate today are those based on topical items or on personalities in the news. Situation comedy will also fit in handily when television finally emerges from its experimentation to take its place in the homes."

BENAY VENUTA: "Doubling in radio and stage work is not as easy as it seems. One has to sing in two completely different styles. In radio, you must make love to the microphone. One seldom sings full voice before the microphone. On the stage, the louder you sing the better you are. And you can use gestures to put across what must be done by your voice alone in radio. Radio singing, as a rule, is better because it is more restrained."

JACK WERBY: "I have always claimed that Boston would some day receive its proper recognition from the radio and picture executives. Boston in the past few months has sent more talent into the radio and picture field than ever before. It seems as if the talent scouts are making their headquarters here, and they have good reason for doing so. I can name a dozen people from Boston who have made the grade in the past weeks."

Viewpoints

Public Interest in Music Is Now Highly Developed

"Never before in history have so many millions of human beings reached the degree of interest in or knowledge of music that is general today. The human race has always enjoyed music, of course, with its emotions, but radio is teaching the world to know the art. Critical letters from listeners-in show a marked trend toward a kind of understanding that was the exception a few years ago.

"The American public today appreciates music literally — people want to know 'why' they prefer this or that type of orchestration. And they do know why, in a steadily increasing number of instances.

"Listeners have a youthful determined curiosity. How was such-and-such an effect obtained? How many violins in your string section? What special devices were used to produce 'realistic effects' in the train-wreck sequence of 'Casey Jones'? These are the kind of inquiries we frequently receive.

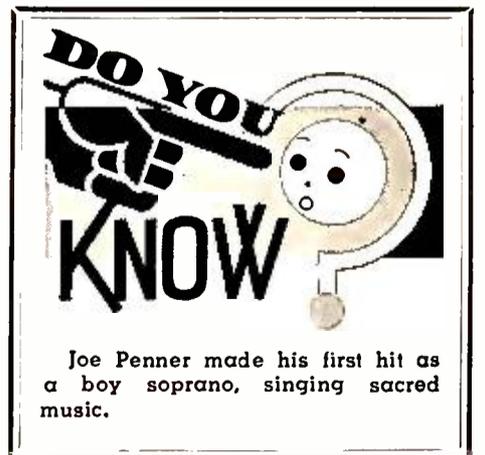
"The air audience is not just satisfied to sit back passively and let the music 'go round and round'. They want to know what makes it go around."—ANDRE KOSTELANETZ.

Television Will Combine Best of Various Mediums

"Television of the future will combine the best qualities of current broadcasting, motion pictures, the newspaper and the billboard.

"It has every opportunity of becoming the most intimate and perhaps the most pleasurable contact between advertisers and the public, he said. I envisage, along with interesting eye-and-ear entertainment, the presentation of the commercial message with a theme-picture, a theme-song and a single word, rather than the long-winded commercial announcement.

"Television programs will be available only a few hours per day, at first. The concept of the nightly performance will follow. Later, following the trend of early broadcasting, more and more programs will be televised, until finally, television will be as continuously available as radio is today."—HARRY R. LUBCKE.



Joe Penner made his first hit as a boy soprano, singing sacred music.



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 78

NEW YORK, N. Y., FRIDAY, MAY 28, 1937

FIVE CENTS

Union Signs WABC-CBS

NEW VOLUME LIMITER IMPROVES RECEPTION

Des Moines—The first commercially built volume limiter in use by a broadcasting station, installed at WHO, has produced highly favorable results, the Central Broadcasting Co. station reports.

The instrument, known as the No. 110-A proham amplifier, manufactured by Graybar on Bell Telephone Lab specifications, gives WHO a heavier signal in its band, and increases the intensity of signal strength without power increase. Result is more satisfactory reception.

WHO engineers are now relieved
(Continued on Page 3)

Phil Baker Is Renewed With Additional Options

Phil Baker, now airing for the Gulf Oil Corp. on CBS every Sunday from 7:30-8 p.m., has been renewed by that sponsor for 39 weeks beginning in October. Contract also has options for two additional 39-week periods. Baker leaves the air next month for a vacation, returning early in October to begin new series. Harry Von Zell will take over the program for the summer.

New Production Technique In KNX Television Show

West Coast Bureau, RADIO DAILY
Los Angeles—A new type of technical man—the “boom” man—has been inducted into the radio ranks in connection with the series of unique stage plays being put on by KNX, the CBS station, from the Vine Street CBS Playhouse with the imminence of television in mind.

The actors in the weekly murder
(Continued on Page 5)

Blair Makes Good

Jimmy Blair, Fred Allen's 21-year-old baritone protege, has been signed to share the vocal limelight with Trudy Wood on the Johnny Green modern music programs which replace the Fred Astaire-Charles Butterworth series for Packard over NBC-Red starting June 8. Blair won recognition after taking an amateur contest prize.

Best Biz In Years

New Haven—More evidence of the waning summer slump bugaboo is provided by the three local stations—WELL, WBRY and WICC—which unanimously report that business for the month of April and so far in May has been the best in several years.

SHAKESPEARIAN SERIES BEING OFFERED BY CBS

First major radio production of Shakespeare's plays featuring stars of the theater and screen will be presented by CBS during July and August. Twenty-five ranking artists of the stage and films, supported by more than 100 players of note, will be cast in one of the most ambitious series in the history of radio drama. The plays will be offered weekly in a cycle of eight one-hour productions on a night-time schedule to be announced. Brewster Morgan, one of the outstanding young Shakespearian directors, formerly of England's Oxford Theater and of legitimate Broadway productions, will direct the series. A large symphony
(Continued on Page 5)

Afternoon Strip Rates Being Dropped by WMCA

Effective June 1, WMCA will discontinue the afternoon strip rates which had applied between 1 and 4 p.m., it is announced by Bertram Lebharr Jr., sales director.

WHK-WJAY Offers Clients Merchandising-Survey Service

Big Dedication Program For WISN Transmitter

Milwaukee—Dedication of WISN's new transmitting equipment on the top of the Public Service Building in downtown Milwaukee, will be aired from coast to coast at 9:30-10 Tuesday night. Eighty-seven CBS stations will take part in the celebra-
(Continued on Page 8)

5-Year Agreement With Guild Includes 40-Hour Week and Wage Increases---WOR Deal Reported Next

RADIO SPOKESMAN TOPIC AT NAB CONFAB IN CHI.

Among topics expected to come in for discussion at the NAB convention June 20-23 at the Hotel Sherman, Chicago, is the question of having a radio industry spokesman similar to Will H. Hays in the movie field.

A large number of the leading broadcasters, as well as many smaller ones, are understood to be strongly in favor of such an appointment, feeling that the size and importance of the broadcasting business not only warrants but requires it.

Warns of Danger Ahead In Growing Spot Volume

Growing volume of “spot” announcements, causing many stations to reduce most 15-minute non-chain programs to 14 minutes so that the remaining minute can be sold again, will eventually lead to a top-heavy commercial content of each hour's broadcast time, according to Joseph M. Koehler, president of Radio Events Inc.

Present trend means that the standard quarter-hour program will actually be 14 minutes, with stations selling the final minute of the program twice, Koehler points out.

The situation is something that radio will have to handle eventually or lose its business, he warns.

WABC chapter of the American Guild of Announcers & Producers yesterday signed a five-year agreement with CBS, owners of WABC, for a five-day 40-hour week, wage increases and recognition of the AGAP as the sole bargaining agent for WABC announcers and producers. Agreement goes into effect next Tuesday.

Five-day 40-hour week clause is based on the elapsed time basis with an hour for lunch. Present salaries
(Continued on Page 3)

NETWORKS SET RECORD FOR SPECIAL EVENTS

CBS, NBC and WOR-Mutual special events departments since the first of the year have put a total of 915 special news programs on the air. This is the heaviest schedule of “specials” since radio began the coverage of spot news events.

