



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 37

NEW YORK, THURSDAY, APRIL 1, 1937

FIVE CENTS

## 4 Awards to CBS, 2 to NBC

### 2-HOUR DEDICATION SET FOR WEEI TRANSMITTER

Boston—WEEI will officially dedicate its new 5,000 watt Western Electric transmitter and transmitter house in a two-hour program on Saturday, 3-5 p.m.

Station will hold "open house" at the new transmitter during the dedication program and special remote pick-ups from all over Boston will be broadcast. Pick-ups from the new streamline Comet as it arrives at South Station from Providence and a two-way contact with an American Airlines plane as it nears Boston are planned.

Program will pay tribute to the State of Massachusetts and other New England states. The governor

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### Heinz to Run Contest With Payoff in Products

H. J. Heinz, through the medium of its CBS "Magazine of the Air" program, will start an "Eaters Digest Recipe Contest" on April 9. Payoff will be in Heinz products—1,400 in number. Entrants submitting recipes to the contest must include a Heinz product in the recipe. No proof of

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### New Program Is Set For Chase and Sanborn

J. Walter Thompson and NBC yesterday officially confirmed the new line-up of talent to be heard on the Chase and Sanborn program when it goes musical May 9. Don Ameche, NBC actor and film star, Werner Janssen, symphonic conductor and

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### THIRD ANNUAL AWARDS Women's National Radio Committee

#### BEST MUSICAL PROGRAM

Ford Motor Co.'s Ford Sunday Evening Hour, over CBS network.

#### BEST VARIETY PROGRAM

Rudy Vallee's Varieties, sponsored by Standard Brands, Inc., over NBC-Red network; Vallee program selected for second consecutive year.

#### BEST EDUCATIONAL PROGRAM

NBC's Chicago University Round Table, sustaining over the NBC-Red network.

#### BEST NEWS PROGRAM

Boake Carter, sponsored by Philco, over CBS network.

#### BEST CHILDREN'S PROGRAM

CBS for "Children's Corner", sustaining, with Dorothy Gordon.

#### BEST DRAMA PROGRAM

Lux Radio Theater, sponsored by Lever Bros., over CBS network.

#### SPECIAL AWARD

WOR and Mutual Broadcasting System, for outstanding contribution to serious music.

#### SUPER AWARD

Walter Damrosch, for doing more in behalf of good music over the air than any one man in this country.

### WOR-Mutual, Damrosch Also Are Honored By W.N.R.C.

CBS walked off with four honors, with NBC getting two, while WOR-Mutual and Walter Damrosch were specially cited in the Third Annual Awards of the Women's National Radio Committee, announced yesterday at a luncheon in the St. Regis Hotel before a gathering of about 300 from the radio and advertising fields as well as WNRC members. A tabulated list of the awards appears on this page.

In addition to the six straight awards instead of the four usually made, two special awards were made, one going to WOR and the Mutual Broadcasting System, "for its outstanding contribution to serious music" through its consistent presentation of the Stadium concerts and operas during the summer season when there is a limited amount of fine music on the air. The eighth, and "super-award," went to Dr. Walter Damrosch.

Mrs. William H. Corwith, chairman of the Awards Committee of the WNRC, made the presentation of the scrolls, William S. Paley, president of CBS, accepting all but one of the CBS program awards in behalf of either CBS or the sponsor involved. C. A. Eslinger of the Ford Edgewater plant accepted the Ford scroll, and Rudy Vallee for Standard Brands Inc. President A. J. McCosker handled the WOR and Mutual end, and Margaret Cuthbert, director of Women's Activities for NBC, batted for President Lenox Lohr, who was unable to appear. Also unable to appear was Chairman of the FCC Anning S. Prall, who sent his regrets and felicitations. Sev-

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### FCC IS OPTIMISTIC OVER HAVANA RESULTS

Washington Bureau of THE RADIO DAILY Washington—FCC is "more than pleased" with the results of the Inter-American radio conference which was concluded this week in Havana, according to A. D. Ring, chief of the FCC engineering division.

Advices received from the American

(Continued on Page 3)

### MPPA's \$38,000 MARCH; WBS LIBRARY RENEWED

Music Publishers Protective Association, clearing electrical transcription music licenses, will have for distribution to copyright owners for the month of March the sum of \$38,000. This is an all-time high in

(Continued on Page 7)

### Jack Howard is Prexy of CR; Aylesworth is on Directorate

Jack R. Howard, for the past six months assistant secretary of Continental Radio Co., the Scripps-Howard radio station subsidiary, has been elected president, succeeding Karl A. Bickel, who becomes chairman of the board in place of W. W. Hawkins, it was announced yesterday.

Hawkins becomes chairman of the executive committee, a new post in Continental.

M. H. Aylesworth, former NBC president and more recently chairman of the board of RKO, now with Scripps-Howard newspaper chain,

(Continued on Page 3)

### In Dad's Footsteps

West Coast Bur., RADIO DAILY Los Angeles—Kelly Anthony, son of Earl C. Anthony, owner of KFI and KECA, the NBC outlets, has joined the staff of his father's stations to start a special events department. He has been with the Ed Pety station rep agency in New York for a year or so. The lad is a U. of C. graduate.

### Ahead of the News

Arthur Hale, newscaster on WOR, at 11 p.m. on Tuesday night quoted some remarks supposed to have been made that evening by Senator Robinson in his Supreme Court speech. Robinson was speaking on the air at the same time as Hale, but over CBS, and did not utter the lines in question until about ten minutes after Hale quoted them.



### Commentators Come Tough

Lowell Thomas' favorite winter sport is skiing, and he spends most of his week-ends on such jaunts. The past week-end he went up to New England to indulge in some of the sport with Sig Buckmayr, famous ski gymnast. In doing a jump over a wall, Thomas went some 15 feet in the air and came down on his coco. The NBC and Fox Movietone News commentator kept on skiing, however. That night a doctor examined him and found the following injuries:

A sprained calcaneus, two sprained meoleoli, a sprained tibia, a sprained fibula, a strained gastrcnemius, a sprained patella, a strained semi-lunar cartilage, strained anterior and posterior cruciate ligaments, strained muscularus, a capitus, a fracture of the cartilage of the right scapula and a strain of the sternoclavicular mastoid muscle.

His etacin shrdlu wasn't even scratched.

### First Big League Game Over Mutual Network

Mutual network, through its Washington outlet, WOL, will air the first baseball game of the big league season on April 19 when the Washington Senators play Philadelphia. Net will begin broadcasting at 2:45 p.m. with a 15-minute description of the opening ceremonies during which President Roosevelt will toss out the first ball of the 1937 season. Web will not carry the first few innings of the actual game, however, due to previous commercial commitments. Broadcasting will be resumed at 3:15 p.m. and will continue until approximately 5 p.m. On April 20, WOR will broadcast first local game, Brooklyn vs. Giants will broadcast.

### Atlantic Refining Buys Ball Games Over WBAX

Wilkes-Barre, Pa.—Atlantic Refining will sponsor exclusive WBAX broadcasts of all baseball games of the Wilkes-Barre Barons N. Y. P. League this season, it is announced by H. A. Seville, station manager.

### Berle Staying Longer

Los Angeles—Because additional time is required for the completion of Milton Berle's RKO picture, the Gillette Community Sing, originally intending to stay here six weeks, is extending its time at least two more weeks.

### Expect Action on Ascaph Bill

Lincoln, Neb.—Action is scheduled this week on the Ascaph measure before the unicameral legislature here. Bill would make Ascaph violation of the Sherman Anti-Trust law. At a recent hearing, proponents of the bill far outnumbered the opponents and it was advanced to general file for vote.

### NBC Frisco Press Shift

San Francisco—Noel Corbett of the NBC press department here has been transferred to Hollywood. Alden Byers replaces him in the local post. Lloyd E. Yoder is manager of the NBC western press division.

### KOIN Adds Programs For Columbia Network

Portland, Ore.—CBS network is asking for more, and KOIN will increase its production for the Coast network from three and a half hours to four and a quarter hours weekly beginning tomorrow, according to Charles W. Myers, president of KOIN.

Kermit Holven, California tenor, who recently joined the KOIN staff, will be featured twice a week as "Enrico Jovan" program Mexican ballads with Julius Waters, accordionist.

### Kitchen Show Goes Big

Denver—Public Service of Colorado is so well pleased with the reception of Gas Hospitality House, their demonstration kitchen and auditorium, both from an audience and air standpoint, that the airings from the house will be increased from two to three a week in the near future. The kitchen operates five days a week, and ladies are turned away every day from the auditorium. Mail has soared in the seven months of operation. Program is aired over KLZ by remote, with Wesley Battersea doing the announcing, and Bob Bradley, former Chicago radio performer, singing ballads and acting as foil for Battersea, with Les Welans at the piano.

### WMAZ Adds to Staff

Macon, Ga.—With its CBS affiliation becoming effective April 4, WMAZ personnel is being boosted to 15. The station started in 1922 with two employees.

### WIP Short Wave July 15

Philadelphia—WIP expects to have its short wave transmitter in operation by July 15. FCC recently granted the station short wave transmission on the following wave lengths: 31,100, 34,600, 37,600 and 40,600 kilocycles, each with 10 watts power.

### Untitled Stories

WKY, Oklahoma City, presents a daily dramatized short story without a title. Listeners are given prizes for the best names submitted. Program is on at 12:30-12:45 p.m., with Approved Laundries of Oklahoma City as sponsor.

### Ed Lindstrom Recovered

Ed Lindstrom of the "Norsemen" is over his gripe and back on the job.

## COMING and GOING

TOM FIZDALE arrived in town last night. HAROLD E. FELLOWS, WEEI manager, left New York last night for Boston.

EDWIN K. COHAN, CBS director of engineering, is now en route to New York from the West Coast. Expected here early next week.

HILDEGARDE sails for London on April 24 to fulfill her three-week Coronation engagement at the Ritz. She will return to New York next fall.

KATE SMITH and TED COLLINS arrived yesterday from an Easter vacation at Lake Placid.

HENNY YOUNGMAN with MRS. YOUNGMAN and their daughter arrive from Baltimore this morning after completing a vaudeville engagement there.

JACK HURT, sports' announcer for KFJZ, Fort Worth, Texas, leaves April 10 for Chicago, where he will look into the baseball announcers training school.

BILL STUHLER, Young and Rubicam radio executive, has returned from the coast.

CAL SWANSON leaves Hollywood today for New York.

EARL HARPER, the WNEW sports announcer now in the south covering training camp baseball games, will journey to Chicago soon for the conclave of baseball game announcers called by General Mills, which is sponsoring a batch of games this summer.

### February Radio Exports Show \$545,000 Jump

Washington Bureau of THE RADIO DAILY Washington—The Radio Manufacturers' Ass'n having just released figures for January radio apparatus which shows an increase over the year before, the Commerce Department Division of Foreign Trade Statistics in its regular monthly report comes through with February statistics giving the month an increase of \$545,000 over that of February last year.

February figures are \$2,376,000, compared to \$1,829,000 for the same period last year. For two months ending February, 1937, exports totaled \$4,960,000, against \$3,868,000 for the same time in 1936.

### Evans Adds 2 Sports Spots

Chicago—Jimmie Evans, former Northwestern All-American gridiron and baseball star, heard daily over WCFL in a sportscast sponsored by Morris B. Sachs, has added two new spots on same station.


First is new quarter hour sports review for Studebaker Motor, six days a week beginning April 12 at 6:30 p.m. CST. Other is Sunday shot at 5:45 p.m. starting in May for Great West Life Insurance, also sports commenting. Set through Schwimmer, Scott agency.

Evans is also sports authority of the Jack Armstrong script for Blackett-Sample-Hummert agency.

### 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

**LEO SAYS:**  
WHN starts baseball for Wheaties on April 22  
WHN DIAL 1010  
AFFILIATED WITH M-G-M LOEW'S





## HOWARD PREXY OF CR; AYLESWORTH ON BOARD

(Continued from Page 1)

has been elected a member of the board of directors. Others include Bickel, Howard, Paul Patterson, who is comptroller and general counsel for both the newspaper chain and the radio company, and Hawkins. William G. Chandler was not re-elected to the board, desiring to devote all his time to his regular post, general business manager of the Scripps-Howard newspapers. James C. Hanrahan continues as vice-president of the Continental.

New officers were elected at a meeting of the board of directors of Continental on March 18, but release was not authorized until yesterday. Around the trade it is believed that the whole set-up of Continental was discussed at the annual conference which was held at Scripps' ranch, "Miramar", in San Diego county last January. Reports were current at that time that Aylesworth would take an active interest in Continental, but officers of Continental would not confirm.

Jack Howard, son of Roy Howard, chairman of the executive committee of the Scripps-Howard chain and president and publisher of the New York World Telegram, has been in the radio field since April, 1936, when he joined WNOX, Knoxville, owned by Continental. Last fall he was shifted to Washington as Continental's representative, then to New York as assistant secretary of the company.

Continental was formed by Bickel in August, 1935, incorporated under the laws of Ohio. WCPO, Cincinnati, WNOX, Knoxville, WMC, WNBR, Memphis are now owned by the company.

## FCC is Optimistic Over Havana Confab Results

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can delegation, which arrives here next Monday, indicate that an agreement will be reached on the short wave problems involved, Ring told RADIO DAILY.

Another conference of wider scope will be held in Havana in November.

## Eddie Garvie Auditioned

Eddie Garvie has auditioned his medicine show for a big sponsor and is awaiting reports.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
8	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

April 1  
Greetings from Radio Daily

to  
Eddie Duchin  
Dave Driscoll  
Arthur King

## NEW PROGRAMS—IDEAS

### Flexible Personal Program

"Strictly Personal," heard over WHEC, Rochester, N. Y., on Wednesdays at 7:30 p.m. and sponsored by Gray's Ideal Arch Shoes, presents a new slant in program ideas. Composed of several departments, it is subject to change if the mail response warrants. Actually it is an opportunity for the audience to express itself in almost every conceivable way.

The present setup includes a department devoted to tales of "How I Met My Husband (or wife)", a liars' club, a problem clinic, in which listeners air their views concerning civic problems or personal problems common in a great many households. Contributors are presented with theater passes. So many letters were received following the first broad-

cast that passes could be given only to those whose contributions were used.

The liars' club proved to be a popular feature, and the results will rank with the best of tall stories.

Francis Owen and Ken French originated the idea and produce the show.

### Medical Science Series

Baltimore—A new series of educational programs will be launched by WBAL, on April 7. It will be broadcast every Wednesday, 4-4:15 p.m., under the direction of the Baltimore Retail Druggists Association. Each week's program will tell an interesting story of some recent discovery in medicine and will consist generally of airing valuable and timely health preservation information.

## Varied Viewpoints

### Air Salesmanship

#### An Art in Itself

THE most important feature of any radio broadcast should be the selling of a sponsor's product or service. I think it's silly to spend thousands of dollars in building a presentation to get public interest to spend thousands more to hold that public interest and then fail to get the most from the commercial announcements.

Salesmanship on the air is an art in itself, calling for persuasion, intelligence of mass psychology and an ability to sway the multitude to your way of thinking. This cannot be accomplished with the average run of stereotype announcements. — MARTIN BLOCK.

### U. S. and Canadian

#### Amity Unparalleled

THE high standard in international broadcasting amity that exists between the U.S.A. and Canada is unparalleled between any other two nations in the world.

In Europe, virtually every nation frequently finds cause for diplomatic expressions of protest over certain programs crossing international borders. Severe protests have been made over propaganda injected into programs and the violations of domestic copyrights in music and script material.

However, the radio relations of the U.S.A. and Canada, which by reason of the long coast-to-coast borderline tend to a great program interchange, have always been maintained on a most friendly level with no friction whatsoever.

The American advertiser purchasing time on Dominion stations re-

alizes that the easiest way to sell his goods is to first win the good-will of the Canadian listener. This calls for especial care in program preparation to eliminate any disapproval on the part of the listener across the border. It is the seemingly minor points that must be watched.

For example, certain jokes about King Edward's abdication and the Dionne Quintuplets—who are wards of the Crown—would not register well from a commercial angle when broadcast in Canada, although they might be considered in good taste on a domestic program. Free speech is not involved on this point. The American advertiser can build his programs along the lines he desires, but he should not forget that this prime purpose is to win the good-will of the listener who is his prospective customer; it's bad business to offend him.—JOSEPH J. WEED.

### Popular Music Tastes

#### Enhanced by the Radio

RADIO has given greater breadth to the musical tastes in popular music in 20th century America than any nation has possessed in the history of the world. While it is true that currently there is much hue and cry over the frenzied type of jazz known as swing—very similar to the popular music immediately after the World War—the radio listeners are equally enthusiastic about symphonic, operatic, and semi-classical selections. I have been pleasantly astonished at the tremendous favorable response to my introduction of simple folk tunes into my orchestral programs. American songs like "Reuben, Reuben, I've Been Thinkin'" and "Oh, Susanna!" appeal to listeners of every age both in rural districts and in the metropolitan area. — ANDRE KOSTELANETZ.

## 2-HOUR DEDICATION FOR WEEI TRANSMITTER

(Continued from Page 1)

of Massachusetts, C. F. Hurley will do the official dedication.

Program will be under the personal direction of Harold E. Fellows, WEEI manager. Present from the CBS New York offices will be Melford Runyon, Kelly Smith, and John Karol. Column ads in the outlying newspapers on Saturday and Boston papers on Sunday, will tell the public about the dedication.

## Short-Waving Thomas During Foreign Trip

Lowell Thomas will be heard on the NBC-Sunoco program for portions of the quarter-hour while he is en route to and from Europe and will also do some broadcasting direct from the ships he will use to cross the Atlantic.

Thomas sails April 28 on the Europa, and will be heard from sea on the Sunoco program, April 30. From Paris on May 5 another program will be short waved. The entire quarter-hour on May 12, Coronation Day, will be used by Thomas for a short wave description of the event, speaking from London. Another program will originate from London on May 18. He sails for home via the Queen Mary on May 19 and will do a broadcast from the ship two days later. Guest commentators will substitute for Thomas while he is abroad.

## Warren and Dubin

are in town and have just played for us what we sincerely believe is the GREATEST score these prolific tune-smiths have ever written.

Pardon our enthusiasm but . . .

The  
**'Singing Marine'**

. . . tunes from the WARNER BROS. production will startle the music world.

published by

Remick Music Corp. New York



## PROMOTION

### Book for Radio Listeners

Atlanta—Van Nostrand Radio Engineering Service is releasing a 50-page book, "Radio and How It Works", for edification of the listener on matters of music, voice, transmission processes, etc. Booklet is designed for distribution in a tieup with stations. Back cover has space for a station plug.

### WQXR Listener Response

According to the new promotion brochure about to be launched by WQXR, that station proves its coverage by dimes. It boasts 8,975,340 listeners in 2,719,800 radio homes, figures computed on the basis of the number of requests received for programs, which are sold at 10 cents a copy or \$1 for a year's subscription. The number of requests for programs per month is 4,000.

## KANSAS CITY

Ending of the bone-dry era in Kansas is expected to bring some beer advertising to stations in this area, although the Capper-owned network will refuse such business. Wilfred G. Moore, co-author of the Jimmie Allen series, back to Chicago after conferring with his agent, Don D. Davis.

Arthur B. Church, pres. of KMBC, returns today from Hot Springs, Ark. George Halley, director of national sales, back from Chi. Carter Ringlep, regional sales director, back from Cincy and St. Louis. Fran Heyzer and Barbara Winthrope are on the west coast. Les Fox, sales director, in Detroit on business.

Walt Lochman, KXBY sports announcer, is back from McAllen, Tex.

Ward Keith is playing four of the seven parts in "Homespun David & Sons", sponsored by Davidson Furniture over KCKN on the Kansas side. Kay Dipson, Ruth Royal and Karl Willis also are in the cast.

Jack Grogan, WHB announcer, and Margaret Hillias are cast in "Bury the Dead", being presented April 12 at the Center Theater.

Frank Barhydt, WHB publicity director, is back from a St. Louis weekend. John Schilling, g.m., Dick Smith, announcer, and John Wahlstedt, tenor, back from an Ozarks fishing trip.



● ● ● Countess Olga Albani makes her last appearance on the Ford show tomorrow night with Rex Chandler's band... Richard Bonelli, operatic baritone, Alex Templeton, blind violinist, and the Landt Trio will have the job permanently starting with the 10th... Edgar Bergen and dummy Charlie McCarthy will take over the Rudy Vallee show April 29, while Rudy and the boys are crossing the high seas for the coronation airings... David Broekman and his orchestra auditioned in Hollywood for the Hit Parade job and contracts may be signed shortly... Bob Feller of the Cleveland Indians ball team will make his radio debut April 17 on the Joe Cook show... Everett Marshall opens Friday at Jack Dempsey's Vanderbilt in Florida prior to the Versailles debut... Broadway's much publicized show girl, Joan English, now at the Park Central, has been taking singing lessons on the q.t. and plans to audition shortly... Major Bowes' poems read by him on his Capitol Family hour during the past 12 years will be published under the title of "Verse I Like" by Garden City... CBSlinger David Ross is building a home in Jersey to get away from it all... England has been secretly testing television units which will sell for \$99.50. Until recently the range reached was 40 miles, but has now been extended to 400 miles.

● ● ● Tip to Phyllis Kenny, vocalist with Jerry Blaine's Streamlined Rhythm band... You're on your own tonight... A talent scout for 20th Century-Fox will tune in on your NBC-Red program at midnight, considering you for pictures... Radio Editor Ben Gross rushed to his home in Birmingham to his ailing mother... Dramatist Charles Martin is considering using separate studios for band and actors, thereby getting better sound... It has just been made public that Lester Lee wrote the "Laughton, Lorre and Karloff" number for the Ritz Brothers "One In A Million" flicker... WMCA's vice-president, Bill Weisman, will act as chairman on a Supreme Court debate slated for tonight... Zeke Manners has been signed to do two records monthly for Master. Deal is for a year.

● ● ● "It's The Law", adapted from Dick Hyman's hilarious anthology of obsolete and ridiculous laws now on statue books throughout the country, will be aired as a comedy show in which a trial will take place in the studios—(people being accused of disobeying these laws) and the audience acting as judges, writing in to say whether the law should be abolished... Zeppo Marx, handling the idea, has five sponsors doing handspings!... Leon Belasco's ticket at the New Yorker will be extended for a week after the 7th... Wrestling matches will be added to boxing bouts there Tuesday night.

● ● ● Frank Dailey, orchestra leader, owns the Meadowbrook over in Jersey but can't play in his own place because of union difficulty and therefore must pay "name bands" big money!... Seems that he's a member of the Jersey local and employs 802 men which the localites won't tolerate... Joey Nash will get a shot on the Hammerstein Music Hall sometime this month... Al Donahue's opening date at the Rainbow Room (it appeared here two weeks ago that he's booked there) is June 2... Clem McCarthy will do Paul Gallico's current story in Cosmopolitan on the air... The score written by Lew Brown and Sammy Fain for the picture the former was to produce at RKO (Paul Yawitz's first story) and which was shelved, will be the one used for Milton Berle's picture, "New Faces" ... Johnny Johnstone of Mutual has been out all week with an infected molar.

## GUEST-ING

DAVID GUION, composer, on George Griffin's program, April 6 (NBC-Blue, 6:35 p.m.).

THOMAS L. THOMAS, winner of a Metropolitan Opera contract in the Met auditions, on Lanny Ross' Show Boat, tonight, (NBC-Red, 9 p.m.). Gertrude Lawrence and Dale Carnegie also on the program. Ford Frick, due to illness, postponed to April 8.

JEANNE CAGNEY, sister of James Cagney, in Hunter College students' broadcast over WBNX, Saturday, 11:30 a.m.

ANN SEYMOUR added to guests on Rudy Vallee show tonight, (NBC-Red, 8 p.m.).

BURGESS MEREDITH and PEGGY ASHCROFT in scenes from "High Tor," Saturday, (WOR, 10:15 a.m.).

SAM HEARN on All-Star Varieties, Saturday (WOR, 11:30 a.m.).

PAUL WHITEMAN ORCHESTRA, on RCA Magic Key Hour, Sunday, pickup from Cleveland (WJZ, 2 p.m.).

LOIS WILSON, on the Bide Dudley program, tomorrow, (WOR, 1:15 p.m.).

CONRAD NAGEL, on Hit Parade, Saturday (CBS, 10 p.m.).

RUDOLF FRIML, JR., on "Musical Portraits," tonight, (WNEW, 1:15 p.m.).

DORIS NOLAN, on Radie Harris WHN Movie Club, tomorrow, 8 p.m.

CORNELIA OTIS SKINNER, on Sealtest Saturday Night Party, April 3 (NBC-Red, 8 p.m.).

LILLIAN GISH, ARTHUR CARON of the Met, RED McKENZIE and His Mound City Blues Blowers, and CARL KRESS, yodeler, on Shell Show, Saturday (NBC-Red, 9:30 p.m.).

RUDOLF FRIML, JR., on Bob Walsh's "Musical Portraits," today (WNEW, 1:15 p.m.).

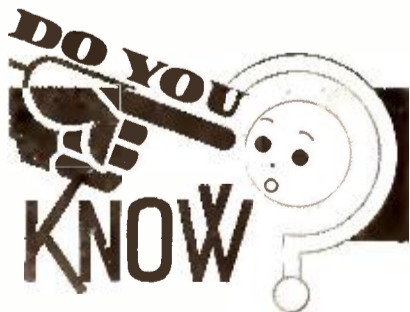
JOE PENNER, on Camel Caravan, April 6. (CBS, 9:30 p.m.)

## AGENCIES

DAVID ROSEN and Associates have merged with Zinn & Meyer, Inc. New firm will be identified as Zinn & Meyer, Inc., and will maintain executive offices at 535 Fifth Ave. Richard A. Zinn remains as president, David Rosen has been elected a director and chairman of the board and Jerome S. Meyer will act as secretary. Present offices at 1819 Broadway will also be used.

GEORGE VANDEL, formerly of WMCA and WHN, has joined the staff of the BBD&O advertising agency.

GARDNER ADVERTISING CO. has moved to 9 Rockefeller Plaza in Radio Center.



More than 47,000 amateur radio station licenses hold licenses from the FCC.



WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

**R**OSA PONSELLE negated a handsome radio offer in favor of domesticity with her husband in Baltimore.... Helen Jepson, her two-year-old baby girl and the white rabbit La Jepson carries at concerts, all posed for NBC stills t'other day.... Loretta Clemens' illness was the reason for a permanent sub being called in.... Boswelliana.... Connie will defy Greeley and come East.... Vet will fly South from Canada with the new baby.... They'll converge at the Lloyd-Boswell farm to visit with Martha in June.... Edward MacHarg, the Casa Loma ork road manager, has said "I do" to Leone Sedall, Miss Chicago of 1933.... Aurelia Colomo, recently of the Rainbow Room, being flicker-tested with the connivance of Rockwell-O'Keefe.... Lannie Ross' step-daughter is a personable demoiselle of 16.... Celia Branz of Continental Varieties (her husband's Joseph Stopak, NBC concert master) has reason to think the Chief Executive's her only competition.... The News failed to mention her only once, during the election....



*Yvette Rugel, warbler, to guesstar on Sid Gary's Howard Clothes broadcasts all week.... She's just completed sixteenth tour of Europe.... Arnold Reuben says the most common femme air solecisms are ideel for ideal, idyut for idiot and munce for months.... A new program will feature Martin White, Sun-Se Swim Suit designer in a series of interviews with radio stars who are bathing suit possibilities.... NBC will call in the "Pied Piper" if the influx of singing mice isn't halted.... Their search for the gifted rodents proved too successful, with 14 in the Chicago office alone.... And now we have Jessica Dragonette buying six negligees at one time at Hattie Carnegie's.... all because of the Fashion Academy award....*



Marjorie Hillis of "Live Alone and Like It" fame to be interviewed by Ida Bailey Allen today.... Claudine Macdonald, NBC program supervisor, to hold terpsichorean pow-wow with Alexandra Danilova, prima ballerina of the Ballet Russe, in a special broadcast on April 9.... Whose were those embattled voices raised in the studio during "Streamliners" airing t'other day?.... Marjorie Kennedy, formerly of the Mutual program department, has been transferred to the Mutual press department and will be associated with Lester Gottlieb....

RADIO PERSONALITIES

No. 20 in the Series of Who's Who in the Industry

**J**OHN SHEPARD 3RD, president of The Yankee and the Colonial networks and founder of Boston's oldest station, WNAC, dominates the New England radio field and is one of the pioneers and "Big Men" of radio throughout the country. Born in Boston, March 19, 1886, is a member of a family long prominent as merchants in Boston and Providence. Shortly after the close of the Civil War in 1865, John Shepard Sr. founded the Shepard Stores, in which young John was to learn business—from floor manager to vice-president. True to Yankee traditions, the motto of the Shepard family was that to be able to command one must be able to obey.



He rode a hobby to fame .....

In the infancy of radio, young Shepard, as many other tired business men, turned to the toy, radio, for relaxation—but unlike many others, John Shepard 3rd turned his hobby into one of the greatest business enterprises in New England. On July 31, 1922, WNAC located in the Shepard Stores in Boston—John's hobby—went on the air and has been on ever since.

From the beginning John Shepard 3rd has shown foresight in taking advantage at an early stage of various improvements in broadcasting technique. He has led the field in many important developments. Many a man younger than he would retire on his laurels, but not John Shepard. He is made of a different stuff. Keener than ever before, he keeps as regular office hours as the humblest of his employees. He realizes the importance of little things and this characteristic is reflected throughout the entire Yankee network. He knows his business from A to Z.

ORCHESTRAS - MUSIC

**R**EX CHANDLER and Ork will offer a novel arrangement of "The Parade of the Wooden Soldiers" and a Western medley of "Pony Boy," "Cheyenne," "Ragtime Cowboy Joe" and other time-honored favorites in modern dress on the "Universal Rhythm" program over the NBC-Blue tomorrow.

WQXR will feature Russian music through the month of April with selections from Glinka, its earliest exponent, to some by Szostakowicz, its most recent one, spotted at intervals on its 5-5:30 and 7-8 p.m. programs.

Billy Allen, who vocalizes with the Louis Katzman Band Thursdays at 3:30, has made some Warner shorts; and is contracted to one of the large networks since last year.

An original spiritual, words and music penned by George Dixon, will be heard on the Mason and Dixon program over WMCA, April 6 at 10:45 a.m. Endorsed by H. T. Burleigh, negro composer and arranger of spirituals, "Steal Away and Pray" was written exclusively for Bob Mason, vocalizing member of the team.

Paul Whiteman's Orchestra, soon to be aired over the MBS really comprises three orchestras, not one. The Whiteman musical aggregation is so ensembled and integrated that it is a dance ork, a concert ork, and a swing unit, with the Three T's, consisting of Charles Teagarden, Jack

Teagarden and Frank Trumbauer, heading the "Swing Wing."

A Silver Jubilee Concert by the San Francisco Symphony Orchestra, a gift of the city's Art Commission to the people of San Francisco, will be aired in part over a coast-to-coast NBC-Blue network, Sunday, April 4, between 3:00 and 4:00 p.m. Soloists will be Charlotte Boerner, soprano and Douglas Beattie, bass-baritone. Pierre Monteux, internationally famous French batonist, will direct the orchestra, which celebrates the 25th year of its existence.

Ralph Kirbery, the NBC Dream Singer, has just contracted to make ten disks for Irving Mills new recording company. He will be accompanied by Lou Raderman's Ork.

Anice Ives, originator of the Everywoman's Club of the Air and conductor of that program, is responsible for special arrangements played by the Ivettes, string trio heard on her shows.

NBC brings Frank Black's String Symphony back to the air in recitals of familiar and seldom-heard classics from the musical literature for strings alone. Airings will take place on Wednesdays, beginning April 7, 9:00-10:00 p.m. over the NBC-Blue. Orchestra consists of 40 men.

Lennie Hayton and Ork succeed Leon Belasco at the New Yorker on April 8.

★ F. C. C. ★  
ACTIVITIES

APPLICATIONS RECEIVED

Hampden-Hampshire Corp., Holyoke, Mass. CP for new stations. 1240 kc., 1 Kw., unlimited.

Juan Piza, Puerto Rico. Reinstatement of CP for new relay station. 1622, 2058, 2150, 2790 kc., 50 watts.

Columbia Broadcasting System, N. Y. CP for new television station. 42000, 56000, 60000, 86000 kc., 7500 watts.

WCAU, Philadelphia. CP for new relay station. 31100, 34600, 37600, 40600 kc., 1/2 watt.

WAVE, Louisville. CP for new high frequency station. 31100, 34600, 37600, 40600 kc., 50 watts.

WAVE, Louisville. CP for new high frequency station. 31100, 34600, 37600, 40600 kc., 2 watts.

WFIL, Philadelphia. Auth. to transfer control of Corp. to Lit Brothers, 4100 shares common stock.

WFIL, Philadelphia. Auth. to transfer control of corp. to Strawbridge and Clothier, 7526 shares common stock.

APPLICATION RETURNED

Staunton Leader Publishing Co., Inc., Staunton, Va. CP for new station. 620 kc., 500 watts, daytime.

HEARINGS SCHEDULED

April 9: Twin City Broadcasting Corp., Longview, Wash. CP for new station. 780 kc., 250 watts, daytime.

Edgar L. Bill, Peoria, Ill. CP for new station. 1040 kc., 250 watts, daytime.

Asheville Daily News, Asheville, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

April 29: Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

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

WEAN, Providence. CP to increase power. 780 kc., 1 Kw., 5 Kw. L.S., unlimited.

Warner & Tangle Radio Service, Memphis. CP for new special station. 2558 kc., 25 watts, unlimited.

Dr. Wm. S. Jacobs Broadcasting Co., Houston. CP for new station. 1220 kc., 1 Kw., unlimited.

Hamlin Making a Short Movie

Stuart Hamlin, whose hillbilly singers and players have been on from two to four Los Angeles stations continuously for the past seven years, has started making a movie with an all radio cast. Some months ago, Stuart dug up "The Martins and the Coys" from the oldtime tunes, has had from 100 to 150 requests a week for it. Now, he's dramatising it for a two reeler which he will send out place of personal appearances.

ONE MINUTE INTERVIEW

EMERY DEUTSCH

"I wrote "Play, Fiddle, Play" four years ago because I play the fiddle and I love strings. Nevertheless when I decided to organize a dance band for the first time in my career I determined not to have violins, in order not to detract from the brass effects. My band, consisting of ten men and myself, has two trombones and a mellophone, which are used in a sustained manner, making mine a low timbre band."



## NEW BUSINESS

Signed by Stations

## WBAX, Wilkes-Barre

Macfadden Publications, two quarter hours weekly; Penna. Wholesale Drug Co., daily spots and three five-minutes per week; Standard Tru Age Beer, spots, 52 weeks; Schainucks, Inc. (clothing), five-minute daily news; P. J. Ritter Co. "Romance of Ketchup", 5 minutes daily, 26 weeks; Boston Store, 3 spots daily, 52 weeks; Spa Restaurant, 30-minute weekly kiddie show, 13 weeks; Lava Soap, 8 spots weekly, 13 weeks; Home Utilities Co., Amateur Announcers Contest, half-hour Sundays, 26 weeks, plus daily spot; Scheuer Baking Co., 3 spots daily, 26 weeks, and daily disk "Freshest Thing in Town", 26 weeks.

## WBAL, Baltimore

Gunther Brewing Co., Inc., 15-minute sport periods by Don Riley, daily; C. M. Athey Paint Co., Baltimore & Ohio Glee Club, 15-minute program weekly, also fed to WMAL, Washington.

## WOR, Newark

United Drug, beginning April 27, five 15-minute disk spots for one week, 8:45-9 a.m., through Street & Finney Inc.; Drums (cleaning process), three 5-minute spot shows a week for 13 weeks beginning April 5, Monday, Wednesday and Friday, 8:20-8:25 a.m., "Merry Melodies" disks, through C. C. Winningham.

## WNEW, New York

Slater's, Inc. (furniture), three-a-week series for 52 weeks, Monday, Wednesday and Friday, 9:15-9:30 a.m., featuring Jack Feeney, tenor, and Freddie Rich, pianist; The "Walkathon", Brooklyn Ice Palace, series of spot announcements, 6 days a week, indefinitely, on "Milkman's Matinee". A. B. Schillin is the agency in both cases.

## KFVD, Los Angeles

Hiltons (clothing), hour and a half nightly, featuring hillbilly show headed by Howard Gray.

## KMPC, Los Angeles

Dr. Cowen (dentist), 12 time signals daily, one year, through Allied Advertising Agencies.

## KEHE, Los Angeles

Dr. Jayne's Vermifuge, Thursday morning 15-minute commentator program with Tom Wallace, through Carter Thompson, New York, with eastern Hearst chain offices. Same account over the Orange network's seven stations.

## Four Radio Comics Meet

Four of radio's highest powered comics met each other for the first time after Monday night's Lux show in Los Angeles when Jack Benny and Mary Livingstone went back stage to meet Georgie Burns and Gracie Allen, guest stars in "Dulcy." Cecil B. DeMille did the m.c.-ing, introducing them all round



## JIMMY FIDLER

Procter & Gamble Co. (Drene)  
NBC-Red network, Tuesdays,  
10:30-10:45 p.m.

H. W. Kaster & Sons Advertising  
Co., Chicago

WIDE INTEREST HOLLYWOOD GOSSIP  
IN GOOD SENDOFF UNDER NEW  
SPONSOR

Program continues along the same lines as when under the sponsorship of Ludens; gossip about Hollywood and its people. Fidler claims he has been around the movie lots for 20 years, which is a long-time for anyone in the movie business. P. & G. at the start of the program warns listeners that sponsor has no control over Fidler's comments. Last season some of the movie people filed protest with Luden's and the FCC over some of Fidler's stuff, but nothing came of it.

Program caught (March 30) was sure-fire mass entertainment. Fidler's microphone voice is good and there is no straining to hear his words. Choice bits on program included an open letter to Martha Raye which chided her for being "small time" and breaking an engagement with a feature writer from Collier's magazine. Fidler also tipped off the radio audience that all movie fan magazine stories are censored by the stars before pre-views the pace is fast. If a movie is terrible, he says so. Fidler might add when these pictures will be released.

Present style does not offer any clue as to when to expect to see picture mentioned, or maybe it has been released already. Safe bet that P. & G. will start a contest on this program, which will garner the Drene labels by the millions.

## MINNEAPOLIS

Cedric Adams, Minneapolis Star columnist and radio comentator, taking Ed Abbott, WCCO announcer, and going on tour of stick theaters with burlesque news broadcasts. Covering entire state.

Joe Ferris, Tribune newshawk, on WTCN with 11 p.m. news program, The Ferris Wheel. Ferris uses late news reports, and also gossip anent local big names.

Hal Parkes, formerly of WBBM and CBS in Chicago, has joined the Minneapolis Star radio department in charge of all news programs and doing announcing. Star has tieup with WCCO.

Winthrop Orr, WCCO production man, has left to become Chicago production chief for NBC.

## JACK NORWORTH

Sustaining  
NBC-Blue Network, Tuesdays,  
8-8:30 p.m.

CHEERFUL BATCH OF FOOLERY AND  
MUSIC WITH NORWORTH EXCELLING  
AS M. C.

The veteran trouper Jack Norworth brings a likable personality and a smooth style of emceeing in this new program revolving around birthdays. The natal day subject is not taken with entire seriousness, but rather is gagged up, with a variety of stooges helping him to promote the foolery about folks whose birthday falls on the day of the broadcast. A file of dates is supposed to be handy, and from it are pulled the names, which may as likely be somebody's barber as a famous personage. Then comes a bit of byplay to fit the occasion.

Among discoveries on the initial (March 30) broadcast was the fact that "Shine On, Harvest Moon," was copyrighted by Norworth on March 30, 1907. Norworth sang this number, as well as some others, and there was additional music, foolery and bits of philosophy, all amiably engineered by Norworth.

## "DIXIE DEMONS"

With Kay St. Germaine  
Refrigeration & Air Conditioning  
Institute

WCAE-Mutual, Tuesday,  
7:45-8 p.m.

SNAPPY LITTLE PROGRAM OF INSTRUMENTAL  
AND VOCAL SELECTIONS.

Though the personnel of this program is limited, the entertainment provided is bright and lively. The Dixie Demons, an instrumental group, knock out some very tuneful selections, while Kay St. Germaine vocalizes pleasingly. The numbers offered in the initial program were of a past vintage, including "After You've Gone," "There Goes My Attraction," "Toot, Toot, Tootsie, Good-bye," and others, but they were delivered with a freshness that made them acceptable.

## ST. LOUIS

Ray Schmidt, KWK roving sports announcer, has left Florida for San Antonio. Jim Burke, KWK's chief engineer, is with him.

Basis Street Blues troupe from New Orleans, composed of Linda Raye, Jack Bordeaux and Bill Wassum, have left KWK after two years.

Frank Eschen, KSD's special events and sports announcer, opens a new daily program April 5, sponsored by Axton-Fisher Tobacco. Jim Bannon will do the commercials.

Delmar Fowler, former chief engineer of KWK, died recently.

"Junior Parade", started four weeks ago by C. G. Renier, program director, has gone over big on KMOX, getting some 1,500 letters weekly.

COMMENTS  
On Current Programs

## At Random

... Al Jolson's last program (CBS, Tues., 8:30 p.m.) perked up another peg and looks headed to come into its own. Jolson was in grand form, vocally and in a dramatic bit. Parkyakarkus scored in some of his best comedy to date on this show.

... Ben Bernie, with the assistance of George Olsen's orchestra and Frank Parker, sent up another swell show from Florida (NBC-Blue, Tues., 9 p.m.)

... Jack Oakie's program (CBS, Tues., 9:30 p.m.) was as undistinguished as it has been for weeks, except for the guest star, Pat O'Brien. Seems incredible that an important program could be permitted to run along in a rut week after week without anything being done about it.

... Kay Parsons, who has been singing oldtime songs over WNEW these past several nights, has a voice and personality and ample potentialities.

... Charles Butterworth's comedy again was the highlight of the Fred Astaire show (NBC-Red, Tues., 9:30 p.m.).

... Wayne King's music (NBC-Red, Tues., 8:30 p.m.) continues to be the most rhythmically soothing melody on the air.

... "Husbands and Wives" (NBC-Blue, Tues., 9:30 p.m.) had another good batch of homely fun.

... Michael Mell's Orchestra playing at the Top Hat in Union Hill, N. J., and remoting via WNEW, is a peppy and tuneful aggregation.

... Roy Shields Revue, out of NBC's Chicago studios (Tues., 10 p.m. EST) is always a very relax-able half hour, with the singing of Vivian Della Chiesa among its most enjoyable bits.

... A belated tribute—Jack Arthur's singing of the "Figaro" number on last Sunday's "Echoes of New York Town" (NBC-Blue, 6 p.m.) was a standout.

## SEATTLE

James Hatfield has been named chief engineer of KIRO.

Henry Norton, formerly at KTAR, Phoenix, Ariz., is now with the continuity staff at KIRO.

KMO, Tacoma, of which Carl E. Haymond, formerly of Seattle's KFOA, is president, had gala ceremonies in connection with dedicating its new \$40,000 transmitter and power increase to 1,000 watts.

Margaret Gray, former KOL and KOMO staff pianist, now has her own piano studio in Everett.



# WNRC ANNUAL AWARDS 4 TO CBS, 2 TO NBC

(Continued from Page 1)

eral brief speeches were heard, part of the proceedings broadcasted over NBC, CBS and MBS. Mrs. Corwith handled the gavel and kindred duties, while Chairman Mme. Yolanda Meronion assisted.

## HONORABLE MENTION

Awards elected through nationwide poll of the members of the WNRC, supplemented by the judgment of outside experts, also resulted in the usual honorable mention of various other programs. Those receiving this mention included:

General Motors Symphony hour, Sunday night on NBC, winner of the 1935 award in the Serious Music classification; Wallenstein's Symphonietta, presented by Mutual Broadcasting System; Kraft Music Hall, on NBC; George V. Denny's "Town Meeting of the Air," given the 1936 award as the best educational feature, and presented by NBC; Metropolitan Opera broadcasts, sponsored by Radio Corp. of America, on NBC; Lowell Thomas, news commentator on NBC, sponsored by Sun Oil Co.; H. V. Kaltenborn, news commentator, presented by CBS; Kathryn Cravens, news commentator, presented by Pontiac Motor Co.; "Wilderness Road," last year's winner in Children's Program Classification, presented by CBS, and "The Singing Lady," sponsored by Kellogg Co., over NBC.

## Heinz to Run Contest With Payoff in Products

(Continued from Page 1)

purchase of a Heinz product is required, but the name and address of your grocer is a must. Contest will run for seven weeks, closing May 29. For the first 100 recipes declared to be the best, 100 \$25 packages of Heinz products will be awarded; next 200 receive \$5 worth of products; next 1,100 prizes will be recipe books. Rules of the contest are being distributed to the public through grocers in addition to radio program. Maxon, Inc. has the account.

## KHJ's Programs for Mutual

First production programs to be originated for Mutual's nationwide net by KHJ, Los Angeles, will start Saturday. First opus will be "Curfew Shall Not Ring Tonight", to be followed by "Ten Nights in a Bar Room", "Bertha the Beautiful Cloak Model", "East Lynne", "Millionaire's Revenge" and "The Villain Still Pursued Her".

# ★ W.N.R.C. SIDELIGHTS ★

GENERAL tone of the WNRC attitude was even more conciliatory than last year, and more evident was the all 'round spirit of cooperation rather than merely fault-finding or resentment.

Good music seemed to come in for the major consideration, and more or less dominated much of the talks and discussion. Outstanding personality and speaker, by far, was Dr. Walter Damrosch, every inch the lovable dean. Of him, Mme. Irion said, in part: "He has done more for good music over the air than any one man in this country." Dr. Damrosch, later responded, "... good music, should be like the half-covering, half-revealing beautiful woman's gown . . ." when the discussion touched on musical balance via the ether. In regard to commercial broadcasting, he defended this to the point that broadcasting cost the networks and advertisers millions of dollars to bring music, etc., to the people and that while New York had the best papers in the world for instance, a story starting on page one, would be continued to an inside page and as the reader turned, he saw the advertisements. This simile he likened to the commercial aspect of radio. Dr. Damrosch otherwise placed the credit for his huge audience of 7,000,000 youngsters in the laps of NBC and RCA officials and engineers who had made it possible.

Mme. Irion emphasized the fact that the WNRC did not wish to be regarded as either a "reform" group or "highbrow," but rather hoped the intelligence of the women listeners would not be underestimated.

President Paley of CBS believed that music would continue to be the main element in radio programs and that there would be an increasing amount of serious music on the air. He stressed the point that music must have variety and that this would result in bringing to the audiences heretofore neglected works. President McCosker of WOR and also speaking for Mutual paid his

usual compliment to the ladies, appreciated the fact that the number of intelligent people troubling to improve radio was increasing, since these listeners would hasten with their approval when higher standards are reached.

George V. Denny Jr. of the NBC "Town Hall of the Air" conducted a debate which leaned more toward being a symposium that gave the question of studio audiences more than an even break. Originally the question was, "Are Studio Audiences Desired" Rudy Vallee, scheduled as one for the affirmative side, managed to take a middle course and later said it depended upon the program in question, which was further backed up by Paley. Some artists needed an audience and others didn't, while some shows needed one and others could get along better without them, said Vallee. Eventually, they would probably be abolished, but right now the "Broadway ham" was the type who really needed one. Reinald Werrenrath stated that the studio audience took the scare out of the mike bogey for him and that, like many other artists, he worked better in this way and that the studio control engineer took care of any defect in volume or quality should the studio audience rather than the mike seem to be getting the benefit. "Psychologically," said Werrenrath, "I double cross myself and the effect has always been okay." The baritone did not find radio hurting his box-office draw.

It was later conceded that the question could not be answered by a "yes," or "no," also that if a screen star, for instance, gave a good radio performance, it did not hurt him at the movie box-offices. Lucrezia Bori found radio no concert hall box office detriment to her tours.

Mrs. Corwith read a letter from a woman far from any city, who found that a studio audience gave her the color of the broadcast and made her feel a part of it. This did much to swing many women to the counting of hands which gave studio audiences a decided break.

# ★ ★ ★ "Quotes" ★ ★ ★

LANNY ROSS: "A few years ago, I auditioned a 'Log Cabin' program in Cleveland. I've never forgotten how many of the girls who sang were more interested in operatic work than in popular tunes—yet they auditioned for a popular radio program. The girl who won the audition, paradoxically, was not trained, but made the best microphone impression. The reason: she sang a simple romantic ballad into which she put feeling that was completely convincing. She was

singing 'her self'—which is a good tip to amateurs with radio ambitions." VINCENT TRAVERS: "When broadcasting was in its infancy, one set in the home was all that was necessary to insure a peaceful and quiet evening for the stay-at-home family. But in these hectic days, with so many excellent programs conflicting as to their broadcast schedules, a family with diversified tastes in radio entertainment finds

# MPPA's \$38,000 MARCH; WBS LIBRARY RENEWED

(Continued from Page 1)

music fees collected for the publishers.

More than half of the total however, was contributed by World Broadcasting System, which paid a flat amount of \$20,000 for one-year renewal on its sustaining library. Licenses with other transcription concerns do not run out until June. Resumption of the Chevrolet campaign also helped.

## New Program Is Set For Chase and Sanborn

(Continued from Page 1)

Edgar Bergen, radio's only ventriloquist will be heard weekly with different guest stars putting in appearances on each show. Program will continue to be heard Sundays, 8-9 p.m. over NBC-Red network. Present indications are that Nelson Eddy, last heard on the Vicks program and now off the air, will take over the show as emcee next fall. "Do You Want To Be an Actor?" the present program now being aired for coffee maker fades from the air after the May 2 broadcast. J. Walter Thompson has the account.

it necessary to have two sets in the home. And if the family in question is a large-sized one, a mere two sets still leaves the problem unsettled."

GLADYS SWARTHOUT: "In the last analysis, what is a good song? It's nothing more—nor less—than a good poem to which the composer has added good music. And the good singer, is the singer who diligently searches and finds the meaning of the poem and music and then offers it to her listeners adorned with all the art at her command."

MILTON BERLE: "Never in the history of radio has the audience played a more important part in programs than this year. Radio is our most personal means of communication with the sole exception of the telephone. This personal touch is emphasized and enhanced when studio audiences are brought directly into the broadcast. My sponsor was one of the first to realize this. Now many others have followed in his footsteps."

INA RAY HUTTON: "Radio performers should mix more with the masses instead of going in for social life in tight cliques composed of other people from the air castles. They should get away from the actor, producer and sponsor and keep in tune with the butcher, baker and the candlestick maker. Otherwise their standards of entertainment will become Radio Row standards because there is no basis of comparison with the tastes of average fans."





**J**OHN BROWN UNIVERSITY, through Lisle Sheldon, agency, has placed a series of 13 Friday evening 15-minute educational talks on KHJ and ten Don Lee net stations, starting this week.

Raymond R. Morgan, head of the Morgan agency, is on a three-week business trip to New York. W. Glen Ebersole of the same firm, is back from a selling trip through the mid-west.

National Biscuit Twin Stars show's Sunday broadcast from the new KFWB studio theater was so successful and everybody was so pleased with the facilities that show will be broadcast indefinitely from this spot, with the report that perhaps other CBS net shows will use same facilities pending completion of their own new plant.

George Tyson, manager of KMPC, spent the weekend with his family in San Diego.

Haven MacQuarrie ("Do You Want to be an Actor?") taking a short vacation in San Francisco. Back tomorrow.

John A. Driscoll, of Driscoll agency, will m. c. his client's two-hour Sunday afternoon program, conducting a prize guessing contest as a part of an all-request record period. Pacific States Loan Co. sponsoring, on KRKD.

Oscar and Elmer, (Ed Platt and Lou Felton), veteran entertainers on KFWB, have signed a five-year picture contract with Republic.

Bob Swan's poetry, song, organ program, Weaver of Dreams, returns to the air next week as a 15-minute nightly sustaining program for KFAC. It's been off for five months. Not sponsored, to start.

KEHE has added Robert C. Harnack, of WCAE, Pittsburgh, to its staff, as office assistant.

University of Southern California has installed a Universal Microphone Co. recording outfit for use of classes in applied psychology. Cornell University's school of electrical engineering put in a similar machine for experimental laboratory and classroom use.

Lewis Allen Weiss, general manager for Don Lee chain, will tell Women's Advertising Club about Radio Showmanship at April 8 meeting.

Ben Sweetland, who does National Life & Accident's "Your Friendly Counsellor" on KHJ, will record his Friday's program and fly to Nashville, Tennessee to address his sponsors' national reps at the same hour his canned talk will be on the air here. Disk gags the stunt, going on without announcing that it is a transcription until the end, when he tells audience the lowdown.

Paramount on Parade, for Sunday April 4, will do scenes from "Make Way for Tomorrow," with Leo McCarey, director, and members of the cast.

## ☆ Coast-to-Coast ☆

**L.** A. BENSON, president of WIL, St. Louis, together with C. W. Benson, vice-president and general manager, and E. P. Shutz, commercial manager, were among the rooters at all the recent playoff games of the St. Louis Flyers hockey team.

*Lee Chadwick of the staff of WTAR Norfolk, will handle script and production of the special Booker T. Washington commemorative program scheduled from Hampton Institute on Saturday night in the school's regular NBC-Red network spot pumped by WTAR. J. L. Grether, also of WTAR, will handle technical end. Ketcham announces the Hampton broadcasts weekly.*

"Lights On," KDKA (Pittsburgh) program, switched from Thursday to Wednesday 7:45 p.m. starting this week. Carl Eddy's orchestra pick-up, from the Show Boat, also comes Wednesdays, 7:30 p.m., while Sammy Fuller's Starlets will be on at 11 a.m. Saturdays.

*Tom Hanes, managing editor of the Norfolk Ledger-Dispatch and commentator in the BC Sports Review over WTAR, and Charlie Reilly, Ledger-Dispatch sports editor who also subs at the mike on occasion, try to make sport converts of all their listeners.*

Bill Durney, interview arranger, and Neil Norman, sportscaster, at WIL, St. Louis, put on some interesting programs under the title of "Today's Winners." Allister Wylie and his Winners Orchestra and a variety of entertainment also take part in the shows.

WTNJ, Trenton, on Saturday at 4:30 p.m. will air a debate between Princeton University and the Emory & Henry College debating teams on the question of minimum wages and maximum hours.

Ruth Brink and Alba Ritter are recent additions to the vocal staff of WIL, St. Louis. Miss Ritter, from the stage, is appearing with Jerre Cammack, staff organist. Miss Brink is in

### "H'wood Whispers" Nationwide

George Fisher's "Hollywood Whispers" will go nationwide over Mutual chain, starting 6:15 p.m. PST, April 17, originating in Don Lee's KHJ studios. Because of conflict in time, program will go every other week only until after April 24 and end of Chicago Symphony concerts. Whispers will be sustaining at first. Started four years ago on KFWB, been on KHJ for past three months.

### On Hollywood Hotel Program

Miriam Hopkins and Louis Hayward will do scenes from "A Woman Is Born" on Hollywood Hotel.

"Console Capers," sponsored by Downtown Norge Appliance Co.

*John Carl Morgan returns to the early morning shift at the WTAR (Norfolk) microphone, allowing Jeff Baker to sleep late these mornings and appeal to station's night audience.*

Garry Morfit, former WBAL artist and writer, has returned to Baltimore from New York where he spent several weeks in radio and has re-joined WBAL's staff. He is taking part in commercials, serving as a member of the WBAL Dramatic Players.

*Bergen county Police Chief Peter Siccardi will be the first guest on the new series "The Police Call," which WNEW inaugurates today, 8:30-8:45 p.m.*

George K. Arthur, brought as his guest star on WQXR, last night, 6:45-7, Lois Wilson, star of the new comedy, "Farewell Summer", playing at the Fulton Theater, in addition to his weekly first night's impression of Broadway Fare.

*Glenn Penrose, for some time a member of the WBAL staff, Baltimore, has left that station.*



**L**UM and ABNER'S prize contest to find a name for their railroad luncheon car will continue through April 25. The pair incidentally are so enthused over California that they have moved their households to the west coast.

Thor Erickson, the "Yonny Yonson" in Kaltenmeyer's Kindergarten, has written a song, "It's Time to Love Again."

The Rivalaires, four piece musical unit, now spotted with Whistler and His Dog show over WMAQ each Tuesday at 9:45 p.m. CST.

It took two page boys, an engineer and several interested spectators to free Bill Amsdell, 250-lb. WBBM actor, when he got himself jammed up in a studio phone booth the other day.

Paul Dowty and Henry Whitaker arise now at 4 a.m. to get to the stockyards at 6 a.m. for Art Kahn's warehouse program.

Phone operators at CBS are getting jittery from radio listeners wanting to know if Edwin C. Hill, Truman Bradley and Gabriel Heatter are one and the same!

# 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. 38

NEW YORK, FRIDAY, APRIL 2, 1937

FIVE CENTS

## CBS Television Site Set

### Looking On ... AND LISTENING IN

**FILM STARS** A checkup of the entertainment scores made by film stars on the air doesn't back up the wail of movie theater men that the appearance of screen personalities on the radio is taking business from the box-office.

With but very few exceptions, film names have been duds as air entertainers.

Clark Gable, Mae West and Shirley Temple may be ace money getters for the movies, but they are the type of stars who must be seen to be appreciated. There are any number of radio actors who register better on the air.

Conversely, Jack Benny is not essentially a screen draw, and his pictures would not gross half as much for theaters if it weren't for his air following.

Burns and Allen likewise are aided more than harmed in the film field by their radio work.

Radio made big drawing cards for the films out of these and other stars, and now some short-sighted movie men want to kill that draw by taking the stars away from radio entirely!

As for the strictly screen-made attractions, such as Greta Garbo, Robert Taylor, Fred MacMurray, Myrna Loy, Carole Lombard, et al. their value as air entertainers is little or nothing.

They might keep some movie customers at home for a broadcast or two, but not continuously.

The only ones who really believe radio competes with movies are the lazy showmen.

**PROFITS** Packard Motor Car Co. reports net profits of \$7,053,220 for the past year, against \$3,315,622 for the year before; American Rolling Mill Co. netted \$6,441,676, its highest profit since 1928.

Both are substantial users of radio time.

#### Marconi's Son to RCA

Miami Beach, Fla.—Senator Guglielmo Marconi's son will shortly embark from abroad for America and will become associated with RCA in New York, according to David Sarnoff, RCA president, who is resting here with Mrs. Sarnoff.

The Sarnoff and Marconi families have been close friends over a long period.

### STATE-OWNED STATION IS PROPOSED IN JERSEY

Trenton, N. J.—A proposal for a state-owned and operated radio station, to be devoted in part to educational programs, has been approved by the New Jersey State Advisory Committee on Public Relations. The plan is to include station in the State Bureau of Information recommended by Governor Hoffman in a bill now before the Legislature. It is reported the project has the support of a

(Continued on Page 8)

### Standard Brands Sets Details of Negro Show

Standard Brands Inc. (Fleischmann Yeast) through J. Walter Thompson Co. yesterday announced the full talent line-up of its all-negro show which will make its debut over 30 NBC-Blue network stations, April 9 at 9-9:30 p.m. Eddie Green and Gee Gee James, a comedy team, with Louis Armstrong and his orchestra will be the regular talent. Program will also feature negro guest stars. Octavus Roy Cohen, well known writer of negro fiction, will do the script.

### 4 Officials Elected By Conquest Alliance

Conquest Alliance Co., Inc. has elected Albert M. Martinez and Frank F. Morr as vice-presidents, Leslie Herstius as secretary, and Fred R. Jones as a director. C. H. Venner is president.

## Three More Radio Stations Are Added by NBC Networks

### C. P. MacGregor Agency Enlarging Activities

West Coast Bureau of THE RADIO DAILY  
Los Angeles—Enlargement of activities and additions to the organization's personnel are announced by C. P. MacGregor, who has just completed a reorganization which changes the firm of MacGregor & Sollie to C. P. MacGregor Co.

Under the new setup, Amos Baron becomes sales manager in place of

(Continued on Page 3)

### Transmitter to be Located Atop Chrysler Building Will be Most Powerful Station of Its Kind

#### 11 for Martha Deane

Martha Deane, WOR commentator, is breaking some kind of a record with 11 broadcasts a week. She has added Tuesdays and Thursdays at 11:30-11:45 a.m. for General Foods to her California Packing and participating programs.

### 'TINY' RUFFNER HEADS R&R COAST RADIO DEP'T

West Coast Bureau of THE RADIO DAILY  
Hollywood—Edmund (Tiny) Ruffner, simultaneous with his arrival here, has been appointed head of Ruthrauff & Ryan's radio department it was announced yesterday. Understood that Myron Kirk present head of radio will be shifted to other du-

(Continued on Page 8)

### Morton Downey Signed For Foreign Disk Series

Morton Downey, who sails for London with his wife on April 14, has signed for a series of 26 disks to be waxed for the Radio Luxembourg. Downey will receive \$1,000 per trans-

(Continued on Page 3)

Upon receiving FCC permission to construct a combined television and sound transmitter, CBS will take over space on the 74th floor of the Chrysler Building here and start work on the most powerful station of its kind in the world. Peak power of 30 kilowatts (30,000 watts) will be equalled only by the finished apparatus now being constructed in Paris on the Eiffel Tower and will be sufficient to televise strong enough reception to receivers 40 miles away, or a total of some 4,800 square miles.

Acquisition of the Chrysler location gives CBS the only possible available tower high enough to surmount a reasonable horizon and comparable to NBC's station W2XBS located in the tower of the Empire State Building. This operates with power of 12,000 watts and has reported favorable reception to a point in Connecticut over 40 miles distant.

CBS engineers figure on an operation

(Continued on Page 3)

## \$500,000 STUDIOS FOR CBS IN 'FRISCO

West Coast Bureau of THE RADIO DAILY  
Los Angeles—CBS yesterday signed a contract for a new \$500,000 transmitter and studios in San Francisco, Donald W. Thornburgh announced. KFSO will share offices with the chain in a two-story structure on top of the ballroom in the Palace Hotel. Transmitter is to be a duplicate of the one in Boston.

### NAB Board Meeting

Washington Bur., RADIO DAILY  
Washington—National Association of Broadcasters will hold the spring meeting of its board of directors at the headquarters of the organization in the Washington Hotel here on Wednesday.

Purpose of the meeting is to appraise current problems surrounding the radio broadcasting industry.





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DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Thursday, Apr. 1)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 3/8	170 1/2	170 1/2	- 1 1/8
Crosley Radio				
Gen. Electric	57 7/8	57 1/8	57 1/4	- 1
North American	27	26	26	- 3/4
RCA Common	11 1/4	10 7/8	10 7/8	- 1/4
RCA First Pfd.				
RCA \$5 Pfd. B.	(90 Bid)			
Stewart Warner	19 1/4	18 3/4	18 7/8	- 1/4
Zenith Radio	34 1/2	34 1/4	34 1/4	- 1/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 7/8	16 7/8	16 7/8	
Majestic	4 3/8	4 1/8	4 3/8	+ 1/4
Nat. Union Radio	3	2 7/8	2 7/8	

### OVER THE COUNTER

	Bid	Asked
CBS A	58 1/2	60 1/2
CBS B	57 3/4	59 3/4
Stromberg Carlson	15 1/2	16 1/2

## Brunswick Gets Order In Suit Over Royalties

Supreme Court Justice Timothy A. Leary yesterday granted an order which requires A. Arthur Tracy to furnish the Brunswick Record Corp. with a bill of particulars as to his suit against Brunswick.

In his action, brought to recover the sum of \$24,300, Tracy claims that Brunswick failed to pay him royalties for records made by him for the years 1932 to 1934, inclusive, in accordance with an agreement made between them. Brunswick denies the claim, stating that Tracy was paid in full for all services rendered by him.

### Goodhue Heads Script Dep't

Robert K. Goodhue has been appointed head of the William Morris Agency's New York radio script, scenario and literary department.

## MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE  
1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

## NEW PATENTS

### Radio and Television

Compiled by JOHN J. BRADY, Attorney  
Washington, D. C.

2,075,009—Radio Receiving System for Vehicles. George P. Adair, Takoma Park, Md.

2,075,094—Signaling System. Lewis W. Chubb, Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,075,112—Vacuum Tube Circuit Frequency Changing. Ralph N. Harmon, Wilksburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,075,120—Electronic Apparatus. Bernard E. Lenehan, Bloomfield, N. J., assignor to Westinghouse Electric & Mfg. Co.

2,075,122—Indirectly Heated Cathode. Siegmund Loewe and Bruno Wienecke, Berlin, Germany.

2,075,124—Electrical System. Frederick W. Lyle, Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,075,125—Beacon System. Forrest Mabry and Carl J. Madsen, Springfield, Mass., assignors to Westinghouse Electric & Mfg. Co.

2,075,140—Tilting Oscillator and Modulator. Kurt Schlesinger, Berlin, Germany.

2,075,141—Cathode Ray Tube System. Kurt Schlesinger, Berlin, Germany.

2,075,142—Braun Tube. Kurt Schlesinger, Berlin, Germany.

2,075,165—Electric Discharge Tube. Hulbert G. Boumeester, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,075,202—Electron Discharge Tube. Johan L. H. Jonker, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,075,208—Electron Discharge Device. Otto Krenzien, Berlin-Siemenstadt, Germany, assignor to Siemens-Halske Aktiengesellschaft.

2,075,257—Receiver Control. Ernest A. Zadiq, New York, N. Y., assignor to RCA.

2,075,355—Discharge Tube. Johannes G. W. Mulder, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,075,360—Television Apparatus. Georg Schubert and Rolf Moller, Berlin, Germany, assignors to firm: Fernseh Aktiengesellschaft.

## KFOR, Lincoln, Names Weed & Co. National Rep.

Lincoln—KFOR is assigning Weed & Co., New York and Chicago, as national advertising representative. Station has been getting along direct, but now with both CBS and MBS chains feeding, it's out for national money.

### WIP Starting 6 A. M.

Philadelphia — Effective Monday, WIP will open at 6 a.m., making it the first station on the air each morning in the Philadelphia area. It will operate from 6 a.m. to 1 a.m. the following morning.

The 6-7 a.m. period will be subdivided into four quarter hours with various types of programs inserted under the direction of a general master of ceremonies.

2,075,377—Means and Method of Forming Discrete Areas. Russell H. Varian, San Francisco, Calif., assignor to Farnsworth Television, Inc.

2,075,378—Means and Method for Collecting Secondary Electrons. Russell H. Varian, San Francisco, Calif., assignor to Farnsworth Television, Inc.

2,075,379—Time Delay Oscillator. Russell H. Varian, San Francisco, Calif., assignor to Farnsworth Television, Inc.

2,075,380—Means for Modulating High Frequency Currents. Russell H. Varian, San Francisco, Calif., assignor to Farnsworth Television, Inc.

2,075,396—Tuning Apparatus. Donald B. Keim, Camden, N. J., assignor to RCA.

2,075,415—Tube Tester. Jewell R. Williams, Little Rock, Ark., assignor, by mesne assignments, to Jerry H. Glenn.

2,075,501—Radio Receiving System. Wendell L. Carlson, Haddonfield, N. J., assignor to RCA.

2,075,503—Reception of Frequency Modulated Waves. Joseph G. Chaffee, Hackensack, N. J., assignor to Bell Telephone Laboratories, Inc.

2,075,513—Radio Receiving Circuit. Harold F. Elliott, Palo Alto, Calif., assignor to RCA.

2,075,523—Scanning Device. Herbert E. Ives, Montclair, N. J., assignor to Bell Telephone Laboratories, Inc.

2,075,611—Electron Discharge Tube and the Like. Eugene J. Hoffman, St. Marys, Pa., assignor to Hygrade Sylvania Corp.

2,075,643—Volume Control and Noise Suppression System. Lester T. Fowler, Oaklyn, N. J., assignor to RCA.

2,075,683—Image Frequency Rejection System. Harold A. Wheeler, Great Neck, N. Y., assignor to Hazeltine Corp.

2,075,717—Cathode Ray Tube. Friedrich W. Hehlhans, Berlin-Hermsdorf, Germany, assignor to General Electric Co.

2,075,761—Electron Discharge Tube and the Like. Joseph J. Jackman, Danvers, Mass., assignor to Hygrade Sylvania Corp.

## KVOO Opens News Bu. In Okla. State Capitol

Tulsa—KVOO has opened a State Capitol News Bureau in Oklahoma City, with Leroy J. Ritter, free-lance writer and news correspondent, in charge. Ritter works directly under the KVOO News Bureau here, and direct lines have been installed from the statehouse to the office of Ken Miller, KVOO news editor.

KVOO now uses the service of Transradio Press Service and International News Service. In addition, Miller has installed correspondents in a dozen Oklahoma and Arkansas cities.

### Brusiloff in Esquire Show

Nat Brusiloff and his orchestra, with Larry Taylor, baritone, are being presented in the new "Esquire on the Air" series over WOR, Tuesdays, 8-8:30 p.m.

## COMING and GOING

JACK TREACY, Star Radio executive, is back from Pensacola, where he mixed a little business with pleasure during the past week.

RUBEY COWAN, formerly with NBC, is en route to Hollywood to assume new duties as radio contact man for Paramount Pictures.

WILLIAM JANNEY, actor, is in New York from the coast for a visit.

MORTON DOWNEY and BARBARA BENNETT DOWNEY sail April 14 for Europe aboard the Normandie.

LEO FITZPATRICK, general manager of WJR, was in New York yesterday and was scheduled to leave for Detroit last night.

PEGGY STONE, CBS station relations, to Sky Top today for a week-end vacation.

JAMES SAUTER, president of Air Features Inc., entrained for Washington last night for a two-day visit.

FRANKLIN DOOLITTLE of WDRC, Hartford, was in town yesterday.

E. P. H. JAMES, NBC sales promotion manager, back at his desk today after a trek to Washington and Baltimore.

LEE WILEY is back in New York from the coast to resume radio work.

## Chas. J. Weaver Dead

Charles J. Weaver, superintendent of RCA Communications central radio office until his retirement last January, died Tuesday in Florida following an operation. Weaver had long been intimately concerned with radio, having joined the old Marconi Wireless Telegraph Co. of America in 1903. He is survived by his widow and a half-sister.

### Roseleigh in Legit Show

Jack Roseleigh will return to a legit production on Broadway in "Arsenal", a mystery melodrama the locale of which is a military post in a Southern state. He will have the leading male role, that of Colonel Rogers. Show goes into immediate rehearsal and is scheduled to open April 26 under the aegis of A. L. Jones.

Roseleigh will continue in "Pepper Young's Family" and other radio shows which do not interfere with the "Arsenal" appearances.

### Hedda Hopper for Series

West Coast Bureau of THE RADIO DAILY Hollywood—J. W. Marrow Co. (Mar-O-Oil shampoo), through the NBC Artist Service has set Hedda Hopper for a nationwide network series to begin soon. Program will be entitled "Film Magazine of the Air."

### NBC Signs Earhart, Ratoff

West Coast Bureau of THE RADIO DAILY Hollywood — Amelia Earhart and Gregory Ratoff yesterday signed exclusive radio contracts with the NBC Artists Service.

## LEO SAYS:

MRS. IDA BAILEY ALLEN'S sponsors know that she sells their products.

WHN DIAL 1010  
AFFILIATED WITH  
M-G-M LOEWS





## CBS SELECTS SITE FOR TELE. STATION

(Continued from Page 1)

ing frequency somewhere between 42 and 56 megacycles. A distance of less than 100 feet will separate the transmitter from the antenna and consequently insure almost distortionless transfer of power. According to Dr. P. C. Goldmark, head of CBS tele. research department, Chrysler tower is particularly desirable because of unobstructed skyline. Latest developments in high power wide band design will be incorporated. Dr. Goldmark said further:

"Experiments conducted by CBS engineers disclosed that the height of the antenna was not the only thing to be considered, despite the general impression to that effect. Fact that most of Manhattan's population is concentrated north of the Chrysler tower and that no higher buildings are located in that direction was of prime importance in selecting the site. This situation indicates that the radio waves will not be broken up or refracted by the steel skeletons of other skyscrapers and that therefore a common fault of television—the production of double images—will be avoided."

CBS conducted experiments with television some few years ago and discontinued it in 1933. Transmission of low definition pictures (with sound going through regular CBS channels) over station W2XAX later resulted in CBS conducting intense research here and abroad. Comparison of the progress in other countries was not overlooked. At the time of this tele. operation Bill Schudt, now manager of WBT, Charlotte, took an active part. These pictures technically known as low-definition images were 60-lines transmitted on a frequency of 2,800 kilocycles.

New station will, of course, stick to the 441-line basis agreed upon by U. S. experimental stations as per recommendation of the Radio Manufacturers Association.

## NEW PROGRAMS—IDEAS

### Specialized Newscast

One of the most specialized forms of news report is now presented over KVOO, Tulsa, Okla. The broadcast, known as "Oil News of the World," is presented every Thursday night at 10:15 CST. Ken Miller, KVOO News Editor, prepares the program and makes the weekly presentation. Throughout the broadcast, Miller plugs the idea that the broadcast is coming from "Tulsa, The Oil Capital of the World." The news for this broadcast is furnished by the staff of the Oil and Gas Journal, the industry's largest trade journal. Present plans call for an increase of these broadcasts to three weekly in the early summer.

### "Behind CCC Scenes"

"Behind the Scenes of the CCC" is the title of a Tuesday series presented over WFMD, Frederick, Md. On these weekly broadcasts, the boys of the Civilian Conservation Corps present playlets enacting scenes from CCC life. Singing and musical interpretations also are given.

### Eye-Closer Series

As a supplement to the daily "Eye Opener" program, an hour show that opens the station, WSJS, Winston-Salem, has added an "Eye-Closer" Monday-Wednesday-Friday at 11 p.m. Intimate and chatty one-way conversations with his listeners are carried on by Announcer Ralph Burgin, under the guise of the "Ole Night Watchman," between recorded waltzes. The usual time signal service used on such programs has been changed to give correct time in out-of-the-way places all over the world.

Now and then a local radio artist is brought in to guest and add variety to the show.

Both the Eye-Opener, emceed by Johnny Miller, and the Eye-Closer are conducted solely for listener interest; WSJS trunk lines are swamped continually with calls.

### Ping-Pong from Studio

Lincoln, Neb.—KFAB tried out a novel broadcast recently—a ping-pong game in the studio. State champ and runnerup played two out of three with station manager Reginald B. Martin sitting at the mike to describe the play.

### Unusual Occupations

Lincoln, Neb. — J. Gunnar Back, KFOR, Lincoln, is doing a new program called "All in a Day's Work" at which time he interviews mugs

### Morton Downey Signed For Foreign Disk Series

(Continued from Page 1)

cription. In addition to recordings, singer has contracted for a series of concerts to be given in London and Ireland.

with unusual, or interesting, jobs.

### "Junior Parade" Clicks

"The Junior Parade" program, inaugurated by program director C. G. "Tiny" Renier, of KMOX, St. Louis, four weeks ago, is proving something of a sensation. Any youngster with talent is invited to the studios of KMOX Saturday mornings and given a chance to be heard on the air. The listening audience votes for their favorite by letter and the weekly prize to the winner is a radio set, a gift from KMOX. These half-hour shows, 11:15-11:45 a.m., are presented before a live audience in the KMOX Radio Playhouse.

During the past four broadcasts, some very remarkable juvenile talent has been discovered. The mail response and demand for tickets to attend the "parade" has far exceeded the fondest hopes of Renier. Each Saturday morning finds the Playhouse filled to capacity (425) and the letters voting for the performers runs well over the 2000 mark each week.

### Poetry at Midnight

Something different in late evening programs begins over WCNW, Brooklyn, on Wednesday at 11:30 p.m. The program features a Hawaiian ensemble, songs by Lucille Norman, soprano, and poetry read by Herb Hoffman. The show will be produced by Roger Wayne.

### Program Direct to School

Educational broadcasts presented directly to schools are being aired by WFMD under the supervision of Program Director Bob Longstreet. Series is heard Monday through Thursday, 2-2:30 p.m., and broadcast includes current news, travel, safety, playlets given by pupils themselves (Schoolboy Safety Patrols) and a "Poet's Corner". At the last census, it was discovered that nearly 3,000 pupils are listening to the "Poet's Corner" alone. Poems of the student's choice are read by Announcer John Newhouse. The programs are designed for schools alone and are presented in a congenial conversational manner. Tuning in is, of course, optional.

### Walkathon on WCNW

A Walkathon Contest goes on the air for the first time in Brooklyn starting today over WCNW. Originating in the Brooklyn Ice Palace, broadcasts will be handled by Chris St. James, sports announcer, and Allan Black, chief announcer. A shoe company sponsor is being arranged.

### OUT TODAY

The Independent Broadcaster  
Watch For Your Copy

## THREE MORE STATIONS ADDED TO NBC WEBS

(Continued from Page 1)

WDEL have been set at \$120 per hour, KSOO will receive \$160. NBC now has 124 stations affiliated with its Red and Blue networks.

WDEL is owned by WDEL, Inc., and operates on 1120 kcs. with 500 watts daytime, 250 night. WORK is a 1,000 watter operating on 1,320 kcs. Both stations are members of the Mason-Dixon Radio Group, Inc. of which Col. J. Hale Steinman, newspaper owner and publisher is president. Clair R. McCullough is president and general manager of both WDEL and WORK's operating companies.

KSOO is the only station in Sioux Falls and operates on 1,110 kcs. with 2,500 watts power. Station is owned by the Sioux Falls Broadcasting Association and is run under the personal direction of Joseph Henkin.

### C. P. MacGregor Agency Enlarging Activities

(Continued from Page 1)

Bert Phillips, resigned to go in his own transcription library business. Paul Quen becomes credit manager, Eugene Carman writer and producer. Carman does "Moving Stories of Life" now going into its third year. Besides S. A. Sollie, whose interests MacGregor purchased, the reorganization has included the resignations of Bert Phillips, John Fee, Helen Niggemeyer, Ethlyn Bookwalter, Richard Holman and Dorothy Scott.

Production has started on an 18-programs-a-week basis, in addition to the firm's regular monthly recording schedule of music.

### Gemloid Appoints Richland

Philip Richland has been appointed vice-president and general sales manager of the Gemloid Corp. and its affiliated divisions, it is announced by J. Frank, president.

### JAMES MADISON

for many years one of America's outstanding authors, has returned to New York, and invites the attention of those requiring top-notch radio gags and continuities. Permanent residence, Hotel Taft.

### "BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and KOOL CIGARETTES  
WJZ-10 P. M. E.S.T.—Friday  
NBC Network  
Dir.: A. & S. LYONS, Inc.

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			

April 2  
Phyllis Kenny

April 3  
George Jessel Leslie Howard  
Peter Van Steeden

April 4  
Rosemary Lane Eddie East  
Mollie Steinberg Jay Freeman  
Bernice Berwin Ted McMichael





ACCORDING to a listener survey, "The Guiding Light" new air show by Irna Phillips, author of "Today's Children" has made the biggest percentage gain of any daytime show during its first nine weeks on the air. Bes Johnson was cast to take a lead in Miss Phillips' latest radio dramatization this week.

Joan Blaine, now on a vacash in the south, will stop off here on her return only long enough to arrange local business before heading eastward for rehearsals of her new network show.

Kaye Brinker, WBBM monologist, who writes her own humorous sketches, is sister of May Brinker Post, nationally known short story writer.

J. L. Van Volkenberg, ass't to president in charge of CBS Chi office, visiting KMOX in St. Louis.

Bob Guilbert, young NBC actor, has drawn the role assignment of Commander Don Winslow in the serial of the same name which made its debut last Monday over NBC from local WMAQ studios.

"Stage Mother" a play by Arch Oboler, fecund local scripter, will be the final presentation of the present series of Campana's Grand Hotel over the NBC-Red for Sunday. The show leaves the air for the summer having been on since last October.

Vivian Della Chiesa will appear as concert soloist on April 3 in Waukegan, Ill.

J. J. King, WBBM traffic manager, and Mrs. King are in Sarsota, Fla., for a vacash.

So great has been the sale of "Today's Children" in book form that the volume has been placed in circulating libraries here.

### Piping Bible Series

East St. Louis, Ill.—"The Bible Broadcaster", WTMV's 18-month-old Sunday morning religious feature currently fed to KFRU, will also be piped to WHO, Des Moines, starting Sunday.

● ● ● The Oscar Shaw-Carmela Ponselle show will continue through the summer. However, Shaw will introduce a one-man musical program for another sponsor featuring songs he's done on the Broadway stage during his career....Idea is built with his colored nurse, known as "Mammy"....Teddy Bergman is being considered as a feature on the Ford airing....Chevrolet auditioned UNKNOWN singers yesterday for their transcription series....Vic Whitman of Wilson, Powell & Hayward has an audition on a new show next week....Larry Hammond auditioned people at NBC yesterday for a script-show....Young & Rubicam and Blackett-Sample-Hummert had script show auditions....Rudy Vallee will do a "single" crossing the Atlantic for the two London programs....CBS is building a special studio for Edwin C. Hill and Jean Paul King, commentators....Studio is on the 17th floor....Eric Rolfe, formerly an actor on Phil Lord's "Gangbuster" program, will be the announcer on the show hereafter. No word as to his joining the CBS staff....Ann Harding of CBS is out sick again!

● ● ● The stunt pulled by CBS yesterday was a classic....we mean the "Battle of Wits" emanating from Chicago and New York and even letting the CBSingers from Washington add a word or two to the merry, madhouse which took the air on April Fool's Day....Idea was for the New York announcers to answer unknown feats on wordslinging put to them by the Chicago crowd and vice versa....Edward Murrow, Director of Talks, recently made European representative for CBS, acted as emcee from N. Y....Stan Thompson was the spokesman from Chi, and Don Ball did the questioning here....Paul Douglas did a "Man On The Street" imitation from here, kidding the other team....Don Hancock interviewed the Chi boys on what they thought of the boys here....Following this was a "high-pressure" commercial from both ends, "soft" commercial, and then "ad libbing" which was put to the contestants by the opposite crowd. Bob Trout from here did a good job talking about Peru, while Paul Luther from Chi talked about everything but the subject he was asked to discuss, mainly, insomnia—taking a mike to bed and describing the counting of sheep....Then came a talk during emergencies....High spot of the half-hour show, which should be put on as a steady monthly feature, was David Ross, who after a sentimental musical interlude paused for a moment and then recited "The Music Goes 'Round" in his distinguished manner, which was funnier than Grace Moore singing "Minnie the Moocher"....Washington, supposed to judge the winner, added more comedy by awarding the prize to Ed Murrow, who did a grand job.

● ● ● Emil Coleman leaves the St. Regis May 11 and Jacques Fray opens the roof....Basil Fomeem goes to the Pierre....Eddy Duchin turned down another week at the Paramount because he didn't want to double. He opens at the Grove in Hollywood, June....Guy Lombardo gets the Waldorf spot....Agnes Moorehead and John Kane have been added to the East and Dumke show....Victor made a new "jam" record with three bands—Fats Waller, Bunny Berigan and Tommy Dorsey....Byron Holliday has recovered from his broken arm and will return to his WOR show tomorrow....WBT, Charlotte, presented the Mayor, Ben E. Douglas, on the air—in the nude, describing a sweat bath....Jack Benny will observe his fifth anniversary as an air star May 2....Hershell Williams will return from his mysterious trek to the coast.

LOS ANGELES County Medical Association has bought weekly 15 minute periods on both KFI and KECA to carry on a campaign of public education on syphilis, first program of the kind here. Speaker will be S. K. Cohens, executive secretary of the association. Advance scripts, o.k.'d by station, treat subject frankly, using polite but understandable terms. Programs go on Thursday mornings, on KECA, Saturday mornings on KFI, campaign to run indefinitely.

Stuart MacHarrie, brother of Lindsay MacHarrie, is to take over the post as Western field manager for Transcription Co. of America, made vacant by the death of Ben Crose last week. J. M. Leaverton, former film and advertising executive, will take over MacHarrie's mid-western assignment.

General Paint Co., through Walter Biddick Co., has signed for 13 weeks disk series on KMTR. Program called General Paint Colorscope, goes Monday nights, 6:45 p.m., P.S.T. Similar contract on KMPC.

KNX, CBS outlet, will go on the air half hour earlier starting Monday, with Jack Kay's Sunrise Salute program enlarged from half hour to hour, starting at 6 a.m., P.S.T.

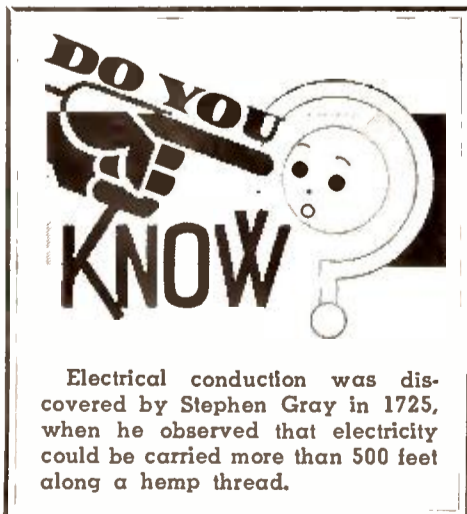
Clark Gardner, Iowa shrub and plant concern, signed long term contract for five minutes daily on KFAC, using disk plant talks. Placed by Northwest Advertising Co. of Seattle.

Gus Edwards' "Schooldays of the Air", which has been an hour variety feature on Monday nights on KFVB, hereafter will be sponsored by L. A. Soap Co., makers of White Kink soap. Contract for 52 weeks placed through Barnes Chase Advertising Co. Reported that sponsor is watching show carefully with possibility that it will be piped into a national network later.

Felix Mills, his orchestra, and guest soloists will start a Friday night half hour variety series Friday night for Bullocks department Store, Dana Jones agency. Program, dedicated to "stars of tomorrow", will seek new talent for featured guest spots. First program will use Thora Mathieson, soprano, and Jud Sloan, baritone, both of whom will have their first radio breaks on the program, and who are looked upon as promising finds. Program will be called "New Horizons".

Captain James Patrick O'Donovan, former British Army officer in India, has been signed for a daily series of sustaining 15-minute programs on KMTR. Tuesdays, Thursdays and Saturdays, he will chat about psychology of dreams; other days will tell war experiences.

Linnton Wells, war correspondent, radio commentator and author, left for quick trip to New York in connection with his new book, "Blood on the Moon", which Houghton-Mifflin just brought out.



Electrical conduction was discovered by Stephen Gray in 1725, when he observed that electricity could be carried more than 500 feet along a hemp thread.



**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**A**DELA ROGERS ST. JOHN says radio has given the femmes a political consciousness.....Feminine interest in such matters as the Nye-Fisch Bill, and Elsie Parrish, chambermaid, Miss St. John's choice for "Woman of the Week", because of whom the new minimum wage law for women was framed, has grown apace, because of it, according to the petite, effervescent scribe with the warmly significant voice....She rises before seven to speed her children schoolward, writes her news broadcast, delivers it, wearing slacks....then begins the day's work.... The St. John menage removed to Great Neck summer quarters yesterday, "because the children like it better".... Warmly approved Ann Harding's abdication from London success, "Candida", to tour with spouse Werner Janssen, relinquishing personal success for the marital variety....

▼ ▼  
*Mary Goodrich, Director of Greater Texas and Pan-American Exposition, was once with Benton & Bowles, subsequently with Pendleton, Dudley....Gertrude Bugard, WOR program dep't lass, in earnest converse with Bill McCune, Plaza ork leader.... When Helen King, now of Certified Contests, succeeded in convincing Harvard that graphology was an exact science, she lost interest in its commercial possibilities....Countess Olga Albani is an arthritis-victim.... Gretta Palmer, lady fourth estater who did a sustainer on WOR, returns to that station in a Walker Gordon commercial effective April 7, to be airwaved Wednesdays and Fridays 1-1:15, title to be "Gretta Palmer, Commentator"....*

▼ ▼  
*Diana Gaylen, ghost warbler for Garbo and de Havilland, to do a "one shot" on Pat Barnes' "Opera House" today at 11....Sue Baxter, who blazed a radio trail for vocalizers of the shade indigo, back in the airena to be heard Sunday a.m.s via WHN at 10:30....Eve Love conducting "long range" publicity campaign for Maestro Paul Whiteman.... Linda Lee, now with his entourage, taking curtain calls....Dorothy Allen of WMCA's copyright department is too, too expert with the candid camera....The Canovas took six people including a chauffeur, their mother, a secretary and three body-servants on their westward jaunt....Sydney Rayner of the Met to bring opera to the hausfrau as Ida Bailey Allen's ether-guest at a not-too-distant date....*

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 17 of a Series

**WNEW — NEW YORK**

1250 Kc.—1,000 Watts Night—2,500 Watts Day

**BERNICE JUDIS  
Mgr.**

**HERMAN BESS  
Comm'l Mgr.**

**W**NEW, the only 24-hour-a-day station in the east, is owned by Arty Bulova, and operated by the WBO Broadcasting Corp. It was established Feb. 13, 1934, as a result of a merger of stations WAAM, Newark, and WODA, Paterson. Today WNEW maintains a transmitter in Carlstadt, N. J., and its broadcast studios are located in New York City. The latest type, 424-foot, vertical antenna has been installed and the entire station is equipped for high fidelity broadcasting all hours of the day and night.