In January came the President's inauguration, then the Ohio River
(Continued on Page 8)

Asking \$25,000 Per For M-G-M Broadcasts

Metro-Goldwyn-Mayer will offer their new series of programs, consisting of all M-G-M talent, to sponsors for \$25,000 per airing. It is reported that the movie firm already has received bids from potential sponsors, but is waiting to pick a
(Continued on Page 5)

Quadruple Honor

Major Bowes received four honors in return for his salute to Syracuse last night over CBS.

These latest appointments for the Major's collection include a commission as honorary mayor of Syracuse, an appointment as deputy sheriff of the same city, another as honorary chief of police, and one as honorary fire chief.



(Registered U.S. Patent Office)

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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, May 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167½	167	167	— ¾
Crosley Radio	22	22	22
Gen. Electric	54¼	53¼	53¾	+ ¾
North American	26½	25¾	26¾	+ 7/8
RCA Common	9¼	8¾	8¾	— ¼
RCA First Pfd.	68¼	68¼	68¼	— ¼
RCA \$5 Pfd. B.	(75 Bid)			
Stewart Warner	18¾	18½	18½	— ¼
Zenith Radio	33¼	33	33

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16½	16½	16½
Majestic
Nat. Union Radio	2	2	2	— 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	54¼	56¼
CBS B	53¼	55
Stromberg Carlson	13¼	14¼

Radio Helps Film Stars, Critics Say in Survey

That radio appearances help film players is the opinion of 40 per cent of the motion picture critics participating in the fifth annual Critics' Forum conducted by Film Daily. Eighteen per cent think that they hurt. Program material and radio ability of the individual must be considered according to 17 per cent while eight per cent believe there is no effect from radio appearance. Some reviewers believe that radio helps the player but hurts the box-office or that radio help newcomers to establish themselves but hurts the already well-known players.

Roaming "Musical Clock" Is Halted

Lynchburg, Va.—Having a studio morning "Musical Clock" program is one thing, but when you start taking the entire cast and production of the hour around the city, that's another matter. The ten members of WLVA's "Musical Clock" program just got plumb sick and tired of putting on their hour of antics and music in the station's studios. They connived with Al Heiser, station engineer, to move around a little bit. Everybody concerned forgot to tell the bosses.

Last Monday, Edward A. Allen, president of the Lynchburg Broadcasting Corp., tuned in at home to find the "Musical Clockers" broadcasting from the lobby of Lynchburg's leading hotel. Nothing was said about that, nor did he comment when he tuned in two mornings later to catch them broadcasting by means of remote unit from the swanky Oakwood Country Club.

When Friday morning rolled around, however, and he heard the program emcee talking to Lynchburg from the roof of the city's tallest office building, 17 floors from the ground, he decided that enough was enough. The "Musical Clockers" will confine their activities from now on to the studio or to some place less dangerous than the unguarded roof of an office building 17 floors above the street level.

Star Radio Programs Takes Larger Quarters

Because of greatly increased business during the past few months, Star Radio Programs Inc. will move to larger offices on June 1 in order to adequately handle the production and mailing of its syndicated scripts. The organization will maintain the same address at 250 Park Avenue, but goes to another floor where new, modernized offices have been specially constructed during the past month. Star's continuity division, under the direction of Burke Boyce, has just added two new writers to its staff and plans are being laid for the addition of several new programs.

Chicago ARNEW Meets

Chicago—Central states unit of the Association of Radio News Editors & Writers held an open forum meeting at Sherman Hotel last night. Four subjects were discussed. Al Hollander, national secretary, started with "The Commercial Value of News," followed by J. Oren (Buck) Weaver, WBBM news editor, on "Objectionable News for Radio Presentation"; Truman Bradley, of WBBM-CBS, on "The Technique of Presenting News," and Ken Ellington of WBBM on "The Number of News Broadcasts Advisable."

John VanCronkhite, national president; Brooks Watson, WMBD, Peoria; George Voss, WOC, Davenport; Walter Roddy, WKZO, Kalamazoo; William B. Sears, WOMET, Manitowoc, and Julian Bentley, WLS, on the list of those attending.

Prof. Charles L. Allen, head of the department of journalism at Rutgers University and secretary of the New Jersey Press association, who is making a study of radio presentation at WIND and WJJD here, also addressed the group.

Coast Guard Band on Colonial

New London, Conn.—U. S. Coast Guard Academy Band, under direction of Bandmaster Charles W. Messer, will inaugurate a series of concerts over Colonial Network on June 7 at 2-2:30 p.m. Programs will originate through facilities of WNLC here.

Music Publishers Send Notice to Disk Firms

All electrical transcription companies were informed yesterday by letter of the position of the music publishers in regard to the Song Writers' Protective Association controversy. Stand of the copyright owners is outlined in a communication from Harry Fox, acting as agent and trustee, who told the ET companies that in so far as music licenses were concerned, everything is and will be status quo.

Letter sent to the ET companies, reads in part:

"Please be advised that my principals are the copyright owners of musical compositions published by them, and by virtue of such copyright possess the exclusive right to license the electrical transcription of their works. Consequently, I am authorized to grant licenses for the use in electrical transcriptions of all copyrighted musical compositions controlled by my principals. Included in such works are all compositions copyrighted prior to June 1, 1937, as well as compositions contracted for by song writers with music publishers prior to said date.

"I will thank you to address all your inquiries to this office after June 1 in the same manner as has been your practice to date.

"I expect to be in a position to advise you shortly concerning the status of musical compositions contracted for after June 1, 1937."

Buccaneers Disking for Canada

The Buccaneers Quartet have started making a series of 50 recordings which will be heard over Canadian stations under the sponsorship of the Imperial Tobacco Co. Recordings for the program are being made by the NBC Transcription Department and the talent was booked by the NBC Artists Service.

Ray Murray Returns to WMCA

Ray Murray, dialectician and comedian, returns to WMCA airwaves on Sunday on the Three Little Funsters program at 2:00 p.m. He will be added to the production every Sunday and Wednesday, hereafter.

COMING and GOING

HILL BLACKETT, president of Blackett-Sample-Hummert, Inc., was in and out of town yesterday.

HAROLD FELLOWS, manager of WEEL, Boston, was in New York yesterday.

LILLIAN JACOBS of CBS department of public affairs leaves on a week's vacation today.

H. LESLIE ATCLASS, CBS vice-president in Chicago, is visiting the New York offices.

LINCOLN DELLAR, CBS station relations, is off on a month's trip through the east and Canada, winding up at the NAB Chicago convention on June 20.

FRANK RUSSELL, NBC Washington vice-president, visited Radio City yesterday.

HERBERT AKERBERG, CBS vice-president in charge of station relations, went to Washington yesterday.

ALMA KITCHELL, emcee on NBC's "Let's Talk It Over", makes her first airplane trip to Washington after the program on Monday. On Tuesday she's scheduled to speak and sing at a luncheon of the Assembly of Federated Clubs of D. C. at the Mayflower Hotel, sharing the program with Mrs. Roosevelt.

GEORGE McELRATH, NBC operating engineer, is bound for Schenectady, where he will spend several days on business.

H. S. GOODMAN returned to New York yesterday after a business trip to Rochester.

HAROLD WHEELAHAN, manager of WSMB, New Orleans, is expected to return south Monday from a trip to New York.

EDDY DUCHIN and PATRICIA NORMAN leave Monday for Chicago.

HERBERT L. WILSON, consulting radio engineer, leaves for Havana on Tuesday.

REX FROST, well-known Canadian radio news commentator, sails today on the Paris for France.

PAUL K. TRAUTWEIN, president of Mirror Record Corp., left yesterday for Washington and expects to be gone a week.

MILTON WEISS of the M-G-M publicity and radio department leaves for Hollywood June 4. Will be gone a month.