Since its inaugural date, when President Roosevelt pressed a button to set the wheels in motion, WNEW has concentrated on catering to the general public. Its special events department has been greatly responsible for swift success that has come to the station. WNEW was among the first stations to air the results of the Hauptmann trial, the Morro Castle disaster, Nazi Investigation Committee, ERB strikes, short wave descriptions of ship and Zeppelin arrivals, news of the rapidly growing airplane industry and timely sport broadcasts. WNEW will broadcast commercially 161 games played by the Newark baseball team this year.

On Feb. 4, 1935, WNEW established what was to become one of the largest money-making programs in commercial radio in New York. Martin Block and his "Make Believe Ballroom" today are heard 2½ hours a day, six days weekly, and every minute of that time is sponsored. On Aug. 2, 1935, WNEW had a two-fold celebration. It started its 24-hour-a-day schedule, and Stan Shaw began his daily broadcasts of "Milkman's Matinee." It is still broadcasting from 2-7 a.m. Oct. 1, 1935, Alan Courtney began his "Jymakers" program. Today there are 200,000 daily listeners to this show. Oct. 20, 1936, the FCC granted permission to WNEW to transfer from Newark to New York.

WNEW is managed by Bernice Judis, one of the few women to hold such a position in radio. Working under her is an able staff composed of Bobby Feldman and R. E. O'Dea, vice-presidents; Richard Morenus, program director; Hugh Boice, sales manager; William McGrath, production manager; Ted Webbe, chief announcer; Merle Pitt, musical director, and Sid Schwartz, publicity director.

★ **PROMOTION** ★

**KVOO Annual Students' Day**

KVOO, Tulsa, recently afforded an opportunity to more than 200 Tulsa Central High School students to participate in one day's entire activities of KVOO, handling all announcements, station breaks, selecting music, furnishing trios, soloists, even orchestras, writing many of the local programs—in fact, handling every activity except those of the engineering and commercial department.

This unique promotion, according to Station Manager W. B. Way, was a glowing success and will become an annual affair.

**Elizabeth Orch. Plans Series**

Elizabeth, N. J.—Chamber of Commerce and the directors of the Elizabeth Symphony Orchestra plan a series of six nation-wide broadcasts. The orchestra, a civic group, ranks as one of the most outstanding of its kind, and last Winter made a coast-to-coast broadcast.

**Gertrude Niesen to Tour**

Gertrude Niesen closes an 8-week engagement at the Chez Paree in Chicago on April 8 and will begin a stage tour the next day. First two cities will be Chicago and Detroit.

Paul Ross of Columbia Artists Inc. is booking the tour.

**Girls Run WESG for Day**

Highly successful results were experienced by WESG, Elmira, N. Y., from the recent stunt in which the station was run for a day by girls from Elmira College. The students not only handled the programs, but took part in the technical operation as well. The girls made a special hit in their commentating, which included sports, styles and current news.

Local newspapers gave the stunt a good deal of space. WESG is managed by Dale L. Taylor, with Norbert L. O'Brien as commercial manager.

**KCRC Supplement**

In celebration of the affiliation of KCRC, Enid, Okla., with the Mutual network, the Enid Morning News devoted a 10-page supplement to the local station.

Brightening up the pages with some color, the special supplement contained historical facts about KCRC, biographical data on its personnel, a lot of interesting information about radio in general, and a big batch of ads felicitating the station on its network hookup. All in all, the supplement put KCRC on an important plane.

**Coming Events**

April 6: Radio Corp. of America annual stockholders' meeting.

April 7: National Association of Broadcasters spring meeting of board of directors, Hotel Washington, Washington, D. C.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

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

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

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

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.

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

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

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.

**"Betty Moore" Series Ending**

Benjamin Moore & Co., will terminate its present series of "Betty Moore Triangle Club" programs on May 27. Program is heard on the NBC-Red network, Thursdays, 11:30-11:45 a.m.

**ONE MINUTE INTERVIEW**

JANE WEST

"Daytime listeners are the most loyal and devoted fans. In the evening there are too many distractions. Folks are having dinner or are getting ready for the theater or guests. Those who listen during the day are more avid in their desire for radio entertainment. They are also more friendly. They write to you. Somehow, you can be much more informal on a daytime airing than on an evening period."



## NEW BUSINESS

Signed by Stations

## WQXR, New York

Oxford University Press, half-hour weekly, to promote sale of "A Book of the Symphony"; Gardner Nursery Co., Osage, Ia., 5-minute disks; Hurok Attractions (Ballet Russe), spot series; Venida Products, renewal, 39 weeks, weather report thrice daily with brief commercial spot.

## WELL, New Haven

Famous Frankforts, "Senators of Song", comedy and song, starting April 4 at 1:15 p.m.

## WBRY, Waterbury

Waterbury Brewing Co., 6 daily UP news flashes through summer. Gives station 16 sponsored UP news periods daily, plus sponsored fashion review and sports roundup.

## WBNX, New York

Long Island Outfitting Co. (clothiers), 312 announcements in German, Polish and Italian, through Croyden Advertising agency; Ralph W. Merians Shoe Co., 15-minute weekly German musical program, 52 weeks, through Loewy Advertising agency; Pollyanna Shops, six weekly spots, 13 weeks; Rahmeyers, German spots, indefinite period; Angel Luggage Shop, spots; Hans Hansen, renewal, German musical hour, participating.

## WMT, Cedar Rapids-Waterloo

Partial list of business signed since Feb. 1: Wagner Motor, "Five Star Review"; Halligan's, "Halligan's Demitasse"; Tip-Top, "Famous Homes of Famous Americans"; Home Spec., "Over the Transom"; W. C. T. U., "Americans to the Rescue"; Rubber Ind., "A March for Today"; People's Furniture, Armstrong's, People's Grocery, Modern Laundry and Vega Separator, all for "Musical Clock"; Fels Naptha, "Scotty Views the News"; Iowa Soap, "WMT German Band"; B. F. Nelson, "Weather Master"; Wolf Hatchery, "Cornhuskers"; Westcott & Winks, "WMT German Band"; Hall-Ekfelt, "Fire-side Phantasy"; Jack Sprat Stores, "Newstime"; Cownie's Furs, "Teela Serenades"; Allied Chicks, "Chick Chats"; Bupane Gas, "Hillbillies"; Lettuce Growers, "Magic Kitchen"; Dr. Salsbury's Laboratory Program; Frankel's, "Style Talk"; Norge, "All Star Varieties"; Washington State Apples, "Magic Kitchen", Kelvinator, "Iowa Speaks"; Easy Washer, "Community Sing".

## WKBN Gets Pure Oil Series

Youngstown—The Pure Oil Co. will sponsor a new quarter hour Man on the Street broadcast over WKBN, with first airing Tuesday, 8:30-8:45 p.m. New production, set for 13 weeks, is called "Pure Oil Man on the Street," conducted by Chuck Seeman, who did similar street show over KTUL of Tulsa, and will be broadcast from front of Paramount theater. Theater tickets will be



## KEN MURRAY

with Oswald, Snirley Ross, Lud Gluskin's Orchestra  
Campbell's (Tomato Juice)  
CBS Network, Wednesdays, 8:30-9 p.m., EST.

F. Wallace Armstrong

## WEAK AND HASHY START MADE BY MURRAY AS BURNS AND ALLEN SUCCESSOR.

Besides the fact that the comedy routine was patterned along the same lines as the previous series with Ken Murray and Oswald, this new program replacing Burns and Allen made a psychologically bad beginning by spending a good part of the time in gagging about where to find a new idea for the show. Many listeners must have wondered what Murray was doing in the weeks when he should have been working

up ideas for his program. So, having no fresh ideas to serve, he started off with an imitation of some Eddie Cantor stuff, then into the verbal groping for new stuff, the usual amusing cross-fire bits in Oswald and his "Oh, Yeah!" were as comical as ever, a little comedy with vocalist Shirley Ross, who was good on the lines too, some by-play on Burns and Allen, and so to the conclusion.

For musical interludes, after a brief "I'm Talking Through My Hat" introduction, Miss Ross did a rather extended arrangement of "Sweet is the Word For You", the girl having a very likeable voice, and there was excellent work by Lud Gluskin's orchestra.

The apologetic nature of Murray's reshaped comedy material, however, blighted the show.

awarded to persons submitting questions usable on program.

Freitag Agency of Chicago set deal for Pure Oil, with Hale R. Talbot handling negotiations.

## Axton-Fisher Series on KXBY

Kansas City—Axton-Fisher Tobacco Co., New York (Twenty Grand cigarettes), has signed for a series of quarter-hour sports broadcasts on KXBY, the high-fidelity station here, Mondays through Saturdays, 5:45-6 p.m., beginning April 5. Walt Lochman will do the announcing. McCann-Erickson Inc., New York, placed the account.

## WFMD, Frederick, Md.

Kelvinator, spots; Sparton Radio Dealers, "Sparton Singers," live show, Sundays 12:45 p.m.; Norge Refrigerators, daily spots and two 15-min. disks weekly.

## KTSA, San Antonio

"Your Children" (Borden's Milk), poetry and organ music, Mondays, Wednesdays and Fridays, 9:45 a.m.; "Arm of the Law" (Bohnet's Bakery), 7 p.m., Fridays; "Headlines Behind the News" (Hertzberg Jewelry Co.), 9:45 p.m., Sundays; "It Happened To Me" (Service Finance Co.), true story dramatizations, 4:30 p.m., Sundays, all placed by S. R. "Steve" Wilhelm, head of the Payne Advertising Co.'s radio division.

## Crystals Renew on KVOO

Tulsa—Crazy Water Crystals have signed their second yearly contract for sponsorship of news broadcasts over KVOO. For their first year, Crystals purchased exclusive sponsorship, but now they share the daily news broadcasts with Hales-Mullaley Inc., RCA distributors, and Oklahoma Tire & Supply.

## COMMENTS

On Current Programs

## "Portraits in Oil"

Radio Division of the WPA puts on some worthwhile dramatic playlets over WHN. The past Wednesday evening, 7:30-8 p.m., there was a skit containing episodes from the life of the noted Italian artist, Leonardo da Vinci. Good writing and earnest acting usually marks these WPA presentations.

## Nino Martini

The "Chesterfield Presents" program of Wednesday evening (CBS, 9 p.m.) was exceptional. Not that this is unusual for the Chesterfield series, but the arrangement of "Casey Jones" by Andre Kostelanetz and the playing of the number by his orchestra gave more than ordinary pleasure. Nino Martini's repertoire of songs was well selected and delivered with fine spirit.

## At Random

...Last WPA "Professional Parade" (NBC-Blue, 9 p.m.) sounded a bit scrubby. Despite Fred Niblo's affable and cheery emceeing, there is something mournful about the program that makes many true troupers shie away from it.

...Fred Allen put on one of his very funniest sessions over the NBC-Red network Wednesday night. There seems to be no end to this ingenuity for comedy concoction—and especially for giving old comedy a new twist.

...Jessica Dragonnette and Charles Kullman were swell in "Naughty Marietta" bits over CBS network Wednesday night.

## Ruth Brine on Washington Trip

Chicago—Ruth Brine, WBBM femme commentator (sponsored), boarded the first non-stop plane between here and Washington, D. C., yesterday, following her stockyard broadcast for a series of interviews with capitol prominent.

She will spend today in the capitol doing stories with Mrs. Franklin D. Roosevelt, Senator Caraway and Federal officials, and will file first hand accounts to WBBM commentators, Truman Bradley, Ken Ellington and Tod Hunter.

Miss Brine returns to Chi via non-stop plane to be on hand for her regular Saturday afternoon broadcast.

## GUEST-ING

RUGGIERO RICCI, on Ford Sunday Evening Hour, April 11 (CBS, 9 p.m.).

CAPT. BOB BARTLETT, on "Cavalcade of America," April 7 (CBS, 8 p.m.).

Eddie Dowling at Advertising Club Luncheon, Thursday (WOR, 1:15 p.m.).

## WSJS "Street" Series Is Renewed by Sponsor

Winston-Salem, N. C.—The "Man on the Street" broadcasts, highly successful last fall, have been renewed for the spring and summer months over WSJS by a local drug chain. Broadcasts are handled in an informal and friendly manner by Chief Announcer Johnny Miller, and resumed Monday-Wednesday-Fridays at 12:30 p.m. from in front of one of the sponsor's three outlets. Crowds follow broadcasts to join in the fun and take a chance at winning dollars given for correct answers to questions of general interest.

WSJS promotes program by placards in drug stores, featuring different candid camera shots of broadcasts each week, and ads in newspapers.

Bigelow-Weavers' two electrically transcribed features, "Hollywood Room Recipes" and "Blubber Bergman," are running twice weekly each for the next 13 weeks over WSJS for two large furniture companies.

## Kelly Takes Over Tucker-Kelly

Tucker-Kelly and Associates, public relations and publicity firm, has been dissolved, and the business has been taken over by John Kelly, formerly director of publicity for Batten, Barton, Durstine & Osborn Inc. and prior to that with N. W. Ayer & Son. The present offices at 347 Madison Ave. will be maintained.

H. D. Allen will continue in the management of the business, specializing in sales promotion and industrial relations. He was formerly with Curtis Publishing Co. and later account executive for N. W. Ayer & Son.



**ORCHESTRAS  
MUSIC**

**R**AY NOBLE is penning a new theme melody for the Monday night Burns and Allen series starting over NBC April 12.

*Glen Gray and the Casa Loma Orchestra will furnish musical atmosphere for the "Coronation Ball" on May 12 at the Seventh Regiment Armory in New York City.*

Joe Howard's new music publishing firm makes its debut with "Born Lucky" as its initial offering. He's authored a new ditty titled "Meet Me at the World's Fair", a premature musical rendezvous at a spot soon to be internationally important.

*Zinn Arthur and his WNEW band are concentrating on making recordings. Today they wax eight sides for Master Records.*

The Student Symphony Orchestra, composed of 85 students from the Department of Music at the Carnegie Institute of Technology, to inaugurate a series of weekly programs over WOR and the MBS coast-to-coast, effective Saturday, April 3rd, 1:30 to 2 p.m.

*Freddy Martin has acquired a new vocalist for his swing ensemble. He's 20-year-old Pat Casey, whom Martin "discovered" singing in a nondescript Chicago night club.*

Bing Crosby will carol "Serenade in the Night" over the Red Network of NBC Thursday evening at 10. Mills Music, Inc. are the publishers.

*Ernest Hutcheson, internationally celebrated pianist, recently named to succeed John Erskine as Juilliard prexy, will be Wallerstein's soloist on the first "Music and You" broadcast upon which WOR and the Nat'l Music League will collaborate on April 8, 8-8:30 over a coast-to-coast network. Pierre Key, critic and editor of the "Musical Digest", will be commentator for at least three of the broadcasts and very possibly the series.*

Nano Rodrigo premieres in a new NBC sustainer tonight over a Southern Network, 9:30 to 10:00 p.m. Fridays. He's about to platter a series of most popular tunes.

*The winner of the Prix De Rome in Musical Composition, annual award of the American Academy in Rome, will be announced April 8 in the Eastman School of Music broadcast, 3:15 p.m. over the NBC-Blue. The prize composition for orchestra*

**At The Rainbow Room**  
**GLEN GRAY**  
and the  
**Casa Loma Orchestra**  
Management Rockwell-O'Keefe, Inc.  
Radio City, N. Y. and Hollywood



**Coast-to-Coast**



**R**AY DADY, news commentator at KWK, St. Louis, is bragging about his luck. He recently won the assignment to interview Gypsy Rose Lee and other "Ziegfeld Follies" stars backstage at the American Theater.

*Dr. John R. Brinkley, station operator of Del Rio, Tex., visited San Antonio with his wife and daughter, making trip in his own plane.*

Charles F. Quentin, technical supervisor for WMT, Cedar Rapids-Waterloo, made a week-end trip to Milwaukee to look at the engineering facilities of stations in that area.

*Spencer Allen, senior announcer and "Man on the Street" at WTMV, East St. Louis, is now doing a series of spell-downs as part of his street-casts.*

Gracie Barrie, songstress, and Dick Stabile, who is playing at the Wm. Penn, Pittsburgh, are reported near the altar. Miss Barrie and her mother were Easter visitors in the smoky city.

*Darrell V Martin, Pittsburgh Post-Gazette radio editor, has gone commercial with a thrice weekly spot sponsored by Brent Cleaners.*

Mr. and Mrs. James A. West (father is staff singer and hillbilly on WMBH, Joplin) are the parents of a boy.

*Ivan Black, assistant director of information in the Radio Workshop, will represent the WPA radio division at tomorrow's Eastern Public Speaking Conference in the Hotel New Yorker, 11:15 p.m.*

Everette Goins, nimble-fingered guitarist, is the latest addition to the

*and voice, will be played under the direction of Dr. Howard Hanson, director of the Eastman School, who will also interview the recipient of the prize during the broadcast.*

Duke Ellington and Ethel Waters were heard on Martin Block's "Make Believe Ballroom" yesterday in accordance with his recently resumed custom of having guest orchestras.

**Aurandt to Manage KFBI**

Paul Aurandt, announcer and script writer at KVOO, Tulsa, assumes charge of the Salina studio of KFBI, Abilene, Kas., on April 1. Aurandt has been with KVOO for more than two years and during that time has written a number of script shows, including a weekly dramatized half-hour show, entitled "Headlines of the Past." He has also presented a twice weekly Hollywood news report. In his new position, he will be manager of the Salina studios, and will aid in production for both studios, Salina and Abilene.

talent staff of WSJS, Winston-Salem, N. C. Back from a band and road show swing, Everette is currently featured on the weekly sustainer, "Songs by Southern", as accompanist with Elsie Tuttle for the blues songs of Inez Southern. Also has a solo spot on the program.

*L. W. "Watt" Stinson, chief engineer of KVOO, Tulsa, has spent a large portion of his time away from his transmitter during recent weeks. He has been summoned as a consulting engineer for KUOA, at Siloam Springs, Ark.*

Every Monday through Friday, "Pappy, Slim and Curley" come out of the hills to entertain listeners of WFMD, Frederick, Md. They are sponsored by Uncle Bob's Texas Crystals and mail response is big.

*Fred Hirsch, WTMV (East St. Louis) script writer, is appearing with the St. Louis Little Theater's production of "Celestial Holiday".*

"Brother Ben", ex-wrestler and Evangelist, is now airing his talks and revival choir on WTMV, East St. Louis.

*Jefferson Day Dinner of National Democratic Club will be aired over WOR at 10-11 p.m. April 10.*

WCAE, Pittsburgh, briefs: Ed Sprague's new night commercial sports program starts Monday.... "Gif" Bixbee of engineering staff is writing short stories.... Jim Schultz has installed a dial system enabling studio execs to take their choice of six programs.... Jimmy Murray's "Future All-Americans Club" is a commercial possibility.

**Additions at KVOO**

Tulsa—KVOO has five recent additions to its staff. Three are in the continuity department, including Fannie May Hart, formerly of a Wichita department store; Bob Jones, a department store ad writer, who is also writing a half-hour weekly series entitled "Headlines of the Past", and Harry Coleman, formerly with several archeological expeditions.

Toby Nevius, actor and writer, who is handling a 45-minute morning show, and Leslie Brooks, publicity man, are the other new members.

**Expo Honors Kostelanetz**

The Greater Texas and Pan-American Exposition, opening in Dallas, Tex., June 12, has appointed Andre Kostelanetz honorary musical director of the affair. Official award will be presented leader on the Chesterfield broadcast April 7 over the CBS net, 9-9:30 p.m.

☆ **F. C. C.** ☆  
**ACTIVITIES**

**APPLICATIONS RECEIVED**

WJNO, West Palm Beach. Auth. to transfer control of corp. to Jay O'Brien.

Sam Klaver & Nathan Belzer, Omaha. CP for new station. 1420 kc., 100 watts, unlimited.

NBC, Chicago. CP for new relay station. 31100, 34600, 37600, 40600 kc., 50 watts, and lic. to cover same.

WROK, Rockford, Ill. Auth. to transfer control of corp. to Rockford Consolidated Newspapers, Inc. 10 shares common stock.

**HEARINGS SCHEDULED**

May 13: Dallas Broadcasting Co., Dallas. CP for new station. 1500 kc., 100 watts, daytime.

Loyal K. King, Pasadena. CP for new station. 1480 kc., 250 watts, daytime.

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.

May 17: Utica Observer Dispatch, Inc., Utica, N. Y. CP for new station. 950 kc., 1 Kw., daytime.

Frazier Reams, Mansfield, Ohio. CP for new station. 1370 kc., 100 watts, daytime.

June 4: KLO, Ogden, Utah. CP for increase in power. 1400 kc., 1 Kw., 5 Kw. LS. unlimited.

Press-Union Publishing Co., Atlantic City. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

G. W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime.

R. W. Page Corp., Phenix City, Ala. CP for new station. 1240 kc., 250 watts, unlimited.

**George Higgins Appointed**

Minneapolis—George Higgins, director of sports activities of WTCN, Minneapolis Tribune and St. Paul Dispatch-Pioneer Press station, has been appointed as one of 12 officials for 1938 Big-10 basketball games. His selection follows a decision at the meeting of conference coaches in Chicago last December to designate as officials for the 1938 season the 12 officials who were rated highest at the close of the 1937 season.

Higgins, well-known throughout the Northwest for his sports broadcasts over WTCN, left recently for the training camp of Gabby Street's St. Paul team in Marshall, Tex., from where he will make a tour of other camps throughout the country preparatory to opening the baseball season for 1937. WTCN will broadcast all St. Paul American Association baseball games, with Higgins at the mike.

**"Lives of Saints" for WLW**

"Lives of the Saints", a Sunday 6 p.m. feature over WMCA, will be fed to WLW starting April 18, going to the Cincinnati station a half hour earlier.

**At the Rainbow Grill**  
**Emery Deutsch**

and His Orchestra  
Unusual, Romantic Music  
CBS Artist Bureau  
Management Rockwell-O'Keefe, Inc.  
Radio City, New York and Hollywood



## STATE-OWNED STATION IS PROPOSED IN JERSEY

(Continued from Page 1)

number of educational groups, including the State Teachers' Assn. In the proposal submitted to the governor the cost of installation of such a station is estimated at \$150,000, and yearly operating costs at \$25,000.

## Copyright Amendment Goes to Patents Comm.

Washington Bureau of THE RADIO DAILY

Washington — Bill introduced this week by Senator Morris Sheppard of Texas, proposing amendments to the copyright law making it necessary for authors, composers and publishers to identify the use they make of material in the public domain and leave the question of damages to the courts, has been referred to the Senate Patents Committee.

Measure has a provision to pay to copyright proprietor, in case of infringement by broadcasters, such damages as the court decides, provided responsibility and liability for use of copyrighted material in broadcasting on two or more stations simultaneously shall rest solely with station originating the performance.

Regarding liability of radio recording firms, liability would rest with the disk maker and agents. Sheppard said he did not expect to cooperate with the Duffy copyright bill.

## All-Italian Program Goes on 11 Stations

La Rosa Grade "A" Macaroni, sponsoring an all-Italian daily program on WOV, WRAX and three New England stations, will expand Sunday and take in the entire New York State Broadcasting System network of six stations, making 11 stations carrying the program, which will continue to originate from WOV. Talent includes the Italian "Teatro D'Arte" Dramatic company with Giuseppe Sterni, Amelia Sanandras, and Paul Dones.

## Norman Pierce to Chicago

Norman Pierce, the commercial voice on WMCA's "Three Little Funsters" program for the past seven years, has moved to Chicago to appear on the Lipton's Tea program over WMAQ.

## WEEI Salute 6:45 P.M.

Boston—The dedication ceremonies of WEEI will be aired from 6:45-7:30 p.m., and the open house at WEEI's transmitter will be held from 5-8 p.m. Through a misunderstanding, the time was previously given as 3-5 p.m.

## W. B. Lewis Laid Up

W. B. Lewis, CBS vice-president and director of broadcasts, has been confined to his home the past two days by a slight illness.

# ★ EQUIPMENT ★

## Station Improvements

Kansas City — With WDAF's new 420-foot vertical radiator nearing completion on the 52 acre tract in adjoining Johnson county, Kas., work has been started on the power house. The basement is in and contractors are beginning on the brick work. It will be almost three months before WDAF will be completely installed in the new transmitting station, at which time, remodeling and enlarging of the present studios in the Kansas City Star building will be started.

Omaha — John M. Henry, general manager of Central States Broadcasting Co., expects KOIL's new transmitter station to be completed within 90 days. The transmitter building, tower and ground system will cover 18 acres of rich Iowa farm land just three miles east of the South Omaha bridge toll house. The building will house KOIL's new 5,000-watt high fidelity RCA transmitter. The 300-foot antenna tower will be self-supporting with no guy wires. KOIL's studios remain in Omaha although the transmitter is in Iowa.

Wichita, Kas.—KANS has bought a new RCA field strength measuring set in order to supply quantitative coverage data.

Seattle—Newly inaugurated equipment at KIRO includes a 1000-watt Western Electric high fidelity transmitter of latest design, a new 189-foot Blaw-Knox vertical radiator tower, and other improvements.

Buffalo—WEBR has asked FCC permission to build a new transmitter and vertical antenna.

Texarkana, Tex.—Construction permit to make changes in transmitting equipment and increase power has been requested by KCMC.

Chicago — WGES, which recently applied to the FCC for permit to change equipment and move its transmitter, has amended its application to include a vertical antenna.

Albuquerque, N. M. — Equipment changes, move of transmitter and change in power are contemplated by KGGM.

Wilkes-Barre, Pa.—WBRE has applied for FCC permit to move its transmitter and install vertical antenna.

Gadsden, Ala.—Authority to install automatic frequency control has been asked by WJBY.

Des Moines—KRNT has asked the FCC for a license to cover construction permit for new equipment, directional antenna and increase in power.

## Brush Moves to Own Building

Brush Development Co., Cleveland, yesterday moved to its own building at 3311 Perkins Avenue. The growth of this Cleveland company which has made its name and products known throughout the world, has more than kept pace with the growth of the electronic industry. It has enlarged its facilities from 1,000 square feet in

1932 to its present four story building, and increased the number of its employees accordingly.

## New Du Mont Cathode Ray Tube

A two inch Cathode Ray Tube type 24-XH has recently been developed by Allen B. Du Mont Laboratories, Inc., Upper Montclair, N. J.

This tube is of the high vacuum type with four electrostatic deflection plates, two common, mounted in a glass envelope having a full two inch fluorescent screen. It is 7½ inch overall in length and a large octal base making this tube interchangeable with the 913. From 300 to 600 volts may be used on the second anode. The 24-XH is a practical tube for all routine operations where economy and compactness is essential without sacrificing screen area.

## Burgess Electric Headlight

Burgess Battery Co. of Freeport, Ill., has put out a new electric headlight, designated as No. 109, designed to be of special use to trouble shooters. The light fastens by a strap around the head, hat or cap. It is focusing so that any type of beam may be thrown, and is adjustable so that the beam may be pointed in any direction by the user. The device has safety features, and there also is a clip on one side which permits fastening on a belt.

## Radio Service Encyclopedia

Newest book prepared especially for radio serviceman is Mallory's Encyclopedia, published by P. R. Mallory & Co., Inc., Indianapolis. This volume gives complete service data on more than 12,000 receiver models—given in 99 pages of tables. In one listing it gives volume control, tone control, filter condensers, vibrator, and transformer data, together with reference to circuits employed. I. F. peaks are given for the superhets.

Latter half of book is devoted to easily understood technical descriptions of circuits, measuring and testing devices, antennas, auto radio interference, alignment, AFC, proper replacement of various parts.

Nineteen pages are devoted to tube data. Decibel tables, resistance and reactance charts, transformer design data are also included.

## Install Sound Proof Doors

In connection with the plant enlargement of the NBC studios in Merchandise Mart, Chicago, 27 of the Evanston Sound Proof Doors put out by Irving Hamlin, Evanston, Ill., were installed. The WBBM studios, Wrigley Building, Chicago, also has installed 23 of these doors in the past year.

Hamlin invented a special type of Modified Door for use principally in broadcasting studios.

## WMT EARLY A.M. SHOW SELL-OUT IN TWO WEEKS

WMT, Cedar Rapids-Waterloo, member of the Iowa web, recently introduced to the Iowa airwaves an early morning program which in two weeks after the starting date was sold solid across the board Monday through Saturday, with a waiting list for sponsors which will carry the program on throughout the current year. Program is known as "The Musical Clock" and first hit the air when Iowa roads were knee deep with snow and traffic was at a standstill.

Doug Grant, program director for WMT, first conceived the idea of giving out weather, temperature and road reports from various points in the coverage territory of the station, instead of limiting this information to people living in Cedar Rapids.

Benne Alter, WMT announcer, acts as "timekeeper" on the program and carries the show through a full hour every morning except Sunday. Telegrams from twelve cities in Iowa keep him well posted as to the condition of roads, etc. Alter has designed the program in a scientific manner in order to bring to the ear of the listener a pleasing selection of numbers without needless repetition of musical types. No piece is heard on the program more than once in every two weeks unless it is a different arrangement played by another of the countries outstanding orchestras.

Show is broken up in 15-minute pieces and sold to sponsors. On a recent check of mail the program pulled better than 2,000 letters on six announcements offering a \$39 prize. Time signals are given on the program each five minutes throughout the broadcast, which has already shown itself to be one of WMT's most popular programs and one of the best early morning shows in the middle-west.

## "Tiny" Ruffner Heads R. & R. Coast Radio Dep't

(Continued from Page 1)

ties. Ruffner immediately becomes producer of the Al Jolson Rinso program on CBS, replacing Cecil Underwood, who resigns from the agency today.

## Barnyard Library

Tulsa—The engineers and production men of KVOO have just completed a "Barnyard transcription library."

During a recent poultry and stock show held in Tulsa, engineers and production men moved the portable transcription equipment to the show. Several days were spent in obtaining transcription sound effects of cows, chickens, hogs, and horses.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 39

NEW YORK, MONDAY, APRIL 5, 1937

FIVE CENTS

# Lift Music Restrictions

## DE ANGELO RESIGNS AGENCY RADIO POST

Carlo De Angelo, for the past six months radio director for Lennen & Mitchell Inc., has resigned. Mann Holliner will fill in for the time being at least and work on production of the Woodbury "Rippling Rhythm" Sunday night show and the "Follow the Moon" afternoon script program.

De Angelo's resignation is attributed to the fact that he understood that he was to have free hand in running radio department, when he joined late last summer. This, it is said, failed to develop to De Angelo's satisfaction. He was formerly with N. W. Ayer & Son Inc., and more recently with The Blackman Co. Has a background of long stage and Hollywood experience.

## Chicago Cubs Sponsor WBBM "Dugout" Series

Chicago—"Dugout Dope," ten-minute interviews preceding each baseball game at Wrigley field this season, will be sponsored over WBBM by the Cubs, Chicago National League team, it is announced by H. Leslie Atlass, CBS vice-president. George Sutherland will handle the interviews.

Home games of the Cubs and Sox will be sponsored alternately by General Mills and Vacuum Oil.

## Free-Tread Readying NBC Disk Campaign

Free-Tread shoes through Hughes, Wolff & Co., Rochester, N. Y., is placing a series of 15 five-minute RCA-Victor transcriptions on an unannounced list of stations. NBC transcription department produced the disks.

### Newscaster School

Columbia, Mo.—KFRU in cooperation with University of Missouri School of Journalism is giving students of the school a chance to qualify as newscasters. Five different students daily present a news program, which they prepare themselves, over KFRU. Lads get training, station gets variety of voices and news styles.

### WWJ Finds 'Em

Detroit—Bill Mishler's "Missing Persons Bureau," daily except Sunday sponsored feature on WWJ, Detroit News station, has located 175 missing persons in a year.

Queries have come from 40 states and lost ones have been found in 12.

## MORE CBS PROGRAMS FROM SAN FRANCISCO

West Coast Bureau of THE RADIO DAILY

Los Angeles—Preparatory to more CBS shows originating from San Francisco, work is to start immediately on what will virtually amount to a two story building to house the new CBS-KFSO San Francisco studios, atop the Palace Hotel, over the ballroom, it is announced by Donald W. Thornburgh, CBS vice-pres. on Coast. Both the new studio and new transmitter are to be ready for service within four months.

Studios and offices will use space over the ballroom, which is a one-story part of the otherwise 14-story building. There will be two large studios, two mediums and one small,

(Continued on Page 3)

### INS Free Trial Period Up

International News Service today completes the two-week free trial period of its short wave news broadcasts and will continue on with the service, according to Walter E. Moss, INS sales manager. Moss said several stations had been signed for the service.

In the new Lucky Strike—Edwin C. Hill series that begins today on CBS, Mondays through Fridays, 12:15-12:30 p.m., INS news reports will be used exclusively.

## Publishers Loosen Up on Film Songs Used in Sustaining Programs, Obviating Title Mention

## PACIFIC NORTHWEST IN CO-OP CAMPAIGN

Portland, Ore. — Radio will figure importantly in an advertising drive undertaken by MacWilkins & Cole agency here for the Columbia Empire Industries, Inc. The co-operative campaign is to stimulate consumer interest in thousands of products grown or manufactured in the Northwest.

## New Studios of KFRU Being Dedicated April 10

Columbia, Mo.—Dedication of KFRU's new studios, speech input system, transmitter and offices has been set for April 10, with a special four-hour program being arranged by George Guyan and Clair Callihan, KFRU production executives. Talks by Governor Stark, Mayor Pollard and other notables will be part of the ceremonies.

## Morning Hours Pull In the Milwaukee Area

Milwaukee—Republic Steel, on a 6:45 a.m. program offering a saucepan as premium, pulled 700 to 800 letters a month via WTMJ, the Milwaukee Journal station states. Olson Rug Co., at 7:15 a.m., got 200 letters a week requesting catalogs.

Decision of Local 802 of the American Federation of Musicians to put into effect the resolution passed over a year ago banning mention of film sources of hit tunes on sustainings unless the musicians are paid as though playing a commercial broadcast, has resulted in several of the leading publishers controlling film music lifting the restrictions for sustaining shows.

Anti-movie plug movement got under way in Chicago, where James Petrillo, local union head, did away

(Continued on Page 6)

## Proposed Maine Bill Would Aid Reception

Augusta, Me.—A movement is on foot to secure suspension of the rules in both branches of the Legislature to permit introduction of a bill intended to help radio reception in all parts of the state. If the rules cannot be suspended, the measure is to be introduced at next session

## Short Wave Plan Seen At International Meet

Brussels—Belief that plan for systematically distributing short wave lengths over the whole world will be worked out at next year's annual convention of the Union Internationale de Radiodiffusion was expressed by Raymond Brailard, director of the International Control Station here, following his return from the convention in Berlin, where 94 delegates from 23 European countries took part.

## ★ THE WEEK IN RADIO ★

### ... CBS Resumes Tele Activity

By M. H. SHAPIRO

AFTER a lapse of several years of actual experimentation, CBS began preparations on a huge scale, to take an active part in the television picture. Although FCC permission is awaited officially, it is not expected that there will be any hitch in this direction. Acquisition of the Chrysler building tower appears to be a fortunate move . . . by the time the World's Fair arrives across the river, tele will most likely have

come into its own . . . RCA did well also, selling some \$500,000 worth of equipment, or at least getting the order for the apparatus. . . .

Coincidental with the tele expenditures announced for the future, CBS also contracted to spend \$500,000 for a new transmitter and studios in San Francisco. KFSO will get the new transmitter. . . .

Old-time mellers and former film

(Continued on Page 2)

### First 10 Years

Los Angeles — NBC's Western Division celebrates its tenth anniversary today, looking back over its growth from a small network of western stations to what now amounts to a broadcasting empire with two networks stretching from KGU, Honolulu, to KOHL and KGIR, Montana. Don Gilman, coast chief, has been at the helm for almost the entire decade.





## ★ THE WEEK IN RADIO ★

... CBS Resumes Tele Activity

(Continued from Page 1)

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DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Saturday, April 3)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171½	171	171½	+ ½
Crosley Radio	23¾	23¾	23¾	— ¼
Gen. Electric	56¾	56¾	56¾	— ¼
North American	26¼	25¾	25¾	+ ¼
RCA Common	11	10¾	10¾	— ¼
RCA First Pfd.	74¾	74¾	74¾	— ¼
Stewart Warner	18½	18½	18½	— ¼
Zenith Radio	34	34	34	— ¼

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16¾	16¾	16¾	— ¼
Majestic	4¾	4¾	4¾	— ¼
Nat. Union Radio	3	3	3	— ¼

### Renew Beatrice Lillie

Beatrice Lillie, the featured star of the Sterling Products "Broadway Merry-Go-Round" (Dr. Lyons Tooth Powder) program on the NBC-Blue, Wednesdays, 8-8:30 p.m., has been signed for another 13 week run, effective May 5. Air Features Inc. produces the show.

### New Series for Rodheaver

Homer Rodheaver, last heard on the air over the CBS network, will begin a new series of sustaining broadcasts over the New York State Broadcasting System on April 7. Program to be aired Monday, Wednesday and Friday, 6:30-6:45 p.m., will be called "The Hymn Singer." Show will be broadcast over WINS, WABY, WIBX, WMBO, WSAY and WBNY.

BIRTHDAYS						
1	9	3	7			
SUN	MON	TUE	WED	THU	FRI	SAT
2	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

April 5

Greetings from Radio Daily

to

William McGrath  
Marjorie Whitney

stars of the silent era will be heard on a new series scheduled by Mutual sometime this month . . . also one other Coast show of the community sing and comedy type . . . both originating in Don Lee studios . . . Anti-Ascap legislation continues to make itself felt, the annual ASCAP meet resulting in part in a symposium that blamed radio for such troubles. . . .

Great Atlantic & Pacific Tea Co. ran afoul of CBS rules against propaganda and talks of controversial nature. A. & P. suddenly scheduled two talks against the chain store legislation proposed in Pennsylvania, and when WCAU and other CBS outlets said they couldn't inject the two long talks, A. & P. plus other chain store outlets took several full page ads in big Pennsy cities reproducing the talks in question and rapping radio for keeping them off the network . . . Dr. Leon Levy of WCAU offered time to both opponents and proponents free, but not on the commercial show. . . .

Women's National Radio Committee made their annual award at a luncheon Wednesday at the St. Regis . . . while some sources admit the WNRC does some good . . . considerable fault could also be found with

some of their findings . . . and perhaps methods . . . Anyhow, CBS seemed to come out on top.

CBS launched its fourth study of listening areas by a free offer, keying each other in order to analyse the particular announcement that resulted in the listener taking pen in hand . . . WLW wire Eastward with sustaining programs etc., seemed to be still held in abeyance, although today was stated as being the day they are to start . . . Department of Commerce figures revealed that in 1935, radio got 15.6 per cent of all advertising . . . Findings of the Joint Committee on Radio Research headed by Paul F. Peter, will probably be reported around June 1 . . . FCC was optimistic over the Havana confab of the Inter-American Radio Conference. . . .

Jack Howard, elected president of Continental Radio, Scripps-Howard subsidiary, and M. H. Aylesworth, former NBC and RCA official, became a member of the board . . . February radio exports increased \$545,000 over same period a year ago . . . NBC added three more outlets . . . 124 total . . . State of New Jersey considering state owned station.

### Herschell Hart Resumes

Detroit — "Gossip of the Stars," Herschell Hart's chatter about radio people, has resumed on WWJ for its usual summertime sponsor, Star Carpet Cleaning Co., with Hoagy Carmichael's "Star Dust" as the appropriate theme. Hart, radio editor of the Detroit News, and writer of the daily and Sunday column, "Air Gossip," knows most of the stars personally, since he often visits New York and Chicago radio lanes, and thus is able to keep his "gossip" packed with more or less inside stuff.

### Paul White Married

Paul White, director of public affairs for CBS, was married last week to Mrs. Sue Taylor Hammond in Clarendon, W. Va. Couple sail April 14 on the Georgic for London. White will supervise CBS coverage of the coronation while in England.

### "Harlem Court" Auditioning

West Coast Bureau of THE RADIO DAILY  
Los Angeles — "Harlem Night Court," new air show now rehearsing at NBC with Clarence Muse and the Hall Johnson Choir featured, is being auditioned early this week for national sponsorship. James Cook of the Murray Ellman-Jack A. Steinberg agency is representing the program.

### Gilman Airs Press 'View

San Francisco—Press interview being held today by Don E. Gilman, NBC vice-pres., on tenth anniversary of NBC's western division, will be aired via NBC-Blue at 1 p.m. PST.

### Seven New Commercials Are Signed by WMCA

WMCA sales department set seven new commercials last week, as follows:

Alexander's Department Store, "Quizdom Court," half-hour, 12 weeks.

Michael Brothers, "Gerald Griffen's Hour," 13 weeks.

Madison Personal Loan, 49 spots a week, 52 weeks. Also Radio Recording Inc. set deal.

Western Growers Protective Ass'n (lettuce), 12 spots daily ending April 7. J. Walter Thompson Co. agency.

Emmerson Drug Co. (Bromo-Seltzer), 300 spots over a period of one year. J. Walter Thompson agency.

Vick Chemical Co. (Vapo-rub and Vatronol), daily 100 word spots to run until April 8. Morse International Inc. agency.

Procter & Gamble (Camay soap), beginning April 27, three days, 20 spots. Pedlar & Ryan Inc. agency.

### Selena Royle for "Rhythm"

Selena Royle, stage star, has joined NBC's Sunday night "Rippling Rhythm Revue," with Frank Parker and Shep Fields.

## COMING and GOING

E. C. MILLS, general manager of ASCAP, is back from trip to Minneapolis.

JACK LAVIN, manager of Paul Whiteman, is in Chicago preparing for Paul's opening at Drake Hotel.

BURT McMURTRIE has gone to Hollywood, joining the Canovas on production for Woodbury show.

DR. W. E. WEISS, chairman of the board of Sterling Products, and MRS. WEISS, sailed aboard the Conte di Savoia on Saturday for Naples.

ATHERTON W. HOBLER of Benton & Bowles left Friday for Hollywood.

CHARLES H. MORSE, president of Fairbanks-Morse Co., also sailed on the Savoia.

FULTON DENT, radio director of Frank Presbrey Co., is in Chicago for a week's visit.

CHARLES M. KAPLAN, member of WIP sales staff, returned last week from a 9,000 mile vacation trip which took him through California and Mexico being away three months.

VICTOR DALTON, owner of KMTR, Hollywood, is stopping at the Essex House in New York. Will leave for home today.

Mlle. NADIA BOULANGER, head of the Department of Composition of the Fontainebleau School of Music and of the Ecole Normale, arrives today aboard the Queen Mary. While here, she will conduct a series of broadcast via NBC on "Masters and Masterpieces of French Music."

H. R. GROSS, chief of WHO's news department, left Omaha on Saturday for a week or ten days in New York, Washington on business for the Central Broadcasting Co.

HENRY HEYWARD of Wilson, Powell & Heyward has gone south for a Florida vacation.

### Reception to McCosker

A reception in honor of Alfred J. McCosker, chairman of Mutual system, will follow Thursday night's initial broadcast of the National Music League's "Music and You" series over WOR-Mutual. Ernest Hutcheson will be guest artist.

## PHENOMENAL!

This Universal Demand  
for  
THE SUNDAY PLAYERS



52 half-hour Bible Dramas recorded and ready . . . an audition plan that rarely fails . . . two complete programs with complete data \$5.00 C.O.D.

MERTENS AND PRICE, Inc.

1240 South Main Street  
Los Angeles, California

### LEO SAYS:

WHN  
Your favorite columnist may be first in blessed events—but WHN is first in sporting events!

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





## MORE CBS PROGRAMS FROM SAN FRANCISCO

(Continued from Page 1)

with no provision for audiences beyond small groups in sponsor booths. Transmitter is to be single tower type, 350 feet high, and almost an exact duplicate of the new one in Boston. It will be on the San Francisco side, about two miles South of the bridge ramp, on a projection that will give it 200 degrees of salt water.

### WROL Biz Up 38.2% During First Quarter

Knoxville, Tenn. — Business of WROL for the first quarter of this year shows an increase of 38.2 per cent over the same period of 1936, the station announces.

### Jack Barry Joining WJSV

Philadelphia — Jack Barry resigns from the announcing staff at WIP effective next Saturday to join the Special Events staff of CBS at WJSV, Washington, D. C.

### New WMCA Variety Show

"Merchants in Melody," variety show with Ruth Howard, daughter of Tom Howard, and Roy Campbell's Beau Brummels makes its bow over WMCA at 9:30-9:45 p.m. tomorrow.

## NEW PROGRAMS—IDEAS

### WWJ Health Service Series

WWJ — The Detroit News station, feeling that it has a definite civic duty as an educational force and a moulder of public opinion, is taking a vigorous part in the campaign to stamp out tuberculosis in Detroit. Purposing to make the public aware of conditions which foster tuberculosis, of the need for early treatment, and of the newest methods of science in combatting all diseases, WWJ is producing a series of Wednesday night dramas, entitled "Death Fighters," based on the writings of Paul De Kruif, who personally assisted WWJ's Mel Wissman in the script. These plays, acted by the Detroit News Players under the direction of Wynn Wright, are produced in cooperation with the Detroit Board of Health, and the Wayne County Medical Association. Since the series began requests for script material and production plans have been made on WWJ by a number of large cities.

### Sleeping Habits

Sally Woodward, well-known woman commentator for WWJ—The Detroit News, has started a program dealing with the sleeping habits of most of the peoples of the world. Her little talks, sponsored by Progress Bedding Co., are proving that Mor-

pheus has kept pace with the times, maybe a little ahead of them.

### Utility Company Series

Columbia, Mo. — Missouri Light & Power Co. is sponsoring six 15-minute dramatic programs a week on KFRU. The programs begin with the origin of light and heat during the cave man era tracing the development of artificial light to the present day. Dave Fredericks, special feature writer of KFRU, is in charge of writing and producing the program.

### Catch-as-Catch-Can Quiz

Columbia, Mo.—Clancy Fish, one of KFRU transmitter's engineers, Wallace Mosier, script and continuity writer and George Guyan, program director, got their heads together one day and out of the huddle "Catch-As-Catch-Can" was born. The idea behind this novel program was to provide an interesting as well as educational feature for the listeners. Three members of the staff of KFRU, and a Mystery Man, participate on the program by attempting to catch the others with tricky questions which are suggested by the listeners.

The questions range from A to Z, such as "What is the area of the United States in square miles?" and

## 18 HALF-HOURS WEEKLY FOR ZEKE MANNERS' GANG

Zeke Manners and his Gang, now doing 12 half-hour broadcasts weekly via WMCA sponsored by Consolidated Drugs, start a new series today via WNEW in addition to their 12 WMCA shows. This brings the total up to 18 half-hours weekly, a new high in half-hour shows sponsored by one product with one definite act. Manners' airings on WMCA are 10-10:30 a.m. and 2:30-3 p.m. WNEW will also feature them six days per week, 10-10:30 p.m.

### Pilot Award to Chesterfield

Pilot Radio Weekly award of merit for the outstanding broadcast of the past week has been awarded to the Chesterfield program starring Andre Kostelanetz and Nino Martini.

"What animal can see just as well from behind as he can in front?"—the answer to the latter being a "blind horse." The part played by the mystery man is to act as time-keeper and to decide which of the participants answered the question the most correctly. The mystery man remains absolutely silent on the program except for an occasional ringing of the gong to stop the hilarity, and keeps the program running smoothly by gestures.

# Inaugurating for Grapenuts

A New Series of Broadcasts  
April 12. NBC-Red Network  
Mondays—8-8:30 P. M. E.S.T.  
6:30-7 P. M. P.S.T.

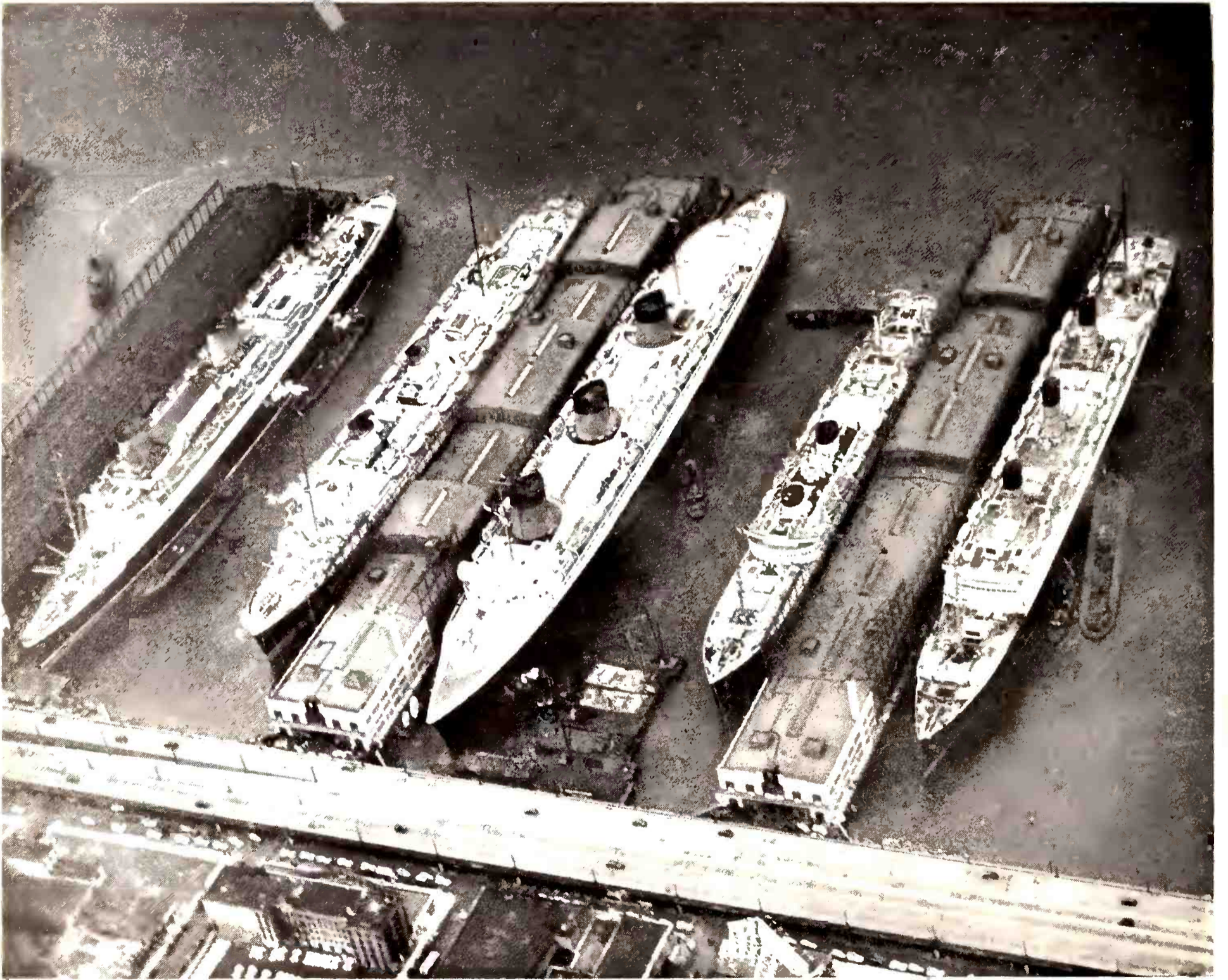
**GEORGE BURNS**  
and  
**GRACIE ALLEN**

Direction Lester Hammel  
William Morris Agency

Young & Rubicam Agency



THEY ALL GET





# ACROSS

Suppose the *Normandie* (center) were the only boat in this group to carry passengers to Europe. That would be dandy for the French Line. But pretty rough on the other four liners — and on most of the thousands who want to go to Europe every week in the year.

As a matter of fact, none of these boats crosses and recrosses the Atlantic just for fun. Each has its following; each has its *individual* advantages. And each fulfills the purpose for which it was launched. Each carries its passengers to Europe.

Suppose people could listen to the radio for *only* a single hour each day. Or *only* on alternate Tuesdays. How nice for some programs! But not so good for the public. Actually, there are no "magic" hours — or days — in radio. People listen all day long; people respond to radio at every hour of the broadcasting day. The 16 hours-a-day of Columbia programs — and the Columbia sponsors who buy time *throughout the day* — are proof conclusive that there is (luckily) more than one way, and more than one time, to "get across" on the air!



## THE COLUMBIA BROADCASTING SYSTEM



# Los Angeles

**P**LANS for the new CBS Coast studios have been placed with Los Angeles Building Commission for approval, and William Simpson Co., contractor, started takings bids for sub contracting. Studios to be completed by December. Street floor front will be let to a bank, advertising agencies and other tenants, with studios and offices entered from a patio off the street.

Mertens & Price announce sale of 52 Sunday Players disks to KLO, Ogden.

Orange network will do an exclusive broadcast from Governor Merriam Tuesday on "The State of the State," originating in Sacramento.

Irma Phillips, author of Chicago's Today's Children; Carl Wester, Chicago sales staff, and Emmons Carlson, production department, are vacationing from NBC's Chicago offices.

Associated Cinema has started a Special Events department to service sound truck, P.A. systems and radio installation for theater premieres and civic meetings. Also has taken option on adjacent property which, if exercised, will see an addition that will double present floor space.

Roi Tan cigars' "Man to Man," local on KNX, starts this week as a CBS Coast net Monday evening program. Gary Breckner and Clary Settell, "the Old Observer," do it.

NBC Artist Bureau has farmed Walter Cassell, baritone, for four guest appearances on Chevrolet's Rubloff program when it starts airing from the Coast, over CBS.

Tommy Harris and his Moonglow Melodies (Moonglow Nail Polish, Aubrey, Moore & Wallace agency) renewed for 13 weeks.

E. C. Uhlhorn, formerly with Frank Wright & Associates, agency, San Francisco, has switched to the selling end, joined sales staff of KEHE and Orange net.

Guaranty Union Life Insurance Co. will sponsor a daily 15-minute news period on KMPC, to run four weeks. Stodel Advertising Co. is agency.

## Pat O'Toole Joining CBS

F. Patrick (Pat) O'Toole, contact and promotion man for United Air lines, is resigning to join CBS publicity department on April 12. He will be an idea and personal contact man on the press staff, under Don Higgins.

## 14 NBC Eclipse Broadcasts

NBC will present a series of 14 broadcasts from the National Geographic Society-U. S. Navy total eclipse expedition, April 10 to June 8.

## Schlepperman Auditioning

Sam (Schlepperman) Hearn is in town auditioning a show called "Schlepperman Enterprises" for Jello.

# MAIN STREET

WITH OL' SCOOPS DAILY

● ● ● Willie and Eugene Howard are off Manhattan Merry-Go-Round before they even started! Bert Lahr gets the spot permanently Sunday!... Don't be surprised to learn that the NBC-Ford show which switches to Saturday night will be heard via CBS instead.... Seems they can't get a clear channel across the country.... The deal for Kool-Raleigh ciggies to send Tommy Dorsey-Jack Pearl, et al. to Louisville for the derby is off.... Jack Pearl, Cliff Hall and Paul Stewart, however, may be the only ones to go, provided plane accommodations are made.... Morton Bowe has an optional contract during the summer series.... Tommy remains at the Commodore until May 1, but has already signed contracts opening Sept. 30.... Paul Tremaine (with the greatest instrumental band of his career) follows Jack Denny into the Merry-Go-Round. Jack opens there Friday.... Lennie Hayton opens at the New Yorker Thursday.... Alan Kent will be the announcer on the balance of the Gladys Swarthout series.... Zeppo Marx had three advertising execs view Joe Besser in Philly last week as a possible bet for the air—and he clicked big with them.... Sam Carlton is off the Mickey Alpert-Brewster Morgan-CBS show.... Ted Lewis' sensational performance on Kate Smith's Band Wagon last Thursday may get him the job during Kate's leave this summer.

● ● ● Young & Rubicam auditioned 45 people the other day—voices for commercials.... Harry von Zell will remain on his shows until the end of July, when the new talent replaces the present lineup, and then vacation in Hollywood for a month.... Martha Mears with Vic Arden's band start a series of 26 weeks of transcriptions today for a lubricating concern.... Parks Johnson is mourning the death of his father-in-law, who passed on in Texas on Friday.... Aside to the Broadway crowd: Edward J. Fishman is doing great things for Rockwell-O'Keefe on the coast.... Jack Bertall joins Lou Irwin.

● ● ● "We're all Pixilated".... Everyone has some mannerism or idiosyncrasy which is so typical of him that many times this peculiarity takes the place of his name.... We, for instance, will every now and then clinch the nose with the thumb and index finger, whereas Ralph Wonders does this constantly between the placing of a match to an already lit cigar.... Donald Flamm, while talking to a person, will cock his head over to a side.... Oscar Shaw will jingle coins as he talks, not intending to be bored or impolite, while Harry Leedy continuously swings his watch chain around his finger, and Bill Burton, having seen distinguished men in the movies clean their pince-nez glasses, does the same.... When you're talking to K. K. Hansen on the phone and you hear a thud over the wire, rest assured that K. K. is up to his old tricks of cleaning his desk while talking.... Don't know what Joe Glaser's going to do when we'll have television units attached to our phones, because the party on the other end will view the nude women he draws consistently.

● ● ● Tiny Ruffner may easily be recognized by his height, though if you should see him sitting, he's tying his shoe laces and adjusting his garter.... Another garter-picker-upper is Jack Whittemore, who will bow down during an important conversation to attend to this task.... Ted Collins, when he isn't smiling from ear to ear, will be noticed brushing the tip of his turned-up nose across the back of his hand.... Harry Squires is in Lester Lee's class as a lobe-puller.... David Ross just brushes his hair with his fingers, whereas Mike Nidorf will use a comb when he isn't biting a pencil.

# Chicago

Gertrude Niesen will appear in person at the Chicago theater for week beginning April 9.

Willard Waterman, NBC actor, has announced his engagement to Mary Anna Theleen of Kenosha.

Laurette Fillbrandt, NBC actress, minus her appendix.

Charles Lyons, announcer, back from Hollywood.

C. L. Menser, NBC Central Division production manager, piloted his own airship to Bloomington, Ind., to address the national convention of Theta Alpha Phi, honorary dramatic fraternity on Friday.

Russell Sturgis, engineer in the control room for Vic and Sade for the last two and a half years, is sporting a 21-jewel watch from Art Van Harvey, Bernadine Flynn, Billy Idelson and Announcer Bob Brown. Sturgis has been transferred to new duties in the network's master control room.

Ford Pearson, NBC announcer, has gained such a considerable nautical rep around these parts that they are calling him "Captain Bligh."

National Barn Dance is aired in Germany on Sundays from 3-4 a.m., a short wave fan writes WLS.

## Music Restrictions

### Lifted by Publishers

(Continued from Page 1)

with all sustaining and remote control broadcasting of any mention of film titles. Pressure on the New York local finally resulted in forcing the issue, or at least notice to that effect going out to networks and all others concerned.

By lifting virtually all of the restrictions from film songs, publishers believe that they have forestalled discontinuance of these songs from the air, especially from the hotel and night club dance floors which originate nearly all of the late evening and night sustaining plugs. NBC has already ordered all restricted numbers taken out of the books of orchestras originating sustaining programs in its studios. Move by the music men, it is believed, will result in these tunes being put back to great extent.

Officially, the ban on the sustainings mentioning movie sources of songs, is scheduled to go into effect today and it is understood that CBS is thinking the matter over. Thomas Belviso, NBC music head, has just returned from an illness of a few weeks and hasn't had much time to look into the matter. Program department (John Royal), however, has already made a conciliatory move in the direction of Local 802 by doing its share on banning restricted tunes from its own studio sustainings. This situation was met by the music men.



**AGENCIES**

COLONEL CHARLES C. KAHLERT, former publisher and vice-president of Dorrance, Sullivan & Co., has been appointed vice-president of Brooke, Smith, French & Dorrance, Inc. advertising agency. Dorrance, Sullivan & Co. was recently absorbed into the latter agency.

JOHN J. COLE has resigned as advertising director of National Distillers Products Corp., to take effect as soon as a successor is appointed. His future plans will be announced later.

GEORGE MILLER, formerly associated with the Simperts Co., has joined Donovan-Armstrong advertising agency, Philadelphia.

M. H. HACKETT, INC., newly formed advertising agency, has moved into permanent quarters at 9 Rockefeller Center.

C. T. WILLIAMS is now handling the radio department of Fuller & Smith & Ross Inc., succeeding George Podyen who has resigned. Agency handles the American Can-Ben Bernie program on the NBC-Blue network, Tuesdays, 9-9:30 p.m.

PAYNE ADVERTISING AGENCY in San Antonio will soon enlarge its radio division, due to increased business. Jack Mitchell has joined the staff as assistant to Steve Wilhelm, director of the radio division.

**Clubs Plan to Use Radio**

The Lucky-Feller Inc., a club proposition just organized, with quarters at 135 West 23rd St., plans to use radio nationally to promote the organization.

**GUESTING**

GEORGE STONE, comedian, in a return date on Al Pearce's "Watch the Fun Go By," tomorrow (CBS, 9 p.m.).

FLORENCE LAKE, film comedienne, and KATHRYN MEISLE, contralto, in addition to VICTOR McLAGLEN, on Kraft Music Hall, April 8 (NBC-Red, 10 p.m.).

ELIZABETH LENNOX, ARTHUR CARRON and MITZI MAYFAIR, on Hammerstein Music Hall, tomorrow (CBS, 8 p.m.).

FRANK BORZAGE, film director, and COURTNEY RILEY COOPER, author, will be interviewed by Cecil B. DeMille on tonight's Lux Theater between acts of "A Farewell to Arms" (CBS, 9 p.m.).

JANE FROMAN and FORD FRICK, on Lanny Ross' "Show Boat," April 8 (NBC-Red, 9 p.m.).

**At the Rainbow Grill  
Emery Deutsch**

and His Orchestra  
Unusual, Romantic Music  
CBS Artist Bureau  
Management Rockwell-O'Keefe, Inc.  
Radio City, New York and Hollywood



**"POLICE CALL"**

Sustaining

WNEW, Thursdays, 8:30-8:45 p.m.

**PROGRAM WITH A "MESSAGE" FAILS TO REALIZE ITS FULL DRAMATIC POSSIBILITIES.**

"Police Call," which is expected to help cure reckless driving, combat criminals and eliminate juvenile delinquency, failed to impress in its first effort, which had Police Chief Peter J. Siccardi of Bergen County, N. J., relate the case of "Joe Brennan," who, because of wanting to play with his 13-month-old boy while driving, caused the death of the child, marred his wife's beauty, and lost a leg in an auto crash. Surprising for a policeman to have a very pleasant voice, suitable for the particular job set out to do—that of being interviewed to cite an instance for the show. Chief Siccardi answered the questions put to him by the program's conductor, Justin Gilbert, then a musical interlude, followed by a weak attempt to dramatize the actual sequence referred to. Gilbert, announced as a popular young syndicated columnist and magazine editor, gave a rather sappy performance before a microphone as compared to the sparkling personali-

ty of the Chief. His questions, though apropos, were badly delivered. Program has idea which should be worked on more thoroughly.

**HOLLACE SHAW**

Sustaining

CBS Network, Mondays and Fridays, 7:30-7:45 p.m.

**FEMME VOCALIST WITH DISTINCTIVE STYLE BUT UNDEVELOPED IN MIKE TECHNIQUE.**

This newcomer has a voice that combines sophistication with gentility, a style that is individual and a nice feel for rhythm, but in her initial programs she seemed to lack the microphone technique necessary to sell her vocal talents. On Friday's program she sang "There's A Lull In My Life," "White Horse Inn" and a gavotte from a past decade. The numbers gave a good inkling of a style and versatility that can be developed into something.

**Smelt Run Special**

Milwaukee—WTMJ has sent a mobile short wave unit to the Ford and Escanana rivers up in Michigan, 250 miles north, to air the annual smelt run. Russ Winnie will describe.

**ORCHESTRAS - MUSIC**

EDWIN GILBERT and Alex Fогarty, team recently signed by Columbia Artists Inc., have just finished two new numbers, "Irons in The Fire" and "Kept." Songs will be recorded by Marion Chase for Liberty Music Shops. Also set for the disks are Fairchild and Carroll, piano team. Waxing will begin within the next two weeks.

*Lee Kelson is the most recent addition to Don Albert's vocalists heard on WHN.*

Shep Fields' Rippling Rhythm has been imprisoned in a new piano folio just released by Mills, Inc. Twelve popular numbers have been arranged for the piano in the typical Fields manner.

*Bidu Sayao, Met Opera singer, will vocalize on the Pan American broadcast the 14th of April, 10:15-11, over the NBC-Blue Network. It will be short-waved to South America.*

Gordie Randall and WGY's house band provided the music for the annual "Widow Fund" ball of the Schenectady Patrolmen's Association.

*Jack Mills is publishing the score of the "Hollywood Revels of 1937." Words and music are by Dave Op-*

*penhein and Henry Tobias, who wrote the entire show. Outstanding ditties are "There's Something 'Bout the Weather," "Say It With Your Eyes," "Midnight in Paris" and "The Pigmy Dance."*

Ted Lewis and his musical aggregation to be heard in a special afternoon broadcast today over WHN directly from the stage of Loew's State Theater where they are currently appearing.

*Sammy Praeger will be the featured pianist with the Phil Cook "Morning Almanac" series which premieres today via WABC.*

Hal Kemp and his orchestra, heard Friday 9-9:30 p.m. over CBS for Chesterfield cigarettes, will appear in the following towns this week: tonight, Richmond; tomorrow, Rocky Mount, N. C.; Wednesday, Greensboro, N. C.; Thursday, Washington. Will return to New York on Friday for broadcast.

**At The Rainbow Room**

**GLEN GRAY**  
and the  
**Casa Loma Orchestra**

Management Rockwell-O'Keefe, Inc.  
Radio City, N. Y. and Hollywood

**PROMOTION**

**KSL-Theater Tieup**

KSL, Salt Lake City, with five major theaters of the Intermountain circuit cooperating, presents a 3 p.m. weekday show, "Movietime on the Air," with Bob Edwards, giving breezy Hollywood chatter tied in with the local theater tieup.

Along with the regular theater program, KSL promoted sound trailer to apprise audiences of the feature. Edwards also is used to tie-in on 15-minute transcribed previews on weekly evening spot.

**Silver Sendoff Stunt**

In connection with the National Silver Co. program which started yesterday morning on WOR the president of the concern, Philip J. Bernstein, sent out wires to radio editors, inviting them to a "radio breakfast" and to welcome Irving Kaufman the "Silver Spoon Entertainer." Enclosed with each wire was a silver-plated teaspoon, which gave the idea a novel twist, apart from a Sunday a.m. invite to the Astor Hotel for breakfast.

**Page Ad—Time Table**

In a classy full-page newspaper ad announcing the "Coronet-on-the-Air" program which started a weekly NBC-Blue network series Friday night, sponsors did something unusual by listing the contents of the program, together with a time table showing exactly when each specialty was scheduled to go on the air.

**Window Displays**

Two display windows in the Radio Playhouse of WDOJ, Chattanooga, are available to sponsors for the showing of merchandise advertised over the station. Many of the WDOJ programs draw standing room crowds to the station's 650-seat playhouse.

**Potential Listeners**

Promotion brochure put out by WQXR, giving 8,975,340 listeners in the Greater New York and nearby areas, charted this total as the potential audience. Station did not mean to claim it had every one of these listeners, as inadvertently reported.

**"BARON MUNCHAUSEN"**

**JACK PEARL**

RALEIGH and  
KOOL CIGARETTES  
WJZ-10 P. M. E.S.T.—Friday  
NBC Network  
Dir.: A. & S. LYONS, Inc.



## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

**B**ERNICE CLAIRE, who has contracted to lend her voice and charm to five operettas with the St. Louis Open Air Opera Co. this summer, leaves the metropolis June 2 to do "The Great Waltz," "Fortune Teller," "Pink Lady," "Robin Hood" and "Salute to Spring"....Deal was set by producer Richard Berger.... The Roger White office "innuendo-ing" about a new all-gal ork....It seems the Biow Agency may decide on one femme and one male vocalist for Philip Morris program....Still vacillating....Nina Tarasova of the Consolidated Edison series takes her Muscovite warbling to Sweden... She'll be presented to the Crowned Head...Ward & Muzzy, only pair of piano-playing lasses to look like sisters, aren't....June Collins of WIP Program Dept. resigned Saturday....She'll visit Connellsville, Pa. family homestead, before announcing future affiliations....The Le Marie Fashion Show, contrary to previous report, continues in its present spot.

▼ ▼

Jessica Dragonette re-creates "Fifi" in "Mlle. Modiste" on her April 7 broadcast....Louise D'Angelo, lyric soprano offspring of Met basso Louis D'Angelo, to guest-sing on the Hammerstein Music Hall airing April 13  
Louis Katzman's Ork plays host to Marjorie Steele of the Opera League over WINS tomorrow.... Nola Luxford, NBC acting gal, hospitalized, awaiting an operation.... The Lorraine lasses, Marion, Irene and Lita, who came out of a Chi radio station, having the well-known "grande reclame" at the St. Louis Hotel Jefferson's Club Continental...Gretta Palmer, writer and radio talker, returns to WOR at 1 p.m. Wednesday with "Gretta Palmer-Commentator," sponsored by Walker-Gordon Laboratory....also heard Fridays.

▼ ▼

Betty Lennox of WGY's "Household Chats" program offers the hearthbound hausfrau a monthly mimeographed sheet called "Listeners' Column"....It's full of recipes and food inspiration and has an idea exchange dept....WOW stylist featured in Brandeis Store broadcasts is chic Kay Grandson, who gives the lasses a line on line and color in costuming Fridays at 3....Helen King of Certified Contests powwowing with Young & Rubicam exec about this and that....

## ★ Coast-to-Coast ★

**R**USS MORGAN's Early Bird program on WHN at 7:30 a.m. celebrates its first year today.

*Kay and Buddy Arnold, WMCA harmony team, will be heard at 9:15 a.m. Monday through Friday starting today.*

WNEW on Saturday offered the fifth baseball broadcast by direct line from Florida, with Earl Harper at the mike. Louisville Colonels and Newark Bears formed the lineup.

WROL, Knoxville, yesterday rejoined the Dr. Pepper Dixie Network for the "Pepper Uppers."

J. Hammond Brown, radio editor of Hearst newspapers in Baltimore, opened the Army Day program in that city on Saturday, broadcast over WAL.

Earl Brown, heard with Margo and Joe Martin over WHN, celebrated his third year on the air Saturday.

Lee Johnson, formerly at WOC, Davenport, Ia., on production work, has joined WBRY, New Haven, as announcer.

Bradley Kincaid, the Kentucky Mountain minstrel, now singing every week-day morning on WGY, Schenectady, has decided to return to the soil and has bought a 100-acre farm in Saratoga County. Brad has stocked the farm with a herd of milk cows and two saddle ponies. He will continue to make his winter home at Garden City, L. I.

### Plan Spot Series in N. E.

Fitzgerald Brewing Co. of Troy, N. Y., plans an extensive campaign to re-introduce Garrygowen Ale. Factory Spot announcements over local stations throughout New England, as far west as Syracuse, is contemplated. The agency is Maxon, Inc.

**W**GH, Newport News, briefs: Wilby Goff, musical director, readying a new show, "Singing Violins".... Chief Engineer H. E. Sloane back from a New York trip; Chief Operator Raymond Aylor in charge during his absence....Travis Smith, former staff vocalist at WCSC, Charleston, now singing on WGH every Wed. eve....Hap Hazzard and his Georgia Ramblers now part of "WGH County Fair"....WGH has started airing a series of twice-weekly dances from Hotel Chamberlain, Fort Monroe....Jack Braxton, program director, entertains at 2.30 daily with a radio party for housewives....Joel Wahlberg, chief announcer, spends spare time rehearsing shows.

New Haven Civic Light Opera Guild yesterday started a monthly series over WELI, New Haven. Southern New England Telephone's "Sunday Call" ends its 15-week run next Sunday.

"Poli Kiddie Revue" will be reinstated Saturday at the College Theater, New Haven, with Jimmie Milne, WELI studio supervisor, supervising the show, which will be aired weekly over WELI.

Lyroy Flynn, announcer at WICC, Bridgeport, leaves April 10 and will be succeeded by William Elliott of WATR, Waterbury.

WWVA (Wheeling) Jamboree celebrated its fourth anniversary Friday.

KFXR, Oklahoma City, has installed new studio equipment, adding to its new Collins transmitter.

### John Lagemann in Hospital

John Lagemann of the CBS press staff who was enroute back from Mexico from leave of absence, had an acute attack of appendicitis and was operated on Saturday at the Quincy Hospital, Quincy, Ill. Return to New York will be delayed until April 12 at least. He was accompanied by his wife, Hilda Cole, writer and former member of CBS press staff.

## F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

### HEARINGS SCHEDULED

April 5: KABR, Aberdeen, S. D. CP for change in power and frequency to 1390 kc., 500 watts, 1 Kw. LS. Unlimited.

WMBO, Auburn, N. Y. Auth. to transfer control of corp. 1310 kc., 100 watts, unlimited.

April 6: Okmulgee Broadcasting Corp., Okmulgee, Okla. CP for new station. 1210 kc., 100 watts, daytime.

Times Publishing Co., Okmulgee. CP for new station. 1210 kc., 100 watts, daytime.

The Record Publishing Co., Okmulgee. CP for new station. 1210 kc., 100 watts, daytime.

Beaumont Broadcasting Assn., Beaumont, Tex. CP for new station. 1420 kc., 100 watts, unlimited.

KGA, Spokane, Wash. Mod. of license. 950 kc., 1 Kw., 5 Kw. LS. unlimited.

April 7: WBCM, Bay City, Mich. Mod. of Lic. 1410 kc., 500 watts, 1 Kw. LS. unlimited.

April 8: John S. Allen & G. W. Covington, Jr., Montgomery, Ala. CP for new station. 1420 kc., 100 watts, unlimited.

Clarence C. Dill, Washington, D. C. CP for new station, 1390 kc., 1 Kw., unlimited.

Port Huron Broadcasting Co., Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.

Golden Empire Broadcasting Co., Marysville, Cal. CP for new station. 1140 kc., 250 watts, daytime.

WMAS, Springfield, Mass. Mod. of license. 560 kc., 1 Kw., unlimited.

April 9: Twin City Broadcasting Corp., Longview, Wash. CP for new station. 780 kc., 250 watts, daytime.

Edgar L. Bill, Peoria, Ill. CP for new station. 1040 kc., 250 watts, daytime.

Ashville Daily News, Ashville, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

## NEW BUSINESS

Signed by Stations

### WBT, Charlotte

Atlantic Ale & Beer, Atlanta, seven 50-word spots weekly, three months, through Rawson-Morrill, Inc., Atlanta; Vick Chemical, N. Y., seven 100-word spots weekly, 13 weeks, through Morse-International, N. Y.; Tomlinson Furniture Co., High Point, N. C., five 100-word announcements, through Gottschaldt-Humphrey, Inc., Atlanta; Castleberry Food Products Co., 15-minute morning spot directed by Claire Shadwell.

### WPTF, Raleigh

Procter & Gamble, "Guiding Light," 4:45 p.m. daily; Cycle Trades, "All-Star Cycle," 7:15 p.m. Thursdays; American Tobacco, "Hit Parade," 15-min. extension, Wednesdays; Grape-nuts, Burns and Allen, 8 p.m. Mondays; Rexall, "Rexall Magic Hour," 9:30 a.m. Tues.-Sat.; H. B. Davis Paint Co., 12:25 p.m. Tues.-Thur.; Briggs Hardware, "Sketches in Paint," 9:45 a.m. thrice weekly.

### WFIL, Philadelphia

Mrs. Smith's Pie Co., through Albert H. Dorsey Agency, "Freshest Thing in Town," two quarter-hour disks weekly, 52 weeks; Royal Shoe Co., through Dan Rivkin Agency, six spots weekly, 52 weeks; B. Frank, (flowers), 3 spots weekly, 9 weeks; Schaffer's (clothing), through Dan Rivkin Agency, 9 spots weekly, 13 weeks.

### KSL, Salt Lake City

Denver & Rio Grande Western R.R., quarter-hour live show, weekly through spring and summer; J. G. McDonald Chocolate Co. (Oh Boy bars), renewed for 13 weeks after test program brought big response.

### WGH, Newport News

Standback Co., spots, one year; C. D. Kenny Co., spots and one weekly 15-min. program; Phillip Levy & Co., spot series; Sears-Roebuck & Co., 15-min. daily program with Cheery Berry; Bellamy Ice Cream Co., spot series; Chevrolet, two 15-min. periods weekly, "Musical Moments," 26 weeks; East Thomas St. Baptist Tabernacle, Danville, Va., 13 weeks; Liggett & Myers (Chesterfields), half-hour twice weekly, from CBS.

## NEW AGENCY BIZ

### NBC

Standard Brands Inc. (Fleischmann Yeast) through J. Walter Thompson Co. STARTS Louis Armstrong & All-Negro show on 30 NBC-Blue network stations, Fridays, 9-9:30 p.m., on April 9. WSPD, WOWO join the network on May 7, and WLW will be added when available.

### MBS

H. Fendrich Co., Evansville (cigars) through Ruthrauff & Ryan Inc., Chicago, RENEWS "Smoke Dreams" on 9 MBS stations (WLW, WGN, WHB, KOIL, WMT, KSO, WGAR, KWK, WSM), Sundays 1:30-2 p.m., effective April 25. Program shifts to the 3:30-4 p.m. spot on the renewal date.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 40

NEW YORK, TUESDAY, APRIL 6, 1937

FIVE CENTS

# Revise Setup for Ascrap

## Looking On ... AND LISTENING IN

**CONFLICTING** Protests of increasing number and loudness are being heard from listeners against the very disconcerting situation of two or three programs, [meaning chiefly similar type programs], all of which they want to hear, being on the air at the same time.

Some nights, notably Monday when a lot of folks stay at home, there rarely are more than two or three outstanding shows on the air in the whole evening.

But Saturdays and Sunday nights, the very days when many persons go out, and on various other evenings during the week, there are batches of fine programs in conflict with each other.

Regardless of the problems involved in trying to eliminate this confusion, sponsors will find it worth tackling for a very definite business reason.

The reason is that, when listeners find two or more of their favorite shows on the air at one time, they try to get the most of the entertainment portions from each one by tuning out the commercials in each case.

**RICH FIELDS** Radio stations in the south, southwest and the grain belt are in for a real business boom if they go after it with the choice selling arguments available to them.

High cotton and grain prices are giving the folks in those sections more spending money than they have had in years.

Texas is additionally favored by its well-advertised Centennial Exposition, which has stimulated much emigration to that state, and its big exportable surplus of oil and cotton. Two authorities, J. N. Wisner, retired cotton broker, and Frank P. Holland, publisher of ranch and farm magazines, see a prolonged period of prosperity for the Southwest.

### National Ice Extends

National Ice will continue the CBS-Tuesday, 11:45-12 noon, "Homemakers Exchange" program for another six weeks after the expiration of the regular CBS contract on April 22. Effective with the extension date, WBIG, WSBT, WMBD and KLRA will be added to the net. WOWO and WIBW drop after April 22 broadcast. Donahue & Coe has the account.

## TELEVISION FIELD TESTS ARE RESUMED BY RCA

Field tests of RCA experimental television with the new 441-line definition were resumed yesterday by NBC on the largest scale ever undertaken in the U. S. Tests will continue throughout the spring and summer months.

Test programs will be televised daily from the NBC transmitter in the Empire State tower. NBC has been on the air with television since 1931, and has had the only television station in operation in New York City for the last four years. Quality of reception will be checked by NBC engineers on more than 75 receivers

(Continued on Page 3)

## Set Committee Hearing On Dickstein Measure

Washington Bureau of THE RADIO DAILY

Washington—Full House Immigration Committee will hold an executive meeting on the Dickstein bill tomorrow, Congressman Dickstein announced yesterday. Indications are that the measure will not be reported out favorably.

## Assoc. Oil Sponsoring Eight Collegiate Meets

Seattle—Having just completed a schedule of 22 Pacific Coast college basketball broadcasts for Associated Oil Co., KIRO here has now started a series of eight collegiate track meets, to run until May 22 at least, for the same sponsor. Four of the basketball games were fed to KALE, Portland, and three to KIT, Yakima.

## All Ford Motor Programs Now on Columbia Network

### Four Stations Added By "The Pepper-Uppers"

Dallas—Dr. Pepper Co. (Dr. Pepper soft drinks) yesterday started its third consecutive year on the air with "The Pepper-Uppers" on a list of 18 southern stations and added four more (WAVE, WIS, WAPO,

(Continued on Page 3)

## Forming Administrative Committee Headed by E. C. Mills—Paine Will be General Manager

**Thank You, Josef!**  
"May I express my sincere belief that very soon there will not be a person in the radio field who will not realize the full usefulness of having on his desk: 'THE RADIO DAILY in his Daily Radio Life.'"—  
JOSEF CHERNIAVSKY.

By M. H. SHAPIRO  
Associate Editor, THE RADIO DAILY

General supervision of the affairs of American Society of Composers, Authors & Publishers will be in the hands of a newly organized Administrative Committee, with possibility that the new managerial setup will be in operation on or about May 1. Although no information is forthcoming from Ascrap, reliable sources indicate that the Committee will be completed in course of a meeting scheduled for this afternoon.

Lineup has: E. C. Mills, now general manager, as chairman of the Ad-

(Continued on Page 3)

## 17,000 NBC PROGRAMS ORIGINATING ON COAST

San Francisco—From one program a day and 1,500 in its first year, NBC now originates about 17,000 yearly on the west coast, it was brought out yesterday as the tenth anniversary of NBC's Western Division was signaled. Employees have increase from 25 to more than ten times that number, under Don E. Gilman, v.p. in charge.

Oldest daily program on the air in

(Continued on Page 3)

## Neb. Anti-Ascrap Bill Held Unconstitutional

Lincoln—Chances of passage of the anti-Ascrap bill facing the Nebraska unicamera here dwindled to naught when the legal counsel, a body of three lawyers, said it would be declared unconstitutional when reviewed by the Supreme Court be-

(Continued on Page 2)

## NBC AND CBS BILLINGS 19 PER CENT OVER '36

NBC gross revenue for March hit \$3,641,283, a gain of 19 per cent over March 1936. Of this sum the Red network contributed \$2,531,322 and the Blue web \$1,082,961. Cumulative total for the first quarter 1937 gives NBC \$10,452,064 an increase of 24 per cent over the same period in 1936.

CBS gross billing for March was

(Continued on Page 3)

## Stations Are Selected For Preakness Broadcast

Stations selected for the airing of the running of the Preakness on May 15, under the sponsorship of American Oil Co., Baltimore, over a split

(Continued on Page 4)

### WDOD's 12th Year

Chattanooga—WDOD will celebrate its 12th anniversary with special Anniversary Week programs starting April 12. Old favorite programs will be revived.

Starting with a staff of two part-time employees, WDOD now has a staff of 60 and a schedule of 17½ hours daily, including CBS network programs.





Vol. 1, No. 40 Tues., Apr. 6, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Monday, Apr. 5)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172	171 1/4	172	+ 1/2
Crosley Radio				...
Gen. Electric	57 1/4	56 1/2	56 3/4	+ 1/8
North American	26 1/4	25 7/8	26	+ 1/8
RCA Common	11	10 3/4	10 7/8	...
RCA First Pfd.	75	74 1/2	74 3/4	...
RCA \$5 Pfd. B.			(85 Bid)	...
Stewart Warner	18 3/4	18 3/4	18 3/4	+ 1/8
Zenith Radio	34 1/2	34	34 1/4	+ 1/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	4 1/2	4 1/8	4 1/2	+ 1/8
Majestic	3	2 7/8	3	...
Nat. Union Radio				...

### OVER THE COUNTER

	Bid	Asked
CBS A	57 1/4	59 1/4
CBS B	56 3/4	58 3/4
Stromberg Carlson	15 1/2	16 1/2

### Changes for Glason Show

Billy Glason's "Fun Fest," Sunday 2 p.m. show over WMCA, has a temporary new announcer and straight man in Al Hall, the station production manager, due to Howard Doyle leaving to join WOR.

Matty Cohen, script writer, has been assigned to the "Fun Fest" starting with the April 11 show.

Lorraine Barnett and Dick Porter leave the Glason program next week. Margie Nicholson, singer and talker, will join the cast. Carl Fenton and orchestra, Stubby Kay and Wilson Lang are other members of the troupe.

### Murine Series Ending

Murine (eyewash), sponsor of the "Listen To This" show now airing over 13 stations of the Mutual network, fades after today's broadcast. Program has originated from WGN, Chicago.

## NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending April 3, 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
I've Got My Love to Keep Me Warm (Irving Berlin, Inc.)		34
Too Marvelous for Words (Harms, Inc.)		33
Boo Hoo (Shapiro, Bernstein, Inc.)		31
Trust in Me (Ager, Yellen & Bornstein)		28
Little Old Lady (Chappell & Co.)		26
Moonlight and Shadows (Popular Melodies)		23
Sweet Is the Word for You (Famous Music Corp.)		23
When the Poppies Bloom Again (Shapiro, Bernstein, Inc.)		22
Where Are You (Leo Feist, Inc.)		22
How Could You (Remick Music Corp.)		20
What Will I Tell My Heart (Crawford Music Corp.)		20
September in the Rain (Remick Music Corp.)		19
You're Laughing at Me (Irving Berlin, Inc.)		18
On a Little Bamboo Bridge (Joe Morris Music Co.)		17
Serenade in the Night (Mills Music, Inc.)		17
Wanted (Sherman Clay & Co.)		17
You're Here, You're There (Marlo Music Co.)		17
Good Night, My Love (Robbins Music Corp.)		16
When Love Is Young (Miller Music, Inc.)		16
Swing High, Swing Low (Famous Music Corp.)		15
Was It Rain (Santly Bros., Joy, Inc.)		15

### Makelim Joins KXBY; Other Shifts in Staff

Kansas City—H. R. (Hal) Makelim, formerly of WIRE, Indianapolis, has become general manager of KXBY here.

Claire Heyer, publicity director, has been promoted to head the new promotion department. Dorothy Chacquette becomes program director, succeeding Herb Nelson, and Frank Bailey is now production manager.

Earl Bachman, formerly with William G. Rambeau, has been named eastern representative.

### Skol Going National

Skol Products Inc. (sunburn lotion) will begin broadcasting over a coast-to-coast Mutual network about the first week in May. Present plans call for a hook-up between sponsor and Grand National films, with the film company supplying the talent. Latest reports call for James Cagney to emcee show for two weeks with other guests to follow. Program will be aired over approximately the entire hook-up. Further details are now being worked out on the west coast.

### WRDW Appoints Rep

Augusta, Ga.—WRDW, managed by David Parmer, has appointed J. J. Devine & Associates, Inc., as its national advertising representative.

### Mel Aaronson Opens Offices

Mel Aaronson, son of Darby Aaronson, who for many years conducted a column in the N. Y. American and for the past ten years has written comedy material for vaudeville and radio, has opened new offices at 18 East 48th St. and is now devoting his time exclusively to radio scripts.

### New WSPA Building Is Nearing Completion

Spartanburg, S. C.—South Carolina's pioneer radio station, WSPA, will soon move into its new building. Work has been going forward on the downtown structure for the last six months. The building will be devoted exclusively to radio, and in addition to reception rooms will house all the operations of WSPA, including a large broadcasting auditorium, equipped with pipe organ, five separate studios and seven offices. The entire building will be air-conditioned and the acoustic effect and interior finishing is creating favorable comment all over the south.

### Friedheim Joins NBC

Robert Friedheim last week resigned from WMBH, Joplin, as assistant manager, and will join the NBC transcription division today, serving directly under Frank Chizini, assistant manager of the department.