JACK SKINNER of the CBS press department leaves for a 16-day vacation Aug. 6. Will spend time on the water.

MARVIN LEE, Roy Music Company's Chicago representative, has returned to that city after a 2-week stay in New York.

DAVID NILES of Niles-Richman, station reps, left last night for Darien, Conn. Will return Tuesday.

HARLAN EUGENE READ, commentator, will return to this country from England June 16 on the Queen Mary. He has been broadcasting over the BBC.

Columbia Signs "Honeychile"

Margaret Johnson, better known as Honeychile, has been signed by Columbia Artists Inc. Albert Schneider set the deal.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE

1250 Kc.

10 TO 11 A. M. □ 6 TO 7:30 P. M.

UNION SIGNS WABC-CBS IN 5-YEAR AGREEMENT

(Continued from Page 1)

of announcers and producers are increased, according to length of service and yearly increases are mandatory. A minimum salary has been agreed upon, but no maximum, thereby making possible for CBS to hire personnel who may be worth more than the minimum Guild scale.

Another innovation in the new contract calls for all announcers to receive fees for commercial broadcasts. The policy in the past has been that announcers were to be furnished free to sponsors as part of the networks service. If the agency contacted the Artists Service department and wanted to audition announcers, then the announcer was paid. On shows where more than one announcer is used, one may be paid and the others would be donating their services.

CBS contract was signed by Roy Langham, Kenneth Roberts and Karl Schullinger for the Guild, Mefford R. Runyon for CBS, and Lawrence Lowman for the CBS Artists, Inc.

Contacted by RADIO DAILY last night, Langham said that "negotiations with CBS bargaining committee were at all times friendly and at no time was there any discord." Langham also said "the AGAP is an independent union affiliated with no other organization."

With the formation of the WABC and WMCA chapters of the AGAP, the national organization is definitely set. Next move of the AGAP is to negotiate with WMCA. Langham had a meeting Wednesday with William Weisman, vice-president of WMCA, with more meetings to follow.

Rumor around the radio trade, without confirmation, is that WOR announcers and producers are also holding informal meetings which are expected to lead to the formation of a union there.

A.R.T.A. Out to Sign Other Local Stations

With the WHN-ARTA situation now resting in the hands of the National Labor Relations Board, the union is resuming its endeavors to sign additional local stations in the New York area. The latest to be approached is WNEW. A representative has spoken to the individual members of the staff, which totals 27, but no discussions or meetings have been held as yet. WNEW recently granted a 40-hour week to their technicians in accordance with rulings set by other stations.

O'Keefe Takes Over July 7

Walter O'Keefe, who will head Fred Allen's Town Hall show while Allen and Portland Hoffa go on a vacation, takes over the broadcast on July 7. The Allens expect to spend part of the summer in Hollywood.

NEW PROGRAMS—IDEAS

Commentator Turns Tables

KSTP, St. Paul-Minneapolis station, is letting its commentator turn tables on the public and let listeners take over his job for one night a week.

Program is a desire to capitalize on the public's yen to write letters to the editor, only refining it to some extent and going the rags one better by letting the public actually be the editor.

Val Bjornson, station's "Mr. Editor" commentator, each Thursday night will turn his commenting spot over to listeners who write in and ask to appear on the air to express their views on current topics. Speeches will be limited to three minutes, allowing for at least four embryo commentators on each Thursday night stanza. Scripts of what is to be said must be submitted in advance, with Bjornson culling them for libel. That's about the only barrier tossed up; otherwise it's come one, come all, catch-as-catch can and no other holds barred.

Novel Safety Program on KDYL

"You Bet Your Life" is the title of an unusual program series on KDYL, Salt Lake City, sponsored by the Morrison Auto Supply Co., operating in three western cities. Program, heard Thursdays and Saturdays at 8:30 a.m., presents brief dramatic skit pointing out errors in highway driving, following by warning from voice identified as John Public, pointing out hazards of faulty equipment and unsafe driving. The sponsor reports real results, cooper-

New Volume Limiter Improves Reception

(Continued from Page 1)

of one of the bugaboos of broadcasting. The volume limiter automatically governs sudden shrieks, gun shots and other sharp noises in the studios that might kick the transmitter off the air without the limiting effect of the new equipment.

In other words, a higher level can be fed to the transmitter without overloading, and a higher percentage of modulation is achieved. The final result is equivalent to advantages that might be obtained by 5 to 10 kw. increase in power.

Paul Loyet, technical director of Central Broadcasting Company, in a letter to O. E. Richardson, district sales manager for Graybar, Chicago, says in part:

"The sincere clear channel station operator especially has endeavored to prevent over-modulation of his carrier, due to the large "monkey chatter" nuisance radius possible with high power. In this effort he has had to "lay low" on modulation to leave a sufficient safety margin. In our instance this varied from 2 to 6 B.D. depending on the program. Not only clear channel stations, but all classes of stations, operated in the

ating with an extensive window card tie-up plugging the program.

"Tell Mrs. Griggs" Clicks

The personal problems program recently launched on WTMJ, Milwaukee, by Mrs. Ione Quinby Griggs under the title of "Tell Mrs. Griggs," has clicked so big that mail now is more than twice as heavy as during the early airings of the program. James Irving, a WTMJ announcer, collaborates with Mrs. Griggs in writing and producing the shows, which are presented Tuesdays and Thursdays at 3:15-3:30 p.m.

Incidentally, "Tell Mrs. Griggs" has no connection with "Ask Mrs. Grey," another WTMJ program conducted by Nancy Grey.

Dayton University Program

One of the outstanding educational institutions in the middle-west, the University of Dayton, in co-operation with WHIO, has a weekly program combining education and entertainment. Each week a different professor lectures on the subject in which he has majored, with the student-body furnishing the entertainment.

Fishermen's Broadcast

"Captain's Cruise" is the intriguing title for the new fishermen's broadcast on the air Mondays from WPG, Atlantic City, at 8:15 p.m. Reports of catches, temperature, tides, bait, species and nautical tunes focus attention on marine sport. South Jersey's active captains are sponsoring the atmospheric radio voyage.

best interests of the listeners, have had the same problem and we believe most of them have responded admirably, taking the loss of modulation power with good grace.

"Since installing the 110-A program amplifier and making a considerable number of tests, we feel we have adjusted this unit to a point where it does not affect the program from an 'expression' angle but gives an increase in input audio power level which corresponds to slightly more than doubling the transmitter power. Most of the gain is through the loss of fear of overmodulation on the part of the control operator."

WOR Assigns Edward Laux

Edward Laux, formerly a WCAU announcer and also free lance, has been assigned by Nat Abramson, head of the WOR Artists Service, to announce all dance band remotes emanating from New Jersey.

RECORDINGS

Productions :- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BR 9-8265

WHK-WJAY IS OFFERING SERVICE TO CLIENTS

(Continued from Page 1)

usually comprehensive sales promotion booklet on WHK.

The survey will include a house to house canvas of homes and businesses in various districts of the city, grouped and classified under McLaughlin's direction. These surveys will determine the relative distribution of the advertiser's product in each district. This service is offered without cost or obligation.

In addition, according to McLaughlin, should the advertiser decide to use WHK or WJAY in his campaign, a second survey will be made four weeks from the date of the first broadcast, and from time to time thereafter whenever it seems advisable.

The purpose of this service, McLaughlin says is to place before the advertiser a graphic picture of his present distribution set-up and to determine how broadcasting fits into the picture. These are the salient points in Mr. McLaughlin's plan:

(A) Route list for drug or grocery retailers.

(B) Personal calls on wholesalers plus key retailers with promotion.

(C) Letters to retailers (only charge is for postage or Western Union messages at slightly higher cost).

(D) Use of United Broadcasting Company studios, production and talent facilities for dealer's meetings or retailer's sessions.

(E) Surveys at the start and during campaign.

WHK's new Sales Presentation contains more complete engineering data than is usually compiled for a book of this nature. Glenn D. Gillett, radio engineering surveyor of Washington, compiled and edited this data. The maps included in the presentation have been especially drawn and colored to illustrate clearly and simply the story of WHK's listening radius under every conceivable condition. Within a short time, similar Sales Presentations will be off the press for other United Broadcasting Company stations, WJAY in Cleveland, WHKC in Columbus, and WKBN in Youngstown.

BARRY MCKINLEY

Griffin "ALL-Wite"
Tie Toe Review

Management

NBC Artists' Service

Personal Representative

James L. Saphier



SECOND studio unit of the new \$300,000 WBBM-CBS Chicago studio and office headquarters will be opened June 15, Frank Moore of New York, supervising architect, announces. Office layout and big air theater were opened last November. Second unit includes two big ork and drama studios and reception room.

Gene Autry, who attracted terrific audiences as a hillbilly yodeler at WLS in the old days, is at the Chicago Theater this week.

Marge Kerr, former feature writer at Radio Guide, has joined the Tom Fizzdale publicity staff.

WLS has a new Sunday morning show called "Here's Something New," featuring inventors of trick gadgets. It's presented in cooperation with Inventors Congress.

K. W. Husted, commercial manager, and Carl Burkland of WCCO, Minneapolis, visiting at WBBM.

Barbara Luddy arrives from the west coast Tuesday for rehearsals for "First Nighter" show starting the following Friday. Les Tremayne, who will play leads opposite her, due back this weekend from a motor trip to Florida.

Healani (McKenzie) of the South Seas started a new series of Hawaiian music over NBC-Blue at 10:30 p.m. Wednesday. Healani is half Hawaiian, half Scotch.

George Biggar, promotional director of WLS, has been elected president of Chicago Alumni Association of South Dakota University.

Janet Logan of "Helen Trent" in St. Louis watching International air meet.

Biow Co. to Move

The Biow Co., Inc., now at 444 Madison Ave., moves its offices to 9 Rockefeller Plaza sometime between June 26 and July 1.



May 28-29-30-31

Greetings from Radio Daily

to
Al Jolson Charles Winninger
Violet Dunn Don Becker
Jack Clemens Phil Regan

Mario Chamlee Oliver Wakefield

Ben Bernie Benny Goodman
Whispering Jack Smith
Norris Goff
Cornelia Otis Skinner

Fred Allen Don Ameche
Jack Costello Frances Alda

● ● ● Walter Cassel becomes the singing star on a Sunday night show now emanating from the coast beginning June 13—and it isn't the Chevrolet show either!...Eric Sagerquist will conduct the ork on "First Nighter" starting the fourth via Chi...George Griffin will be screen-tested by M-G-M and will do his fall airings from Hollywood...Carl Hoff's first show for Ford will come from the Hotel Astor—not from out of town!... Arthur Gabarini, NBC page boy, has been elevated to wordslinging by Pat Kelly...FOURTEEN comedians auditioned the other day for a transcription series planned for a drug firm...Dick Himber's WOR show fades June 18...Lester Lee set Guy Robertson for those auto transcriptions... Jerry Devine becomes a permanent writer on the Bert Lahr show with this week's script...Sue Mitchell quits Bunny Berigan's band at the Penn tonite—and will be featured on NBC sustaining—until "the real thing comes along".

● ● ● KRNT, Des Moines, presented "Bachelors' Inquisition" the other day, using two of their unwedded and most beautiful girls. May Floyd Sinex and Gwen McCleary cross-examined before the mike Lansing Benet, Ken Brown, Frank Jaffe, Orville Foster, Gene Shumate, Bill Spargrove, Ed Linehan, Buck Rasch, Ray Scobbe and Freddie Lamm...WCAE last night aired the pet peeves of Pittsburghers. An invalid told why he objects to people pitying him, a mother of seven related why she hits the ceiling when members of her household don't phone to explain the reason for their not coming home for dinner, and another woman voiced her vote against smoking by other women in eateries...KCKN, Kansas City, Kas., set a record of some kind by airing a news item four minutes after its occurrence...Ben McDonald, v.p. of the Junior C. of C. was slated to talk on the Chamber's program at 8:05. However, at 8:01, he was notified of his election to the presidency of organization—so when he made his appearance for the airing, he was introduced by his new title!

● ● ● Charlie Margulis with his new type of music and Art Barnett heading a sweet band auditioned for Young & Rubicam at CBS, a half-hour show with Lois Ravel vocalizing for both bands—in a "Battle of Music". No comics used—but Charlie and Art supplied the necessary laughs via ribs about each other's playing...Benny Davis and Mickey Alpert composed "Riviera Moon" within 30 minutes and placed it with Feist...Al Donahue will have an NBC wire and be aired twice weekly from the Rainbow Room after Wednesday. He was signed one year ago for this job!...Herbie Hood resigned from Harms and goes to Feist...Audree Collins has a Phi Alpha pin on her charm bracelet and Mickey Garlock is not a college man!...Gertrude Berg will send for Bob Prescott of the CBS sound effects dept. to come west...Dick Bray, sports commentator of WKRC, Cincinnati, has one of the most complete sports catalogues in existence. Dick compiled the book and can tell you at a glance just what's what and who's who in the sports world.

● ● ● When Bob Dumm, KSFC-CBS special events producer in Frisco, made a pre-opening inspection of the new Golden Gate Bridge to make arrangements for the airing, he found Mayor LaGuardia and Mayor Angelo Rossi of Frisco informally inspecting the bridge...The western executive was showing off the Frisco pride to Mr. New York without benefit of stoogies, reporters, photographers or official retinue...Here's what makes this a good story...Bob had his candid camera with him and made 20 of the most candid shots of the two mayors enjoying themselves...With the scoop in the "black box" he had no trouble in disposing of the pictures.

MEL ROACH, former chief announcer for KEHE and the California net, has joined the Allied Advertising Agencies to handle production work and do special announcing.

George Fischer (Hollywood Whispers, Mutual net) has completed the first of 24 "Telepicture" 16-mm. home movie shorts, to be released for sale to fans through department stores, etc. Pictures are in full color, use Fischer as m.c., and introduce Hollywood stars, give style hints, chatter, etc. Tetra Productions is making them. There will be 24 in the series.

Sol Bright's band just finished diskings "What Aloha Means to Me," written by Earl C. Anthony, owner of KFI and KECA, NBC outlets here. C. P. MacGregor Co. doing recording, for Brunswick records. Anthony just back from Honolulu, has written another, "Coral Isle" not yet disked.

Walter Cassel has had to give up his scheduled appearance on Gen. Motors hour from the Holywood Bowl because he'll be singing same day on Chevrolet Rubinoff program. He may have Eastern appearance on the G. M. hour.

Lillian Burkhart Goldsmith, book reviewer and commentator, returns to the air with a new series on KFVB, starting next week.

KEHE and California net has added E. L. Bengston (from KLV, Denver) to sales staff; Charles A. Cashon, as news writer, and Don Currlin, (KNX) to announcing staff.

Hal Berger, author and lead in the Don Lee serial, "In Laws," has sold the scripts for the 1932 and 1933 series to a French organization to be translated and disked for release over the air from Bordeaux, Paris and Lyons.

Ed Lowry's "Sing Time" cast is doing a personal appearance at the Orpheum theater this week.

Vic Dalton's KMTR has opened new downtown offices at 642 South Flower, with A. Corenson as commercial manager in charge.

Ken Carpenter has been signed through NBC Artist Bureau for 13 weeks on the summer Packard hour.

NBC Artist Bureau has planted Jed Mather for lead in a script serial on KHJ, Don Lee net.

Walter Winchell reported considering an offer for twice his present paycheck to go with J. Walter Thompson agency.