Friedheim was with WMBH for the past four years and previous to radio was in the newspaper field for seven years. In his new post he will do a combination selling and sales promotion job.

During the past week WGNV signed for the NBC Thesaurus service with renewals received from KQW, KTSM and CJIC.

## COMING and GOING

WILLIAM CHERRY, JR., WPRO, was in New York yesterday.

MURRAY GRABHORN, general sales manager of John Blair & Co., is in Chicago conferring with John Blair.

ABE SCHECHTER, NBC director of news and special events, in Louisville arranging for broadcasting of the Kentucky Derby. Will stop off at Washington today, returning to New York tomorrow.

VIRGINIA VERRILL left for Hollywood last night. She will begin work immediately on a new Walter Wanger picture, "Vogues of 1938."

WALTER CRAIG, producer of the Chevrolet programs, left for Hollywood last night. He will produce Chevrolet program from there beginning April 18. Will stop at the Ambassador Hotel.

PHIL RUBINOFF, brother of Dave, left last Sunday for Hollywood.

FRANK B. FALKNER, central division operations engineer for CBS, is on a Minneapolis trip.

H. P. SHERMAN, general manager of WJJD, Chicago, and Gary, Ind., is in town for a week. He's making headquarters at Wead & Co.

CHUCK GUSSMAN, formerly with WLW, Cincinnati, arrived in Kansas City last week for a brief visit before continuing to New York.

JOSEPH M. KOEHLER, President of Radio Events, Inc., sailed Sunday on the Volendam for Bermuda with MRS. KOEHLER.

JACK ALICOATE, publisher of Radio Daily, returns today from a three-week stay on the coast.

GENE O'FALLON of KFEL, Denver, is in town for a few days.

FRED WEBER, general manager of Mutual Network, left for Chicago yesterday.

### Neb. Anti-Ascaph Bill Held Unconstitutional

(Continued from Page 1)

cause it assumed too much power. Bill would have Ascaph found a trust violation and the society would have been in error to enforce its rules here.

### NBC Execs Look Over New Orleans Stations

New Orleans—Philip I. Merryman, NBC station relations department, and Charles W. Horn, NBC director of research, were in town last week looking over WSMB and WDSU. Horn has returned to New York, leaving Merryman in the Crescent City. WDSU at present is not affiliated with any network, WSMB is an NBC station.

## The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR  
LUNCHEON—  
DINNER—SUPPER CLUB

158 W. 48th St.

Toots Shor

**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

**LEO SAYS:**  
WHN's No. 1  
SHOWMANSHIP  
builds audiences — and  
wise advertisers know that  
WHN's audiences buy!

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



## ALL FORD PROGRAMS ON THE CBS NETWORK

(Continued from Page 1)

tions. NBC contract expired after last Friday broadcast.

There will be no show this week, and new series will start April 17, 7:30-8 p.m. with a repeat broadcast 10:45-11:15 p.m. Carborundum Co. now has the CBS spot but will sign off April 10, allowing Ford to start following week.

Ford originally had all his radio shows on CBS, but last January sponsor split the CBS Fred Waring hour show into two half hour programs placing one on NBC. Ford time billings on NBC last year totaled \$553,766. CBS now has the "Ford Sunday Evening Hour," the Al Pearce show in addition to this new series, which includes Rex Chandler's orchestra, Richard Bonelli, Landt Trio, and Alex Templeton, blind pianist. N. W. Ayer & Son Inc. has the account.

## Television Field Tests Are Resumed by RCA

(Continued from Page 1)

placed at selected points throughout the metropolitan area.

O. B. Hanson, NBC chief engineer, said the object of the new tests, which represent the latest development in seven years of television experiment by NBC, is to determine the home program potentialities of high definition television. RCA television of 441-line definition has been in operation in the laboratory since last December, but this will be the first test under practical field conditions.

In similar field tests of 343-line pictures held as early as last summer, NBC engineers received satisfactory pictures as far distant as 45 miles from the Empire State transmitter. Last December tests on this basis were discontinued to allow for necessary alterations to change the equipment over to the finer definition 441-line system.

## Airway Drama on WCAE

Pittsburgh—Kitty Keane, as a private detective, is featured in a new drama of the airways which started yesterday at 1:45 p.m. over WCAE.

## BIRTHDAYS

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

April 6

Greetings from Radio Daily

to

Lowell Thomas  
Mme. Sylvia  
Keith McLeod  
Clyde North  
Marge Morin

## NEW PROGRAMS—IDEAS

### Safe Driving Series

KVOD, Denver, has started a series of 13 sustaining programs titled "Death Rides Again," in cooperation with the Denver police department. Five-minute dramatizations picture the tragic results of speeding, reckless driving and what happens when necessary precautions are not taken. Various police officials, including the municipal judge, manager of safety, and the chief of police, will deliver brief talks on the prevention of accidents during the series.

### School Life Dramas

"Robert Davis Grows Up," the story of a Madison, Wis., lad as he progresses through school life, is a

### 17,000 NBC Programs Originating on Coast

(Continued from Page 1)

the west, "Woman's Magazine of the Air", observed the anniversary with a special broadcast yesterday. Bennie Walker, with NBC since 1927, presided over festivities. An original composition by Gilman and Arthur Garbett was performed. William Andrews, chief announcer here, and Richard Ellers, night program supervisor, reminisced.

### NBC and CBS Billings 19 Per Cent Over '36

(Continued from Page 1)

\$2,559,716, an increase of 18.8 per cent over same month a year ago. Cumulative total for first quarter of 1937 gives CBS \$7,202,653, a considerable leap over 1936 first quarter.

Mutual figures not available as yet.

### 12 Original Dramas Are Signed by CBS

CBS has signed 12 playwrights to do original scripts for special dramatic series. Shows will be aired direct from writer's scripts without any doctoring by regular radio writers. First of series will be presented April 11, when story by Archie MacLeish will be aired. Scripts by Irwin Shaw, S. Anderson, Lynn Riggs and Leopold Atlass will follow. Programs will be presented as sustaining features by the network.

### Sablon Booked in Montreal

A week's vaudeville appearance and a guest spot on a Canadian radio station will send Jean Sablon to Montreal where he will stay from April 7 to April 16. NBC's French Troubadour headlines at Loew's Montreal Theatre for a week starting April 9. Two days before that, he will be featured on a guest star program over CKAC, Montreal, 9-9:45 p.m.

dramatic program appearing each Sunday at 5:30 p.m., CST, over WIBA and sponsored by the city public schools. Episodes from actual experiences of Madison school children are used for the series, which is also produced by the school.

### "Public Opinion Poll"

"The KDYL Public Opinion Poll on the Supreme Court," thrice-weekly feature over KDYL, Salt Lake City, with Announcer Dave Simmons handling, is proving quite popular. Series was induced by the aroused interest in the President's proposed Supreme Court changes. Broadcast will be presented from the street in front of the KDYL building.

### Four Stations Added By "The Pepper-Uppers"

(Continued from Page 1)

WROL) to the web making a total of 22. Others carrying the program are WFAA, WOAI, KPRC, WWNC, WFBC, WMAZ, WSB, WAPI, WJDX, WSM, WMC, KARK, KTBS, KVOO, KSD, KGNC, WKY. Tracy-Locke-Dawson Inc. has the account.

### Arthur Church Signs Talent for Disk Show

Kansas City—Arthur B. Church, president of Midland Broadcasting Co. and KMBC, local CBS outlet, announced signing of Hugh Conrad, Claude Rains, Fred MacKaye, Robert Frazer and Jean Colbert for principal parts in the new transcribed show, "Phenomenon—Electrifying History," which the Midland Broadcasting has developed. Conrad will narrate the series. Rains, stage and screen star, takes the part of Napoleon.

The series is designed for use by power and light companies and was first produced by KMBC as a script show for the local utilities company some years ago. Albert Von Tilzer supplied the musical score, with P. Hans Flath to handle arrangements. Barbara Winthrop is doing scripts and Fran Heyser will handle production on the coast.

### "First Offender" Adds Stations

New Haven—"First Offender" program, heard 5 p.m. Sundays on WELI, will be fed to WSPR, Springfield, and WCOP, Boston, in addition to WNBC, New Britain, and WATR, Waterbury, recently added. The program consists of dramatized scenes from the lives of County Jail inmates.

### Clarkson Joins WOR

Robert Clarkson has joined the recording department of WOR and will concentrate on selling and promoting disk service of the station. Clarkson was formerly connected with Lamont, Corliss & Co.

## DEVISING NEW SETUP ON ASCAP MANAGEMENT

(Continued from Page 1)

ministrative Committee; John G. Paine, now chairman of the board of Music Publishers Protective Association, to become general manager of Ascap; Gene Buck, president, plus two additional men to be selected this afternoon, complete the committee and with Mills will direct and supervise the Ascap management.

Harry Fox, now handling the electrical transcription licenses and other copyright matters at the MPPA, is reported as slated to succeed Paine as chairman of the MPPA board.

Tremendous duties piling up on Ascap officials is understood to be the reason for the reorganization. Added are the various legislative moves in numerous states, allegedly inspired by radio interests, which are intended to virtually tax Ascap out of business in the respective states.

Television protection for its copyright owners is also looming and higher revenue generally, plus additional theater and radio licenses being issued daily is said to be further making it imperative for more man power.

Until about 10 years ago, Ascap had an administrative committee which was headed by Mills, who at the time also was chairman of the board of the MPPA. Mills subsequently went with NBC as head of its Radio Music Co.



CATHEDRAL OF THE UNDERWORLD  
SUNDAYS 1 TO 2 P. M.



## NEW BUSINESS

Signed by Stations

## WCKY, Cincinnati

Norge dealers (Bunselmeier & Lind, Crosson's Electric Shop, Cincy, and Coppinshop, Covington, Ky.), "Do You Want a Job?" thrice weekly, 10:15 a.m., conducted by Bob Kliment, WCKY staff announcer.

## WHN, New York

Hecker Products Corp. (Gold Dust, Silver Dust), Monday, Wednesday and Friday, spots, 10:30-11:30 a.m. BBD&O is the agency.

Chief Boiardi Food Products Co., Monday through Friday, spots, 10:30-11:30 a.m., 13-week renewal. Frank Presbrey Co. agency.

Grennan Bakeries, Inc., Monday through Saturday, 7:30-8:30 a.m., 52-week renewal, time signals, recordings, Russ Clancy and Jacqueline Dewitt. Hanff-Metzger agency.

## WFAS, White Plains

Open Road (tours), N. Y., evening spots Frederick Lack Travel Service, N. Y., spots; Charles Ashmun Inc. (steamship agents), N. Y., spots; Modern Childhood Clothes, N. Y., spots, all of foregoing through Associated Broadcast Advertising Co., N. Y.; Civic and Business Federation of White Plains, 75 station breaks; Southern N. Y. and Conn. Trailer Show, White Plains, 20 spots; Mayflower Stations Inc. (service stations), 15-minute series starting middle April, through J. Sterling Getchell Inc.; Port Chester Civic series, cooperatively sponsored.

## WHO, Des Moines

Mid-Continent Petroleum Corp., Tulsa, "Ahead of the Parade," disk series, Tuesdays and Thursdays, through R. J. Potts & Co., Kansas City.

Refrigeration & Air Conditioning Corp., Youngstown, O., "The Old Song Book," produced by Harold Fair, Sundays, 10:45-11 a.m., through National Classified Advertising Agency, Youngstown.

## Stations Are Selected For Preakness Broadcast

(Continued from Page 1)

NBC-Blue network, 6:15-6:45 p.m., will include WJZ, WBZ-WBZA, WMAL, WSYR, WHAM, KDKA, WGAR, WEBR, WABY, WSOC, WWNC, WFBC, WCSC, WSB, and the southeastern group. It is expected that Clem McCarthy will broadcast the race.

McCarthy will also announce the running of the Kentucky Derby, sponsored by Brown & Williamson (Kool & Raleigh cigarettes) on the NBC-Blue network on May 8, 6:15-7 p.m. BBDO handles the Brown & Williamson account. Joseph Katz Co. is American Oil's agents.



● ● ● Haven MacQuarrie's "Do You Want To Be An Actor", which fades May 2 for Chase & Sanborn, will be revived via a gasoline or health drink sponsor...Bob Hope auditioned for the Woodbury spot with Shep Field's band and may soon be heard on the show...Jeanette MacDonald's money-demand to appear on the Don Ameche-coffee show may result in Betty Jaynes, 16-year-old Chi high school singer, getting into Big-Time via this show...Victor Young will hold the musical end of the "Paramount On Parade" permanently...Announcer Karlton Kadell passed a screen test at Warner's...Al Jolson's future film activities will be confined to supervising Ruby Keeler's flickers...Bobby Breen stays with Eddie Cantor until the end...Borden's "Special Edition" remains through the summer.

● ● ● Peter Van Steeden celebrates two years with Fred Allen's show April 14 and Ed Wynn enjoys five years in radio the 26th while Al Baron chalks up ten years with the "Perfect Fool" as secretary, valet, stage manager, script assistant, talent scout, advisor and actor this week...The reason for Willie and Eugene Howard not taking over "Merry-Go-Round" Sunday is to accept work in the "Broadway Melody" picture...Jack Benny will have Burns and Allen with him Sunday...Rev. Frank Nelson of WGAR, Cleveland, is discussing an air show with CBS...Lee Gebhart, Procter & Gamble writer and director of their Chi shows, is also talking with CBS officials.

● ● ● Brewster Morgan is ailing again...Nick Lucas is trying to get off from jury duty in Jersey today because of his Ford rehearsal and show tonite...Maxie "Slapsie" Rosenbloom is auditioning for a guesstar shot while here...In his new short subject, Ted Husing pays tribute to Stanley Worth, baritone now heard with Vincent Lopez...2,140 international airings were carried by NBC via WJZ and WEAJ from 1924 through 1936...Jean Paul King is around with a dislocated shoulder as a result of his auto smashing-up when it went off the road Friday while he was driving on a fishing trip.

● ● ● Arthur Hayes' secretary, Rita Brunner, in CBSales, has invented a new pastime, that of naming the various stenos after sponsored products, viz, one is "Crisco" because...and so forth...Beatrice Lillie, Reggie Gardiner and Eddie Dowling convulse the customers nightly at Club 18 imitating Jack White's routine after he gets thru...Beattie Glenn has rented a house in Long Branch for the summer...Freddie Rich will introduce his new suite, "Bermuda Sketches", on the new "Americana" series...Each of the answers to the cases in A. L. Alexander's sensational book, out soon, is the authorized legal answer as given by the actual judge handling the case.

● ● ● Truly Warner hats will shortly bring the game "Lucky" to the airwaves, having been sold on the idea by Eddie Schooing...Joey Nash is on the "preferred list" at Young & Rubicam and may get one of the spots on their summer shows...Gertrude Niesen has a new home in Holmby Hills, Hollywood, but has been there only twice...Jesse Crawford and the missus open Friday at Philly's Fox...Original Dixieland Jazz Band is slated for the Silver Grill in Buffalo for four weeks after the 19th.

## GUEST-ING

ETHEL MERMAN, on Sealtest program, April 10 (NBC-Red, 8 p.m.).

BILLIE BURKE, on Elza Schallert program, April 9 (NBC-Blue, 11:45 p.m.).

MAURICE EVANS and EDDIE DOWLING, on Advertising Club Luncheon program, April 8 (WMCA, 1:15 p.m.).

GRACIE FIELDS, English musical comedy star now here for 20th Century-Fox, on Hollywood Hotel, April 16 (CBS, 9 p.m.).

WALTER HUSTON, NAN SUNDERLAND and FAY BAITER in "Dodsworth", on Lux Radio Theater, April 12 (CBS, 9 p.m.).

KEN MURRAY, OSWALD, MADY CHRISTIANS and PAUL GUILFOYLE on "Hollywood Hotel", April 9 (CBS, 9 p.m.).

NAT PENDLETON, going abroad for a GB film, "Gangway," will be radio-interviewed on WMCA's Gangplank Broadcast by Martin Starr just prior to sailing tomorrow.

## "Vic and Sade" Switch

"Vic and Sade," which for the last few weeks has been heard in two Wednesday night broadcasts in addition to the two-a-day, five-day-a-week schedule, drops one of the Wednesday night performances and adds a Tuesday night performance, effective today.

Under the new schedule, the show will be heard at 10:45 p.m. Tuesdays over NBC-Red, and the Wednesday night show will be heard over the NBC-Blue at 10 p.m., keeping the same time and network it has occupied since the night shows were added. The 7:45 p.m. Wednesday broadcast of the last few weeks will be eliminated.

Change will greatly expand the NBC-Red audience for the program, as under the former schedule only a portion of the Red network was available.

## WMCA Adds 3 Announcers

Howard Doyle, formerly of WMCA, Carlton Warren, formerly of WICC, and Richard Hubbell have joined the WOR announcing staff.

## AD AGENCIES

JOHN B. SNYDER, formerly of the RCA Manufacturing Co., Camden, N. J., has become associated with the Dorland International, Inc., advertising agency.

PAT WEAVER of the Young and Rubicam radio staff left for Hollywood over the week-end and will produce the first few Burns and Allen programs. Everett Meade will take over the production when Weaver comes East.

LINNEA NELSON, radio time buyer for J. Walter Thompson Co. is on the sick list. Might be back at work today.

BLAYNE BUTCHER of the Lennen and Mitchell agency, leaves today for the coast.



**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**B**UDA BAKER, high priestess of publicity at the Maxon Agency, doesn't believe women find their sex a handicap in radio or publicity...Says she hasn't in her varied career of writer for King Features, North American Newspaper Alliance, Cleveland and Detroit News, Good House-keeping, et al....She's been a woman's page editor and has covered tennis and golf national tournaments...Firmly believes there isn't any variety of advertising or publicity that doesn't need a woman's angle on account of the "hand that rocks the cradle" scatters the shekels when there's buying to be done...no matter how masculine the organization set-up or the merchandise may be, according to the Baker hypothesis, the "little woman" constitutes the highest court of purchaser appeal....



Mary Jane Walsh, newly arrived in the radio limelight, to step into the arena on the Hammerstein show April 20...she'll open at the Mon Paris on the 24th...then Londonward to premiere at the swank Mayfair on May 24, according to arrangements recently concluded by Frank Kessler and the Leo Morrison office.....Durelle Alexander's "Queen Mary" debut over the week-end was more than satisfactory....Production on the Benny-Canova cinema concoction began on Saturday....Elaine Sterne Carrington, femme fictionist and scribe of "Trouble House", returning from Florida sortie with offspring Patricia and Bobby....Bob Lawrence of the Whiteman Band unable to join the outfit until the Chicago opening because of the death of his baby daughter....The funeral is today....Poppy Cannon, Maxon's copy-penning gal, remodeling a big house in Reading, Conn...



A "Candid Mike" program on Pat Barnes "Opera House" over WINS today goes prophetic with a satire on the quins in 1945...Leona Powers of "Red Harvest" is today's "Theater Guide" broadcast guest....Bide Dudley's Thursday guest offering is none other than Muriel Hutchison, the "Amazing Dr. Clitterhouse" feminine menace....Scotty, WMT Cedar Rapids-Waterloo news commentator, had an audience with the Pope; during his illness devoted a program to him....she's received a postcard from His Holiness, thanking her....Lucy Monroe's mother died suddenly yesterday....

**RADIO PERSONALITIES**

No. 21 in the Series of Who's Who in the Industry

**M**AJOR EDNEY RIDGE, managing director of WBIG, Greensboro, N. C., a true southern gentleman who combines the qualities of a fighter with the gentleness of human understanding, and whose guiding genius lifted WBIG from the verge of bankruptcy to a commanding position in about two years.

A native of Greensboro and one of its most "regular fellows," Major Ridge proved his abilities in other fields before identifying with radio. He achieved distinction in newspaper publishing—the best of all training schools—rising in 1922 from the news and advertising rooms of the Greensboro Record to the post of publisher, and steering that paper to such success that a national newspaper combination bought it for ten times what it was worth when the Major took charge.

Army-trained, with a record of distinguished service in France during the World War, Major Ridge has an equally distinguished record for community service in his city and state. Being modest, his deeds must speak for him—and they do.

Dealing with the public over a long period not only made the Major one of the best known and best liked men in Carolina public life, but fortified him with experience and knowledge of great value in conducting a radio station. Thus in the management of WBIG since 1934, he has been able to set and maintain high standards, combining service to his community and results to his advertisers with uncommonly happy results.



Personifies the term "regular fellow" ...

**Winchell Westbound**

Walter Winchell left New York last night for Hollywood, where he will do his Jergens broadcasting and his columning indefinitely.

Blayne Butcher of Lennen & Mitchell, agency handling the Winchell account, leaves today for the coast to supervise the Winchell program.

**New NBC Variety Show**

Chicago — Piccadilly Music Hall, weekly full-hour variety show patterned after an English music hall, debuts at 10 p.m. CST tonight. John Goldsworthy is m.c., with Lorenzo Brothers, Australian Woodchoppers, Sylvia Clark, Ranch Boys, Doring Sisters, Cleo Brown, and Al Short, conductor, in the cast.

**Max Baer Match on CBS**

Columbia Broadcasting System yesterday completed arrangements with British Broadcasting Corp. to carry the boxing bout between Max Baer and Tommy Farr, British heavy-weight champion, April 15. CBS will pick up the fight from BBC at 4:30 p.m. and continue for one hour.

**New WINS Programs**

"Up and Down and Around New York," featuring Ed Flynn, starts at 6:30 tonight as a Tuesday, Thursday and Sunday feature over WINS.

Tex Walker, singing cowboy, begins a Tuesday and Thursday 4 p.m. series today.

**Rockwell-O'Keefe Tieup**

Rockwell-O'Keefe, Inc., have just completed arrangements for a tie-up with the Small-Landau Co. of Hollywood to represent all their artists for radio. The deal was handled by Ralph Wonders.

**KDYL "Reporter" Extended**

Salt Lake City—"Inquiring Reporter" series, which proved a good ticket-seller for the Orpheum Theater last year, has started its 1937 series over KDYL on Wednesdays. Myron Fox of KDYL announcing staff handles the program, with a jewelry store merchandise giveaway tieup.

**DeLima for Coast Post**

Peter DeLima leaves today for Hollywood to join the Small-Landau talent agency. Understood that DeLima will handle talent for radio. Since his recent return east, DeLima, was with the New York office of Lyons & Lyons, which spot he resigned upon receiving the Small-Landau offer.

**Lipton Series on WNAC**

Thomas J. Lipton Inc., Hoboken (tea), on April 13 will start a quarter-hour program on WNAC, Tuesdays and Thursdays. Frank Presbrey Co., Inc., New York, placed the account.

★ **F. C. C.** ★  
**ACTIVITIES**

**HEARINGS SCHEDULED**

May 1: North Georgia Broadcasting Co., Rossville, Ga. CP for new station. 1200 kc., 100 watts, daytime.

May 25: Nathan N. Bauer, Miami. CP for new station. 1420 kc., 100 watts, unlimited.

May 28: L. L. Cryell & Son, Lincoln, Neb. CP for new station. 1450 kc., 250 watts, 1 Kw. LS. unlimited.

West Va. Newspaper Pub. Co., Clarksburg. CP for new station. 1250 kc., 1 Kw., daytime.

June 7: WRBC, Inc., Cleveland. CP for new station. 880 kc., 1 Kw., unlimited.

Citizens Broadcasting Corp., Schenectady. CP for new station. 1240 kc., 1 Kw., 5 Kw. LS., unlimited.

**APPLICATIONS GRANTED**

A. H. Belo Corp., Grapevine, Tex. CP for new high frequency station. 31600, 35600, 38600 and 41000 kc., 100 watts.

**SET FOR HEARING**

Key City Broadcasting Co., Kankakee, Ill. CP for new station. 1500 kc., 100 watts, unlimited.

Dan B. Shields, Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.

Clark Standiford, L. S. Coburn and A. C. Sidner, Fremont, Neb. CP for new station. 1370 kc., 100 watts, unlimited.

**APPLICATION DISMISSED**

C. E. Wilkenson Broadcasting Co., Inc., Mason City, Ia. CP for new station. 1210 kc., 100 watts, unlimited.

**Marjorie Mills on Yankee Net**

Bridgeport—Marjorie Mills, former woman's page editor and Boston broadcaster, will be heard over WICC from the Yankee network in a new series emanating from WNAC, Boston, starting today, 1:30 p.m., as a Tuesday-Thursday-Friday feature.

**Larry Mills Joins WCCO**

Minneapolis—Larry Mills, formerly with Franklin Transformer Co., has joined the WCCO engineering staff as studio control technician, it is announced by Hugh S. McCartney, chief engineer.

**Congratulations**

And Our

**Deepest Appreciation**

For

**The Newest  
Paper in Radio**

LOU R. WINSTON, Pres.

**RADIO  
RECORDERS  
INC.**

932 North Western Ave.  
Hollywood

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

**KATE  
SMITH**

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS



# COMMENTS ON CURRENT PROGRAMS

## Coronet-on-the-Air

Same show started recently on WOR and switched to NBC-Blue on Friday, 9:30-10 p.m. Deems Taylor, Robert Armbruster and orchestra, plus dramatic cast and an occasional guest, in a program heralded by full page ads in the dailies as well as smaller space. Style of show remains the same, tempo is speedy, perhaps too much so at the opening, listeners hardly getting an opportunity to orient themselves before the first dramatized business is on.

Schedule as billed did not always work out as strongly in spots, somewhat disappointing was the "orchestra plays four pictures, including Fragonard's 'Sleepless Bacchante.'" Needed more of a sock in this direction. One item was repeated as done on the first Coronet program, but interesting nevertheless. Production generally is good and Deems Taylor most always is, too. Unlike the WOR show, this one made no reference to sending in subscriptions to the station, etc. Listener was told, however, that newsstand man would permit the prospective purchaser of the magazine to look it over first.

## RCA Magic Key

Two or three highlights aided Sunday's 2-3 p.m. stanza which held the usual novel hookup, including a two-way conversation from a new U. S. Army bomber. "Song of India" by the Whiteman orchestra had an inimitable rendition. Rose Bampton clicked.

## Shaefer 9 O'Clock Revue

The "Shaefer 9 O'clock Revue" on WOR, to this reviewer, is the best musical show on the station to date. Program is sweet music at its best. Leo Reisman's music just naturally makes you want to dance and Ray Heatherton's singing of "The Night Is Young and You're So Beautiful" and "If My Heart Could Only Talk" were excellent.

Program is aired from atop the New Amsterdam Theater and only s. r. was available last Sunday night. Arthur Pryor, Jr., BBDO radio head, Shaefer's advertising agents, personally supervises the show from the control room.

## National Ice Show

National Ice show with Gladys Swarthout, Frank Chapman and Robert Armbruster's orchestra still has not come entirely out of the rut it started in last February. Sunday night's program on the NBC-Red, 10-10:30 p.m., cannot hope to garner any of the listeners the former occupant of the period, General Motors Symphony, had. Miss Swarthout is the whole show, serving as master of ceremonies and star singer. Frank Chapman, as her singing partner, does not sound bad in the duets, but in solos his selection of songs is poor. Sunday night on his only solo he

failed, probably due to poor lung capacity, to reach some of the high notes. Chapman was also exceedingly nervous when not before the microphone.

And here is a tip to the production staff. Don't look out of the control window like you were witnessing an execution. At this broadcast the control room was jammed and so was the clients' room. A little smile, a handclap or some other form of encouragement would be appreciated all around. Maybe that is the reason for the show lacking any zip.

## Nash Speed Show

Help! Star drowning in the wrong kind of program setup! That's what

is happening to Grace Moore, whose performance has been all but ruined for the third successive week by a production setting that is out of tune with her. Despite the elimination of Floyd Gibbons and his rat-tat-tat commentaries, last Saturday night's Nash Speed Show (CBS, 9 p.m.) still didn't sound like the right kind of a background for Miss Moore. Her "Jeannie," "Finiculi, Finicula" and a scene from her film "The King Steps Out" had a routine flavor. No sparkle. Whole program seemed just routine.

## Mills Brothers

Not much heard from in a long while, the Mills Brothers of "Hold That Tiger" fame didn't get much of

a chance in their guest spot with Ed Wynn last Saturday at 8 p.m. over the NBC-Blue. Their "Love Bug Will Bite You" was just fair compared to what these boys are able to do. The program as a whole was about as usual.

## Sealtest Party

Tom Howard and George Shelton provide some of the most consistently amusing and liveliest cross-fire comedy to be heard on the radio. But when they crowd into a few minutes such old ones as "How long is a piece of string?" "Where does your fist go when you open your hand?" and "It's longer from New Year's to Xmas than from Xmas to New Year's," and others, it's too much. Otherwise, last Saturday's Sealtest Party with James Melton over the NBC-Red was okay. Cornelia Otis Skinner, one-woman show, entertained muchly.

## Paramount on Parade

Second edition of Paramount studio program over NBC-Red on Sunday at noon wasn't a lot better than the poor initial show. Yacht Club Boys did a number, a trio of little girls sang "Mr. Paganini," Dorothy Lamour was heard in "Moonlight and Shadows". Gail Patrick, Ray Milland and Akim Tamiroff burlesqued a little drama, and Victor Young did orchestral honors, with Lynn Overman and Mary Carlisle as guides. Insufficient preparation seemed to be the chief fault.

## At Random

...Bobby Breen singing "Eili Eili" was the choice bit on Eddie Cantor's Texaco program Sunday over CBS at 8:30 p.m. Whole show was better than some recent Cantor productions. Artie Auerbach, new stooge, was pretty funny, but not like Parky-karkus or Harry Savoy.

...NBC's ABC of Announcers on Saturday at 7:45 p.m. over the Red network was largely a batch of kidding between the mikers and a girl info-seeker. It was more gagging than informative or institutionally enhancing.

...Last Friday's Farm & Home Hour over the NBC-Blue at noon had some informative hints by Paul Wing to 4-H Club members on radio play writing. Wing outlined the basic essentials, emphasizing plot and simplicity, and gave a sample of construction method. Four more talks on the subject will follow.

...Jeannette MacDonald brought a lovely voice and a winning personality to Friday night's "Hollywood Hotel" over the CBS net, doing a tabloid of "Maytime" with Igor Gorin doing male vocal honors. Miss MacDonald would be welcome much more often on the air.

## ★ PROMOTION ★

### Jingle Contest

Lem Turner, WHO (Des Moines) singer-comedian, and the Four Dons, instrumental ensemble, broadcast a variety program over WHO every Monday, Wednesday and Friday, 5:45-6 p.m., in the interests of Crazy Water Co. (Crazy Fizz), have evoked considerable interest with a jingle contest.

Crazy Water offers 21 cash prizes each week and a grand prize for the best four-line jingle to be recited to the tune of the "Organ Grinder's Swing," program theme song.

Listeners may submit as many jingles as they wish, each accompanied by the side of a carton from a package of either Crazy Fizz or Crazy Water Crystals or a reasonable accurate facsimile.

On each of the three weekly programs a \$5 first prize, \$2.50 second prize and five prizes of \$1 each is awarded winning jingles. At the close of the contest, April 16, a grand prize of a 10-day all-expense trip to the Crazy Water hotel, Mineral Wells, Tex., will be awarded.

### Admiracion Campaign

Admiracion Laboratories, which start a new program on the Mutual network April 18 with Tim and Irene and Bunny Berigan swing orchestra, have designed a special promotion campaign to tie in with the radio show and introduce to the public its oil shampoo and other hair dressing products. Magazines and newspapers will also be used.

Cash allowance for cooperative advertising has been made available to all retailers and a combination package valued at \$1.10 will be sold for 59 cents. Admiracion will allow the retailer six cents on each combo package and each "shipper" containing six units will give the retailer a 36-cent certificate and honored by Admiracion at face value. Concern will supply mats, etc., for the retailer to use in his local advertising tieups.

### Garden Seed Offers

Garden seed offers on at least three different programs heard daily over KVOO have caused a real rush in the merchandising department of the station, according to Gordon Avery, merchandising manager.

Garden seeds are now offered by Dr. Caldwell's Syrup of Pepsin program, Ma Perkins, and Shannon's Feed Co.

A special post office truck on three different days brought the mail to the station, and virtually every available member of the staff was summoned for duty to aid in separating and classifying the mail.

### NBC Program Display Book

NBC has readied a new booklet entitled "35 Hours a Day," which gives the reader a kaleidoscopic view of the various programs that go to make up 17½ hours of broadcasting on each of the networks' webs.

Text is limited in each spot, but plays up a colorful assortment of action and other photographic insets spread over each of the pages. These include regular shows as well as transatlantic broadcasts and special sports and news events. Pictorially, it is an especially good job.

### Binder for Poems

Orville Foster, "The Day Dreamer" on the Iowa Network, has been offering a loose leaf binder for fans of the program who may secure poems heard on his program by writing him. In offering the binder, he told listeners they could send in 10 cents to cover mailing and handling if they liked, though it was not obligatory. He received 604 letters the first week and 759 the second. Of all who requested the binder, only 11 failed to enclose dimes. Foster is Musical Director for IBS and his Day Dreamer program has a big following in Iowa. Program is one of those being tested for audience reaction by the Iowa web prior to pushing for sponsorship.



**ORCHESTRAS  
MUSIC**

**F**RANK CAPANO returns to the music publishing field to organize the Tin Pan Alley Music Co., with offices in Philly and New York. Maurrie Merl, who formerly acted in the capacity of professional manager for Capano Music, has formed his own company, Atlas Music Co., and will concentrate on swing and Cuban numbers. He will have offices in both Philadelphia and New York.

*Leo Zollo takes over the baton at Benny the Bum's, Philadelphia. The spot has a WFIL wire.*

Bob McGrew's band, hailed as one of the outstanding young outfits in the music business, made its bow over WCAE, Pittsburgh, last week. The program originated at an outlying night-spot, Bill Green's Casino.

*Werner Janssen, composer and conductor, will conduct the Helsingfors Municipal Orchestra in the Sixth Symphony by Jan Sibelius, outstanding Scandinavian composer, during a special broadcast from Helsingfors, Finland, on Friday, April 9, 1:05 to 1:40 p.m. over the NBC-Red.*

Bob Willis and his playboys, a hill-billy band aired a half hour daily over KVOO, Tulsa, after four years on the station, is drawing increasing crowds. Recently William B. Way, manager of KVOO, arranged to place the band in one of the city's largest dance halls for the noon-day broadcast. The dance hall has become a haven for moon-day crowds who watch the broadcast.

*Vincent Travers, French Casino maestro, whose ork takes the air Sunday nights at 11:15 over the WEAFF-Red Network, has had his broadcasting schedule extended to include a Wednesday evening spot over the same chain. Time remains the same.*

Paul Whiteman's newest vocalist is Jimmy Brierly of CBS fame. Brierly will be inducted into the Whiteman band officially April 9 when the broadcasts over Mutual and NBC begin to be aired from the Drake Hotel in Chi.

*Jack Benney and Ork introduce the latest style in melody, "Tone Poems in Swing," a Sid Phillips conception. Mills is the publisher of two of the numbers, "Night Ride" and "Escapade."*

**At the Rainbow Grill  
Emery Deutsch**

and His Orchestra  
Unusual, Romantic Music  
CBS Artist Bureau  
Management Rockwell-O'Keefe, Inc.  
Radio City, New York and Hollywood



**"KEYBOARD SERENADE"**

*Sustaining*  
CBS, Saturday 9:30-10 p.m.  
**PLEASING BLEND OF ORGAN AND PIANO MUSIC WITH VOCAL INTERLUDES.**

With the expert ivory work of Ann Leaf at the organ and Walter Gross at the piano, and the rich, full-bodied voice of Ruth Carhart coming in for an occasional refrain, this is a very nicely devised program. It will be welcomed especially by those who enjoy a suitable accompaniment for relaxation. There is a minimum of commentary about the songs by the announcer. In fact, most of the numbers are not even announced, and it is a pleasure to hear the fine voice of Miss Carhart sliding into the scene gracefully and unhampered by talk. The few necessary announcements are judiciously handled by Carlyle Stevens.

**"IRVING KAUFMAN PRESENTS"**

*National Silver Co.*  
WOR, Sundays, 11:30-12:00 a.m.  
**PLEASANT VOCAL ONE-MAN ENTERTAINMENT, WITH INSTRUMENTAL INTERLUDES.**

This program has an easy rhythmic flow, with surprising variety, considering the fact that the burden of entertainment is carried by one man. Irving Kaufman's voice has a lyrical quality, his assortment of dialects is comprehensive and flexible. A nice balance is struck, with the singing of such ditties as "Time On My Hands" alternating with moments of swift comedy. Pauline Alpert, WOR's "whirlwind pianist," and Louise Wilcher, organist, contribute several skilful and interestingly worked out piano-organ duets. Announcer is Ray Winters.

**"GENERAL MOTORS CONCERT"**

*General Motors Corp.*  
NBC-Blue Network, Sundays, 8-9 p.m.

**NEW SPRING SERIES OFFERS STRONG AND WELL-BALANCED MUSICAL SHOW.**

With Lily Pons and John Brownlee as guest soloists, this program inaugurated its annual spring series last Sunday devoted to a lighter type of music than that heard throughout the winter. Orchestra, under able direction of Erno Rapee, devoted majority of the hour to the orthodox classical arrangements, leaving Miss Pons and Brownlee the task of introducing the lighter vein to the program. Brownlee, making his air debut, did not appear mike-shy during his turns on the ether and his rich baritone voice proved easy to listen to. Miss Pons, warming up for her new series which begins April 15

over CBS, offered a selection from her latest picture, "The Girl from Paris." Show should prove heavy opposition to the 8 p.m. monopoly formerly held by Chase & Sanborn on the opposite NBC net. Program shies away from boring commercials, using only a minimum amount of sales chatter. Milton Cross, formerly the commentator on the program, has been replaced by Howard Claney, who continues indefinitely.

**"MORNING ALMANAC"**

*Sustaining*  
WABC, Monday through Saturday, 8-9 a.m.

**FAIRLY LIVELY AND CHEERY MISCELLANY EMCEED BY PHIL COOK.**

With Phil Cook emceeing and doing his familiar line of characterizations, this program shapes up as one of the better early morning periods. Comedy, music, suggestions on gardening, advice on marketing, information about return engagements of popular films, showings of foreign pictures, intermittent announcement of the time, Lew White at the organ and specialties by The Funnyboners, all combine to give the program enough variety and movement to keep it fairly interesting.

**CHAMBERLAIN BROWN**

*Sustaining*  
WMCA, Mondays, 3:30-4 p.m.  
**GOOD BROADWAY VARIETY PROGRAM WITH SPONSORSHIP POSSIBILITIES.**

Continuing in the same vein as the 26-week series recently put on over WINS, Chamberlain Brown brought an interesting new series to WMCA yesterday. With names from the Broadway theater, opera and other glamor fields, Brown puts on a diversified show that could well be utilized and improved by sponsors, for Brown has unusual facilities. Yesterday's bill had Mrs. Joe Leblang, Donald Sharpe of "Dead End", Marcus Griffin of The Enquirer, Goeta Ljunburg of the opera and many others. Interesting discourse on Broadway doings and personages is interspersed with the musical and dramatic bits.

**WROL Promotes Roland Weeks**

Knoxville—Roland Weeks, for the past year in the local sales department, has been promoted to commercial manager of WROL. He formerly was with WCSC, Charleston, S. C., and WNOX here.

**Oregon Radio Advertising**

Portland, Ore.—Radio will be used in the Oregon state highway commission campaign to "Sell Oregon to America." Botsford, Constantine & Gardner agency here is handling the account.

**UNSOLICITED**

The editorial "Looking On And Listening In," on the front page of the Thursday, March 18th issue, sells me. Whoever wrote that column that day certainly hit the bulls' eye. That one article alone makes Radio Daily worth a year's subscription.

Most cordially,  
CLAIR B. HULL  
WDZ BROADCASTING COMPANY  
Tuscola, Illinois

Enclosed is order for Radio Daily for one year and please bill us accordingly.

Of the sample copies, we have obtained three leads for the sale of blank acetate discs etc. and obtained two orders so far and the profits on these orders will pay for your paper for quite a time to come.

Very truly yours  
MIRROR RECORD CORPORATION  
by P. K. TRAUTWEIN, as Pres.-Treas.  
58 West 25th Street, New York City

*The only daily trade paper devoted exclusively to the better interests of commercial radio and television—*

**RADIO  
DAILY**

1501 BROADWAY  
NEW YORK, N. Y.

6425 HOLLYWOOD BLVD.  
Hollywood, California





**HENRY KING** and his ork will be aired over WGN-Mutual for the first time on Friday, April 9, from the Empire Room of the Palmer House here.

Marian and Jim Jordan the first circus addicts of the spring season. The pair head for New York in a few weeks.

Lucille Long, Barn Dance contralto, back in town after three-week vacash in Florida and Nassau.

Alfred Wallenstein will wield the baton regularly over the Firestone concert ork beginning tomorrow.

Tony Koelker of NBC press dept. and Anne Courtney, formerly of same net, now Mr. and Mrs.

Jane Crusinberry, author of Mary Marlin, has been given a commitment by the WPA Federal Theater here to do a play.

"Two Hundred Meters and Down" a quarter-hour program dramatizing exploits of amateur radio operators, will be heard over WMAQ each Saturday at midnight, CST, following its premiere on April 3. The new show is written by Charles G. Bennett and sponsored by Hallicrafters.

Rowena Williams will be starred as soloist with the Mutual net show, "Your Parlor Penthouse," over WGN beginning April 25.

Ransom Sherman, pioneer radio comic, absent from the NBC networks since last summer and away from local air for more than two years, returns to emcee a new program, "Club Matinee," which will be broadcast from Chi studios daily except Sundays with a varied sked. Sair Lee, Canadian blue songstress; Robert Gately, NBC baritone, and Harry Kogen's ork will support.

Should be a grand re-union in Hollywood for Joe Gallicchio, vet NBC ork leader, when he rejoins Amos 'n' Andy show this week.

Glenn Wilbur Voliva's elaborate WCBD in Zion City went up in a blaze Friday at an estimated cost of \$35,000 when his religious tabernacle was also razed by flames.

Bill Haley, formerly of WCKY, Cincinnati, now heard on Pappy Cheshire's afternoon WBBM frolic.

Chas. Gilcrest, radio editor of the News, back from Central America.

"Melodies of Yesterday," 15-minute stanza with Herbert Foote, organist, and Ronnie Mansfield, vocalist, heard each afternoon on WBBM from the Edgewater Beach, clicked and goes network each Saturday hereafter over CBS at 5:45 p.m. CST.

*On Tour*  
**GLEN GRAY**  
and the  
**Casa Loma Orchestra**  
Management Rockwell-O'Keefe, Inc.  
Radio City, N. Y. and Hollywood

## ★ Coast-to-Coast ★

**HARRY LeBRUN**, who with Ken French pioneered two-voiced news broadcasts and is still at it with Tide Water Associated Oil Co., recently volunteered and was used as blood donor in response to plea by Al Sigl, newscaster of the Gannett newspaper at WHEC, Rochester, N. Y. Incidentally, WHEC gives 9¼ hours weekly to newscasts, according to Ross Woodbridge.

*K. G. Marshall, v.p. and g.m. of WBRC, Birmingham, is back from a Florida vacation.*

Dismissal of Major W. E. Gladstone Murray as g. m. of Canadian Broadcasting Commission has been demanded by Ex-Prime Minister R. B. Bennett, because of a radio statement by Murray to the effect that CBC is pledged to make Canada bi-lingual.

*Bill Phipps of KOMO-KJR, Seattle, took himself a wife.*

Doug Grant, program director at WMT, Cedar Rapids-Waterloo, back on the job after a short illness. Charles F. Quentin, WMT technical supervisor, returned from Milwaukee area where he looked over engineering facilities preparatory to installation of some new equipment at WMT.

*Eleven Baltimore federal savings and loan associations, constituting the Maryland Council of Federal Savings and Loan Associations, sponsored a "Buying a Home" program*

## ★ ★ San Francisco ★ ★

Ralph R. Burton, g.m. of KJBS-KQW, back from a Washington trip in connection with application for power increase for KQW, San Jose, to 5000 watts.

Carleton E. Coveny, KJBS sales manager, resigned last week to become commercial manager of KFAC, Los Angeles. His duties here are being absorbed by Ralph R. Brunton, g.m. Bert Van Cleve, radio and ad exec, has joined the KJBS commercial department.

Ford Billings, g. m. of California Radio System, gave one of the shortest dinner speeches on record at the dedication of KYA's Oakland studios. It lasted 30 seconds.

Harry Delasaux is now chief mike-man for KYA in the Oakland studios. William Gleason is in charge of the Oakland KYA studios as CRS representative.

E. P. Franklin has been named

over WBAL, hooking it up with their display at the National Home Show, which opened Saturday.

James R. Waters, radio dialectician, is in the new play, "Excursion," opening this week.

*Lenny Strong, announcer at KLS, Salt Lake City, is the father of a girl.*

Wayne Richards and Ralph Hardy, both former University of Utah men, have joined the announcing staff of KLS, Salt Lake City.

*James Irving is the latest addition to the WTMJ, Milwaukee, announcing staff.*

Gene Cook has succeeded W. L. Doudna as radio editor of the Wisconsin State Journal, Madison. Doudna has joined WHBL, Sheboygan, Wis.

*WRJN's 10:30 p.m. news broadcasts, labeled for more than a year and a half the "Police Blotter," have been renamed "Five Star Final" to tie in with the latest edition of the Racine (Wis.) Journal-Times.*

John Sheehan, former WGY (Schenectady) announcer, is pinch hitting for Leo Bolley, Tydol sports commentator. Bolley, with Mrs. Bolley, is on an automobile tour to Washington, Baltimore and Pinehurst. During his absence Sheehan interviewed Ellsworth Vines and Fred Perry, tennis professionals, before WGY's microphone.

general operations manager for KJBS, coordinating operations of the commercial and production departments and directing personnel. Wallace A. Gade is the new program director.

C. R. Hampton has been added to the KYA sales staff, it is announced by M. E. "Bob" Roberts, manager.

Tom Wallace, southern California commentator, has had KYA added to his outlets. Dr. Jayne's Vermifuge is sponsor.

Dick De Angelis has joined the KJBS announcing and producing staff.

Ernie Smith has signed on a long-term contract for a new series of evening sports broadcasts over KYA. Roos Bros. (clothing) is sponsor. Smith also is handling the baseball games sponsored by General Mills.



**M. J. MARA**, president of Radio-aids, reports 28 stations sold within 10 days from the release of the firm's newest "aid," its Laundry Dry Cleaning series of disks.

I. G. A. disks are off the air in Southern California, following sudden folding of 62-year-old pioneer wholesale grocers firm of M. A. Newmark & Co. Robert J. Davis, manager of Emil Brisacher & Staff office, in charge of placing territory rights for trade name and campaign that goes with it.

Dave Weber, who did the radio star impersonations on the Burns & Allen anniversary show, has been signed as comic for Superio Macaroni's half hour variety show with Jimmy Tolson, m.c., going into its third week on KFAC. Studio audience sits at sidewalk cafe tables, eats spaghetti.

Western Auto Co.'s Outdoor Reporter program, with Earl Wilcox doing the talk, returns for its fifth spring and summer season, starting April 29. Dan G. Miner Co. is agency.

Following reorganization of C. P. MacGregor Co., firm has added KDON, WMBR, WIL, WGRC, KSCJ and KEUB as transcription service subscribers. New accounts include series of dramatized announcements for May Co. and Bullock's department stores; MODE O'Day 1-minute and 5-minute announcements; series of 13 quarter hour programs for Samaritan Institute (Logan & Stebbins, agency); 6 shows for Shell's 1937 Selling Parade for J. Walter Thompson, St. Louis agency, and 52 15-minute programs, "The Art of Make-Up" for House of Westmore (Heintz, Pickering & Co., agency).

Irv Brecher, writing entire Gillette Razor program, now at work on screen play, "New Faces" for RKO Radio.

Columbia System has re-arranged its lines, coming direct out of Salt Lake to Los Angeles, moved its line headquarters from San Francisco, and brought Allen Cormack here as traffic chief for coast.

**CONSOLIDATED RADIO ARTISTS, INC.**  
30 Rocketteller Plaza, N. Y. CO 15-3580  
CLEVELAND - CHICAGO - DALLAS - HOLLYWOOD

*America's Leading Radio and Dance Orchestras*

**BAND OF THE WEEK**

**RUSS MORGAN**  
Philip Morris Program  
Tues. NBC 8:00-8:30 Sat. CBS 9:00-9:30





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 41

NEW YORK, N. Y., WEDNESDAY, APRIL 7, 1937

FIVE CENTS

# Tele Will Need Sponsors

## 26 ACCOUNTS REPORTED FOR 'WLW WIRE' HOOKUP

The "WLW Wire", definitely scheduled to start next Monday with the hookup including KQV, Pittsburgh, WFIL, Philadelphia, and WHN, New York, is reported as having 24 quarter-hour commercials set, plus two half-hour shows, making 26 commercial programs weekly.

The new affiliation is meeting with tremendous success and is now regarded as a natural from the sales point of view, according to John L. Clark, president of Transamerican Broadcasting & Television Corp., which put the deal through with

*(Continued on Page 8)*

## Star Radio Programs Adds Ten Subscribers

Addition of ten stations to its list of subscribers is announced by Star Radio Programs Inc. Eight of the stations have taken the "Star Commercials", while two, WBTM and KRMC took the feature program "The Morning Bulletin Board".

Daniel C. Studin, vice-president of the firm, interprets the increased business at this time as indicating a prosperous summer season for the industry.

## Draves to Handle Radio In Compton Adv. Agency

Lee Draves has been appointed business manager of radio department of Compton Advertising Inc., succeeding Felix Dyck Hoff, who has been promoted to manager of the newly established Chicago office. Dyck Hoff is now in Chicago arranging for office space. Draves has been a member of the Compton staff for several years.

### Mike Fear

Philadelphia—When Bob Turner, who makes his living defying death in auto and airplane stunts, was interviewed over WDAS, he nearly fainted from fright at the sight of the mike. By clutching the mike and inhaling deeply, the movie daredevil regained his composure and saved the broadcast for announcer Jerry Stone.

### Continue Canada Deal

Washington Bur., RADIO DAILY  
Washington—Mutual Broadcasting System, Inc., Chicago, yesterday filed application with the FCC for extension of authority to exchange programs with CKLW, Windsor, Ontario, and through the telegraph office of Canadian Pacific Railway, Windsor, with Canadian Broadcasting Corp.

## MUTUAL SYSTEM BIZ UP 11% FOR MARCH

Mutual Broadcasting System gross revenue for the month of March totaled \$212,861.07, an increase of 11 per cent over March, 1936.

Cumulative total for the first quarter gives MBS \$602,311.16.

## Musical Artists Guild Re-elects Tibbett Prexy

American Guild of Musical Artists Inc. has re-elected Lawrence Tibbett, president. Other officers re-elected at the second annual meeting were Jascha Heifetz, Richard Bonelli and Alma Gluck, vice-presidents, and Frank LaForge, treasurer. New officers are Frank Sheridan, vice-president, and Queena Mario, recording secretary. Leo Fischer was reappointed executive secretary.

Lanny Ross, Ruth Breton, Richard Crooks, Frederick Jagel and Eve Gauthier were elected to the board of governors for a three-year period, and Deems Taylor and Alexander

*(Continued on Page 3)*

## 15-Second Wait Costs Canovas \$1,600 Weekly Out of \$1,750

## 11 Stations Are Added For Griffin NBC Show

Griffin Mfg. Co. has added 11 more stations to its "The Tic-Toc Review" program which starts on the NBC-Blue network, May 17, 7-7:30 p.m. Stations are WSAI, WTAR, WPTF, WSOC, WJAX, WFLA, WIOD, WFBC, WCSC, WWNC and WRVA when available. Birmingham, Castleman and Pierce is the agency.

## Sarnoff Tells RCA Annual Meet That High Cost of Visual Programs Will Require Ad Support

## RCA FIRST QUARTER 10% AHEAD OF 1936

RCA business for the first quarter of 1937 was estimated by David Sarnoff yesterday as being 10 per cent ahead of the same period in 1936. Net profit, after deductions, Sarnoff told the RCA stockholders, will be approximately \$2,200,000 for the quarter, compared with \$1,287,000 for the first quarter of 1936. This sum is an increase in net profit of \$900,000 over the same period last year. After allowing for the first quarter dividend requirements of \$808,000 on preferred stock, there remains \$1,391,000, equivalent to 10 cents a share on the common stock. Same quarter last year resulted in a

*(Continued on Page 3)*

## Packard-Astaire Show Is Extended to June 1

The Packard Hour starring Fred Astaire has had its time contract extended until June 1, it was learned yesterday. Program is sponsored by the Packard Motor Car Co. over the NBC-Red network, Tuesdays, 9:30-10:30 p.m. Charles Butterworth and Johnny Green's orchestra, in addition to Astaire, make up the show. Young and Rubicam has the account.

Costliness of television, not only in its current experimental stages, but when in actual operation, will mean that support will really devolve upon the advertiser as it does in broadcasting, said David Sarnoff, president of RCA, at the annual stockholders' meeting yesterday afternoon. Sarnoff reviewed the various RCA activities, including broadcasting, communications, research and manufacturing.

Relative to broadcasting, Sarnoff stressed the progress made in supplying informative and educational as well as entertaining programs, while leading advertisers continued to take increased advantage of the NBC facilities to reach the public with business and industry messages. Fan mail of the RCA broadcasts of the Metropolitan opera reached a

*(Continued on Page 3)*

## General Foods to Star Ripley in New Program

General Foods Corp. has picked up its option on Robert (Believe It or Not) Ripley and will star him in a new series of radio programs to begin before the end of the year. General Foods said Ripley would not

*(Continued on Page 3)*

## Renewing "Magic Key" For Indefinite Period

RCA on April 11 will renew the "RCA Magic Key" program for an indefinite period over 81 NBC-Blue network stations, Sundays, 2-3 p.m. Lord & Thomas has the account.

### Efficiency Recess

Lord & Thomas agency requires members of staff to take a one-week Winter vacation (on the house), the idea being that the men thereby will be refreshed and better fitted for work until the usual summer holiday period. Tom McAvity, head of the radio department is currently inhaling the pine-laden air at Asheville, N. C.

*(Continued on Page 8)*





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## FINANCIAL

(Tuesday, Apr. 6)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172	171	171½	— ½
Crosley Radio	23	22½	22¾	— ¾
Gen. Electric	56¾	55½	55¾	— 7/8
North American	26¼	25¼	25½	— ½
RCA Common	11½	10¾	11½	+ 5/8
RCA First Pfd	75	74½	75	+ ½
RCA \$5 Pfd. B.	(85 Bid)			
Stewart Warner	18½	18¼	18¼	— ½
Zenith Radio	34	33¾	34	— ¼

### NEW YORK CURB EXCHANGE

Hazeltine	4½	4¼	4¼	— ¼
Majestic				
Nat. Union Radio				

### OVER THE COUNTER

	Bid	Asked
CBS A	57½	59½
CBS B	57¾	59¾
Stromberg Carlson	15½	16½

## New KOIN Program

Portland, Ore.—“Dot and Four Dashes”, new CBS Pacific network program originating from KOIN here, made its debut Friday and has received a favorable response. It goes on the air weekly, 1:30-1:45 p.m. PST. Cast includes Dorothy Rolfsness, James Riddell, Walton McKinney, Gail Young, Ed Secoure, and John Emmel at the piano.

Art Kirkham in “This and That” also is on the coast network thrice weekly, while two musical programs, “Rainbow’s End” and “Door to the Moon” are offered Sundays.

## Austin Joins Kass-Tohrner

Charles Austin has joined the Kass-Tohrner radio productions office in the RKO Building in a executive capacity.

## REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway ME. 3-1270 New York

## RADIO EDITORS' FORUM

Second of a series of expressions by the leading radio editors of the country on the general subject of broadcasting.

By ROBERT S. STEPHAN  
Cleveland Plain Dealer, Cleveland, O.

I HAVE no complaints against radio. I do not think a radio editor should complain. Rather, he should reflect his readers' reactions and, if possible, offer such constructive suggestions as he feels might aid the industry. So here goes:

**COMEDY**—We need more natural humor, less gagmen. The current back-slapping and feuds are sometimes tiresome.

**APPLAUSE**—Studio applause is acceptable if not forced. As a natural background it may have its place in such a series as General Motors concerts. But there should be a law against “applause signs” and “radio cheer leaders.”

**RADIO SERIAL**—The radio serial needs an uplift. Why not dramatize our good novels? Too many actors and actresses “double” and “triple” weekly on serial series. The dialer recognizes the voices and associates them with other characters outside the sketch to which he is listening.

**DRAMA**—Radio Theater leads. Yet in this series it has been demonstrated plays and casts must be chosen carefully. Weak plays can be instantly detected. Poor casting will injure a meaty play. Radio can be even more taxing than the theater. It is not “name” but acting ability which gets over the air.

**MUSIC**—The dance band with individual style and personable front is the “tops” today. Symphonic organizations are rapidly developing the needed showmanship which reaches the mass mind. Serious musicians discover music should not be played because it has been the custom to play it—but to play it for its appeal and entertainment value. In the serious field the short work is of most value in radio.

**TELEVISION**—Unless television is somewhere near comparable to sound

broadcasting it should not be overly ballyhooed. The public is of a mind to expect something big in the way of television.

**PERSONALITY SINGER**—The little girl who once sang about the moon is not so popular these days. Dialers are demanding good voices and musicianship rather than freak voices and styles.

**LOCAL EVENTS**—Networks have taken too much of the individual station's preferred time. Each station should have at least an hour across the board in time between 7 p.m. and 10 p.m. in which to stress itself locally by stressing community broadcasting.

**COMMERCIAL**—Best commercial bulletin on the air today is one so short it can not be dialed off. Bulletins should come at the beginning and end of a program. Networks should make some financial adjustment with affiliated stations which would cut down the “spot advertising” bulletin.

**EDUCATION**—All educational broadcasting should be “box office.” Just because a series is “educational” should not be the key which unlocks air time. We need more educational research rather than more educational air time at this point in radio's progress.

**VARIETY**—Producers should select their acts by listening to them unseen. What happens in the studio many times does not get to the air. Many stage acts are not good radio acts.

**INTERVIEW**—The air interview as an act is not good radio unless the interview is natural. Dialers detect when the person interviewed is not speaking his own thoughts. The “hero should always be himself.” If he makes a poor showing before a mike he should not be considered as interesting radio material.

## All CBS Sustainings Are Listed in Booklet

CBS sales promotion yesterday published, as part of its regular monthly service, a complete list of all sustaining programs on the net. Sustaining list was a part of the monthly client list which CBS has been sending out in mimeograph form, now printed on gloss paper stock. List of sponsored and sustaining programs will be revised and issued monthly. Along with the new booklet a postcard was attached asking if you wanted to receive the information regularly, throw the card away, if not mail the card to CBS. A little reverse English.

## N.Y.U. Sets Its Plan For Radio Workshop

New York University yesterday announced completion of plans for a six-week session of the Radio Workshop to provide training for persons wishing to enter the new fields of educational broadcasting. The course is to be conducted by the university in co-operation with the Radio project of the Office of Education, U. S. Department of Interior. All students enrolled will be given an opportunity to hear the ideas of the leaders in commercial and educational broadcasting. Plans are now being completed whereby the students will write and produce their own shows over one of the New York local stations.

## COMING and GOING

WILLIAM MURRAY, head of the William Morris Agency radio department, returned from the coast yesterday.

PERCY HEMUS is back from Chicago.

DALE ROBERTSON, vice-president and general manager of WIBX, Utica, is in New York on business.

WILLIAM A. SCHUDT, JR., general manager of WBT, Charlotte, has returned to his office after a week's business trip to New York.

JOHN J. GILLIN, JR., of WOW, Omaha, will visit New York, Detroit and Chicago on business after attending the board of directors meeting of the National Association of Broadcasters.

HELEN MORGAN sails today on the Lafayette for Europe.

VIRGIL REITER of Transamerican is in Chicago for the rest of the week attending sales conferences.

FRANCO GHIONE, conductor, arrives tomorrow on the Rex.

WARREN and DUBIN will return to Hollywood on Friday. While in New York the team completed score for “Mr. Dodd Takes The Air,” new Mervyn LeRoy flicker which will star Kenny Baker.

## Recommends Awards For Best Local Shows

While commending the work of the Women's National Radio Committee generally, Joseph J. Weed, station representative, is seeking to have the WNRC also take into consideration the outstanding programs being offered on some of the unaffiliated stations, or those that produce good shows for local audiences.

Weed stated that with over 600 stations in the U. S., many have worthy shows heard locally and that sub-committees of the WNRC might offer some recognition and encouragement to these programs. Non-network features have a definite value in communities, says Weed and if placed in nomination by the sub-committee, might result in obtaining national prominence and eventually go network.

## Barnsdall Refining Shifts Midwest Show

Because the repeat program on the Rex Chandler show which CBS signed yesterday comes at 10:45-11:15 p.m., Barnsdall Refining Corp., will have to shift its mid-west program on April 18 to the Sunday, 7-7:30 p.m., spot using the same split CBS network. CBS contract with Barnsdall contained a two-week cancellation clause.

**LEO SAYS:**

When it comes to best bets Col. J. C. Flippen's original amateur hour still leads the field.

**WJLN DIAL 1010**  
AFFILIATED WITH  
M-G-M \* LOEW'S





## TELEVISION NEEDS SPONSORS—SARNOFF

(Continued from Page 1)

new high by way of public appreciation, while next month, he predicted would again make radio history with broadcasts of the Coronation.

Television was making rapid strides Sarnoff said, pictures now being televised being about double that of the former 5½ x 7 inches.

Coverage of the U. S. with approximately 3 million square miles of territory and about 130,000,000 inhabitants presents a problem "more formidable" than in England, where the area is small and the population concentrated, he pointed out. Mentioning the government subsidy of television in England, Sarnoff was sure that reception would be free to the American home through private enterprise. Further technical improvement was necessary in transmission as well as reception, but as the improvements were made, costs should decrease and reduce the huge financial outlays now necessary in starting a nation-wide television service.

Sponsored tele programs were definitely a part of the future status of this new form of entertainment, stated Sarnoff, because the program service will be costly and support will devolve upon advertisers as it does in broadcasting. Before sponsors can be interested, however, it is necessary to provide a seeing and hearing audience. He pointed out that RCA equipment was second to none, that developments in England were based on RCA patents and reminded his hearers that CBS in re-entering the field of tele had purchased RCA apparatus.

### RCA First Quarter 10% Ahead of 1936

(Continued from Page 1)

deficit of about one cent a share on the common. Sarnoff warned, however, that the first quarter business was not a sound basis for determining the profits of the entire year.

By a vote of 63 per cent of outstanding stock, directors were re-elected. Proxies were received from 56 per cent of stockholders, a higher percentage than last year.

1	9	3	7
SUN	MON	TUE	WED
2	4	5	6
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

April 7

Greetings from Radio Daily

to

Walter Winchell  
Charles Carlile

## NEW PROGRAMS—IDEAS

### "Current News Forum"

Successful in a three-month trial, "The Current News Forum" has been made a daily 11-11:30 a.m. feature over KUOA, Siloam Springs, Ark. Purpose behind the program is intelligent interpretation behind the daily news and it endeavors to interpret problems and questions which arise every day in the minds of persons reading the news. This is accomplished by inviting guests to the news forum who represent a cross section of community life. The regular staff consists of Dr. Henry F. White, economist, writer and historian, and Roger Cox of the Science and Mathematics department of the John Brown University. Various masters of ceremonies are used from time to time, and their duty is to keep the conversation running.

The program is entirely ad lib, but listeners write in with frequent question as to whether the program is ad lib or script. This procedure is followed: The master of ceremonies chooses a United Press bulletin and reads it. He then throws the forum open to the visitors who ask pertinent questions regarding the background, causes and effects. The staff of the news forum then comes into play with answers. It has been found best to use the same visitors for a period of time because after they grow more familiar with the microphone their questions become more spontaneous.

### Trailer as Radio Studio

In connection with spots being sponsored by the Southern New York and Connecticut Trailer Show, to be held at the County Center, White Plains, April 8-13, a broadcast will be carried out by WFAS, from within a trailer, with the "home-on-wheels" acting as a broadcast studio. Saturday is the date chosen for the Exposition broadcast, with 9:45 p.m. as the tentative hour. An "on-the-air" explanation of "trailer-ing" will feature the pick-up.

### Service Station Series

In a campaign being prepared by B. M. Middleton, sales manager of WFAS, White Plains, N. Y., and the J. Sterling Getchell agency, Mayflower Stations Inc. (service stations) will sponsor programs in which listeners and motorists in Westchester County and lower Connecticut will have an opportunity to participate. Series starts in a week or so.

### Business Federation Drive

Civic and Business Federation of White Plains Inc. has bought 75 station-break announcements over WFAS for the week of April 18 to precede "Federation Days," a pretentious event being held to promote retail trade in the city, which will be in holiday garb for the occasion.

### Collegiate Tieup

Don Withycomb, g.m. of WFIL, Philadelphia, has arranged with eight colleges to substitute a radio script

in lieu of a composition assignment in the English course. Students are to submit a quarter-hour script weekly, the professor picking the best for station approval. John Clark, WFIL program chief, will select one of the scripts for incorporation in a "University Night" weekly program. Howard Lanin's band will supply college medleys for the programs.

### Music School Series

A new series of programs, "Cavalcade of Music," has been started by KLZ, Denver. The station has invited music schools, high schools and colleges to put on 15-minute musical programs. Each school is to build up its own program complete. Will probably build up a following from the schools, parents and relatives.

### Tie-up With Schools

Tie-ups between WBNX and foreign language classes of schools, calling for a 13-week series of Saturday 11:30 a.m. broadcasts by students, have been made with six schools. German programs are set with the James Monroe High School, Hunter College High School, New York University, Hunter College, Samuel J. Tilden High School and Grover Cleveland High School, with others to follow.

### WHO Starts 8 a.m. Sundays

Des Moines—WHO is now starting its Sunday schedule an hour earlier, at 8 a.m.

St. Louis Gospel Center's weekly Sunday Bible Broadcasting services is being piped to WMO from St. Louis by special leased wire.

### First Babe Ruth Broadcasts

Initial broadcast, April 14, in the Babe Ruth series sponsored by Sinclair Refining over CBS will have boys from Barnard High School discussing baseball and football. On April 16, Doris Hillman of Horace Mann High School will tell why she prefers baseball to football.

Giveaways of 20 RCA Victor auto radios and 500 autographed baseballs are tied in with the series. Federal Advertising Agency has the account.

### Philco Auto Radio Drive

Philadelphia—Philco has launched an auto radio drive for the spring and summer and is now distributing to dealers throughout the country an impressive collection of high-powered sales aids to be supplemented by radio, newspaper and billboard advertising.

On Tour

**GLEN GRAY**

and the

**Casa Loma Orchestra**

Management Rockwell-O'Keefe, Inc.  
Radio City, N. Y. and Hollywood

## ASCAP COMPLETES ITS NEW COMMITTEE

New Ascap Administrative Committee, formation of which was announced in RADIO DAILY yesterday, will have three additional members as selected by the board of directors. They are: Irving Caesar, Louis Bernstein and Walter Fischer. Herman Greenberg, long identified as a member of the Ascap staff, will become assistant to the general manager.

E. C. Mills, as mentioned will be chairman of the administrative committee and with Gene Buck, plus the members chosen yesterday, will supervise the organization's activities. John G. Paine, practically drafted for the spot as general manager, will hold a meeting today of the MPPA board and tell them he will accept the proffered post with Ascap. Also, he will recommend Harry Fox to be chairman of the board of the MPPA.

New setup definitely will relieve Mills of considerable detail work and leave him free to cope exclusively with the larger problems.

### General Foods to Star Ripley in New Program

(Continued from Page 1)

be put on the air to promote "Post Toasties" and further that no product or network had been selected for the new show. Ripley is currently under contract to Standard Brands for the Baker's broadcast on Sundays over the NBC-Blue web, 7:30-8 p.m. Young & Rubicam and Benton & Bowles share the General Foods domestic advertising account.

### Musical Artists Guild Re-elects Tibbett Prexy

(Continued from Page 1)

Smallens for one year. Frank Chapman, Charles Hackett, James Melton, Ernest Schelling, Don Voorhees, Fred Waring, Paul Whiteman and Efrem Zimbalist continue as members of board.

### Yvette Rugel Renewed

Yvette Rugel, after some guest appearances with WMCA's "Howard Dandies," has been extended indefinitely on the nightly program. Carl Fenton's Orchestra supplies the music.

"BARON MUNCHAUSEN"

**JACK PEARL**

RALEIGH and KOOL CIGARETTES

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

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



## NEW BOOKS

NOT TO BE BROADCAST, by Ruth Brindze. Published by The Vanguard Press, New York. \$2.50.

Here is a perfect example of what happens when a writer creates a mental ogre, hits on what seems a "sensational idea" for a book and sets out to prove her theories by corraling all the information (reliable and otherwise) that serves her ends and ignoring everything that doesn't. The fact that her contentions and supposed bugaboos could be exploded by just a fraction of the facts which she ignored seems to be of no moment to the author of this volume sub-titled "The Truth About Radio." Miss Brindze certainly must have heard about that popular expression, "The Truth, the Whole Truth and Nothing but the Truth." Nevertheless, she has conveniently ignored most of the truth in order to turn out a strained effort to make some sensational reading about radio.

The book presents a lot of academic material relating to supposed monopoly, influence of the radio, political interference, restrictions on matter delivered over the air, etc., etc. As proof of radio influence, the author says Roosevelt won his re-election by going on the air when the press was against him. But how about Father Coughlin, who did over twenty-fold more broadcasting, and with an equally forceful oratorical voice, yet in the showdown he was left high and dry by his listeners—proving that the public is not so easily swayed in wrong directions, and that it is able to recognize merit and reject the spurious.

Miss Brindze, in a one-sided, loudly prejudiced vein, writes 310 pages about what she thinks is wrong with radio. There are many persons who could write 3,010 pages on the good side of radio—but that wouldn't make a sensational book. Before Miss Brindze says anything more about misrepresentation and over-selling by advertisers on the radio, she should submit her book to an impartial board.

Enterprises of the size and scope of radio must expect to be periodically assailed by critics, fault-finders, axe-grinders, solons who make a bid for headlines by seeking to probe or legislate, and writers who will "debunk" anything and anybody from George Washington down. Miss Brindze set out to "debunk" radio, but her book is ten times more vulnerable to debunking. A hundred million radio listeners can't be wrong.

## WGY Mail at Record

Schenectady—In an eleven-day period during March, audience mail response at WGY reached an all-time station record of 34,587 letters.



● ● ● Georgie Price is dicking with Young & Rubicam to fill the Jack Benny spot during the summer... Philip Lord's "We, the People" has been renewed for the fall—though bowing out during the summer... However, his other smash show, "Gangbusters," runs right through... John Mayo, former FDR announcer in Washington (and his reporting of the Lindbergh snatch via CBS remains an ether classic), has moved his family back to city and will stay here permanently... Ruthrauff & Ryan are talking to Paul Douglas about a baseball series... Jack Pearl will not have to be operated on, for which "Hooray!"... Louis Armstrong's contract is for 13 weeks with options running into two years... Vincent Lopez opens at the Paramount the 28th... Harry Richman is readying scripts for an air show to be announced within a fortnight... Al Goodman replaces Mark Warnow on the Hit Parade May 8.

● ● ● Mrs. Ted Lewis' charm bracelet has 64 different charms but the one dearest to her (and was made in gold especially for this purpose) is the CRUSHED top hat so symbolic of Ted... Mae Desmond auditioned at NBC yesterday... Announcer Bill Bailey has written six different shows with four now being considered at an agency... Eduardo G. Gonzalez, owner of the United Theaters in Porto Rico, is touring the NBC studios with Eddie Dukoff, taking a look-see before returning to his native land and opening a radio station there... Mann Holiner has been made permanent director of radio at Lennen & Mitchell.

● ● ● Reason for "Popeye's" fade from the nets was the high tariff placed on the rights by King Features... Wheatena is looking for another show... Buddy Clark's voice is the one heard while Jack Haley moves his lips in "Wake Up and Live"... When Consolidated Radio Artists close their books for the first year in business (July) it will show over \$2,000,000 of transactions by this firm... Kelvin Keech will be one of the three judges of the Eagle's beauty contest next week... NBCaster Jack Costello meds Mary Sullivan, non-pro of Minn., in June, leaving Bill Green his share of the bed... Ray Heatherton is flying from Boston to N. Y. for his airings because of show rehearsals there... Don Wilson's money-demand to re-appear on the Jack Benny show next fall may result in the announcing-stooge being off.

● ● ● National Ice auditioned Howard Petrie, Jack Costello, Bill Bailey, Ed Herlihy, Robert Waldrop and Jean Hamilton to fill Howard Clane's spot. The job goes to Hamilton... Consolidated Gas holds announcing auditions today to fill George Hicks' job... Betty Glenn was called to Philly late last night to attend the funeral of a cousin... Benton & Bowles auditioned a dramatic show yesterday... Sid Gary got a wire from Milton Berle from Hollywood: "Heard you sing Laughing at Me stop order a piece of herring for me with onions love"...

● ● ● "Symphonic Rhythms" produced by Henry Souvaine of General Motors and General Electric fame, auditioned yesterday Dominic Savino's Ork, Thomas Thomas, Met audition winner, and a choir for possibly La Salle... Willys-Overland are holding an audition in Toledo with Kay Keyser's band... Donald Flamm reports that business at WMCA perked up when he took his trip so he'll leave again shortly!

## GUEST-ING

PERCY GRAINGER, on Kraft Music Hall, April 15 (NBC-Red, 10 p.m.).

JOSEPH SCHMIDT and HELEN GLEASON, on General Motors show, April 11 (NBC-Blue, 8 p.m.).

DUDLEY DIGGES, SARA ALL-GOOD, ERNA SACK, LAURITZ MELCHIOR and JUAN DARIENZO's TYPICA BAND, on Magic Key of RCA, April 11 (NBC-Blue, 2 p.m.).

HENRY HULL, in a special radio playlet, "The Harp," by Arch Oboler, on Rudy Vallee's Varieties, tomorrow (NBC-Red, 8 p.m.).

DONALD DICKSON, LUCIA GRAESER and NEW YORKERS CHORUS, in addition to ETHEL MERMAN, on Sealtest Party, April 10 (NBC-Red, 8 p.m.).

BETTE DAVIS on Hollywood Hotel, April 16 (CBS, 9 p.m.).

CAPT. EDDIE RICKENBACKER and MAJOR AL WILLIAMS on Phil Baker show April 18 (CBS, 7:30 p.m.).

JACKIE HELLER, on the Ed Wynn program April 17, (NBC-Blue, 8 p.m.).

## Doelger Beer to Use Radio

Peter Doelger Brewing Corp. (beer) will include radio in the advertising schedule this summer. Plans are now being completed by Carl Doelger and Lee Rousseau, former head of the radio department of Staples & Staples advertising agency.

## KLS Show Joins CBS Net

Salt Lake City—"Sunday Evening on Temple Square," one of the oldest sustainings on KLS, has joined the CBS Pacific Network. Musical program is heard regularly at 10 p.m.

## Congressional Studio

Washington Bureau of THE RADIO DAILY  
Washington—The new Congressional Temple of Radio, addition to the old House office building, set apart for Congressmen to broadcast on Capitol Hill issues without having to travel to the broadcasting stations, is now in operation.

## KCKN Audience Growing

Kansas City, Kas.—Reflecting increase in listening audience of KCKN, a February series of 26 ten-minute programs for a Household Magazine Recipe contest brought 881 entries, whereas in December a 24-time similar contest brought only 177 entries.

## Curious About Radio

Tulsa, Okla.—An invitation by KTUL resulted in 2,502 high school seniors from this trade territory descending on the station Friday for a backstage insight. Turnout surprised the station and kept six of the staff busy all day.



**WITH THE  
★ WOMEN ★**  
By ADELE ALLERHAND

**C**LAUDINE MacDONALD, director and supervisor of NBC's "It's a Woman's World," whose radio background has a range that includes the executive and the actual broadcasting, is known to other women as one of the few femmes whose air voice is an auditory treat. . . . She attributes it to pitch. . . . Believes that the gals sound didactic and condescending through the mike when they let their higher registers rule. . . . She proved it by letting her own resonant contralto climb, without losing the thread of the conversation. . . . believes that radio audiences belong in the studio at some broadcasts, not all. . . . but says she detaches herself from them while on the arena. . . . Prefers to address her observations to an intimate group of 2 or 3 people, in theory. . . . Actually talks to millions.



Mary Dietrich, NBC warbler, a laryngitis sufferer who wishes singers could have compound fractures instead of throat difficulties. . . . Isabel Manning Hewson of WFIL-Mutual's "Petticoat on the Air" is lecturing at women's clubs and parent teacher associations in the Philly area on current topics and the perennial one of charm. . . . Lily Pons returns to the Kostelanetz fold April 14 at 9 over WABC. . . . Jean Dickenson, Denver soprano, was greeted by the mayor and did a broadcast from the station, when she returned home. . . . Martha C. Carlson of the NBC stenographic set drew Social Security card No. 26,000,000, with Frances Perkins making the presentation, broadcast yesterday over the NBC-Blue.



Fred Allen will audition Fanny, the goose. . . the feathered phenomenon just negatived \$50 a week offer to tour department stores. Prince and Princess Chichibu yesterday made a tour of the NBC studios, accompanied by Ambassador Saito. . . His Highness tried out his voice over the mike in Nipponese and English and viewed a 20 minute demonstration of television including picture of his arrival at Penn station. . . . Paula Trueman of "You Can't Take It With You" to do guest-shot on Thursday's "Theater Guide" over WINS. . . . Irene Delroy is Pat Barnes' air guest on the Friday "Opera House" broadcast.

**STATIONS OF AMERICA**  
Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 18 of a Series

**WCOA—PENSACOLA, FLA.**

500 Watts Day—500 Watts Night—1340 K.C.  
(Application pending for 1000 watts)

**JOHN H. PERRY**  
President

**GEO. C. WILLINGS**  
Vice-President

**HENRY G. WELLS, Jr.**  
Station Manager

**W**COA was established by the City of Pensacola in the early days of radio, and was one of the pioneers in this field in the South. It was sold in 1932 to J. H. Pace, and complete new equipment purchased and elaborate studios erected in the San Carlos Hotel.

In 1935, WCOA was purchased by the News-Journal Co., publishers of the Pensacola News and Pensacola Journal. From this time on, the station has made rapid strides in becoming one of the leaders in radio broadcasting in the South. The purchase of new and better equipment, changes in programs and personnel, and affiliation with CBS have all contributed to the continued prosperity enjoyed by WCOA. Studio "A" is equipped to handle orchestras and large gatherings without crowding and Studio "B" was constructed for individuals or small groups of artists. In addition, WCOA has a specially equipped audition room for use of its advertisers.

The merchants of Pensacola use WCOA extensively for advertising and its facilities are constantly used by local civic organizations. The majority of the Columbia network programs are sent out over WCOA to listeners in two states. In addition to its Columbia and local programs this station offers the rich musical library of the NBC Thesaurus transcriptions to its listeners. WCOA is the only station giving complete primary coverage to West Florida and Southern Alabama.

WCOA runs a full page Radio Guide with feature pictures in the Pensacola Sunday News-Journal, giving information concerning its outstanding commercial and sustaining programs to be broadcast the following week. The daily programs are carried in three of the John H. Perry chain of newspapers, Pensacola News, Pensacola Journal and Panama City News-Herald.

Under the station management of Henry G. Wells, Jr., WCOA has become a dominant factor in the large territory which it serves. Perhaps the most outstanding feature is the phenomenal increase in business for the first two months of 1937 as compared with the same period in 1936. Revenue from national and spot business increased 252 per cent while network programs showed a 502 per cent increase.

**ORCHESTRAS - MUSIC**

**D**OLLY DAWN and George Hall supplement their own newest recordings by personal appearances on the "WINS Matinee Frolic" this afternoon, 4:30-5.

Paula Kelly replaces Joan Cavell as featured warbler with the Dick Stabile ork at the William Penn, Pittsburgh.

Leonide Massine, director of the Monte Carlo Ballet Russe, makes his only radio appearance in America on WQXR's "Music and Ballet" hour 9-9:45 tomorrow night, as the guest of Irving Deakin, conductor of the program.

Harold Madsen, once associated with Walter O'Keefe in New York, Richard Cole at Chi's Palmer House and Phil LeVant's Band, has joined the Paul Christensen musical ensemble at Omaha's Hotel Paxton. He vocalizes and plays the guitar and trumpet.

Jimmy Lunceford's first theater date, on his return from abroad, is

set for the week of April 16 at the Nixon-Grand, Philadelphia.

Frank Black and the NBC Orchestra present two new American compositions in their world premieres, Hans Spialek's "Manhattan Watercolors" dedicated to radio broadcasting and "A Gosling in Gotham" by Arthur Lange, on April 8, 8:45-9:30 p.m. over the NBC-Blue. Spialek and Lange are prominent pillars of the musical colony in Hollywood.

Ken Burton and Walter Craig, producer of the Chevrolet show, have co-authored a ditty framed as a musical question, titled, "How Can It Be?" Rubinoff introduced it on the Sunday broadcast.

Maestro Jesse Stafford and his band, featured at the Lake Merritt Hotel in Oakland, Cal., inaugurated a series of programs over KYA Sunday night at 8:30, direct from the hotel.

Ruth Donne and her instrumental

★ **F. C. C.** ★  
**ACTIVITIES**

**HEARINGS SCHEDULED**  
May 6: Advertiser Publishing Co., Ltd., Honolulu. CP for new station. 1370 kc., 100 watts, unlimited.

Fred J. Hart, Honolulu. 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. 100 watts, 250 watts LS., unlimited.

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

**APPLICATIONS RECEIVED**  
Southern Minnesota Supply Co., Mankato. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

KSTP, National Battery Broadcasting Co., St. Paul. Auth. to transfer control of corp. from Lytton J. Shields, deceased, to First Trust Co.

**APPLICATIONS RETURNED**  
Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Champaign News-Gazette, Inc., Champaign, Ill. CP for new relay station. 39700, 39900, 40800 and 41400 kc., 2 watts, unlimited.

Ralph Perez Perry, Guayama, Puerto Rico. CP for new station. 630 kc., 250 watts, unlimited.

**APPLICATIONS RECEIVED**  
NBC, New York. CP and license for new relay station to transmit special program June 8 from U.S.S. Avocet. 6425, 8655, 12862, 17310 kc., 1000 watts.

trio are being aired nocturnally over WBNO from the St. Charles Bar, New Orleans.

Johnny Green of composing and orchestra fame penned a new tune during a five-minute recess at a Fred Astaire rehearsal last week, and will release it under the moniker of "Five Minutes Alone".

Maestro Jimmy Poyner and his ork, an aggregation of North Carolina's favorite collegians, who will appear regularly on the campus for extra-curricular events until commencement, will be heard in a series of late-hour broadcasts over WPTF, Raleigh, N. C. from N. C. State College throughout the spring.

C. M. Tremaine, Secretary of the National Music Week Committee and Mrs. Elmer James Ottaway, vice-president of the National Federation of Music Clubs, will officially announce National Music Week (starting May 2) in a broadcast tomorrow, 7:30-7:45 p.m., over the NBC-Red network.

Peter Van Steeden, batonist of "Town Hall Tonight", observes his second anniversary as musical head of the program with the Wednesday the 14th broadcast.

**At the Rainbow Grill**  
**Emery Deutsch**  
and His Orchestra  
Unusual, Romantic Music  
CBS Artist Bureau  
Management Rockwell-O'Keefe, Inc.  
Radio City, New York and Hollywood



## San Francisco

Reiland Quinn, KYA production manager, has sold nine plays to sponsors of NBC's "First Nighter," heard coast to coast.

Harry Rogers, program director of KYA, a former newspaperman and lawyer, says radio has won him over permanently.

Walter Rudolph, musical director of KYA, has a personal library of more than 47,000 orchestrations.

Harry F. Anderson, sales manager at NBC, was the featured speaker last week at joint meetings of Business Administration classes at the University of Washington, Seattle.

## Wallenstein Is Signed As Firestone Maestro

Alfred Wallenstein, the WOR classical music conductor, has been signed to be the permanent conductor of the "Voice of Firestone" concert programs on the NBC-Red network, Mondays, 8:30-9 p.m. Wallenstein recently received honorable mention from the W. N. R. C. for his WOR musical programs. Richard Crooks and Margaret Speaks are featured on the Firestone program.

## WHIO Interview Coup

Dayton, O.—When Mrs. Martin Johnson said she couldn't accept an interview invitation from WHIO because she was in a wheel-chair and also had a string of engagements, Ron Gamble, WHIO special features announcer, used his ingenuity and ran a line to her luncheon table. Mrs. Johnson, appreciating the coup, responded for WHIO listeners.

## Want Ad Department

A "Classified Column of the Air" was started last week by KXBY, Kansas City. Any kind of ad, such as found in newspaper classified columns, will be accepted. Rate is 2 cents a word, with a 50-cent minimum ad.

## Fish Weighing

Bruce Quisenberry, WMBH program director and Talk of the Town announcer, recently weighed a fish on the downtown streets of Joplin, Mo.

The question arose as to whether or not a fish weighed anything in the water. So the argument waxed and was settled by the public weighing, with a large crowd present to see the argument settled. The fish weighed as much in the water as out. Next step is to see how much more a man weighs after a big steak.



## Coast-to-Coast



CHARLES CRUTCHFIELD, WBT (Charlotte) program director, will introduce one of the best-known equine stars in Hollywood at a Junior chamber of commerce luncheon today. Honor guests at the luncheon will be Hoot Gibson and his horse Rowdy.

Kay Brinkler, former dramatic artist at KOMO-KJR, Seattle, is now playing leads in the radio serials starring William Farnum.

Byron Fish, of the production staff of KOMO-KJR, Seattle, is placing some of his drawings and humorous essays in national magazines.

WSOC, Charlotte, had a couple of very unusual broadcasts last week. One was from a carnival midway where an operation on a lioness was aired. The other was in connection with the bond election for enlargement of the city water works.

Program Director Turner F. Cook and Chief Announcer Warren Greenwood of WMAS, Springfield, Mass., have started a new series of educational questions and answers entitled "Answer Me This!" It goes on Mondays at 2.

Hillis W. Holt, chief engineer at WSPR, Springfield, Mass., has been granted a three months' leave of absence to go to Atlanta to make changes in a radio station there. Clifford Hansen takes his place as chief engineer and Russell Pinney will be substitute operator.

Mrs. Moe Bowers, head of the continuity department of WMAS, Springfield, Mass., is the mother of a son. She is known to radio audiences as Ethel B. Henin, broadcasting home programs.

Lyle DeMoss, program director of the KFAB-KFOR, Lincoln, was elected president of the Lincoln Exchange club, new service clubs.

WHBY, Green Bay, Wis., has underway a half hour amateur contest on Monday evenings for announcers with an announcer's job as the first prize.

WHA and WLBL, Green Bay, Wis., are presenting a series of programs designed for parents and teachers each Thursday, 5-5:15 p.m. C.S.T., under sponsorship of the Wisconsin Education association.

A series of mystery thriller serials is being presented over KLZ, Denver, five nights weekly. Each yarn has five installments, with the solution remaining dark until Friday's broadcast. Program, sustaining, put on by KLZ Players, including Ernest Robinson, Lawrence Miller, Paul Keith,

George McCool, Mildred Jackson, and C. J. Sorenson. Directing is William Foulis.

Lyle DeMoss, man on the street at KFAB, Lincoln, for Kentucky Club tobacco, still makes Saturday noon calls to different towns and uses the local populace for audience. Gag has been going for a long time and has boosted the "street" listeners considerably.

Earl May, owner of KMA of Shenandoah, Ia., has arranged with the Department of Agriculture to present a series of soil conservation programs over the station.

Floyd Gibbons, radio comentator, author, etc., is gazing movie-ward.

Earl Harper today broadcasts over WNEW the seventh and last baseball game by direct line from Florida. Boston Red Sox and Newark Bears will clash.

Jerry Baker has taken a leave of absence from Billy Glason's WMCA Sunday "Fun Fest" to do a bit of night club work. Paul Smith also has left the cast. They will rejoin later.

Walter Cassel, who once sang over WOW but is now in Hollywood doing movie and radio work, made a recording at the Warner Bros. studios for WOW's 14th anniversary.

Harold V. Hough, owner of KTOK, Oklahoma City, which joined the Mutual network last week, expects to have his station in new studios in the near future. J. R. Whetsel is manager and W. E. Robitsek commercial manager of KTOK.

Ed Sprague's new 11:10 p.m. sports commercial on WCAE, Pittsburgh, officially starts April 12.

Eddie Gallaher, sports-network announcer at KTUL, Tulsa, made his first hole in one the other day. Ralph Rose Jr., KTUL musical director, verified the shot.

Juan Ricardo, romantic baritone discovered two years ago and placed in special training by Harold Fair, program director of WHO, Des Moines, has garnered a big fan following since he made his professional debut last month over WHO under sponsorship of Cownie Furs Inc.

Rosa Rich, new soprano, makes her local radio debut tomorrow on WFIL. She joined the station staff after some work in the Carolinas.

George Thomas of WHAT, Philadelphia, is collecting swing records and already has 300.

## NEW BUSINESS

Signed by Stations

### WMAS, Springfield, Mass.

Week's Leather Store, twice-weekly spot series in Transradio News Broadcast.

### WWSW, Pittsburgh

Fort Pitt Brewing Co., baseball scores twice daily, placed through W. S. Hill Co.; Max Azen (furrier), thrice weekly "Professor Yes 'n' No," formerly sponsored by Yellow Cab.

### Radio Boosts Theater Biz

Detroit—Using a five-station hook-up emanating from WXYZ here, Michigan Theater with "Waikiki Wedding" did a Sunday gross of \$8,000, second highest record for the house. Idea is to be repeated.

### WNEW, New York

Wallraff Co. (household appliances), Newark, 13 weeks, spelling bee, Wednesday and Thursday, 9-9:30 p.m., through Scheer Advertising Agency.

### WMCA, New York

Alexander's Dept. Store, "Quizdom Court", from Park Plaza Theater, Friday nights; Michaels Bros., "Gerald Griffin's Paramount Hour" from Brooklyn Paramount Theater, Friday nights; Carl H. Schultz Corp. (celery tonic), Nick Kenny's Children's Parade, Saturdays; United Drug (Rexall), five 15-min. disks; Remington Rand, renewed "Five Star Final", nightly and Sunday; Armin Varady Inc., Ted Weems' Orchestra on Sundays from Chicago, also four 5-min. daily spots.

### Philharmonic Concerts Ending

CBS will end its current series of New York Philharmonic Symphony concerts April 26 and will return to the air in October for a season which will run two weeks longer. Concerts are not available for sponsorship.

### Animal Rescue Broadcasts

Des Moines — Animal Rescue League presents three broadcasts on WHO next week, Tuesday, Thursday and Saturday, under auspices of the American Humane Ass'n in observance of "Be Kind to Animals Week."

### Technical Checkup

Tulsa—More accurate technical checking and attention to all studio and local programs aired over KVOO, has been ordered by William B. Way, manager of the station. In line with these instructions, Howard Hamilton, engineer, has been placed in complete charge of set-ups for orchestras, bands and local productions. Hamilton, besides being an engineer, is a musician and organist. He will work with the production department in an advisory capacity.



**COMMENTS**  
On Current Programs

**Lux Radio Theater**

With one of the most imposing air cast presented to date, Lux regaled listeners with an unusually fine performance of "Farewell to Arms" over CBS on Monday at 9 p.m. Clark Gable, Josephine Hutchinson, Adolphe Menjou, Jack La Rue, Lionel Belmore and Doris Lloyd were principal players. As an incidental feature, Cecil B. DeMille presented Courtney Riley Cooper in a little talk on criminology.

**Edwin C. Hill**

"The News Parade," latest addition to the commentating stints of Edwin C. Hill, put on as a Monday to Friday feature at 12:15 p.m. over CBS under American Tobacco sponsorship, is in the trend and style that have made Hill one of the top talkers of the air. Current highlight news topics, an occasional personality note, a brief remark of a commercial nature to give announcer Andre Baruch an opportunity to expand on it later, and the customary Hill "human touch" comprise and characterize the program. For this noon spot, a slight but not too pronounced effort is made to interest women in particular. Both material and Hill's delivery lend themselves to easy receptivity.

**Voice of Firestone**

Taking the place of Richard Crooks, who was ill, Frederick Jagel brought a fine tenor voice to Monday night's Firestone program over the NBC-Red network at 8:30 p.m. The young Metropolitan opera star has a most likeable singing personality. Alfred Wallenstein did grand service in conducting the orchestra.

**"Pioneers of Science"**

This series, though its scripts do not always realize the full possibilities of their subject, is one of the more interesting of the serious programs to be heard over WHN. Last Thursday night's program, 7:30-8 p.m., was the story of Lady Montague, titled "Lady of Letters," who introduced inoculations against smallpox in England early in the 18th century and was at first roundly condemned for it, later won vindication. Dramatization came through quite well despite evident limitations of time and facilities.

**Bing Crosby**

Another former "just-a-crooner" who is fast becoming a smart showman, Bing Crosby had another unusually diverting program on the air last Thursday night at 10 over the NBC-Red. Highlight was John Barrymore in a chummy exchange of dialogue topped off by a bit of Hamlet. It sounded like a very different Barrymore, but a good radio bet. Also among the guests were Amelia Earhart, her husband George Palmer Putnam, June Travis of the flickers, and others.



**HILDEGARDE**

Sustaining

NBC-Blue, Saturday, 10-10:30 p.m.

**DISTINCTIVE AND TALENTED VOCALIST IN WELL-DIVERSIFIED PROGRAM.**

This Hildegard damsel, in her own little way, is fast becoming one of the air's best singing artists. She has talent, a genuinely individual style, and a most ingratiating style. Though her forte seems to be in the line of plaintive numbers, such as "Wanted," "Why Was I Born" and "Let's Call the Whole Thing Off," all included in her last broadcast, she also did highly entertaining tricks Saturday with a German novelty number. Real, unforced artistry. The orchestra background provided by William Wirges aided the singer considerably.

**Radio Writing Course At Iowa State College**

Ames, Ia.—A course in radio writing with broadcasting practice over the college station, WOI, has been inaugurated at Iowa State College here under the direction of the Technical Journalism Department. In the classroom work the qualified students learn to write informational talks, dialogues and interviews. As a laboratory the students have taken over the broadcasting of news eight times a day from WOI, editing the news as it comes from a press service teletype printer and announcing it. News broadcasting consists of six 3-minute periods, one 10-minute period and one 15-minute period each day.

A small studio and a teletype printer have been installed in the Technical Journalism Building. Prof. Blair Converse, head of the Technical Journalism Department, and Prof. Richard W. Beckman are in charge of the new course.

**KMA Adds 2 Sustainings**

Shenandoah, Ia.—Two new sustaining programs have been added by KMA. "Barn Dance Frolic", 9-10 p.m. Saturdays, has "Uncle" Carl Haden as emcee, with Howard Chamberlain, Geraldine Hansen, Aaron and Caroline Campbell, Buster and the Boys, Mickey Gibbons, "Five in a Row", the Crouse Twins and the Novelty Aces.

Other program is the "Early Risers", 5:30-6:30 a.m. daily, with Haden, Fred Greenlee and Cy Rapp in charge. Mary Jane and Buster, the Campbells, the Crouse Twins and early news flashes are included.

**"CURFEW SHALL NOT RING TONIGHT"**

Sustaining

KHJ-Mutual Network, Saturdays, 9:30-10 p.m.

**OLDTIME MELODRAMAS BRING SOME REFRESHING AMUSEMENT TO DIALS.**

Disarming in aged contents as well as in production handling, the newly inaugurated Gas Light Theater series ought to provide satisfactory delight to listeners seeking a touch of something different and amusing in the run of drama. Using stars of the silent films, including William Desmond, Creighton Hale, Joe DeGrasse, Minna Durfee and others, the first of the highly hoked mellers of the 90's was roundly and robustly diverting.

**Merchants Cooperate In WFAS Civic Series**

White Plains, N. Y.—E. K. Dawson, in charge of special features programs for WFAS here, making his headquarters at the Hotel Majestic, Port Chester, where he is arranging details of a series of Port Chester Civic programs to start soon over WFAS under cooperative sponsorship of merchants and business men of the Sound village. The programs will feature prominent residents and officials.

**WNEW Spelling Bee**

A spelling bee conducted by Ted Webbe is being added today to the "Question Mark Time" programs over WNEW from the stage of the Paramount Theater, Newark. The "bee" will be aired Wednesdays and Thursdays, 9-9:30 p.m. Webbe continues his "Man on the Street" series.

**Gain 500 New Dealers**

Milwaukee — Quality Biscuit Co., sponsoring Russ Winnie's "Sidewalk Reporter" at 12:45 p.m. daily except Sunday over WTMJ, reports that the series brought 500 new dealers in Milwaukee alone, increasing distribution outlets 38 per cent. Sponsor has renewed for a year.

**Too Many Phone Calls**

Newport News, Va. — Due to the tremendous telephone response to "Parties Around Town," nightly dance feature on WGH, the phone requests have been discontinued. Only postal card requests are taken.

**Night Baseball on KIRO**

Seattle — Sponsored by General Mills (Wheaties), night baseball is being carried again starting May 25 by KIRO as the only broadcast of professional ball in this state. Leo Lassen is behind the mike.

**Coming Events**

Today: National Association of Broadcasters spring meeting of board of directors, Hotel Washington, Washington, D. C.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

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

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

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

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.

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

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

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.

**Emerson Drug Placing Spot and Show Series**

Emerson Drug Co., Baltimore (Bromo-Seltzer) through J. Walter Thompson, is placing a series of spot announcements and quarter-hour programs. Client is interested in stations in Philadelphia, Boston, St. Louis, Pittsburgh, Detroit, Chicago, and New York. Spot announcements are already running on WMCA with WJJD to carry quarter-hour sport broadcasts with baseball statistics, seven days weekly, beginning with the baseball season.

**ADOLF SCHMID**

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC

New York City



## 26 ACCOUNTS REPORTED FOR 'WLW WIRE' HOOKUP

(Continued from Page 1)

WLW and is acting as sales representative.

Sales activity now being carried on in Chicago indicates that more accounts will be added by the time the program schedule is set. Doubtful if a complete list of the commercials will be made public for the time being. Transamerican figures there is no use in having clients bothered with counter propositions by other webs or stations.

Considering the 26 shows already set commercially, and the sustaining and other activity to be added, "WLW Wire" gives every indication of a busy proposition. A possible 50 or more shows may be on the hookup within a very short time.

### NAB to Set Convention

Washington Bureau of THE RADIO DAILY  
Washington—NAB directors will definitely set the date of the annual NAB convention at today's executive meeting. James W. Baldwin, managing director, told RADIO DAILY yesterday.

### Claims Program Never Aired

Washington Bureau of THE RADIO DAILY  
Washington—FCC Council yesterday listened to Samuel Moglewsky, New York clothier, testifying that he had paid WARD, Brooklyn, for a program which was never aired. The program was to have originated from the clothier's store, but he stated he was later informed that no broadcast had been aired. Instead, the time had been used by a fish concern.

Chairman Anning Prall directed Moglewsky to produce records of the transaction before the commission today.

At present WARD is seeking facilities on 1400 kc. WLTH, WVFW, WBBC and WEVD are also attempting to receive permission to use same waveband.

### WJBW Action Delayed Again

New Orleans—Hearing on the injunction which Southern Broadcasting Company Inc., lessors of WJBW, is asking to restrain Charles Carlson, station owner, from continuing certain alleged interferences with the operation of the station, has again been postponed at defendant counsel's request.

## ONE MINUTE INTERVIEW

JAMES P. BEGLEY

"No matter how talented the radio artist, he requires, I would say, a minimum of two years' practical training to arrive at the elements of radio technique. And yet, hundreds of radio artists trust their success to the public and expect recognition while they are still sophomores."

## ★ PROMOTION ★

### Listener Checkup

WWL, New Orleans, as a means of checking number of daytime listeners, is announcing daily an original radio game to be sent to any one submitting name and address.

### Illustrated Weekly Programs

The weekly programs of KLZ, Denver, mailed to persons requesting them, have been dressed up with pictures of announcers and highlights of the week's programs now appearing on the front of the folder. Five thousand are mailed each week.

### KRNT Plugs Higher Power

A full-page illustrated ad in the Des Moines Sunday Register was used by Iowa Broadcasting System to publicize KRNT's increase to 5,000 watts power, against 1,000 formerly. Fine layout, with a photographic kaleidoscope of the radio attractions, plus some pertinent reading matter and dialing instructions, made the ad attractive as well as informative.

### Cartoon Publicity

A series of daily cartoons in the Kansas City Journal-Post is being run by WHB as a medium of advertising the station. Gags used are supplied by Al Stein, local undertaker and comedy writer. Gene Thornton is the cartoonist.

### Invite Program Ideas

Collins Driggs, organist on "Eta Alpha Program," first program of the day, 7-7:30, over WDRC, Hartford, has been conducting a "program directors' contest." Listeners have been asked to submit complete programs for use during this organ broadcast. Many replies have been received from persons throughout the area served by the station. Each Saturday the winning program is played over the air and the winner is awarded a handsome electric clock. There are also two honorable mentions. Listeners have been very enthusiastic about this idea, mail pouring into the station every day.

### Madeline Brennan Joins WOR

Madeline Brennan, feature writer for newspapers and magazines, has been added to the WOR sales department. Miss Brennan will act as staff writer and assistant to Joseph Creamer, sales promotion chief of WOR.

### "Young Hickory" at New Time

"Young Hickory" will be heard a half hour later beginning Monday, when it will be broadcast over the NBC-Blue network at 5:15 p.m. Formerly heard at 4:45 p.m., the serial will continue to be broadcast Mondays through Thursdays.

### Sinister Circular

"Famous Jury Trials," from WLW, heard in East via WOR, Mondays 10-10:45 p.m., is now sending out promotional pieces calling attention to the program, sponsored by Mennen & Co. First to hand is a blood-like red ink smeared cardboard with a shoe-lace strung through it, a shoe-lace being the "death weapon" used by the culprit concerned, in next broadcast.

Note to Mennen; How about the other shoe-lace?

### KANS Coverage Map

After much surveying and compiling on the part of Manager Herb Hollister, KANS of Wichita has issued its new coverage map. The station's new field intensity meter was used in the latest survey.

### Millions of Salesmen

On the back page of one of its recent promotion pieces, citing results of various programs, Iowa Broadcasting System ran the following:

#### WE KNOW A SALESMAN

We know a salesman who never makes a call unless he is invited. Yet he is such a personable fellow that he has been invited—and welcomed—into thousands of homes in the cities and on the farms. He has never held a door open with his foot, never had to wait in a reception room, never written for an appointment, never rung a doorbell. When the day's work is done, and families are assembled in the privacy of their homes, he is summoned to speak his piece before them. He is a tireless worker—on the job nineteen and a half hours a day, seven days a week. And he is lightning fast—often calling on thousands of prospects within an hour. He carries out his boss' instructions to the letter—and works for a mere pittance per home.

Maybe you think there is no such salesman. Well, there is. What's more, we are in position to put you in touch with several thousand like him. They are the 690,994 radio sets of 4/5ths of Iowa, plus a portion of Minnesota, Wisconsin, Illinois and Missouri.

"This is—the Iowa Broadcasting System."

### KTAT Race Broadcasts

Ft. Worth—Broadcasting of results from the major racing tracks, plus tidbits of gossip, will continue over KTAT through the 28 days of the Arlington Downs meet. The 15-minute programs go on at 5:45 p.m. daily, sponsored by Tim O'Hara, noted handicapper. Len Finger, KTAT's ace sports announcer, does the scripting and splicing.

### Libby Hall Gets Spot

Libby Hall, blues singer, heard Fridays on the Inter-City Express, will start her own spot today at 8:30 p.m. Miss Hall has been at WMCA for the past year.

## 15-SECOND WAIT COSTS \$1,600 WEEKLY TO ACT

(Continued from Page 1)

ing upward upon options being taken up. Meantime Bestry signed the Canovas to appear in the Jack Benny film, "Artists and Models", and they had to leave for the coast last week. It was understood that there would be no charge for the line reversal, but a 15-second wait would be necessary in an ordinary reversal.

Agency official held a stop watch and said to himself, "Take it away Hollywood" and the second hand ticked off 15-counts. It seemed like a year, especially for the middle of a program. It was decided an instant reversal was imperative when the Canovas were announced from the New York studios. Instant reversal by the A.T. & T. entails a cost of \$1,490. Production man to handle the Canovas, paid for by the act, cost \$100 weekly plus transportation both ways New York to Hollywood, running the bill into a round \$1,600 average, in fact a little more. (Repeat show included).

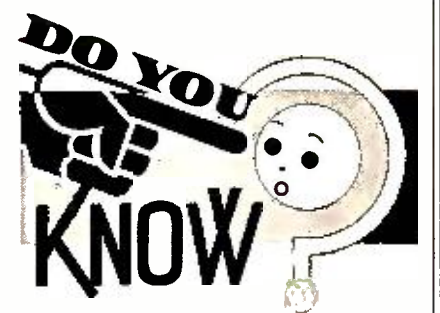
Canovas have cigarette money from the Woodbury show, but the picture dough is gravy.

### CBS Coronation Departures

Members of the CBS staff who will cover the coronation begin leaving for London today. Wallace West, of the publicity department, sails at 2 p.m. aboard the Queen Mary. West will vacation after the coronation, returning to America May 24. Paul White, director of special events, and his bride, together with Bob Trout, announcer, sail April 13 aboard the Georgic. Mr. and Mrs. Edward R. Murrow will sail for England on the Manhattan April 21. Murrow is the recently appointed CBS European representative. CBS headquarters will be located at 14 Langham Place, London.

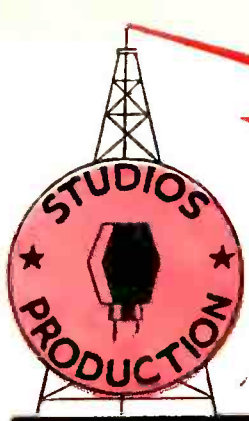
### Nelson Eddy Recovered

Nelson Eddy, after a sojourn with his mother in their Beverly Hills home, is back in excellent health and will make his only guest appearance on the radio with the Ford Sunday Evening Hour, April 18, over CBS at 9 p.m.



In addition to the three national networks, there are about 40 local or regional radio chains.





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 42

NEW YORK, N. Y., THURSDAY, APRIL 8, 1937

FIVE CENTS

## NAB Will Meet in Chicago

### Looking On .... AND LISTENING IN

**SPONSORS** Nearly every time a new air program turns out to be badly conceived and executed despite a good cast, the blame is put on the sponsors.

"They insisted on having it that way," is the explanation of the producers and artists.

And since the sponsors foot the bills, they are able to have their way most of the time.

That it is a losing game for them in the end cannot be driven home in any way except by trial and error.

Meanwhile many artists of reputation must suffer a dent in their batting average as entertainers.

If it's any consolation to these victims, they can take some hopeful solace from the experience of bankers who tried to monkey with the production of films—and eventually were forced to admit that it was more profitable to leave that end of the business to the showmen.

Considering that the type of executives entrusted with the sponsoring of radio shows are a very intelligent bunch, it is quite likely that they will get wise to the situation before much longer.

**CRYING FOR IT** The first thousand intrepid subscribers of RADIO DAILY will be happy to know that they showed good judgment.

Every day brings letters from our fast growing family of readers saying they can't start their day until they've read the paper from cover to cover—and usually kicking because the sheet does not get to them fast enough by ordinary mail.

Many years hence a lot of radio folk will be bragging about the fact that they've been reading RADIO DAILY since it was a pup.

### FOUR-DAY CELEBRATION FOR NEW KEHE STUDIOS

West Coast Bureau, RADIO DAILY

Los Angeles—KEHE, key station for Hearst-McClatchy's Orange network, will have a four-day opening to show off its new studios at 141 North Vermont, starting with an "employees only" reception on April 26, when the station's entire personnel will make the first inspection of the new six-studio, air conditioned, modernistic new plant as it goes into use for the first time.

On April 27, a program will be staged in the studio's auditorium and there will be a reception for the press, magazines and syndicates. On the 28th, the station will stage its Client's opening, with another show in the auditorium studio. The day following, there will be a series of programs in the auditorium, with a general public reception, and guide service to escort visitors over the plant.

### Mid-Continent Using 24 Midwest Stations

Mid-Continent Petroleum Co., Tulsa, this week started its Spring radio series using 24 mid-western stations, twice weekly. Program is a quarter-hour musical show cut by WBS. Stations are KOA, WHDF, WMT, WGN, KGGF, WHO, KFRU, WEBC, WGBF, KFPW, WFBM, WDAF, WHAS, KGLO, WTMJ, WCCO, WKY, WOW, KMOX, WBOW, KTUL, WOC, KWTO, KSOO. R. J. Potts & Co., Kansas City, placed the account.

## Dickstein Measure Tabled; No Passage This Session

### Hookup of 88 Stations For New Ford Series

CBS has lined up 88 stations from coast to coast to carry the newly signed Ford series, "Universal Rhythm," which starts April 17. Thirty-nine stations will broadcast the 7:30-8 p.m. program, with 49 carrying the 10:45-11:15 p.m. repeat. N. W. Ayer & Son is the agency.

## Annual Convention of National Association of Broadcasters is Scheduled for Chicago Sometime in June

### Honest Ops

Norfolk—Operators at WTAR are an honest bunch, anyway. Each Sunday morning the op covering the service of The Weslymen is requested by the treasurer of the class to help count the take.

### NEW "SHOW BOAT" SETUP; ROSS CHANGES SPONSOR

The long rumored break in the "Show Boat" broadcast became a reality yesterday when it was announced that a new format for the program has been laid out and will be put into effect in July. At that time the program drops its title and assumes an entirely new role, that of a variety program. Shows will originate in Hollywood, and a new emcee will be hired from that point. Lanny Ross will leave the program when it moves west. Al Goodman, (Continued on Page 3)

### Leon Churchon Named KYA Program Manager

San Francisco — Appointment of Leon Churchon as program manager of KYA is announced by M. E. "Bob" Roberts, general manager. Churchon (Continued on Page 3)

By PRESCOTT DENNETT  
Washington Bureau, RADIO DAILY  
Washington—National Association of Broadcasters, at a board meeting that lasted until late last night decided to hold this year's annual convention in Chicago in June. Exact date will be announced later, said James Baldwin, NAB managing director.

Current industry problems ranging from copyright legislation to operating technicalities were also discussed at the closed executive session. Television did not come up.

NAB directors who attended the (Continued on Page 3)

### MPPA Committee Will Study Changes

Meeting yesterday afternoon of the Board of Directors of the Music Publishers Protective Association resulted in a committee being formed to study the situation concerning resignation of John G. Paine as chairman of the board and the recommendation by Paine that Harry Fox (Continued on Page 3)

### L. Holcomb Joining Fletcher & Ellis Inc.

Lawrence Holcomb, head of the program department of NBC in Chicago, becomes radio director of Fletcher & Ellis Inc. in New York effective May 1, it is announced by Sherman K. Ellis, president of the agency. Holcomb was previously associated with the agency for several years.

### 17 KGFJ Newscasts

West Coast Bureau, RADIO DAILY  
Los Angeles—KGFJ yesterday went on an hourly news broadcasting schedule from 7 a.m. to midnight, making 17 newscasts daily.

Half of the programs are already sponsored. Remainder expect to be shortly.

Joe Parker does the day reports, and Leonard Lake is on at night.

### Hanson O.O.'s Site

Philadelphia — O. B. Hanson, NBC chief engineer, will be in town today to look over the new quarters for KYW which will be built at a new location on Chestnut Street. KYW at present is located in the WCAU Bldg. Complete plans for new KYW studios will be announced within the next few days.





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

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FINANCIAL

(Wednesday, Apr. 7)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes Am. Tel. & Tel., Crosley Radio, Gen. Electric, etc.

NEW YORK CURB EXCHANGE

Table with columns: Company Name, Bid, Asked. Includes Hazeltine Corp., Majestic, Nat. Union Radio.

OVER THE COUNTER

Table with columns: Company Name, Bid, Asked. Includes CBS A, CBS B, Stromberg Carlson.

Hampton Series Signing Off

Hampton Institute Broadcast, pumped from WTAR, Norfolk, to the NBC-Red network 7:30 p.m., Saturdays, folds for the season on May 15, two weeks prior to closing of school term.

'Bus' Chapin Joining WOC

Slocum "Bus" Chapin, WBS publicity director, has resigned to join the sales staff of WOC, Davenport, on April 19, specializing in selling transcription programs for the station.

JOSEF CHERNIAVSKY

The Musical Cameraman

Presented by

1847

ROGERS BROS.

Every Sunday at 4:30 p.m., EST Coast-to-Coast Red Network-NBC

School Community Program on KRE

Berkeley, Cal.—In addition to a weekly broadcast by the Berkeley High School Players, a regular feature of KRE since Nov. 12, 1936, the Berkeley Public Schools present over the same station a Community Cooperation program that has aroused considerable interest.

This half-hour program, written, directed and produced by the students of Berkeley city schools, and devoted to highlights of school and community activities, is the only one of its kind in the U. S., according to Dr. Virgil Dixon, Board of Education president, who made this statement after an extended trip through the nation reviewing school activities.

Preparing Disk Series For National Lead Co.

West Coast Bureau, RADIO DAILY

Los Angeles—Winifred Dunn and Hal Swartz have gone east to whip scripts into shape for a new disk series to be called "The Unbelievable," and to try out a few of them on several eastern stations for National Lead. Miss Dunn is one of the big league movie writers who has recently turned her head towards radio.

Transamerica Signs Peabody

West Coast Bureau, RADIO DAILY

Los Angeles—Eddie Peabody, who has been doing a weekly hour show on KFVB, has signed a four-year contract with Transamerica to make disks.

Circus Series on WMCA

Starting tonight, 8:30-8:45 p.m., and continuing indefinitely at various hours, WMCA will broadcast special features from the Ringling-Barnum & Bailey Circus in Madison Square Garden. Bob Carter will be at the mike.

Films Sign Dutch Reagan

Des Moines—Ronald (Dutch) Reagan, WHO sports announcer, who took a screen test while in California last month, has received a contract from Warner Bros. effective June 1. Deal is for six months, with options, at \$200 weekly to start.

John Shafer in KFOR Post

Lincoln—John Shafer, former chief announcer and assistant program director of KFAB-KFOR, was appointed this week as program director for KFOR. This will leave Lyle De Moss doing full time as program director for KFAB. Shafer's appointment was made by Station Manager Reginald B. Martin.

WNOX Salesman Award

Knoxville—For the salesman who books the most business over and above his regular quota WNOX will award with a new spring outfit—a suit, straw hat, and sport shoes. Runner-up will receive a straw hat and shoes.

WLTH Airs Hebrew Class

A model Hebrew class from New York University was aired in a special broadcast over WLTH at 5 o'clock yesterday afternoon.

Canadian Hookup Is Set For Martha Lane Disks

West Coast Bureau, RADIO DAILY

Los Angeles—All Canada Radio Facilities, Ltd., has completed a national hook up for the Dominion for a new Mertens and Price series of disks, titled "Martha Lane's Radio Kitchen." The series includes three 15-minute periods a week, and is supplemented by three news columns weekly to tie in with the radio time for newspaper hookups.

Cherniavsky Honors Film

After seeing "Lost Horizon", Columbia Pictures release, Josef Cherniavsky was so impressed that he will dedicate part of his next Sunday program to the film. Cherniavsky has written a musical presentation, while a script for the occasion has been prepared by Robert Burlen, who directs the program, and K. N. Whatmore, advertising head of 1847 Rogers Bros.

Emergency Platters

Norfolk—Latest convenience at WTAR is new recording equipment. Now when an artist is forced to miss a show, and sponsor's permission is obtained, program is plattered in advance. However, no music is disked.

Professionals in New Series

Professional entertainers will be used in the new "Gerald Griffin's Paramount Hour" series starting tomorrow night over WMCA as a Friday 9:30-10 p.m. feature from the stage of the Brooklyn Paramount Theater. Gerald Griffin is m.c. Sponsor is Michaels Bros., who also sponsors the Monday night amateur shows from the Fox Theater, Brooklyn.

WNEW Fisherman Program

"Bill the Fisherman," new program devoted to anglers, starts over WNEW today at 8 p.m. It will continue through the spring and summer fishing season.

COMING and GOING

ROSELLEN CALLAHAN of Columbia Publicity leaves for Cambridge, Maryland today on an exploitation mission for Campbell's Soups. H. ELLIOTT STUCKEL goes to Philadelphia for similar reasons.

BLEVINS DAVIS, recently selected by NBC to do that network's coronation commenting from London, has delayed his sailing until April 24. At present it appears that Blevins will appear on two NBC shows as guest commentator to acquaint listeners with details of coronation.

PHIL BAKER with MRS. BAKER and their month-old son, returned yesterday from Florida to their home in Mamaroneck.

VIRGIL REITER of the Transamerica staff is back at his desk today after business trip.

HOYT HOOTEN, owner of WREC, Memphis, is in town.

KQW Adds 3 to Staff

San Jose — KQW, outlet of the Northern California Broadcasting System, has made three additions to its personnel in the persons of Florence Murdoch, who has joined the dramatic staff; Guy Wernham, formerly of KORE, Eugene Ore., and KGDM, Mutual-Don Lee outlet in Stockton, as announcer and continuity editor, and George Stewart, ex-KRE, Berkeley, and KJBS, San Francisco, as operator-announcer.

KQW, by the way, was recently chosen, together with the sister station KJBS, to air Associated's sport-cast covering the California track events.

WE are proud to announce the appointment of . . .

SIDNEY KORNHEISER

as manager of Famous Music Corporation and promotion of . . .

ABE FRANKL

to a musical advisory capacity at Paramount's West Coast Studios

FAMOUS MUSIC CORP. LOU DIAMOND President

LEO SAYS: Greetings to PETER DOELGER BREWING CORP. on the air three times a week! WJLN DIAL 1010 M.G.M. LOEWS



## SET NAB CONVENTION FOR CHICAGO IN JUNE

(Continued from Page 1)

meeting included C. W. Myers, NAB president, from KOIN, Portland, Ore.; Edward Allen, WLVA, Lynchburg; Harry Butcher, CBS vice-president in Washington; Arthur B. Church, KMBC, Kansas City; Edwin E. Craig, WSM, Nashville; John Elmer, WCBM, Baltimore; John J. Gillin Jr., WOWO, Omaha.

Also Harold Hough, WBAP, Fort Worth; J. O. Maland, WHO, Des Moines; Gene O'Fallon, KFEL, Denver; John F. Patt, WGAR, Cleveland; Gordon Persons, WSFA, Montgomery; Frank Russell, NBC Washington vice-president; T. W. Symons Jr., KFPY, Spokane, and James Baldwin, NAB managing director.

This is the second consecutive year that Chicago has been selected as the NAB meeting place. Last year the NAB headquarters were located in the Stevens Hotel.

## New 'Show Boat' Setup; Ross Changes Sponsor

(Continued from Page 1)

because of previous commercial commitments, will also probably drop from the program. A. Hobler, head of Benton and Bowles, and Herschel Williams, director of the program, are now in Hollywood completing plans for the new series. General Foods Corp. (Maxwell House Coffee) sponsors, with Benton and Bowles handling the account.

Ross, now in his fifth year as singing lead of the program, is under contract to General Foods Corp. until October of this year, but under terms of contract is allowed an eight-week vacation. He goes to Hollywood for a film in July, and with the Show Boat broadcasts moving west, Ross will completely sever his connections with the sponsor in July. Ross has already signed for a new series and sponsor to hit the air next fall.

## "Sunday Drivers" Resuming

Fields and Hall will resume their "Sunday Drivers" series over the NBC-Blue network on April 25, 3:30 p.m. Series will run through the summer.

## NEW PROGRAMS—IDEAS

### "It Can't Happen Here"

Presenting strange facts, startling events and unusual happenings in other countries, in the form of questions and answers, "It Can't Happen Here" is clicking as a thrice-weekly late afternoon feature on KMOX, St. Louis. School students are among chief listeners of this educational feature.

### Helpful Information

"The House by the Side of the Road", 15-minute program designed to give helpful information, is being conducted by Marion Goodwin over WWL, New Orleans. Miss Goodwin handles the entire program.

### 5 Symphony Orchestras Signed for Bank Series

American Banks, through Wessell Co., have signed five symphonic orchestras to replace the Philadelphia Symphony which goes on tour after the April 16 broadcast. On April 23 the Cincinnati Orchestra, Eugene Goossens conducting, will appear. Following which will appear the San Francisco Symphony, Pierre Monteux conducting, April 30; New York Philharmonic, appearing for the first time on a commercial broadcast, Alexander Smallens conducting, May 7; National Symphony Orchestra of Washington, D. C., Hans Kindler conducting, May 14 and the Rochester Symphony, Jose Iturbi wielding the baton, May 21. Sponsor's plans past this date are not definite. It is believed that the Philadelphia Orchestra will not resume broadcasting, and show may fade from the air for the summer months. Agency will announce decision at a later date.

### CBS Kate Smith Circus Show

CBS will broadcast a special program, emceed by Kate Smith, direct from the Barnum and Bailey circus next Friday, 4:30-4:45 p.m. Miss Smith will take a party of orphans as her guests to the circus, and they will give their impressions of the affair over a coast-to-coast hook-up. Last year a similar stunt was worked by same net when Eddie Cantor took Bobbie Breen to witness his first circus and the boy aired his conception of the circus.

### ST. LOUIS

A new series, Frank Eschen's Sportcasts, went on the air Monday at 6:45 p.m. over KSD. Will continue daily except Sunday.

More than 6,000 attended the birthday party of Jane Porter's Magic Kitchen at KMOX.

Another studio with individual control, suitable for either dramatics or music, is being erected by KMOX.

### Amateur as Stooage

In sponsoring 15 minutes of the 1370 Club, a full hour variety show over WDAS, Philadelphia, Morton's Credit Jewelry house, varies the amateur angle by having a radio announcer supply the human interest angle. Talent is all professional or guest while an amateur from the audience watching the visual is rung in for the spiels. Gets a dollar for the quarter hour effort, but must be the butt of the program's regular announcer and stooage for the performers. To make him full-fledged, amateur has to read the commercials.

### MPPA Committee Will Study Changes

(Continued from Page 1)

be chosen to succeed him. Paine is leaving to become general manager of Ascap.

Committee consists of: Edward B. Marks, Elliot Shapiro and Sam Fox.

### Canada Dry Series

Canada Dry (ginger ale) signed for weekly programs on WTAG and WLLH as beginning of new spring and summer campaign. Programs will be combination of street interview and Professor Quiz broadcasts. A complete radio schedule is now being readied and will be announced by the end of this month. J. M. Mathes advertising agency has the account.

### Fizdale Shifting East

Tom Fizdale, radio publicist, will shortly shift his radio publicity activities to New York and curtail his Chicago set-up, it was learned yesterday. Fizdale, who has been in town for the past few days, left Tuesday for a trip to Baltimore and Washington before returning to Chicago.

### WOR Airing Trout Season

Official opening of the trout season will be marked by a WOR broadcast April 15, 12-12:30 noon, from the Joe Jefferson Club on Saddle River, Ridgewood, N. J., with a pick-up from the banks of the stream. Bob Edge and Dave Driscoll, both in waders, will commentate. Harry Armstrong of the N. J. Fish and Game Commission will assist at the fly-casting.

### At the Rainbow Grill Emery Deutsch and His Orchestra

Unusual, Romantic Music  
CBS Artist Bureau  
Management Rockwell-O'Keefe, Inc.  
Radio City, New York and Hollywood

## DICKSTEIN MEASURE DEAD THIS SESSION

(Continued from Page 1)

told RADIO DAILY that he did not concede defeat and was determined to get action before Congress adjourned. Less optimistic, was Chairman Congressman Charles Kramer, consistent opponent of the measure who stated that the bill was dead unless somebody managed to again bring it up for consideration. Other Congressmen appeared sure the bill did not stand a chance of being passed this session.

### Leon Churchon Named KYA Program Manager

(Continued from Page 1)

has been in the production department the past six months, and before that was with WCAE, Pittsburgh. Bob Stanley, announcer, has been promoted to the production department.

### "Musical Camera" Off; Sponsor Drops Agency

"The Musical Camera," sponsored by Rogers Silver and featuring Josef Cherniavsky, fades from the NBC-red network after the April 18 broadcast. Program is heard over a network of 24 stations at present. At the same time it was announced that the account will leave N. W. Ayer. No successor has as yet been named, and radio plans for the concern will not be discussed until new agency takes over. Cherniavsky has prepared a movie short in song and may go to the west coast following the completion of his radio schedule.

### Gardening Note

NBC is hiring gardeners again. Every summer the NBC engineering department hires gardeners to take care of the shrubs and lawns surrounding the WJZ transmitter house at Bound Brook, N. J., and the WEAJ equipment at Baldwin, L. I. H. C. Johnson has the WJZ assignment, Thomas Sprague is out at WEAJ.

### WNEW Catholic Series

Fordham Glee Club will be heard over WNEW Saturday 4:30-5 p.m. as the first in a series of Catholic Charities broadcasts.

1	9	3	7
SUN	MOR	TUE	WED
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			

April 8  
Greetings from Radio Daily

to  
Tito Guizar  
Bert Gordon  
Arthur Allen  
Thornton Fisher  
Lulu McConnell

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 BUSINESS

Signed by Stations

## WJAY, Cleveland

Ptak's Music & Furniture Co., Czecho-Slovak Juvenile Amateur programs, Saturdays; Quo Vadis Furniture Co., Polish program, Mondays.

## WIP, Philadelphia

Nature Friend Inc. (bird seed), five quarter-hours weekly, 31 weeks; Ismak Rug Mills, three spots weekly for month, through Harry Feigenbaum; Rev. George A. Palmer, Haddon Heights, N. J., religious broadcasts, renewed for year, through Crowley-LaBrum Agency; Fox Weis (furs), six quarter-hours weekly for two months, through Harry Feigenbaum; Margaret Paper Co., Lansdowne, Pa., participation in "Eight Bells", six days weekly, indefinite, through J. M. Korn & Co.; William Reinhardt (building and loan), one quarter hour; Mawson Demany Forbes & Ames (furs), 25 spots weekly for year, through Hebbert Adv. Agency.

## WHOM, Jersey City

Roman Macaroni Co., Long Island, six 15-min. periods weekly on Italian Hour, 52 weeks, through A. B. Landau Agency; Italy Laboratories, New York, half-hour programs, 52 weeks; Tree-Mark Shoe Co., New York, 5-min. periods daily, news flashes, Jewish Hour, 52 weeks.

## KEHE, Los Angeles

Entz & Rucker (sporting goods), "Hook, Line and Sinker", with contest, Thursday evenings, through Ned Newman Agency; Drug Trade Products (Peruna), "Morgan Family", one-hour, six nights a week.

## KHJ, Los Angeles

Ironized Yeast, 28 5-min. disks, through Ruthrauff & Ryan.

## Williams Subs for Thomas

Capt. Valentine Williams, who substituted for Lowell Thomas as commentator during the latter's Easter vacation, will again fill in for Thomas during the latter's trip to the coronation. Thomas, however, will resume via short-wave, upon arrival in England.

## Allan Kennedy Joins KYW

Allan Kennedy, WNEW announcer, leaves that station on Friday and goes to work on Saturday for NBC in the Philadelphia station, KYW.

## FCC ACTIVITIES

## APPLICATIONS RECEIVED

Utica WUTK, Inc., Utica, N. Y. CP for new station. 1420 kc., 100 watts, unlimited.  
Havens & Martin, Inc., Petersburg, Va. CP for new station, 1210 kc., 100 watts night, 250 watts day, specified.  
Cheyenne Radio Corp., Cheyenne, CP for new station. 1210 kc., 100 watts, 250 watts LS, unlimited.  
Floyd A. Parton, San Jose, Cal. CP for new station. 1150 kc., 250 watts, daytime.  
Radio Enterprises, Inc., Lufkin, Texas. CP for new station. 1310 kc., 100 watts, daytime.



● ● ● Fred Allen's "summer abrogation" from Ipana and Sal Hepatica is a permanent divorce between the comic and sponsor... definitely... The Jack Benny spot has been finally filled by Don Wilson emceeing a "Hollywood Variety" show from the coast with UNKNOWN professionals... CBS executives were looking over the Waldorf theater on 50th St... which means that it will be converted into another radio playhouse shortly... Last-minute switch necessitated for Kate Smith's Band Wagon tonite caused by the union preventing the 15 Hawaiians gueststarring... Tonite's "Collins Special" on this show will be a Benny Goodman arrangement of "Dancin' at the Savoy" with Kate swingin'... Ferde Grofe also auditioned the other day for the five-times weekly spot for which Henry Souvaine produced "Symphonic Rhythms"... George Godfrey will announce his "annulment" from the Kelvinator show shortly.

● ● ● John Mayo, former FDR announcer, who has quit word-slipping for air producing, hopes that he'll never see a mike again. However, it was he that placed a mike over his baby's crib in their D. C. mansion—connected to loudspeakers—so that the kid's wails could be heard throughout the household... Don't forget the Professional Music Men's affair at the Alvin theater Sunday. The money remains in the organization and is used for benevolent purposes only... Also, the Press Photographers Ball at the Commodore tonight... There'd be no "stars" without these hocus-focus fellers... Joey Nash went to a singer at NBC yesterday and asked him what he'd charge for an "afternoon HELLO".

● ● ● Joe Rine's Dress Rehearsal will get an evening spot next Fall... Vincent Travers was operated on for a minor infection yesterday... P. S.—Travers gets a spot on a big commercial this summer... Floyd Sherman replaces Bowe with the Cavaliers... Elaine Sterne Carrington of NBC script dept. is over her winter-writing in Florida... Edward G. Robinson will appear on the Smith Hour in two weeks, doing a scene from his English flicker, and Grace George is slated for a shot also... Young & Rubicam have completed auditions for their summer spots and are leaving the selection now in the hands of the clients.

● ● ● Mickey Alpert was in Maxie Rosenbloom's suite at the Edison the other day and suddenly heard an outcry from "Slapsie" who was in the bathroom. Mickey investigated the reason for the yell and learned that the fighter, while brushing his teeth, dropped two molars valued at \$110 down the drain... P. S.—The plumbers recovered the lost teeth after cutting the pipes... Charles Bates, arranger for the Rhythm Girls, passed away yesterday... Nat Cook of the Number One Club is scouting the radio field for "name talent" to appear at the exclusive bar... Max D. Steuer will talk on the Supreme Court Wednesday via WMCA for an hour and a half, the station clearing all commercials for this public service feature... Josef Cherniavsky read and played the songs for his contemplated Broadway show Tuesday night at Dr. Louis Sunshine's swanky penthouse... The doctor is the Brite-Lite surgeon who retired so that he could devote his time and money to the theater, which he loves.

## GUEST-ING

LANNY ROSS, on "Your Hit Parade," April 17 (CBS, 10 p.m.)

FREDERICK JAGEL, ANNA KASKAS and AGNES DAVIS, on N. Y. Philharmonic program, April 11 (CBS, 3 p.m.)

NEYSA McMEIN, on "Magazine of the Air," April 16 (CBS, 11 a.m.)

FRED HUFFSMITH and LOUISE D'ANGELO, on Hammerstein Music Hall, April 13 (CBS, 8 p.m.)

DOROTHY HALL, WILLIAM JANNEY, EDDIE HALL, CHARLES COBURN, NORMAN ROLAND and BEN BOYER, on Chamberlain Brown program, April 12 (WMCA, 3:30 p.m.)

RAYMOND SCOTT QUINTET, on Martin Block's "Make Believe Ballroom," tonight (WNEW, 6 p.m.)

THE REVELERS, on Nellie Revell program, April 13 (NBC-Red, 5 p.m.)

EDWARD EVERETT HORTON, on Jack Oakie College, April 13 (CBS, 9:30 p.m.)

THREE LITTLE FUNSTERS, on Sachs Italian Varieties, April 11 (WOV, 11:30 a.m.)

JOE E. BROWN, on Lux Radio Theater in "Alibi Ike," April 19 (CBS, 9 p.m.)

GRANTLAND RICE, GRETE STUECKGOLD, LOS RANCHEROS and ANGUS FRASER BAGPIPE BAND, on Joe Cook Shell Show, April 10 (NBC-Red, 9:30 p.m.)

FRANK CAPRA, movie director, on Rudy Vallee's Varieties tonight (NBC-Red, 8 p.m.)

## Radio-Tel Firm Drops Names

In a stipulation with the Federal Trade commission, Climax Radio & Television Corp., manufacturer of radio sets, agrees to stop using the words "Edison," "Elgin," "Hamilton" or "Waltham" as brands or labels for products so as to imply that they are manufactured by or sold under a license or authorization from Thomas A. Edison, Inc., Elgin National Watch Co., Hamilton Watch Co., or Waltham Watch Co., respectively, when this is not a fact.

## Atlantic Refining Gets Temple Football Games

Philadelphia—Atlantic Refining Co. will sponsor play-by-play descriptions of nine Temple University football games over WIP next fall. Games open Sept. 24 and end Nov. 30. N. W. Ayer & Son is the agency.

## AD AGENCIES

H. L. MOONEY, formerly of Paris & Peart advertising agency, has joined Pedler & Ryan.

MEYER BOTH CO., Chicago, has opened offices in New York at 246 Fifth Ave.

CATHERINE OGLESBY has been appointed to the executive staff of Grey Advertising Agency, Inc.

ALFRED STECKMAN, formerly of Compton Advertising, Inc., has joined the staff of the Peck Advertising agency.



WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

**F**RANKIE BASCH, WMCA's "Roving Reporter", celebrates six years on the air June 13...Once broadcast "Humor Behind the News" and thinks the news should be kidded...Is very mysterious about pseudonym she's used for program of different character which was featured on three commercials...Is being angled for by "name" sponsor...Sharri Kaye to join the Lee Shelly musical outfit at the Brunswick Hotel as vocalist-in-chief, April 12...with a Mutual airing... Claire Shadwell, musical director of WBT, Charlotte, N. C., inaugurated the Castleberry Food Products program by parking the Castleberry trailer kitchen in front of the WBT building and having the staff gals to breakfast...The lasses gorged and "Shad" disgorged information concerning the program...

▼ ▼  
Peggy Santry, honeymooning in Japan, writing nostalgic postcards to the Roger White office, from Osaka...She and bridegroom J. P. McEvoy to go commercial with the White outfit sometime in the Fall...Eileen Creelman, movie columnist for the Evening Sun, auditions for Pyrocide Tooth Powder at Columbia on Thursday...She'll do a Hollywood ether column if all goes well...Lucy Monroe is off the air for several weeks because of her recent bereavement...Dorothy Lowell has succeeded to the name part in "Our Gal, Sunday"...Evelyn Abbott is the lass who preceded her...Gretchen Davidson went Bermuda-ward yesterday on account of she was written out of the script for the next two weeks...

▼ ▼  
Gloria Bristol, breaker of pulchritude records, to go sustaining on the NBC-Red in a program featuring beauty accessories, if the omens don't lie...Enoch Light, "Melody Magic" maestro, will add a female violin section to the musical ensemble because he believes women bring greater sensitivity to the playing of the most sensitive of instruments...Leo Reisman will tete songbird Eve Symington at a Waldorf shindig to commemorate her second year as his vocalist...he'll solo...Edgar Bergen on the guest list...

**EDDY DUCHIN**  
and HIS ORCHESTRA  
Third Record Week at Paramount  
Appearing Currently at  
**PLAZA HOTEL**  
Management MCA

RADIO PERSONALITIES

No. 22 in the Series of Who's Who in the Industry

**L.** B. WILSON, president of WCKY, Cincinnati, and a member of the NAB board, was born May 20, 1891, at Covington, Ky., and started in show business at age of 12, giving magic lantern shows in basement of his parents' home at one-cent admission. Got out handbills and tickets on a toy printing press. A cane rack in one corner lured marbles from the pockets of customers. Between acts L. B. sold licorice drops (bought at 10 cents a pound) at five for a penny.



Versatile in fields of business .....

Still in his teens, Wilson became manager of a local movie-vaudeville theater. Ten years later he made good a prediction to his theater employer that he would one day build his own theater at the city's main business corner.

Through the boom years, Wilson's interests extended into banking, manufacturing, retail merchandising, politics and other fields. When he built Station WCKY in 1929, he had his finger in a dozen business pies. Then, in 1931, he cut loose from some of his other interests and went into radio in earnest. As president of WCKY, he had paid only little attention to its operation. In November, 1931, he took over the duties of general manager, doubled rates, improved programs and inaugurated a strict business policy, at a time when many stations were still being run on a catch-as-catch-can basis with the idea of the most fun for everybody on the staff.

His idea of running a successful station embraced three points: A sound business policy, the best possible programs to gather the biggest possible audience, and "doing the real job for the advertiser." The plan worked.

L. B.'s full name is "L. B. Wilson." The initials stand for no other name. His hobbies are dogs, chocolate candy and \$1.50 a quart ice cream. This winter he has added a fourth hobby, yachting in Biscayne Bay, Miami, in his new boat. He never goes to funerals, weddings or banquets. In 1929, Wilson married Jean Oliver, Broadway leading lady. They live at a country estate in Kentucky, opposite Cincinnati, and on Di Lido Island, Miami Beach.

★ ★ ★ "Quotes" ★ ★ ★

**DON GILMAN:** "Our business is giving something for nothing. Constantly we strive to find new and better ways to give more people entertainment, information and education—and paradoxically, the degree of our financial success is determined by the success of these efforts."

**HAL KEMP:** "I believe more should be done to encourage young boys to play a musical instrument. Even if they don't become professional musicians in later life, they will be able to enjoy life much more keenly if they can express themselves musically. Parents should insist that their offspring learn to play music. It may take a little persuasion in some cases, but later on, the children will be full of gratitude for having a greater knowledge of music because of your efforts in their behalf."

**ZINN ARTHUR:** "Many of today's radio ear-drums must be so atrophied that only the rankest kind of dissonances have the power of causing any vibration in them. Which probably accounts for the great success of many bands which, in the name of swing, have strayed from true music to modernistic arrangements which only tin ears can accept with any degree of admiration. Swing is a musi-

cal style to be praised by enthusiasts of 'hot' rhythms but the imaginations of many arrangers will eventually ruin an otherwise good swing outfit."

**JACK RUBIN:** "Out of approximately 5,000 people auditioned yearly for character parts in radio only a small percentage from the legitimate theater have been successful. I've found that those who have had previous radio experience possess better diction, poise and personality than the stage applicants for the microphone. That's who some radio script acts have performers who are heard on several other shows in preference to new voices. Production men feel that radio's own will do justice to their parts."

**BERNICE CLAIRE:** "Radio stars love to receive fan mail but they wish the letters were more constructive. Most of the writers say they like you and wind up by asking for an autographed photo. Some of them may say they didn't like a certain program. The radio artist, as a rule, can take criticism, and if only these correspondents would come right out and confess why they like or dislike a program, it would be of great help all around."

ORCHESTRAS  
MUSIC

**J**ACK MILLS has turned over to Lawrence Wright, London music publisher, English sale and radio rights to "Where Is the Sun," "Old Plantation" and "Don't Know If I'm Coming or Going."

Peter De Rose's new song number is dubbed "Let's Stop the Clock."

Accordianist John Gard will augment the Jenö Bartal musical ensemble at the Hotel Piccadilly, effective immediately.

Edwin Arthur Kraft, renowned organist, will be featured in a special program over WHK on April 25 at 2 p.m.

Zinn Arthur and his ork introduce a musical innovation in "Maracas Swing," a combination of swing rhythms and a rumba effect. The maracas, Latin-American percussion gourds, help to keep the beat.

Joe Marsala, maestro of the Chicagoans, and his clarinet will guestar on the CBS "Swing Session" on Saturday at 6:45 p.m.

Jose Delaquerriere, soloist with the Stokowski symphony orchestra, will be Don Albert's air guest on WHN during his "Album of Songs" program, to be aired tonight from 8:00 to 8:30 p.m.

Raymond Scott and his music-making quintette make their first radio appearance outside of their Saturday night shows on CBS via WNEW's "Make Believe Ballroom" tonight from 6:00 to 6:30 as guests of Martin Block. Their program includes "Powerhouse," "Toy Trumpet" and "Minuet in Jazz."

Warner Bros.-Earle Theater, in Philly, institutes a name band policy for the stage fare. Cab Calloway, current, will be followed on April 9 by Ted Lewis, with Horace Heidt, Milt Britton, Hal Kemp, Jan Garber, Guy Lombardo and Ozzie Nelson already set.

Irma Serra, New England song stylist, who has been on a sustaining program over WSPR, Springfield, Mass., has signed to sing with the A. V. Rivest Co. program over the same station Fridays at 6:15.

On Tour  
**GLEN GRAY**  
and the  
**Casa Loma Orchestra**  
Management Rockwell-O'Keefe, Inc.  
Radio City, N. Y. and Hollywood



### "PICCADILLY MUSIC HALL"

Sustaining

NBC-Blue, Tuesdays, 11:00-12  
midnight, EST.

### VARIETY BILL IN OLDTIME VAUDEVILLE STYLE MAKES NOVEL LATE SHOW.

Emanating from Chicago and hitting the east through WJZ just after the five-minute 11 p.m. news period, this one-hour vaudeville show will find an appreciative audience among listeners who usually can't find anything but orchestra music on the dial at this late hour.

Built like a vaude bill of the old days, and ably emceed by John Goldsworthy with British-flavored comments, the opening bill included the Lorenzo Brothers in "Feats of Strength," a muscle act that was put across the air by the emcee's exciting description and well devised comedy talk that made it quite amusing; a piano team followed, with some good ivory work; then the Ranch Boys, in a Spanish and western medley; Australian Wood Choppers, whose hewing act likewise gagged in dialogue for plenty of laughs; Sylvia Clark in one of her chatter specialties; The Cadets, quartet, singing "The Changing of the Guard" with nice backing by the orchestra, which was snappily directed throughout by Al Short; Cleo Brown, a colored singer with a soft voice, in "Twinkle, Twinkle, Little Star"; a very funny comedy sketch, which scene in a doctor's office; "The Rosary" on the xylophone; Maple City Four in a comedy number and "Hold That Tiger," and Ruth Lyon and Robert Gately in selections from "Show Boat."

The show in general is a swell idea that could click strong in an earlier evening spot.

### "ESQUIRE ON THE AIR"

with Nat Brusiloff

Esquire

WOR, Tuesdays, 8-8:30 p.m.

B. B. D. & O.

### SNAPPY VARIETY PROGRAM WITH APPEAL AIMED CHIEFLY AT MEN.

Delivered in a peppy tempo, with such frequent change of items that the proceedings never have a chance to drag, this program has plenty of interest for the men of today, and for a lot of the femmes as well. Questions about contents of Esquire magazine, how it is edited, the styles depicted therein, etc., are asked in a manner that cleverly combines information with indirect promotion for the mag. Interspersed with these queries and others about men's styles are Nat Brusiloff's excellent music, with a vocal group supplementing the orchestra, anecdotes and chatter, all in an engaging vein. The vocal numbers had nice variety, ranging from "Gee But You're Swell" back to "I Want a Girl Just Like the Girl That Married Dear Old Dad." A collector of shaving mugs related his activity amusingly, and there was a promise of further items along this line, with listeners invited to contribute tales.



### GRETTA PALMER

Walker-Gordon Laboratory  
WOR, Wednesdays and Fridays,  
1-1:15 p.m.  
Young & Rubicam

### VARIED GOSSIP PROGRAM ALONG FAMILIAR LINES ENTERTAININGLY DELIVERED.

In contents, this new chatter program follows the same routine as a number of others. It covers bits of current news, fashions, culture, human habits, home furnishings, amusements, magazine articles, a touch of business for male appeal, the circus, the Coronation and cows (sponsor being a milk concern). Miss Palmer's style and voice, however, are her own and it is their pleasing qualities that make the program classier and more acceptable than some others. Additional commercial remarks are handled by Jeff Sparks.

### "UP AND DOWN AND AROUND NEW YORK"

with Ed Flynn  
Sustaining

WINS, Tuesday, Thursday, Sunday, 6:30-6:45 p.m.

### MODERATELY INTERESTING TOPICAL CHATTER ON CELEBS AND CURRENT EVENTS.

As one of the many programs of random chatter, attempting to embrace current topics and noted personalities, this batch of comment by Ed Flynn is of fair interest. Tuesday's opening shot included some comments about Mrs. Woodrow Wilson and the 20th anniversary of the U. S. entrance in the World War; remarks about a couple of Broadway plays with dogs in prominent parts, and a few other bits. Flynn hasn't a bad commentating style, but his program suffers by comparison with others of similar type.

### "RUBINOFF'S MUSICAL MOMENTS"

(Transcription)

Chevrolet Dealers

WMCA, Tuesday, Thursday, Saturday, 8:15-8:30 p.m.

Campbell-Ewald

### FIRST OF DISK SERIES WITH RUBINOFF AND GUESTS RATES JUST FAIR.

A series that promises much in view of having Rubinoff as its star and plenty of name talent for a pair of weekly guests, this transcribed program made its debut with a revue that was not much more than fair for Rubinoff. After the theme introduction and a bit of spiel by Graham McNamee, Rubinoff played his arrangement of "I Can't Give You Anything But Love," followed by Jack Arthur singing "You Are Free." After

a commercial interlude, Rubinoff and his violin rendered "I've Got You Under My Skin," and finally on to "Oh, My Goodness" by the orchestra. Quite a bit of commercial plugging is included for a 15-minute program.

### "IT CAN BE DONE"

with Edgar A. Guest

Household Finance Corp.

NBC-Blue, Tuesdays, 8:30-9 p.m.

B. B. D. & O., Chicago

### FAIR COMBINATION OF HUMAN INTEREST DRAMAS AND MUSICAL BITS.

Basically, this is just another classification of the real life dramas now so prevalent on the air. Only difference is in the title, "It Can Be Done," and the selection of material to fit. Edgar A. Guest's emceeing and his reading of original poems also gives the program a somewhat individual touch, while Frankie Masters and his orchestra, including the Masters Voices in vocal efforts, do excellent work in providing the musical background.

Dramatized incidents on the first program were the case of a widow who went to work to bring up and educate her fatherless girls, and the incident of an old man who made a new start from poverty and built up a unique business to provide for himself and wife. Both were good from a human interest angle.

### "GANGLANK"

Special Event

WMCA, April 7, 1:30-1:45 p.m.

### WELL-HANDLED BROADCAST FROM S.S. QUEEN MARY BEFORE SAILING.

The enterprising special events department of WMCA did a nice job in a gangplank interview from the Queen Mary before sailing yesterday. A highlight of the broadcast was a scoop on the daily papers in the way of an interview with Prince and Princess Chichibu of Japan who are en route to the Coronation. Though the royal personages themselves did not talk into the mike, Don Kerr had the same questions and answers as the New York newspapermen obtained in the royal suite, and he put them on the air before the daily paper lads could get them to their newsrooms. On behalf of the royal couple, Ambassador Saito made some gracious remarks before the mike, with Frankie Basch as interviewer. Martin Starr put John Brownlee, opera star, through some conversation, and did likewise with Nat Pendleton, screen celeb.

The color and thrill of a ship's departure were fairly effectively registered for the dialers.

### "MERCHANTS IN MELODY"

with Ruth Howard and Roy Cambell's  
Beau Brummels

Sustaining

WMCA, Tuesdays, 9:30-9:45 p.m.

### ROUTINE PROGRAM OF MUSICAL NUMBERS AND SOME ATTEMPTED COMEDY.

This program was given a bad start by introducing Ruth Howard with some rather inane comedy chatter and interspersing more of same later in the routine. The girl is an appealing singer with a plaintive style, and should fine it worth while to develop that talent. Roy Cambell's Beau Brummels, a male quartet consisting of Tomes Chapman, Clifton Billings, Ed Galloway and Rand Dupler, did satisfactory incidental service. They opened the show with "Goono Goo," and after Miss Howard sang "I Can't Lose That Longing for You" the quartet came in for "There's Frost on the Moon," with Miss Howard following in "I Adore You," then a closing medley by the ensemble. Allen Williams did the announcing and played foil for Miss Howard in the efforts to be humorous. Given better material and production, Miss Howard could shine.

## Current Programs

### George Stone

Brought back for a third appearance with Al Pearce's "Watch the Fun Go By" on the CBS network at 9 p.m. Tuesday, George Stone (not the film actor) was the comedy stand-out of this program. In his character of Duke Vladimir Yushkoff, a combination of George Givot and Parkyakarkus but with versatility extending further into the vocal line, he delivered an operatic burlesque running from the Lone Prairie to Mandalay with highly amusing results. Any major program in need of a good stooge will find a swell bet in this fellow Stone. Rest of the Pearce gang, Nick Lucas, Arlene Harris, Tizzie Lish, Eb and Zeb, and Larry Marsh's orchestra were, as usual, up to snuff.

### Al Jolson

The awaited skit based on Al Jolson's own life was the high spot of his Tuesday night show over CBS at 8:30. Starting from the days when he was selling newspapers on Washington streets to earn the price of a theater ticket, the sketch briefly traced Jolson up through his career to the historic triumph of "Mammy." It was most enjoyable. In surrounding efforts on the program, Parkyakarkus contributed his usual complement of laughs, Martha Raye did a song and Victor Young's orchestra did its good bit.

### Jack Oakie College

Appearance of Joe Penner as guest on Tuesday night's Jack Oakie show over the CBS network was a help in the comedy end, although the humor handed out was mostly of familiar vintage. Judy Garland, too, was good. Program as a whole was better than some recent Oakie shows. But still too much ineffective continuity.



*- - and still they come!*

## **UNSOLICITED**

### **KVOO**

PHILTOWER, TULSA

Please accept our congratulations on your fine daily publication. It should grow and grow, for it fills a real need, and it is a real asset to broadcasters who want to follow the activities of broadcasting.

**KEN MILLER,**  
KVOO News Editor

### **WWJ**

DETROIT, MICH.

We have thoroughly enjoyed "Radio Daily" and are sending through an order for a year's subscription.

**EASTON C. WOOLLEY,**  
General Manager  
RADIO STATION WWJ

### **WSJS**

WINSTON-SALEM, N. C.

We have been following with a great deal of interest your publication, and feel that the day isn't complete until we've gleaned "Radio Daily" for all the information. Our staff just wouldn't be without it now.

**RALPH BURGIN,**  
RADIO STATION WSJS

### **Certified Contest Service**

I honestly believe RADIO DAILY is the finest medium of news I have ever seen. In my dual-capacity as radio editor of this company, and contest consultant (uptown at the RCA Bldg.) you have more than once "saved the day" for me. Contest-ly speaking, RADIO DAILY is a "quantity of quality." My subscription has paid for itself several times over, already.

**HELEN KING,**  
Radio Editor

# **SIGN AND MAIL TODAY**

\$5.00 per year (Foreign \$10.00)

THE RADIO DAILY  
1501 Broadway, New York City

Dear Sir:

Please enter my subscription to the RADIO DAILY, and The Radio Daily Service.

NAME.....

STREET.....

CITY..... STATE.....

Check enclosed.

Bill me.





## ★ Coast-to-Coast ★



**M**INNEAPOLIS Church Federation arranged some good promotion for the Sunday Players disks when they put out 78,000 circulars to pupils in public, parochial and private schools, calling attention to educational value of series.

Electro-Vox Recording Co. has enlarged its plant by putting up an addition in the rear, to house the mechanical equipment, and make room for new control room, audition room, etc.

Bill Irvin, radio editor, Chicago Daily Times is here to spend two weeks picking up news and pix for his paper.

Seymour Hastings, one of radio's pioneers in Southern California, died over the weekend, and was buried Tuesday. Hastings had retired several years ago, but occasionally came back to the microphone for some event close to his heart. His last radio talk was his Lincoln Day program on KFI.

Herbert Denny, Standard Radio's Florida and Southern representative, has solved a whole flock of problems with his huge, four-wheeled audition studio trailer. For one thing, he is certain of satisfactory audition rooms wherever he is, and among other things he has his own sleeping quarters, hotel accommodations and lounge wherever he wants to park his car, and that's an item in some of the longer runs on his trips.

Don Wilson is going to turn gentleman farmer. He has bought two acres in the San Fernando Valley on which he is going to build.

Simon d'Usseau, who was talent scout for California Hour, has signed to scout for Paramount Pix.

Back of Jack Benny's call for votes for the listeners' choice of a repeat of one of the series of dramatic sketches is Benny's yen to repeat the whole series. If last Sunday's feeler brings heavy response, he'll do 'em. Otherwise just the top choice, which Benny hopes will be a revival of his Emperor Jones.

Francis X. Bushman has been

**F**RANCIS D. BOWMAN, director and narrator of "Voice of Niagara," radio's oldest sponsored series of band music programs, will be able to take it a little easier after Saturday, when the series closes its eleventh consecutive year.

Alan Roberts ("The Prince of Song") switches to a new hour, 8:30 p.m., today over WMCA.

Eddie Green, before starting his own program with Louis Armstrong for Fleischmann tomorrow night, will be a guest on tonight's Rudy Vallee program.

Pontiac Varsity Show has drawn letters of commendation from all over the country and from abroad, many written by alumni of the colleges and universities honored in the broadcasts.

Jack Graney, sportcaster for United Broadcasting Co., WHK, Cleveland, will be in Chicago this week-end for the General Mills conference of baseball announcers.

Bill Frosch, announcer, has started his second year at WIRE, Indianapolis.

Lyle DeMoss, senior man on the street with KFAB, Lincoln, is suffering from an acute attack of laryngitis which necessitated Chuck Miller and John Shafer pinch hitting for him.

Jim Cox, continuity man for KFOR, Lincoln, is readying a series of half hour shows to appear each Sunday on KFOR dramatizing the lives of

signed for KFVB's serialized version of "Jane Eyre," a Friday night feature that is gaining a big audience.

Shirley Ross week-ended in Palm Springs, resting from the strain of the Ken Murray premiere.

Frank Healy of NBC press department, New York, is here with his wife, Elizabeth Palmer, who has a picture contract with 20th Century-Fox. Healy is on leave of absence and expects to stay quite a while.

Eddie Stanley, who was the new comic on Sunday's Cantor show will be on again for next week's program.

Tom Harrington, Young & Rubicam's Coast chief, came back to where he'd parked his car, and found it gone. Police recovered it, minus radio and accessories.

Lew Frost, assistant to Don Gilman, NBC chief on coast, is in Hollywood for a short stay.

KFVB has put in a new remote to the newly opened Paradise Hut, added another broadcast for Omar's Dome cafe, from 1:45 to 2 p.m., daily,

the west's heroes. First on is the life of Will Bill Hickok.

Madeleine Turk, poetry reader, returned to radio this week, with programs slated by Jimmy Shearer, manager of WHBI, Newark, N. J., for Sundays and Mondays. Miss Turk formerly sang on WAAM.

Travis Barnes, WTAR (Norfolk) salesman who has been doing mike work for one of his accounts, spends his spare moments at funerals and weddings. It turns out that Barnes is one of the local singers in demand about town.

Doug Arthur, WTNJ's Man-on-the-Street, apparently was arrested for blocking traffic on April 1 in Trenton, and Rupe Werlint took over the interviewing job, only to interview Douglas Arthur, who told about a grand April Fool joke perpetrated on radio listeners by radio announcers who apparently had been arrested for blocking traffic.

Ed Clark, announcer at WTNJ, Trenton, is a candidate for the Bordentown (N. J.) City Commission.

"Do You Need a Job?" WTAR (Norfolk) feature, changes in time from 9 o'clock Monday evenings to 7:45 effective April 12. Show presents five unemployed persons weekly and averages about fifteen calls for them.

Andy Hotz, control engineer for WNYC and the Colonial Network in Boston, is recovering at his home in Lexington from an appendix operation.

added to its regular 11:15 to 11:45 p.m. program.

Joine Alderman, socialite and club woman, is doing a 15-minute civic sustaining program for KFVB Mondays, Wednesdays and Fridays, titled Woman's Club of the Air.

George Jay of the "Listen Ladies" program for KEHE had Jimmy Tolson as his guest star yesterday and will have Mary Marten tomorrow. Jay has been interviewing various celebrities for KEHE, and future guests will include Ken Murray and Oswald, and Lois January.

C. W. Nash, chairman of the board for the Nash-Kelvinator Corp., with his wife and daughter, Mrs. Hyskell Bliss, were back-stage guests at the Lux Radio show Monday, it being Nash's first look in on how a big broadcast is staged.

Harry Barris, one of Bing Crosby's original trio, will work with Bing again when he is one of the Kraft Music Hall guests for the program of April 15. Other guests will be Percy Grainger, pianist and composer, Frances Farmer and Lionel Stander.

**Z**ION PASSION PLAYERS used the facilities of station WBBM here last Sunday to air their regular weekly program after fire destroyed their own broadcasting studios in Zion City, Ill.

Kathryn Cravens of CBS in from Gotham interviewing several ace newspaper photos for her "News Through the Woman's Eye."

Hal Burnette, WBBM press relations, in Minneapolis last week-end to attend meeting of General Mills and Knox-Reeves agency in regard to summer baseball stanzas. Conclave of announcers for sponsor of the diamond sport will gather here at the Edgewater Beach Hotel this week.

Bill Murry in town.

Carl Schreiber and his ork, aired for 21 weeks from the swank Ivanhoe here last summer over a coast-to-coast CBS wire, return to the ether over WCFL and WGES from Guyon's Ballroom.

### Ormandy Replacing Kolar

Ford Motor Dealers have signed Eugene Ormandy to take over the Ford Sunday Evening Hour broadcasts heard over the CBS net. Ormandy will replace Victor Kolar on the April 25 program and will continue through until June 13 when program is scheduled to fade for the summer.

### Firemen's Bee on NBC

A Spelling Bee between representatives of the New York and Chicago fire departments will be aired over the NBC-Blue network Saturday, 4:30-5:30 p.m. New York team will broadcast from Radio City, with switches to Chicago studios for that team's pick-ups. Each side will have 15 spellers ready for spell-down with five alternates standing by.

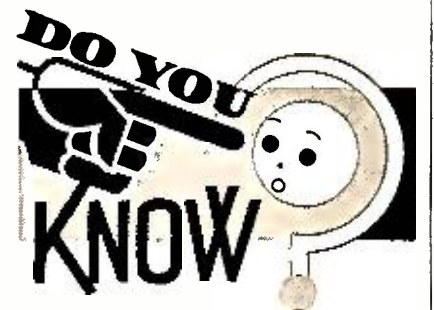
### "Jam Session" New WTMJ Show

"The Jam Session" is a new sustaining each Monday 4-5 p.m. over WTMJ, Milwaukee, with Johnny Olson as announcer, Frank Werth's "Swingsters," and a number of guest stars.

## ONE MINUTE INTERVIEW

### LANNY ROSS

"I get many letters from listeners whose reactions are swell tips on just what listeners want. They like romantic, youthful songs, if the singer is young. They want young voices to sing about Spring and love and laughter. Most of them express the opinion that they prefer their operatic and serious musical entertainment from mature artists of great experience."



NBC, CBS and Mutual provide programs for more than 250 of the 700 broadcast stations in the U. S.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 43

NEW YORK, N. Y., FRIDAY, APRIL 9, 1937

FIVE CENTS

## 5-Language News Programs

### WIRE-SNIPING LOOMS IN CHICAGO BAND JAM

Chicago—Reluctance of Hotel Drake management and Mutual Broadcasting System officials to let NBC install a wire in the Gold Coast Room where Paul Whiteman and his orchestra open tonight is expected to result in an outbreak of band-spot and wire-sniping between NBC, CBS and Mutual. Hotel Drake is one of Mutual's strongest spots, but Whiteman is under NBC management and for various bookings NBC has turned over its band contracts to Consolidated Radio Artists Inc., which handled the Drake booking.

Whiteman and NBC sought a one-hour Sunday night concert sustaining out of the Drake, but Edwin L. Brasheers, manager of the Drake, and WGN-Mutual officials to date  
*(Continued on Page 8)*

### Treaty Angle Hearing On Duffy Copyright Act

Washington Bureau, RADIO DAILY  
Washington—Senate Foreign Relations Committee will hold a special meeting Monday at 10 o'clock for the purpose of discussing treaty angles of Duffy copyright bill. Senator F. Ryan Duffy will preside.

Testimony is expected by attorneys and executives of organizations and trades interested.

### "Little Orphan Annie" Renewed Through 1937

Wander Co., Chicago (Ovaltine) has renewed "Little Orphan Annie" through 1937. Program is heard on 28 NBC-Red network stations, Mondays through Fridays, 5:45-6 p.m., with repeat for western stations at 6:45 p.m. Blackett-Sample-Hummert Inc., Chicago, placed the account.

#### Illustrated

Kansas City — While WHB's "Man at the Wheel" interviewers were quizzing two local policemen at a boulevard intersection on "What causes auto accidents?" a couple of obliging motorists, more interested in the street broadcast than in their driving, collided right by the mike.

Listeners heard the crash of fenders and bystanders yell.

#### Makes Good

Chicago — Douglas Perkins, 13-year-old harmonica player, who hummed his way with \$6 to Chicago from Cobb, Ky., and asked a Palmer House clerk "Where's the radio station here?" has been signed by the Alka Seltzer National Barn Dance for tomorrow.

### CBS, NBC SWITCHING CLEVELAND STATIONS

Report that CBS would drop its Cleveland affiliated station, WHK, at the expiration of its present contract on Oct. 31, was confirmed yesterday by Herbert V. Akerberg, CBS vice-president in charge of station relations, and in its place CBS has signed WGAR as the Cleveland outlet, effective Nov. 1.

WGAR at present is an NBC-Blue affiliate, and it is understood that NBC is now negotiating with WHK.  
*(Continued on Page 3)*

### Reduce Gillette "Sing" Effective on April 25

West Coast Bureau, RADIO DAILY  
Los Angeles—Gillette Safety Razor Co., on April 25, will reduce the CBS "Gillette Community Sing" program to a half-hour period, 10-10:30 p.m., it was announced by Ruthrauff & Ryan yesterday. Agency is now seeking an earlier spot on CBS network for eastern listeners with a repeat for the coast.

## Kate Smith Switching Network and Sponsor

Kate Smith, now heading the A. & P. "Band Wagon" program, one-hour show on Thursday nights via CBS network, will switch network and sponsor in the Fall, going to NBC under the sponsorship of Calumet Baking Powder, a product of General Foods.

Calumet now has the Phillip Lord feature, "We, The People" on NBC-Blue net as a Sunday half-hour show. The Lord program which fades May 16, will be taken over by another firm.

Miss Smith is expected to vacation

### Service in Italian, German, Polish and Portuguese Being Made Available by Van Cronkhite Associates

### FOUR NEW ACCOUNTS STARTING ON MUTUAL

Lovely Lady Inc., Chicago (cosmetics), Procter & Gamble (Oxydol), Ravin Co. of California (cosmetics) and Willys-Overland Co., Toledo, are four new clients which will shortly begin spring radio campaigns over the Mutual network.

Procter & Gamble this Monday will start "Couple Next Door" a quarter-hour script show, Mondays, Tuesdays and Wednesdays, over WGN, WLW. Program keyed from WGN. Blackett-Sample-Hummert Inc., Chicago, placed  
*(Continued on Page 8)*

### 50 Mikers to Attend Chi. Baseball Confab

Chicago—Some 50 announcers handling baseball broadcasts, as well as sponsors and important figures in baseball administration, will be present for the first national conference of its kind to be held April 11-12 at the Edgewater Beach Hotel. Knox Reeves Ad. Agency of Minneapolis will supervise the meeting, which will discuss technique, showmanship, etc., and attempt to coordinate more than 8,000 baseball broadcasts for General Mills, Socony-Vacuum and Goodrich Tires.

Programs of foreign language news service in Italian, German, Polish and Portuguese are about to be offered by Van Cronkhite Associates Inc., recently organized radio news service headed by John Van Cronkhite, RADIO DAILY learns. The foreign language programs will be in addition to the regular Van Cronkhite news service in English.

Besides giving summaries of the day's headline events, delivered direct by teletype printers, the foreign lan-  
*(Continued on Page 3)*

### Skelly Oil Placing Series in Mid-West

Kansas City — Newton Cross, in charge of the Skelly Oil Co. account for Ferry-Hanley Advertising Co. here, has scheduled a series of spot announcements for Skel Gas over eight mid-west stations and has bought time over KMA, Shenandoah, WMT, Cedar Rapids, and KRNT, Des Moines, of the Iowa network for the same product, using a quarter hour program of German band music, twice weekly.

### "Sweetest Love Songs" In New Time on NBC

Sterling Products Inc. (Phillips dental cream) on April 27 shifts the "Sweetest Love Songs" on the NBC-Blue network to a 9:30-10 p.m. spot on Tuesdays. Program will use the same network with the exception of WCKY, which cannot clear the new time period. Show is currently heard Mondays, 8:30-9 p.m. Blackett-Sample-Hummert is the agency. Air Features Inc. produces the program.

#### Too Much Business

Chicago—When baseball season opens April 16 on WBBM, the CBS outlet here will have to drop at least three daily sponsors due to complete sellout of commercial schedule. One, Goldberg Credit Clothing, will stay on air by buying two-hour Friday night "Nully Club" broadcast, 11 p.m.-1 a.m. Sets record for late night time sale.





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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Application for entry as second-class matter is pending.  
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## FINANCIAL

(Thursday, Apr. 8)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 1/2	168 7/8	169	- 1
Crosley Radio	21 1/2	21	21 1/2	+ 1/4
Gen. Electric	54 1/2	53 1/8	54	...
North American	25 1/2	25	25 1/4	+ 1/4
RCA Common	11	10 5/8	11	+ 3/8
RCA First Pfd.	74 3/8	73 3/8	74 3/8	+ 3/8
RCA \$5 Pfd. B.	(86 Bid)			
Stewart Warner	18 1/2	17 7/8	18	+ 1/8
Zenith Radio	32 1/2	31	32	+ 1/2

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/2	16	16	- 3/4
Majestic	4	4	4	- 1/8
Nat. Union Radio	23 1/4	25 1/4	23 1/4	...

### OVER THE COUNTER

	Bid	Asked
CBS A	56 1/2	58 1/2
CBS B	56	58
Stromberg Carlson	15	16

### WATR Changes Recommended

Waterbury, Conn. — Granting of WATR's application for change in frequency to 1290 kc., increase in power to 250 watts, unlimited hours, removal of transmitter and installation of new equipment has been recommended by FCC examiner.

### George Sharp in Music Series

George Sharp, baritone, will be heard in a new series of WMCA programs every Monday afternoon at 2 p.m., tracing the origin and history of American songs.

### "Couple Next Door" Returns

Chicago—"The Couple Next Door" returns to WGN and the Mutual network Monday at 9:45 a.m. CST as a daily except Saturday and Sunday. Thompson Buchanan will again write the show, with Olan Soule, Donna Creed and Jack Brinkley in the cast.

### MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE  
1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

### Marianni Signed by CRA; King's Jesters Renewed

Hugo Marianni and orchestra, currently at the Blackstone Hotel, Chicago, has been signed by Consolidated Radio Artists Inc. under exclusive management.

Another Chicago band, The King's Jesters, at the LaSalle Hotel since February, have been renewed for another four weeks from May 1. Band with NBC wire is under CRA management.

### First Coronation Broadcast

First official Coronation program comes over the NBC-Blue network today, 3-3:30 via British Broadcasting in the form of a concert by His Majesty's Welsh Guards Band led by Major Andrew Harris, M.B.O. Kenneth Adams of British Broadcasting Corp., will be the commentator.

On April 14, NBC will inaugurate a series of more than 40 international broadcastings pertaining to the Coronation, and bringing to the mike dignitaries from all walks of English life, as well as famed authors and British governmental officials from England and its colonies. Variety will be the keynote with music, talk and special programs for women also.

### Fraser-Glenn Marriage

John Gordon Fraser, NBC announcer, and Bettie Glenn, publicity woman, were married yesterday at the Little Church Around the Corner. Couple will live at Forest Hills, L. I.

### WQXR Music Appreciation Series

Oxford University Press is sponsoring a music appreciation series called "Analyzing the Symphony," which premieres over WQXR at 8-8:30 p.m. April 12. B. H. Haggin, music critic and author of "The Book of the Symphonies," which was published by the Oxford University Press, will conduct the series, which will be heard every Monday.

### WOR "New Poetry" Resumes

"New Poetry" series will be resumed by A. M. Sullivan over WOR at 2:30-3 p.m. Sunday.

### Glenn Morris to Movies

Glenn Morris, 1936 Olympic Decathlon champion, resigned from the NBC news and special events department yesterday to enter the movies. He is now en route to Hollywood to sign his contract. Morris entered the special events department last fall directly after graduation from college.

### Columbia Signs Howard Barry

Howard Barry, baritone, has been signed to an exclusive contract by the Columbia Artists Inc. Barry, heard over KHJ, NBC, CBS and the Yankee network, made his debut as a professional performer in 1928. He took over a Leo Reisman band and played the New Brunswick Hotel, Boston, for one year. Mack Davis set the deal for Columbia.

### KXBY Moves May 1

Kansas City—KXBY, whose general manager, H. R. Makelim, has signed a three-year lease on the entire 22nd floor of the Fidelity Bank Bldg. for conversion into modern broadcasting quarters, will move from its present location about May 1. New place will provide for three studios, control room, news room, offices, audition room and lounges. Transmitter will remain where it is. First National Television School also remains in the Keystone Bldg.

### Special for May Day

Star Radio Programs Inc., at a meeting of the program board yesterday, decided to produce a special May Day program, to be released in about a week. An important announcement for subscribers of the Star service also is to be made at that time. Meeting was presided over by Burke Boyce, program supervisor and former NBC continuity head.

### Gummo Marx Has New Serial

Gummo Marx, artists' representative, has a new radio serial titled "The Janitor" now under consideration by potential sponsors. Script is a human interest-comedy employing as its central character an apartment house janitor who knows every tenant's business and who gets himself into one scrape after another through his efforts to help others out of their troubles. Chief role will probably be played by a prominent stage star.

### 2 Quit Young & Rubicam

Taylor Adams and Matthew Casey, account executives, have both resigned from Young & Rubicam.

### Douglas Manson in New Post

Douglas C. Manson, formerly associated with the BBD&O advertising agency and publications, has joined the staff of Brooke, Smith, French & Dorrance, Inc.

### Phil Regan Back East

Phil Regan and Mrs. Regan arrived from the coast yesterday by motor. Regan will guest star on Ed Wyn's program in about two weeks. Shell Chateau is also angling. Regan recently finished work in "Hit Parade", Republic film.

### English Tele Star in Debut

Polly Ward, blonde singing star who recently arrived in this country from London, will make her American radio debut with Arnold Johnson Sunday, 6-6:30 p.m., on the "1937 Radio Show," over the Mutual Broadcasting System.

## COMING and GOING

CHARLES W. MYERS, owner of KOIN, and NAB president, arrived in New York from Washington yesterday morning on a business trip.

WALTER R. BROWN, NBC engineer, leaves tomorrow for San Francisco. Brown is one of the engineers making the 14,000 mile trek to cover the eclipse.

RALPH WONDERS left early this morning for Chicago.

BREWSTER MORGAN, CBS director, left for Baltimore this morning to meet MRS. MORGAN returning from the coast.

ARTHUR BORAN leaves tomorrow for Philadelphia.

PHIL REGAN arrived yesterday from Hollywood and will do gueststar spots while here.

JOHN VAN CRONKHITE of Van Cronkhite Associates left New York yesterday for Detroit, and then to Chicago.

JACK INGERSOLL, DON DUNPHY and PAT BARNES, all of WINS, go to Chicago for the baseball announcers' conference being held Sunday and Monday at the Edgewater Beach Hotel.

JAMES F. CLEMENGER of WMCA leaves Monday for Detroit.

TITO GUIZAR, CBS tenor, returns to New York from Detroit today to warm up for his April 20 concert at Carnegie Hall.

H. R. (HAL) MAKELIM, general manager of KXBY, Kansas City, will leave the end of the week for New York on business to be here a week.

CARLTON E. MORSE leaves April 28 on the China Clipper for the Orient.

### Harold Arden in Hospital

Harold Arden, whose band is heard nightly over WNEW on the Dance Parade, is seriously ill in a New Jersey hospital. His band, under the direction of one of its members, will continue to air from the Rustic Ballroom, still being billed as Arden's band.

### WBNX "Court Pros and Cons"

A series titled "Supreme Court—Pro and Con" will start Sunday as a 5-5:30 p.m. weekly feature on that day. Mortimer Hayes and Robert E. Lee, attorneys, will debate at the first session.

### WHN Program Changes

The Broadway Melody Hour, heard over WHN and featuring Col. Jay C. Flippen, switches to Wednesday nights, 8-8:30 p.m., effective April 14. The Supper Club, a new sustaining feature with Irving Aaronson and his band and Marion Melton, singer, take over the Monday 8-8:30 p.m. spot April 12.

"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:**  
Only WHN has World-Telegram stock market reports twice daily!

**WHN DIAL 1010**  
APPLAUD with M. G. M. LOEW'S



## NEWS IN 5 LANGUAGES FROM VAN CRONKHITE

(Continued from Page 1)  
guage department of the Van Cronkhite news service will include special feature material, sports, women's items, oddities, etc.

A leading national sponsor is understood to have the proposition at present under consideration for a first crack at it. Roesler & Howard, station representatives, are handling placement of the program.

John Van Cronkhite arrived in New York this week from Washington and the south after spending about 60 days on a survey tour that embraced over 100 stations. His visit here is believed to have been principally in connection with the foreign language news service. He also conferred with CBS before leaving by plane yesterday for Detroit, from which point he returns to his headquarters in Chicago.

### CBS to Air Armory Drama

CBS has received permission to broadcast a special program from the 7th Regiment armory, New York, on April 11, entitled "Fall of the City," the first in a new series of dramatic shows written exclusively for the air by prominent playwrights. Irving Reis directs the show, which will be heard over a coast-to-coast network from 7-7:30 p.m.

### Complaint Before F.T.C.

Wesleyan Diesel Service, Inc., 2906 Leavenworth St., Omaha, Neb., dealer in correspondence courses in Diesel engine installation and maintenance, is named respondent in a complaint issued by the Federal Trade Commission charging certain unfair methods of competition. Advertising by radio and in newspapers, magazines and circulars, respondent company is alleged to have made unwarranted representations to prospective pupils.

## SAN ANTONIO

Dick Harwell back at the KABC mike after a recent illness.

Jerry McRae's Texas Rangerettes are picked up nightly by KABC from the Playhouse Cafe.

Jerry (Bud) Morgan, program director on KONO, is also doing the daily "Snoopy Hollywood Reporter" for Mission Broadcasting Co.

Announcer Geo. Downs of KONO will become a benedict in June.

KTSA General Manager H. C. Burke informs that his station now has 49 accounts, which sets a new high for this Hearst chain outlet.

## NEW PROGRAMS—IDEAS

### "The Right Job" on WGN

"The Right Job," a new 15-minute series in which young men and women are steered into fields of occupation suitable for their natural talents, makes its bow Sunday at 1:30 p.m., CST, over WGN, Chicago, and the Mutual network under the auspices of the University Broadcasting Council and Northwestern University.

The program, which will feature Dr. Samuel N. Stevens, Professor of Applied Psychology at Northwestern University, will have actual interviews with young people selected from the National Youth Administration of Illinois. The hobbies, tastes and preference of the interviewee will be brought out in such a manner that listeners who have similar tastes can be guided by the vocational expert's solutions.

### Pronouncing Bee at WDRG

Beginning April 16 at 10 p.m., WDRG in Hartford will present a new feature, "Readin' and Writin' with Bob Provan". The program is in the nature of a spelling bee and "pronouncing" bee combined. Listeners will be asked to make two lists: one for words to be spelled correctly and the other for words to be pronounced correctly. Each word will score a certain number of points and at the end of the program each listener will be able to "mark his own paper". Bob Provan, station announcer, will handle the show, bringing in many words commonly spelled incorrectly and pronounced incorrectly.

### "Musical Spelldown"

"Musical Spelldown", which had its first trial Sunday morning over WTMJ, Milwaukee, came up a winner. Eight contestants were selected from the large studio audience. Organ and piano furnished the mystery melodies, and Phil Cameron went along the line with a hand mike. Runner-up missed on Handel's "Largo", but winner named it pronto and took away the prize, a nice auto robe. Program looms as a topnotch air feature.