Yachting Authority for Radio

John Scott Hughes, yachting correspondent of the London Times, covering preliminary and American Cup Races for his paper, is in New York from Newport to confer with B. Charles Dean, president of British-American Productions, who will handle him for radio. Hughes is also the yachting editor for various English magazines and author of several books.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

BENAY VENUTA, WOR's blonde warbler, granted leave of absence from that station, reason being, she'll make vocal music for patrons of Chicago's Drake...then take wing for Hollywood...Benay's slated to receive the Dinty Joan Merrill, who several weeks back left Atlantic City at 4 a.m., arrived in New York, auditioned for WOR at 11 a.m. and scored with two ultra-difficult arrangements, to premiere over the same station this week...The lass is said to have the much-discussed "what it takes" and is due for a build-up...Nadine Conner missing from "Showboat" last night because of misbehaving tonsils... Fanchon of Fanchon & Marco, femme producer, whose "Turn Off The Moon" has just reached the exhibitors, to offer sage advice to the gals on Elza Schaller's program over WJZ tonight...

"Woof 30" is the moniker of the new Loretta Clemens ditty...inspired by woofs shouted into the mike for testing purposes...dedicated to the master control men of the CBS network...All because La Clemens discovered that the proper intensity produced a reading of 30 decibels on the meter...Wini Shaw busy expressing delight on account of her chanson, "Too Marvelous for Words", turned out to be the No. 1 hit... Adele Ronson planning to saw wood for diversion on her Connecticut farm during the hotter days...Columbia's Jacqueline De Wit, youthful thespienne, to describe the operation of "The Talking Book", device for the blind, similar to the phonograph, on this week's "Sunday Mornings At Aunt Susan's"...Jeanne D'Arcy, the Messner lads' singing gal, started with a week's engagement at the Park Central, prize for winning an amateur contest...They were there at the same time, heard her...Ergo, she's been with them ever since...

Biow's Reggie Scheubel says she likes the idea of going to the NAB Convention...Gertrude Bugara, who used to help schedule bands for WOR-Mutual, now being of secretarial assistance to Julius Seebach, program director...Kay Thompson's demoiselles all turned out for the Hal Kemp opening last p.m....A gal named Esther Osterdorf has agreed to marry Les Hatfield, CBS engineer, sometime in June....



"FROM THE ENDS OF THE EARTH"

Sustaining

WGN-Mutual network, Wednesdays, 10-10:30 p.m.

DRAMATIZED EXPEDITIONS MAKE GOOD ADVENTURE FARE WITH EDUCATIONAL TOUCH.

Second in a series of programs dramatizing the highlights of expeditions to the far corners of the earth was devoted to the Lowry expedition to southern Colorado.

Program dramatized the more exciting phases of the four-year stay in Colorado. Dr. Paul S. Martin, curator of anthropology at the Field Museum of Natural History, Chicago, who headed the expedition was interviewed by Carter Blaine.

First 15 minutes explained the purpose of the trip and last half told in dramatized form of a crazed squatter who threatened Martin's life but was bought off with a pack of cigarettes. This portion was very well done.

Program is designed for educational purposes and is put on the air by the University Broadcasting Council in cooperation with the Field Museum. Whoever is writing the script has taken a cue from other radio shows such as "Gang Busters," "Three Minute Thrills" and "March of Time," and made a very interesting half hour show out of something that could be very dry. The words anthropology and archaeology, under ordinary circumstances, would cause most listeners to tune out, but a good touch of showmanship keeps your interest.

FRANK MORGAN

Dodge Dealers

WHN, Wednesdays, 8:30-8:45 p.m.
Ruthrauff & Ryan Inc

FIRST OF DISK SERIES RATES JUST FAIR IN ENTERTAINMENT.

This is the series of transcribed programs, made in Hollywood late last year and scheduled to take the air in January, but delayed because of the automotive strikes.

Program features Frank Morgan, the screen actor, Freddie Rich's orchestra, and Frances Langford as the guest vocalist in the program caught.

Disk started out fast with Rich playing "Swing High, Swing Low,"

Shakespearian Series Being Offered by CBS

(Continued from Page 1)

orchestra will supply the musical backgrounds.

The dramas will include: "Hamlet"; "Macbeth"; "King Lear"; "Twelfth Night"; "As You Like It"; "The Taming of the Shrew"; "Henry IV"; and "Much Ado About Nothing."

then toned down. Morgan came on for a lot of chatter that was not very funny, and introduced Langford who sang "Star Dust" accompanied by the orchestra. This her only number. More of Morgan followed, and the show closed with Rich playing "Old Rockin' Chair's Got Me" as a musical background for the commercial, of which there is plenty. Dodge trucks, cars and used cars are plugged. Also a plug to listen to the Major Bowes Amateur Hour on Thursday nights, sponsored by Chrysler Corp.

"SALLY AT THE SWITCHBOARD"

Brander & Co. (sunburn oil)

WMCA, Tuesdays and Thursdays, 2:15-2:30 p.m.

Norman H. White Co.

MYSTERY SERIAL WITH AMY SEDELL DOING GOOD JOB IN TITLE ROLE.

Nice work by Amy Sedell in the role of the telephone operator makes this an interesting little serial, judging by the first two installments. Locale is a hotel, and to start the action rolling there is one of those mysterious mysteries without which no mystery serial is complete.

Through the medium of the bright telephone operator, the story unravels, pausing now and then for a bit of hotel life, a touch of comedy, and the occasional commercials, which are slipped in somewhat unawares.

Program moves along at a gait calculated to hold interest.

JACK INGERSOLL

J. C. Eno Ltd. (Eno's salts)

WINS, Monday through Saturday, 10:30-10:45 a.m.

Benton & Bowles

ENTERTAININGLY VARIED PROGRAM OF CURRENT NEWS EVENTS.

Jack Ingersoll has a nice style for the handling of current news topics so as to give them a little colorful interest instead of just rattling off the headlines in staccato style.

Ingersoll covers plenty of territory, including both the foreign and the domestic field, and running from romance to opening stock market prices, and he gets in items with human interest touches as well as the hot stories of the day.

Asking \$25,000 Per For M-G-M Broadcasts

(Continued from Page 1)

suitable product for the show. Actors, actresses, musicians and script writers now on the payroll of M-G-M will be employed in the new series. Louis K. Sidney, managing director of WHN, will move to the coast shortly to take charge.

GUEST-ING

GIOVANNI MARTINELLI and PHIL SPITALNY with his girl orchestra, on Magic Key of RCA, June 6 (NBC-Blue, 2 p.m.).

PAULINE LORD and KENNETH MacKENNA, on Kate Smith Band Wagon, June 3 (CBS, 8 p.m.).

LOUIS D'ANGELO, LOUISE D'ANGELO and RUFÉ DAVIS, on Joe Cook Shell Show, tomorrow (NBC-Red, 9:30 p.m.).

BEULAH BONDI, interviewed by Radie Harris, tonight (WHN, 8 p.m.).

BRODERICK CRAWFORD, son of Helen Broderick, interviewed at approximately 3:30 p.m. today, on "Grandstand and Bandstand" (WMCA, 2:30-5:30 p.m.).

BERT LYNNE and his vibro-violin, on Fred Allen program, June 2 (NBC-Red, 9 p.m.).

GEORGE GRIFFIN and JEAN ELLINGTON, on Movie Pilot, May 28 (WEAF, 7:30 p.m.).

New Production Technique in KNX Television Show

(Continued from Page 1)

mystery, "Your Witness," all memorize their lines, use full makeup, and all microphones are concealed wherever feasible, making the show as realistic and as near to being a legitimate stage production as possible. In following the action about the stage, a Mole-Richardson mike boom is used, manned by one of the best operators the picture studios could supply. This boom operator wears earphones, one phone enabling him to hear the actual broadcast, the other connected to the monitor engineer's microphone in the control booth, so that directions can be received from him at all times during the show.