### Live Stock and Farm Chatter

WDGY, Minneapolis, on Monday, will begin a new series of daily programs known as the Sunshine Live Stock reporter. It will consist of one 15-minute noon day period and an early morning program. During each period a remote broadcast from South St. Paul will be given. On this broadcast, the activity of the live stock market will be presented. The balance of the program will be given over to items of interest to Farmers. The series is sponsored by the Hubbard Milling Co., Mankato, Minn., in connection with an association of 150,000 Northwest farmers. Account was placed through the McCord Agency of Minneapolis.

### WJNO as Cupid's Aid

A program idea offering an opportunity to provide suitable music without having artists in attendance, when the space at the scene of the ceremony is limited, was evolved recently by WJNO, West Palm Beach, Fla. The station's staff pianist, Alice Weldon, assisted by the Lauger Sisters and Joe Weldon, helped in an 8 p.m. marriage ceremony at a residence several miles from the studio. Entire program was produced without rehearsal.

Alice Weldon opened the program playing "The Wedding March", followed by the Lauger Sisters singing "O Promise Me". Joe Weldon offered one appropriate vocal number. The vocal numbers were interspersed with appropriate piano numbers by staff pianist.

### Dramatize State's Industries

New Jersey's fame as an industrial state is being dramatized in a new series of broadcasts presented each Thursday evening over WPG, Atlantic City, 10-11 p.m. Leading industries and manufacturing concerns are co-operating by supplying the complete history of their developments, while vocal and instrumental talent from these various concerns is featured when available. The Whitall-Tatum Co. of Millville is featured in the initial broadcast, with the Owens Illinois Glass Co. the subject of the second program in the series of 26.

### Ball Fans Get Break on WLTH

Starting April 17, WLTH through its live wire sports commentator, Jocko Maxwell, will permit baseball fans to express their opinions on the current big league baseball races during the WLTH Sports Parade on Saturdays at 6 p.m.

The baseball fans will be asked to simply forward their name and address to Jocko Maxwell at WLTH, New York, and on the air they go.

### Nick Lucas to Emcee Benefit

Nick Lucas, currently airing on the Ford Motor Dealers program Tuesday nights, will make a special trip to Hartford, Conn. on April 24 to emcee a benefit performance for the crippled children of that city.

### Horlick Signed by R-O'K.

Harry Horlick has just been signed by Rockwell-O'Keefe, Inc.

### Neil Hopkins With "Skilllets"

East & Dumke have signed Neil Hopkins for their new "Sisters of the Skillet" program.

### EDDY DUCHIN

and HIS ORCHESTRA

Third Record Week at Paramount

Appearing Currently at

PLAZA HOTEL

Management MCA

## CBS, NBC SWITCHING CLEVELAND STATIONS

(Continued from Page 1)

Switch in station alignment between CBS and NBC may take place before Nov. 1 if NBC can close a deal with WHK before that time.

WGAR is owned by the same interests which own WJR, another CBS affiliate and it is understood that G. A. Richards and Leo Fitzpatrick have been negotiating with CBS for some months. Fitzpatrick was in New York last week conferring with Akerberg. WGAR operates on 1450 kcs. with 1,000 watts daytime, 500 at night and WHK 2,500-watter daytime, 1,000 at night on 1390 kcs. New network rates for stations have not been announced.

NBC would not comment on the WHK-WGAR switch, neither would they say anything regarding a report from New Orleans that WDSU had been signed to join the NBC-Blue web. WDSU, likewise, when contacted by RADIO DAILY correspondent would not confirm, nor deny, the reports.

### Gould Joining Whiteman

Morton Gould, 23-year-old musical conductor heard currently over WOR and Mutual network, joins the Whiteman organization.

## CHICAGO

H. LESLIE ATLASS, vice president of CBS, back from New York weekend.

William S. Hedges, vice-president of Crosley Radio in charge of WLW operations, visiting old friends at NBC offices here.

Jack Dowling, some of Broadway singing politician Eddie Dowling, now scripting radio column of Daily Times in absence of Bill Irvin ("Don Foster") who is visiting Hollywood studios.

Helen Bennett, former "Miss Missouri" playing in "Cactus Kate" on WGN, is playing ingenue lead in Group Theater's smash presentation of "The Angel," backstage comedy.

Chicago laughing at story of Bob Taplinger, New York P. A., who bought 15 Palmer House slugs to use during his Windy City stay when he discovered that his Broadway nickels wouldn't work in Chicago's phone booths. The slugs didn't work in any other phone in town, so Taplinger used them to pay his bill.

On Tour

**GLEN GRAY**

and the

**Casa Loma Orchestra**

Management Rockwell-O'Keefe, Inc.  
Radio City, N. Y. and Hollywood

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 BUSINESS

Signed by Stations

**WBRY, Waterbury**

Bond Clothes, "The Sports Round-up," 5-minute programs and spots, Monday through Friday.

**WPG, Atlantic City**

Frigidaire dealers of South Jersey, "Frigid-Airs," twice weekly presentations.

**KMOX, St. Louis**

St. Louis Star-Times, "The Star-Times Air Edition," 15-min. broadcasts, six a week.

**WTMJ, Milwaukee**

Coolerator (ice box), transcriptions, renewed for the summer.

**WIP, Philadelphia**

J. Siegal (clothiers), Ed Wallace's "Man About Town," 5-min. chatter program, six nights weekly, 13 weeks.

**WDGY, Minneapolis**

Haskins Bros. Co., St. Paul (soap), daily 15-minute program featuring Sons of Pioneers; Hubbard Milling Co., Mankato, Minn., in association with northwest farmers, two daily periods.

**WOR, Newark**

Radbill Oil Co. (Renuzit), 78 spot announcements, featuring Jean Dahl in household talks and will be heard Monday, Wednesday and Friday, 5:10-5:15 p.m. for 26-week period.

**WHN, New York**

I. J. Fox (furrier), 216 spots, Monday through Saturday beginning April 12. There will be six announcements per day for 6 weeks. Schillin advertising agency has the account.

**WNEW, New York**

The Walkathon, now being held at the Brooklyn Ice Palace, has purchased five 15-minute spots per week. News of the contest will be aired Tuesday through Saturday, 2:45-3 p.m. Schillin advertising agency has the account.

## BOSTON

Court Treat has been appointed manager of WORL in the Hotel Miles Standish. The station has just been taken over by the same management as WCOP in the Copley Plaza. William Enyman, former manager, has resigned.

Whitman Hall, Chief Engineer of WCOP in the Copley Plaza has recovered from an attack of the flu and is back to work.

Morton Blender, chief announcer for WCOP, has resigned and will leave for Chicago this week to take up his new duties in an advertising agency there. Thornton Steel from WRDC, Hartford, replaces him.



● ● ● The Don Wilson-Hollywood Varieties announced for the Jell-o summer show here yesterday is being held in abeyance until Tuesday pending the outcome of the Henry Hull-Georgie Price audition which Fred Norman is putting on with Miff Mole's band and Ben Grauer as commentator... This will be the final audition made for the summer spot by the agency... Ralph Wonders' mysterious departure for Chicago late last night was made to confer with a former employee of his, Neal Conklin, who heads a band outfit there... Don't be surprised if there's a definite link between the two soon... The Blackett-Sample-Hummert audition the other day was to hear "feminine" male voices for the Bea Lillie show... David Sarnoff holds a private television party at his home the 12th.

● ● ● Two swell kids stepped up to the Little Church Around the Corner yesterday to say "I Do" after having an on-and-off romance for the past three years... NBCaster Jack Fraser and Press Agent Bettie Glenn... Recently we suggested here that Zeke Manners and his hillbillies were worthy of network recognition—and they got a spot on Al Pearce's Ford show via CBS. They clicked so big then—that they are booked to repeat within three weeks.

● ● ● Dick Powell will be on the Maxwell House coffee show coming from the coast in July... H. Williams from the agency is out there now lining up talent... That Hollywood Hotel spot is up in the air again. Tony Martin may not fill it because Fred MacMurray will stay—and the latest one being considered by the agency is Jerry Cooper, who fades from Drene shortly... Rudy Vallee is resting at his lodge in Maine for a few days before sailing on the 24th... A complete hour show with guest artists will stand by in the studios here during Rudy's London airings, just in case something goes wrong... Henny Youngman presented Ted Collins with a gold wrist watch yesterday—which wasn't ENGRAVED!

● ● ● The Phillips Lord office received a letter from a fan the other day stating that "even though Tiny Ruffner did make a few mistakes on his last show, this wasn't substantial reason to FIRE a fellow!—that you should have given him another chance"... Thought you'd get a kick from that, Tiny... Ruth Russell, NBC script girl, is engaged to a sound man... FDR will be tuned to Max D. Steuer via WOL of the Inter-City net when the barrister speaks on the Supreme Court Wednesday night... Tip-off: M. D. Steuer will speak FOR the issue... Frank Black has been renewed on Magic Key... Alice Faye recorded two songs for Brunswick from the Winchell-Bernie flicker.

● ● ● Mark Warnow's production man had an appendicitis attack the other night and was rushed to the hospital for an operation—taking the continuity of the show along, which had Mark up in the air until the man came out of the ether... Mrs. Samuel Tabak, wife of the musician union director, is recuperating in Lenox Hill hospital... Allan Prescott has been renewed for the summer months... Hollace Shaw, CBS singing star, was discovered by Brewster Morgan out on the coast while filling-in for a girl on the Marx brothers audition which was piped here and is now the white-haired girl there.

## PROMOTION

**Plug Pontiac Series**

NBC's "Broadcast Merchandising" this month features art work and story on Pontiac's college series, originating on a different campus each Friday night. "Varsity Show," article states, is carefully merchandised to intelligent groups of potential car buyers. Reproductions of local advertising plus photos of college folks and locale are included.

Signal Oil's campaign on the Coast is also used, show being tied up with independent dealers, with the consumer selling placed secondary to securing merchandising support from service stations. Art work includes reproduction of some of the spotlight advertising used.

**Handicapper Contest**

WMCA, New York, has a new promotion piece entitled "3,383 Men on a Horse"—"Women Too," by way of calling attention to the Webster-Eisenlohr (N. W. Ayer agency) program, "Today's Winners." Amateur handicappers contest clocked 20,301 entries in one week, a daily average of 3,838 cigar bands being involved, for a total of 40,602.

Total entry fee figured at 18 cents a contestant in postage and 60 cents worth of the havanas.

**WXYZ Showmanship Folder**

A folder labeled "WXYZ Showmanship," containing instances of recognition and praise accorded the station and its programs by the press and radio editors, has just been issued by the Detroit key station of the Michigan Radio Network.

Among the 48 commercial productions built in WXYZ's studios each week are six half-hour programs and six quarter-hours. Station airs three half-hour commercials weekly to WOR, New York; WGN, Chicago, and Don Lee on the coast; also 16 commercials weekly to WSPD, Toledo.

**19 Counties in Spelling Bee**

Students of High Schools in 19 counties of northern Indiana and Western Ohio are participating in the High School Spelling Contest, sponsored by the Fort Wayne Journal-Gazette and Westinghouse WOWO, Fort Wayne, Ind., and broadcast each Monday 8-9 p.m. and each Saturday 4:30-5:30 p.m. CST, over WOWO. This contest offers unusually attractive prizes both locally and at the Cleveland exposition where the finalists selected in Fort Wayne, will spell for national honors. R. Nelson Snider, principal of the local South Side High School, is word pronouncer for the contest, and J. A. Becker, station relations director, acts as master of ceremonies. Becker also made arrangements, including those enabling the local winners to participate in the Cleveland Exposition, for the spelling contest.



## ORCHESTRAS MUSIC

**S**HANDOR, gypsy violinist of the networks, has organized a seven-piece string ensemble under his conductorship to play for radio programs, hotels and special dates. The orchestra is already auditioning for guest appearances on air programs and is also arranging to make some recordings and transcriptions. Leonard F. Winston represents the outfit.

Victor Moore writes his own lyrics for the incidental music on the "Twin Stars" program.

Mark Warnow reverts to his original policy of playing ten hit songs on his programs instead of the seven he's been featuring.

Glen Gray and his Casa Loma Orchestra will play for the Manassas Battlefield Memorial Association which this year combines with the Lee Highway Memorial Association in an Annual Ball, the proceeds of which are dedicated to battlefield grounds. The Ball will be held at the New Willard, in Washington, on April 20.

Abe Lyman's NBC airing on Wednesday nights now includes six selections of his own choosing, in addition to the regular seven winning songs of the week. The aforementioned six include standard accepted numbers of other seasons, with special Lyman arrangements to conform with the fast-tempo policy of the program.

Rubinoff and his much-publicized instrument anticipate his Hollywood interlude by presenting a program of California melodies on his Sunday, April 11th broadcast over the WABC-Columbia network. "California Here I Come" heads the list of west-coast ditties.

Vaughn Bradshaw, in charge of music clearance at WTAR, Norfolk, is readying a group to organize as the Norfolk Chapter of the United Hot Clubs of America. Lee Chadwick is the only other staff member interested; but lots of local boys turn out for the jam sessions at the WTAR studios, with old swing phono discs holding sway.

"Mississippi Misery," song featured in Josef Cherniavsky's "The Foolies" will have its radio premiere on the Cherniavsky Musical Camera pro-

### WANTED CONTINUITY WRITER

— human interest dialogue;  
4,000 words; 2c a word.  
WRITE BOX B101  
RADIO DAILY, 1501 B'way, N. Y.

## RADIO PERSONALITIES

No. 23 in the Series of Who's Who in the Industry

**L**ESTER A. BENSON, president and general manager of WIL, better known as "Eddie" to the radio fraternity of St. Louis, is the 36-year-old dean of broadcasting in St. Louis. In spite of his youth, Benson is a radio pioneer. His experiments with radio began when he was 14 years old. Before he was 15, he built and operated an amateur spark station. In 1916 he entered Washington University, St. Louis, to study electrical engineering with a view of making it his life's work, and gained the reputation of being one of the best informed persons on the subject in the country.

Benson, when only 17, was made a Marconi Wireless Operator aboard the S.S. Arizona, passenger steamer on Lake Michigan. A few months later the U. S. entered the World War and Benson enlisted in the Army. He became an instructor in radio and was later commissioned a first lieutenant. After the war, he returned to St. Louis and opened the Benwood Radio Co., a radio parts and service store. Here he built his first radio transmitter and put it into experimental service, and in 1920 broadcast the first voice in St. Louis during the Harding election. Later he gave the first commercial broadcast from St. Louis.

Benson built the St. Louis Post-Dispatch station, KSD, also KFVE (now KWK), University City, Mo., later sold to Thomas Patrick Convey, and KFGJ, making four stations built by him in six years.

Back in 1921, Benson introduced the first police broadcasting from an automobile in motion, a type of broadcasting later adopted all over the country and now used in fighting crime. He also introduced play-by-play baseball broadcasting in 1926 from Sportsman's Park, St. Louis.

He has been the guiding hand of WIL throughout the past 15 years, devotes much of his station's time to civic service work, and can boast of having one of the most popular stations in the middle-west.



Unusual record for a youth .....

gram over the NBC-Red Sunday, April 11 at 4:30 p.m. The song, based on a Negro folk theme, will be sung by Russell Dorr, guest baritone.

The Lazzara Baking Co. of Paterson sponsors a musical program consisting of an ensemble of mandolins, guitars, mandolas, string bass and tympani under the moniker, "The Giuseppe Verdi Forty Novelty Strings" every Sunday, 9:15 a.m. to 9:45 a.m. over station WOV. Conductor is Domenico Amato.

Rosa Ponselle rings down the curtain on the Met. Opera spring tour broadcasts with Bizet's "Carmen" to be heard Saturday, April 17, beginning at 2:00 p.m. over the NBC-Red. Rene Maison, as Don Jose, will have the leading male part in the opera, which will be heard from the Cleveland Public Auditorium.

Mildred Gerber, Chicago girl, who made her operatic debut in "Lucia" with the Chicago Opera Company last fall, will be starred as guest soloist with the WGN Concert Orchestra on the "Pageant of Melody" program from WGN's main studio at 9:45 CST Monday. She will co-feature with Attilio Baggio, tenor. The concert will be directed by Joe Johnson, associate conductor of the orchestra.

Dixie Dale Joins WMBH  
Dixie Dale, singer, formerly with WLW and NBC, has been added to the staff at WMBH, Joplin, Mo.

## CINCINNATITEMS

Fred Thomas of the Crosley news staff and Ruth DeVore of the DeVore Sisters Trio, in WLW's "Moon River" program, hopped over to Covington, Ky., and were hitched the other day.

Jane Grey, the Crosley artist, is applying the finishing touches to her "Psychoscoping the Famous" before delivery to the printers. Between its covers are Presidents, radio and movie personages, and other interesting names. Her "scope" on the late Ross Alexander of Hollywood will startle the readers.

Florence Hallman, formerly of WIBG, Greensboro, N. C., has joined the Southland Rhythm Girls orchestra, featured daily by WCPO.

Returning to the scenes of his first triumph as an entertainer, Little Jack Little is turning them away at the Hotel Gibson.

Bill Seymour, latest addition to Peter Grant's announcing staff at WLW-WSAI, is a brother of Grand Hotel's Anne Seymour.

Cincinnati is keeping step in step with radio's progress. During the past year WSAI, WCPO and WKRC have erected new transmitters. And recently WCKY was granted 10,000 watts.

### At the Rainbow Grill Emery Deutsch

and His Orchestra  
Unusual, Romantic Music  
CBS Artist Bureau  
Management Rockwell-O'Keefe, Inc.  
Radio City, New York and Hollywood

## NEW PATENTS Radio and Television

Compiled by  
John J. Brady, Attorney  
Washington, D. C.

2,075,809—Control Apparatus for Radio Receiving Sets. Robert B. Foster, Los Angeles, assignor to John B. Smiley.

2,075,818—Television Apparatus. Harry R. Lubcke, Los Angeles.

2,075,855—Magnetron. George R. Kilgore, Bloomfield, N. J., assignor, by mesme assignments to RCA.

2,075,876—Cathode Organization. Carl J. R. H. von Wedel, Berlin, Germany, assignor, by mesme assignments to Electrons, Inc.

2,075,891—Electric Condenser. William Dubilier, New Rochelle, N. Y., assignor to Cornell-Dubilier Corp.

2,075,910—Thermionic Cathode. Ernest Y. Robinson, Lymm, England, assignor to Associated Industries, Ltd.

2,075,962—Multirange Radio Receiver. Walter van B. Roberts, Princeton, N. J., assignor to RCA.

2,075,972—Remote Control Device. Edward L. Barrett, La Grange, Ill., assignor to Utah Radio Products Co.

2,075,979—Amplifying or Receiving Device. Popko R. Dyksterhuis and Jacob van Slooten, Eindhoven, Netherlands, assignors to RCA.

2,076,086—Cathode Ray Tube. Alan W. Ladner, Danbury, England, assignor to RCA.

2,076,102—Thermionic Tube Control. Verage Tarzian, Philadelphia.

2,076,168—Quenching Oscillator for Super-regenerative Receivers. Alfred H. Turner, Collingswood, N. J., assignor to RCA.

2,076,175—Phase Modulation Receiver. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.

2,076,222—Directive Radio System. Edmond Bruce, Red Bank, N. J., assignor to Bell Telephone Laboratories, Inc.

2,076,253—Television. Charles Selz, New York, N. Y., assignor to Telegalight Corp.

2,076,264—Phase and Frequency Control of Oscillations. Henri Chirix and Paul Borias, Paris, France, assignor to Compagnie Generale de Telegraphie sans Fil.

2,076,289—Frequency Modulation. Rudolf Bechmann and Herbert Elstermann, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,076,351—Modulation. Hans O. Roosenstein, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,076,361—Crystal Oscillator Monitor and Centralized Control. Harold H. Beverage, Riverhead, N. Y., assignor to RCA.

2,075,368—High Frequency Power Supply System. George W. Fyler, Schnectady, N. Y., assignor to General Electric Co.

### Editor Considers Air Spot

Stanley Walker, former city editor of the Herald-Tribune, author of "City Editor", "Night Club Era" and "Mrs. Astor's Horse", has been offered an air show in which he'd emcee the program. Walker, now editor of the "New York Woman" mag, has left the matter in the discussion stages, pending agreement on his having full sway over talent and script.

## HELEN GLEASON

SENSATIONAL YOUNG SINGING STAR  
OF

"FREDERIKA"

General Motors Concert April 11

PERSONAL REP. LEO ERDODY  
711 Fifth Ave., N. Y. Wlc. 2-2100



## Coast-to-Coast

**RANSOM SHERMAN**, once featured in Carefree Carnivals and other NBC programs from San Francisco, will emcee the new daytime Variety Hour starting Tuesday over the NBC-Blue net from Chicago. Sair Lee, Robert Gately, Harry Koggen and others will be in the cast.

*H. J. Lovell, operator at WKY, Oklahoma City, has returned to his post there after three months at KFOR, Colorado Springs. Ben Bezoff, a recent arrival at WKY from Denver, and originally assigned to the news bureau, has traded places with Martin Jacobsen, announcer.*

Jocko Maxwell, sports commentator at WLTH, will have Jimmy Caras, billiard champ, as guest on WLTH's Sports Parade tomorrow at 6 p.m.

*WTCN, Minneapolis Tribune and St. Paul Dispatch-Pioneer Press station, fed the last "Our Neighbor" program to the NBC-Blue net. Jerry Belcher, interviewer, aired a visit in the home of Mayor Gehan of St. Paul.*

George A. Hazlewood, manager and sports commentator for WJNO, West Palm Beach, Fla., interviewed Jack Dempsey and Charles Francis (Soccer) Coe in the WJNO studios Tuesday evening.

*Ben Decker, formerly of WGAR, Cleveland, has taken up his duties as program director and continuity writer at WJNO, West Palm Beach. He also takes his turn at announcing.*

William Hebert of the Paramount studio publicity staff has been added to the script staff preparing "Paramount on Parade," Sunday noon CBS broadcast.

*Edith Jolson, blues singer at WICC, Bridgeport, is trying a new 6:45 p.m. spot after her recent illness. Yale Sunday morning services on WICC will again come from the Battell Chapel starting Sunday.*

Jim Peters, who plays the father role, and Janis Lee Huston, portraying



### LIBBY HALL

*Sustaining*

WMCA, Wednesdays, 8:30-8:45 p.m.

#### BLUES SINGER WITH A LIKEABLE STYLE BUT JUST ROUTINE MATERIAL.

Libby Hall, blues singer heard over WMCA for the past year or so, started this new spot Wednesday with a program of numbers pretty much in the ordinary line. Miss Hall is a good singer, somewhat on the Helen Morgan side, and can warble numbers in a pleasing manner. Her collection on this occasion included "I've Got My Love to Keep Me Warm," "Moonlight and Shadows" and some other more or less widely used pieces, with nothing in the way of a distinctive arrangement to lift her out of the routine line.

### "SPELLING BEE"

*with Ted Webbe*

Wallraff Co., Newark

WNEW, Wednesdays and Fridays, 9-9:30 p.m.

#### CONTEST ORIGINATING FROM THEATER STAGE IS USUAL STUFF OF ITS KIND.

This is practically no different from the flock of other spelling bees now current, except that the broadcast comes from the stage of the Paramount Theater, Newark. Ted Webbe, who conducts the contest, calls eight contestants from the audience, and they engage in a spelldown. The proceedings at the first show were somewhat draggy. This is inevitable in view of the wide difference in qualifications of an octet invited from a theater audience. Winner of the contest gets a cash prize.

ing his daughter, in "A Modern Girl's Romance" over KOMA, Oklahoma City, are reported headed for the altar.

*Ethel Rattay's "Tea Time Topics" will be the first daily feature of WPG, Atlantic City, to go on summer schedule. Starting Monday it takes the air at 3:30 p.m. WPG's "Man on the Street," incidentally, is doing plenty of active duty on the Atlantic City Boardwalk.*

Don Bolt, formerly in the advertising agency business in Boston, ex-newspaper man and more recently on the staffs of WBOW, Terre Haute, WTAX, and WCBS, Springfield, Ill., has joined the staff of KMBC, Kansas City as an announcer.

Happy Long, until recently heard over WIRE, Indianapolis, has joined KXBY, Kansas City, and is heard daily on a morning spot as the Lonesome Ranger. Announcing the pro-

### FRANK BLACK

*(String Symphony)*

*Sustaining*

NBC-Blue, Wednesdays, 9-9:30 p.m.

#### BETTER MUSIC PROGRAM RETURNS IN GOOD TRIM FOR THE CLASS CLIENTELE.

As a relief from the maze of swing, jam and jazz that dominates the air at night and in the day as well, the resumption of this symphonic string series under the direction of Frank Black will find a welcoming audience. Program is in the classical music category, but not too heavily so. For musical enjoyment by those with better tastes, as well as for relaxing, the series will serve nicely.

### "STORY OF A SONG"

*Sustaining*

CBS, Tuesdays, 3:30-4 p.m.

#### INTERESTING COLLECTION OF SONGS NOT FREQUENTLY HEARD ON THE AIR.

Among the merits that recommend this program is the fact that its musical selections are off the familiar beaten path. Idea behind the series is to present concert vocalists in songs that have been more or less neglected despite their intrinsic quality. Development of vocal music in various ages and countries is to be covered in the programs, with one prominent woman and one male singer on each show, the announced initial duo being Colette D'Arville and Benjamin De Loache. A batch of songs for children comprised part of the initial broadcast. They were exceptionally good.

gram is Walt Lochman, the station's ace mike voice.

Western Final Soccer Game, in national competition, between the Shamrocks of St. Louis and the Sparta Club of Chicago, was played at the Sparta Field in Chicago and was broadcast by WIL in St. Louis. The hookup on the game was very novel. Western Union ticker-service was used, with Neil Norman giving the play-by-play broadcast from the studio, while Norman's sport partner, Bill Durney acted as correspondent from the point of origin. The game was played in a driving rain and ended in a nothing to nothing tie.

Competition is keen on Eta Alpha Program, early morning show from 7 to 7:30 over WDRC. Listeners throughout Connecticut, Massachusetts and New York State vie with each other to submit the best list of selections to be used on the Saturday morning broadcast of this

## COMMENTS

### On Current Programs

#### Ken Murray

Second program in the new Campbell's Tomato Juice series with Ken Murray, Oswald, Lud Gluskin's orchestra and Shirley Ross (CBS, 8:30 p.m. Thursdays) was a little better than the opening show. But not enough yet. Much of the improvement resulted from giving Oswald more time. Cast is fine. Material is the problem.

#### Tex Walker

In addition to his Wednesday 6:30 p.m. spot, "America's Singing Cowboy" has started a new Tuesday and Thursday 4-4:15 p.m. series over WINS. As cowboy crooners go, Tex is right up with the best of them. He has a melodious voice and can rattle off the yippies and yodelays as smoothly as the next fellow from the open plains, midwest or Jersey.

#### "Your Hit Parade"

The manner in which this NBC-Red 10 p.m. Wednesday show continues to hold both entertainment merit and fascination is chiefly a tribute to the maestro talents of Abe Lyman.

#### "Mlle. Modiste"

Swell vocal work by Jessica Dragonette and Charles Kullman made the CBS Wednesday night radio version of the Victor Herbert operetta a delight. Only drawback was the curtailment of the original book. It marred the tout ensemble considerably.

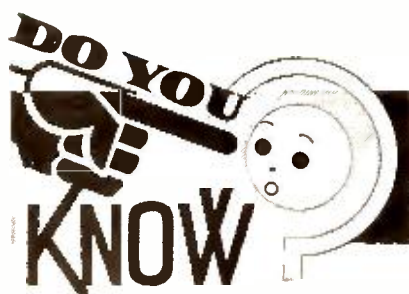
#### WJNO Increasing Power

West Palm Beach, Fla.—WJNO, of which George A. Hazlewood is general manager, has increased its power to 250 watts daytime.

weekly feature. A handsome electric clock is awarded the listener sending in the chosen list. The program features organ music by Collins Driggs and is announced by Ray Barrett. Throughout the entire program weather reports and the correct time are given at frequent intervals.

The "Civic Service Period," conducted by Mr. Fixit over WIL, St. Louis, is one of the most popular local programs on the air in St. Louis. David G. Evans Coffee Co., sponsors of this instructive quarter-hour, has received thousands of requests for the toy-machines they are at present giving away, and a short announcement by Mr. Fixit the first evening was answered by more than 4,000 requests for the premiums.

Howard Barry of "Manhattan Matinee" was auditioned by CBS yesterday afternoon with a view to featuring him on a new commercial.



President Roosevelt's Supreme Court proposals has been responsible for more radio talks than any other public topic.



## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

THE grand passion takes to the air with Beatrice Fairfax signed to do dramatizations of lovelorn advice on a program for Hudson River Day Line.... Agency is Wendell P. Colton.... Connie Boswell to ether-guest on the Crosby program May 6.... She's being besieged by interested sponsors who want her to go commercial.... No decision yet.... The Boswell Sisters as a unit have just turned down \$1750 bid for one shot a week series, disproving recently advanced theory that trios no longer rate large quantities of sugar.... Anticipatory buzzing about a Young and Rubicam summer show featuring Tim and Irene.... Gertrude Lawrence added her signature to a contract for commercial.... Sponsor is an oil company.... The Rachel Crothers opus starring La Lawrence opens next week for two weeks reaction-test.



Chirographer's corner.... The Rockefeller Center Business Men's Exposition will feature Helen King, handwriting analyst.... The King damsel will not only analyze.... she'll function as judge and award prizes to most interesting scrawls.... Admission and analyses to be gratuitous.... Mary Christine Dunn, the Bonnetterre, Mo., prodigy-babe, to be heard over the NBC-Blue on Friday, 5:45 to 6:00.... To avoid tension and over-excitation of the child the mike will be tucked away in an obscure corner and Mary Christine will sing songs and chat with her dad and ma without awareness of its presence.... Jack Johnstone, whose brain-child is "Buck Rogers" of ether-fame, is the proud parent of a baby-girl named Barbara.... Lois Lorraine, CBS press dept. ticket custodian has never (whisper it softly) attended a RADIO BROADCAST.



Helen Gray, Philadelphia scribe, radio speaker and famed traveller will have things to say anent problems on "It's a Woman's World," April 13.... Ned Midgeley, BBDO's radio time buyer has a new secretary, named Ninette Joseph.... Kathryn Cravens flies to St. Louis to week-end with her husband.... Ruth Bradley, vocalizing clarinetist with the Ruby Newman ensemble, has signed a contract with him that takes care of her next three years, professionally speaking.

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 19 of a Series

### WSAZ—HUNTINGTON, W. VA.

1190 K.C.—1,000 Watts

**W. C. McKELLAR**  
President

**GLENN E. CHASE**  
Chief Engineer

WSAZ, now celebrating its tenth year as a broadcast station, is owned and operated by WSAZ, Incorporated. W. C. McKellar, originator of the station is its President, and Glenn E. Chase, who assisted McKellar, is chief engineer. WSAZ now broadcasts on a thirteen-hour-a-day schedule, commencing operations at 6 a.m. and signing off at 7 p.m. It is a member of the West Virginia Rebroadcast System.

WSAZ was established on April 5, 1927. McKellar, then an electrical engineer received permission to broadcast his station as a 100-watter. Studio and transmitter for the station were located in McKellar's electrical store. The station was first put on the air by pushing a phonograph before a microphone and playing a number of recordings. In a very few hours the McKellar Electric Co. was besieged with telephone calls inquiring the whys and wherefores of the mysterious music that was being heard in many homes around Huntington. Ten years later WSAZ is still broadcasting, but now as established transmitter, with an enviable list of sponsors who have found WSAZ a perfect medium with which to advertise their products.

WSAZ was purchased by WSAZ, Incorporated, June 1929. At this time McKellar gave up his business to devote all of his time to the presidency of the new corp. May 1934 found the FCC granting the station an increase of power to 1000 watts. In Dec. 1936 a new 204-foot Blaw-Knox self supporting, shunt-fed vertical radiator antenna was erected. Studios are located on the third floor of the Keith-Albee Theater building and the transmitter is located at Pleasant Heights, three miles from the center of Huntington.

Helping WSAZ to celebrate a decade of broadcasting this week is the Minter Homes Corporation. The sponsor is in himself, a recommendation to would-be time buyers on the station. It was one of the first four sponsors to utilize the station for commercial purposes back in 1927, and it is still buying time regularly.

## Varied Viewpoints

### Music Main Element In Radio Programs

MUSIC is still the main element in radio programs, and I think it will continue to be. The radio audience of today is receptive to more of the finer and serious music than ever before. The standard of musical appreciation found throughout the country today is surprisingly high. People are more and more listening to music because they like it, rather than because they think it is good for them. This status has been the result of a gradual development and radio broadcasting likes to think that it is largely responsible for this. Radio has played a most important role in enlarging the nation's musical circle. The broadcasters and advertisers of the country are sensitive to this ever-enlarging interest, and I think it is safe to say will respond by giving an increasing amount of thought and time to this category of entertainment.

One of the greatest merits of our competitive system is that the real and sincere desires of the audience are recognized and fulfilled. A recent example of this was the announcement made by the National Broadcasting Company concerning a series of concerts to be given under the direction of Arturo Toscanini, an announcement heralded by music critics and the American public alike.

The American listener expects to hear the best artists. Today there

are very few great artists who are not also great names in radio. In the coming generation there will very likely be none. Hearing great music regularly fosters musical curiosity. In a place where there are only a few concerts a year, one must be content with familiar things. As music is heard more regularly, a greater variety is demanded. This means that more neglected music will get on the air. It also means that new music will have a better chance. It is surprising how many first performances today are also radio performances. The listeners are not asking themselves, "Is this a modern piece?" but "Is this a good piece?"

The Columbia Broadcasting System has commissioned six American composers to write music especially for radio. These compositions will be presented to the radio audience within a few months. At the present time, this is an experiment. But writing serious music for radio won't remain an experiment long. Our review of those compositions already submitted convinces us of this. Radio will not only supply the demand which it has created for better music, but will as in the past keep ahead of this new public appreciation, for the educational period is not wholly completed. Consistent with this, I believe you can expect from radio in the future more good music, more great music, more neglected music and more new music, interpreted and presented by the greatest artists. — WILLIAM S. PALEY.

(Continued on Page 8)

## GUEST-ING

PATTI CHAPIN, on Johnnie Presents, tomorrow (CBS, 8:30 p.m.).

A MERICAN TAMBURITZA STRING ORCHESTRA, on 13th anniversary broadcast of Alka Seltzer National Barn Dance, tomorrow (NBC-Blue, 9 p.m.).

SAM JAFFEE, noted character actor, on Crosby Gaige's Kitchen Cavalcade, April 12 (NBC-Blue, 10:45 a.m.).

ERNEST TRUEX, on Charlotte Buchwald's Playgoer program, April 13 (WMCA, 1:45 p.m.).

OTTO SOGLOW, on Richard Brooks' Little Things in Life program, tomorrow (WNEW, 7 p.m.).

HARRISON JUBILEE CHOIR, on Three Little Funsters program, Sunday (WMCA, 2:30 p.m.).

JACQUES FRAY and MARIO BRAGGIOTTI, on Nine O'clock Revue, Sunday (WOR, 9 p.m.).

PEGGY CONKLIN, on Radie Harris program, today (WHN, 8 p.m.).

BILLY and BOBBY MAUCH, on Joe Cook's Shell Show, tomorrow (NBC-Red, 9:30 p.m.).

RANDOLPH SCOTT, IDA LUPINO, BENNY BAKER and RAOUL WALSH, in "Artists and Models" scene, on Paramount on Parade, Sunday (NBC-Red, 12 noon).

DURELLE ALEXANDER, on Major Bowes Capitol Family program, Sunday, (CBS-11:30 a.m.).

WILBUR WOOD, Dr. George Cojag and Frank Foster on Sam Taub's Hour of Champions, today (WHN-1 p.m.).

CARY GRANT, on "Hit Parade", April 24 (CBS, 10 p.m.); CHARLIE RUGGLES, May 1; LOUIS D'ANGELO, May 8; KITTY CARLISLE, May 15, and LESLIE HOWARD, May 22, on same program.

### Postal Placards

A picture of Stan Shaw of "Milkman's Matinee" with a package of "20 Grand Cigarettes" in his hand will be placed in Postal Telegraph office windows in the metropolitan area within the next few days. Postal Telegraph takes care of the printing and gives credit to Station WNEW and sponsor in return for plugs on the "Milkman's Matinee."

## ONE MINUTE INTERVIEW

### JOE MARSALA

"A good way to cure an inferiority complex is to listen to swing music. I've found that many shy, backward people—who usually wouldn't think of getting up on the dance floor—are suddenly inspired by swing to go into a series of gyrations on the floor totally oblivious of any imagined shortcomings and intent on the rhythms."



## WIRE-SNIPING LOOMS IN CHICAGO BAND JAM

(Continued from Page 1)

have turned thumbs down on the proposition. Retaliation by the respective program departments of the networks is expected to start a general war for choice remote spots.

NBC now has the Congress, Stevens, Morrison and Bismark Hotels; Mutual (and Music Corp. of America) has the Aragon and Trianon (ballroom), Drake, Blackhawk, Palmer House and Blackstone Hotels. CBS is holding on to Edgewater Beach and College Inn, long standing WBBM spots (booked by MCA). So far Consolidated and NBC have been unable to dislodge the Drake from its intention to stick to WGN and Mutual pickup.

### Hal Janis on Vacation

Hal Janis, sports director for WMCA has left for a vacation. He will be gone for two weeks.

## VIEWPOINTS

(Continued from Page 7)

### Persuasive Qualities Have Entrenched Radio

RADIO has grown so rapidly and is now so solidly entrenched as a medium of advertising because of its characteristics that are shared by no other medium. In the first place radio is HUMAN, it has personality. It adds the persuasive personal appeal of the human voice to advertising. Secondly, radio comes right into the home; it's intimate. Radio characters are invited into the family circle, providing a perfect setting for the advertising message. Third, radio reaches everybody. Radio ownership is now almost universal. Fourth, radio provides entertainment of high caliber and practically every family in your city and trade area has a radio and listens to radio programs daily. Fifth, radio has EMOTIONAL APPEAL. Emotions sell more goods than fact or logic. Sixth, people listen regularly to radio. Listening becomes a habit.—T. R. PUTMAN, Manager KFRO.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
8	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

### April 9 Greetings from Radio Daily

to  
Fred Raphael      Oliver Smith  
Mickey Alpert    Brewster Morgan

April 10  
Mark Warnow    Haven MacQuarrie  
Peg La Centra    Elliott Shaw

Fred Hall  
April 11  
Edward J. Fishman    Johnny Welsh

## ★ EQUIPMENT ★

### WTMJ Volume Limiter

Milwaukee—WTMJ has made another new improvement in service by installing a volume limiter, one of the first commercial models, hitched to speech input at transmitter. It makes possible raising audio signal to transmitter three to four decibels, having the effect of almost doubling power at receiver. Limiter is the new Western Electric 110-A Program Amplifier, which automatically takes care of overloads, thereby decreasing noise in receiver. WTMJ also has put up a new 400-ft. vertical radiator. Dan Gellerup is chief engineer.

### Recording Mechanism at WPTF

Raleigh—Adding to its complete set of RCA equipment in studio, control panel and transmitter, and facilitating the auditioning of programs for clients, WPTF has installed an Instantaneous Recording Mechanism for use in combination with its Turntables as a means of making recordings at turntable speeds of 33 1/3 r.p.m. or 78 r.p.m. These recordings can be played back immediately, no special pickup or needles are required and every effort has been made to eliminate complicated procedure. Installation was supervised by WPTF's Chief Technician Henry Hulick. The mechanism will be used to record studio programs to be auditioned for interested sponsors at their convenience, and with the station already owning portable turntables, these auditions can easily be scheduled for the sponsor's own business establishment.

### New Amplifier for WMT

Cedar Rapids, Ia.—Charles F. Quentin, technical supervisor for WMT, Cedar Rapids-Waterloo, recently back from a trip to Milwaukee where he looked over engineering facilities of stations in that field, has placed an order for one of the new Western Electric 110-A Volume Booster amplifiers to be installed at the 5,000-watt transmitter plant near Marion, Ia. The unit will insure WMT a higher average percentage of modulation.

### Ind. Radio Set Firm

Indianapolis — United Distributing Corp., jobbers of Motorola radio receiving sets, has been incorporated in Indiana by Charles J. Kruse, C. W. Carrico and E. L. Kruse. They will handle the five types of Motorola radios at this time, and after May 21 will distribute the line for home use. The new corporation has leased space at 909 North Capitol Ave.

### RCA Boston Office Moves

Boston—Local office of RCA Manufacturing has moved from the Statler Building to the Metropolitan Theater Building. J. B. Elliott is district manager. John Mauran is the company's service manager for the New England territory.

### Radio Studio on Wheels

A complete radio studio on wheels that can venture anywhere an auto will go, and give listeners a candid report of what it hears, is the latest achievement in radio.

It was built in a trailer by NBC engineers for "Hollywood In Person," a new daily program that invades the Hollywood movie lots for interviews with stars and studio personnel via a candid microphone, every morning except Saturday and Sunday at 11:45 a.m. PST.

The studio on wheels is a trailer, 23 feet long, 6 feet 6 inches high and equally wide. It boasts all the acoustical treatment found in the most modern of broadcasting studios.

Its microphones can be used inside or carried right out in the street by Capt. Bob Baker, candid mikeman of "Hollywood In Person," and Louise Roberts, fashion and beauty expert.

The actual studio of the trailer occupies 14 feet of the trailer's over-all length, while the rest is taken up by the complete engineer's control room. In addition to the soft, porous acoustical wall treatment, the studio is carpeted with rust color rugs matching the interior scheme of ivory and rust. Wide windows, permitting spectators to see everything going on inside, are of double thickness and are sound proof.

### Station Improvements

Sherman, Tex.—KRRV plans an increase in power to 500 watts and installation of a new transmitter and vertical antenna.

Indianapolis—WIRE has asked the FCC for license to cover changes in equipment, increase in power and directional antenna.

Wichita Falls, Tex. — Construction permit for a new transmitter has been applied for by KGKO.

Burlington, Vt. — WCAX plans changes in equipment, vertical antenna and power increase.

Lynchburg, Va.—Change of transmitter site is included in an amended application of WLVA to the FCC seeking permit for various changes.

Decatur, Ill.—WJBL plans to erect a new transmitter.

Portland, Ore. — License to cover construction permit for changes in equipment has been asked by KBPS.

Jerome, Ariz.—Installation of vertical antenna and increase in power to 250 watts are planned by KCRJ.

Washington, D. C. — FCC has granted authority for equipment changes or other installations to KRLC, Lewiston, Ida.; WHBP, Huntsville, Ala.; WBBR, Red Bank, N. J.; KTEM, Temple, Tex.; WHBU, Anderson, Ind.

Denver — Hearing will be held shortly by the FCC in Washington on application of KVOD to install directional antenna system for night use and increase power to 1 kw.

Columbus, Ga.—WRBL plans new equipment and change in frequency and power.

## FOUR NEW ACCOUNTS STARTING ON MUTUAL

(Continued from Page 1)

the account. WGN show is 10:45-11 a.m. (EST) and WLW repeats at 1:45-2 p.m.

Ravin Co. through Hays MacFarland & Co., Chicago, it is understood will begin a series on April 25, 11:15-11:30 p.m., on WOR and WAAB, with a repeat at 12:15-12:30 a.m. the same night to WGAR, WGN, WLW and KKLW. Program will originate from WOR. On the same night Willys-Overland will take the air for the first time in a series featuring Kay Kyser and his orchestra Sundays, 10-10:30 p.m. over a coast to coast network still to be set. U. S. Advertising Corp., Toledo, placed the account.

Directly following the Willys spot, 10:30-11 p.m., Lovely Lady will start its network series on May 9 on nine MBS stations (WGN, WOR, CKLW, WFIL, WCAE, WGR, WGAR, KWK and WSAI). Pat Barnes will be the entertainment, doing a music and poetry routine. Contract is signed for 52 weeks through Kirtland-Engel Co., Chicago.

Mutual this week, in order to keep the trade more informed, will begin to issue its own trade news reports. Heretofore MBS releases have been a part of either WGN, WOR or other affiliated stations releases.

## KANSAS CITY

KMBC has completed alterations which make a new audition room of space formerly used as a directors' room.

Arthur B. Church, KMBC president, will return from Washington the first of next week.

After several delays, G. L. (Jerry) Taylor, president of Midland Television Inc., got away for an eastern business trip that will last three weeks. He expects to be in New York, Philadelphia and Washington inspecting television plants and buying equipment for the school here.

Frank Heyser, KMBC production head, back from the coast, returns there May 1 to handle production of "Phenomenon," disk show.

Walt Lochman, KXBY sports announcer, going to Chicago for the baseball announcers' confab this week-end.

H. Dean Fitzer, WDAF gen. mgr., is back on the job after licking the flu.

KXBY, prevented by American Ass'n rulings from broadcasting Sunday ball games, will put on a sports resume instead.

## 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





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 44

NEW YORK, N. Y., MONDAY, APRIL 12, 1937

FIVE CENTS

## NAB Seeks Music Refund

### NEW SPOT SCHEDULE FOR TIDE WATER OIL

Tide Water Oil Co. has announced a new advertising schedule for Tydol Gasoline. Spot radio will be used over the following stations: WFBR, Tuesday and Thursday, 7:45-8 p.m., news reports; WFIL, three 5-minute news spots in morning and one 15-minute spot in evening, six days a week; WOR, Monday, Wednesday and Friday, 7-7:15 p.m., sports talk; WHEC, two daily 15-minute news talks, 6 days a week; WBEN, 15-minute news period five days a week; (Continued on Page 3)

### G. M. Daily Newscast On Don Lee Network

West Coast Bureau, RADIO DAILY  
Los Angeles—General Motors Acceptance Corp. is sponsoring a daily 6 p.m. PST news broadcast over the Don Lee coast net. Broadcast, done by John B. Hughes, is called Page One Parade, and gives most of the news in quick telegraphic sentences, color background only where it lends real kick. Contract to run through June, placed by Campbell-Ewald Co. of New York.

### WGN Has Sole Wire For Whiteman in Chi.

Chicago—Regarding the WGN-Mutual exclusive wire from the Drake Hotel, where Paul Whiteman and orchestra have opened a four-week engagement, officials of Drake and WGN have definitely gone on record as stating that under no condition would they permit an NBC or any wire other than that of WGN. Schedule set calls for periodic remote broadcasts from the Gold Coast (Continued on Page 3)

**6 Years Too Soon**  
WLTH, Brooklyn, wants the world to know that it will not succumb to the current craze and start a spelling bee. Reason is that WLTH already had a spelling bee—six years ago—a city-wide contest in conjunction with Brooklyn Paramount Theater and Evening Journal. Finals were aired with a CBS tieup.

**Spelling Checkup**  
Schenectady—Sound recording equipment is being used by Manager Kolin Hager of WGY to keep check on the vocal and grammatical efficiency of announcers. An engineer records the voices without warning. At staff meetings later the records are played, also without warning, whereupon comments and criticisms are invited. Keeps mikers on their toes.

### DISKS AND SPOTS LED FEB'Y BUSINESS GAIN

Washington Bureau, RADIO DAILY  
Washington—Electrical transcriptions and spot announcements showed the greatest increase over other types of broadcasting in February as compared to February, 1936, the NAB reports. Total broadcast advertising for February amounted to \$10,182,325, a decline of 1.8 per cent from level of January (February loses approximately 10 per cent through being a short month), but increased 25.1 per (Continued on Page 8)

### Thornley and Jones Form New Ad Agency

George H. Thornley, for 30 years a member of N. W. Ayer & Son, advertising agency, and John Price Jones, public relations council, have formed the Thornley & Jones Ad- (Continued on Page 8)

## ★ THE WEEK IN RADIO ★

... NAB Again Picks Chicago

By M. H. SHAPIRO  
DESPITE the terrific heat encountered last July—which was more or less nationwide anyway—National Association of Broadcasters will hold its annual convention in Chicago for the second consecutive year. Central location is the outstanding reason, since every year it is a matter of satisfying the broadcasters from the deep South and the Coast, as well as the East... Ascap revising its administrative setup is really an over-due matter that will do much to eventually increase its efficiency and make way for more personal contact work by E. C. Mills... John G. Paine will

### Committee is Named to Retrieve Money Paid Warner Bros. Subsidiary — Copyright Bills Endorsed

### WLW-WHN HOOK-UP IS STARTING IN WEEK

With the WHN-WLW tie-up due to start within the next week, Louis K. Sidney, managing director of WHN, states that WHN will hold daily auditions, which he will personally supervise, in a quest for new talent for the exchange programs. It has been the policy of WLW in the past to send talent scouts to New York to search for station talent, but this now will be unnecessary. (Continued on Page 8)

### Sponsored Coast Show Expands on Sustaining

West Coast Bureau, RADIO DAILY  
Los Angeles — Ed Lowry's Sing Time, which has been a popular half hour musical variety program on the Don Lee coast net, stretches out to an hour and goes Mutual transcontinental starting tomorrow. Fox West Coast Theaters have been sponsoring the Don Lee airings and will continue as sponsors here, but the program for the rest of the country will be classed as sustaining, even with the Fox West Coast plugs.

By GEORGE W. MERTENS  
RADIO DAILY Staff Writer  
Washington—A committee to investigate and forward plans seeking the refund of monies paid by broadcasters to Music Publishers Holding Corp., Warner Bros. subsidiary during its withdrawal from Ascap, was named by the NAB board at its closed executive session here, RADIO DAILY learned. Committee consists of Joe Maland, WHO, Des Moines; John Elmer, WCBM, Baltimore, and John Gillin, WOW, Omaha. The board also endorsed both the Duffy (S.7) and the Sheppard (S.2031) copyright bills. The Sheppard measure is similar to the bill proposed by Ed Craney of KGIR, Butte, in his letter to Ascap on Feb. 7. Speaking of the recent Havana Conference, which was discussed at the board meet, NAB Reports states: "The Managing director, James W. Baldwin, who spent a week in Havana as an unofficial observer commended the attitude displayed by the members of the various government delegations and expressed the view that by reason of their technical qualifications and serious intentions very constructive results might be ex- (Continued on Page 3)

### NAB CONVENTION DATES SET AS JUNE 13 TO 16

Actual dates of the NAB annual convention have been set as June 13-16. Event will take place at the Stevens Hotel, Chicago.

**Announcer Record**  
West Coast Bur., RADIO DAILY  
Los Angeles—Jack Carter, KNX-CBS announcer, on April 16 completes six years of broadcasting from one spot—the Paris Inn. It will be his 4,376th air appearance from the cafe and his 3,626th hour announcing Bert Rovers and his singing waiters, now on a weekly coast-to-coast program.





★ THE WEEK IN RADIO ★

... NAB Again Picks Chicago

(Continued from Page 1)

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the same period a year ago, month of March giving CBS and NBC 19 per cent increases and Mutual an 11 per cent jump... Ford Motor Co. dealers shows are going CBS exclusively... and Kate Smith with a General Foods show goes NBC in the Fall... WLW Wire reported as set with many commercials, but some in the trade merely raised their eyebrows a little... they want to be shown. Maxwell House Showboat finally sets itself for Hollywood and good ole Showboat will bow out and make way soon for a different type of entertainment...

Dickstein measure went to the table and again a session of Congress bids

fair to give Dickstein proponents an opportunity to start next season with the doors (Dickstein's) open to all comers...

Foreign language news service will be made available to stations by Van Cronkhite Associates, Inc... no terrific station deals by the webs the past week excepting that CBS has signed WGAR, the NBC Cleveland outlet, and NBC in turn will take on WHK, the CBS outlet there... Chicago band booking situation and the remote wires are again subject to a local battle between the big orchestra outfits such as MCA and Consolidated.

COMING and GOING

JAMES BALDWIN, NAB managing director, and GENE O'FALLON, of Denver, were Chicago arrivals on Saturday.

ARTHUR B. CHURCH of KMBC, Kansas City in town over the week-end.

O. J. KELCHNER, WMMN manager, was in New York from Fairmont, W. Va., visiting radio executives last Friday and Saturday.

GARDNER COWLES, SR., of KSO, Des Moines, and executive editor of the Des Moines Register-Tribune, was among the NAB directors who attended the board conference in Washington last week.

JOE BOLTON, WOR sports announcer, flew to Chicago on business yesterday. Will return within the week.

CLAUDE SWEETEN, musical director at KFRC, San Francisco, arrived in New York last week for an indefinite stay.

CHARLES FUREY, radio director of Artists Syndicate of America, returned Saturday from a business conference with the Katz Advertising Agency in Baltimore.

HARRY LEADY of Rockwell O'Keefe, left for the coast Friday.

Open 2 1/2 Hours Earlier For Coronation May 12

NBC and CBS will be opened 2 1/2 hours earlier than usual on May 12. Through arrangements set with British Broadcasting Corp., the nets will begin airing at 5 a.m., EDST on the morning of the coronation, and will continue broadcasting the major portions of the affair until approximately 3:30 p.m., EDST. NBC will have 50 microphones covering the day's events, and CBS will also be in a position to air the goings-on from strategic points along the route. CBS has also arranged for a series of 8 transatlantic broadcasts to be aired prior to the coronation from the studios of BBC in London. Members of the English royalty will speak on April 18, 25, May 2, 4, 6, 9, 10 and 11. NBC has scheduled approximately 40 transatlantic broadcasts to be aired prior to coronation, with the first one set for April 14.

Internat'l Broadcasters Take Canada as Member

Toronto — Major W. E. Gladstone Murray, general manager of Canadian Broadcasting Corp., in announcing that the International Union of Broadcasters had admitted Canada to associate membership through the C.B.C., states this will afford Canada opportunities to "consider the future" in the matter of international co-operation in that sphere.

It was the opinion of Major Murray that although many countries were now concentrating on international broadcasts, the time for Canada's projection into the international field had not yet arrived.

Radio Helps Baseball

Charlotte, N. C.—Radio has done more to rekindle active interest in baseball than any other publicity medium, said W. B. (Bill) Carpenter, supervisor of umpries in the International League, in a special sports broadcast with Charles Crutchfield, program director of WBT here.

WWJ Feeds Trout to NBC

Detroit—Opening of the trout season April 24 on the Au Sable River will be aired by WWJ, Detroit News station, in two broadcasts to be carried by the NBC-Red network. Forrest Wallace and Jim Eberle will describe the morning and evening events, respectively.

Hatch Joins Disk Firm

West Coast Bureau, RADIO DAILY Hollywood—Wendell Hatch joined Associated Transcriptions of Hollywood last week as production head, following two years activity in the Dan B. Miner agency as junior account executive in the radio department. His first job will be to supervise the making of five-minute spots designed for used cars, furniture and paint accounts.

Sales Boosted 500 Per Cent

Schenectady—Van Curler Food Products Co., operating 100 stores in this area, report a 500 per cent increase in coffee sales as a result of a quarter-hour weekly and three five-minute periods a week on WGY.

KTUL Increases Staff

Tulsa—KTUL has added four new members to its staff recently. John Harrison and Bob Holt, announcers, Berenice Ash, continuity writer, and Carolyn Montgomery, song stylist. Harrison has been connected with WBBM, WMAQ, WFAA and the NBC network before coming to KTUL. Holt was associated with KFRU and KMOX. Berenice Ash, prior to working for KTUL wrote programs for several Tulsa sponsors. Carolyn Montgomery has been singing over KTUL intermittently since the station opened a little over three years ago and has built up a large fan following.

Sign Walkathon Sponsor

Radio & Film Methods Corp., through McCann-Erickson, signed Axton-Fisher Tobacco and Twenty Grand Cigarettes as sponsor of the Walkathon broadcast from the Brooklyn Ice Palace. Contract is for the duration of the event airing three times weekly over WCNW.

FINANCIAL

(Saturday, Apr. 10)

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 MARKET

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.

"Tragedy of Man" Ending

Tenth and final episode of "Tragedy of Man," presented by the WPA Federal Theater's Radio Division over WQXR, will be given tomorrow, 9-9:30 p.m.

"Exploring the Seven Arts," new weekly series under auspices of the WPA's Radio Division, is now a Wednesday 10:15-10:30 p.m. feature over the same station.

Jimmy Dudley to WJJD

Pittsburgh—Jimmy Dudley, WJAS-KQV sports commentator, has resigned his post to accept a position with WJJD in Chicago. Dudley will work with John Harrington on baseball broadcasts as well as other sports and general assignments.

BIRTHDAYS grid for April 12. Greetings from Radio Daily to Lily Pons.

Using 12 CBS Stations In Loan Series Shift

Beneficial Management Corp., (personal loans) will shift to the Tuesday, 10:30-11 p.m., period on April 27 using 12 CBS stations (WEEL, WHK, WJR, WABC, WCAU, WJAS, WFBL, WLBZ, WHP, WIND and WHEC), 10:30-11 p.m. The same program, "Your Unseen Friend" will continue in the new spot. Last program in the Sunday, 5-5:30 p.m., hour will be heard April 18.

Reason for WIND being used as the Chicago outlet is because another CBS sponsor, Phillips Petroleum Products, is using WBBM for a split CBS mid-western network, which airs at the same time. A little smart selling by the CBS sales force. Albert Frank-Guenther Law, Inc. has the Beneficial account.

Columbia Artists Inc. Sign 2 New Programs

Columbia Artists Inc. have signed Nora Sterling, actress and author, and will feature her on a new series of programs to be written by herself. Programs will be called "Funny Things" and will premiere April 26, 5:45-6 p.m. Present plans call for airings every Monday, Wednesday and Friday. Contract is not exclusive for writing, as Miss Sterling has previous commitments.

Also signed last week were the Dalton Brothers trio. First airing of the novelty songsters set for May 4, 2:30-2:45 p.m. with programs to be heard every Tuesday and Thursday thereafter.

LEO SAYS: Wise advertisers know that WHN covers the nation's first market effectively! WHN DIAL 1010



## WARNER MUSIC REFUND BEING SOUGHT BY NAB

(Continued from Page 1)

pected at the next conference scheduled to open in Havana, Nov. 26."

Regarding the Montana and Washington state copyright laws, the board agreed that competent counsel should be retained to assist the defense of these states and to advise state associations concerning proposed legislation in their respective states.

Edward J. Fitzgerald, director of the Bureau of Copyright for NAB, gave a one-hour audition for the directors to demonstrate the progress of the Bureau of Copyrights in the building of an electrical transcription library based primarily on public domain music.

The selections performed for the Board by Fitzgerald were typical examples of 180 selections comprising ten hours of music which have been produced by the NAB and which very shortly will be offered to member stations. Quality of the library, it was stated, may best be measured by the unanimous adoption of a motion by the board that the Managing Director James W. Baldwin and his staff should be highly commended for the work thus far accomplished in the building of a music library. The present schedule of the Bureau of Copyrights calls for a total of 25 hours of recordings, approximately 500 selections, by June 1.

With the creation of a new corporation, authorized by the board and which will handle all business details incidental to distributing the music, definite proposals including cost of materials (recordings and sheet music) will be formally submitted to the membership.

### Coca-Cola Gets N. O. Games

New Orleans — Coca-Cola has signed for the sponsorship of all New Orleans Pelicans day and night games to be played during the season. Evening games will be aired over WBNO and daytime events on WSMB. Jack Halliday will announce for both stations. William B. Wisdom, placed the account.

### 10 Sustainers on CBS for Schmitz

CBS has set a series of ten sustaining programs to be aired by E. Robert Schmitz, French pianist, beginning April 24. Program, in line with the web's policy of year-round classical music services, will be broadcast weekly from 6-6:30 p.m.

**At the Rainbow Grill**  
**Emery Deutsch**  
and His Orchestra  
Unusual, Romantic Music  
CBS Artist Bureau  
Management Rockwell-O'Keefe, Inc.  
Radio City, New York and Hollywood

## NEW PROGRAMS—IDEAS

### Druggists' Health Series

WBAL, Baltimore, has inaugurated "Your Good Health," under the direction of the Baltimore Retail Druggists Ass'n, Wednesdays, 4-4:15 p.m. Program is of special interest because each broadcast tells of a recent discovery in medicine. Dr. Melville Strasburger, president, Maryland Pharmaceutical Ass'n, was first speaker. Program is designed to help preserve health.

### Grain Belt Weather

Another feature has been added to the daily market news broadcast presented by WHO (Des Moines) at 1:30 each afternoon, Monday through Friday. New feature is a weather summary for the corn and wheat belt, as furnished each morning by the U. S. Department of Agriculture. With the start of the growing season for wheat, and with the seeding work under way on many farms, it is believed the daily weather resume will be of particular interest to market news listeners.

The corn and wheat belt report will be furnished at the opening of each days broadcast and is to be followed by the grain close, produce quotations, livestock reports, advance estimated receipts, and the stock market review.

### Real Life Dick Dramas

Beginning Wednesday evening at 10 o'clock, WHAT will present the Independence Players in the first of a weekly series of real life detective dramas, based on actual outstanding criminal cases in America in recent years. The playlets will not be merely "Cops and Robbers" stories, but the true histories of crimes as written by the men who have solved them—detectives, police officers and state troopers. The first drama, "Baby Bandits," traces the perilous career of three young gangsters from the reformatory to the electric chair, and does much to prove that truth is still stranger than fiction, and the old saw, "Crime does not pay", still holds good.

### "Unfinished Headlines"

"Unfinished Headlines," with Lew Danis, made its bow over WHN on Saturday afternoon, 1:15-1:30 p.m. Danis, who plays the leading role in the series, has appeared on the stage and in motion pictures.

The feature, which will be heard weekly, is modeled after the "Lady and Tiger" and will consist of short plays with unfinished endings. Elise L. Eicks will author the series.

### Broadcast Auction

Thirty-minutes of the auction being held at the Rogers Jewelers, Knoxville, is being broadcast daily over WROL. The program comes each morning at 11 o'clock and the auctioneer adds quite a bit of comedy to the program besides the excitement of selling the merchandise and promoting the sale on the air.

### Radio Scavenger Hunt

WMBH, Joplin, Mo., has developed a radio scavenger or treasure hunt for C. & A. Barbecue and R. W. Boyd Service station, for 13 weeks. Cash prizes are offered, with a winner's bonus of \$2.50 for the person who is successful in finding all articles offered. Six spot announcements on the half-hour, beginning at 7 p.m., direct the treasure hunters to the different articles on the night's hunt. Deadline for finishing the hunt is at 10 p.m. Service station tie-in is that a receipt for a gasoline purchase will be accepted in lieu of any of the articles ordered on the treasure hunt.

First hunt of the series resulted in eight finishers, without preliminary announcement of the hunt's being staged.

### Behind the Scenes

A new program scheduled to make its appearance shortly on WBT, Charlotte, will tell listeners what goes on at a radio station. Once a week a WBT announcer will take a microphone and go through the station asking questions. He will stop at the control room and let the engineer on duty explain the thousand and one gadgets that he has at his finger-tips. From there, the announcer will go to the program department, thence to the sales department and to the music department. Everything will be explained in detail on the weekly tour of inspection, and when the series of explanatory visits is over, WBT listeners will have an idea of the routine of radio.

### Dramatized News Events

"The Voice of Today", dramatic program aired thrice weekly over KTSM, El Paso, has created much listener interest. Important news items of the day are dramatized, such as the New London school explosion, crash of the \$80,000 flying laboratory, sit-down strikes, etc. Local as well as national stories are included. Charlie Amador, KTSM news editor, compiles the news, after which Conrey Bryson, KTSM staff writer, dramatizes it. All national news is received by short wave.

### Chat About Children

Paul C. Stetson, Indianapolis school superintendent, is giving a series of talks, "Chats About Children," each Monday at 5:30 p.m. over WFBM. Series deals with peculiarities and problems in the lives of adolescents. First talk was on self-consciousness. In succeeding talks, Stetson will discuss independence, encouragement, and enthusiasms.

**EDDY DUCHIN**  
and HIS ORCHESTRA  
Third Record Week at Paramount  
Appearing Currently at  
**PLAZA HOTEL**  
Management MCA

## NEW SPOT SCHEDULE FOR TIDE WATER OIL

(Continued from Page 1)

WFBL, one 5-minute and one 15-minute sports talk daily; WGY, Monday, Wednesday and Friday, three 15-minute news reports, WNAC, WTIC, WEAN, WTAG, WICC, WCSH, WLBZ, WFEA, WSAR, WNBH and WLLH, 15-minute news report, 6 days a week. Lennen & Mitchell is the agency.

## WGN Has Sole Wire For Whiteman in Chi.

(Continued from Page 1)

Room by the Whiteman band, over WGN-Mutual network. Whiteman and NBC had hoped for a one hour weekly concert spot on Sunday evening from the hotel. Consolidated Radio Artists Inc. booked the engagement.

### Flippen Hour Switched

Broadway Melody Hour, with Jay C. Flippen, has been switched to Wednesdays, 8-8:30 p.m., over WHN. The Super Club, new program with Irving Aaronson and his orchestra featuring Marion Melton, will be the Monday 8-8:30 p.m. program starting today.

### "Proposals" in Evening Spot

WMCA's "Marriage Proposals" goes to a 6:45-7 p.m. spot starting tomorrow.

## SAN FRANCISCO

AUDIENCE mail at NBC hit a new high of 151,124 letters handled by Wanda Woodward and her audience mail department staff.

Jack Meakin, young NBC pianist-conductor, and Joe Thompson, NBC producer in Hollywood, are authors of the newly published song, "Little Man With the Big Stuff".

Cliff Engle, the Voice of the Exposition, yesterday delivered the third and last of a series of Treasure Island programs originating in Hollywood.

Jack Mather, NBC actor, has a role in the new Kay Francis film at the Warner studios in Hollywood.

Garden Guide, on its broadcast yesterday over KPO and KFI, announced a picture contest to extend until May 31.

"BARON MUNCHAUSEN"

**JACK PEARL**

RALEIGH and  
KOOL CIGARETTES

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

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



## F. C. C. ACTIVITIES

### APPLICATIONS GRANTED

KHSL, Chico, Cal. Mod. of license. 1260 kc., 250 watts, unlimited.  
 KICA, Clovis, N. M. Mod. of license. 1370 kc., 100 watts, unlimited.  
 WATR, Waterbury, Conn. CP for change in frequency and power. 1290 kc., 250 watts, unlimited.  
 Albert Lea Broadcasting Corp., Albert Lea, Minn. CP for new station. 1200 kc., 100 watts, daytime.  
 Winona Radio Service, Winona, Minn. CP for new station. 1200 kc., 100 watts, daytime.

### APPLICATIONS DENIED

Perytal Bros. & R. K. Beauchamp, Raton, N. M. CP for new station. 1210 kc., 100 watts, unlimited.  
 John James Lynch, Sumter, S. C. CP for new experimental station. 41000, 86000 kc., 15 watts, unlimited.  
 KRLH, Midland, Texas. Mod. of license to change frequency to 1210 kc.  
 KTFI, Twin Falls, Idaho. Mod. of license and renewal of license.

### HEARINGS SCHEDULED

April 12: Schuykill Broadcasting Co., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime.  
 Pottsville News & Radio Corp., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime.  
 April 13: KIEM, Eureka, Cal. Mod. of license. 1450 kc., 1 Kw., unlimited.  
 April 15: John S. Allen & G. W. Covington, Jr., Montgomery. CP for new station. 1210 kc., 100 watts, daytime.  
 Clarence C. Dill, Washington, D. C. CP for new station. 1390 kc., 1 Kw., unlimited.  
 Port Huron Broadcasting Co., Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.  
 WMAS, Springfield, Mass. CP for 560 kc., 1 Kw., unlimited.  
 WGBI, Scranton. Mod. of license. 880 kc., 500 watts, 1 Kw. LS., share time.  
 Golden Empire Broadcasting Co., Marysville, Cal. CP for new station. 1140 kc., 250 watts, daytime.  
 Hunt Broadcasting Ass'n, Greenville, Tex. CP for new station. 1200 kc., 100 watts, daytime.  
 Hannibal Broadcasting Co., Hannibal, Mo. CP for new station. 1310 kc., 100 watts, unlimited.  
 Courier-Post Publishing Co., Hannibal. CP for new station. 1310 kc., 100 watts, 250 watts, LS., unlimited.

### APPLICATION RETURNED

Y. W. Scarborough, J. W. Orvin, F. Jordan, Charleston, S. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.  
 Walker & Chapin, Oshkosh, Wis. CP for new station. 1010 kc., 250 watts, unlimited.  
 Hebrew Evangelization Society, Inc., Los Angeles. CP for new station. 1570 kc., 1 Kw., unlimited.  
 Science Surveys, Inc., Cleveland. CP for new station. 880 kc., 1 Kw. 5Kw. LS., unlimited.  
 Frank O. Klapp, Zanesville, O. CP for new station. 1210 kc., 100 watts, unlimited.

## Extending Coast Stay For Community Sing

West Coast Bureau, RADIO DAILY

Los Angeles—With Gillette Community Sing lopping its program down to half an hour, seeking an earlier time for eastern release and planning a rebroadcast to catch Coast audiences, it begins to look as though the first extension of the Sing's Coast airings would stretch out some more. Berle's picture work was responsible for extending original six week stay to nine. If the Sing stays, it will keep three Ruthrauff and Ryan transcontinental shows airing from the Coast, and bring them all, Jolson, Penner and the Sing under the eye of Tiny Ruffner, recently named R and R's radio chief.



### "QUIZDOM COURT"

Alexander's Dept. Stores  
 WMCA, Fridays, 8:30-9 p.m.

### POOR IMITATION COMBINATION OF QUESTION BEE AND COURT IDEA.

This patent attempt to capitalize on the name of "Professor Quiz" and the various "Courts" of the air didn't sound so hot at its first session. Aired from the Park Plaza Theater in the Bronx, the procedure involves an emcee calling six persons from the audience and asking them more or less tricky questions. The contestants are "accused" of a desire to answer questions, and upon giving their answers they are "pronounced guilty" of being right or wrong, as the case may be. Compared to the genuine Prof. Quiz program, this one had less ingenious questions, less humor, and the general routine lacked interest-holding pace and showmanship.

Program is performed by the regular theater audience, and tickets are awarded to senders of the used questions. John Guy Sampsel is the emcee.

### "GERALD GRIFFIN'S PARAMOUNT HOUR"

Michaels Brothers  
 WMCA, Fridays, 9:30-10 p.m.

### JUST MILD AIR ENTERTAINMENT SLICED FROM A THEATER PERFORMANCE.

Broadcast from the Brooklyn Paramount Theater, this half-hour portion of the performance put on in the playhouse was rather mild as ether fare, though some of it seemed to go over big with the theater audience. Harry Hershfield acted as emcee, interspersing some of his anecdotes, and chief among the aired performers was Bea Saxon, a singer with an unusual style. She started out with the number "Who" and worked up into a series of shouts that won her an encore, for reasons that are largely a mystery to a dialer. A few other variety turns, all professional talent, offered instrumental music, singing, etc., with the performance being cut off the air at the end of the half-hour.

### "CYCLING THE KILOCYCLES"

Cycle Trades of America, Inc.  
 NBC-Blue, Thursdays, 7:15-7:30 p.m.

Southmayd, Inc.

### TUNEFUL ORK AND GUESTS REMIND LISTENERS ABOUT BENEFITS OF BIKE EXERCISE.

Institutional series for the bicycle trade, plugging no particular make of wheel, but generally boosting this type of exercise and diversion for old and young. Ray Sinatra holds down the bag with the baton, while guest stars, from vocalists to comedians, are heard each week. Band is un-

usually tuneful, full volume yet maintaining a breezy light touch and with plenty of color.

Ruth Etting guested on program reviewed, offering two different types of ballad, which she delivered in her inimitable style. Voice was never better and as usual her diction was faultless.

Credits were injected here and there, but not to excess in length. Perhaps they were not objectionable because no specific brand was being urged upon the listener and outdoor exercise was the theme, aimed at school children particularly (via the parents). Various cities come in for a mention and in addition, a testimonial and recommendation for bicycling was heard from Mazie Scanlan, physical instructor at Atlantic City schools. Offer was made of pictures of famed bicycle stars. Show does a repeat to the Coast 11:15-11:30 p.m.

### "MUSIC AND YOU"

Sustaining  
 WOR, Thursdays, 8-8:30 p.m.

### WORTHY EFFORT TO EXPAND APPRECIATION FOR FINER TYPE MUSIC.

With Alfred Wallenstein conducting, Pierre Key as commentator and Ernest Hutcheson as the first guest soloist, this new program under the auspices of the National Music League aims to present fine music by fine musicians for the finer tastes—and to try to widen the appreciation for such music. It is a worthy effort, and the opening program gave it a good sendoff. A fair amount of discursing on good music was included in the program, and the second half of future sessions is to be devoted to answering music questions and problems as submitted by listeners.

Outstanding item of Thursday night's show was the piano work of Hutcheson in Liszt's "Fantasy". Pierre Key, in his discursing, defined the difference between music and noise. The series is to run for 13 weeks.

### LOUIS ARMSTRONG

Standard Brands  
 (Fleischmann Yeast)

WJZ (NBC Blue network), Friday 9-9:30 p.m.

J. Walter Thompson Co.

### TEMPTING THE YOUTH WITH SWING MUSIC AND COMEDY IN ALL-COLORED SHOW.

First show of its kind to go coast-to-coast commercially, plays strictly to the boys and girls in their teens, or even a little older. Louis Armstrong, hottest of the hot trumpet players who started something or other years ago, is the big feature, while Eddie Green, comedian, plus other talent supplies the comedy in scripts written by Octavus Roy Cohen. Superfluous to state that

## F. T. C. CASES

### Cease and Desist Orders

False and misleading representations as to the therapeutic value of a medicinal preparation designated as "Willard Tablets" is alleged by the Federal Trade Commission in a complaint issued against Willard Tablet Co., Inc., 215 West Randolph St., Chicago, advertising over the radio and in newspapers, magazines and circulars. Respondent company is allowed 20 days in which to file answer.

Prohibiting certain unfair representations in the sale of poultry medicines, the Federal Trade Commission has issued an order to cease and desist against E. G. and M. W. Zellers, trading Zellers Laboratories, Orrton Ave. and Noble St., Reading, Pa.

Joseph A. Piuma, a manufacturing pharmacist at 600 Spring St., Los Angeles, has been ordered by Federal Trade Commission to discontinue false representations in advertising which tend to mislead the purchasing public as to the therapeutic value of a medicinal preparation known as "Glendage", offered as a gland tonic.

Louis hasn't fallen off any with his trumpet and he has with him a combination that more than backs him up, from a scorching clarinet to a tremendous family of saxophones. In addition to "Pennies from Heaven" and other favorites, the outfit wound up in a burst of swing glory in their rendition of the inevitable "Tiger Rag."

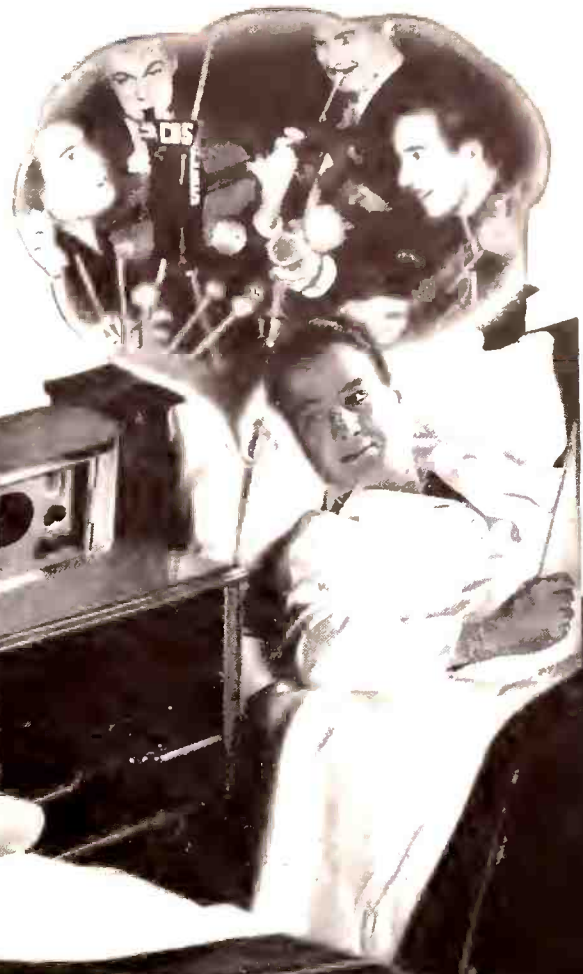
Bill Bailey, tap dancer and other Cotton Club talent supplied fast entertainment and Eddie Green, and Gee Gee James, plus others offered a comedy skit, the locale being a restaurant. Green is fairly well known to radio listeners thru his appearances with Vallee wherein he did his fable type of comedy in modern dialect. Green of course is funny and the Cohen script was amusing even tho it seemed he was somewhat held down and his familiar gag lines missing. However, if Octavus Roy Cohen can't write good material for Green, it would be difficult to mention someone who could.

Fleischmann Yeast (for health) credits ran to very short allusion to the clear complexion angle in two spots. At the same time offer was made of an Arthur Murray dance instruction book containing 20 lessons for 81 labels from Fleischmann yeast cakes, a four week trial of three cakes daily, (which would make it 84 to be exact). Book is not for sale otherwise and at one point the lessons were stated to be worth five dollars each.

For the purpose of reaching the hot swing babies, this show ought to do the trick. Also, it may be advisable not to scare off the non-swing members of the household and so hold it down a little here and there.



**IT'S NEW!  
SENSATIONAL!  
EXCLUSIVE!**



**DICTOGRAPH**

*Silent!*

**RADIO with the ACOUSTICON MYSTIC EAR**

.. and a welcome change from profitless selling

**L**IKE the bursting of a bomb . . . news of the amazing Dictograph Silent Radio crashed home to listeners as the greatest innovation in a decade. It offers but one thing new . . . but that one thing so startling, so logical, so badly needed that every set owner is a prospect. It offers the only fundamental new feature in radio . . . The Acousticon Mystic Ear . . . that makes personalized listening possible, without earphones. One can listen, while others sleep, talk or read. It ends radio divorces . . . radio spats . . . radiositis! Thus, it banishes radio's last remaining negative factor.

The Acousticon Mystic Ear, exclusive with Dictograph Silent Radio, employs a sound principle new to radio. It is not an earphone, not a miniature loudspeaker. It employs the exclusive tonal fork principle, patent protected.

Dictograph Silent Radio dealers will cash in heavily on big national advertising NOW RUNNING. Get your share of these new profits. Fill in and mail the coupon TODAY for the whole profit-making story.

The words "Silent" and "Acousticon Mystic Ear" are trademarked. U. S. pats. No. 101,980 and 1,630,028; other pats. pending.

Copyright 1936 Dictograph Prod. Co., Inc.

**... 30,000,000 Radios  
and NONE Except Dictograph  
Offers the Acousticon Mystic Ear**

● You as a radio dealer, armed with the Dictograph Authorized Dealer Franchise, can go out and sell to a new and unscratched market. Not one of the 30,000,000 sets now in use provides the listener with personalized reception except the Dictograph Silent Radio. It is a full profit, non competitive, big demand opportunity that you should grasp . . . right now! Don't let this opportunity slip through your fingers. Someone is going to sell Dictograph Silent Radio with Acousticon Mystic Ear to YOUR customers and it should be you. Mail the coupon. Get on the bandwagon!

*A limited number of manufacturers are being considered for licensing arrangements for "Silent" Models with the Acousticon Mystic Ear.*

**DICTOGRAPH PRODUCTS CO., Inc.**

Radio Division

Dept. D-1

580 FIFTH AVE., NEW YORK, N. Y.

**D**ICTOGRAPH PRODUCTS COMPANY, INC., are manufacturers of precision equipment for 34 years and make the Acousticon hearing aid, Dictograph Intracommunicating Systems for offices, the Detective Dictograph, the Limousine Dictograph, transmitting equipment for aircraft and army use, Packard Lektro-Shaver, International Ticket Seals, in addition to Dictograph Silent Radio.

**MAIL IT!**

DICTOGRAPH PRODUCTS CO., INC.  
Radio Division, Dept. D-1  
580 Fifth Ave., New York, N. Y.

I want the full story of Dictograph Silent Radio and details of your Authorized Dealer Franchise Plan. Rush this information to me at once.

Your name .....

Firm name .....

Street .....

City .....

My distributor is.....



## NEW BUSINESS

Signed by Stations

## WCKY, Cincinnati

Weber Milling Co., Sunman, Ind. (Ho-Maid Cake Flour), 150 spots; Vick Chemical Co. (Vick's Vatronol and Vaporub), 13 spots, through Morse International Inc., New York; Standard Oil of Ohio (Sohio X-70), 43 spots, through McCann-Erickson Inc., Cleveland.

## WBRY, Waterbury

M. H. Alderman Furniture Co., Open House, variety hour, plus contest with 10 prizes at each broadcast.

## WPTF, Raleigh

Blackwood's Inc. (tires), six-times-weekly patron, adding three more programs of the Monroe Brothers, making nine weekly quarter-hours including three broadcasts of Blackwood's Swingbillies; Rexall Dealers, Magic Hour; N. C. Equipment Co., Hillbilly Kid, weekly quarter-hour.

## WENR, Chicago

Meyercord Co., Personality in the Home, 15-mins., Fridays, 4:15 p.m., CST, with Dorothy Adams, interior decorator, and Norm Sherr, pianist.

## WMAQ, Chicago

W. B. Coon Shoe Co., Rochester, N. Y., Footlight Frolics, 15-min. NBC Thesaurus disks, Tuesdays. Norman Ross announcing.

## KFAC, Los Angeles

Currier's Tablets, thrice weekly, The Success Club, conducted by The Success Doctor, along lines of Voice of Experience, through Joe Landfield Agency.

## WROL, Knoxville

Supreme Foods Co., Supreme Variety Hour, half-hour Friday program; Clark's Credit Clothiers, drop Dawn Patrol and institute quarter-hour hillbilly program, Monday through Friday.

## WBT, Charlotte

Refrigeration & Air Conditioning Corp., Just the Two of Us, with Holly Smith and Johnny McAllister, who broke fan mail records for the station in 1934. Through National Classified Advertising Agency, Youngstown, O.

## WMBH, Joplin

Marvel Bread Co., Miami, Okla., has renewed its contract for a 15-minute daily Talk of the Town Broadcast, handled by Bruce Quisenberry and Richard Tripp. It is the second renewal of contract on the series, begun last October.

## Ed Wynn Signing Off

Ed Wynn will sign off the air after May 8, ending a 26-week run under the sponsorship of Axton-Fisher Tobacco Co., Louisville, makers of Spud cigarettes. Program is heard on the NBC-Blue network, Saturdays, 8-8:30 p.m., with repeat 12 midnight.



## Coast-to-Coast



WHEN Buffalo holds its monster benefit at the Municipal Armory for the local United Charities on April 29, Nino Martini, the Eton Boys, Tom Howard, George Shelton, Walter O'Keefe, Arthur Boran, Stoopnagle and Budd and many other radio stars will contribute their talents.

"Bateeste," in private life H. J. Crimi of Springfield, Mass., a French-Canadian comic who has been making a hit on Down East stations, will appear with Al Pearce's Ford show over CBS at 9 p.m. tomorrow.

Patricia Cook, new sustainer at WICC, Bridgeport, began a "Life Sketches" series at 6:45 p.m. yesterday.

Bill Lewis, baritone of WJBK, Detroit, is being screen tested.

Len Riley is back at his sports broadcasts over WFBM, Indianapolis, after a southern vacation.

WBT, Charlotte: Charles Crutchfield, program director and sports announcer at WBT, Charlotte, will handle the 15-minute resume of ball games and scores to be aired as a regular feature with the opening of the season . . . Dick Hartman and his hillbilly band have gone to Hollywood to appear in another film . . . Fred Kirby, who holds the WBT fan mail record, and Happy Sam Fowler, Bob Phillips and Twins Elmer will fill the Hartman spot.

## Thornley and Jones Form New Ad Agency

(Continued from Page 1)

vertising agency. Thornley last year filed suit against the present management of N. W. Ayer for control of agency, but the suit was later dropped. Jones' public relations service, functioning under his own name, will continue. Agency is located at 70 Pine Street, Philadelphia.

## Disks and Spots Led Feb'y Business Gain

(Continued from Page 1)

cent compared to February of last year.

Radio broadcasting generally showed the greatest gain of any major medium as compared to February of last year. As against the 25.1 per cent increase by radio in volume, national magazine advertising rose 12.8 per cent and national farm paper volume was up 22.8 per cent. Newspaper lincage increased 12.5 per cent.

Transcription gain was 9.2 per cent showing largest individual radio gain.

WBAL, Baltimore, has added some band music in a program of the 12th Infantry Band from Ft. Howard, Md., Thursday nights.

WLW, Cincinnati: Arthur Chandler, Jr., whose morning "Chandler Chats" were a daily feature for months, is back five times a week at 8 a.m. . . . Jimmy Scribner's "Johnny Johnson Family" has set a new mail record for sustaining programs, getting 60,000 pieces in a four-day request, while mail from other Mutual network stations swelled it to 76,000 . . . A full hour presentation from the Shubert Theater stage, with leading WLW and WSAI acts, was aired from the theater Friday as the first of a series.

Ford Rush, veteran radio entertainer of the west and middle west, now has a six-day-a-week quarter hour commercial on WGY, Schenectady. Rush was associated, at one time, with Gene and Glenn, in fact he brought that team together first in a trio which was long popular on the airways as Ford, Gene and Glenn.

All leading network radio players take part in the dramatic series, "Girl Interne," which is broadcast by WHN daily from 1:15 to 1:30 p.m. Players are Rosaline Green, Clayton Collyer, Erik Rolf, Anne Teeman, Robert Strauss and Ned Wever.

## WLW-WHN Hook-up Is Starting in Week

(Continued from Page 1)

sary and will be discontinued immediately.

WLW has already set one program, "WLW Presents," which will be aired over the special hook-up every Monday, 9-9:30 p.m. The inaugural airing was set for tonight, but will be postponed at least one week. William Stoess and his orchestra and 24 artists have been set for the shows. Other plans for the future include the transmission of "Los Amigos," a program originating in Washington, D. C., and a dramatic series called "Waterfront Wayside."

Complete plans and schedules for the exchange of programs will be announced as soon as officials of the two stations have completed all arrangements. Stations WFIL, Philadelphia and KQV, Pittsburgh will also be linked with new line.

## New Parent-Teacher Series

Baltimore—Maryland Congress of Parents and Teachers has started a new Wednesday series over WBAL, 4:30-4:45 p.m. First series proved highly successful.

## PROMOTION

## CBS Plugs Boake Carter

CBS sales promotion department has a new brochure on Boake Carter and his tremendous pulling power, written around the New Yorker item on Pierre, the schnauzer who goes for the Carter voice in a big way. The commentator is in his 52nd consecutive month on the CBS web and definitely synonymous with Philco. Time-talent-and-advertiser identification has drawn 4,000,000 letters a year (1936).

Single broadcast anent the demise of George V, brought 114,000 requests for copies of the tribute; 100,000 letters came as a result of Carter's reportorial work on the Hauptmann case (not mentioned by name in booklet). Fan mail, however, is not given as the reason for Philco continuing Boake Carter. Rather the huge sales of Philco products is the reason for the consistent use of radio advertising.

A "P.S." on the back cover reminds the reader that the Philco "niche" is but one of the many CBS advertisers who have been on CBS with comparable results. Some 26 advertisers have used CBS network facilities for 52 consecutive weeks or more. General Baking is given as one example where the sponsor has been on CBS for over six years with but one change in talent, while Wm. Wrigley Jr., Co., has been on for seven years with only a few weeks interruption in the last two and one-half years. Other examples are on tap for the asking.

## Burns and Allen Gag

New Burns and Allen Grape-Nuts program on NBC Monday nights is getting the benefit of a dummy box of the breakfast food being circulated around, and when box is opened, card-board reproduction of the comedy team pops out smartly, aided and abetted by rubber bands within. Good gag, since everyone wants to fool around with it. Young & Rubicam agency got it out.

## Pederson Managing KOL

Seattle—Elmer Pederson, formerly of KNX, Hollywood, has been appointed manager of KOL here, it is announced by Archie Taft, vice-president of Seattle Broadcasting Co.

## Engel Sales Co. Moves

Engel Sales Co. Inc. will be located at 1 East 42nd Street effective April 15. Firm handles sales promotion. George Engel is the president and Allison H. Mitchell, secretary.

## WOR at 6:15 a.m.

WOR opened its studios this morning at 6:15 a.m. a half hour earlier than usual and will continue on this schedule, Mondays through Saturdays, for an indefinite period. Early program is a musical with Joe Bier, staff announcer, telling the people how swell it is to get up early. Sponsor is interested in the 6:30-6:45 a.m. spot.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 45

NEW YORK, N. Y., TUESDAY, APRIL 13, 1937

FIVE CENTS

# Radio Unionizing Looms

## Looking On .... AND LISTENING IN

**COMEDY SLUMP** Comedy and variety programs over the week-end, collectively speaking, slumped to a low mark in humor, brightness and general entertainment quality.

The Twin Stars program with Victor Moore and Helen Broderick hit new depths in dullness. It had no spirit.

Phil Baker, who also has been getting a bad deal in material lately, took it on the chin again.

Ed Wynn's loudness as usual failed to drown out the hokeyness of his stuff.

Joe Cook lacked some of the sparkle that his emceeing has displayed on other occasions.

Stoopnagle and Budd sounded as though one more installment of that 10-20-30 Harry Von Zell mellerdrama—the kind youngsters used to write for barn theater audiences—will be about all they'll be able to get away with.

Senator Fishface and Professor Figs-bottle had one of their off days.

Eddie Cantor wasn't bad—but a lot of dialers must be starting to wonder if he's switched from Texaco to the advance exploitation of the coming "Gone with the Wind" film.

Paramount on Parade, for its third successive week, sounded as though it had been thrown together at the last minute.

Joe Penner was just fair.

Jack Benny, with Burns and Allen, had the best of the week-end variety shows.

Milton Berle wound up the parade Sunday night with a pretty good performance.

But as a whole it was a bad week-end for the wits.

The biggest single fault of radio comedy programs is that too many of the writers get their gags from apparently the same sources.

It is nothing to hear several of the same jokes on four or five programs every week-end.

### Stimulating

Charlotte—By installing a radio system with loud speakers in its plant and tuning in the favorite programs of the workers, the Hatch Co. hosiery mills at Belmont brought about a 3 per cent increase in production. President J. Mack Hatch reports to William A. Schudt, Jr., general manager of WBT here.

## DETAILS COMPLETED FOR CBS COAST PLANT

West Coast Bureau, RADIO DAILY  
Los Angeles—With the receipt of finished plans, Donald W. Thornburgh, CBS vice pres. in charge on the Coast, disclosed first details of the new plant which is to cost approximately \$2,000,000. There will be two buildings, a two-story structure for business rental, facing on Gower street and designed to give architectural harmony to the five story broadcasting building adjoining it, which will house seven studios and an auditorium studio exclusively for CBS.

Broadcasting building occupies  
(Continued on Page 7)

## Emerson Drug Using 11 Seaboard Stations

Emerson Drug Co., Baltimore, has signed 11 stations in its spot radio campaign throughout the middle atlantic and southern stations. Stations are WNAC, WJR, WBEN, WGY, WGAR, WCAU, KDKA, WPTF, WIS, WSOC, WMCA, WJJD. On all stations except WJJD, which is quarter-hour sports broadcast to begin with the start of baseball, 100-word announcements are being broadcast each evening, seven nights a week. J. Walter Thompson Co. has the account.

## Weeding "Professionals" From Studio Audiences

West Coast Bureau, RADIO DAILY  
Los Angeles—CBS is moving to weed out the "professional broadcast attenders" from its audience shows. According to Donald W. Thornburgh, the fans make bad audi-  
(Continued on Page 7)

# Radio and Music Men Oppose Duffy Bill in Present Form

## Corn Belt Wireless Adds KFRU, Columbia

Des Moines—KFRU, Columbia, Mo., has joined the Corn Belt Wireless, operated by WHO here. Elzey Roberts, president of KFRU Inc., is also publisher of the St. Louis Star-Times. New offices and equipment were dedicated by the station Saturday.

## Supreme Court Decision is Expected to Spur Organization Among Net- works and Individual Stations

### NBC Saluting Three

The three new stations which recently were added to the NBC roster of outlets, will be welcomed to the network in program salutes during the afternoon and evening of Thursday April 15.

Outlets are KSOO, Sioux Falls; WDEL, Wilmington, Del.; and WORK, York, Penn.

## THEATER SELLS TIME ON RADIO BROADCAST

Ottawa, Kas.—Radio time for the radio and stage show presented Friday nights from the Fox Plaza Theater here, aired by remote control via KXBY, Kansas City, Mo., is bought by the theater and re-sold to local merchants who co-sponsor the show.

First broadcast used talent from  
(Continued on Page 7)

## 15 Stations Lined Up In Duco Disk Campaign

E. I. Du Pont de Nemours & Co. (Duco) has lined up 15 stations for its "Paint Parade" WBS disk program featuring Ray Perkins which is getting under way this month. Schedule calls for WCAU, WSMB to start today; WJAX, Wednesday; WBZ-WBZA, on 19th; WGN, WCCO,  
(Continued on Page 8)

The Supreme Court's decision yesterday, ruling that the Wagner labor relations act is constitutional, is expected to encourage attempts to unionize the radio broadcasting industry, according to comment among network and individual station employees. By upholding the act, the Supreme Court has okayed the clause which allows employees of a business engaged in interstate commerce to select their own representatives for collective bargaining with employers.

In the ruling handed down in the AP case, the Court entered an order that the AP cease and desist from discouraging membership in the American Newspaper Guild or any other labor organization by resorting to coercion. All of which is taken to mean that employees hereafter may have no fear of losing their jobs if they join a union not sanctioned by his employer.

The only unionized outfits in broadcasting stations today are the "inside unions" representing the technicians. At CBS the announcers  
(Continued from Page 3)

## Don Lee Television Draws Coast Crowds

West Coast Bureau, RADIO DAILY  
Los Angeles—Don Lee installed its television receiving apparatus in the Cal. Tech Annual Electrical Progress exhibition over the week-end, sent pictures and sound more than 10 miles from its studios at 15-minute intervals over Friday and Saturday and drew biggest crowds of any exhibit of the show. Because it worked on a seven-hour daily schedule, the usual  
(Continued on Page 8)

### WMAQ 15 Today

Chicago—WMAQ, oldest local station, is 15 years old today. Established in 1922 under joint ownership of the Chi Daily News and the Fair Store, it was originally called WGU. Now it's owned and operated by NBC. Starting as a 100-watter, it has jumped its power by progressive steps to the present 50,000 watts.

By GEORGE W. MEHRTEHS  
RADIO DAILY Staff Correspondent

Washington—Radio and music publishing industry were among those represented at a hearing yesterday before special sub-committee of Senate Foreign Relations Committee headed by Senator F. Ryan Duffy, (D. Wis.) sponsor of the Duffy copy-  
(Continued on Page 6)





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Monday, Apr. 12)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 <sup>1</sup> / <sub>8</sub>	167 <sup>1</sup> / <sub>4</sub>	169 <sup>1</sup> / <sub>8</sub>	— <sup>1</sup> / <sub>8</sub>
Crosley Radio				
Gen. Electric	54 <sup>1</sup> / <sub>2</sub>	51 <sup>7</sup> / <sub>8</sub>	54 <sup>3</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>2</sub>
North American	26 <sup>3</sup> / <sub>8</sub>	25 <sup>5</sup> / <sub>8</sub>	26 <sup>3</sup> / <sub>8</sub>	+ <sup>3</sup> / <sub>8</sub>
RCA Common	10 <sup>7</sup> / <sub>8</sub>	10 <sup>5</sup> / <sub>8</sub>	10 <sup>7</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>4</sub>
RCA First Pfd	73 <sup>1</sup> / <sub>2</sub>	73 <sup>1</sup> / <sub>2</sub>	73 <sup>1</sup> / <sub>2</sub>	— <sup>1</sup> / <sub>2</sub>
RCA \$5 Pfd. B.	(98 Bid)			
Stewart Warner	18	17 <sup>7</sup> / <sub>8</sub>	18	+ <sup>1</sup> / <sub>8</sub>
Zenith Radio	32	32	32	— <sup>1</sup> / <sub>8</sub>

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 <sup>1</sup> / <sub>2</sub>	16 <sup>1</sup> / <sub>8</sub>	16 <sup>1</sup> / <sub>2</sub>	+ <sup>3</sup> / <sub>4</sub>
Majestic				
Nat. Union Radio	2 <sup>3</sup> / <sub>4</sub>	2 <sup>3</sup> / <sub>4</sub>	2 <sup>3</sup> / <sub>4</sub>	

### OVER THE COUNTER

	Bid	Asked
CBS A	56 <sup>1</sup> / <sub>4</sub>	58 <sup>3</sup> / <sub>4</sub>
CBS B	55 <sup>7</sup> / <sub>8</sub>	58 <sup>3</sup> / <sub>8</sub>
Stromberg Carlson	15 <sup>1</sup> / <sub>4</sub>	16 <sup>1</sup> / <sub>4</sub>

### Lewis Heads WGAR Sports

Cleveland—Franklin "Whitey" Lewis, for nine years a leading sports writer for Scripps-Howard's Cleveland Press, has joined WGAR to head the sports department. He succeeds Bob Evans, who is vacationing in Florida and in his return will assist in news handling and special events broadcasts.

John F. Patt, WGAR manager, also has signed Ted Hanna, nephew of Dan Hanna, Cleveland News publisher. Ted, formerly in the News and Plain Dealer editorial departments, will be in WGAR's news gathering and editing bureau.

### Lloyd Williams Married

Lloyd Williams, CBS staff musician, was married to Florence Canning on Sunday at the Church of Our Lady of Mercy in Jackson Heights.

## NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending April 10, 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
Too Marvelous For Words (Harms, Inc.)		33
Where Are You (Leo Feist, Inc.)		27
Little Old Lady (Chappell & Co.)		26
Boo Hoo (Shapiro, Bernstein, Inc.)		24
How Could You (Remick Music Corp.)		24
Swing High Swing Low (Famous Music Corp.)		24
Moonlight And Shadows (Popular Melodies)		20
Sweet Is The Word For You (Famous Music Corp.)		20
Slumming On Park Avenue (Irving Berlin, Inc.)		19
Carelessly (Irving Berlin, Inc.)		18
I've Got My Love To Keep Me Warm (Irving Berlin, Inc.)		18
Love Bug Will Bite You (Santly Bros.-Joy)		18
Let's Call The Whole Thing Off (Chappell & Co.)		17
September In The Rain (Remick Music Corp.)		17
What Will I Tell My Heart (Crawford Music Corp.)		17
Sweet Leilani (Select Music Co.)		16
You're Here, You're There (Marlo Music Co.)		16
My Last Affair (Chappell Music Co.)		15
Never In A Million Years (Robbins Music Corp.)		15
Trust In Me (Ager, Yellen, Bornstein)		15
When Love Is Young (Miller Music, Inc.)		15
When The Poppies Bloom Again (Shapiro, Bernstein, Inc.)		15

### Gar Young Quits NBC For Hearst Adv'g Post

Gar Young, member of the NBC advertising and sales promotion staff since 1932, has resigned effective April 15, to join Hearst International Advertising Service.

Young, who was also director of the NBC Trade News Service, will handle advertising and sales promotion for the Hearst sales service of the various Hearst newspapers.

### Muffets Test Campaign

Quaker Oats Co., Chicago (Muffets) on May 13 will launch a live spot announcement campaign on two Philadelphia stations (KYW, WCAU). Schedule will be four announcements a day, six days a week, for a month. Arthur Kudner Inc. placed the account.

### WDNC Felicitated

Durham, N. C.—A birthday party Saturday celebrated the third anniversary of WDNC. Felicitations started at 7 p.m., when the "Saturday Swing Session" over CBS was dedicated to WDNC, and ran through the programs to 11:30 p.m. Station is managed by Frank Jarman, with Lee Vickers as program director; Red Dalton, chief engineer; Al Harding and Tom Murray, announcers; Bob Stratton and Tom Van Alstyne, assistant engineers, and Kay Lee, continuity writer.

### Fecke Heads Standard

George L. Fecke has been elected president of Standard Syndicated Service Inc., creators of promotion and merchandising features for radio stations and newspapers. Deal is pending with an eastern chain for sponsorship of the first feature of a series created by Standard.

The firm has opened branch offices at 120 Boylston St., Boston.

### Cuban Cabinet Invites Radio Men to Parley

Havana — Following approval of a resolution by the Cabinet, invitations are being sent to all Central and South American countries, as well as to the U. S., Canada and Mexico, to participate in a radio conference to be held here starting Nov. 1.

Radio problems of the western hemisphere will be discussed and solutions sought, following out the agreements reached by Cuba, Mexico, Canada and the U. S. at last month's conference here.

### Staff Changes at KRKO

Everett, Wash.—Willis M. Schutt, formerly of the Cornish School in Seattle and associated with stations in Penna., has joined KRKO as program director, succeeding A. F. Becker, who joined KROY, Sacramento, Cal.

Roy Mack, formerly in Walla Walla, has joined KRKO as musical director. He has full charge of the half-hour "Stars of Tomorrow" program.

### Paul Clark at Football Clinic

Evansville, Ind.—Paul Clark, WGBF sports announcer, attended the two-day football clinic at Purdue University. The clinic is held for benefit of sports writers, commentators and coaches, to acquaint them with new trends in the game.

**LEO SAYS**  
TONIGHT'S BEST BET:  
COL. JAY C. FLIPPEN'S  
Amateur Hour  
from 7 to 8 p.m.  
WHN DIAL 1010  
AFFILIATED with M-G-M & LOEW'S

## COMING and GOING

BILL GELLATLY, WOR-Mutual sales manager, left yesterday for a two-week vacation in Bermuda.

HARRY SAVOY, who was Eddie Cantor's stooge recently, was guesting in Seattle last week.

H. R. MAKELIM, new general manager of KXBY, Kansas City, left early Sunday morning by plane for New York to stay until the end of the week.

DAVE RUBINOFF entrained for Hollywood yesterday to appear in a motion picture for 20th Century-Fox.

PATRICIA BOWMAN arrived yesterday on the Normandie.

H. C. FLOWER, vice-president of the J. Walter Thompson agency, and MRS. FLOWER, arrived yesterday aboard the California.

MARTIN J. BEIRN, vice-president of the American Radiator Co., also arrived on the California.

FRANK RUSSELL BAKER, former WOW announcer and Omaha Community Playhouse actor who now is engaged in radio and theatrical work in New York city, was in Omaha yesterday to attend funeral services for his father.

WILLIAM O. PAPE, president of WALA, is a visitor in New York.

BLEVINS DAVIS, NBC special commentator of the Coronation broadcasts, sails for England on April 24 aboard the Ile de France.

JOHN J. GILLIN, JR., WOW, is in town for a visit before returning west.

RITA JOHNSON, off WHN for 6 weeks, is back from the west coast and will resume her part in "Girl Interne."

### WFIL Swaps Time for Space

Philadelphia — Don Withycomb, WFIL general manager, has completed a time for space swap with the Evening Public Ledger, the sheet taking a Sunday quarter-hour at 9:45 p.m. for a dramatization of the Dorothy Dix "advice to the lovelorn" column which appears daily in the paper. Based on the top card rate of both station and paper, WFIL gets a proportionate amount of display space to be used to merchandise the programs of both local and national advertisers.

### Douglas Arthur Joins WNEW

Douglas Arthur, formerly associated with station WTNJ, Trenton, has resigned to accept an announcing position at WNEW. Change becomes effective immediately.

### "Kabibble Kabaret" on WINS

Harry Hershfield's "Kabibble Kakaret" makes its bow at 6:15-6:30 p.m. tomorrow as a Wednesday feature over WINS. With Hershfield as m.c., program will be of a variety nature with guest talent from stage, screen and night clubs.

## The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR  
LUNCHEON—  
DINNER—SUPPER CLUB

158 W. 48th St.

Toots Shor

**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



**NEW BUSINESS**

Signed by Stations

**KJBS, San Francisco**

Gensler Lee Optical Co., 26 Sunday quarter-hours and 5-min. dramatic episode, Radioaid disks, New Century Beverage Co., 13 quarter-hour Standard disks, through Ernest R. Ham Agency; Seven-Up Bottling Co., 15 Sunday quarter-hour Standard disks; Lachman Furniture, 15 quarter-hours, through Allied Advertising Agency; H. O. Harrison Co. (Pontiac), quarter-hour Standard disks supplementing Pontiac national series; Morris Plan, five spots daily, through Leon Livingston agency; Ghirardelli Chocolate Co., spots; Albert S. Samuels Jewelry Co., half-hour Saturday nights, supplemented by daily spots.

**WGAR, Cleveland**

San Felice Cigars, Detroit, 15-min. six-a-week newscast by Carl George, one year.

**WELI, New Haven**

Plato's Sales & Service (Willys dealer), Bigelow Twins; Kressel & Wolf (furriers), Vera Cruse and Frank Konitz.

**Los Angeles**

KFAC: Star Outfitting, year's contract for daily hour of popular records, through Allied Advertising Agencies.

KFWB: NuEnamel, 4-week trial half-hour Sunday morning program, with Sheila Murphy, home economics expert, through Advertising Arts agency.

**Philadelphia**

WCAU: Du Point Paints, two 15-min. periods weekly, Ray Perkins' Paint Parade disks, through BBDO; Sebasco Co. (vaporizer), two 15-min. periods weekly, Movie chatter, through Aitkin-Kynett Co.

WFIL: Procter & Gamble (soap), 21 spots weekly, through Blackett-Sample-Hummert; Chrysler Corp., 12 spots weekly, through Lee Anderson Agency; Quaker Oats (muffets), 12 spots weekly, through Arthur Kudner Agency.

WDAS: Kahn's Credit Furniture, 15 mins. daily participating in "1370 Club"; Sears-Roebuck, 15 mins. daily, Nathan Fleisher as Jewish news commentator, through Lavenson Bureau.

KYW: E. Foggera Inc. (eye lotion), three 5-min. disks weekly, through O'Day-Sheldon.

**WWL, New Orleans**

Snowking, 15-min. daily locally produced program featuring Miss Billie Walker and her Texas Longhorns; switch from the Pickett family to

**At the Rainbow Grill  
Emery Deutsch**

and His Orchestra

Unusual, Romantic Music

CBS Artist Bureau

Management Rockwell-O'Keefe, Inc.  
Radio City, New York and Hollywood

**NEW PROGRAMS—IDEAS**

**"Right Job" on Mutual**

"The Right Job," originating at WGN, Chicago, makes its debut Sunday as a 2:30-2:45 p.m. weekly feature. Prof. Samuel N. Stevens of Northwestern University will handle the series, aiming to steer young people into the kind of jobs for which they are best fitted.

**Song Title Contest**

Playing of old and sometimes new songs, with titles omitted, and asking listeners if they can give the name of the number, has proved a popular contest over KTSM, El Paso. The program, "Music Memories", is on twice weekly, 9:30-10 p.m. Though titles are left out, the continuity is cleverly written so that by listening carefully it is possible to detect the name. Receiving sets, table lamps, mirrors, etc., are given as prizes.

Peaceful Valley for Drug Trades, half hour.

**Springfield, Mass.**

WMAS: Stacy's Exposition Service, temperature reports, three times Sundays, and twice daily.

WSPR: Clark Nursery, "The Old Gardener," 10-min. disks, Mondays, and "Merchants Co-operative Program," 15 minutes of plugs for member merchants, Wednesdays: Dreikorn Baking Co., Holyoke, renewal of children's hour, Saturdays.

**KWJJ, Portland, Ore.**

Miller & Tracey (morticians), daily 15-min. period, Townsend news, with F. K. Haskell as commentator.

**WOR, Newark**

Bristol-Myers (Minit-Rub), Trans-Radio news, five 15-min. periods weekly, starting April 26, through Young & Rubicam; A. N. Smallwood Inc. (real estate), "Cabin in the Pines" musical series, Tues., Thurs. and Sun., with Norman Brokenshire as m.c.; same sponsor continuing Dr. Frank Payne in "The Psychologist Says" on Wed. and Thurs., through Jay Lewis Associates.

**Furgason & Aston Places Biz**

New business recently placed by Furgason & Aston, station reps, includes:

KFYR, Bismarck, P. & G., 312 or more one-min. spots; Ironized Yeast, 26 five-min. programs.

WBOW, Terre Haute, P. & G., 105 or more one-min. spots; Iowa Soap, 39 quarter-hours.

WGBF, Evansville, Ind., P. & G., 52 or more spots; Iowa Soap, 39 quarter-hours.

WJAS, Pittsburgh, Bauer & Black, 26 chainbreaks; Greystone Wine, 15-min. weekly program; Sherwin-Williams, 52 one-min. spots; Crisco, 200 one-min. spots; Alaska Yukno Fisheries, 78 one-min. spots.

WMBG, Richmond; Bauer & Black, 26 chainbreaks; Roi-Tan cigars, 65 chainbreaks; Longines Wittnauer Co., 365 time signals.

New network programs for WBOW,

**Announcers' Contest**

Going into its tenth week, the Announcers' Opportunity Contest on KUJ, Walla Walla, Wash., has about 25 candidates left after starting with 100 and eliminating gradually. Two qualified judges and votes from listeners will decide the winners. The judges (names not disclosed) count two-thirds, and the public vote one-third. About eight candidates compete on each program of 45 minutes average length.

Programs are on the air thrice weekly, available to sponsors for periods ranging from a quarter hour to a complete show. Sale of time has been easy. Prize is an opportunity for the winner to receive special coaching by KUJ and a month's job at regular salary for a beginner.

**Unionizing of Radio  
Looms on Court Ruling**

(Continued from Page 1)

and assistant directors have formed the "American Guild of Radio Announcers and Producers" with Roy Langham as its president.

The Guild filed a letter with Edward Klauber on April 12 stating their case and the next day in response to CBS request furnished proof that the Guild represented the majority of the CBS announcers and producers. Last Friday a meeting of the Guild committee and CBS committee, three each, was held in which the Guild presented its program, including minimum hours, wages, recognition of the Guild, working conditions, etc.

Next meeting of the bargaining committees is scheduled for tomorrow at 10 a.m.

From other sources it is understood that the Newspaper Guild is preparing to solicit members in the publicity departments of the networks. Attempts have already been made to expand the Guild's membership out of the newspaper field.

Marvyn Rathbone, president of American Radio Telegraphers Association, said that his organization was highly pleased with the Supreme Court verdict and added that a formal announcement of the ARTA's future plans will be announced later this week. It is understood that the ARTA has made overtures to the "inside unions" to affiliate with them, but the technicians desire to remain independent. Queried as to whether the ARTA was affiliated with the C.I.O., Rathbone said an announcement would be made on that point later.

basic Red-Blue supplementary, are Gen. Motors, Firestone, American Can, Cycle Trades, Minute Tapioca, Packers Tar Soap.

KANS, Wichita, NBC basic Red-Blue supplementary, Firestone program.

**AGENCIES**

JOHN S. ROBEL, recently affiliated with Cramer-Krasslet Co., has joined the Chicago office of Frank Presbrey Co., advertising agency.

NEEDHAM, LOUIS & BRORBY, Chicago, have been appointed by the Wieboldt Stores Inc. to handle its shopper's radio programs heard over WBBM and WMAQ.

GEORGE BOWLES, account executive handling national Coolerator advertising for Ferry-Hanley Advertising Agency, has returned to Kansas City after a trip during which he arranged an increase in time over stations in Iowa and Wisconsin. Coolerator now has campaigns under way in 23 cities.

GOTTSCHALDT - HUMPHREY INC., Atlanta and Greensboro, N. C., announces the appointment of Granville Sewell as manager of the Greensboro office.

VOX CO. OF ADVERTISING INC. has moved to new quarters at 19 West 44th Street and have added A. G. Holtzman and V. G. Hannington to the staff.

C. A. ISHERWOOD and W. G. SNYDER have formed a new agency with offices in the old National Bank Bldg., Spokane, Wash.

JOHN LOVETON leaves Benton and Bowles on Thursday to take charge of contracts and spot purchasing for Ruthrauff & Ryan, Inc.

**225 Inquiries from 12 Spots**

Lane-White Appliance Co. opened a new store in Joplin, Mo., a new company in the city, a new business in a new location. They used three spots a day for four days over WMBH, inviting women to a demonstration of GE Ironers. In the four days, 225 women mentioned to the concern that they had come because of hearing the spot announcements over WMBH.

Result: Lane-White increasing its use of WMBH facilities.

**WCAU to Groom Announcers**

Philadelphia—Racket radio schools in this area are handed a blow in a mutual arrangement between WCAU and the smaller stations in nearby communities for farming out voices to be groomed as announcers. While the ten-lesson schools provide the student with a course of training, what WCAU wants and needs are announcers with practical experience. Weary of auditioning announcers who have nothing to offer excepting a potential mike voice, WCAU will now groom its own gabbers.

**EDDY DUCHIN  
and HIS ORCHESTRA**

Third Record Week at Paramount

Appearing Currently at

PLAZA HOTEL

Management MCA



Vol. XCVI No. 32.978



# PEOPLE TO





# EAT ALL SUMMER!



LIFE is about the same, summer and winter. People eat and drink, work and play, keep on buying. They spend just as many millions of dollars. Not only for seasonal needs and luxuries, which you'd expect. But for year-'round products like gasoline, cigarettes, electric refrigerators, automobiles. (These hit peak sales in summer!)

Radio listeners hang right on, too. Of the millions who listen to NBC winter programs, 97% are available to radio in any week in the summer. For where people go — there goes radio!

This tremendous year-'round acceptance makes NBC broadcast advertising the most effective year-'round sales medium in the world. That is why more advertisers are on the air — the NBC air — right through the seasons, without interruption.

*RCA presents the Metropolitan Opera every Saturday afternoon, and "The Magic Key" every Sunday, 2 to 3 P. M., E. S. T. Both on NBC Blue Network*



Last summer, advertisers on NBC Networks (weekday time alone) boosted NBC income to an increase of

**72½%**

## NATIONAL BROADCASTING COMPANY

*A Radio Corporation of America Service*



# Los Angeles

**H**eadline talent from all the networks, along with scores of local station favorites will take part in the second annual Radio Show to be staged Saturday evening in the Shrine Auditorium. Milton Berle, Don Wilson and Ed Lowry will take turns at m. c.-ing the show. Maureen O'Connor, 13-year old CBS singing star who was picked last week as Radio Baby Star for 1937 in the Los Angeles Radio Editors' poll, will preside over the whole show. The show will run both afternoon and evening, and part of it will be aired.

Bob Taplinger's office really going to town with its new beauty contest which has now reached the point where Eddie Cantor, Al Jolson, George Burns, Parkyakarkas, Milton Berle, Jack Oakie and Joe Penner have organized themselves into the Comedians Committee for Choosing Comely Co-eds. Each of the Big Six Football conference colleges are sending photos of their 12 prettiest girls. Committee picking best looker from each college by picture, sending for her to appear in person so they can select the real Beauty Queen. All six to be presented at the Radio Arts Ball, April 17, as handmaidens for the Baby Stars.

Fred Graham has replaced Glen Hardy as news commentator on Alka Seltzer's Newspaper of the Air, on Don Lee net.

Paul Wellbaum, radio pioneer who used to do the old Cliquot Club program in New York a decade ago, comes back to Radio via KEHE, in an Orange network Saturday afternoon, with songs, piano and chat.

Ortilio Rivera's ork doing a daily Monday through Friday program for Don Lee Chain, remote from El Paseo cafe, Santa Barbara, to KDB, Don Lee outlet there.

Wendell W. Phipps, who has a long background of agency and radio work, has joined the Los Angeles office of Hanff-Metzger, to handle local radio accounts, write copy and work on contacts.

Wayne Miller, publicity director for Don Lee chain, talked to the Los Angeles chapter of the Speech Arts Guild on The Trend of Radio Programs.

Diana Lewis, who has been playing Becky Thatcher in Don Lee's serialization of Tom Sawyer, will forsake dramatic work to become the soloist with Larry Lee's orchestra programs on the same chain.

# MAIN STREET

WITH **OL' SCOOPS DAILY**

● ● ● Jack Pearl will do Friday's NBC show—but from a wheelchair. He's doing nicely, however, following his operation... After Fred Allen's departure from Ipana, his return to the radio-fold will depend entirely on picture commitments. This, however, is certain: he won't be aired (for another sponsor) until the first of next year... Wheatena's show next fall will be a single shot weekly for thirty minutes... Don Lowe will replace George Hicks on the Consolidated Gas program... KYW will do a take-off of the Prof. Quiz show with a fellow named Harvey as the interrogator, with a soap powder sponsoring... Leon Navara is busy making a series of shorts for Warners in Brooklyn... Lillian Royce auditions for CBS today... They say that Mark Warnow follows Abe Lyman on the Wednesday "Hit Parade" in two weeks... NBCaster Nelson Case auditions for NBC as a—crooner.

● ● ● Pictures of radio stars will be put on exhibition next Monday on the mezzanine floor of the RCA building... Incidentally, the ice skating plaza will revert into a TENNIS court during the warm spell... WCKY presented Charles P. Taft, son of the former President, twice in two days... For the records: Arthur Boran, who was cut off the air at the Press Photographers' Ball Friday, because he mimicked FDR's voice, has White House permission to do so... Because the Professional Music Men's affair was a sell-out, next year's show may come from Yankee Stadium... Margaret Johnson, "Honeychile" with Bob Hope, may give up her singing with the Smith chorus and Esquire ensemble after Bob returns to the air for Woodbury from Chicago—the only hold-up in contracts is who's going to pay the line-charges.

● ● ● Peck agency preparing show with George Beatty and Ruth Etting working from a script by Jerry Devine... Lois Bennett gets the Waltz Time show with Frank Munn on Fridays. This will be permanent... Artie Auerbach's "click" on the Eddie Cantor show will develop into a build-up via these airings... Sammy Fain is working on a musical show while here... Maxine (16 years-old) Manners, has written a tune called "You Gotta Give in to Love" which Alice Faye has been trying to have 20th Century-Fox purchase for her next flicker... Maxine wrote "You're Slightly Terrific" which was in "Pigskin Parade."

## Oppose Duffy Measure In Its Present Form

(Continued from Page 1)  
right measure, which provides for U. S. entry to the International Copyright Convention.

Sidney Kaye, appearing for the National Association of Broadcasters, told the committee that the NAB was not hostile to the idea of the Berne Convention, but opposed entrance unless there were reservations. Multiplication of law suits would result, he said, if the U. S. adhered to the convention treaty alone. Radio, he stated, uses copyright material constantly, and the industry needs definite protection. "With television in the offing," Kaye concluded, "as well as other new developments, proper protection along copyright lines is essential."

John G. Paine, chairman of the board of Music Publishers Protective Association, went on record as being strongly opposed to the Convention. Paine opposed it from the creator's point of view, just as every other author's group in the country has done. Paine further characterized the proposed international entrance as dangerous and that "we must have publication as a condition precedent to copyright." The automatic copyright upon creation did not seem feasible to him.

On Tour  
**GLEN GRAY**  
and the  
**Casa Loma Orchestra**  
Management Rockwell-O'Keefe, Inc.  
Radio City, N. Y. and Hollywood

# Chicago

**E**MMET LYNN, actor, has added two new shows to his list, "Young Hickory," NBC show, and "Modern Cinderella" at CBS.

Bob Andrews rumored returning to Chi to resume scripting of "Betty and Bob" and host of other air stanzas. Andrews has been on coast for several years with major film studios as a writer. Will office with Blackett-Sample-Hummert agency.

Ken Robinson becomes continuity editor of NBC here on April 15, succeeding Larry Holcomb, who goes to Manhattan as radio director of Fletcher & Ellis, Inc. Robinson, currently ass't continuity ed for NBC here, authors "Dan Harding's Wife" and "Adventures of Dari-Dan."

Olan Soule to Michigan over next week-end, Hugh Studebaker to Kansas City, Virginia Clark to Detroit, and Louise Blocki to French Lick.

Douglas Fleming, WCFL mikeman, played nuptial straight man to Marion Murray last week.

## "Little White House" Disked

Kansas City — "The Little White House," musical program sponsored by Insured Savings & Loan companies of Kansas City, has been so successful that the J. O. Young Advertising Co., producers, have had it transcribed and sold it to similar institutions for use over KVOO, Tulsa, and KFH, Wichita. Russell Morrison heads the cast of the show.

## American Cereal on Yankee Net

Bridgeport—Frank Knight and Andy Jacobson's ensemble will inaugurate the Weetabix Salute for the American Cereal Food Products Co. over the Yankee Network on Monday, April 19 at 7:30 p.m.

## Martin Block's "Job" Series

Martin Block will premiere his new series, "Do You Want A Job?" next Friday over WNEW from 9:30-10:30 p.m. Block will continue to conduct the daily sessions of the "Make Believe Ballroom" over the same station.

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

April 13  
Greetings from Radio Daily to  
A. L. Ashby

**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**

**PAUL WHITEMAN**  
And His Orchestra  
Drake Hotel, Chicago  
WGN-Mutual Network



WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

ONE of the most comprehensive jobs in advertising belongs to Margaret Jessup of McCann-Erickson. . . . She started with the agency 7 years ago as account exec. . . . Was in charge of station relations and bought time until this winter when her varied occupations of casting, directing, auditioning, script-reading crowded all that out. . . . Is heartily in favor of the elasticity in organization set-up which makes it possible for her to do so many divergent things. . . . Was formerly attached to the advertising staff of "Parent's Magazine" . . . Liked that. . . . Adores what she's doing now. . . . Calls radio a creative business with a natural appeal for women. . . . Doesn't believe for a moment there's any male resistance to the femme invasion of the radio and advertising field. . . . If there is, she's never encountered it.

▼ ▼  
Britannia rules the airwaves from 6 to 6:30 on Sunday when British Broadcasting's Polly Ward enters the American arena for the first time on Arnold Johnson's "1937 Radio Show" . . . Several agencies turning collectively speculative gaze on Irene Kuhn. . . . she'll go commercial pronto. . . . Ralph Sayers, sales mgr. of KYW, Philly, engaging in philo-progenitive philanthropy. . . . (dispensing ciggies to celebrate the appearance of a complete tooth in his four months' old son's mouth) . . . More juvenilia. . . . Mark and Adelaide Halley (she's the "Woman Reporter") are the parents of a baby girl. . . . Trouper Adelaide did a broadcast earlier that evening.

▼ ▼  
Eleanor Wilson McAdoo to discourse on her autobiographical tome, "The Woodrow Wilsons," tonight on KFOX's "Literature on Parade" program. . . . Mildred Fenton, New Orleans vocalizing blonde, sends her voice over the ether nightly as part of a sustainer emanating from a local night spot, via WWL and WDSU. . . . WTNJ, Trenton's station, boasts the presence of pulchritudinous Dorothy Lawrence, the lass who conducts a handi-work exchange for shut-ins, on its "Twilight Hour" . . . . Nice Ives, femme conductor of WMCA's "Everywoman's Club of the Air" to go network on the Intercity web, to be heard as usual on that station locally from 11:15 to 11:45 a.m. Monday through Friday, and on the chain for the last quarter hour, 11:30-11:45 a.m.

★ Coast-to-Coast ★

GRAVES TAYLOR and Carl George, whose "Vox Pop Junior" program which started over WGAR, Cleveland, last September under Curtiss Candy sponsorship, inspired many similar shows around the country, have broadcast from almost 200 schools since the series began. John F. Patt, g.m. of WGAR, originated the idea for the present sponsors. He also supplied data for KMBC's "Young America Speaks" program.

Charles (Doc) Maples, announcer at WMAC, Macon, Ga., resigned to become field representative for Mercer University.

Eddie Wise's "Hayloft Hi-Jinks," two-hour Friday night barn dance jamboree conducted by Wise for the past 2½ years over WEBQ, Harrisburg, Ill., draws more mail than any other sustainer on this station.

A new feature that is catching on fast at WEBQ, Harrisburg, Ill., is "Interesting Facts and Features," 3:45-4 p.m. daily except Sunday, giving news, weather, markets, missing persons and time signals.

Lewis Pierce, formerly of WIBG, Glenside, Pa., joins the announcing corps at WCAU, Philadelphia, replacing Claude Haring, who assumed a sports announcing post with the Ayer agency. Roger Griswold takes over Haring's WCAU sports casts.

Details Completed  
For CBS Coast Plant

(Continued from Page 1)  
space 200 x 260 feet, with space adjoining it reserved for future construction when television arrives, and for an additional auditorium theater if needed. Auditorium theater and master control and engineering department will be on first floor. Program department will have second floor.

Third floor will be for Columbia Artists, traffic department writers, etc. Fourth floor will be for sales department. Fifth for executive offices and audition rooms. Studios will be distributed over several floors. Building will be air conditioned.

Dr. Vern Knudsen, acoustical consultant, is inaugurating improvements expected to make this plant one of the most perfect anywhere. One of the innovations of studios will be use of larger studios for rehearsals, with arrangements worked out so that shows with audiences can work right up to the dress rehearsal without tying up theaters, of which Columbia will continue to use two off its plant, in addition to the one which will be included in its building.

E. K. Cargill, WMAZ president, has extended his gasoline-powered model airplane activities to the organization among Macon boys of a model airplane club. Cargill acts as Senior member and advisor.

"Red" Cross and Lew Kent have become the Personality Peepers for WMAZ with two sponsored quarter hours a week from Macon's busiest corner.

Lindle Moore, senior in the Harrisburg (Ill.) High School, is breaking in as relief announcer at WEBQ.

Donald Dickson, Sealtest Party's baritone discovery, signed by the Met for the spring opera season, appears May 3 in "Faust."

John Marsie, pop pianist, is a new sustainer over WELI, New Haven, Mondays at 5:45 p.m.

John Held, Jr., emcee of Pontiac's Varsity Shows, is reported to have been deputized to scout the U. of S. C. broadcast for talent to be used in an undergraduate film filmed by the cinematography class. This Friday's Pontiac show comes from U. S. C., and the following week from U. of Okla.

WARREN GREENWOOD, chief announcer and publicity director at WMAS, Springfield, Mass., is now the featured singer with Vic Curley's orchestra which broadcasts over WMAS on Saturdays.

Weeding "Professionals"  
From Studio Audiences

(Continued from Page 1)  
ences. They sit on their hands and think it's sophisticated to withhold the reactions that make their presence useful to the artists working. Hereafter, issuance of tickets will come under new regulations to get them into new hands.

Theater Sells Time  
On Radio Broadcast

(Continued from Page 1)  
several stations in this region. Norvell Slater, WHB announcer, was emcee, sharing the stage with Roy Kerns and Frank Bailey of KXBY and others. Following the initial airing, the KXBY Barn Dance has taken over the show.

ADOLF SCHMID

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

ORCHESTRAS  
MUSIC

ROSELAND ballroom will have a WHN wire with a 9-9:45 broadcast on Wednesdays and a 9:45-10:30 airing on Fridays, except for those Fridays when commercials intervene. The broadcast on those nights will be at 9-9:45. Henry Biagini and his ork are the first musical aggregation to be aired under this regime.

Bridgeport's Cocomanut Grove Orchestra will have a WELI pick-up for a half-hour of music twice daily, effective this week. The 4:30 afternoon spot is being used tentatively, with a possible shift to evening sometime at the end of the month.

"American Caprice," a composition for piano and chamber orchestra, by Gail Kubik, a young Western composer, had its initial airing during the regular program of the Rochester Civic Orchestra, with Guy Fraser Harrison conducting over the NBC-Blue Network, from 4-5 p.m. yesterday. It was originally written for piano and string quartet five years ago and then rewritten last year in its present form.

Professional Music Men Inc. held their annual benefit Sunday night at the Alvin Theater before a record crowd. Jay Freeman and ork opened the show, to be followed by such outstanding music makers as Guy Lombardo and band, Shep Fields and his boys, Benny Goodman and his orchestra with Frances Hunt vocalizing, Duke Ellington, Rachel Carlay, Jack Waldron and Del Casino. The rather considerable profits were turned over to indigent professional music men.

Duke Harris and his Royal Men of Rhythm, a six-piece unit have been added to the Artists' Service Bureau, WEBQ, Harrisburg.

The Elizabeth Sprague Coolidge String Quartette will complete the series begun by the Pro-Arte String Quartette on April 14th and 16th from 8:30 to 10:15 over WQXR. The Pro-Arte String Quartette were called back to Belgium rather unexpectedly.

THE SONGBIRD OF THE SOUTH

KATE  
SMITH

A & P BANDWAGON  
THURSDAYS  
CBS NETWORK 8-9 P.M., E.S.T.  
EXCL. MANAGEMENT TED COLLINS



## F. C. C. ACTIVITIES

### SET FOR HEARING

Capitol Broadcasting Co. Inc., Raleigh, N. C. CP for new station. 1210 kc., 250 watts, daytime.

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

Warren B. Worcester, San Diego. CP for new station. 1400 kc., 250 watts, 1 Kw. LS., unlimited.

L. Laurence Martin, Amarillo, Tex. CP for new station. 1120 kc., 250 watts, specified.

Western Union College, La Mars, Iowa. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Metropolitan Radio Service, Inc., Chicago. CP for new special station. 1570 kc., 1 Kw., unlimited.

Athens Times, Inc., Athens, Ga. CP for new station 1210 kc., 100 watts, 250 watts LS., unlimited.

Ohio Broadcasting Co., Stuebenville. CP for new station. 1420 kc., 100 watts, daytime.

Ohio Broadcasting Co., Marion. CP for new station. 1200 kc., 100 watts, daytime.

Ohio Broadcasting Co., East Liverpool. CP for new station. 1270 kc., 250 watts, daytime.

Ohio Broadcasting Co., Salem. CP for new station. 780 kc., 250 watts, daytime.

G. Kenneth Miller, Tulsa. CP for new station. 1310 kc., 250 watts, daytime.

### ORAL ARGUMENT GRANTED

State Capitol Broadcasting Ass'n, Austin, Tex. To be held May 13, 1937.

Bay County Publishers, Inc., Panama City, Fla. To be held May 20, 1937.

### EXAMINER'S RECOMMENDATIONS

WATR, Waterbury, Conn. CP to change frequency, power and hours of operation to 1290 kc., 250 watts, unlimited, be granted.

WCOP, Boston. Mod. of license to 1130 kc., 500 watts, limited until local sunset, be granted.

### INCREASE IN POWER GRANTED

WJDX, Jackson, Miss., to 5 kw. daytime, 1 kw. night, unlimited.

KCMC, Texarkana, Tex., to 250 watts day, 100 watts, night, unlimited.

## Don Lee Television Draws Coast Crowds

(Continued from Page 1)

Don Lee custom of using KHJ for the sound was given up, and the ultra high frequency station, W10XFZ was used, with pictures going out on W6XAO.

## Power Failure Silences Stations

Springfield, Mass.—A power failure in the section of the city where the three radio stations are located prevented broadcasting for about 45 minutes Friday. WMAS and WBZA were without power for 45 minutes. WBZ in Boston was broadcasting, so its twin station here was covered. WSPR, which was to feed a program to the Colonial network, was silent only eight minutes. Its engineers rigged up an emergency battery equipment in time for the program to go on as scheduled.

## Joins NBC Press Department

Percy Winner has joined NBC press department. He was formerly North American correspondent of Havas, French news service. Will handle regular staff assignments.

## "Capt. Diamond" Fading

"Adventures of Captain Diamond", the Diamond Crystal Salt program heard Sundays on NBC-Blue, fades for the season on April 18.



## BURNS AND ALLEN

General Foods (Grapenuts)  
WEAF (NBC-Red network),  
Mondays, 8-8:30 p.m.

Young & Rubicam

### GOOD START IS MADE BY POPULAR COMEDY STARS IN NEW SPOT.

George Burns and Gracie Allen, members of the select class of radio entertainers who always give an entertaining performance, made a highly favorable start under the Grapenuts banner over the NBC-Red network from the west coast last night. They were in fine trim, knocking out their typical nonsense in one-two-three sure-fire fashion. Introductory material was good with the commercials unobtrusively slipped in.

Dick Foran, as the program's male vocalist, offered "Little Buckaroo" in a style that indicated he can be made an asset to the show, though he wasn't prominent in the initial script. Gracie also did an enjoyable song number, "My Baby Says It's So".

Orchestra, under the direction of Ray Noble, didn't distinguish itself in any way, but this is not such a vital point with the Burns and Allen fans.

## EAST AND DUMKE

Kellogg Co.  
WJZ (NBC-Blue), Mon., Wed.,  
and Fri., 7:45-8 p.m.

Kenyon & Eckhardt

### LIVELY PROGRAM OF MUSIC AND COMEDY SERVED IN SNAPPY TEMPO.

Ed East and Ralph Dumke, who won fame as the "Sisters of the Skillet", returned to WJZ last night in a sparkling batch of music and chatter, reminiscent of the type of stuff that boosted them to popularity some years ago. After a bit of opening cross-fire, they sang "One, Two, Button My Shoe" in lively fashion, then into a comedy sequence about "solving problems", in which they were assisted by a few supporting players, followed by an original song and a little more patter. Nothing specially outstanding about the program, but it's the type of cheery stuff that finds a pretty general welcome.

## "SCIENCE PREPARES FOR AN ECLIPSE"

Special Event  
WJZ (NBC-Blue network), April  
10, 6-6:15 p.m.

### FIRST OF EXPEDITION SERIES PROMISES INTERESTING THINGS FOR ASTRONOMY FANS.

Initial broadcast in a series of 14 planned by NBC in connection with the expedition to the eclipse included three speakers in Washington. A high naval official told of the work of the Naval Observatory and explained the aid provided by celestial phenomena in navigation. A director of the National Bureau of Standards discussed the scientific aspects of the event, while Dr. McNally

of Georgetown University gave other interesting information.

Broadcasts of the expedition at various stages promise to be highly interesting and instructive, especially to students of astronomy. Next program, from San Francisco on April 15 at 9 p.m. EST, will tell of the radio preparations for broadcasting the eclipse.

## "THE FALL OF THE CITY"

Sustaining

WABC (CBS Network), April 11,  
7-7:30 p.m.

### POETIC DRAMA WITH LITERARY QUALITY IS CHIEFLY FOR ERUDITE LISTENERS.

This original blank verse play, written by Archibald MacLeish specifically for the radio, is something out of the ordinary. Its poetic qualities, however, will have to depend on the more cultivated tastes for full appreciation. The premiere presentation was aided by the fine performances of Burgess Meredith and Orson Welles in the principal roles. A cast of some 200 was employed for the playlet, which depicted an incident in an imaginary city about to be destroyed according to prophecy. There is intermittent running commentary by a sideline observer as he describes the action of the mob in the plaza. As his voice alternately fades out, the voices and commotion in the square fade in. Thus a semblance of action is achieved. Irving Reiss produced and directed the play.

It is an interesting experiment with undoubted possibilities, but restricted in appeal if highbrow stuff is used for subject matter.

## "SINGING MICE CONTEST"

Special Event

WJZ (NBC-Blue network), April  
11, 3:45-4 p.m.

### HALF THE MICE WOULDN'T SING BUT ANNOUNCERS HAD A FAIR GAG TIME.

The national singing mouse contest, which had a mountain of advance ballyhoo, resulted in a sort of 50-50 affair. That is, about half of the mice weren't in a singing mood, so it was up to the announcers to fill in the gaps with some bright talk, which they did very nicely. Opening contribution in the contest came from Boston, where Thornton Burgess said a few words while the mouse was reluctant to chirp. Then to Chicago, which had several wide-awake entries and thereby won first honors. Memphis, the next stop, likewise had difficulty in producing rodent audibility, but Seattle fared somewhat better. So back to New York for some male vocal work, "Singing Mice," by Fields and Hall, after which the mouse audition winners were announced. The international singing mice contest is set for April 25, same time.

## GUEST-ING

LEOPOLD STOKOWSKY, JOSE ITURBI, EUGENE ORMANDY and CHARLES O'CONNELL, conducting Philadelphia Orchestra in an hour's concert on Magic Key of RCA, April 18 (NBC-Blue, 2 p.m.).

JOEY NASH, set by Ben Lipset, on the Hammerstein Music Hall, April 27 (CBS, 8 p.m.).

DINTY DOYLE, on "Bill Wright, Vice President," April 22 (CBS, 3 p.m.).

EDWARD G. ROBINSON, in adaptation of GB film, "Thunder Over the City," on Kate Smith Bandwagon, April 29 (CBS, 8 p.m.).

FRED BRADNA, Ringling-Barnum equestrienne director, on Esquire program, today (WOR-Mutual, 8 p.m.).

GRACE GEORGE in "First Mrs. Fraser", on Bandwagon, April 22.

## 15 Stations Lined Up In Duco Disk Campaign

(Continued from Page 1)

KWK, on 20th; WJAR, on 21st; WHAM, KDKA and WLAS started yesterday. Four other stations will be added within a week. Campaign, placed by Batten, Barton, Durstine & Osborn Inc., runs for eight weeks.

## Seek Insurance on Eclipse

NBC is dickering with Lloyds for insurance on the coverage of the June 8 eclipse from Enderbury Island, 7,000 miles from New York. NBC is anxious to at least get its traveling expenses back if poor visibility makes the broadcast impossible.

## WHO Celebrates

Des Moines—More than 4,500 packed the Shrine auditorium Saturday to celebrate the 13th anniversary of WHO. The Iowa Barn Dance Frolic and extra entertainers provided the show. Col. B. J. Palmer, head of Central Broadcasting Co., spoke.

## Patt and Carr "Neb. Admirals"

Cleveland—General Manager John F. Patt and Assistant Manager Gene Carr of WGAR have been made admirals in the navy of "The Great State of Nebraska," according to word just received here.

## Presenting Prize Serial

"The Bravest of the Brave," \$1,000 first prize serial by Henry W. Lanier for NBC's Tenth Anniversary children's program contest last November, will have its premiere May 2 at 11:30 a.m. over the NBC-Red network. Program will be presented weekly thereafter.

## Newscaster Assaulted

Joplin, Mo.—An unidentified man who said he didn't like the way Leonard Brown, WMBH newscaster, announced strike news, assaulted Brown Friday at midnight as he was leaving the station.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 46

NEW YORK, N. Y., WEDNESDAY, APRIL 14, 1937

FIVE CENTS

# New Disk Sales Plan

## COURT ENDS FIGHT OVER SALE OF KTHS

Hot Springs, Ark.—Long fought battle over sale and proposed removal of KTHS from here to another site has finally resulted in a decision whereby the sale was declared valid by Chancellor Dodge. KTHS is affiliated with NBC and was sold by the Chamber of Commerce to Col. T. H. Barton, who also owns KARK, Little Rock. Barton is head of the Lion Oil Co.

When the outlet was sold by the C. of C., many public spirited citizens as well as the mayor rebelled against the city losing the station and the  
*(Continued on Page 6)*

## Sears-Roebuck Aims At Foreign Element

Philadelphia—Sears-Roebuck campaign to reach the foreign element, starting with a 15-minute daily news flashes in Jewish over WDAS here, will later be pumped to a foreign language station in New York and Brooklyn. Same pattern is being readied for Italian, German and Polish programs. Lavenson Bureau is the agency.

## NAB To Take Action On Title Duplication

At its annual convention in Chicago the middle of June, the NAB will act on the problem of title duplication, according to word received from James W. Baldwin, NAB managing director, by WBNX, which recently filed protest with the broadcasters' association.

Meanwhile WBNX is dropping its "Rockets" show on Sunday "because other stations in the same service area are now doing the same job."

### Rehearsal Audience

West Coast Bur., RADIO DAILY  
Los Angeles—Though they are not called such, the Fred Astaire-Charles Butterworth NBC-Red network show for Packard is using studio audiences for the 11 to midnight Monday night dress rehearsals.

The idea is to use the audiences for checking timing on gags.

### Opposes Berne Move

Washington Bur., RADIO DAILY  
Washington—Declaring pending Duffy copyright bill makes adequate provisions for widespread expansion of radio, movies and magazine fields, Marvin Pierce, chairman of copyright committee of Nat'l Ass'n of Publishers, appeared before the Senate subcommittee on foreign relations yesterday and opposed entrance of the U. S. into the Berne convention.

## PLANS ARE REVISED FOR NAB CONVENTION

Because the June 13-16 dates conflicted with the Pacific Advertising Club convention in Salt Lake City, dates of the NAB convention have been changed to June 20-23 and the event will take place at the Hotel Sherman in Chicago.

Convention schedule includes a golf tournament on the first day, broadcasting matters next two days,  
*(Continued on Page 6)*

## New Amplifying Device Is Introduced by W. E.

A new device, developed by Bell Telephone Laboratories, enabling stations to increase their double effective signal level without raising their input power or increasing their licensed carrier power, is announced by Western Electric Co.

In the past it has been necessary  
*(Continued on Page 6)*

## Wattage Tax on Stations Proposed by Comm. Payne

### Show Cause Order Issued In Dispute Over WJBW

New Orleans—Civil District Court yesterday refused Southern Broadcasting Co. lessors of WJBW, temporary injunction restraining the owner, Charles Carlson, from interfering with station operation, but ordered Carlson to show cause Friday why preliminary injunction should not be issued.

## Distribution of Platters Through 29 Regional Exchanges on Flat Fee Basis Launched by New Firm

## DON LEE WILL GIVE MUTUAL PREFERENCE

West Coast Bureau, RADIO DAILY  
Los Angeles—Though reported that the Don Lee network had worked out an agreement with Transamerican Broadcasting & Television Corp. whereby the Coast web would accept live talent and transcription shows (commercials) from Transamerican, Lou Weiss, general manager of Don Lee chain, stated he would not do anything along these lines which would in any way embarrass Mutual Broadcasting System.

Don Lee, affiliated with Mutual since December 29, has a permanent wire, both commercial accounts and sustainings being on the line fairly continuously. According to Weiss, there is no intention to do otherwise  
*(Continued on Page 6)*

## Radio News Men Meet In Chicago April 24-25

Chicago—Regular meeting of the executive committee of the Association of Radio News Editors and Writers has been called for April 24-25 at national headquarters, 360 North Michigan Ave. here. It is understood the committee will take up the question of a permanent constitution and by-laws, and again vote  
*(Continued on Page 6)*

Unique and comprehensive merchandising method of marketing electrical transcription program series to stations has been worked out by a newly organized group from the motion picture field who for the first time will apply the showmanship and business methods found successful in the distribution and exploitation of films.

New organization, called Universal Radio Corp., headed by Herbert R. Ebenstein and Harold C. Hopper, recently acquired one of the largest transcription studios in Hollywood  
*(Continued from Page 3)*

## SOAP BUSINESS LED CBS FIRST QUARTER

For the first three months of this year, soap manufacturers' radio expenditures on CBS increased 119.3 per cent over the same period last year, a breakdown of CBS gross revenues reveals. Next largest increase, 63.9 per cent, came from the food companies. Other industries which in-  
*(Continued on Page 2)*

## Phillips Petroleum Co. Gets Control of UBC

Phillips Petroleum Co. now controls United Broadcasting Co., according to report filed by the latter concern with Securities and Exchange Commission, just made public by the N. Y. Stock Exchange. Phillips on  
*(Continued on Page 6)*

### Time Record

Chicago—When Marshall Field's "Musical Clock" celebrates its seventh birthday tomorrow over WBBM, Miss Halloween Martin, the announcer, will have served seven years on one program, under one sponsor, airing 12 hours a week. If this isn't the world's record time total for a program and announcer, Miss Martin wants to know.





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

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## FINANCIAL

(Tuesday, Apr. 13)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169	168½	168¾	— ¾
Crosley Radio	22¼	22	22¼	+ ¼
Gen. Electric	55¼	54½	55	+ ½
North American	27¼	26	27	+ ½
RCA Common	11½	10¾	10¾	— ½
RCA First Pfd.	74½	74½	74½	+ 1
RCA \$5 Pfd. B.	(98 Bid)			
Stewart Warner	183½	177½	183½	+ ¾
Zenith Radio	32¼	32	32¼	+ ¼

### NEW YORK CURB EXCHANGE

Hazeltine Corp.				
Majestic	4¼	4½	4¼	
Nat. Union Radio	3½	2½	3	+ ¼

### OVER THE COUNTER

	Bid	Asked
CBS A	567½	58¾
CBS B	56¼	58
Stromberg Carlson	15¼	16¼

### WINS Extends Time

WINS, owned and operated by Hearst Radio, Inc., effective May 1, will increase its broadcasting day to 10 p.m. At present station is signing off at 9:45 p.m. Added 15 minutes will probably be devoted to dance music.

### Kahn Handling Publicity

Chicago—Bob Kahn, account executive of the Dade B. Epstein Agency here, also is handling publicity for radio stars. Among his clients are Anne Seymour, Gale Page, Betty Winkler and Fayette Krum.

### Millet-Jackson Wedding Bells

Arthur Millet, CBS announcer, was married to Helen Jackson of the "Blue Flame" trio last Sunday.

### JOSEF CHERNIAVSKY

"The Musical Cameraman"

Presented by

1847

ROGERS BROS.

Every Sunday at 4:30 p.m., EST  
 Coast-to-Coast Red Network-NBC

## CBS Gross Billings by Industries

### First Quarter Comparison

Industry	1936	1937	Change Per Cent
Automotive	\$734,597	\$959,069	+30.6
Cigars, Cigarettes, Tobacco	669,370	960,754	+43.5
Confectionery, Gum, Ice Cream	419,060	299,730	-28.5
Drugs and Toilet Goods	1,523,746	1,466,594	-3.8
Financial		138,140	.....
Food and Food Beverages	1,083,138	1,775,291	+63.9
House Furnishings	87,291	27,322	-68.7
Lubricants, Petroleum Products	489,715	504,759	+3.1
Machinery	36,990	53,475	+44.6
Office Equipment	256,300	.....	.....
Paints, Hardware	34,640	.....	.....
Radios	179,486	196,820	+10.0
Schools	.....	2,207	.....
Shoes, Leather Goods	30,370	.....	.....
Soaps, Housekeepers Supplies	248,992	545,982	+119.3
Stationery, Publishers	.....	67,155	.....
Travel and Hotels	.....	30,450	.....
Wines and Beer	45,465	.....	.....
Miscellaneous	143,391	174,905	.....
Grand Total	\$5,982,551	\$7,202,653	+20.4

### Soap Business Led CBS First Quarter

(Continued from Page 1)

creased on the CBS web were tobacco 43.5 per cent; automotive 30.6 per cent and machinery 44.6 per cent.

The heavy spending of Lever Bros. for Rinso, Spry, Lifebuoy and Lux soap was directly responsible for the large increase in the soap field. Continental Baking's five day a week program helped to hoist the food account advertising. Luckies and Philip Morris cigarettes are new tobacco accounts CBS did not have early last year. CBS increased its rates about 9 per cent as of last January on all new accounts signed by the network, and this fact no doubt accounts for some of the increases reported.

In dollar volume, the food column leads with \$1,775,291; drugs and toilet goods follows with \$1,466,594; tobacco, third, with \$960,754; automotive, fourth, with \$959,069 soap, fifth, with \$545,982.

Despite the rate increase on some accounts the drug and toilet goods columns fell off 3.8 per cent. No beer or wine is now being advertised on CBS. The reason for nothing being listed in the office equipment column is due to Remington Rand dropping the "March of Time" sponsorship which is now sponsored by Time and listed under publishers. Cooks is the advertiser listed under travel.

Complete breakdown appears on this page.

### Star Radio Signs KMO

Star Radio Programs, Inc., has added KMO, Tacoma, to its script folio feature. The folio, in addition to commercial announcements and musical introductions, contains seven half-hour musical programs into which a station program director can build his own showmanship.

### Newcomer on Ford Show

Carolyn Urbanek, newcomer to the air, has been signed as a soloist for the new Rex Chandler broadcasts beginning Saturday over CBS, 7:30-8 p.m. Program, sponsored by Ford Motor Dealers, begins its new series on same date.

### New Kate Smith Show Will Plug Two Products

When the new Kate Smith full-hour variety program takes the air sometime before next Christmas, the program will be under the joint sponsorship of Calumet Baking powder and Swans Down Cake Flour, both General Foods products handled by Young & Rubicam.

Sponsor is now negotiating for time and it seems that CBS might have a chance to garner this program if they can deliver a choice period. General Foods for sometime has only used NBC networks for its programs.

With this latest talent deal set General Foods now has under contract Jack Benny, Robert Ripley, Burns & Allen, Stoopnagle & Budd, in addition to Kate Smith. Roy Wilson of Wilson, Powell & Hayward was the agency contact in the Kate Smith-General Foods deal.

Food manufacturer currently has six programs on the air over NBC networks exclusively, four are handled by Young & Rubicam, two by Benton & Bowles.

### Bill Davis on 6-Month Leave

Norfolk—Bill Davis, operator for WTAR, has left suddenly on a six-month leave of absence from the station to sojourn to Phoenix, Ariz. Asthma has been bothering him for some time and colds this winter have made this treatment necessary. Elmer Pritchett is replacing Davis.

### Edward Wallace Marrying

Philadelphia — Edward Wallace, production director of WIP, Philadelphia, will be married June 21 to Gwen Ross of Grand Island, Neb., at the Little Church Around the Corner in New York.

### Mrs. Martin Johnson Audition

Clark H. Getts agency, in conjunction with Lloyd E. Chute, have prepared a program starring Mrs. Martin Johnson and will audition it on Friday.

### George Reid Joins WMCA

George Reid, formerly of WLWL, has joined the WMCA announcing staff.

## COMING and GOING

DEWEY H. LONG, sales manager at WBT, Charlotte, N. C., is in Chicago on a business trip.

JACK LATHAM of Young & Rubicam and BYRON PETTIT of Gulf Oil Corp. have been in San Antonio conferring with Hugh A. L. Halff, manager of WOAI, about a new summer program series.

ARTHUR KEMP of Radio Sales leaves town today for a Chicago trek.

H. J. BRENNEN of WJAS is in New York.

ANDRE KOSTELANETZ flew to Cleveland on a United Airliner Monday.

RICHARD CROOKS with MRS. CROOKS, E. R. LEWIS, treasurer of the Met. Opera and WILFRED PELLETIER, the conductor, flew to Cleveland yesterday.

DAILEY PASKMAN, special representative of E. B. Marks music publishers, leaves for Hollywood this month.

WILLIAM WIEMANN, general sales manager for Marks, en route to Denver and other cities, will return May 1.

WILLIAM CAREY DUNCAN, composer, who was here for music conferences, returned to his home in North Bloomfield, Mass.

J. FRANK ALBERT and MRS. ALBERT left New York for their home in Sydney, Australia, via Hollywood. Albert is a music publisher there.

HARRY RICHMAN and his accompanist, JACK GOLDEN, sail for England today on the Normandie.

GEORGE D. LOTTMAN flew to the coast yesterday to discuss business with Jack Robbins on the MGM lot, and also look over his Hollywood offices.

JOHN W. NEW of WTAR, Norfolk, sales head, headed for Baltimore and Washington again this week.

ERIC SIMON, newly appointed European representative for concert talent of the NBC Artists Bureau, sails from New York today on the Normandie to promote the appearances of American artists abroad and arrange for American visits by foreign artists.

## Coming Events

April 17: Second Annual Radio Show, Shrine Auditorium, Los Angeles.

April 20-23: American Newspaper Publishers' Ass'n annual convention, Waldorf-Astoria, Hotel.

April 24-25: Association of Radio News Editors & Writers executive committee meeting, 360 North Mich. Ave., Chicago.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

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

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

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

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

**LEO SAYS:**

Tonight's Best Bet:  
 CURRENT HISTORY EXAMS  
 from 8 to 8:30 P.M.

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





### NEW DISK SALES PLAN WILL EMPLOY EXCHANGES

(Continued from Page 1)

and some of its recorded episodes have already been tried and tested by outlets around the country that sold the different serials commercial-ly and forwarded enthusiastic reac-tions. Choice Hollywood talent is used throughout.

ET distribution method currently finds itself somewhat like the motion picture producer and his distributing drawbacks years ago, Ebenstein be-lieves, and with this in mind, Uni-versal has worked out a system of exchange centers in 29 key cities which will handle the disks the same way films are distributed, each series of 13, 26, or even 130 episodes from 5 minutes to half-hour shows will have a franchise with it which will protect the station buying it within the coverage area and according to the outlet's power.

Exploitation campaigns for each series will be supplied, both from publicity and advertising angles by the nearest ET exchange. Disks will be rented on a flat fee basis, worked out according to station's location, power and protection it desires. Ma-jority of the series will be scripts plus a little non-copyrighted music; other features are musical of public domain variety and others with pop releases are being done in a manner to avoid becoming obsolete within a reasonable period. One of the most popular features tested proved to be musico-dramatic serials of not too heavy a nature.

Whether station uses the serial as a sustaining or sells it commercially, makes no difference to Universal in so far as its price is concerned. No "library" angle is involved in con-nection with its product. While some series are available for the summer months, URC will get out a Year Book showing what will be avail-able for Sept. 1, info being exact as to variety of talent, length of epi-sodes, style, what music used and all exploitation that goes with each show. Also the price as it concerns the various stations in question.

No sponsors will be contacted for sales, rather agencies, and stations direct. Universal's plan also in-cludes a buildup for the outlets along with its shows. In the event an agency wishes to buy a show for a client it will have, to name its sta-tions scheduled for time and through the nearest exchanges U.R.C. will supply the show to the outlets and ascertain and straighten out conflic-tions if any. Universal itself will go heavy on exploitation of all the shows it produces and virtually pre-pare a market for it with the listen-ing public. Numerous other unique angles are also on tap.

#### New Organ for KCKN

Kansas City, Kas.—KCKN is in-stalling a new \$1475 Hammond Elec-tric organ. The instrument is the latest type and is equipped to pro-vide full orchestral and sound ef-fects.

WHEN Burns and Allen switched from Campbells Soup to Grape Nuts Monday night, they switched announcers, too, and went from Ken Niles to Wen Niles, his brother. To avoid confusion in names, Young & Rubicam changed Wen's name for the program to Ronald Drake.

Jack Mulhall was signed Monday to head a cast of players for a new dramatic series which KFVB will start April 23, under sponsorship of Hudson-Terraplane. Series will be known as The Experiences of One Million Men. Account was placed direct, with Harry Maizlish, station's manager, responsible for the sale.

Dr. Clinton Wunder returns to KFAC, with his Woman's Home Council, for a daily half hour pro-gram on Mondays.

As a result of last Tuesday's elec-tion, which lifted the long clamped lid on Sunday dancing, KEHE and Orange net worked fast, signed Ted Fiorito and Sterling Young bands for Sunday spots.

Mertens & Price announce the sale of Sunday Players for 26 weeks, to Fairland Development Co., E. Orange, N. J. Fred C. Mertens, president, has jumped from Kansas to Atlanta to audition the Sacred City series, and Charles E. Meredith, eastern rep, has gone to Washington on behalf of the firm's latest series, the American Kitchen.

Frederick Norman, operatic tenor whose California concerts got un-usually good notices, has been signed for a Friday afternoon series of con-certs on KMPC.

Eddie Cantor will be Rubinoff's first guest when the Chevrolet pro-gram starts airing from the Coast on the 18th. Rubinoff will play a med-ley of Cantor hits.

When "Showboat" moves to the coast Charlie Winninger returns to it to play the character he created. It is expected that several new per-sonalities will be added to the cast.

Jack Warner of the film clan and Edna Cantor of the five Cantor girls will appear in Friday's Pontiac Varsity show from the U.S.C., where both are students.

#### New NBC Thesaurus Biz

New subscribers to the NBC Thesaurus are WIBA, Madison, and KPQ, Wenatchee. Renewals have been received from WSOB, Charlotte, N. C. and CKSO, Sudbury, Ont.

**BIRTHDAYS**

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

April 14  
Greetings from Radio Daily to  
Bill Green

# Scripts, Scripts, Everywhere !!!

BUT

## DO THEY DO A SELLING JOB???

OR, do they just "look good" and have some guy with a "big name" writing them?

WELL, YOU CAN'T ARGUE WITH FACTS!

Radio must have news scripts that above all else DO A SELLING JOB FOR THE SPONSOR ON YOUR LOCAL RADIO STATION.

VAN CRONKHITE ASSOCIATES, INC., have built, tested and now have on the air radio news scripts that—

1. are fresh, novel and unsurpassed in entertainment value;
2. insure economy in production (one announcer);
3. are expertly written by radio writers (not newspaper writers);
4. meet the need of both large and small stations for an instantly sponsorable program;
5. have done and WILL CONTINUE TO DO a whale of a SELLING JOB for your advertiser.

"IT'S A FACT!" is the newest news script. It went on the air yesterday over a score of local stations. It is a program composed of the intensely interesting oddities in the daily news.

"IT'S A FACT!" meets every requirement of the perfect radio news script.

**The Cost Is Amazingly Low  
so Write or Wire Now.**

Also Available in German, Italian, Jewish and Polish

THERE IS NO SUBSTITUTE for EXPERIENCE

Van Cronkhite Associates Inc.  
360 N. Michigan Avenue, Chicago  
State 6088



## NEW BUSINESS

Signed by Stations

## WMCA, New York

Carl H. Schultz Corp., Brooklyn (celery tonic), Nick Kenny's Children's Parade, Saturdays, 26 weeks, through Humbert & Jones; Dudley Lock Corp., 26 5-min. disk broadcasts, "Criminals at Bay," through Bachenheimer, Dundes & Frank; Charles Martel (bridge), 15-min. "Bridge Flashes," Sundays, 13 weeks; Washington State Apples, 21 daily 100-word spots, through J. Walter Thompson Co., San Francisco.

## WIP, Philadelphia

John F. Betz (brewers), six-day bike races, Arena, April 26-May 1, with "Stoney" McLinn at mike; The Great American Service (detective agency), 15 mins., Thursdays, through S. S. Cantor Agency.

## WTAR, Norfolk

Southern Breweries, signed for second year, 5-min. daily baseball scores, starting April 17, preceded by two 10-min. shows.

## WOAI, San Antonio

Gulf Oil, Houston, 2 weekly SP, through Young & Rubicam, New York; Petrotex Chemical Co. (Ranger Insecticide), Gladewater, Tex., 3 weekly SA; Durkee Famous Foods, Chicago, 52 SA, through C. Wendell Muench & Co., Chicago; Colgate-Palmolive-Peet (Crystal White Soap), Cincinnati, weekly SA, through Benton & Bowles, New York; Street & Smith Publications, New York, 3 weekly SA; Lever Bros. (Spry), 4 weekly SA, through Ruthrauff & Ryan; American Tobacco (Roi-Tan), 7 weekly TA, through Lawrence Gumbiner Agency, New York.

## WOR, Newark

Clemons Inc. (men's clothing), beginning April 19 for 13 weeks. 6:30-6:45 a.m. daily. Early Bird program, through Neff-Rogow; Pearce R. Franklin (political campaign), four 15-min. talks. Director M. P. Duffy (political campaign), three 15-min. periods; Western Growers Protective Assn., 50 word live spot announcements for four days, through J. Walter Thompson.

## Los Angeles

KEHE: General Paint, 13 weeks, disks, through R. C. Walter Agency.

KFI: Washington State Apples Inc., six 3-min. spots in Agnes White's participating program, California Kitchen, through J. Walter Thompson agency, San Francisco P. & G. (Crisco), 52 one-min. disks, through Compton Adv'g Co., N. Y.

KECA: O. M. Tablets, Pasadena, 26 15-min. disks of King Cowboy Revue, through Lou Sterling & Associates.

KMPC: Dictograph Products (Acousticon), half-hour Sundays, 3 months; Golden State Outfitting Co., daily hour by Beverly Hill Billies, through N. J. Newman Agency.



● ● ● As reported here last week, Jerry Cooper leaves next month for the coast—and the emcee spot on "Hollywood Hotel"... Eliseo Grenet, Cuban composer, now conducting the band at the Yumuri Club, is slated for a repeat performance on the Vallee hour... Harold Davis, former CBS page and baton-wielding son of Sly Eddie, has been made assistant to James Kane of the night staff in the press dept.... Inasmuch as Al Goodman remains here when Show Boat goes west, the band stand will be occupied by Leo Forbstein's boys. He's musical director of Warner Brothers... Maestro Harry Salter is on the look-out for a femme vocalist—but she must have a very distinctive style of her own... Lovely Lillian Gilman has been signed with Universal pictures to do a series of two-reelers.... They are calling Walter Fleishman and Harry Davies the "Potash and Perlmutter" of the publicity business.... NBC and CBS' "Your Hit Parade" will remain until the end of the year... Tiny Ruffner's first show on the west coast will be the Al Jolson program April 20.

● ● ● Yesterday's Jell-o audition with Henry Hull, Miff Mole's band and Ray Perkins in the Georgie Price spot, went through great and the agency gave a high recommendation to the client... The record will be played today for the latter and definite decision will be forthcoming... With special permission from Phil Lord, his director, Vic Knight, handled the audition, which was swell... Hull repeated the sketch he recently did on the Vallee hour, "The Harp"... Perkins' sudden replacement of Price was caused by the latter not thinking that the comedy was suited to his talent... Humor supplied from a script written by Mel Aaronson and Howard Blatteis.

● ● ● Permission to make public appearances on the stages of New York theaters will be granted (Baby) Rose Marie from the Mayor's office within ten days... This will mean Big-Time at the Loew's State for the singing lass... Incidentally, Rose Marie and her pappy, Frank Curley, after driving from Jersey to entertain at the Press Photographers' Ball, were refused admittance by some underling... It was Adelaide Klein who played the "voice of the dead woman" on Archibald MacLeish's "Fall of the City" show last Sunday... Mike Riley goes to the Meadowbrook the 20th... Thelma White and her Melody Men open at the New Kenmore the 24th for two weeks and then to the Cleveland Exposition..

● ● ● The City of Buffalo will run a Monster Radio Show April 29, hiring top-notch names for the city's joint-charity benefits... Arthur Boran will be emcee... Jane Froman, Tom Howard and George Shelton, Fran Crumit and Julia Sanderson, Stoopnagle and Budd and also Walter O'Keefe, will be paid for this engagement... Patricia Ryan is the first air name booked for the Number One Bar... Alex Templeton's contract has been renewed at the Rainbow Room for an indefinite period.

● ● ● Joey Nash with Ray Sinatra's 17-piece band, Mary Eastman and the Modernaires, auditioned at CBS the other day a half-hour show... Frank Cooper, radio director for Curtis and Allen, will marry a non-pro. Sylvia Fisher, May 20... Hazard Reeves and Lew White have produced a one-reeler along the "Community Sings" idea, calling it "Your Song Parade" which features Lew at the organ, vocalist Maxine Gray and Irving Kaufman...

## GUEST-ING

RICHARD BENNETT, on Rudy Vallee Hour, tomorrow (NBC-Red, 8 p.m.).

SHIRLEY BOOTH and NANCY McCORD, on James Melton's Seal-test Party, April 17 (NBC-Red, 8 p.m.).

ROCHELLE HUDSON and ROSCOE KARNs, with Joe E. Brown in "Alibi Ike," on Lux Radio Theater, April 19 (CBS, 9 p.m.).

BEALE STREET BOYS of Memphis, ALMA TURNER and SONNY WOODS, on Louis Armstrong program, April 16 (NBC-Blue, 9 p.m.).

BOB FELLER, CARL HUBBELL, ALBERT SPALDING, SPANISH MARIMBA BAND and COSSACKS MALE CHORUS, on Joe Cook Shell Show, April 17 (NBC-Red, 9:30 p.m.).

MITZI GREEN, on Leo Reisman's Schaefer Nine O'clock Revue, April 18 (WOR, 9 p.m.).

MARIO BRAGGIOTTI, on Matinee Frolic, today (WINS, 4:30 p.m.).

N. T. GRANLUND, on Harry Hershfield's "Kabibble Kabaret", today (WINS, 6:15 p.m.).

KIRSTEN FLAGSTAD, on Ford Sunday Evening Hour, April 25 (CBS, 9 p.m.).

HARRY RICHMAN, TRUMAN H. TALLEY of Fox Movietone, FRANK CAPRA, BOB RISKIN, SKEETS GALLAGHER and others will be "Gangplank" interviewed by Martin Starr on the Normandie before sailing today (WMCA, 10:45 a.m.).

## "Halligan Demitasse" Leads Mail at WMT

Cedar Rapids — "Halligan's Demitasse," Sunday 5 p.m. program over WMT, Cedar Rapids-Waterloo, is a leading mail-getter, piling up 5,000 letters in the last two months.

Peggy Fuller, pianist, is featured on the show. Idea of the program is to play all the pieces requested without knowing what is to be next on the list. Letters are picked at random from the mail bag by Allan McKee and Bill Brown, and if Peggy can't play the song that is requested, the sender receives a three pound can of coffee from the sponsors.

All of the 5,000 letters have been requests for songs with titles in Italian, French, German, Spanish, Bohemian and some "off" brands of English being submitted for the program.

## Pall Mall Program Starts

Pall Mall cigarettes will make their air debut at 6:35 p.m. today on WEA, sponsoring Ford Bond in a 26-week series of sports and baseball news. Compton Advertising Inc. is agency for the sponsor, American Cigarette & Cigar Co.

## Nat'l Ice Signing Off

The Gladys Swarthout-Frank Chapman show sponsored by National Ice Advertising on the NBC-Red network, Sundays, 10-10:30 p.m., signs off May 9.



**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**M**ARIANNE COWAN, pocket edition radio star, has just signed with Rockwell-O'Keefe with a view to pix-making... Kay Hamilton, WIP chanteuse, upon completion of her three movie shorts with Hal LeRoy, bustling about in preparation for next month's coastward trek to do a feature flicker for Warner freres... Hollywood Restaurant's evening star, Alice Dawn, returns to a major network for quondam sponsor... The series to be etherized in May... Sharri Kaye's departure for Boston occurred yesterday instead of Monday... the reason, she was pow-wowing with screenie scout... Hollywood sees her sometime within the next month or two....

▼ ▼  
Yvette Rugel, musicomedienne, has just been signed to sing on the Sid Gary program over WIP... "Pretty Kitty Kelly's" cast have opened welcoming arms to Elaine Melchior who's just joined them... Program director Shirley Hosier has taken to bowling with the lads on WTAR, Norfolk... they've ambitious plans for a team... Edna June Bump of WOAI, San Antonio, busy unearthing guest stars for her "Musical Missionaries of Good Will"... Peggy McHale, sec to Jack Hammann, national sales rep of NBC in Philly, and Betty Dickert, who functions in the same capacity for Leslie Joy, KYW stations manager, are untrue to type---ing these days.... They're co-authoring an ether blood-curdler 'titled "Massy Harbison" for the Philadelphia Club of Advertising Women broadcast....

▼ ▼  
Kellogg's Monday night Waldorf shindig for "Sisters of the Skillet" found Radio Row going East & Dumke.... Irene Wicker, (Singing Lady) went terpsichorean with numerous swains, Milton Cross, announcer-dignitary, TRUCKED.... The Messrs East & Dumke were accompanied by their respective and decorative wives.... Kathryn Cravens, Rudy Vallee's brother Bill, Helen Dix, Earl Ferris, Nick Kenny, Dinty Doyle, John Kane, MCA's Lou Mindling, Edgar Bergen, June Aulick, Charles Pooler and Joe Glaston all looked as though they were having fun....

**CLAUDE SWEETEN**



**"THE SUPPER CLUB"**

Sustaining  
WHN, Mondays, 8-8:30 p.m.  
**BLUES SINGER HAS PLEASING VOICE BUT SHOW LACKS IN PRODUCTION END.**

With Irving Aaronson directing his band through a program devoted entirely to dance tunes, program attempts to create club atmosphere, but falls far short of its goal. Needs plenty of good arrangements and varied bill to amount to anything. As it stands, tunes bore after first few minutes, and the announcer's windy explanatory remarks before each selection do not help the situation. Marion Melton, blues singer, was most impressive. Miss Melton has a pleasing voice and delivery, but also suffers from poor arrangements. Program was void of any interest holding pace, and lacked appeal.

**"BILL, THE FISHERMAN"**

Sustaining  
WNEW, Thursdays, 8-8:15 p.m.  
**FISHING INFORMATION AND CHATTER OF INTEREST CHIEFLY TO MEN.**

Presented with the cooperation of the New Jersey Fish and Game Commission and other piscatorial organizations, this spring and summer series holds much interest for men who like to fish. Favorite local spots, including the Jersey coast, Sheepshead Bay and Montauk Point are discussed, combining information with chatty stuff. Aim of the program is to promote sportsmanship, law observance and appreciation of the work of the fish commissions to stock and conserve the various fishing spots.

When and where to go, handling the rod and reel, and other helpful hints are included.

**ORCHESTRAS - MUSIC**

**E**DDIE ELKINS and Ork will replace Vincent Lopez at the Astor on Monday. That hostelry has consented to release Lopez in order that he may fulfill radio commitments on the coast. He'll broadcast from there with the Nash "Speedshow" after April 24.

Latest swingsters to hit the ether trail are Buddy Hayden's bandmen who put on a top-rating performance over WTAR, Norfolk, last week, for their initial broadcast.

Eddie Bonnelly, WIP batonist, has just returned from Florida and is engaged in readying another band intended for a local glitter-spot.

"Meet Me in the Moonlight," fast-moving ballad which Jerry Vogel is publishing, is of Italian origin, and a big Continental hit under the moniker of "Three Little Words." Because that name conflicted with the popular ditty here of that title, Vogel had the lyric rewritten and adapted to the moonlight idea.

The University of Cincinnati reported its greatest dance attendance on record at Monday night's dance. The student body turned out to hear Glen Gray and his musicmakers, who were featured at the fiesta.

The new Eddy Duchin folio, containing 12 Standard favorites, in the original manner and as arranged by Duchin, offers something new and refreshing in the way of song presentation. The ditties range from "Avalon" through "Madelon" of war-time

memory and "Pretty Baby." Remick is the publisher.

The Rambling Cowboys of WOAI, San Antonio, are provided with automobiles, trailer, P.A.'s and appropriate costumes for the Texas Quality Network program, a Gulf Oil Corp. broadcast.

Dick Ballou, musical director of the East and Dumke series over WABC, is making his own orchestrations in the "Waltz in Swingtime" manner.

For the first time in the history of National Music Week, which will be observed for the fourteenth consecutive year, May 2-May 8, the Honorary Committee of Governors, of which the President of the United States is chairman, will be 100 per cent complete. In former years one or more governors had delayed endorsing this cultural activity. David Sarnoff, president of RCA, is chairman of the Music Week committee. C. M. Tremaine, founder of the idea, is secretary for the fourteenth consecutive year.

KDKA, Pittsburgh is scheduling a new series of programs for Allegheny Tablelands string bands, to start May 1 at 1:15 p.m.

**LOUIS ARMSTRONG**

AND HIS ORCHESTRA  
Fleischmann's Yeast, Fridays,  
NBC Blue, 9 P. M.  
At Paramount, New York  
JOE GLASER, PERSONAL MANAGER  
ROCKWELL-O'KEEFE, INC.

**COMMENTS  
On Current Programs**

**Paul Whiteman**

Originating in the Gold Coast Room of the Drake Hotel, Chicago, Paul Whiteman is airing via WGN and Mutual network several times weekly. Band has added a few new men as to the instrumental angle and two popular singers, Jimmy Brierly, lyric tenor, and Linda Lee. As usual, Chicago announcers sell like nobody's business and lend to a sustaining all possible dignity. Band itself was never better, revealing top-notch dance arrangements and rhythm, with Jack Teagarden handling the vocal for the lowdown tunes, further abetted by brother Charles and Frank Trumbauer for the swing stuff. Whiteman, without interference, always provides an excellent show. Incidentally, it is a rich break for Mutual.

**Josef Cherniavsky**

Inspired by the film, "Lost Horizon," Josef Cherniavsky composed and conducted a musical tribute of the same title on his Sunday program of The Musical Camera over the NBC-Red network at 4:30 p.m. Dramatized episodes from the picture combined with the music to make it a stirring tableaux. A dynamic arrangement of "St. Louis Blues" was another highlight item on Cherniavsky's always enjoyable program.

**Professor Quiz**

Despite the flood of question-and-answer programs that followed in the wake of Professor Quiz, the old professor manages to keep head and shoulders above his contemporaries in the same line. In selection of questions, the way they are put to the contestants, the entertaining by-play in which Arthur Godfrey takes part, and in the efficient general handling of the entire show, Professor Quiz outshines them all. On last Saturday's program over CBS at 8 p.m., the professor added a little different touch by having contestants read tongue-twisting sentences.

**"BARON MUNCHAUSEN"**

**JACK PEARL**

RALEIGH and  
KOOL CIGARETTES  
WJZ-10 P. M. E.S.T.—Friday  
NBC Network  
Dir.: A. & S. LYONS, Inc.



**F. T. C. CASES****Cease and Desist Orders**

Nash Motors, Chrysler, Graham-Paige, Hudson Motor, Reo, Packard, Commercial Credit, Commercial Investment Trust and Universal Credit Corp. have agreed to cease and desist from using or furnishing to authorized dealers any advertising matter in which the expression "6 per cent" is used, without equally prominent use, in direct conjunction therewith, of explanatory language making it clear that the "6 per cent" does not refer to or indicate 6 per cent per annum simple interest.

**All-Request Disk Show Gets Record Response**

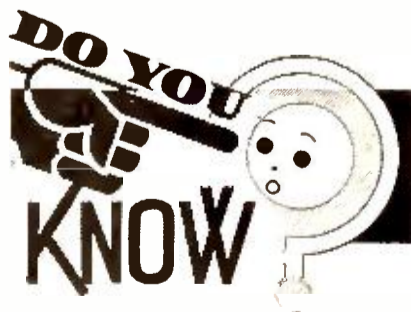
"The Celebrity Club," all-request program of popular recordings, heard four afternoons weekly over WFAS, White Plains, has established an all-time high for responses to a single feature at the Westchester station. Over 1,000 telephone calls and letters weekly are the average rather than the exception for the Celebrity Club.

A White Plains music store reports that since the music of Tommy Dorsey has been featured on Celebrity Club (for a two-week period) record sales of this unit are outstripping any other band. Tommy Dorsey's theme song, "Getting Sentimental Over You," signs the programs on and off the air.

The programs are heard Monday, Thursday and Saturday mornings and afternoons, and are under the direction of Wade Watson, WFAS staff announcer. A special celebration is being planned for the Celebrity Club first anniversary, which takes place toward the end of April.

**13th Year of Ball on WWJ**

Detroit—Opening of the American League baseball season April 20 will mark the 13th consecutive year of broadcasting of the Tigers games over WWJ, Detroit News station. Ty Tyson will be at the mike. General Mills and Socony-Vacuum are sponsors this year.



WDZ, Tuscola, Ill., the third U.S. station to be licensed, was founded in 1921 by James L. Bush to save telephone tolls in giving grain market reports to farmers.

**NEW PROGRAMS—IDEAS****Carnival Midway Novelty**

Something of a novelty broadcast was presented by WSOC, Charlotte, N. C., continuing the "Did You Ever Wonder" series. Having well-introduced the public to the Mighty Sheesley Midway (carnival) winter quarters with a complete hour and a half description of the operation on a lioness, the programmers of WSOC decided to visit other sections of the temporary home of the show people. Whitie Newell, press agent for the Sheesley outfit, romped about the grounds and gathered up several of the interesting actors for interviews before the mikes. One portion of the quarter hour broadcast was fed to the studios on the regular remote line from the lion's arena, from which point Paul Norris described the loneliness of the three lions who had lost their sister the week before, as she died after her operation. WSOC's mobile unit WAAK picked up the interviews from in front of the supply and construction building. Everyone from the man who bends

red hot steel rods in his mouth to the smallest mother in the world — 29 inches high—paraded before the radio interviewers.

**NBC Civic Concerts Spurt**

NBC Civic Concert Service is experiencing its heaviest spring schedule in years, with 14 new associations added to its roster. Total is now 270 towns, a new high. All take regular concert courses now at a \$5 subscription fee.

O. O. Bottorff, vice-president and general manager of the bureau, has been out personally on several selling campaigns. In some of the places, memberships have doubled and tripled. Radio is credited largely with this spurt, due to the Met Opera divas airing, and the steady presentation of class symphonic music.

The new towns follow: Harrisburg, Erie, Winfield, Kansas; Tiffin, O.; Quincy, Ill.; Mansfield, O.; Niagara Falls, N. Y.; East Liverpool, O.; Sandusky, O.; Augusta, Ga.; Findlay, O.; Pensacola, Fla., and Sioux Falls, S. D.

**Court Ends Fight Over Sale of KTHS**

(Continued from Page 1)

valuable advertising derived for Hot Springs. New owners agreed to give Hot Springs a half-hour daily period free, to use as it sees fit. Fight that ensued resulted in a rift and a new Board of Governors had to be appointed.