The boom microphone is the only one visible to the audience, and for television purposes the mike can be kept just clear of the television camera's focal angle, as in present motion picture work.

The premier performance played to a full house of over a thousand spectators and the reaction was very favorable. Playbacks indicated that the show was fully as interesting to the unseen audience as to the actual "eye witnesses."

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

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

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

NEW REMOTE EQUIPMENT DEVELOPED BY ENGINEERS

Cleveland—After weeks of working in secret, E. L. Gove and his staff of WHK-WJAY engineers have evolved another new development in the way of equipment.

Within two weeks, six new remote high fidelity amplifiers will be ready for use. The new amplifiers are unlike any others developed elsewhere. In their finished state, they'll resemble nothing else but small cash registers to the eyes of those uninitiated in the mysteries of radio equipment. In the front of each will be a series of "vertical faders" (developed for WHK and WJAY exclusively by Gove several years ago) in place of the conventional dials used for control. Gove and his staff of technical experts have developed an entirely new circuit and a new design for remote amplifiers. While the new amplifiers will weigh much less than half what the present amplifiers weigh, while they'll be only a third the size and will be three times as compact, they'll be twice as efficient, according to Gove.

Along the entire length of a long work bench, the casual visitor will also see a series of gadgets, dials, thingamabobs and whatchamacallits. Gove explains that this will culminate within a month in a revolutionary piece of equipment for studio control use.

One huge piece of equipment called a "Volume Indicator Multiplying Unit" will be installed in the master control room. This will operate newly-developed Power Level Indicators in each of the studio control booths. New volume indicators (better known to the trade as "V. I's" which serve as visual checks on the "level" of programs and indicate distortion of tone, will be installed throughout. The new meters have an advantage over the old-style meters previously in use. They rise rapidly to a peak, but fall back slowly. This is known as electrical damping. It enables the engineers to monitor programs more accurately and keep distortion of tone at a minimum.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Chic. 4-2074

WHK Ultra-High Frequency Experiments

Cleveland—Under the direction of E. L. Gove, chief engineer, WHK is embarking on a period of exhaustive research and experiment with ultra high frequency broadcast bands.

High in the Terminal Tower, Engineer Gove's technicians are busy installing new Western Electric equipment just received. When motor generators and antenna equipment is received the latter part of June, all programs now heard on WHK's 1390 kilocycles will also be heard on an ultra-high frequency band.

The United Broadcasting Company holds experimental licenses on 30.6, 34.6, 38.6 and 41 megacycles. While it is pointed out that few receivers are capable of picking up signals on these frequencies and therefore at present few listeners will hear the programs emanating from WHK studios on the ultra-high frequencies, the results of WHK's experiments may lead to startling advances in radio in the future. Thus the entire industry and the listening public may benefit eventually.

Gove and his engineers will make exhaustive studies of noise, fading, shadow effects and other phases of ultra-high frequency broadcasts in the Cleveland area.

WXYZ's New Antenna Is Placed in Service

Detroit — WXYZ's new vertical radiator type antenna has been completed and was placed in service this week. It was designed and constructed under the supervision of Lynne C. Smeby, engineering supervisor of WXYZ, and is the second highest structure in the city of Detroit. Located on top of the Maccabees Building, Woodward and Putnam avenues, in the very center of Detroit's beautiful Art Center District, it towers 474 feet above the ground. It is 283 feet above the roof of the Maccabees Building. Careful measurements made since the completion of the tower, show that the total power of WXYZ has been effectively raised three times due to the increased efficiency over the old antenna.

The tower is built of high grade steel and is designed to withstand a 110-mile gale with a half-inch of ice coating all members. A patented bolt has been used to hold the different members of the tower together, and is considered by structural engineers to be one of the safest methods of connecting the members together. The base of the tower stands on three porcelain insulators which have been proof tested to a strength of 53 tons.

Low Frequency for WTAR

Norfolk—WTAR is making a special low frequency installation to receive and rebroadcast the Arlington time signal locally. Plan is to let standby dashes ride through music as a background a few minutes before noon preceding the signal. New service will supplant 15 second Arlington time signal and announcement through NBC network for the station.

KYA's New Transmitter Is the Latest Creation

New \$100,000 transmitter setup dedicated this week by KYA, San Francisco, embraces the latest word in RCA high fidelity apparatus and other transmitter is housed in a beautiful ultra-modern white, reinforced concrete building on Candlestick Point. From this vantage point, one can see the entire city of San Francisco, the east bay and Marin county. The building houses the transmitter in two transmitter rooms, and in addition there are living quarters for personnel. Basement room houses all the power equipment, cooling systems, a transformer vault and a garage.

In case there is ever a break in the service of the new transmitter, KYA will be prepared for the situation. It will have an auxiliary transmitter at the plant, ready to carry on the job where the other left off.

The task of installing the transmitter and all the affiliated equipment rested on the shoulders of KYA's Chief Engineer Paul Schulz.

The transmitting tower is 450 feet tall, weighs 60 tons and is approximately 120 feet distant from the transmitter house. Over-all height of the tower is nearly 850 feet above sea-level, giving the transmitting radius a clean sweep over its course, without such usual obstacles as high buildings, trees, hills or man-made structures.

Four hundred tons of concrete and steel were used in the foundation for the tower. Enough copper wire to stretch five miles was used in the grounding system at the transmitter. The tower is so constructed as to withstand an eighty mile an hour gale with safety.

There is a flashing red beacon at

THREE-YEAR RESEARCH ON WMBC TRANSMITTER

Richmond — Construction of WMBC's new modern radio broadcasting transmitter plant, to be located at Staples Mill Road and Broad Street Road, and calling for two 216-foot antennas placed 91 feet apart, required nearly three years of research work and careful planning. Each census district in the counties representing the primary areas was carefully analyzed for population, number of radio homes and other general market data. The purpose of this was to find the most thickly populated and richest markets in the Richmond market area.

It was found that a greater number of radio homes were located in the Southeast triangle and the richest agricultural markets in the State were in Southside Virginia. It was then necessary to propose a directional antenna which would concentrate the greatest amount of energy in the direction above mentioned, and at the same time borrow this energy from the sections which were practically without radio homes. This called for work of consulting engineers to determine the type and kind of radio towers, their separation and direction, and the manner which the current from the transmitter should be fed to each tower. Once the pattern was established, it was necessary to decide upon a location. It was found that the present location of the new WMBG transmitter was best suited to serve the industrial triangle and the richest agricultural market in the State.

the very tip of the tower, which gives forty flashes a minute. It is controlled entirely by an electric eye, which in turn is controlled by the sun. The beacon acts as a safety signal for aviation.

Tele Takes Holiday

London — Television screens throughout the area served by the BBC will be blank for three weeks from July 26. This follows the official decision to suspend broadcasting "to allow overhaul and certain internal adjustments." Actually one of the main reasons is to give the staff at Alexandra Palace a holiday. A relief staff is impracticable for the intricacies of routine have been acquired only after long and arduous experience by those who now control it.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,081,162—Antenna. Andrew Alford, New York, N. Y., assignor to Mackay Radio & Telegraph Co.

2,081,205—Radio Circuit. Hans Marsiske, Furstenwalde/Spree, Germany.

2,081,247—Electric Discharge Tube. Johannes G. W. Mulder, Eindhoven, Netherlands, assignor to N. V. Phillips Gloeilamp-enfabrieken.

2,081,274—Antenna Structure. Walter Max Hahnemann, Berlin, Marienfelde, Germany, assignor to C. Lorenz Aktiengesellschaft.

2,081,295—Selective Control Mechanism for Radio Sets. Ransom L. Galinat, Wethersfield, Conn.

2,081,344—Braun Tube. Manfred von Ardenne, Berlin, Germany.

2,081,415—Electron Emitter. Edmund A. Veazie, New York, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,081,425—High Frequency Transmission System. Clifford E. Fay, Chatham, N. J., assignor to Bell Telephone Laboratories, Inc.