Chancellor Dodge, in his decision, declared the C. of C. was within its rights in selling the outlet since it was preserving for the city at least the \$75,000 (sale price), as the FCC was about to refuse to renew the KTHS license because of the natural ore and minerals abounding, interfering with reception from the station. For this same reason, Barton plans to remove the station across the river where reception will be greatly improved.

**Don Lee Will Give Mutual Preference**

(Continued from Page 1)

than lend Mutual every possible cooperation, and if acceptance of Trans-American spots is stepping on MBS toes, he will desist from doing it. Mutual officials have been informed accordingly.

**Medicine Group to Talk Adv'g**

The Proprietary Association, New York, embracing 80 per cent of the nation's packaged medicine production, will devote one entire session to advertising at its convention here May 25-27. Agency and media executives as well as advertisers will participate. Session will be presided over by William Y. Preyer of Vick Chemical Co.

**Radio News Men Meet In Chicago, April 24-25**

(Continued from Page 1)

down the question of becoming a guild.

John Van Cronkhite is president of the association. Those expected to attend the two-day session include Ken McClure, WOAI; H. L. MacEwen, WLW; Johnny Johnstone, WOR; Jack Harris, WSM; John Hughes, KFRC; Walter Paschall, WSB; Al Hollander, WJJD-WIND; and Willard Heggen, Ted Christie and Dixon Stewart of UP, INS and Transradio, respectively.

**Plans Are Revised For Nab Convention**

(Continued from Page 1)

banquet rounding off the meeting on the 23rd.

NAB convention date coincides with the Advertising Federation of America annual meeting at the Hotel Pennsylvania, New York, on the same dates.

**Phillips Petroleum Co. Gets Control of UBC**

(Continued from Page 1)

March 13 bought 500 shares of UBC stock for \$50,000. These are the only shares issued, though the company, chartered last February in Delaware, has an authorized capitalization of 10,000 shares.

**Charles Pooler Transferred**

Charles Pooler, of the CBS press department, has been transferred to the public events and special features department to assist John Fitzgerald. Paul White, director of the latter bureaus, sails today for London to take charge of web's broadcasting of the coronation.

**F. C. C. ACTIVITIES****APPLICATIONS RECEIVED**

William F. Maag, Jr., New York City. CP for new station. 1420 kc., 100 watts, daytime.

WSAZ, Huntington, W. Va. CP to install new transmitter, increase day power to 5 Kw. and make changes in antenna.

Arthur Lucas, Savannah. CP for new station. 1310 kc., 100 watts, unlimited.

Radio Enterprises, Inc., Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime.

E. P. McChristy, Brownwood, Tex. CP for new station. 630 kc., 250 watts, daytime.

R. M. Dickenson, San Diego. CP for new station. 890 kc., 1 Kw. 5 Kw. LS, unlimited.

**EXAMINER'S RECOMMENDATIONS**

Edwin A. Kraft, Petersburg, Alaska. CP for new station. 1420 kc., 100 watts, unlimited, be granted.

WMBD, Peoria, Ill. CP for change in power to 1000 watts, 5000 watts LS, be granted.

Cadillac Broadcasting Co., Dearborn, Mich. CP for new station. 1140 kc., 500 watts, daytime, be granted.

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

**New Amplifying Device Is Introduced by W. E.**

(Continued from Page 1)

for the control operator to watch his modulation meter continuously, ever attempting to anticipate its sometimes erratic fluctuations and never daring to remove his fingers from the gain control knob. Now he can devote more attention to other monitoring problems, resting assured that the new program amplifier will automatically prevent over-modulation.

The program amplifier incorporates a circuit which normally amplifies the program to a predetermined level. However, when the input increases above a pre-selected level, the speech or music energy operates a volume control network in such a manner that the amplification is reduced, thus automatically compensating for the excessive rise. The result is that the product at the output of the amplifier is held within the desired limit, and the device may be easily adjusted so that program peaks will rarely cause modulation of the transmitter in excess of 100 per cent.

Benefits to both broadcasting stations and the listening public are expected to result from the new development.

**Heilmann Again Covers Tigers**

Detroit—Harry Heilmann, retired star of the Detroit Tigers and other big league teams, will again provide dialers of the Michigan Radio Network with play-by-play description of all Tigers baseball games this season, it is announced by H. Allen Campbell, general manager of the King-Trendle Broadcasting Corp. Heilmann will cover the home games direct from Navin Field and also present a special telegraphic play-by-play description of the games played by the Tigers in other cities of the American League.



**PROMOTION**

**Free Merchandising Service**

Free merchandising service to advertisers is the subject of a "photographic story" contained in a new booklet released by WXYZ, Detroit (King-Trendle Broadcasting Corp.). Field work and demonstrations of the merchandising department's service is outlined, how it works out and why there is no charge.

A quarter-hour program across the board at night entitles the advertiser to a 100 per cent service, whether the client is only on WXYZ or also on the Michigan Network. Same amount of time during the daytime hours entitles the advertiser to a 50 per cent service. Minimum contract must be 13 weeks to secure the service.

Full page photographs of retail store outlets reveal various displays and tie-ups arranged by WXYZ on counters, shelves and in windows. Broadcast time and station is also worked in. Since the inception of the service by the Sales and Merchandising department, a few years ago, 39 products have been marketed successfully, 27 of them entirely new to the trade. Drug products are in the lead, with food and beverages next in line.

Dealers, jobbers and distributors are also contacted. One photo shows station's territory supervisors conferring with Merchandise Manager, Harold Christian. Each product is analyzed and discussed from every angle before the field work begins.

**"Idea Month" for Station Staff**

As part of a drive to strengthen the local program schedule at WFIL, Philadelphia, program manager John Clark has declared an "idea month." Each staff member is required to produce a complete outline of an idea in one of three classes: musical, non-musical or special feature. Prizes are to be awarded to the contributors of the three best suggestions. To stimulate interest in the campaign, envelope inserts, bulletin board signs, etc., are constantly popping up.

**Motorists-Insurance In National Campaign**

Seattle—The Insuroline Co. of this city is planning to branch out nationally with a comprehensive radio advertising campaign to plug its sales of "insurance by the gallon."

Motorists can pay for their casualty policies as they use their car; service stations rebate so much per gallon of oil as premium payments.

**KTUL Job Series Gets Results**

Tulsa—About 40 per cent of the people interviewed on the air at KTUL on the station's new "Do You Want A Job?" program have obtained work through this medium. The program, started in an effort to help the unemployed obtain work, is handled by John Harrison, KTUL announcer, in the form of an interview.

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 19 of a Series

**WGAR—Cleveland**

1000 Watts Daily—500 Watts Night—1450 K.C.  
Studios on Hotel Statler

**G. A. RICHARDS, Pres. JOHN F. PATT, V.P.-Gen. Mgr.  
EUGENE CARR, Assistant Manager**

WGAR, Cleveland's "Friendly Station," is the city's newest station. It services the Northern Ohio area with NBC-Blue and Mutual Broadcasting System sustaining and commercial programs. In the Fall of this year WGAR goes CBS.

General Manager John F. Patt came to Cleveland in the Fall of 1930 with a construction permit and a skeleton staff of technicians to start the job of building a new station—in the face of years of acceptance of three other radio plants already in operation. On Dec. 15, 1930, "The Friendly Station" went into service. Since that date NBC-Blue network features have been carried, as the only such network outlet in Northern Ohio.

Since the inaugural day many changes have taken place. WGAR's studios atop Hotel Statler downtown have been completely renovated. New transmitter, antenna, and properties have been acquired. In November, 1935, WGAR's new 384-foot vertical half wave antenna was put into service, more than quadrupling the station's power. Within the past two months WGAR has acquired the entire top floor of Hotel Statler for additional office and studio space.

Mr. Patt has met the "acceptance" challenge in Cleveland through the city's most aggressive radio advertising and publicity campaign which started before the station took the air—and continues in even greater measure in 1937. National advertising in leading trade papers of the industry; 300 taxicab covers displayed every week in Cleveland; 100 billboards and 24 sheets through select spots in Greater Cleveland; flasher signs on all incoming roads, advising that "In Cleveland You'll Hear WGAR, The Friendly Station"; more column lines of publicity in local newspapers than any other station and a new mobile transmitter of 100 watts power which is in use for not less than ten special events broadcasts per week in Greater Cleveland. This transmitter is lettered on each side with "WGAR, CLEVELAND'S FRIENDLY STATION" and its trips each week carry the WGAR visual advertising to all parts of the station's primary area.

It is largely due to this extensive advertising and publicity campaign that WGAR is first in "dollar volume" and local time sold among Cleveland stations.

In WGAR's primary area are 1,784,239 persons, 401,100 radio equipped homes and \$587,246,000 spent in retail sales. Within the station's secondary area are 25 "bonus" counties with an additional 1,486,530 residents.

Ellis VanderPyl is the WGAR commercial manager; Edward Petry & Co. national representatives; Walberg Brown, musical director, and Graves Taylor, press director. Worth Kramer is program director.

**Buck Owens to Film WOWO Radio Serial**

Fort Wayne, Ind.—Buck Owens, who formerly starred in western and other movies as well as circuses, but in recent years has been on the radio, with "Adventures of A Lone Ranger" as his current serial presented Wednesdays over WOWO here, plans to take time off the air to make some of the "Lone Ranger" stories into all-color films, according to Nelson Derwood of Maxwell-Derwood Motion Picture Productions, producing unit for Owens' pictures. It has not been decided when the filming activity will start.

The radio series is being written especially for Owens by Ruth Crofoot. Owens has built up quite a following hereabouts with his program.

**Joe Bolton Over WHN**

Joe Bolton, sports announcer formerly heard over WOR, will do the baseball broadcasts for Wheaties over WHN this year. Games will originate from Jersey City. In addition to his daily broadcast from the ball park, Bolton will do a daily summary as a sustaining feature.

**Sponsored Safety Series**

April 19 has been set as the opener for the thrice-weekly series of 15-minute programs sponsored by Mayflower Stations Inc., Socony dealers in Westchester, over WFAS, White Plains. Time is 4:45-5 p.m., Mondays, Wednesdays and Thursdays. Safety in Driving will be the keynote behind the show, with a remote wire to be run to one of the busy business intersections of the city. Motorists and pedestrians will be interviewed by the Mayflower Reporter on a variety of subjects, both on matters of traffic regulation and general queries.

At regular intervals in the series, prominent officials of the city will be presented for short talks on safe driving. Scouts will survey drivers each week, and one who has demonstrated his or her ability in the greatest degree will be presented with a cash award during the Mayflower Reporter program. The campaign will tie-in with newspaper photos and stories, as well as printed spot-light displays, showcards and giveaways.

B. M. Middleton, WFAS sales manager, who set the deal through J. Sterling Getchell Inc., will personally supervise the programs.

**AGENCIES**

CRAVENS & HENDRICK, INC., advertising agency, will move to larger quarters at 522 Fifth Avenue on May 1.

BRADFORD HENNING, radio director of the Solis S. Cantor Agency, Philadelphia, is doing the scripts for the "Great American Service" detective agency account over WIP.

VICTOR NELSON has been elected vice-president of the Louis Glaser advertising agency, Boston.

FRANKLIN OWENS, formerly with N.B.C. and B.B.D. & O., has joined the radio department of Maxon, Inc.

BRAD BROWNE, N. Y. Ayer production man on the Tuesday and Saturday Ford programs, has written a song entitled "Readin' From Left to Write." Sherman Clay music publishers are handling.

**3 Hours of Fem Stuff On WHBL Every Day**

Sheboygan, Wis.—WHBL says "To the ladies!" twice a day with three hours of programs dedicated to the women of its area.

"Aunt Em" conducts the one-hour Homemakers' program 9:30-10:30 a.m. daily except Sunday, incorporating household hints, recipes, notes on child care, and news of particular interest to women in the broadcast. It includes a period of Hollywood items, too, and is localized with a "Club Calendar" and news of births, new residents, and so on.

The second period, two hours, comes in the afternoon and consists of three distinct shows. "Milady's Moods" is a half-hour of music chosen by women of the WHBL staff with an ear to the wishes of women listeners. The Story Hour, another half-hour, consists of a serialized version of a book of fiction, with occasional short stories between serials. Then the Cocktail hour offers a full 60-minutes of dance tunes to meet a wide variety of feminine tastes in rhythm and melody.

"Milady's Moods" is announced by Marie Towle, "The Story Hour" is conducted by Mona J. Pape, and "The Cocktail Hour" is produced and announced by Glenn James.

**ONE MINUTE INTERVIEW**

MILTON BERLE

"Watching film stars on various broadcasts I find that they are the most nervous of microphone performers although they are supposed to be the last word in poise. But the opposite holds true of radio people who are acting before cameras. They go through their lines and scenes with an ease that is amazing when compared with the poor showing movie folk make during radio rehearsals."



## EXPERT AND NOVICE SPORTCAST FOR WHIO

Dayton, O.—A novel method and an unusual combination of sport-casters were employed by WHIO in covering the Montgomery County and Ohio Sectional Basketball Tournaments, on which the station managed to clear a total of 14½ hours in four week-ends through one of its remote lines.

Leonard Reinsch, manager of WHIO and a veteran in all ends of radio including the mike—especially when it comes to giving rapid-fire word pictures of basketball games—and his assistant, Harold Boian, young staff sports writer on the Dayton Daily News, of which WHIO is an affiliate, handled the games. When Boian hits the air it sounds almost like he's in there again playing the game—which is swell for the listeners, but a bit disconcerting to the engineering staff.

Reinsch and Boian are regarded as the alpha and omega of WHIO, and the sportcasting technique they developed is expected to be copied by other special features departments. Each man had respectively one of the two teams in play to follow; thus each voice would describe the action of the game only while his respective team was in possession of the ball. After the first game or so they practically worked this cross-fire word-hurling down to a fine art. It proved effective and exciting, and injected an element of competition, not only in the games being announced, but in the announcing itself.

### Kelly With Air Features

Jack Kelly is handling the publicity for Air Features, Inc., and will continue while Shep Traube is on the west coast. Traube expects to leave shortly. Dorothy Zechlin has been added to the production firm's secretarial staff.

## SAN FRANCISCO

MEREDITH WILLSON, composer-conductor and general musical director of NBC's western division, mounts the podium at the S. F. Symphony Orchestra concert next Tuesday night, at the invitation of Pierre Monteux, conductor, to present his Symphony in F. Minor for the second time here.

Professor Peter Puzzlewit, in tonight's second brain-teaser broadcast over the NBC-Blue coast network, will have one of his "twisters" answered by means of a special dramatization, enacted by members of the National Players.

"Don Steele Presents," new variety show, following its debut last Thursday, will be heard regularly on Fridays over KYA and the CRS network, 10-10:30 p.m. Don Steele is m.c., with Walter Rudolph's orchestra supplying music.

Florence Murdoch, prominent in San Jose State College theatricals, has been added to the office and dramatic staff of KQW, San Jose.

## ★ Coast-to-Coast ★

SUMNER D. QUARTON, general manager of WMT, Cedar Rapids-Waterloo, always on the lookout for a feature designed to build goodwill, cleared 30 minutes of evening time last week for a broadcast of the "National Coe Night" of Coe College Alumni.

Clinton Johnson of the announcing staff at KOMO-KJR, Seattle, and Mrs. Johnson are now "Lars and Lena" of a new serial aired daily over KJR.

George W. Smith, managing director of WWVA, Wheeling, W. Va., designed a Jamboree Souvenir consisting of a little red cowbell and a new process Vita-Print of every WWVA entertainer in celebration of the fourth anniversary of the WWVA Jamboree.

Announcers Bennett Jackson and Eddie Wise of WEBQ, Harrisburg, Ill., are ensconced in their respective homes again after having lost all their furniture and belongings in the recent floods. While working almost continuously at WEBQ mikes, telling others to remove their personal property from the path of the flood, Old Man River crept up and destroyed their own homes.

WPTF, Raleigh: J. B. Clark, sports commentator and publicity director, has been elected secretary of the Raleigh Junior Chamber of Commerce . . . A new Sunday afternoon series, "Southern Echoes," started yesterday at 3:05 p.m., featuring Goldentone Quartet with J. Richardson Jones . . . The April 21 broadcast of NBC's Farm and Home Hour will originate from WPTF, the program being dedicated to N. C. State College.

White-haired Henry Burr and six-year-old Joy Miller, oldest and youngest members of the National Barn Dance, participated in the 676th airing of this program on Saturday, when WLS celebrated its 13th anniversary.

WELI, New Haven: Martin Heyman has been added to the announcing staff, replacing Jay Coffey, who switches to continuity . . . Adam Genet has returned for a new series of Saturday programs with Tony Roupolo at the piano and Gus Button on the guitar . . . Jeanne Poli has started a "Time to Get Up" early morning series, thrice weekly . . . Frank Konitz, pianist, not only fills two quarter-hour spots weekly, but also contributes to three other programs.

A. S. Foster, advertising manager of WWL, New Orleans, returned from a trip to Chicago, St. Louis and Memphis.

Dave Baylor, announcer at WGAR, Cleveland, directed an interesting special event the other day when the station's short wave mobile transmitter unit with technical staff trekked 80 miles to Medina to air the 120th anniversary celebration of the oldest church in the territory.

The Four o'Clock Follies, the platter program built by Announcer Lew Kent into one of the most popular features at WMAZ, Macon, has about lost its identity. On joining CBS the participating period became the Five o'Clock Follies, but daylight saving time is going to shove it back to 3:45 p.m. with just the title Follies, so Kent has about lost hope.

Reginald B. Martin, manager of KFAB-KFOR, Lincoln, Neb., is set to feed the entire NBC net the Drake Relays (Des Moines), April 24. Will be teamed with Bill Slater, at the Penn Relays (Philly), both athletic events going on the air at the same time.

KTUL, Tulsa, has joined the list of stations conducting a "Do You Want to Be an Announcer" contest. Contestants fill out an application blank at KTUL and are called by Gene Loffler, production manager of the station, after he has studied the information given. Entrants must be amateurs. Announcer Eddie Galaher assists in the tests.

"Sam Collier, Proprietor of the Hotel Glenwood," new serial, made its bow last week over WNAD, Enid, Okla. Harlan Mendenhall, staff announcer, writes and directs the dramas.

WOW, Omaha: News Editor Foster May is at the mike handling a new Sunday feature, "The Job Clinic" . . . Municipal Judge Lester Palmer recently celebrated his 14th anniversary as announcer . . . John K. Chapel, announcer, who escaped from Russia during the revolution, has resumed his "Communism" lectures . . . Foster May also lecture on Mexico, which he visited.

Walter Cassel, NBC baritone who has been working in films, will be featured in four of Rubinoff's coast shows, April 28 and 25 and May 2 and 9, over CBS.

Earl J. Gluck, manager; Robert S. Morris, secretary-treasurer; William Irwin, commercial manager, and Paul W. Norris, program director, all of WSOC, Charlotte, attended the recent FCC hearing on the station's request to air on 600 kc. and for 1,000-watt daytime power and 250 at night.

The Three Cocoanuts, formerly of WCBM, Baltimore, start tomorrow dispensing music over WHN, New York.

## TAX ON RADIO STATIONS IS PROPOSED BY PAYNE

(Continued from Page 1)

would become effective July 1 next. A yield of \$6,946,395 is estimated by Payne.

Queried by RADIO DAILY on Payne's proposal, James W. Baldwin, NAB managing director, declared he had no statement to make at this time.

### Seeks Law Against Radio Interference

Augusta, Me. — Senator George Ashby of Fort Fairfield is seeking unanimous consent to introduce an order in the Maine Senate making persons operating devices to hinder radio reception punishable by a maximum \$50 fine.

### Norge Business Jumps

Detroit—First quarter all-product business of Norge, a big national user of radio, was 32 per cent of last year's total business, according to Howard E. Blood, president of the Norge Division and vice-president in charge of operations for Borg-Warner Corp. Sales of Norge gas ranges and furnaces broke all-time highs in March, said Blood, and there were gains in other divisions.

### Radio Shows for Legit

Three WBNX weekly radio programs in Jewish are being prepared for legitimate play run in New York Jewish theaters. Shows are "Old Love," opening at the Bronx Art Theater, April 19; "Bachelor Girl," McKinley Square Theater, May 3, and "In a Jewish Home," McKinley, May 24.

### New Time for Personal Column

Due to daylight saving the Procter & Gamble "Personal Column of the Air" program on the NBC-Red network will shift to a 4:15-4:30 p.m. spot, effective May 3, continuing on a Monday through Thursday schedule. Same list of stations will be used at the new time, with the exception of WSM which cannot clear.

## KANSAS CITY

Olaf S. Soward, KCKN news commentator, begins a 10-minute Wednesday evening program tomorrow called "Intimate Interviews," quizzing prominent folks.

Walt Lochman, KXBY sports announcer, will introduce members of the local ball teams to radio fans as part of his Thursday program for General Mills.

Ivan Flanery conducts a new traffic safety program over KXBY.

Senator Arthur Capper, ill, will be missing from WIBW, KANS and KCKN for a few weeks.

Nino Martini and Rosemarie Brancato appear in concert at the Auditorium tomorrow night.

KCMO yesterday started airing UP news, five periods daily.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 47

NEW YORK, N. Y., THURSDAY, APRIL 15, 1937

FIVE CENTS

# Tax Bill Ready in Week

## Looking On ... AND LISTENING IN

**SUMMER BIZ** Considerable data has been compiled by networks, stations and advertising agencies to show that summer is just as good as winter in point of radio audience size and aggregate public spending.

Distribution of the population may undergo a little temporary shift, but where the folks go, the radio goes too, in the car, on the highway and in the cottage by the beach.

Of importance to advertisers is the fact that audience receptivity is more favorable during the relaxed hours of vacation time than during the hustle-bustle of the 50 or 49 working weeks of the year.

Millions of people have much more time and inclination for listening during their vacation.

Old theories about seasonal letdowns are continually being upset, and although audience sizes may be largely a matter of estimate, sales results aren't.

The smart advertiser is the one who recognizes basic facts and results in preference to theories.

**SILENT MEN** Judged by the adage that "he who talks little, thinks much," the top executives of the radio industry are about the thinkingest class of men to be found.

Press statements are seldom given out by officials of the broadcasting field, personal publicity is shunned, and when newshounds seek interviews they are almost baffled by the reluctance and modesty they encounter.

In no branch of the amusement world is there such genteel reticence on the part of the men at the wheels.

Perhaps it's because radio leaders are a combination of the business man and the showman.

With a little accent on business.

### WFAA Talent Hunt

Dallas—Nine Texas stations have been invited to send their best program and announcer for a guest appearance on WFAA here Saturday, in a move by the local station to uncover new radio talent worthy of exploiting to a wider audience.

KRBC of Abilene is sending a girl trio with Gene Heard as master of ceremonies.

## 40 RADIO ACTS SET FOR CLEVELAND EXPO

With the Cleveland Great Lakes Exposition scheduled to reopen for another season May 29, radio talent is rapidly being booked for its entire run. As was the case last year, whole radio shows will be imported to guest at the exposition for short bookings. To date, approximately 40 acts are set, though not all scheduled for specific dates. The Fireside Recital will appear June 18-19. Carborundum Band appears July 24, and

(Continued on Page 3)

## Rubinoff Coast Shows Get Emcee and Guests

Rubinoff Chevrolet program, which originates the next five shows from Coast CBS studios starting this Sunday, will have a new type of show with permanent emcee and guest stars. Fred Keating (former magician) as master of ceremonies and Walter Cassell, baritone, will be on permanently. Eddie Cantor will be

(Continued on Page 3)

## Radio Service Ass'n Meets May 23 in Dallas

Dallas—Fifth annual convention of the National Radio Service Ass'n will be held here May 23-25. A radio and electric show will be held concurrently. Distributors and dealers in radios, electrical appliances and refrigerators will participate in the show, which is planned for fifty exhibits.

# 2 Million Rise in Home Sets Seen by CBS This Summer

## Showboat's Coast Shift Is Taking Place Sooner

Instead of waiting until July to shift the Showboat program to Hollywood, the change in origination point will take place within the next few weeks, it is announced. Charles Winger has already been signed to head the new show.

Lanny Ross, the announcement said, (Continued on Page 3)

## Conferring With Treasury Department Experts Before Filing Wattage Levy Measure in House

### Capitulate

St. Louis — Three leading St. Louis department stores, which up to now have kept entirely away from radio advertising, are tied in with a new weekly series of programs starting April 20 over KMOX. Series is "Jean Abbey, the Woman's Home Companion Shopper".

## URGES SPONSOR ADS IN RADIO LISTINGS

As a solution of the frequently unsatisfactory identification of radio programs in newspaper listings, the opening of the time-table columns to sponsors for the insertion of paid ads giving more complete data on shows is recommended on a nationwide

(Continued on Page 3)

## Canadian Chain Names U. S. Campaign Counsel

Winnipeg — Rintoul-Stiepoek Inc., New York, has been appointed by Taylor, Pearson & Carson as advertising and sales promotion counsel to direct their 1937 campaign in the

(Continued on Page 3)

By PRESCOTT DENNETT  
RADIO DAILY Staff Correspondent

Washington — Conferences have been scheduled with Treasury Department experts to discuss the broadcasting station tax proposal drafted by FCC Commissioner George Henry Payne for Congressman John J. Boylan (D., N. Y.), it was stated to RADIO DAILY yesterday by Boylan. The Congressman added that he is in "general agreement" with the Payne plan and expects to have his bill "whipped into shape" for introduction in the House within a week or ten days.

At the FCC, it was stated that after Capitol Hill is through with the bill, it will be submitted to the full broadcast division for consideration.

Meanwhile Congressman Emanuel Celler (D., Brooklyn) advised RADIO DAILY that Chairman Win-

(Continued on Page 3)

## Sterling Fisher Gets CBS Public Talks Post

CBS late yesterday announced the appointment of Sterling Fisher, author, newspaperman and lecturer, as director of Public Talks and Education. Fisher succeeds Edward R. Murrow, who was recently appointed European director of CBS. Fisher, coming direct to the web from the staff of the New York Times, will supervise all educational and religious programs, and in addition will edit the magazine "Talks," a digest of all discussions heard over CBS.

Murrow sails for Europe April 21 to assume his new duties.

### Silent on Meeting

Results of the meeting held yesterday morning between the committees representing the CBS management and the "American Guild of Radio Announcers and Producers" will not be disclosed until later in the week, it was announced.

Next move will be taken by the Guild in a meeting tentatively scheduled for later this week.





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

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RADIO EDITORS' FORUM

Third of a series of expressions by the leading radio editors of the country on the general subject of broadcasting.

By INA WICKHAM

The Davenport (Iowa) Democrat

THE greatest complaint I have to make against radio programs is the class of music that most of them force on listeners. Some of these so called popular songs are played and sung over and over again, night after night. Once is enough to hear most of them and too often for some of them.

Music does not need to be classical, but there is much good music and well loved music without resorting to some that is now put on the air.

Recently I wrote to one of the Sunday programs, that runs for an hour. I suggested some very fine music that is very popular in the mid west. The reply was that that class of music would not interest the public. But for the last three Sundays said program has been presenting the lowest form of comedy sketches. Sketches that reek of slap stick, pie throwing comedies of the movies.

What can one do under those cir-

cumstances? Turn to some other programs I suppose.

Another thing which peeves me as radio editor and which, too, has some relation to the listeners, is the habit of sending out a program and then changing it without even a word of warning. I've listed programs on our Sunday page only to find them changed when the program comes on the air. If we will publish the programs to bring them to the attention of the listeners, surely the least the sponsors can do is to see that the correct programs reach us and if changes must be made, that we get them in time. This happens so often on the Eddie Cantor programs. Cantor is popular in Davenport and I always list his programs and in one month three of them were changed without any word to the radio editor so that we might make the change on our listing.

COMING and GOING

RALPH WONDERS returns today from a business trip to Chicago, stopping off in Cleveland to discuss Exposition bookings.

MRS. M. MAYO returned to Boston yesterday after visiting her son, John, here for the week.

JIM and MARIAN JORDAN, better known as FIBBER McGEE and MOLLY, arrive in New York today to appear on Ray Sinatra's program tonight.

EDWARD J. SAMUEL of WMAS, Springfield, Mass., is in town for a few days contacting agencies. He is making his headquarters at CBS.

CHARLES J. CUMMINGS, radio singer of Springfield, Mass., has left for Hollywood to appear in pictures for Warners.

JASCHA HEIFETZ arrived on the Berengaria Tuesday.

MME. STELLA ANDREVA of the Metropolitan Opera Company sails on the Berengaria today for England.

PAULINE SWANSON, manager of the west coast office of Robert Taplinger, Inc., planes to New York today for a two-week stay at the home office.

HELEN MERCHANT of the WINS "Musical Clock" leaves April 19 for a vacation.

CHARLES P. DICKSON, WLS advertising manager, is in town, stopping at the Roosevelt.

HARRY TRENNER, commercial manager of WNBC, in town on business.

CHARLES E. GREEN, Consolidated Radio Artists proxy, left last night for Cleveland and Chicago. Back next Tuesday.

Deanna Durbin Back Sunday

Deanna Durbin, scheduled to return to the Eddie Cantor broadcasts last Sunday but forced to delay because of a cold, has recovered and will appear next Sunday. Miss Durbin recently spent two weeks in Camden, N. J., making series of disks with Leopold Stokowski, and is now working on her second starring film, which will also star the famous maestro. Broadcast is aired Sundays, 8:30-9 p.m. over CBS web.

Givot Wedding April 25

George Givot, star of radio, stage and screen, yesterday announced his engagement to Maryon Curtis, non-pro. Wedding is set for April 25. Givot recently disbanded his novelty orchestra to return to California and the films. Miss Curtis is a native of Chicago.

First CBS Commercials Start on WMAZ, Macon

Macon, Ga.—After a week of sustainers, WMAZ this week carried its first CBS commercial, being added to the Edwin C. Hill network for Lucky Strike.

Also scheduled for the Macon station are Ford's Sunday evening hour and the Tuesday Al Pearce stanza, as well as Chesterfield's twice weekly half-hour. These shows begin the last of month when New York goes daylight saving, thus putting WMAZ in position to carry them. Station signs off at sunset in Albuquerque, N. M.

Dari-Rich Time Switch

Bowey's Inc., Chicago (Dari-Rich chocolate drink), on April 26 will shift its repeat broadcast to 7-7:15 p.m. for stations KSD, WOW and WDAF. Program is now heard on the NBC-Red network Mondays, Wednesdays, Fridays, 5:15-5:30 p.m. with the repeat at 5:45 p.m.

NBC Chicken Account Renews

Richardson & Robbins Co., Dover, Del. (boned chicken), has signed a 52-week renewal for its "R. & R. Revelers", program on WJZ, Mondays, Wednesdays and Fridays, 6:35-6:45 p.m. Charles W. Hoyt Co., Inc. has the account.

Three Marshalls Add Spot

The Three Marshalls, heard twice weekly over WJZ and the NBC-Blue network, get another spot starting April 26. The popular swing harmonists will be heard Monday, Wednesday and Friday, 12:30 p.m.

Stanley Cup Final Game On Mutual Net Tonight

Gordon Baking Co. will sponsor the final game of the Stanley Cup Hockey play-offs tonight over the Mutual network at 8:30-10:30 p.m. Program will originate from Detroit studios and will be aired over WOR, CKLW and WGN.

NBC Shakespeare Broadcasts

NBC will air three network programs April 26 to celebrate the 373rd anniversary of William Shakespeare's birth. One broadcast will come from Stratford-on-Avon, another will be presented here by the NBC Radio Guild, while the third will be "Will of Stratford", original radio script by Bosley Crowther.

Studios at Denton College

Dallas—The North Texas State Teachers' College, Denton, has completed new studios from which by remote control they will broadcast their weekly programs through WFAA here. Dedication programs will be held April 21st.

New Doris Hare Series

New NBC-Blue series featuring Doris Hare, English comedienne and singer, starts tomorrow at 7:30-7:45 p.m.

LEO SAYS: WHN LEADS AGAIN—Adam Hats broadcasts the Perry-Vines tennis match on Sunday! WHN DIAL 1010 M-G-M LOEW'S

THE SONGBIRD OF THE SOUTH KATE SMITH A & P BANDWAGON THURSDAYS CBS NETWORK 8-9 P.M., E.S.T. EXCL. MANAGEMENT TED COLLINS

FINANCIAL

(Wednesday, Apr. 14)

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: High, Low, Close, Net Chg. Rows include Hazeltine Corp., Majestic, Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include CBS A, CBS B, Stromberg Carlson.

Lahr Starts Sunday In Dr. Lyons NBC Spot

Bert Lahr will take over the Dr. Lyons tooth powder period on the NBC-Red network, 9-9:30 p.m., next Sunday, it was announced yesterday by Air Features, Inc.

In the new role Lahr is a young man who falls heir to a hotel and runs into hilarious situations.

Brooklyn Hearings End

Washington Bureau, RADIO DAILY Washington—Broadcast division of the FCC stated yesterday that hearings on the Brooklyn cases had been completed.

BIRTHDAYS grid showing dates 1-30

April 15 Greetings from Radio Daily to Dave Alber Marian Jordan



## STATION TAX MEASURE READY WITHIN A WEEK

(Continued from Page 1)

son, House naval affairs committee, has agreed to hold hearings before his committee this month on the Celler bill providing for a government station. Celler's office is arranging for groups from network headquarters in New York to come to Washington and submit testimony. Radio interests are expected to oppose the idea of a government-owned station, but favor a clause in the bill providing for leasing of the station's facilities to private interests.

## Rubinoff Coast Shows Get Emcee and Guests

(Continued from Page 1)

a visitor this Sunday. Ella Logan and Carmel Myers will also be guests.

This is the first change in general style for Chevrolet programs in past few years. Walter Craig and Joseph H. Neebe, latter of Campbell Ewald agency, are handling production.

## Showboat's Coast Shift Is Taking Place Sooner

(Continued from Page 1)

will not be on the new show but will probably be in a new series this Fall under his present sponsor, General Foods. Showboat will continue in its present spot on the NBC-Red, Thursdays, 9-10 p.m. opposite Major Bowes on CBS.

## AD AGENCIES

GEYER, CORNELL & NEWELL, INC., has been appointed by Nash-Kelvinator Corp., Kenosha, to service the Nash motor car account in addition to the Kelvinator which they have been servicing. Both units are now using Saturday programs on CBS. Kelvinator has "Prof. Quiz" on at 8-8:30 p.m., with the Nash show at 9-9:30 p.m.

STAN WORSDELL and WALTER MARTIN, JR., have added to the sales organization of Allied Advertising Agencies, Los Angeles.

WILLIAM GUYER, formerly advertising manager of Schenley whiskey, and sales manager of Seagram whiskey, has joined the White-Lowell Co., Inc., advertising agency, as an account executive.

CASIMER-BEST, INC., advertising agency has been appointed by Frederick Lowenfels & Sons, makers of hotel bar butter, to handle a new spring and summer advertising campaign. A spot radio schedule will be included, but as yet it has not been set.

VAN HECKER-MacLEOD INC., advertising agency in Chicago, will move to larger quarters in the Mather Tower on May 1.

## NEW PROGRAMS—IDEAS

### Trading Post Clicks

The WTMV (East St. Louis, Ill.) Trading Post has caught on in a big way. It is designed to help persons trade or sell useful but unwanted articles about their household, etc. The program is in the form of an auction, WTMV announcers serving as the auctioneer and his assistants and they read letters from buyers and sellers.

### Woman's Slant on Sports

WBAL, Baltimore, has a sports program arranged by Don Riley, commentator, presenting the woman's slant on sports with the aid of Harriet Grafton. Gunther Brewing Co. sponsors the spot.

A series conducted by the Baltimore Safety Council, dealing with safety in the home, also has started at WBAL. It comprises interviews with prominent citizens.

Another recent series, "Matching Minds," conducted by Louis Azreal, newspaper columnist, is gaining a following.

### Varied Use of News

WHBL, Sheboygan, Wis., is presenting news bulletins every hour on the hour throughout each day, with frequent interruptions of regular programs for "hot" bulletins. The station had news of the Chrysler strike settlement on the air exactly five minutes after it was announced in Lansing, Mich.

News service also includes 15-minute summaries at 8 a.m., 6 p.m. and 9 p.m. daily and two five-minute commercials during the noon "Wisconsin Home Hour." Another news show is "Headlines and Melodies," 4-4:30 p.m. daily, with headlines from the current Sheboygan Press illustrated by sound effects and appropriate music.

WHBL aired an hour's "Election Parade" last week for H. C. Prange Co., Sheboygan department store, with bulletins on local, county and state election returns and general news, with music supplying the background.

## CRA Signs Middleman; New Hotel Spots Set

Consolidated Radio Artists Inc. has signed Henry Middleman and his orchestra, now playing the Nixon Restaurant, Pittsburgh, and heard over KDKA. Band will be heard via NBC network shortly.

Bookings by Consolidated include John Hamp and orchestra, Peabody Hotel, Memphis, opening about May 1. Band now at Muelbach Hotel, Kansas City. Joe Venuti and band for the Nicollet Hotel, Minneapolis, opening soon. Ferde Grofe has been set for a spot on the NBC Music Week celebration, playing his own compositions.

## P. & G. Oxydol Show Spot Broadcast Only

Chicago—According to Blackett-Sample-Hummert, Inc., Procter & Gamble Oxydol show which started on WGN and repeated later in day on WLW ("The Couple Next Door") are two spot broadcasts and not Mutual network accounts. Agency clarified situation as result of query from WLW. It had been reported as an MBS show, a release to this effect having gone out from WGN.

### Shelley Taking Bride

Des Moines—Jack Shelley, assistant news editor at WHO, will be married Saturday.

## Short Wave Stations On Revised Schedule

Beginning Sunday, transmissions from the BBC short-wave stations at Daventry will operate on a completely revised schedule. Transmission 1, directed upon the Antipodes and the Far East, daily 1-3:15 a.m. EST over GSG, GSO and GSB; Transmission 2, directed towards India, Ceylon, Malaya and Far East, daily, 5:45-8:55 a.m. EST over GSH, GSG and GSF. Transmission 3, directed towards India, Burma and Ceylon, daily 9:15 a.m.-12 noon EST over GSH, GSG and GSF. Transmission 4, directed towards Africa and Near East, 12:30-3:45 p.m. EST over GSI, GSB and GSD. Transmission 5, directed towards North America, daily, 6:20-8:30 p.m. EST over GSF, GSD and GSB. Transmission 6, directed towards Western North America, daily, 9-11 p.m. EST over GSF, GSD and GSC.

Another station will be added to the list operated by BBC as soon as tests now being held are completed. New super-power transmitters have been installed for the station. Call letters assigned are GST and frequency is 21.55 megas.

### Ascaph Bill Up for Vote

Lincoln—Senator Brady's proposed anti-Ascaph measure is scheduled for a vote sometime this week. Recently the legislature's constitutional committee voted 2 to 1 that the measure, if passed as it stands, will be held unconstitutional in the first brush with the Supreme Court. Brady, pointing to the laws of Washington and Montana which make Ascaph illegal, believes the law can be made to stick.

## URGES SPONSOR ADS IN RADIO LISTINGS

(Continued from Page 1)

scale by John H. Miller of the Frank Presbrey Co., advertising agency.

In an article in the April 8 issue of Advertising and Selling, Miller suggests that sponsors of 15-minute programs be required to use at least 14 lines, and the longer shows proportionately. The plan, in addition to giving the public desired information and helping to boost listeners, would increase newspaper revenue and cause many non-newspaper advertisers to utilize the radio listing columns and thus improve the relations between radio sponsors, advertising agencies and newspapers.

Sustaining programs with sponsors in view also could be built up in listener-interest under this method, Miller says.

## Canadian Chain Names U. S. Campaign Counsel

(Continued from Page 1)

United States and Canada. Taylor, Pearson & Carson at present have stations CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CJOC, Lethbridge CFAC, Calgary, and CJCA, Edmonton. The chain, covering western Canada, is represented in the U. S. by Weed & Co.

R. H. Stiepoek, vice-president of Rintoul-Stiepoek, is at present on an extended tour of these stations, preparatory to launching the advertising and promotion campaign, which will include comprehensive market data and a study of radio coverage and conditions peculiar to western Canada. The purpose of this undertaking is to draw the attention of U. S. advertisers particularly to a rich and comparatively untapped market.

## 40 Radio Acts Set For Cleveland Expo

(Continued from Page 1)

Uncle Ezra brings his act to Cleveland June 8-9. Mario Cozzi and his NBC program was set last week.

Arthur Cook is handling some of the radio bookings and publicity, working directly under Ralph Wonders of Rockwell-O'Keefe.

## "It's A Fact!"

You're missing a good bet if you don't have this expertly written daily feature of oddities in the news.

It is INSTANTLY SPONSORABLE!

Write or Wire

Van Cronkhite Associates, Inc.  
360 NORTH MICHIGAN AVE.  
CHICAGO  
State 6088



# Los Angeles

**B**EN LARSON, Ruthrauff & Ryan's producer on the Gillette Community Sing, says talent lineup will remain the same when the Sing shortens to half an hour April 25. Frederick B. Ryan, here in connection with the time change, and Myron P. Kirk, here for the past month, return to New York this week-end.

Amos (Freeman Godsen) moves up from Palm Springs on May 1, to make his home in Beverley Hills, where he has just purchased a huge home.

Harold Wiler will be Fuller Smith & Ross Agency's man and producer on the Ben Bernie American Can program when it resumes airing from Hollywood. Eddie Cantor will be first guest star.

Raymond R. Morgan Agency finishing 39th and concluding disk in the Buck Jones serial, "Hoof Beats", being done for Young & Rubicam to sell Grape Nuts Flakes. Recordings Inc., waxing.

Playboys, who made one series for Standard Radio library when the Bernie band broke up last month, readying to do another series for same library.

Harry Balkin series, The Success Doctor (Raymond R. Morgan Co.), sold to WFAA, Dallas, for Honey-youth, Inc. (Erle Racey agency) also to Loblaw Groceries, Inc., Rochester, N. Y. (Addison Vars, Inc., agency).

Ray Buffum, Bob Taplinger Coast office, flew to Kansas City to bring back beauties for the Radio Show beauty contest. Pauline Swanson, office's head on the Coast, hops a United plane Thursday, for New York.

Eddie Cantor, to announce winner on the contest Sunday, had to pick from more than 175,000 replies.

Thomas Conrad Sawyer's "Looking at the World" (comments on news) starts May 5 on NBC-Red outlets for California. Sweetheart Soap being plugged by Manhattan Soap Co. of New York. Milton Weinberg agency.

## Helen Merchant's Fifth Year

Helen Merchant, heard on the WINS "Musical Clock" program, celebrates her fifth anniversary on that show April 18. Program is heard daily from 6:30-9 a.m. Miss Merchant leaves on a vacation April 19, returning to WINS on May 3. Louis Charles will pinch-hit.

## Salary Bill Reported

Washington Bur., RADIO DAILY

Washington—The House Ways and Means committee yesterday reported favorably on the repeal of the present law which requires the publication of all salaries above \$15,000.

# MAIN STREET

WITH OL' SCOOPS DAILY

● ● ● The Sealtest Saturday Night Party will shortly emanate from Hollywood...No changes in makeup or cast, however...Shell Chateau with Joe Cook and guestars now heard via NBC on Saturday nights, will switch to Tuesdays in May, taking over the time vacated by Fred Astaire-Charlie Butterworth Packard show which fades...Dick Himber reports that he has Kate Smith booked for his Studebaker spot in two weeks with James Melton slated for a turn the week after...George Wallace, CBS page boy, will double-in-brass as Paul Douglas' assistant on the baseball airings starting Monday...Tim Ryan and Irene Noblette, who start their WOR shows Sunday, will also be featured in a series of shorts being made at Warners.

● ● ● NBC engineer O. E. Bowman originated an idea that may be picked up by other control men in the country...O. E. found that the "mixing controls" knobs were not tagged to indicate for what mike...So, he writes the info on slips of paper—and plugs them against the board (and over the knob) with paper-matches—using the head as a stopper...Some one asked Joey Nash what he was going to do this summer. To which the singing "comic" replied: "I don't have to worry. I have the empty crackerjack box concession in the Polo Grounds."

● ● ● Peck agency's deal for George Beatty and Ruth Etting is being held up pending the arrival of an exec from the west...Lum and Abner have had their contract with the malted milk sponsor renewed until November, 1938—and they will remain on all through the summer...Decision on the Jell-o show with Henry Hull, Ray Perkins and Miff Mole's band will be made today...Nothing definite on the successor to Fred Allen...Eunice Howard, star of the "Young Stanley" script show, will throw a party for the cast next month when the show starts its second year...Mark Hampton starts rehearsal June 22 on "As The Drums Begin" in London with musical compositions by Johnny Green and Conrad Thibault starring.

● ● ● Bernice Judis of WNEW entertains intimate friends via special recordings which will never be aired...They are five minute commercials plugging a loan company—using the "voice" of FDR saying that under such and such section of the constitution, money may be borrowed—at a certain per cent of interest. "Please call Sterling—and get a loan" is the punch-line...Other records feature the "voices" of Fred Allen, Father Coughlin, and so on...Very amusing to hear these imitators spiel...In a radio poll held by the Gramercy Boys Club in N. Y., a former local kid, Eddie Cantor, was first with Jack Benny from out west trailing second...Announcers at WROK, Rockford, Ill., staged a "shut-up strike" demanding the sampling of items they are made to advertise via the air.

● ● ● The Archbishop of Canterbury will broadcast the services preparatory to the Coronation from the Concert Hall of British Broadcasting, London, May 9. It will be heard over the NBC-Blue network, from 3-3:55 DST.

# Chicago

**P**AUL WHITEMAN will be heard Sunday nights over WGN starting April 18 in a full hour symphonic concert from 7:30-8:30 CST, with the sustaining stanza titled "Rhythm in the Whiteman Manner." The King of Jazz will have a specially augmented ork for the shot. Local listeners getting plenty of King's jazz and symphony through WGN-MBS channels with his current two-a-night airings from Drake.

Bruce Kamman, prof in Kaltmeyer's Kindergarten and former member of ork with Hagenbeck-Wallace big top, holding re-union with his old tanbark and spangle mates while circus is current in Chi.

That the American League has created its radio department to handicap or censor baseball broadcasting was branded a myth by C. L. McEvoy, "czar" of the league's diamond airings and principal speaker at the first nationwide assemblage of more than 70 announcers, station reps and advertisers in a "hot stove" session held in the Edgewater Beach hotel.

## FCC Inquiry Hits A Political Stymie

New Orleans—FCC inquiry into the company seeking the license of WBNO, the 100-watter here, had political repercussions yesterday when it was discovered that James A. Noe, the Huey Longite and anathema of the present state administration was majority stockholder in the new company.

Simultaneously former Mayor T. Semmes Walmsley claimed that he purchased a half interest in the station as a silent partner in 1934, and opposed the transfer. The hearing lasted all day before George B. Porter, assistant general counsel of the broadcast division, and other FCC members including Andrew Ring, assistant chief engineer, E. B. Massey, chief of the FCC license bureau and Andrew Dalrymple, attorney.

Edward Musso, manager of WBNO denied that Walmsley had any interest in the station and asserted that the money paid to the station was for political time. Noe told newspaper men that he owned 197 shares of WBNO, Inc., with Musso, George Pierce and W. A. West, Jr., and found it peculiar that Walmsley waited so long before coming forward.

## Indict Marx Brothers

Los Angeles—Chico and Groucho Marx, the comedy team, were indicted yesterday by a Federal Grand Jury on charges of violating the copyright law.

Garrett and Carroll Graham alleged that the Marx Brothers had stolen their story "The Hollywood Adventures of Mr. Dibble and Mr. Dabble" and used it for a radio script.



**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**E**ARLY SPRING posies to Maybelle Jennings, the WJSV Washington commentator, for her door-to-door, short-wave, man in the street interviews.... The clever lass knocks at doors and persuades the lurking householder to speak his piece from under his own roof-tree.... Eddie Sanz, Paramount's Eastern make-up director, will gladden the feminine heart with chat about facial renovation on the NBC Fashion Show today.... WGN's lady of the drama, Alice Hill, spending mornings, afternoons and the p.m.'s between broadcasts at the Passavant Hospital.... voice trouble developed on Monday.... The Connie Gates deal with Number One Fifth Avenue never coagulated on account of they wanted her to deliver ditties of sophistication too sensational for La Gates' genteel genre.... Durelle Alexander can't decide whether to join that show at the Dallas Exposition in competition with the one she graced last year (Casa Manana).... Marie Nordstrom of radio and the theater becomes a permanent member of "Pepper Young's Family" at today's broadcast....

▼ ▼  
"Twenty - Five Years Ago This Week", WQXR's program of reminiscence, has ten (count 'em) damsels including a gal called Marguerite Faust who specializes in children's parts.... Hildegard, blonde caroller who's Coronation-bound, takes 32 gowns with her and a specially constructed wardrobe trunk 5½ feet high to prevent creasing.... Betty Worth, WHN's stock company ingenue, once glorified in the Ziegfeld manner, is heard on "We, the People", "Ripley's Believe It or Not", the Camel program and "Gang Busters".... Eve Love, the publicity lass with the you-all in her voice, temporarily worsted by toxic poisoning.... Edythe Wright, the Tommy Dorsey chanteuse, still showing eye and nose scars from the collision with a hit-and-run truck.

▼ ▼  
Katherine Garrison Chapin, Philadelphia poetess, brings her lyre to WFIL this afternoon, with the first of a series of poetry broadcasts.... "Trouble House's" Ann Elsner will assist at the fly-casting at the invitation of Bob Edge, at the official opening of the trout season at Saddle River.... WOAI's femme conductor, Ethel Strong, devoting days each week to presenting her programs in South Texas communities for P.T.A. meetings, church groups and stores.... She uses local talent.

**RADIO PERSONALITIES**

No. 25 in the Series of Who's Who in the Industry

**Q**UIN A. RYAN, manager of WGN, Chicago, has had a colorful career including such vicissitudes as reporter, actor, sports correspondent, magazine editor, advertising man, syndicate humorist, columnist, feature announcer and station manager.



Made radio history at the Scopes trial.....

Born in Chicago, Nov. 17, 1898, he divided his education between Loyola Academy, Northwestern University and the Old Essanay film studios, with early interest fixed in writing and acting.

While in college he became sports correspondent for the Chicago Tribune, and following his graduation came into the local room of that paper as a full-fledged newspaperman.

In 1922, Ryan became a sports columnist for the Herald-Examiner and in the same year tried his hand at the first written radio continuity in Chicago, in verse, which the author read himself.

In 1924 Ryan was an announcer, continuity writer and general utility man for WLS, then under banner of Sears, Roebuck. When the

Chi Tribune purchased WDAP and renamed it WGN, Ryan signed up, along with two promising young radio men, Sen Kaney and Jack Nelson, as publicity director.

In 1924 Ryan became manager of WGN. In 1925 when the Scopes trial burst on the bewildered fundamentalists of Tennessee, Quin and his engineers commandeered the courtroom and broadcast the proceedings—which is radio history. Later Quin was named by Judge Kenesaw Mountain Landis along with Graham McNamee to air the first world series to go on the beginning chain of stations.

In February, 1931, Ryan married Roberta Nangle of the society side of the Tribune. In this same year he was renamed manager of WGN, the job he held between 1924 and 1927, and a position he has held ever since.

**ORCHESTRAS - MUSIC**

**M**ARK WARNOW, signing off the CBS Hit Parade show May 1, switches immediately to the NBC broadcast for same sponsor, May 5th. Program heard 10-10:45 p.m. over NBC-Red web, is sponsored by American Tobacco, with Lord & Thomas the agency. Al Goodman will make a return appearance on the series when he replaces Warnow on the CBS show May 8.

Jan Savitt, KYW musical director and leader of the NBC-Top Hatters swing band, stages a return to the old masters in presenting a violin recital weekly over KYW, Philly, with Martin Gabowitz, concert pianist. Savitt used to be a fiddler with the Philadelphia Orchestra.

Although the CBS Speed Show moves to the coast after the April 24 broadcast, Vincent Lopez has his first airing on that program from the coast May 1.

The first Chicago "Musical Jamboree" bows in Saturday night (Sunday morning) at 4 a.m. at the Chez Paree under the combined sponsorship of Henry Busse and Maurie Stein. It will combine the two great bands at the famed cafe in a clown jamboree when all good musicians let their hair down and perform the antics inherent in every good tune-smith.

Milton Berle introduced the new

Abner Silver-Al Sherman musical revelation "Today I Am a Man" on his Sunday, April 11 program over a coast-to-coast network. The publishers are Mills Music, Inc.

Jack Mills has taken over the American rights to two new English tunes now adding to the gayety of Piccadilly Circus. Francis, Day and Hunter Ltd. offer "I Once Had a Heart, Margarita," by Eddie Lisbona, Tommie Connor and Jupp Schmitz. Peter Maurice Ltd. contributes "When Lights Are Low" by Spencer Williams and Benny Carter. The deal was completed by trans-Atlantic phone.

Helen Marshall completes her first six months as soprano soloist of the Fireside Recitals in the NBC-Red network program of Sunday, April 18, at 7:30 p.m. EST. She had the distinction of enjoying two scholarships at once in the Juilliard School of Music, one in violin and one in voice, before choosing voice as a professional career.

In celebration of Peter Van Steeden's second anniversary as musical director of Town Hall Tonight, Fred Allen turns over the variety half of the show to the bandmaster and his musicians to do as they please with during the Wednesday April 21 broad-

**GUEST-ING**

BEN BERNIE, WALTER WINCHELL and ALICE FAYE on Hollywood Hotel, April 23 (CBS, 9 p.m.)

JASCHA HEIFETZ, on Ford Sunday Evening Hour, May 9 (CBS, 9 p.m.). GLADYS SWARTHOUT, KATHRYN MEISLE, BIDU SAYAO, MISCHA LEVITZKI and JOSEPH ANTOINE, on same program on succeeding weeks in order named.

STUART ERWIN and RUFÉ DAVIS, on Jack Oakie College, April 20 (CBS, 9:30 p.m.).

LOU HOLTZ, replacing Sheila Barrett, on Rudy Vallee Hour, tonight (NBC-Red, 8 p.m.)

JAMES RENNIE and PEGGY WOOD, on Theater Guide, today (WINS).

ARTHUR BYRON, star of stage and screen, on the Movie Club, tomorrow (WHN-8 p.m.).

JESSICA DRAGONETTE and CHARLES KULLMANN in "The Vagabond King", April 21 (CBS-9:30 p.m.).

JANE PICKENS on "The House That Jack Built", April 23 (NBC-Red, 7:45 p.m.).

**Examination for Damskov**

Examination before trial of Dorothea Damskov, president of Damskov Inc., suing the Knickerbocker Broadcasting Co. (WMCA) for \$10,000 for breach of contract was ordered yesterday in Supreme Court.

The Damskov suit sets forth that Knickerbocker contracted to give three broadcasts weekly in advertisement of a reducing product sponsored by Damskov, but failed to carry out its agreement.

cast, over the NBC-Red network at 9:00 p.m. EST. Van Steeden will put his Troubadours through their paces in a series of solo and group acts demonstrating their talents and versatility.

Paul Whiteman and his lads will play a series of one-night engagements on their Chicago to New York trek, before embarking on the two weeks they are committed to at Loew's State.

**SELL TIME . . . . .**

**. . . . . WITH SOUND**

**Make your sales story BRIEF — CONCISE — DRAMATIC**

Record it on a Presto disc and send it to the time buyer. Records bring results. Ask for proof.

**PRESTO** RECORDING CORP.  
149 W. 19th St., N. Y.



## NEW BUSINESS

Signed by Stations

### Iowa Network

Skelgas Co., five quarter-hours, featuring WMT German Band, through Ferry-Hanley agency, Kansas City; Western Growers Protective Ass'n (lettuce), spot participation on "Magic Kitchen" over WMT-KRNT, through J. Walter Thompson; Washington State Apple Growers, spot on "Magic Kitchen", WMT-KRNT, through J. Walter Thompson; American Tobacco, daily spots on KRNT-WMT, through Lawrence C. Gumbiner agency; Maher's 7-Up Co., Orville Foster's "Day Dreamer", quarter-hour daily soon as time is cleared; Goodman Motor Co., Des Moines, Jimmy Corbin, KSO singing pianist, six weekly quarter-hours; Winterset (Ia.) Monument Co., Betty Jean and Freddie, three quarter-hours weekly over KSO; Kelvinator dealers of Iowa, "Iowa Speaks", half-hour, Saturday nights, with Dale Morgan, Bill Brown and Michael McElroy at the mikes.

### Kansas City

WHB: Gorman Furniture Co., with 12-month contract, increases from three quarter-hours daily to six; Wyandotte Furniture Co., supplemented spots with six weekly quarter-hours; Long-Hall Laundry Co., added Sunday program.

WDAF: D. W. Newcomer's Sons Funeral Home, renews annual contract with additional quarter hour Sundays.

### KECA, Los Angeles

Davis Perfection Bakeries, 13-week spots, through Bert Butterworth agency; Smilin' Frankie Gordon, 10 weeks of thrice weekly spots, through Milton Weinberg agency.

### WFAS, White Plains, N. Y.

Craftsman Products Co. (floor wax), North Hackensack, N. J., Saturday quarter-hour, "Melody Favorites", featuring Lydia Scott with Ran Kaler, starting April 17, through Joseph Stocker, Ramsey, N. J.

### WFAA, Dallas

C. S. O. Laboratories (germicide), one-year, thrice weekly, 15-min. program

## SAN ANTONIO

KABC will air both the local and road games played by San Antonio Baseball Club... Glenn Lee's combo now heard nightly from the Olmos over KABC... Col. Ray Hatfield Gardner ("Arizona Bill") appearing on some station in a new series of programs at 9 a.m. under auspices of Y.M.C.A.... Willett's ork now airing through this station... KONO has two new musical programs, The Hilo Trio, followed by Musical Messengers... Percy Barbat recently joined the news staff at WOAI... Mary Ferguson now heard twice weekly over KTSA in music and songs... KMAC adding more music and talent with Home Folks Frolic, Studio Trio and The Mexican Hour.

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 20 of a Series

### WDOD—Chattanooga, Tenn.

5,000 Watts Day—1,000 Watts Night—1280 K.C.

N. A. THOMAS, Pres. E. W. WINGER, Station Mgr.

WDOD serves a population of a million and a half people within a hundred-mile radius, in the states of Tennessee, Alabama, Georgia and North Carolina. The station was established in 1925 and has been under the same ownership and management since its inauguration. The station broadcasts 17½ hours daily from 6 a.m. to 11:30 p.m.

In October, 1929, WDOD became a member of the Columbia Network and has presented Columbia programs since that time. The continual program of expansion has been carried out since the birth of the station. Today, it is one of the most modern, mechanically, in the entire south, with high fidelity amplification and transmission equipment, and modern vertical radiator. The station staff has grown from two in 1925 to a total of 60 in 1937. In addition to ample studio facilities in the Hotel Patten, the station also maintains a complete radio playhouse in the heart of down-town Chattanooga, with a seating capacity of 650 people. Many of the station's most popular programs are presented from this theater, playing to packed houses.

In addition to presenting CBS programs, news, sports, and the best of local programs, WDOD facilities have always been available to local service organizations such as schools, Boy Scouts, Red Cross, Parent-Teachers, Chamber of Commerce, etc. A report by the F.C.C. in 1936 revealed WDOD as being one of four regional stations in the country presenting an outstanding service to its area. As a result of WDOD's broadcasting activities, radio set ownership in the territory that it serves has shown a higher rate of increase per year than the average through the south.

## ★ ★ QUOTES ★ ★

PICK and PAT: "In the hey-day of vaudeville the biggest man kept control of his jokes. There were many black eyes passed out to gag-lifters who didn't have the physical strength to back up their material stealing proclivities. But radio has changed all that. Most of the jokes are not worth fighting over a few days after their creation. Radio has put them in the public domain. It surprises us when two leading exponents of humor use the same joke on the same night—and then laugh over it together, later."

ALAN ROBERTS: "Summer affords the greatest opportunity to develop and test the popularity of new artists, at the same time giving listeners diversity and relief from the winter's steady routine shows. Moreover it gives the headliners a chance to rest

and to collect fresh ideas. This summer should either make or break many performers now budding forth as future star material".

LEE WILEY: "Radio definitely doesn't kill the worth of a popular song. If a number is good it will last despite constant usage. People never tire of the popular tunes they like any more than they shun the works of Bach, Beethoven or Brahms. I've found that listeners prefer a tried and true selection that they can whistle or sing rather than a new number with which they have to familiarize themselves, unless the new song happens to be 'one in a thousand'".

### WHO, Des Moines

Gardner Nursery, Osage, Ia., 15-mins. of Iowa Barn Dance Frolic, April 17 and 24.

### WHN, New York

Welch Grape Juice Co. (tomato juice), for 13 weeks of two spots daily, Monday through Friday, starting April 19, through H. W. Kastor & Sons advertising agency; Willis Lane Studios, 26 week renewal, effective April 18, "Uncle Tom's Kiddies," weekly; Mulsified Coconut Oil, 26-

week renewal, effective April 16, "Movie Club," featuring Radie Harris and guest stars (once) weekly, through Blackett-Sample-Hummert.

### KSL, Salt Lake City

Royal Baking Co., "Adventures of Jimmie Allen", thrice weekly.

### KOMO, Seattle

Eastern Outfitting Co., new aerial mystery serial, with awards for solution.

### KMOX, St. Louis

Hyde Park Beer, "Dope from the Dug-out" from Sportsmen Park, with France Laux at the mike.

### KHQ, Spokane

Gilmore Oil Co., Gilmore Circus, produced by Raymond R. Morgan.

## ★ F. C. C. ★ ACTIVITIES

### APPLICATIONS RECEIVED

United Theaters, Inc., San Juan, P. R. CP for new station. 570 kc., 1 Kw., unlimited.  
WEED, Rocky Mount, N. C. CP for changes in equipment, increase power to 500 watts, frequency to 1240 kc., and operate unlimited hours.

### APPLICATIONS RETURNED

McHenry Tichenor, Harlingen, Texas. CP for new station. 1370 kc., 100 watts, unlimited. (Incomplete)  
Evans & Vandivier, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime.  
WAAB, Boston. Mod. of license to increase power to 1 Kw.

ing. The really great singers are the ones who can make their listeners believe that singing is easy and that a high note isn't so hard to reach after all. Some singers, it is true, really do sing easily and they are the fortunate ones. Other singers have to work hard but they are all the greater for being able to conceal it."

ARTHUR GODFREY: "In my work with Professor Quiz, I've been able to disprove one of the 'adages of the air'. It is possible to ad-lib on the air, if you find a tasteful, amusing manner in which to do so. Our program uses ad-lib chatter consistently with results that audiences approve and which no one would ever censor."

## Coming Events

April 17: Second Annual Radio Show, Shrine Auditorium, Los Angeles.

April 20-23: American Newspaper Publishers' Ass'n annual convention, Waldorf-Astoria, Hotel.

April 24-25: Association of Radio News Editors & Writers executive committee meeting, 360 North Mich. Ave., Chicago.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

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

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

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

May 14-30: Syndicate Professional 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 23-25: National Radio Service Ass'n convention, Dallas.

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

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.



**PROMOTION**

**KFEL Presentation**

KFEL, Denver, has issued a promotional piece with an offset cover showing the various station affiliations and services, such as Transradio Press, Mutual, World Broadcasting System, Transamerican, etc.

Inside is a comprehensive picture of KFEL's coverage maps and considerable market data. The latter includes an item on the City of Denver, how the Denver-ites spend their money and relation of Denver to the State of Colorado. Circulation and radio audience analysis is also presented from data made by Russell B. Williams, radio director of Reinecke-Ellis-Younggreen & Finn, Chicago. Primary area and other coverage, plus maps, conclude the presentation.

**Candid Camera With Remote**

The candid camera has become a part of the regular remote pick-up squad equipment at WFAS, White Plains. From now on, nemo details covering athletic events, parades, streetcasts, etc., will be instructed to "shoot" snaps of news or promotional value in conjunction with the station's pick-up. Suitable photos will then be used in the station's bi-weekly house-organ, the WFAS NEWS, in promotional data of the sales department, and for the occasional easel-displays used in sponsor's show-windows, theater lobbies, and other places of public gathering.

**Good-Will Moves**

Clay Center, Neb.—Two exploitation moves to build community good will are being sponsored by KMMJ. Through the station-owned local newspaper a community auction, to which everybody is invited to bring articles for which they no longer have use, is being held this week. The auction is broadcast at 2:30 each day. Station also has allotted a 15-minute period six times a week at 3:30 p.m. to weekly papers in six surrounding towns. Each paper gets one period a week and is allowed to broadcast world news as well as items of purely local interest.

**Labor Union Co-Operation**

Example of co-operation relationship between a radio station and labor union, is presented by WROK, Rockford, Ill., via an arrangement with the Central Labor Union of Rockford. Last fall WROK established a "Builders" program, time given free by the station to the union. Musical entertainment was supplied by the various union bands and other groups, also dramatic skits. Each program is dedicated to one of the 28 affiliated unions. Copy and program material is prepared by the union.

Lloyd C. Thomas, general manager of the outlet, arranged the tieup as part of WROK's desire to give time to all classes and activities in its area.

**Prize Letter Contest**

Tennessee Valley Electric Co., with an 8:45 a.m. program over WROL,



**"SING TIME"**

Sustaining  
WOR (Mutual network)  
Tuesday, 10-11 p.m.

**COMMUNITY SING AND COMEDY. ESTABLISHED ON COAST AND MAKING ITS NETWORK DEBUT.**

Program is a commercial on the Coast and originates from the Film-art theater in Los Angeles. Going coast-to-coast on Mutual, the commercial angle remains local and hookup carries it as a sustaining. Ed Lowry acts as emcee, assisted by a large cast of entertainers, including Milton Watson, tenor, Joe Marks, comedian, Peggy Bernier, comedienne, three Bryant Sisters, harmony singers, male quartet, Maxine Lewis, contralto, and others.

Community sing gives the nod to various cities, states and localities with a song from time to time, and considerable continuity along the comedy line. Opening was particularly strong, due to Lowry's "Laugh" bit and for the next half hour was on the upgrade. Latter part of the program to some extent seemed like repetition, but this may be due to the full network not being in on the first half, and also due to the necessity of introducing the talent and going through the usual exposition on what's what for the first web performance.

For the most part the program was very entertaining, but production will have to be so tightened as to avoid making it appear stretched out. Fast moving, however, and should find a welcome spot for itself on Mutual. Lowry always tries to sell his supporting talent, which is a good trait, but on subsequent shows it is desirable that the talent make good and sell itself.

**BABE RUTH**

Sinclair Refining Co.  
WABC (CBS network), Wednesday and Fridays, 10:30-10:45 p.m.  
Federal Advertising Agency

**A DOPESTER PROGRAM FOR THE BASEBALL FANS.**

Initial number in this series of programs featuring Babe Ruth gave the impression that the quarter-hour is designed for the rabid baseball fans and prognosticators of the sport. John King acts as the interlocutor for the Babe, asking all the questions that fans are supposed to be interested in. Major part of program was devoted to predicting the American League winners this year. Babe

Knoxville, is conducting a \$500 prize contest for the best 200-word letter on "Why I Prefer the Grunow Electric Refrigerator with Safe Carrene Refrigerant and Air-conditioning". Contest ends April 30. Extra prizes for the best letter each week.

picked the "Yanks" first with Cleveland, Detroit, Washington, Boston, Chicago, St. Louis and Philadelphia to follow in that order.

Rest of program was taken up by explanation of Sinclair contest and a dramatization of crucial game in which Babe won the game with a home run. Contest will award 522 weekly prizes consisting of two Nash sedans, 20 RCA-Victor auto radios and 500 Spalding baseballs autographed by the Babe. Entry blanks are only available at Sinclair dealers. As the season gets under way program ought to pick up in interest. Wonder is that the sponsor picked such a late time for this type of program. Certain that the kids would like to hear the Babe.

**FORD BOND**

American Cigarette & Cigar Co.  
(Pall Mall cigarettes) WEAJ,  
daily except Sunday, 6:35-6:45 p.m.

Compton Advertising, Inc.  
**SNAPPY RESUME OF DAILY SPORTS NEWS DELIVERED WITH PUNCH.**

On three counts—selection, diction and snappy delivery—this broadcast of baseball and other sports news by Ford Bond ought to have no trouble attracting the listeners interested in this type of daily reports.

Bond has a good voice and style for sportcasting. If intended for him to attract the male trade in particular, he'll do it. No reason why sport-minded femmes also shouldn't go for the program.

**"KABIBBLE KABARET"**

With Harry Hershfield  
Sustaining

WINS, Wednesdays, 6:15-6:30 p.m.

**INFORMAL AND LOOSELY CONDUCTED HODGE-PODGE WITH GUEST TALENT.**

With N.T.G. and a batch of girls from the Hollywood Restaurant as his guests, Harry Hershfield put on a willy-nilly jumble as the opening program of this new series. Patricia Gillmore, a young singer with a cute voice, did a couple of numbers. There was some interviewing of a Russian dance team by Hershfield and N.T.G., also other gagging and a specialty or two, all done rather informally and frequently with the confusion of several speaking at once. Perhaps the nature of the guest talent on this occasion wasn't as conducive to mike performance as it could have been. Hershfield can do a good job of emceeing when he has the material.

**Traffic Safety Booklet**

In reply to one announcement on the night edition of the WOAI (San Antonio) Newscasts, offering listeners a booklet on traffic safety entitled "Fun with Facts" if they sent in a three-cent stamp. Over 353 requests came in within 24 hours.

**COMMENTS**

**On Current Programs**

**Ben Bernie**

If Ben Bernie ever loses his popularity as a maestro, 20th-Century Fox surely would take him on as a press agent. Bernie has plugged the picture "Wake Up and Live," Bernie and Walter Winchell are in it, on every American Can program for the past six weeks and he will bring all the cast to the program next week. Sponsors should clamp down on these over-enthusiastic individuals who insist on plugging themselves. Everybody who is anybody in radio today is or has just made a picture, so the chatter about "my new picture" isn't news to the radio audience. Bernie has the Tuesday, 9-9:30 p.m. spot on the NBC-Blue.

**Jimmy Fidler**

Jimmy Fidler's last broadcast hit a low in listener interest for this series. Program is now down to a pattern which includes an open letter about some picture star. Mary Pickford and Buddy Rogers were the stars concerned in the latest letter. Fidler wanted to know why all the announcements regarding their wedding, the date and where it would take place. He contended that each announcement called for a new date and location. Fidler's program is sponsored by Procter & Gamble (Drene shampoo) and the soap manufacturer is looking for a wide audience. If the audience who cares about when, where or how Pickford and Rogers finally marry is catered to, the program will not be worth its salt. Fidler reviewed the Bernie-Winchell picture "Wake Up and Live" and gave it "three bells." Program is aired over NBC-Red, 10:30-10:45 p.m.

**Packard Hour**

Charlie Butterworth, Fred Astaire and Johnny Green's orchestra turned in an hour's entertainment last Tuesday night that must have held plenty of listeners away from the Camel hour opposite. Program was good clean nonsense with ample chuckles. Rendition of "Isn't It a Lovely Day" by Astaire and orchestra, with Green doing a piano solo, was good. Green always could make the ivories talk and should be allowed more time on the program for such numbers. Commercials are plugging a Packard for only \$35 a month, which is the key-note of all Packard's current advertising. Even if you know what the plug is going to be before it starts, it is not hard to take. Program airs on NBC-Red, 9:30-10:30 p.m.

**"Music for Moderns"**

Differently clad pop music with "fragmentary comments by 'Gulliver'", originating in studios of KYW, Philly and heard over NBC-Red network as late evening sustaining. Very clever arrangements, included a variation on child's piano exercises, done in symphonic style, and down to "St. Louis Blues". Gal torch singer is also heard. Good listening.



## SEE 2 MILLION RISE IN HOME RADIO SETS

(Continued from Page 1)

average week-day (Monday through Friday) in July, 1936. Other conclusions were that there will be 25,000,000 U. S. radio homes this summer, an increase of 2,000,000 over 1936, and that there will be 5,000,000 auto radios in use, one for every fifth car.

NBC will not issue any regular "summertime" booklet but will tie-in with its summertime white space advertising which broke earlier than usual this year. Present plans call for reprints of the Fortune series of ads which will begin in about two weeks. Facts in the ads will be brought up to date, so when the campaign is completed recipient can file the series for future reference.

## Radio to Play Big Part In Foreign Trade Week

West Coast Bureau, RADIO DAILY

Los Angeles—Radio, particularly short wave, will play a heavy part in the Los Angeles observance of Foreign Trade Week, with good-will programs and exchange of international back patting, according to Frank D. Andrews, radio chairman.

Already Andrews has located a spot in South Western Los Angeles for a balanced remote control line unit to pick up a series of broadcasts being arranged from The Netherlands, Colombia, Venezuela, Chile, France, Australia, Japan, China, Argentina, the Philippines, Norway, Sweden and Czechoslovakia, during the week of May 15 to May 22.

At least two local stations will be on the air at intervals during the week, and it is possible that one or more national net programs will be used. Besides the short wave programs to be received and rebroadcast here, it is planned to have a series of local programs.

## ONE MINUTE INTERVIEW

LEO REISMAN

"More than ten years ago when other orchestras were playing in a delirious marathon tempo, we introduced over the radio the slow type of dance music which seems to be the style today. We came to this matter of playing as a result of that fact that we decided a tune should be played in the mood in which it was written, and not merely performed mechanically to suit the then requirements of the hectic post-war dancer."



## Coast-to-Coast



C. P. SHOFFNER, who started his 14th year of broadcasting over WCAU, Philly, this week, estimates he has answered more than a quarter million queries.

Rosamond Rosenbaum, daughter of Prexy Samuel R. Rosenbaum of WFIL, Philly, will be married in May to Lewis Adams Riley, Jr.

Scott R. DeKins, secretary of St. Louis Chamber of Commerce, is presenting a weekly series over KMOX on the Missouri General Assembly, now in session.

Bryce Oliver, news commentator at WEVD, is guest speaker at tonight's Wagner Law rally of 2,000 girl workers in the paper box industry at the Brooklyn Labor Lyceum.

George Burns and Gracie Allen, on next Monday night's Grapenuts broadcast over NBC-Red, will offer an English playlet, "Tweet, Tweet—Tweedle," with Ray Noble, orchestra leader, and Dick Foran, vocalist, in the script.

Pinky Tomlin, while appearing at the Roxy Theater, Salt Lake City, over the week-end, did some guest singing over KDYL.

Charles Gerson, radio and drama director with Gerson-Visick productions, was a recent Salt Lake City visitor.

Mary Small, appearing at the Hippodrome, Baltimore, aired her Monday program through WBAL in that city.

Frank Barhydt, publicity head of WHB, Kansas City, is out of the hospital following his auto accident. Expected to be at home for another week at least.

John Frantz, formerly of the WNOX (Knoxville) dramatic staff has been promoted to the continuity department.

A new 30-minute show has been built around the "Oscar and Elmer" team on WHBL, Sheboygan, Wis. It's on the air 6:15-6:45 p.m. Mondays, Wednesdays and Fridays. Music is by Jimmy Grier's orchestra and the Uptowners, with a guest star on each show.

Pot of Gold, the contest announcement feature started by Mary Little in her Des Moines Register and Tribune radio columns, is now aired over KRNT five minutes daily by Ronald Cochrane. He calls audience

attention to local and national contests on the air.

H. R. Gross, chief of the WHO news staff, has returned to the airwaves over the Des Moines station after a week's trip to New York and Washington on business for Central Broadcasting Co.

Lila Lindhe of the studio staff at WFAA, Dallas, is now Mrs. Gene Cooper.

Eddie Dunn, announcer on the Lightcrust Doughboys' program for past two years over WBAP, Dallas, returns to WFAA as master of ceremonies for Early Birds program.

Chromium-plated, engraved cowbells—symbols of the WLS National Barn Dance—were presented to 10-year veterans of this program on WLS' 13th anniversary. Entertainers who have appeared on the National Barn Dance for 10 years or more are: the Maple City Four, Ralph Emerson, Tom Owen, Tom Corwine, Grace Wilson, Bill O'Connor, John Brown, Herman Felber and Ted DuMoulin. Engineers Tom Rowe, Charles Nehlsen and William Anderson have handled the controls for the 10-year period. Grace Cassidy and Clementine Legg, secretaries, also received the souvenirs.

Howard S. Keefe of the announcing staff of WSPR, Springfield, Mass., is to speak to students of the Agawam (Mass.) High School, April 26, on "Radio Broadcasting."

Lee Chadwick, scripter and spieler at WTAR, Norfolk, subbed for Sandy Nevins on Sears-Roebuck's "Talk of the Town" while Nevins attended his brother's wedding in N. C.

Jeff Baker, WTAR announcer, preparing to pass out the cigars again next month.

Wayne Cody now has three commercials on WFIL, Philadelphia. They are: "Jolly Man," daily, for Strawbridge & Clothier; "Ole King Cole," thrice weekly, Bachman Chocolate, and "Melody Man," Sundays, Krane Products.

James Allan, program director at WIP, Philadelphia, has started an "announcer's sweepstakes," imposing a quarter fine for announcer boners. Entrants are Ed Wallace, Jack Barry, Sandy Guyer, Howard Jones, John Weber, Howard Brown, Jack Facenda and Don Martin.

Dewey Drum and Dick Faulkner acted as roving reporters at the National Home Show presented by FHA in Charlotte and aired over WSOC.

## GBS PRESS SERVICE IS BEING EXPANDED

After a conclusive trial of its exclusive feature news service to out of town radio editors and columnists, CBS press department has decided to enlarge the scope and make it a permanent service. Under the direction of Ben Hyams, assisted by Helen Nolan, more than 200 newspapers have been serviced throughout the country, each paper receiving feature stories and two sheets of notes.

Where two or more newspapers are contacted in one town, each is protected indefinitely on stories sent to the respective editors and the copy may be held in type for weeks without danger of competing paper in town using similar material in the meantime.

Whether week-end service or daily columns are concerned, lineage received as a result of the exclusive method fully warrants enlarging the service according to Don Higgins, head of the CBS press department, who plans to further supplement the work now being done by Hyams and Nolan.

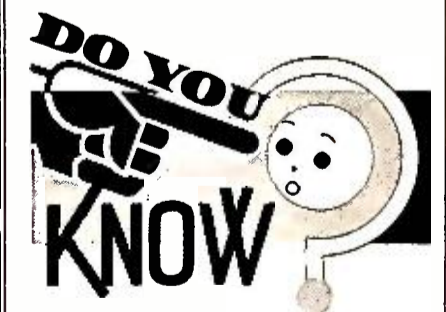
Another item being worked out by CBS is to confer with publicity men of ad agencies in order to avoid duplication. Whenever an agency jumped the gun with a first release, premature or otherwise, the artists or program involved usually was caught in the middle. Present plan being worked out is to share the spot news and regular run of releases, one confining itself to the former and the other handling the latter. In the past considerable bad blood arose over duplication of effort.

### Pierre Andre at Chez Paree

Chicago—Pierre Andre, radio announcer, who returned early this week from a brief rest at Palm Springs, Cal., was immediately signed by Joe Jacobson to take over the floor show emceeding the Chez Paree Springtime Fantasy.

### Berlin Televises Opera

Berlin—"Erika in the Swallow's Nest", operetta, was successfully presented by television here early this week.



Afghanistan is erecting one of the most powerful short-wave transmitters in the world, to begin operations before the end of this year.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 48

NEW YORK, N. Y., FRIDAY, APRIL 16, 1937

FIVE CENTS

## Chesterfield Goes Sport

### 23 NEWSCASTS DAILY AT WHBL, SHEBOYGAN

Sheboygan, Wis.—WHBL, The Sheboygan Press station, is now carrying 23 news broadcasts on six days a week, including the half-hour "Headlines and Melodies," news and music period.

Fifteen-minute summaries are presented at 8 a.m. and 6 and 9 p.m.; five-minute periods at 12:25, 12:45, 10 and 10:55 p.m., and flashes at 7, 9, 10, and 11 a.m., 12 noon, and 1, 2, 3, 4, 5, 7 and 8 p.m. In addition,  
*(Continued on Page 3)*

### Ed Cashman to Direct Ford Motor Programs

Ed Cashman, who celebrated his sixth year as a member of the CBS production staff on April 13, was named director of the Ford Motor Dealer programs originating from New York on the same date. Cashman will handle the Al Pearce program, Tuesday nights, and the Rex Chandler broadcasts Saturdays. He was formerly in charge of the Saturday Night Swing show, but will no longer be associated with that program.

### Heavy on Coronation; 60 Broadcasts by NBC

More than 60 broadcasts already have been scheduled by NBC for the coronation of King George VI on May 12. An equal number of internationally known statesmen, authors, commentators and other personalities will take part in the programs. Seven broadcasts already have been presented. Two are listed for today and there will be one or more on almost every successive day through May 13.

### Add Service

Petersburg, Va.—WPHR has another public service feature to its already ample list. In this vicinity are a number of CCC camps which use a bugle call for morning reveille. So Program Director Bill Stell of WPHR now opens a program each morning with Bugle Call Reveille. Camps are equipped with p.a. systems to amplify the call.

### Eclipse Bulletin

The Arlington observatory has just figured out that the Eclipse of the sun will occur at 3:07 p.m. on June 8 and conclude four minutes later. All of which means that NBC is now booking its eclipse program a quarter-hour earlier. 3-3:15 p.m., on the Blue network.

### CBS UPS WHAS CARD TO \$450 ON MAY 15

Effective May 15, CBS has upped the rate card for WHAS, Louisville, from \$400 per hour to \$450. Half-hour is \$270 and quarter-hour \$180. This is for the 6-11 p.m. (station time) period. Daytime, 8 a.m. to 6 p.m., will be \$225 for the hour, \$135 for half-hour and \$90 for quarter-hour. WHAS is a 50,000 watt.

Sunday afternoon rate, 12 noon to 6 p.m., is \$300 for the hour, \$180 half-hour, and \$120 for 15-minute period. These rates supersede Rate  
*(Continued on Page 7)*

### WOR's "Let's Visit" Going Mutual Network

"Let's Visit," WOR program handled by Dave Driscoll and Jerry Danzig, moves to Monday night spot 8:30-9 p.m. and goes Mutual network. Show has been heard at 10 p.m. Sundays, and brings the mike into various homes, without previous preparation or rehearsal. New time is effective on Monday.

## C. I. O. Moves to Organize Technicians in Radio Field

A drive to organize 121,500 workers in the communications industry throughout the nation under a CIO charter granted the American Radio Telegraphists Asso. was launched yesterday by a National Communications Organizing Committee. Officers of the new organizing committee include Mervyn Rathborne, president of the radio telegraphers' union, chairman; Douglas Ward, the union's national organizer, secretary, and James B. Carey, president of the United Electrical & Radio Workers of

### Daily Baseball Summaries on 60 CBS Stations Starting Monday for Run Through the Summer

### SET STATION DETAILS ON FORD'S SAT. SHOW

Final station arrangements for the new Saturday night Ford Motor Dealers' program, which premieres over the CBS network this week, have been set. Station line-ups are unorthodox, with sponsor attempting something new to buck the headaches caused by daylight saving time. Program, split up with an early airing from 7:30-8 p.m. and repeat from 10:45-11:15 p.m., will carry 76 stations on the late show, with only 12 airing the first performance. For the April 17 and 24 broadcasts, however, 40 stations will air 7:30 show, with other 48 carrying repeat. The following week's switch will leave only WABC,  
*(Continued on Page 8)*

### Cunningham Resigns As RCA Mfg. President

Resignation of E. T. Cunningham as president of RCA Manufacturing Co. was announced yesterday by David Sarnoff. Cunningham will continue as a member of the board of directors and has been retained as counsel on production, sales and trade relations.

In December, 1930, Cunningham  
*(Continued on Page 2)*

Liggett & Myers Tobacco Co., makers of Chesterfield cigarettes, next Monday will begin a series of baseball resumes on 60 CBS stations, Mondays through Saturdays, 6:35-6:45 p.m. Contract will run for the duration of the baseball season. Paul Douglas, who has been doing a similar CBS program as a sustaining feature, has been selected to announce the program.

The Chesterfield announcement, following so closely upon the start of the Lucky Strike-Edwin C. Hill series, also on CBS, makes it look as though radio advertising by tobacco manufacturers is in for its biggest summer. And once again the trade is crediting George Washington Hill, president of American Tobacco Co.  
*(Continued on Page 3)*

### MUSICIANS' UNION BARS MENTION OF FILM STARS

As indicated in RADIO DAILY nearly two weeks ago, Local 802 of the American Federation of Musicians, has gone through with its long-standing resolution barring the mention of film titles on sustaining programs. Mention of such titles will necessitate the orchestra, whether in station studios or at a remote point, being regarded as a commercial broadcasting program, and the minimum fee of \$18 per musician and double for the conductor will have to be paid.

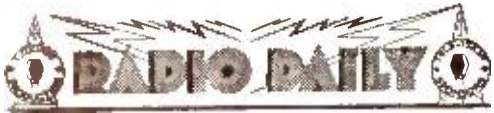
In the case of dance orchestras  
*(Continued on Page 8)*

### Seal Insurance

J. Walter Thompson Co., on behalf of its client, Shell Union Oil, has taken out a \$300,000 liability policy on Charlie, a trained seal, which will guest star on the Shell show on the NBC-Red network tomorrow night. NBC house rule requires that agency insure the network against any accident to the seal or the studio audience witnessing the broadcast.

*(Continued on Page 3)*





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DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Thursday, Apr. 15)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168½	167½	167½	- ¾
Crosley Radio	21¾	21¾	21¾	+ 1/8
Gen. Electric	55	54¾	54¾	- 3/8
North American	27	26¾	26¾	- 7/8
RCA Common	10¾	10½	10½	- 3/8
RCA First Pfd.	74	74	74	- 1/4
RCA \$5 Pfd. B	(98 Bid)			
Stewart Warner	18½	18	18	...
Zenith Radio	34	32½	34	+ 1

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16½	16¾	16¾	...
Majestic	...	...	...	...
Nat. Union Radio	...	...	...	...

### OVER THE COUNTER

	Bid	Asked
CBS A	56½	58½
CBS B	56	58
Stromberg Carlson	15	16

## William Neel Appointed NBC Trade News Editor

William R. P. Neel of the NBC press division has been appointed trade editor of that company, effective immediately. He will be in charge of the distribution of all news concerning NBC activities to the radio, advertising and industrial trade press.

## Yankee Opener on WMCA

A play-by-play description of New York's opening baseball game at the Yankee Stadium will be broadcast over WMCA Tuesday afternoon, 2:45 to 5:30 p.m.

## MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE  
1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

## Health Series 15 Years on WGY

Schenectady—Weekly talks by the New York State Health Department have gone into their 15th year over WGY without missing a week. The programs were started two weeks after WGY made its bow on the air in 1922. For the first ten years five or ten minute talks were broadcast. Two years ago a dramatic series called "The Health Hunters," the story of an average American family named Hunter, was introduced. The sketches are written and directed by Thomas Stowell and acted by members of the Health Department. Today recordings are made for release to other New York state stations.

In reporting WGY mail recently, a figure of 34,587 letters for an 11-day period was given. Actual count of all mail coming to the station for the 11 days was 4,4608.

## "Everybody's Music" Being Revived by CBS

With the New York Philharmonic broadcasts fading from the CBS web after the April 18 broadcast, the network has announced that it will once again sponsor a series to be known as "Everybody's Music," which was inaugurated last year as a summer feature, with Henry M. Neely as commentator. Symphony now airs 3-5 p.m. Sundays, and new show will take over one hour of that time, 3-4 p.m. Howard Barlow has been selected to conduct the 57-piece symphony orchestra again this year, with W. B. Lewis, vice-president of CBS, Frederick Bethel, director of music division of program department, and Deems Taylor, CBS music consultant, in charge of series. First airing set for April 25.

## "Today's Winners" Shifts Time

Webster-Eisenlohr cigar program on WMCA and Inter-City network, entitled "Today's Winners," sports show with Bob Carter, is moving its time to 5:45-6 p.m. in order to avoid conflict with baseball broadcasts which start next week. Broadcasts will include WMCA, WDEL, Wilmington, WOL, Washington, and WCBM, Baltimore. Rebroadcast for WIP at 6-6:15 p.m.

Arrangements for the later time were made yesterday with N. W. Ayer & Son agency.