2,081,429—Electron Tube and Method of Operating the Same. Wolfgang Gaede, Karlsruhe, Germany.

2,081,530—Wireless Direction Finding System. Harry M. Dowsett, Winchmore Hill, London, and Robert Carzow, Ardentinn, England, assignor to RCA.

2,081,577—Phase Modulation. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.

2,081,584—Tuning System. Hans Hasse, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,081,625—Public Address System and the Like. Alfred N. Goldsmith, New York.

2,081,686—Remote Control Apparatus for Electric Tuning Systems. Adolph A. Thomas, New York, N. Y., assignor to RCA.

2,081,705—Detector Circuit. Gunther Jobst and Waldemar Wehnert, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,081,708—Discharge Tube. Baarte Krol, Mitcham Junction, England, assignor to N. V. Phillips Gloeilampfabrieken.

2,081,711—High Frequency Apparatus. Herbert S. Polin, Port Washington, N. Y., assignor to Polin, Inc.

2,081,713—Compensation for Variation of Plate Currents. Arnold J. Rohner, Haddon Heights, N. J., assignor to RCA.

2,081,714—Electron Discharge Device. Horst Rothe and Werner Kleen, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,081,730—Television System. Harold H. Beverage, Riverhead, N. Y., assignor to RCA.

2,081,739—Sensitivity Meter. Walter Dissler, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,081,746—Tuning Device. Hans E. Hollmann, Berlin-Wilmersdorf, Germany, assignor to Radio Patents Corporation.

2,081,767—Indicating Device. Rudolf Hans Richter, Leipzig, Germany, assignor to Radio Patents Corp.

2,081,864—Emissive Cathode. Donald V. Edwards, Montclair, and Earl K. Smith, East Orange, N. J., assignor to Electrons, Inc.

WLBC Sales Promotion File

Muncie, Ind.—“To Sell Eastern Indiana” is the title of a complete compilation of facts regarding WLBC and its sales territory. Maps, charts, tabulations, case histories and much other informative data is contained in the folder.

WBRY Musical Gets Sponsors

New Haven—WBRY's new full-hour musical, daily at 8 a.m., though only a week old, already has ten commercial participators, varying from scalp treatments to garages.

Covering Summer Theaters

Openings of leading summer stock companies in the New York area will be aired over WMCA, with Martin Starr making the visits.

★ Theater Improvements ★

Marshalltown, Ia.—KFBJ has asked the FCC for license covering new antenna, changes in equipment and move of transmitter.

Quincy, Ill.—New automatic frequency control equipment is to be installed by WTAD.

Little Rock, Ark.—KLRA has applied to FCC for license to cover CP for changes in equipment and increase in power.

Buffalo—WKBW has asked for license covering CP for changes in

antenna and move of transmitter.

Detroit—CP to install new transmitter and raise power to 5 kw. has been asked by WXYZ from the FCC.

Devil's Lake, N. D.—KDLR has applied for CP to move transmitter and install new vertical antenna.

Twin Falls, Ida.—Changes in transmitting equipment, new vertical antenna, move of transmitter and increase in power to 5 kw. day are embraced in application of KTFI filed with the FCC.

Clean Up Interference From Cuban Stations

American stations suffering for many years as a result of bad heterodyning from Cuban stations have taken steps to clean up this interference. Herbert L. Wilson, consulting radio engineer, has been retained by a number of stations and has been endeavoring to establish higher standards for broadcasters, to prevent overmodulation and to provide stations in Cuba with temperature control ovens and zero coefficient crystals so that they may maintain their assigned frequency to a high degree of accuracy.

CMCY, Havana, planning to increase power to 10,000 watts day and night, has retained Wilson as consulting engineer and he has installed the first vertical radiator, first concentric transmission line and first low level transmitter there. Wilson leaves next week for Havana to supervise the power increase, making CMCY the most powerful station in Cuba.

Designs Dynamic Mike

West Coast Bureau, RADIO DAILY

Los Angeles—Universal Microphone Co. of Inglewood has designed a new dynamic microphone built especially for orchestra pickup, and combining velocity and pressure principles. President James R. Fouch plans to be in production on the new unit late in June or early in July, and during the summer will issue a bulletin describing the microphones with instructions for its use.

New Coast A.C.B.T. Head

West Coast Bureau, RADIO DAILY

Hollywood—Paul C. O'Harra, KNX engineer, is the new president of the Hollywood A.C.B.T. local, succeeding the late Kenneth G. Ormiston, president and chief transmitter engineer. Leo Shepard was nominated along with O'Harra, but latter won by a good margin.

Harry Spears, western representative of A.C.B.T., has been in New York conferring with executives and engineers on wage scale adjustments.

KTAT Adds 2 Announcers

Fort Worth, Tex.—Increased business has resulted in addition of two announcers at KTAT. They are Joe Pierson, who came from WHAS and WQAM, and Francis Hill.

KXBY Modernization

Kansas City—New equipment installed in the recently occupied quarters of KXBY include a new console type control desk which utilizes Kellogg switches and has six Daven faders, Jensen dynamic speakers in four studios and large type Jensen speakers in three audition rooms, new audition equipment which includes a 94-C RCA audition amplifier and the addition of four microphone pre-amplifiers and two speaker amplifiers which were developed by the station's engineering staff. Further modern improvements include an elevated control room floor to provide a better view of the studios and the use of indirect lighting and acoustic plaster throughout for walls and ceilings.

WSPD Mobile Equipment

Toledo, O.—WSPD has ordered a specially-built trailer to house the mobile equipment and short wave transmitters from the Ohio Camp Trailer Co. of Toledo. House-trailer will be 17 ft. long, 6½ ft. high, and 7½ ft. wide. Exterior will bear a medium gray paint job with identifying insignia on the sides. Interior will resemble a regular broadcasting station's control room in miniature, according to Vern C. Alston, WSPD's chief engineer. Two 100-watt transmitters will be installed, together with an all-wave receiving set, a remote control amplifier, and all other equipment necessary to broadcast. Power will be provided by a regular gasoline-operated, 110-volt, 60 cycle, A.C. power plant.

Another Film Star-Radio Probe

Milwaukee—At its annual convention here yesterday, Allied States Ass'n, a national organization of motion picture theatermen, named a committee to investigate the problem of radio competition with film theaters, more particularly the appearance of film stars on the air.

Cahoon Joins Tyson Agency

Brent F. Cahoon, formerly operating his own advertising agency in Tulsa, Okla., has joined the executive staff of O. S. Tyson & Co., Inc., New York. Appointment becomes effective immediately.

★

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RADIO
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For the BIG-**

NAB

**Convention
(June 20-23)
Radio Daily
Will Issue
Special
Editions
Every Day**

★

Coast-to-Coast

DON DUNPHY will be at the mike tonight when WINS and the New York Broadcasting System air the opening of the motorcycle racing season from the Yankee Stadium. Program will be broadcast every Friday, at 9-9:15 p.m. this week and at 9-9:15 and 10-10:15 on succeeding Fridays.

WBRY will broadcast exclusively the only part of the Yale Commencement exercises to be aired, June 23. This is the awarding of honorary degrees to noted persons.

Howard Chamberlain and Cy Rapp of KMA, Shenandoah, Ia., went to St. Joseph, Mo., to handle the broadcast of Postmaster General Farley's speech. Special events department of KMA arranged to feed the program to the Iowa Network, as it has done with other events in the KMA area. From St. Joseph, Chamberlain and Rapp jumped to Harlan, Ia., where Governor Kraschel of Iowa spoke at the High School graduation.

Choruses from 20 schools of northern N. Y. State participated in the Day of Singing at the Lake Placid Club, Lake Placid, N. Y., sponsored by the education foundation of the club. WMFF, the North Country's Own Station at Plattsburg, broadcast the entire afternoon proceedings, a four and a half hour feature. The remote feature 65 miles away was handled without any trouble whatsoever and WMFF now has the distinction of being the only station to ever broadcast a program from this exclusive club. Plans are being made to take several programs from the resort this summer.

Jack Dempsey and Mickey Walker, two of the prize ring's most famous champions, were on the sports program over WVFV last night.

A triple wedding of triplets will be broadcast over the NBC-Blue network from the First Methodist Episcopal Church in Carthage, N. Y., on June 1, from 9:30-9:55. Dora, Doris and Dorothy Zehr will be married to Francis and Sherman Kloster and Dewey Hill.

ONE MINUTE INTERVIEW

JANE PICKENS

"Radio's chief handicap is the lack of some means to make a radio show a permanent feature. A good stage play or a prize-winning movie can be revived, but once a show is heard on the air it has outlived its usefulness. Many people would like to hear some of their favorite broadcasts again. Why can't they be revived?"

ORCHESTRAS - MUSIC

THE Hudson-DeLange Orchestra, batoned by Eddie De Lange, begins a summer engagement today at Playland Casino, Rye. Will Hudson, co-leader and arranger for the outfit, is well-known as the composer of such hits as "Organ Grinder's Swing," "Mr. Ghost Goes to Town," "Moonglow" and "You're Not the Kind." Nan Wynn, who was presented at the French Casino by Rudy Vallee, is the featured vocalist. To be aired twice weekly over NBC, Tuesdays, 11-11:30 p.m. over WEA, Saturdays, 11-11:30 p.m. over WJZ.

Eddie Duchin, his band and vocalist Patricia Norman open at Chicago's Palmer House, with a Mutual wire, Tuesday evening. Stanley Worth is to be the new tenor. Charles Trotter succeeds Lou Sherwood as trumpeter-in-chief.

Ina Ray Hutton and her Melodears will be heard at the Aragon, in Chi, and aired via Mutual the week of June 12.

Maestro Jack Wardlaw and ork, featured over WIS, Columbia, S. C., depart for road work, ending in a summer engagement at a Jacksonville dance spot.

Guy Lombardo, Tommy Dorsey, Benny Goodman and Alex Bartha are the name bands who will make music for the Steel Pier dance devotees over the weekend. They'll be aired via WPG.

A new series of Sunday evening dance-music programs will be ethered over WICC starting this Sunday, 11:30-12 midnight, direct from the Pleasure Beach Ballroom at Pleasure Beach Park, Bridgeport, Conn.

Networks Set Record For Special Events

(Continued from Page 1)

floods; February saw the end of the flood threat, but attention switched to the automotive strikes in and around Detroit. March was just the routine events such as the Easter parade. April was mixed between the opening of the baseball season and the pre-coronation broadcasts from London. This month is well on its way to top January, what with the all-day coronation program from London and others leading up to the coronation and after, plus the Hindenburg crash, the Rockefeller memorial programs, tennis matches, Kentucky Derby, Indianapolis auto races, etc.

NBC's special events department under A. A. Schechter, director of news and special events, put 269 "special" spot news programs on the air, 179 international broadcasts covering the coronation and other European events such as the abdication of the Duke of Windsor and the events leading up to the abdication.

CBS booked 275 programs with

Broadcasts will offer a variety of popular dance combinations, as exemplified by celebrated dance units of the country. Series will be opened by Jan Campbell and his ork.

Chick Webb and his boys inaugurate a week of music at the Regal Theater, in Chi. June 18.

The Mills Brothers are scheduled for a run at London's Palladium Theater, opening July 5. They'll sail for England sometime the latter part of June.

Johnny Messner and his musical contingent take over the McAlpin Roof June 1, featuring a brand new theme song.

Maestro Bill McCune, after a year and a half of batoning in Westchester bistros, is doubling in musical entertainment, with an afternoon cocktail spot at the Plaza and an evening one at the Brooklyn Bossert Roof.

Lois Bennett, soprano, has taken over the Mary Eastman spot on the Abe Lyman "Waltz Time" series, heard over WEA and the NBC-Red Fridays at 9. Frank Munn carries on with the Lyman ork.

Irving Prestopinik, self-styled woolly-toned clarinetist, whose moniker in the profesh is Fazzola, is considering leaving the Roosevelt Rhythm Kings to join Gus Arnheim.

Seventeen-year-old Sonny James and his band of local musicmakers are heard Wednesdays at 10 p.m. over WPG. They are in great demand for sorority and convention dances along the Atlantic City Beach front.

January the top month, totaling 88 broadcasts; February, 52; March, 45; April, 40; and May up to the 19th, 50. In the CBS total are all international and Presidential fireside chat programs. Paul White, CBS director of special events, is now in London. John Fitzgerald, White's assistant, is in charge here.

Dave Driscoll and Jerry Danzig of the WOR-Mutual staff handled 183 programs for Mutual, a rather high total considering that very few were international broadcasts. This group went whole-hog on the floods, boxing, the Merrill flights to and from England, the coronation, the Hindenburg crash and resultant investigation. Monthly breakdown of WOR-Mutual "specials" reveals January first with 72 programs; May, up to the 19th, 53; March, 33; February, 14; April, 11. Most all the programs were directed by G. W. (Johnny) Johnstone, WOR public relations counsel.

In the tabulations all routine dinner speeches or talks for or against Roosevelt's Supreme Court plan were ruled out. Only programs that were essentially spot news were counted.

★ F. C. C. ★ ACTIVITIES

ORAL ARGUMENTS

The following applicants have been granted oral argument to be held Sept. 9: Frontier Broadcasting Co., Cheyenne, Wyo., The Journal Co., Milwaukee, Wisc., Mid-Atlantic Corp., Washington, D. C., Trenton Times, Trenton, N. J., Metropolis Co., Jacksonville, Fla.

Oral arguments to be held Sept. 16: Walter H. McGenty, Rice Lake, Wisc., Lillian E. Kieffer, Brooklyn, WWRL, Woodside, N. Y., Paul J. Gollhofer, Brooklyn and WMBQ, Brooklyn.

MISCELLANEOUS

WOW, Omaha. Denied request for extension of temporary authority to operate with 5 KW. power at night.

Big Dedication Program For WISN Transmitter

(Continued from Page 1)

tion, honoring the installation of a 254 vertical radiator, Booster amplifier and a high fidelity RCA transmitter.

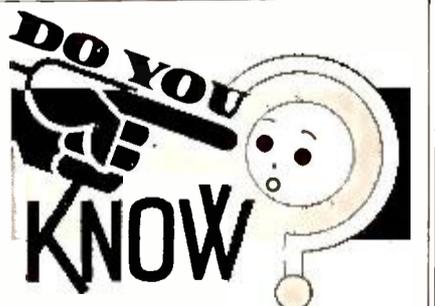
New equipment and modern air conditioned building for the engineers, with its shower baths and sleeping accommodations, are the last word. The equipment's great power and smooth operation assures clarity, better signal strength and will increase WISN's listening audience by thousands.

Following the network program, WISN will continue with a local celebration. Participating in the event will be the full WISN orchestra of 15 pieces and a kaleidoscopic parade of talent. Included will be the "Down by Herman's" program, a network feature originating in the WISN studios.

Announcer Riley Loses Voice

Indianapolis — Sportscaster Len Riley's scheduled CBS broadcast from track-side of Indianapolis Motor Speedway on Tuesday was handled by announcer John Holtman, as Riley's voice failed him. Doctors say open-air announcing in early spring dampness is cause. Riley will be on Q. T. until Monday, when he will broadcast twice on Race Day features to CBS, assisted by Ken Ellington and Stan Thompson of CBS in Chicago.

Daily Sports Page of Air by Len Riley is being filled-in by Walter Riley, brother of Len.



Kate Smith never had a piano or vocal lesson in her life.