## Fats Waller in Detroit Spot

Detroit—Fats Waller and His Band move today into Eastwood Gardens, Detroit's popular summer spot. Waller will be heard for three nights at 9:30 over WJBK. On Monday Waller will be replaced by Art Mooney and his Club Powhatan musickers, who also will be heard over WJBK, same time.

## 3 New WOR Announcers

Three new announcers have been added to the WOR staff. They are: Howard Doyle, Carlton Warren and Richard Hubbell. Doyle was formerly with WMCA and WLW; Warren with WICC, Bridgeport, and Hubbell was previously in radio as a writer and actor.

## Babcock in Consulting Field

St. Paul—Wayne Babcock, former engineer and operator at KSTP, Twin City independent, has joined the staff of Hector R. Skifter, consulting radio engineer.

## WTCN Becomes Outlet For Farm & Home Hour

Minneapolis—WTCN, the Minneapolis Tribune and St. Paul Dispatch-Pioneer Press station, this week became the St. Paul outlet for the National Farm and Home Hour, which for the past eight and a half years has been presented by NBC and associated stations, the U. S. Department of Agriculture and major farm organizations.

A re-arrangement of WTCN programs made an opening for the Hour on the station's schedule and it will be heard at 11:30 a.m. daily except Sunday. WTCN is a member of the basic Blue Network of NBC.

The Farm and Home Hour is the latest addition of Blue network programs to the regular schedule of WTCN, which became an NBC affiliate in January of this year.

## Fourth Paramount Program

The fourth weekly edition of "Parade on Parade," which will be broadcast from the Paramount Hollywood Studio Sunday at noon over the NBC-Red network, will include a scene from "Internes Can't Take Money," the Barbara Stanwyck-Joel McCrea-Lloyd Nolan film. Ida Lupino and Lynne Overman will be heard in a sketch with a background of studio adventures. Kenny Baker and Val and Ernie Stanton will be heard in specialties, with Victor Young conducting the orchestra.

## NBC Baseball Salute

Kenesaw Mountain Landis, Ford Frick and William Harridge, the big three of organized baseball, will participate in NBC's 1937 Baseball Roundup broadcast over the NBC-Blue network on Monday, 9:30-10 p.m.

Earlier in the day, Graham McMamee and Tom Manning, NBC baseball reporters, will describe the Athletics-Senators opening game in Washington.

**LEO SAYS:**  
GREETINGS  
to Multified Coconut Oil Shampoo—starting its third season with the WHN Movie Club tonight!

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

## COMING and GOING

BILL BURTON, publicity director of Rockwell-O'Keefe, left yesterday for Washington.

GLEN GRAY arrives in Washington this morning.

JOHN T. VORPE, production director of WHK, Cleveland, is in town to discuss station business.

GERTRUDE BERG arrives in New York on Monday from Hollywood.

PAUL K. TRAUTWEIN, president of Mirror Record Corp., left yesterday for a week's business trip to Boston.

DICK FISHELL leaves today for Washington.

BERTRAM LEHBAR left yesterday for the west on a business trip. He is director of WMCA.

RALPH WONDERS leaves New York today for Philadelphia.

## Cunningham Resigns As RCA Mfg. President

(Continued from Page 1)

sold his radio tube company to RCA. At the same time RCA began to manufacture the apparatus that it had formerly purchased from others. Early in 1931 Cunningham was appointed by Sarnoff to the position he yesterday resigned.

## Barbara Ruddy Signed To Campana Contract

West Coast Bureau, RADIO DAILY

Los Angeles—Barbara Ruddy has signed a 52-week contract as leading lady and singer on Campana's "First Nighter" starting in June. Her contract has options for her exclusive services on this program running to June 1940.

## Gouverneur Morris Adapts Own Stories

West Coast Bureau, RADIO DAILY

Hollywood—Gouverneur Morris has made his own radio adaptation of his short story, "The Bride's Dead," the first of his stories to hit the air. It goes on as a part of the Silverwood Short Story Playhouse over KECA, with Lila Lee playing the lead. Cast also includes Joseph Kearns and Cy Kendall.

## "It's A Fact!"

You're missing a good bet if you don't have this expertly written daily feature of oddities in the news.

It is INSTANTLY SPONSORABLE!

Write or Wire

VanCronkhite Associates, Inc.

360 NORTH MICHIGAN AVE.

CHICAGO

State 6088



## CIO MOVES TO ORGANIZE RADIO FIELD TECHNICIANS

(Continued from Page 1)

Telegraphists' Assn. plans a "structure of organization that will lead to a complete unionization of the workers engaged in various branches of the communications industry and thus serve the interest of the workers involved," as set forth in the agreement. The move affects, among others, 2,500 technicians, operators and service men employed by the broadcasting chains.

Basic demands, although not yet fully formulated, will include a forty-hour, five-day week for all and wage increases throughout the industry, especially in the lower classifications.

The A.R.T.A. at present has 25 locals and a membership of approximately 3,000, 700 of whom are in three New York locals, 400 in four San Francisco locals, and the remainder in locals scattered throughout seaboard cities of the Pacific, Gulf and Atlantic coasts. There are also three inland locals, in Cleveland, Rochester and Buffalo, and one in Honolulu. The bi-annual convention of the A.R.T.A. will take place in New York on Aug. 2, it was announced. Harold Katan is head of the ARTA's broadcast division.

The New York Newspaper Guild, an affiliate of the American Newspaper Guild, is already planning to organize the personnel in the news department of the networks. The Guild's by-laws at present do not allow publicity writers to join, but anyone handling news dispatches is eligible.

## VIEWPOINTS

### Directs Dramatic Shows

#### From the Control Room

"I've often been asked why I direct my dramatic radio productions from the control room and not the studio. The answer is very simple. It is impossible to get a true perspective in the studio proper, as the actors do not use normal voice. Secondly, an actor cannot remain in character if the director is giving him instructions and waving madly at him during a broadcast. Thirdly, I work in the control room with the engineer on the production, to get the proper balance of music and sound. This I could never do if I were in the studio. A good actor, thoroughly rehearsed, gives a better performance if left alone."—PHILIP BARRISON.

### Network Buildup Helps

#### If Artist Has Talent

"Network build-ups may help the artist get attention from the dialers for a certain length of time, but attracting the public's ear and creating a good impression are two different things. The most obscure performer, if he has the ability, will eventually win recognition whether he gets a build-up or not. But the one who has little in the way of talent, despite any ballyhoo centered about him, will find himself in oblivion in quick order."—SEDDLEY BROWN.

## NEW PROGRAMS—IDEAS

### A Program Idea Is Born

Siloam Springs, Ark. — There are more ways than one for skinning a cat. KUOA has proved that from time to time in bursts of desperation and inspiration. KUOA's main studios are located near a power plant. Despite protests, wringing of hands and managerial evidences and demonstrations of disfavor, the whistle always blows at 5 o'clock. This whistle became as much a part of the broadcast schedule as the 5 o'clock commercial.

Something had to be done. From this rather peculiar beginning came an outstanding program and even more strangely a program of Hymns. The program is titled "Harbor of Harmony" and consists of a mixed octet singing beautiful old hymns accompanied by organ and vibraharp. The very smooth flowing program reaches a new high in quality. To the listener the illusion of a great peaceful harbor is perfect but it stands in more startling reality before the radio audience when at the end of the program a distant hoarse whistle coming over the air reminds the listeners that their ship must leave the Harbor of Harmony. This whirlwind finish for the program was accomplished by spraining the clock each evening at five and allowing

the power plant engineer to become a hard working sound effects man.

### "Fishing Fantasies"

A new series of dramatic presentations under the seasonal title of "Fishing Fantasies" made its debut this week over WISN, Milwaukee. The program dramatizes fishing stories sent in by listeners and offers outboard motors as prizes for best stories. The campaign will include a number of other Michigan and Wisconsin stations.

The program was produced for the Black Eagle Oil Co. by the Morrison Advertising Agency, who handle the account under the direction of Fred C. Schnake, radio director.

### "Fishermen's Forum"

Falling in line with the fishing season, WPG in Atlantic City has added a timely feature known as "Fishermen's Forum," presented each Friday at 10:20 p.m. The program features timely and entertaining data on fishing conditions along the South Jersey coast and also contains information of interest for all of Izaak Walton's disciples. Josh Kitching, "the man at this end of the line," made a fine "catch" of mail on his first broadcast. He was featured in a singing role and also as one of the Subway Boys several years ago.

## RADIO EDITORS' FORUM

Third of a series of expressions by the leading radio editors of the country on the general subject of broadcasting.

By WILLIS WERNER

The San Diego (California) Sun

IT is always easy to tell the other fellow what to do, and radio has accomplished much, so it should be understood the views expressed below are not necessarily blanket criticism. For the purpose of this argument, the good things of radio will be taken for granted.

The principal annoyances of radio today are:

Spot announcements.

Cutting of musical programs to fit quarter- or half-hour slots plus commercials. Effect: one just begins to enjoy a number when an announcer shouts in your ear.

Still too many exaggerated, over-long commercials which tend to build resentment rather than conviction.

Still too many sponsors who insist their announcers shout as though addressing a huge audience: actually they are heard by huge audience but broken up into individual family groups which do not appreciate being shouted at.

Lopsidedness of listening. On one hand, one or two network programs coming from any number of stations. Only alternative on the other

hand, small stations grinding out records and endless commercials.

Lack (out here anyway) of sparkling, light concert music such as is often heard on foreign short-wave stations but seldom on our airways.

Congested condition of the ether with resultant riot of heterodyning stations filling gaps on dial between locals.

For the future of radio we should like to anticipate some such developments as these:

Specialization in broadcasting, whereby certain stations or chains would feature music, others drama, news, talks.

Crowded channels make long-range reception unsatisfactory, improved network facilities make it unnecessary in an increasing number of instances. A combination might re-

### LOUIS ARMSTRONG

AND HIS ORCHESTRA

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

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

## CHESTERFIELD STARTING DAILY BASEBALL SERIES

(Continued from Page 1)

(Luckies), with starting another trend in radio.

The Chesterfield network only extends as far west as Texas. Luckies, starting with daylight saving, takes in the Pacific coast. The first Chesterfield program will emanate from Washington, with the President throwing out the first ball to officially open the baseball season, thereafter all programs will be keyed from New York. Newell-Emmett Inc. placed the account.

## 23 Newscasts Daily At WHBL, Sheboygan

(Continued from Page 1)

there's a 15-minute sports summary at 5:45 p.m. and the morning Homemakers' hour contains two special news periods for women.

The Sunday schedule calls for bulletins every hour on the hour, with 15-minute summaries at 9 a.m., 5:15 p.m., and 9 p.m., five-minute periods at 10 and 10:55 p.m., and "Musical News," a half-hour review of the week illustrated with music.

sult in the establishment of low-power twin-stations servicing the immediate area in which they are located.

To paint a picture, San Diego has two radio stations, one NBC, the other Mutual (ex-CBS). Out-of-town reception, from Los Angeles, is desirable but unsatisfactory.

Under this theory of low-powered twin-station specialization we might have a twin NBC station—one wavelength carrying music, another a notch away on the dial with talks; a twin CBS station, a twin Mutual, perhaps an independent unit or two.

The area thus would be thoroughly serviced with non-fading stations, outside reception being made unnecessary. Low power adequately covering the area would reduce operation costs, meanwhile reduce possible interference with similar complete coverage in nearby local areas. Other bands still would be available for long-range regional stations to service isolated or rural areas.

This is perhaps an imperfect theory, but anyway it is an idea.

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTES

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

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



## PROMOTION

## KSTP 1937 Market Data

St. Paul — KSTP's new "Standard Market Data" for 1937, the station's second annual yearbook of facts on the Twin City area, is off the presses this week and in the mails.

The new book points out several important new facts about the region:

First, the advancement during the past year of the Twin City area from the eighth to seventh retail market area of the nation.

Second, a more than 500,000 population increase in the station's primary coverage area because of its new \$300,000 transmitter re-location and re-designing project; also an increase of nearly 2,500,000 in the station's total coverage since the new installation.

Third, a \$78,179,000 increase over 1935 in the cash income of Minnesota farmers; and, fourth, an increase of nearly \$800,000,000 in Twin Cities' buying power over 1935.

## "Bulletin Board" Campaign

Star Radio Programs Inc. starts a promotion drive next week on its most popular feature, the Morning Bulletin Board. Part of the mail campaign will feature a full page Bulletin Board ad run by one of Star's subscribers, KCKN, in a Kansas City newspaper. On May 1, under the direction of Burke Boyce, the firm's program director, several new features will be added to the Morning Bulletin Board. Boyce, former NBC continuity head, believes, with others, that there is a definite need for individual showmanship in the small station field. The Bulletin Board was designed with this thought in mind and the script offers station program directors an excellent opportunity for building their own showmanship and their station's own personality into the program.

## Baseball Score Books

Texaco, sponsoring Hal Totten's airing of baseball each afternoon over WCFL, Chicago, are offering copies of Totten's 1937 Score Book as a merchandising tie-in and will give over 100,000 copies to listeners. W9XAA, short wave transmitter of the Labor station will not air games miked by Totten as formerly believed. Ruling deprives shut-ins and fans in isolated areas of their diamond sport description.



April 16

Greetings from Radio Daily to

Milton J. Cross  
Lester Tremayne  
Lou Goldberg



● ● ● The deal for Texaco putting "Bingo" on the air fell through... The new director at CBS is Bill Robeson from California, who handled the Sears-Roebuck show there... Ed Byron, agency radio exec, joined the United Press yesterday... Fran Elliott, CBS hostess, is back at work, her friends will be happy to learn... Althea Hoffman has resigned from the research dept. of Phillips H. Lord, and joins the J. Walter Thompson agency immediately, doing writing and research on the Joe Cook show... Mishel Piastro will pinch-hit for Erno Rapee Sunday on the General Motors concert, because of the latter's continued illness... Vincent Lopez is another baton-wielder bedded with la grippe and may miss the Grace Moore show this week... Kelvin Keech has been invited by Gov. Hoffman to attend the dinner for New Jersey Senators at the New Yorker, making him the only outsider... Vincent Travers is looking for a femme vocalist... He's at the Franch Casino... Jerry Cooper replaces Fred MacMurray, May 28.

● ● ● Jan Garber opens at the Earle in Philly today... Irving Kaufman's wife (he's Lazy Dan), Belle Brooks, writes the complete script for his National Silver show via WOR... Frank Banter (he's the pianist) lost his sister... Phil Napoleon has been signed by MCA... Press agent Sam Blake will start publicizing 52nd Street FROM Broadway TO 8th Ave., organizing the seven eateries in this sector to compete against the nite clubs east of Broadway... Val Irving of Jackson, Irving and Reeve, starts a single this week... Guy Lombardo gets this week's Pilot Award—to be announced Monday.

● ● ● Kate Smith starts for General Foods three weeks after fading for A. & P., which will be toward the end of July... Hour show will be titled, "Kate Smith's Hour"... Ted Collins says that he will retain his Thursday time on COLUMBIA... Professor Quiz's show next Saturday will emanate for the first time from outside New York, coming from Springfield, Mass... Idea is to see what it'll sound like away from "home"... Mary Ellen Phillips of the Kudner agency rushed to the hospital with appendicitis... Gus Arnheim follows Lennie Hayton into the New Yorker after the latter concludes his four-week engagement there... Kay Thompson made a recording for Victor on Wednesday with hubby Jack Jenny conducting the band... Leon and Eddie toast Jack Waldron on Sunday night at their celebrity shindig because Jack concludes the longest run of emcee on Broadway—at the Hollywood for the past two and a half years.

● ● ● Thank you, Arthur (Street Singer) Tracy for writing to say the RADIO DAILY is liked by you and others over in Merry Ol' Lunnon... We, over here, know that you're doing swell at the Music Halls there; that you're just beginning your third flicker and that every Sunday your voice rings across the British Isles, sponsored by Tokalon powder, an Erwin Wasey account... On Wednesday at 12:30 in the Victoria Hotel, promotion and advertising men of the radio industry will meet for a social get-together... It's Gene (WOR) Thomas' idea and may develop into a bi-monthly affair... Associated Advertising Men of N. Y. hold a Monte Carlo nite at the Pennsylvania tomorrow.

● ● ● Mickey Alpert's audition for CBS is on for Monday nite. Show will feature ten stooges with an orchestra conducted by Pat Harrington, clown of Jack White's Club 18... Bob Ross and Allen Lipscomb scripted with Brewster Morgan directing...

## NEW BUSINESS

Signed by Stations

## WBTM, Danville, Va.

New accounts signed by Commercial Manager Ovelton Maxey over the past two months: Atlantic Ice & Coal Co. (ale and beer), 4 daily spots, 13 weeks; Clements Chism & Parker (furniture and frigidaire), four 15-min. programs, 13 weeks; Darling Shop, six 5-min. daily programs, 52 weeks; Budget Shop, 13 announcements; Sample Furniture Co., two 15-min. programs weekly, 13 weeks; Wyatt Buick Co. (used cars), 312 spots; Schoolfield Jamboree, 10 participating sponsors, hour weekly, 13 weeks; Mountain William Revue, 10 participating sponsors, half-hour weekly, 13 weeks; Moskins Inc. (clothing), 312 spots; Danville Plumbing, Heating & Electric, Inc., 312 spots; W. R. Purdum (paints), 312 spots; Chevrolet Motor, renewal, two 15-min. weekly programs, 13 weeks; People's Oil Co., 312 spots; Martinsville on Parade, 10 participating sponsors, half-hour weekly, 13 weeks; J. & J. Kaufman (men's clothes), 624 spots; Sears-Roebuck, half-hour weekly, 13 weeks; Eskelund's Beauty Shop, 312 spots; People's Auto Supply, 15-min. program weekly, 13 weeks; Merit Shoe Co., 15-min. weekly, 13 weeks; L. Herman Dept. Store, half-hour daily, 52 weeks; Goodrich Silverton Stores, two 15-mins. weekly, 13 weeks; People's Furniture Co., 15-min. weekly, 13 weeks; Swain Watson, Inc. (hardware), two 15-mins. weekly, 13 weeks.

## KNX, Los Angeles

Klingtite Products, spot in Fletcher Wiley's participating program, to run indefinitely, through Allied Advertising Agency.

## WXYZ and Mich. Network

NuNuts Foods Inc., Plainwell, Mich. (Cream of Nuts, Homogenized), 15-min. "Music in the Morning," featuring Richard Rolland, baritone, and his Strollers, starting April 19 at 10 a.m., five days a week.

## WISN, Milwaukee

Black Eagle Oil Co., through Morrison Advertising Agency, Milwaukee, series of dramatic episodes, "Fishing Fantasies," Mondays.

## WNEW, New York

Madison Personal Loan, 13 weeks with "Lend Me a Hand," program which begins tonight, 9:30-10:30 p.m. Martin Block conducts new series. Sponsors has been doing spot business and bankrolling portion on "Make-Believe Ballroom" on same station.

## "Kitty Kelly" Time Switch

"Pretty Kitty Kelly" changes from the 6:45-7 p.m. spot Mondays through Fridays to an afternoon spot, 1:15-1:30, with a rebroadcast from 4:15-4:30, effective April 26.



WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

HELEN MENKEN, the stage's most recent contribution to the air, loved every minute of her Wednesday night debut on the Aspirin program....Insisted it was just like an opening night, with the attendant excitement and the subsequent immersion in the part....Demanded an audience in the studio.... Likes their reactions, and believes they come expecting to be pleased.... Doesn't approve of directed applause.... Her conviction is an actor is as good as his material, therefore radio scripts as well as plays should be top of the heap.... Instinctively uses all her wealth of gesture, result of stage conditioning, before the mike, which adds a particular poignancy to her performance, since the other radiators, trained in the ether school, are immobile...Histrionic anomalies...Played Elizabeth in "Mary of Scotland" and Josephine in her guest-shot on the Kate Smith program....Starred in the "Old Maid", but her air vehicle is "Second Husband"....

Enid Beaupre of the NBC advertising and sales promotion dept. will reveal a "Woman's Viewpoint of Radio from the Inside" to the Easton (Pa.) branch of the American Association of University Women.... Geraldine Garrick, who scripts WMCA's "Warning Signals", was commercial dramatic director at CBS for two years....Martha Spalding, H. Dean Fitzer's sec (he's general manager of WDAF) has become a member in good standing of the cast of the Insured Savings and Loan Associations' program, as a result of impromptu subbing on last Sunday's program....Linda Lee, the Whiteman vocalizing eye-filler, doing lots to help Paul and the boys pack them in at the Drake in Chi....Midge Smith, Eve Love's amanuensis, and Zeke Manners, have gone coast-to-coast....The U.S. mails carry many missives back and forth for them....

General Motors program will have Kitty Carlisle as its May 9 guest-artist....Mary Knight, Lit. Digest scribe who was only femme foreign correspondent for U.P.—whose "We Cover the World", a compendium of articles by world-famous correspondents, appeared yesterday—is attracting the interested gaze of radio talent-snatchers....

RADIO PERSONALITIES

No. 26 in the Series of Who's Who in the Industry

NILES TRAMMELL, vice-president and manager of the Central Division of NBC with offices in Chicago, has been in charge of the network's midwest activities for nine years.

Born in Marietta, Ga., July 6, 1894, he is a member of a well-known Southern family.



Built up NBC in the middle west .....

Trammell's preparatory and college schooling was at Sewanee, Tenn., where he attended the Military Academy and the University of the South. In college he was a member of Kappa Alpha and a star end in football. When the U. S. entered the World War he left school and was commissioned a Lieutenant in the Regular Army.

On resigning from the service in 1923 he went to work for RCA and has remained with that company and its subsidiary, NBC, ever since.

From April, 1923, until January, 1925, when he was appointed assistant sales manager of the Pacific Coast, he was moved rapidly about from one assignment to another.

Trammell remained in San Francisco as ass't sales manager until March, 1928, when he was summoned to New York to work for NBC—then less than a year and a half old. Two months later, in May, 1928, the task of building NBC in the midwest was handed to him and he moved to Chicago as manager. The following March he was made vice-president.

Under his leadership two powerful Chicago stations have been added to the network and the Central Division has increased rapidly in size and activity until now more than 1,800 programs a month, including nearly 1,000 network programs, originate in Chicago studios.

ORCHESTRAS - MUSIC

PHIL SPITALNY says goodbye to his afternoon series on April 19 with a program of musical tributes to the evening "Night-Time Serenaders," "Deep Night," "You and the Night and the Music," "Serenade in the Night," "Night and Day" and "When Day Is Done."

Maestro Ray Noble will combine the playing of a character part, that of an English butler, with his music-making, on the April 19 broadcast of the Burns and Allen show at the special request of the network nitwits.

Paul Hindemith, composer, will broadcast a program of his music on April 18 in connection with his first visit to this country. Nathan Shepard Lincoln will act as commentator, 2-2:30 p.m.

Raymond Paige, "Hollywood Hotel" maestro and youngest conductor ever to present a Hollywood Bowl concert, on July 8 will again offer a "Symphony Under the Stars" concert at the film city's music center.

Jack Jenney, trombonist and band-leader, states that although the normal music tempo is 72 beats the average swing song hovers between 88 and 90 beats and that the fast pace indicates that Americans have passed from the doldrums of depression to the exhilarating feeling that accompanies the return of business stability.

Michael Zarin and his Orchestra,

now making merry in their third season in the Empire Room of the Waldorf Astoria broadcast regularly over the Mutual Coast to Coast Network.

Horacio Zito and Ork debut at Le Coq Rouge on Tuesday.

Everett Hoagland and band leave the Blackstone Hotel in Fort Worth, Texas, April 24, after a four months' engagement there, in favor of an Oklahoma City engagement. They were heard over WBAP, in the Blackstone Hotel, several times weekly.

Spring opera will be broadcast from the Met. via NBC and the Red web, effective May 8. The first opera to be aired will be Smetana's "Bartered Bride," on that date.

Joe Marsala, batonist of the Chicagoans, who made a guest appearance as clarinet soloist on the WABC "Spring Sessions," has been signed for a repeat performance with his entire band for the May 1 airing.

KDKA Boys' and Girls' Program

KDKA, Pittsburgh, will present a special program in connection with International Boys and Girls Week, which starts April 26. Reverend William Wise, of Christ Methodist Episcopal Church, will be the speaker and the program is scheduled for 4:30 p.m. April 28.

★ F. C. C. ★  
ACTIVITIES

EXAMINER'S RECOMMENDATIONS  
KINY, Juneau, Alaska. CP for change in frequency and power to 1430 kc., 250 watts, unlimited, be denied.

W. H. Marolf, Escanaba, Mich. CP for new station. 1500 kc., 100 watts, unlimited, be denied.

Escanaba Daily Press Co., Escanaba. CP for new station. 1500 kc., 100 watts, daytime, be dismissed.

Ralph Beal to Present  
Paper on Television

A paper on television will be one of the features of the Spring Meeting of the Society of Motion Picture Engineers to be held at the Hollywood-Roosevelt Hotel, Hollywood, May 24-28.

Ralph R. Beal, Research Supervisor of RCA will deliver the paper, entitled, "RCA Developments in Television."

Rockwell-O'Keefe Sets Orks

West Coast Bureau, RADIO DAILY

Los Angeles — Rockwell-O'Keefe has set Earl Hines' orchestra at the Cotton Club, April 27-May 25. The Casa Loma Orchestra opens at the Palomar to be followed by Bob Crosby. Jimmy Dorsey is now on tour and plays the University of Arizona Pan-Hellenic and Interfraternal Ball, April 17. Les Hite starts a series of one night dates going east.

NBC Spring Dance

NBC Athletic Association will hold its spring dance in the main ballroom of the Hotel Roosevelt on May 7. Pert Van Steeden and his orchestra will play for dancing. Tickets \$2.50 each.

AD AGENCIES

D. B. HAUSE, for the past 14 years advertising and sales promotion manager of Sprague, Warner & Co., Chicago, will join the Chicago office of L. W. Ramsey Co. on May 1. Hause will be retained as an account executive.

H. P. FORRESTER, formerly manager of New York office of Corday & Gross Co., has joined Fuller & Smith & Ross as account executive.

★ THE SONGBIRD OF THE SOUTH ★

KATE  
SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS





**WALTER CRAIG**, producer of the **W** Rubinoff Chevrolet program, has signed **Carmel Myers** for a series of five appearances, doing the song-monologs that have been her most recent specialty. **Ella Logan** has been signed for the April 18 show.

High spots in the cast—except **Walter Winchell**—will be guests on next week's **Ben Bernie** program, doing scenes from "Wake Up and Live". Understood that **Winchell** will be **Ben's** guest the week following, as a further build-up for his picture.

**Walter McCreery** of **Allied Advertising Agencies** has taken over publicity and exploitation for **Los Angeles Six Day Bicycle races**, April 21-27. **Ken Baxton** will announce them when they go on the air—station not yet announced.

Sale of **Raymond R. Morgan's** disk series, "Drums," reported for **WDAF**, **Kansas City**, **Hogan Advertising Co.**; for **KTUL**, **Tulsa**, **Oklahoma**, **La France Cleaners & Dyers**, and to **2GB**, **Sydney**, **Australia**, where it was bought by the station.

**Linton Wells**, war correspondent, author, 'round the world stowaway and radio commentator, has signed a year's contract with **Samuel Goldwyn**, to be **Eastern** and **European** publicity representative, to make two **European** trips yearly, six **Hollywood** trips. Contract leaves him free to broadcast on his own.

**Mayor Shaw Committee** of 100,000 has signed, through **Ray Davidson** agency, for a series of seven 15-minute broadcasts stretching from this week through **May 2**, to go on **KFI** and for seven on **KECA**, running through to **May 3**.

**Arthur Tibbals'** recording plant is getting squared away to start next week on a series of 100 15-minute transcriptions, "The Adventures of **Tom Brown**", planned to provide a clean adventure serial for boys. Series will have several giveaways to tie in with commercial sponsors. **Jack Lescoulie** (of **Starlight Review**, etc.), **Mark Brenneman**, **John Prince** and **Les Thomas** have been signed for the lead parts.

## ★ Coast-to-Coast ★

**PAUL W. NORRIS**, program director at **WSOC**, **Charlotte, N. C.**, is laid up by the measles. **Charles Glenn Hicks** is acting program director in the absence of **Norris**.

*Dr. L. F. Rayburn, member of the sales staff at WMT, Cedar Rapids, after being connected with the station for the last three years, has decided that the job is permanent and has moved his family to Cedar Rapids from Oskaloosa.*

**Gif** and **Harry Bixbee** of the engineering staff at **WCAE**, **Pittsburgh**, are settling in **Dormont** for the summer.

*WCAE's chief engineer Jim Schultz and Jimmy Greenwood, one of his assistants, are camera enthusiasts.*

The **Jay Dennis Girls**, presented by **Bill Duffield** and **Ben Greene**, open a three-week engagement at the **Roxy Theater** today. There are 12 girls in the unit and they are said to have radio possibilities.

*Funeral services were held Wednesday in Ft. Wayne, Ind., for Paul D. Maxwell, former chief engineer of KSO, Clarinda, Ia. He died April 11 in Chicago.*

Four members of the **KMOX**, **St. Louis**, staff were made members of the **Hoboes of America** when a "hobo jungle camp" program was broadcast to **CBS** network the other day. Quartet are **Larry Neville**, **J. Norman Green**, **Elmer Mueller** and **Jerry Hoekstra**.

*Gene Cagle has been named assistant baseball announcer to help Zack Hurt, chief announcer, in handling the 161 sponsored games scheduled for KFJZ this season.*

"Music in the Morning," with **Richard Rolland**, baritone, and his **Strollers**, a modern instrumental ensemble, will succeed **Gus Clark's** "Fun in a Nutshell" over **WXYZ** and the **Michigan** network on **Monday**, it is announced by **H. Allen Campbell**, general manager of **King-Trendle Broadcasting Corp.**, **Detroit**. The new show, as well as the old, sponsored by **Nu-Nuts Foods, Inc.**, five days a week.

When **Mutual Broadcasting System** airs the world premiere of the **Janet Gaynor** picture, "A Star Is Born," which will debut at **Grauman's Chinese theater**, **Los Angeles**, on **Tuesday**, **George Fischer**, movie commentator-columnist, will officiate in bringing the celebs to the mike. Scene from pix may also be presented on the broadcast, which originates through the facilities of **KHJ** and **Don Lee web**.

**Barnacle Bill**, **WMCA** artist, heard in a program of songs will broadcast

at a new hour starting **Monday, April 19**. The new schedule will be 8:15 a.m., **Monday** through **Saturday**, and 10:15 a.m. on **Sundays**.

*WBAL, Baltimore, today will air an exclusive half-hour broadcast, 4-4:30 p.m., in connection with the annual convention of the Maryland Federation of Music Clubs.*

A "Testing Kitchen" service, with a seal of approval issued over the signature of **Martha Lane** to sponsors' products which measure up, has been added to "The American Kitchen" home economics feature being recorded by **Mertens & Price Inc.**, **Los Angeles**. As **Gold Medal's** original **Betty Crocker**, **Mrs. Lane** established **Washburn-Crosby's** testing kitchen and organized its plan of kitchen-tested recipes.

*David F. Syme, managing director of Station 3HA in Western Victoria and 3TR in Gippsland, is in Hollywood checking the transcription and script market for his chain of stations. Mrs. Syme accompanies the radio tycoon.*

**Elizabeth Judson**, who handled radio for the **Barnes Chase Company** in **San Diego**, has returned to her first advertising love in **New York**, and is succeeded in **San Diego** by **David Titus**.

*Bob Carter, former NBC network singer, will make his first appearance on the KDKA (Pittsburgh) Strollers Matinee Tuesday. Jean Galbraith will represent the treble clef with other songs and Bob Keller will add another page to life story of Elmer and Elsie on the same program. For Thursday, the Strollers will feature Lois Best and Ted Yearsley in songs and Dale Jackson with a fresh skit in the character of the irrepressible Tipperary chap, Alf Blodgett.*

In appreciation of the excellent work they have done for him during their association of more than a year, **Jack Benny** will reward his script writers, **Bill Morrow** and **Ed Beloin**, with a free **European** trip when the comedian vacations for the summer. The writing pair will accompany **Benny** and **frau Mary Livingstone** abroad.

The **Atlantic City Daily World** moves its **City Desk** to the **WPG** microphone each **Wednesday** at 5:15 as **Vincent Clark**, eminent journalist, gives the radio audience the actual "stories behind the news." **Diplomacy**, **plots**, **reporters' strategy** and **scoops** alternate with other interesting highlights.

**Berenice Fink**, who, because of her efficiency as service manager for

## GUEST-ING

**ROSCO ATEs**, **ANN LESTER** and **CECIL MACK CHOIR**, on **Brooklyn Paramount Professional Parade**, with **Buddy Walker** as m.c., tonight (**WMCA**, 9:30 p.m.).

**NIELA GOODELLE**, on **Ed Wynn** program, **April 24** (**NBC-Blue**, 8 p.m.).

**WINIFRED CECIL**, on **American Album of Familiar Music**, **April 18** (**NBC-Red**, 9:30 p.m.).

**BILL TERRY**, manager of **N. Y. Giants**, and **BURLEIGH GRIMES**, manager of **Brooklyn Dodgers**, on **Al Pearce** program, **April 20** (**CBS**, 9 p.m.).

**CLARENCE DERWENT**, on **Charlotte Buchwald's Playgoer** program, **April 20** (**WMCA**, 1:45 p.m.).

**ANTHONY KEMBLE COOPER**, interviewed by **Frankie Basch**, today (**WMCA**, 2:15 p.m.).

**ELLSWORTH VINES** and **FRED PERRY**, on **SAM TAUB'S** "Hours of Champions," **April 18** (**WHN**, 1 p.m.).

**LEONARD LIEBLING**, music critic, on **Music Box Program**, tomorrow (**WHN**, 6:15 p.m.).

**WALTER WINCHELL** will appear on **Ben Bernie's** program **Tuesday**.

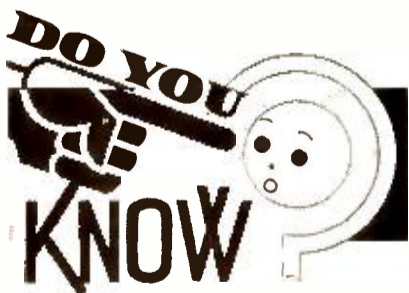
**FRITZI SCHEFF**, **JULES GARFIELD** of "Having A Wonderful Time", and **MITZIE HAYNES** of "Behind Red Lights", lead the list of guest stars for **Chamberlain Brown's** broadcast **Monday** (**WMCA**, 3:30 p.m.). Others lined up are **Maida Reade**, **Earl Eby**, **Anne Nichols**, **Joe Cook, Jr.**, **Fay Baker**, **Harold Cummings**, **Herbert Lyle**, tenor of "Blossom Time", **Dorothy Ruben**, **Berta Donn** and **Renee Carroll**.

**BERT SWOR**, **LOU LUBIN** and **ARLINE JACKSON**, on **Al Pearce** show, **April 27** (**CBS**, 9 p.m.).

**Mertens & Price Inc.**, **Los Angeles** discreators, is known as "Mr." **Fink** to scores of station staffs, has become a member of the corporation and a director. **Miss Fink** is a graduate of **Redlands University**, had several years of newspaper experience, and then served with the **San Bernardino Chamber of Commerce**.

*KTAT, Fort Worth, broadcast the thirteenth annual Golden Deed Award banquet of the Ft. Worth Exchange Club, marking the first time this affair has been on the air waves. Many distinguished personages, including Gov. James V. Allred, paid tribute to Stanley A. Thompson, the honoree. A build-up from the studio acquainted listeners with the purpose of the organization before the affair was picked up from the ritzy Ft. Worth Club.*

**Rev. Robert Fraser**, noted singing, blind evangelist, has been compelled to transfer his program from the **Neptune Studio** of **WPG** to the **First M.E. Church** in **Atlantic City** in order to meet the demands of those who wished to witness his broadcasts.



In 1861, **Philip Reis** of **Germany** made a make-and-break platinum contact microphone capable of transmitting musical sounds.



**NEW PATENTS**

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,076,633—Electron Tube. Donald G. Haines, Bloomfield, N. J., assignor to RCA.

2,076,662—Electron Tube. Fritz Michelsen, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,076,761—Incandescent Cathode. Johannes Richter, Bernhard Hensel and Kurt Hess, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,076,674—Television Apparatus. Fritz Schroter, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,076,685—Modulated Carrier Wave Transmitter. William S. L. Tringham, Surrey, England, assignor to RCA.

2,076,710—Radio Direction Finding System. Harry M. Dowsett, Winchmore Hill, London, England, and Roland J. Kemp. Chelmsford, England, assignors to RCA.

2,076,731—Centralized Radio System. Ernst Krueger, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,076,771—Radio Receiver Construction. Leonard E. Eastman and Clarence B. Knudson, Springfield, Mass., assignors to United American Bosch Corp.

2,076,787—Variable Carrier System. Edmund A. Laport, Glen Ridge, N. J., assignor to Wired Radio, Inc.

2,076,803—Noise Suppression Circuit. Jacob von Slooten, Eindhoven, Netherlands, assignor to RCA.

2,076,812—Tuning Selectivity Control Circuit. Paul O. Farnham, Boonton, N. J., assignor to RCA.

2,076,814—Automatic Gain Control. Christopher J. Franks, Boonton, N. J., assignor to RCA.

2,076,874—Electrical Condenser. John J. Auryinger, Takoma Park, Md.

2,076,900—Radio Control Device. Carl H. Langley, Los Angeles, Calif., assignor of 45 per cent to Philip K. Wiseman.

2,077,030—Television Apparatus. Charles A. Birch-Field, Larchmont, N. Y., assignor, by mesne assignments, to Mildred S. Reisman.

2,077,031—Television Apparatus. Charles A. Birch-Field, Larchmont, N. Y., assignor, by mesne assignments, to Mildred S. Reisman.

2,077,045—Wave Signaling System. Clyde K. Huxtable, Flushing, N. Y., assignor to Hazeltine Corp.

2,077,049—Signal Selecting System. William A. MacDonald, Little Neck, N. Y., assignor to Hazeltine Corp.

2,077,069—Radio Receiver. Rudolf Rechnitzer, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,077,126—Volume Control Arrangement. William J. O'Brien, Chicago, Ill., assignor to RCA.

2,077,139—Automatic Gain Control Circuit. Hans Bartels and Hans Friedrich, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,077,156—Electron Discharge Device. Victor L. Ronci, Brooklyn, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,077,160—Radio Transmitter. Henry D. Wilson, Jr., South Orange, N. J., assignor to Bell Telephone Laboratories, Inc.

2,077,179—Standby Tube System. Francis L. Moseley, Pelham, N. Y., and John L. Bird, Radburn, N. J., assignors to Sperry Gyroscope Co. Inc.

2,077,177—Electron Discharge Device. James O. McNally, Maplewood, N. J., assignor to Bell Telephone Laboratories, Inc.

2,077,196—Airplane Landing Field Using Directional Radio Beams. Ernst F. W. Alexanderson, Schenectady, N. Y., and John H. Hammond, Jr., Gloucester, Mass., assignors to General Electric Co.

2,077,205—Radio Receiver. Stewart Becker, Schenectady, N. Y., assignor to General Electric Co.

2,077,223—Modulation System. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.

2,077,269—Oscillation Generator. Kurt Schlesinger, Berlin.

2,077,270—Braun Tube. Kurt Schlesinger, Berlin.

2,077,270—Braun Tube. Kurt Schlesinger, Berlin.

2,077,272—Braun Tube. Kurt Schlesinger, Berlin.

2,077,284—Automobile Radio Receiver. Ed-



**"SECOND HUSBAND"**

with Helen Menken

Sterling Products Inc. (Bayer aspirin)

WJZ (NBC-Blue Network),

Wednesdays 8:30-9 p.m.

Blackett-Sample Hummert, Inc.

**SIMPLE DRAMA, WITH EXCELLENT PACING AND AUTHENTIC EMOTIONAL APPEAL.**

Bringing much of the glamor of the theater to the air, this program, starring Helen Menken, should exercise a universal appeal. The drama is predicated upon simple, human emotions, dealing, as it does with the effort of a widow to rear her children in the face of the further claims life makes on her. Helen Menken does a beautifully sensitive job, with Janice Gilbert and Jimmy Donnelly displaying adult poise as the children. Joe Curtin, the love interest, is a worthy protagonist for Miss Menken.

**MAX BAER-TOMMY FARR FIGHT**

Special Event

WABC (CBS network), April 15, 4:30-5:35 p.m. EST.

**UNRUFFLED RINGSIDE DESCRIPTION. UNLIKE SPIRITED U.S. FIGHT BROADCASTS.**

Compared with the ringside broadcasts of fistic matches in this country, the transatlantic description of the Baer-Farr match was a calm and cool affair. The principal commen-

**QUOTES**

RICHARD BONELLI "Capable translations would go a long way toward popularizing the great musical works with the American public. My idea of a capable translation requires the services of a thorough student of English, a thorough student of Italian, German or whatever the original language may be; and a singer or conductor to preside over the collaboration and see that everything is lined up properly. The last mentioned job would be mine."

MYRTLE VAIL: "Murder someone! Not in real life . . . but in a radio script! Mystery and suspense always add interest to a story."

mund J. Te Pas, Rocky River, O., assignor to Walter A. Frantz.

2,077,288—Cathode Ray Tube. Manfred von Ardenne and Siegmund Loewe, Berlin; said von Ardenne assignor to Radioaktiengesellschaft D. S. Loewe.

2,077,289—Method of and Arrangement for Receiving Short Waves. Manfred von Ardenne, Berlin.

2,077,290—Method of and Arrangement for Receiving Short Waves. Manfred von Ardenne, Berlin.

2,077,314—Device for Distant Control. Heinrich Eberhard and Walther Gutzke, Berlin.

2,077,326—Multistage Valve. Paul Kapteyn, Berlin.

tator, a gentleman with a dignified manner of speech and a touch of effortless humor in his observations, talked mostly in subdued tones and without getting very excited about it all. It was as though he were describing a parlor ping-pong game. Perhaps the vocal restraint was due to position of the mike, although it didn't seem to restrain the alternating commentator who filled in during the intermissions with more snappy summaries of the rounds.

Scheduled to start at 4:30 p.m. EST (about 10 p.m. in London), some rather prolonged preliminaries delayed the main event for nearly a quarter of an hour. Then it took time for the fight to work up some action, making it necessary for the commentators to draw upon their vocabularies for time filler. Not being very resourceful for an occasion of this kind, the chief remarks were about Baer's beautiful and powerful physique—which was commented upon time and again, thus making it look all the better for Farr when he was declared winner of the 12-round bout.

From a transmission and reception standpoint, it was a good job.

**F. T. C. CASES**

Cease and Desist Orders

Ralston Purina Co., St. Louis, is named respondent in a complaint issued by the Federal Trade Commission, alleging misrepresentation of a dog food sold under the trade name "Purina Dog Chow."

Misrepresentations in the sale of cosmetics is alleged in a Federal Trade Commission complaint issued against Colonial Dames Co., Ltd., trading also as Colonial Dames Inc., Hollywood.

Chicago Mail Order Co., Chicago, has entered a stipulation that, in the sale of a turtle oil cream designated "Vivani," it will cease using the words "turtle oil" as descriptive of a product whose oil content is not composed of turtle oil.

Benjamin Ansehl Co., St. Louis, signed a stipulation to discontinue use of the words "turtle oil" to describe preparations sold under the names "Vivani" and "Amethyst."

**CBS Ups WHAS Card To \$450 on May 15**

(Continued from Page 1)

Card No. 22, and all new contracts written by CBS on and after May 15 will be at the new rate. CBS advertisers currently using WHAS will be protected on present programs which are continued without interruption at the base rate of \$400 per hour, until May 14, 1938. CBS advertisers who are protected until December 31, 1937, under rate card No. 21, will be billed at the \$400 base rate from January 1, to May 14, 1938, and at the new rates thereafter.

★ ★ **Little Talks on Big Subjects** ★ ★

The audience is waiting . . . Are YOU on the program? . . . The Radio Industry is Alive, Big, Growing, Prosperous . . . It is constantly on the lookout for innovations, new personalities, ideas and equipment . . . RADIO DAILY with its crisp breezy columns reaches this audience bright and early every morning . . . Advertising in RADIO DAILY brings RESULTS . . . A TEST will TELL. . . . .



## SET STATION DETAILS ON FORD'S SAT. SHOW

(Continued from Page 1)

WOKO, WEEL, WGR, WDRC, WCAU, WJAS, WPRO, WORC, WLBZ, WMAS and WIBX on first hook-up.

Majority of stations carrying repeat broadcast will be located in Eastern and Central Standard time zones. Sponsor believes that first airing, reaching public at 6:30 p.m. EST would be too early to catch many listeners. Present plans call for the revised schedule to run for 13 weeks, with changes, if any, to be made thereafter. Program will have no visible audience for first five broadcasts as there will be no playhouse available before May 15. N. W. Ayer & Son has the account.

### 650 to 800 Attending Associated Press Meet

Between 650 and 800 members of the Associated Press will attend the annual meeting of the association being held next Monday at the Waldorf-Astoria Hotel.

Session will open at 10 a.m., adjourning at 1 p.m. At a luncheon Secretary of Commerce Roper will be the guest of honor and his speech will be aired over the NBC-Blue network, 2-2:30 p.m.

There are now 1,360 AP memberships of which Hearst holds 18, the largest individual sum. Reports have been current that the AP board will take up the question of revising the association's by-laws so as to allow the organization to sell news to radio stations. AP is the only news association that has not entered the field to date.

On the following Tuesday the American Newspaper Publishers Association will begin its annual convention in the same hotel. With over 200 radio stations now controlled or affiliated with newspapers, New York will be host to hundreds of radio executives.

### Yale Drama on WICC

New Haven—Yale Drama Department made its debut last night at 7:30 in a regular quarter-hour series over WICC.

## ONE MINUTE INTERVIEW

### LILY PONS

"No one, of course, could possibly question the supremacy of the great classical masterpieces. But it is difficult for the average, untrained member of a radio audience to grasp and appreciate classical music as readily as music in a lighter vein. Therefore, good popular music can do a great deal both in providing entertainment and in preparing for an appreciation later on of the more difficult classical music."

## ★ EQUIPMENT ★

### New Du Mont Oscillograph

Upper Montclair, N. J.—Du Mont Laboratories has developed a new three-inch Oscillograph. This instrument is complete in every detail; it embodies the desired features of the new type 34-XH Du Mont Three-Inch Cathode Ray Tube, separately controlled horizontal and vertical high gain amplifiers, flat from 30—30,000 cycles, internal or external positive synchronization, high and low voltage power supplies insuring a brilliant pattern and no interaction of controls, direct connection to the horizontal and vertical deflection plates of the cathode ray tube, amplified sweep, frequency range allowing observation of a single wave form 15 to 30,000 c. p. s. and separate positioning controls on the front panel.

Although this unit is designed as a service instrument to be used in conjunction with any standard frequency modulated oscillator, it is also designed to serve the many purposes of a really efficient portable three-inch Oscillograph.

### Playback Equalization

A folder discussing equalization in direct playback recording has been issued by Sound Apparatus Co. of New York, in its "Sound Advice" series of monthly bulletins dealing with recording and reproducing problems. The article, which is available without charge, is illustrated with curve charts by A. C. Keller of Bell Telephone Laboratories Inc.

### WBAL Gets Program Booster

Baltimore—WBAL, Baltimore, has installed a new Western Electric type 110-A program booster as its latest move to serve the listeners. Following its use for several days the station has announced that it has proved highly advantageous in producing a stronger and more uniformly controlled program signal. It is said that only a few other stations in the country have the equipment.

### New Philco Home Aerial

Philadelphia—A new aerial, designed for apartment and hotel dwellers, and solving the antenna problem involved in the use of more than one set in a home where the extra sets are operated from indoor "nuisance" aerials, has been introduced by Philco. Named the Philco Utility Aerial, it is easily installed by the customer himself and is used for both radio and short wave broadcasts.

### Radio Wave Burglar Alarm

Philadelphia—The radio wave has entered a new field of usefulness, as a device to foil burglars. A curtain of radio waves, capable of setting off a shrieking alarm and lighting blazing floodlights the moment anyone passes through the Teletector invisible field, is thrown around the exterior openings in a home or made to radiate from the floor in case of a

warehouse or storeroom. The device is being marketed by the Teletector Property Protection System.

### Station Improvements

Sherman, Tex.—KRRV has asked the FCC for a construction permit covering new transmitter, vertical antenna, increase in power and full-time operation.

Cleveland—Permit to install directional antenna for night use is sought by WHK.

Canton, O.—Installation of automatic frequency control is planned by WHBC.

Columbus, Ga.—License has been asked by WRBL to cover construction permit for changes in equipment, move of transmitter and studio, and increase in power.

Kosciusko, Miss.—Move of transmitter and changes in antenna are planned by WHEF.

Milwaukee—WTMJ has asked the FCC for permission to install a new transmitter.

Wichita Falls, Tex.—The FCC has granted KGKO's application to install new equipment.

Gadsden, Ala.—WJBY has been given authority to install automatic frequency control equipment.

Enid, Okla.—KCRC is seeking authority to put in new equipment and a vertical radiator, along with increase in power to 500 watts unlimited.

Ashland, Ky.—Permission to move transmitter site locally, install new equipment and increase power is sought by WCMI.

New Orleans—Plans for the construction of a new transmitter, new tower and re-equipping of WDSU studios are proceeding while the station awaits ruling of the FCC on its request for an increase to 5000 watts day and night. Station owners claim they are now bidding on land for the new transmitter houses, which is to be modernistic in style with a front of glass brick. Transmitter and new equipment is to be RCA, with 409 foot non-directional tower.

Lincoln, Neb.—KFAB has applied to the FCC for construction permit to install new transmitter and directional antenna for night use, along with change in frequency to 1080 kilocycles and increase in power to 50 kw.

Charlotte, N. C.—WBT plans installation of a directional antenna for night use.

Atlanta—License to cover CP for new transmitter and antenna, increase in power and move of transmitter and studio, has been requested by WATL.

### Don Kerr to Emcee Party

Don Kerr, WMCA announcer and commentator, will act as master of ceremonies at the Monte Carlo Night affair of the Association of Advertising Men of New York, to be held at the Hotel Pennsylvania roof tomorrow night. Kerr will also handle the auction. Larry Nixon will be in

## MUSICIANS' UNION BARS MENTION OF FILM STARS

(Continued from Page 1)

originating at restaurants and hotels, the orchestra leader will be held responsible by the Union. However, in the event an announcer makes an infringement, the orchestra leader obviously will seek to hold the station or network responsible. CBS yesterday informed its announcing and production staff accordingly, and sought to impress upon all concerned the importance of following the ruling very closely. H. I. Rosenthal of CBS music division, in informing the production department on the matter, said that on all studio programs the responsibility is that of CBS since they pay the musicians. The only exception is studio programs where the orchestra is on a 24-hour commercial and sustaining basis and continuity for sustaining programs are to be carefully written and watched. Continuity department especially has been told to be on the alert. Also the ad lib jobs are pointed out as spots to be watched by the director and announcer concerned.

### Publishers Lifted Ban

As pointed out in these columns recently, while the music publisher group controlling most of the music originating on Hollywood lots and used in films do not hail the union ruling with glee, they decided to remove restrictions as far as possible and thus preclude majority of the numbers involved being off the networks during the late evening hours. Lifting the restriction does away with the necessity of the announcer, leader or emcee mentioning the film which originates the song.

Publishers also wish to avoid getting the conductors all bawled up by having to re-arrange their books and many popular tunes.

NBC has already ordered its studio orchestra not to play the restricted numbers and like CBS is taking all due precaution. Other web and indie stations of course are following suit. Precaution, however, is still necessary due to an occasional movie tune being still on the restricted list and the new songs coming out continuously. The movie title ban has been in effect in Chicago for some time.

### Ray Markey at WTHT

Ray Markey, for the past four years news editor of WNBH, New Bedford, has joined the radio staff of WTHT, Hartford.

charge of the entertainment. Stage money will be used on the roulette wheels, but winners will be entitled to prizes such as an air trip to Washington down to a case of wine. Professional croupiers will also be on hand.

## 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





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 49

NEW YORK, N. Y., MONDAY, APRIL 19, 1937

FIVE CENTS

## 18 WLW-WHIN Shows Set

### Hopes of Television Are Spurred by Test

*West Coast Bureau, RADIO DAILY*  
Los Angeles—Successful spanning of a distance of 10½ miles with "sight and sound" by the Television Division of the Don Lee Broadcasting System here last week has spurred interest and hopes in the proximity of regular television broadcasts. The latest demonstrations here, piloted by Harry R. Lubcke, were witnessed by both laymen and noted scientists, among them Nobel Prize Winner Dr. Robert A. Millikan. The television programs were transmitted many times  
*(Continued on Page 6)*

### Playwrights Granting Film Television Rights

In selling the film rights to a stage play, the Dramatists' Guild is now granting film companies the right to televise the motion picture produced from the play, but reserves to the author the right to televise the play with living actors, RADIO DAILY was advised Saturday by Sidney R. Fleischer, arbiter for the Dramatists' Guild.

Previously the Dramatists' Guild had refused to include television rights in the sale of movie rights to a play.

### New Radio Invention Improves Reception

Salt Lake City—A device which, in tests, eliminated static in voice reception, beam signals and telegraphic signals, and may ultimately do away with the crackling and squealing in home radio sets, has been invented by Warren C. Hill, radio operator for the U. S. Dept. of Commerce, stationed at the municipal airport here. Hill has applied for patent.

### Sponsor Next

The experimental program recently launched by WINS under the title of "New Ideas," inviting listeners to send in scripts for consideration, has been amplified with a new twist.

Literary and drama editors and authorities are being invited to participate in constructive criticism of the script chosen each week.

### High Mass on Air

Buffalo—The distinction of being the only station in the United States to broadcast regularly a High Mass of the Roman Catholic Church is claimed by WBNY here.

It is on the air every Sunday at 11 a.m. from St. Louis' Church. A choir of 60 voices is featured.

### Gen. Foods Takes Over Coast Network Show

*West Coast Bureau, RADIO DAILY*  
Los Angeles—General Foods Corp., New York, today will take over the sponsorship of "House Undivided" on behalf of La France and Satina, General Foods products, and broadcast the program five days a week, Mondays through Fridays, 11:15-11:30 a.m., over the entire Don Lee network.

Program is a dramatized script show dealing with the life and struggles of a small town doctor, and is signed for 26 weeks through Young & Rubicam, keyed from KHJ. Agency's office here, headed by Tom Harrington, will handle the quarter-hour series. Series may go coast-to-coast next fall if it clicks on coast.

### Additional News Spots For KIRO, Seattle

Seattle—KIRO has signed for Universal News Service, which will be used in addition to INS, and will supplement its hourly news broadcasts with several quarter-hour evening spots.

### Dedicatory Program for New Network Being Aired Tonight—"Flying Dutchman" Heads Openers

#### \$550,000 to Networks On P. & G. Drene Series

Procter & Gamble will spend about \$550,000 for network time alone on a single product, Drene, it is disclosed with the setting of Jimmy Fidler on a second weekly Hollywood gossip program starting May 21 for 52 weeks on the coast to coast NBC-Red network of 30 stations, Fridays, 10:30-10:45 p.m. Network will use the basic Red, WLW, WDEL, and the Red mountain and Pacific groups. Fidler's other program is heard on the same network on Tuesdays at the same time. Twenty one programs  
*(Continued on Page 7)*

#### 3rd Factor Disk Series For 22 Latin Countries

*West Coast Bureau, RADIO DAILY*  
Los Angeles—Max Factor (make-up) is to start production this week on a third series of disks to sell products, via radio, in Latin American countries. Success of first two series was so outstanding that new series will go on a twice-a-week basis on some 50 stations in 22 Latin American countries. Series will be done in Spanish, using orchestra, guest stars and a short dramatization, a-la March of Time, of movie lot episodes. Paul Gurruchaga, who produced the last series, is to produce the new ones.

With 18 sustaining programs already set, WHN-WLW wire will begin functioning on a regular series of exchange programs tonight at 9 when WLW officially welcomes WHN to Cincinnati. One of WLW's most popular musical programs, "The Flying Dutchman," heads the list of opening shows. Powell Crosley, president of the Crosley Radio Corp., and William S. Hedges, v.p. of same company, will speak from the studios  
*(Continued on Page 7)*

### Brown & Williamson Sport on 21 Stations

Brown & Williamson Tobacco Co., Louisville, for various products, within the next week will launch sports resume programs on 21 stations throughout the country using local talent. With exception of eight Don Lee stations, all programs will be spot.

B. & W. has been a consistent user of sports broadcasts in the past and on May 8 will sponsor the Kentucky Derby for the third consecutive year,  
*(Continued on Page 6)*

### Oldest Commercial Fades After 15 Years

Chicago—Said to be the oldest commercial on the air, the Sunday evening Edison Symphony concert series called it quits after observing its 15th anniversary on the air yesterday over WENR (NBC-Blue). Program has been running since April, 1922. Morgan L. Eastman, director, plans to retire and go to California.

### Eighth Repeat

A record in repeat performances for a single radio drama on a network will be established Saturday when "Sebago Lake," by William Ford Manley, is presented for the eighth time, going over NBC-Red at 9 p.m. Sketch, originally heard in 1928, will again star Arthur Allen, with Effie Palmer, Ruth Russell and William Adams, all of original production.

## ★ THE WEEK IN RADIO ★

### ... Proposed Wattage Tax

By M. H. SHAPIRO

WORKING through Congressman John J. Boylan, (D., N. Y.) FCC Commissioner George Henry Payne proposed a measure seeking to tax radio outlets according to their wattage, starting at \$1 a watt and scaling up to \$3 . . . which doesn't sound reasonable from any angle . . . virtually tax the industry out of business if the fantastic proposed bill ever slipped through. . . .

On the heels of the news that the

Wagner labor act had been upheld by the Supreme Court, various branches of radio began to feel the urge to organize, particularly the technicians, more or less considered unionized already to some extent . . . CIO most likely will branch out more in the communications field and electrical workers, it would seem . . . ATT looks like a fertile proposition.

NAB ran into conflicting dates  
*(Continued on Page 2)*





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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Saturday, Apr. 17)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167 <sup>3</sup> / <sub>4</sub>	167 <sup>1</sup> / <sub>8</sub>	167 <sup>3</sup> / <sub>8</sub>	+ 1/8
Gen. Electric	55 <sup>1</sup> / <sub>4</sub>	54	54 <sup>3</sup> / <sub>8</sub>	- 1/8
North American	26 <sup>1</sup> / <sub>2</sub>	26 <sup>1</sup> / <sub>8</sub>	26 <sup>1</sup> / <sub>8</sub>	0
RCA Common	10 <sup>3</sup> / <sub>4</sub>	10 <sup>1</sup> / <sub>2</sub>	10 <sup>1</sup> / <sub>2</sub>	0
Stewart Warner	19 <sup>3</sup> / <sub>8</sub>	18 <sup>3</sup> / <sub>8</sub>	19	+ 1/8
Zenith Radio	36 <sup>1</sup> / <sub>4</sub>	35 <sup>3</sup> / <sub>8</sub>	35 <sup>3</sup> / <sub>4</sub>	+ 5/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	16	16	16	- 3/8
Nat. Union Radio	2 <sup>3</sup> / <sub>4</sub>	2 <sup>3</sup> / <sub>4</sub>	2 <sup>3</sup> / <sub>4</sub>	- 1/8

### KFEQ Appoints Rep

St. Joseph, Mo.—KFEQ has appointed Kelly-Smith Co. as its national representatives, effective tomorrow, it is announced by Glenn Griswold, the station's national advertising manager. Kelly-Smith, well-known in the national newspaper field, recently established a radio division under the direction of Frank Headley of the New York office, with branches in Detroit and Chicago.

### Ernest Kosting Joins CBS

Ernest D. Kosting, formerly assistant to the advertising manager of Abraham & Straus, will join the CBS sales department staff effective April 26.

### WPA Symphonic Dramas

A Tuesday night series of Symphonic Dramas put on by the WPA will start tomorrow at 9-10 p.m. over WQXR. Minnie Dupre heads the first cast. Ibsen's "Peer Gynt," adapted by Michael Davidson and directed by Donald Macfarlane. Idea is to present dramatic classics with incidental music.

### LOUIS ARMSTRONG

AND HIS ORCHESTRA  
Fleischmann's Yeast, Fridays,  
NBC Blue, 9 P. M.  
At Paramount, New York  
JOE GLASER, PERSONAL MANAGER  
ROCKWELL-O'KEEFE, INC.

## ★ THE WEEK IN RADIO ★

... Proposed Wattage Tax

(Continued from Page 1)

with its original intention of having the annual convention at the Stevens Hotel, Chicago, June 13-16, but later switched to the Sherman, with the dates set as 20-23 inclusive . . . the Pacific Advertising Club meets in Salt Lake City June 13-16 and many attending this gathering wished to also attend the NAB meet . . . even at that the Advertising Federation of America provides conflict with its 33rd Annual Convention in New York, during the same three days . . .

Disk and spot biz led the February industry gain in so far as percentage of increase is concerned . . . NAB again moved toward facilitating return of license fees paid the Warner Bros., music subsidiaries . . . Both radio and music men opposed the Duffy Copyright Act in its present form, the broadcasters through attorney Sidney Kaye seeking changes before offering full support, while the music men through John G. Paine, saw no benefit to be de-

rived by U. S. joining the Berne Convention. . . .

New merchandising plan for electrical transcription distribution and sales came from the Universal Radio Corp., which seems to have excellent ideas up its sleeve via the expedient of applying motion picture and other tested methods . . . will use 29 ET exchanges around the key centers of the country . . . soap business led the advertisers on CBS during the first quarter of 1937 . . . the to-do over sale and removal of KTHS, Hot Springs, apparently settled down, as a result of the court decision declaring everything in order . . . CBS foresees a rise of 2,000,000 sets in the home this summer, based on data collected by Daniel Starch Associates . . . Local 802 of the AFM went through with its resolution and definitely barred mention of movie titles on sustainings whether studio or remote broadcasts, unless musicians are paid commercial scale. . . .

### WILL Resumes Activity Following Improvements

Champaign-Urbana, Ill.—On its new frequency of 580 kilocycles, WILL, the University of Illinois station, resumed broadcasting this week on a full daytime schedule. Two new 325-foot vertical antennae, tallest in the state away from Chicago, were put into operation with the change of the transmitter to a new out-of-town location and transfer of frequency.

The new equipment and change of frequency from 890 kilocycles will increase listener area approximately 125 per cent despite the fact the power output remains at 1000 watts. Time on the air is being increased 75 per cent.

WILL is the only state-owned, educational, non-commercial broadcasting station in Illinois. It endeavors to offer programs not available elsewhere, taking advantage of the 1,500 experts of the University's staff for educational and information offerings, and of talent selected from the University's 11,000 students for entertainment and dramatic productions.

### Leonard Lewis Joins WBS

Leonard Lewis joins WBS today in a publicity and sales promotion capacity, succeeding Slocum Chapin, who resigned to join WOC. Lewis comes to WBS from Printers' Ink where he has been radio editor of the monthly publication.

### Dill Seeks Station

Washington Bureau, RADIO DAILY  
Washington—Former Senator Clarence C. Dill has asked the FCC for permit to establish a new radio station here, and his request is understood to have been approved by the Examiner. Transmitter would be located near Bethesda, Md., operating on 139 kc. with 1,000 watts.

### WHEC Fight Program Becomes Institution

Rochester, N. Y.—The Monday Night Fights at the Elks Club, aired since Feb. 8 over WHEC, basic CBS outlet here, have become a sort of local institution, with big listener interest besides helping the Club attract overflow crowds to the weekly events. The programs are expected to continue through May, or at least until the season expires.

Several Golden Gloves champions have been included in the bouts. Lowell MacMillan, expert sports announcer who incidentally will cover the pro baseball games for WHEC this season, handles the descriptions. He is assisted by Harry LeBrun, who provides color and background. While MacMillan was in Florida, LeBrun and Ken French handled the fights.

### New WCHS Auditorium Being Dedicated Saturday

Charleston, W. Va.—Formal opening of the new WCHS Auditorium will take place Saturday. Dinner dancing and other entertainment and ceremonies have been arranged for the occasion by the Charleston Broadcasting Co.

### Bernie Moving East

On and after May 4 the Ben Bernie-American Can program on the NBC-Blue network, Tuesdays, 9-9:30 p.m., will originate from NBC's New York studios, instead of Hollywood.



## COMING and GOING

HERBERT PETTEY, associate director of WHN, now visiting in Chicago, returns to New York on Wednesday.

JOE BOLTON, announcer, back in town after a week in Chicago, where he attended the baseball announcers' meeting called by General Mills.

GERTRUDE BERG, arriving in New York today, leaves again in two weeks for Hollywood, where she is slated to work on Bobby Breen's new picture.

EDWARD G. ROBINSON is on his way east from Hollywood to guesstar on the Kate Smith program.

HAROLD MICKEY, Southern band leader, is in town comparing notes with other maestros.

CARMEN CASTILLO, wife and vocalist of Xavier Cugat, left for Hollywood with her niece, MARGO.

ED WOLF and BILL COBLENER in Chicago on business.

HELEN JOHNSON, director of the American School of the Air, sails for Holland May 21.

DICK HARTMAN and his hillbilly band left WBT, Charlotte, N. C., last week for Hollywood, where they'll appear in a western flicker.

MARK SANDRICH, RKO director, is in town lining up radio talent for his next picture, "The Joy of Loving", which will star Irene Dunne.

MORRIS WEST, assistant program director of WCAU, Philadelphia, and announcer of the Philadelphia orchestra broadcasts, will spend the next five weeks traveling with the symphony group on its concert tour.

BOB BERGER, radio publicist for the National Democratic Party in Philadelphia for the Farley dinner, is visiting WHIL, where he was formerly a member of the sales staff.

DEWEY H. LONG, sales manager of WBT, Charlotte, who has been in Chicago on a business trip, returns to his office this week.

JAMES ALLAN, program director of WIP, was in and out of New York on Friday.

E. C. MILLS, general manager of Ascap, left for Helena, Mont., with legal aid to supplement local counsel in representing Ascap in state tax and other matters. Hearing comes up April 23, in Federal court, relative to legality of the new state tax law.

GORDON WHYTE of the Henry Souvaine office is in town for a few days. Leaves again shortly to contact schools for the Pontiac Varsity show.

PAUL ROSS of the CBS artists' bureau is back at his desk today from Detroit trip. GERTRUDE NIESON booking in the auto city.

J. J. ROBBINS, head of Robbins Music Corp. is expected back from Hollywood and the M-G-M lot late today.

GEORGE STORER, owner of WSPD, WWVA and WMMN, was in and out of town last week.

GEORGE HICKS, NBC announcer, left New York yesterday for San Francisco on the first leg of his trip to Enderbury Island.

TOM C. GOOCH of KRLD, Dallas, is in town to attend the ANPA convention.

CONRAD THIBAUT fled to the coast on Saturday to join the Fred Astaire program on Tuesday nights.

CARLTON SMITH, commentator of the Chicago NBC Symphonic Hour, left Saturday for Washington, to deliver an address before the D.A.R.

JEAN SABLON has returned from Montreal.

## "It's A Fact!"

Don't forget, this daily script of news oddities, expertly written AND INSTANTLY SPONSORABLE, is also available in GERMAN, POLISH, ITALIAN and JEWISH.

Write or Wire

VanCronkhite Associates, Inc.

360 NORTH MICHIGAN AVE.

CHICAGO

State 6088



**NEW BUSINESS**

Signed by Stations

**KFRC, San Francisco**

Procter & Gamble (Camay), 10 broadcasts, floating one-min. announcements, through Pedlar & Ryan, N. Y.; E. P. Reed & Co. (shoes), 7 weekly broadcasts, disks, through Geyer, Cornell & Newell, N. Y. Procter & Gamble (Crisco), 90 broadcasts, one-min. spots, through Comp-ton Adv'g Co., N. Y.; Lever Bros., 260 broadcasts, spots, through Ruthrauff & Ryan; Borden's Associated Companies, 702 newscasts with John B. Hughes, through McCann-Erickson, San Francisco; Kendall Dog Food Co., 52 weekly 15-min. disks, through W. S. Kirkpatrick Adv'g Co., Portland, Ore.; Bauer & Black (corn plasters), 30 spots, through Ruthrauff & Ryan, N. Y.; Chevrolet, 26 "Musical Moments," through Campbell-Ewald, Detroit.

The Kendall Dog Food account also placed with KDON and KSDM.

**KSLM, Salem, Ore.**

Kelvinator, two daily spots for a month, disks, with Arthur Godfrey as commentator; Gardner Nursery, Osage, Ia., "The Old Gardner," 5-min. daily disk, through Northwest Radio Adv'g Co., Seattle; Graham-Paige Motors, daily spots for three months, through U. S. Advertising Co. Mary Pentland Agency, Portland, Ore., "Cashbuyer Plan" of First National Bank of Portland, two daily time signals for a month; Columbia Empire Industries Inc., 15-min. talk, through MacWilkens & Cole Agency, Portland, Ore.; Paramount Shoe Store, Salem, spot disks; Stevens-Brown (jewelry), 10-min. noonday "Street Reporter" with Boots Grant; WBS "Musical Moments" with Rubinoff, twice weekly.

**WBT, Charlotte**

Snow King Baking Co., Cincinnati, 10 one-min. weekly spots, 13 weeks, through H. W. Kastor & Sons, Chicago; Pure Oil Co. of the Carolinas, Charlotte, increase to two 100-word studio announcements weekly, 52 weeks, for Yale Tires, through Freitag agency, Atlanta; Refrigeration and Air Conditioning Training Corp., two 15-min. test programs, through National Classified Agency.

**WNEW, New York**

United Drug Co., five-day disks series simultaneously with Rexall 1-cent sale starting April 27, through Spot Broadcasting, Inc., Street & Finney, Inc., agents; System Brake Service, "Dugout Interviews" for three baseball games weekly, 13 weeks.

**KEHE, Los Angeles**

Union Pacific, 52 weekly one-min. disks, through Caples & Co.

**WFIL, Philadelphia**

Hecker H-O Co., cereal, 4 spots weekly for 2 weeks, through Erwin, Wasey agency; B. C. Yuengling, beer,

**NEW PROGRAMS—IDEAS****Put Entertainment in Resume**

The program resume on KUOA, Siloam Springs, Ark., has become an entertainment feature. For a long time there had been head scratching about the dryness of an ordinary program resume. It seemed to be a necessary evil. That was until the program department really got down to business. Now the program resume combines music, drama, and sound effect with humor for a quarter hour entertainment feature.

The program is conducted something like this: Each program announced on the resume is identified as it is mentioned by using its theme or some characteristic sound effect as the background. A teletype sound effect is faded up five seconds and then down as a background for the announcer to say that "United Press news is presented at 7:00, 9:00, 11:00, 2:00, 4:00, and 6:00." The idea lends itself to infinite variation and it is surprising how smoothly it can be produced. It actually becomes of program value. A different theme selection is featured each day and is played in full. Sponsorship is in the offing. Credit for this idea goes to Virginia Rae Daniels, KUOA's program director.

**KFRU Spelling Novelty**

Latest feature to catch public fancy via KFRU, Columbia, Mo., is the Show-me Schoolmaster's Spelling Bee. The idea has grown to state-wide proportions in a scant two weeks' airing. Although elimination contests being broadcast over KFRU from Columbia high schools will not be completed for a month or more, having been scheduled three times weekly, other schools are waiting to challenge the local champions for spelling supremacy. The program will continue until the issue is decided. Columbia, the state's educational center and home of the University of Missouri, is backing its

7 spots weekly for a full year, through Dorsey Agency; Gardner Mfg. Co., hair shampoo, 6 spots weekly for 11 weeks; M-G-M, Inc., pictures, 14 spots for one week, through Donahue & Coe Agency Brown & Williamson Tobacco Co., three 15-min. periods weekly, for 13 weeks, using Hal Simonds' sporting news, through B. B. D. & O.; Nu-Enamel Inc., paints, weekly 15-min. period, using "Romance and Melody" ET, for a full year, through Schwartz Agency; Bauer & Black, corn remedies, 6 spots weekly for a full year, through Ruthrauff-Ryan.

**WTMJ, Milwaukee**

Gridley Dairy, thrice weekly script show, "Lefty Culpepper," contracted by Neale Bakke.

**WCKY to Feed NBC Blue**

Cincinnati—WCKY will supply a part of NBC-Blue's 9:30-10 p.m. program tonight. Celebs in baseball world will be interviewed here.

students against all comers. Success of this feature illustrates the brand of showmanship being displayed at KFRU.

**WBT Reveals Innermost Secrets**

WBT, Charlotte, N. C., had instituted a series of programs, conducted by Lee Kirby, announcer, to acquaint the public with the little-known details of a major station's activities.

The first 15-minute spot was devoted to explanations from the control room, during which Engineer J. M. Whitman talked about the various gadgets on the complicated board which is the nerve center of a station. Few people know how network programs come in and are broadcast through a transmitter, so Whitman switched to the network while Crutchfield and Kirby explained what was happening.

The series will continue with a broadcast from the WBT transmitter, located seven miles from Charlotte. The WBT transmitter is one of the most modern in the world, including a vertical radiator 429 feet high, and equipped with the latest devices of the industry.

**AGENCIES**

FRANKLIN OWENS, formerly associated with NBC and BBD&O, has joined the radio department of Maxon, Inc., advertising agency.

CAL SWANSON of the J. Walter Thompson office in Hollywood, has returned to the coast to break in Paul Rickenbacker as Dan Danker's assistant. Then back to New York to stay.

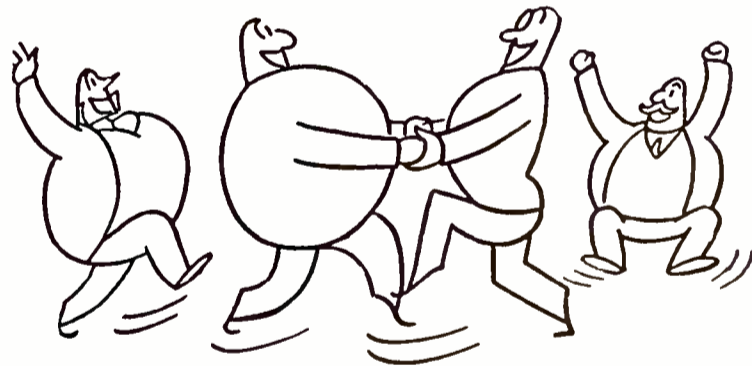
UNITED ADVERTISING CORP. has moved its New York offices to larger quarters at 60 West 42nd Street effective today.

J. FRANK DUNN, recently associated with Barnhill & Dunn, has joined the Wadsworth & Walker, Inc., advertising agency as vice-president and account executive.

**CBS Gets Television Permit**

Washington Bureau, RADIO DAILY

Washington—FCC Saturday granted application of CBS for construction permit authorizing changes in equipment, increase in power of visual broadcasting transmitter to 7500 watts and move of transmitter to top of Chrysler Building.

**Life Begins at 1440**

Gaze upon the four gay gentlemen above. Silly? Fantastic? No... a common occurrence rather with most WOR sponsors. For even the most inhibited director finds it difficult to remain calm once WOR begins producing very remarkable results at a very reasonable cost. You're really not getting the most out of life till you come up and see us sometime at 1440 Broadway.

**WOR**







# STEP RIGHT UP

—particularly if you are a **NEW** product

Step right up and *tell* the world! If you're a new product how else can you become a *familiar* product unless you do? And—since the busy new world you enter must be filled with both customers and dealers—why not tell *both* at the same time? The quickest way, you'll find, is the air way. For radio advertising is adapted by *its very nature* to the special problems of merchandising the new product. Because...

**RADIO IS INTIMATE.** By its *personal* manner, by its friendliness, it overcomes the instinctive hostility to newness—quickly makes the unknown product a familiar one.

**RADIO IS IMMEDIATE.** What can stir impulse into *action*, thought into *decision*, as profoundly as the human voice? (Have you read the CBS study, "Exact Measurements of the Spoken Word"? It tells the story of 34 years of investi-

gation by 21 scientists into the effectiveness of the spoken word. And what *they* say counts!)

**RADIO IS ECONOMICAL.** Its files abound with dollars-and-cents histories of advertising economy for every type of advertiser.

**AND RADIO IS UNIVERSAL.** More accurately stated, radio is universal enough in its appeal to reach *all* the people with money to spend... and reach your dealers at the *same time*. (Dealers have expressed an overwhelming preference for radio. For they, better than anyone, know its power on both sides of the counter.)

But no inventory of radio's attributes, as brief as this, can even begin to cover all its significant points. Why not examine the actual cases of new products catapulted into public acceptance by the use of radio? Why not step right up, and let us *tell* you about them?

**THE COLUMBIA BROADCASTING SYSTEM**

485 Madison Avenue

New York, N. Y.



## ★ F. C. C. ★ ACTIVITIES

### APPLICATIONS RECEIVED

Ward Optical Co., Fayetteville, Ark. CP for new station. 1310 kc., 100 watts, unlimited.

Burl Vance Hendrick, Salisbury, N. C. CP for new station. 1340 kc., 1 Kw., daytime.

### HEARINGS SCHEDULED

April 19; Food Terminal Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, daytime.

Summit Radio Corp., Akron, O. CP for new station. 1530 kc., 1 Kw., unlimited.

Valley Broadcasting Co., Youngstown, O. CP for new station. 1350 kc., 1 Kw., unlimited.

Joplin Broadcasting Co., Joplin, Mo. CP for change in frequency and power to 1380 kc., 500 watts, unlimited.

April 21; Abraham Plotkin, Chicago. CP for new station. 1570 kc., 1 Kw., unlimited.

Philadelphia Radio Broadcasting Co., Phil. CP for new station. 1570 kc., 1 Kw., unlimited.

April 22; Hildreth & Rogers Co., Lawrence, Mass. CP for new station. 680 kc., 1 Kw., daytime.

Old Colony Broadcasting Corp., Brockton, Mass. CP for new station. 680 kc., 250 watts, daytime.

April 23; John C. Hughes, Phenix City, Ala. CP for new station. 1310 kc., 100 watts, daytime.

Ann Arbor Broadcasting Co., Inc., Ann Arbor, Mich. CP for new station. 1550 kc., 1 Kw., unlimited.

WBCM, Bay City, Mich. Mod. of license. 1410 kc., 500 watts, 1 Kw. LS., unlimited.

**EXAMINER'S RECOMMENDATIONS**  
Knoxville Journal Broadcasting Co., Knoxville. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited be denied.

Richard M. Casto, Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited, be denied.

Johnson City Broadcasting Co., Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited, be granted.



### PETTY CASH VOUCHER

Week ending April 16th

● ● ● **Friday**... AT NBC lunch is brought up for Jack Pearl and Cliff Hall. Jack is panicky about being operated on the following day. Encouragement is offered by Tommy Dorsey, BBDO's production man and others... Sick as he is, Jack insists on attending the Press Photographers' affair that night... Tells us "Charlie" and he will cut in on the Derby airing (which his sponsor will carry with Clem McCarthy from Louisville) and do five minutes of comedy.

● ● ● **Saturday**... Attend the Coconut Grove and take in a bit of Jerry Blaine's "streamlined" music with charming Phyllis Kenny giving out on the vocals... Later in Reuben's, Lester Lee pushing a pen into the hands of Ted Hammerstein with writer Jerry Devine beaming... Learn that Ted will produce Jerry's play "Black-Eyed Susan" and that they are looking for a big air name to star after which immediate production is contemplated.

● ● ● **Sunday**... Start out for Atlantic City with Arthur Boran, getting as far as the ferry and then having the rear axle go on the new car... Arthur hops a train and we attend the Professional Music Men's affair at the Alvin and thrill over the fact that Sid Gary closes the Monster Show, causing the crowd to cheer.

● ● ● **Monday**... At NBC Bob Hope greets us with "Honey-chile"... Seems he's lost looking for Dick Himber's rehearsal... Bob is up in the air about the Woodbury show—because his show goes to Chi... At Lindy's for lunch, Vice Prexy of WMCA Bill Weisman inquires how we knew Max Steuer's stand on the Supreme Court... Prexy Donald Flamm waves to Bill and then begins telling a few riddles that has everyone stumped... That evening in Dave's, "Potash" Davies and "Perlmutter" Fleischman thank us for "top billing" in the day's column "Press Agent Paradise" and then Eddie Weiner stops to say a few inconsequential words... Leon Navara waves to us and we're introduced to lovely Lillian Gilman.

● ● ● **Tuesday**... Listen to the Jell-o audition and thrill to Miff Mole's arrangements... Five people rush over to tell us about Jerry Cooper going to Hollywood Hotel—when we printed it here two weeks ago... Joey Nash suggests to Harry Salter a name for a band... "Twelve-picked-up-in-front-of-the-Trans-Lux-Theater-Swing-Band"... Len Lyons walks in and some one tells us that he refused to go on the air because they wanted him to present "gueststars"... Ira Schuster stops Irving Caesar and plays with "Inc." the dog... Dick Himber walks past Lindy's slapping song-pluggers on the back.

● ● ● **Wednesday**... Henny Youngman calls us into the Astor to show comedy photos of his script-writers at work... At CBS, Col. Snyder, Ruth Etting's hubby, wants to know where we got the line about the wife and then confirms our item... Mark Warnow cuts in with a bit of news about the new "Hit Parade," telling us, the No. One tune... Overheard two execs in the Sales dept. rave about RADIO DAILY... Take Vick Knight to lunch at Lebus.

● ● ● **Thursday**... Lunch with John Mayo, Teddy Bergman, Jules Nassberg, Harry Salter, Frank Curley, Zeke Manners, Irving Kaufman and Joey Nash... The bunch roar over Frank's suggestion of putting Joey into the ring... Later at the Kate Smith rehearsal, she offers us some of her sponsor's coffee with cake made with the flour of her new sponsor... That nite Ted Collins tells us that the new Smith Hour will remain on CBS IF the network is able to clear time with Du Pont late Thursdays for a "repeat" to the coast. Otherwise, the show will go NBC.

Total expenses ..... Ten cents carfare

Auditor's remarks: Request denied..... Next time, WALK!

## F. T. C. CASES

### Cease and Desist Orders

Federal Trade Commission has issued an order to cease and desist against Paul Greenberg, trading as Beverly Products Co., 66 Vernon St., Springfield, Mass., prohibiting certain unfair representations in the sale of medicinal preparations advertised as Beverly Femin Tablets and Beverly Menses Tablets.

Among cease and desist orders issued by the Federal Trade Commission last month were:

Refrigeration Engineering Institute, Inc., Youngstown, courses of instruction; B. C. Remedy Co., Durham, N. C., "B C Remedy", treatment for headaches and muscular aches; Custom-Bilt Radio Co., Brooklyn, midjet radio sets; Munsell's Mineral Products Co., Lincoln, "mineralization tablets"; Konjola, Inc., East Port Chester, Conn., "Konjola".

## Brown & Williamson

### Sport on 21 Stations

(Continued from Page 1)

aired on NBC-Blue network, 6:15-7 p.m. Complete list of programs includes two already on the air, WSB, with five commentators from the Atlanta Journal sports staff, O. B. Keeler, Morgan Blake, Guy Butler, Ed Miles and Bill Camp, 10:30-10:45 p.m., Mondays through Saturdays, and WJDX, Jackson, Miss., where Dalton Brady is airing the program three times weekly.

Starting today five stations will be added: KMOX, Vic Rugh doing re-enactments of all out-of-town games of the Cardinals and Browns; WBNS, Columbus, Ken Durfee doing a sports resume, three days a week; WFIL, Philadelphia, Hal Simonds, Mondays through Saturdays, sports resume; WTMJ, Milwaukee, daily except Sunday, with Charlie Nevada in sports talks; KOIL-KFOR, Lincoln, Bob Cunningham and Hal Johnson, daily except Sunday; WSJS, Winston-Salem, Ralph Burgin, daily except Sunday.

WOR will be added Tuesday, on Stan Lomax sport period, three days weekly. WFBM, Indianapolis, and KSTP, St. Paul, start Thursday, the former using Len Riley daily except Sunday, and latter with Halsey Hall doing sport oddities, daily except Sundays. WRVA, Richmond, Bob Burdette, daily except Sunday, 10-10:15 p.m. starts on April 26, and the following day Frank Bull starts his series on eight Don Lee stations (KFRC, KHJ, KGB, KDB, KDON, KXO, KVOE, KDGM) three days a week.

B. & W. will promote Viceroy on the Don Lee network, the first time the new brand has been promoted via of radio on the coast. Avalon cigarettes and Sir Walter Raleigh tobacco will be plugged on WFBM, WRVA, KMOX, KSTP, WTMJ, KFOR-KFAB, WBNS, WOR, WFIL. Avalon cigarettes only on WJDX and WSJS, and the same cigarette plus Bugler tobacco, the roll-your-own tobacco will be plugged on WSB. Batten, Barton, Durstine & Osborn, Inc., handle the entire B. & W. account.

## Hopes of Television Are Spurred by Test

(Continued from Page 1)

during the day at 15-minute intervals.

These repeated demonstrations were performed via the Don Lee owned and operated experimental television station W6XAO which carried the images, and an auxiliary ultra-short wave channel which conveyed the sound.

They marked the first time that high-definition television (300 lines to the image, repeated at the rate of 24 images per second) had been broadcast so great a distance. Transmitters were located in the Don Lee Building in Los Angeles while the television receiver was located in the Physics Exhibit at the California Institute of Technology in Pasadena, a distance of slightly more than 10½ miles.

## Research Fund

For the first time in the history of the Rockefeller Foundation, research work in the radio field was included in last year's expenditures. The World Wide Broadcasting Foundation, makers of electrical transcriptions for research broadcast purposes, was given \$40,000 to experiment in an attempt to build higher grade educational and cultural programs.



## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

**C**ARMEN CASTILLO, wife and vocal-ist-in-chief to Xavier Cugat, is Hollywood-bound with niece Margo, who'll pursue her pix career...Cugat has found no substitute songbird as yet... Helen Johnson, broadcasting director of the American School of the Air, sails for Holland May 21 to take a brief peek at the windmills and tulips... Lucy Monroe relaxing at Hot Springs... Lois Lorraine, CBS Press Dept. lass, to spend a few days in Philly, contacting the local papers and renewing friendship at the WCAU studio... Sally Burns, recently of that station's sales promotion dept., becomes secretary to H. Elliott Stuckel of CBS Exploitation... Evelyn Hassner, WNEW switchboard divinity, drawing blue prints for her European trip... Ed Wolf and Bill Coblenzer in Chicago, on hot leads anent Mary Small and "Hill-top House," the Selena Royle, Janice Gilbert opus... Harry Wurtzel, on the coast, will listen in tonight with a view to finding out if Mary Small's O.K. for sound, the idea being a Grand National film contract.

▼ ▼  
Enoch Light's new femme vocal trio will sing, play the violin, the bass viol and the clarinet during non-vocal interludes... Louise Massey and the "Westerners" to guestar collectively on the Schaeffer program, April 25... Great-grandmother Flora Spiegelberg, two daughters, five grand-daughters and eight great-grand-children will all listen to the Nila Mack "Let's Pretend" broadcast featuring a fairy tale script authored by the matriarch... Ann Barley, who was a "March of Time" co-author several years ago, is punching type-writer keys in behalf of that program again... Kay Reed, WNEW music librarian and organist, bestows self-photos as prizes to winners of her "Can You Name It" contest... She plays five numbers and the audience guesses what their names are.

▼ ▼  
Among the early risers... Margaret Lewerth who has an all-male cast and an all-male production staff for "Morning Almanac," rises at 6 for her 8 o'clock broadcast... Helen Merchant, the "Musical Clock Girl" who celebrates her fifth anniversary at WINS this week, rises at some ungodly hour to START that station's broadcasting day at 6:30... Jean Abbey, Woman's Home Companion Shopper, starts one shot a week series on KMOX April 20... she gives department store shopper advice.



### "LEND A HAND"

Madison Personal Loan Co.  
WNEW, Fridays, 9:30-10:30 p.m.

#### JOB CLINIC INTERESTINGLY HANDLED AND DOING A GOOD PUBLIC SERVICE.

Combining real-life incidents containing a good deal of human interest and the worthy public service of trying to find jobs for the unemployed, this program conducted by Martin Block looks headed for good results. Similar service features in other sections are proving very successful and doing their sponsors much good, and there is no reason why this one shouldn't do likewise.

Block handles his applicants with intelligence, tact and consideration. Among the long list of job-seekers

appearing on the initial program was a wide variety of workers, nearly all with qualifications that deserved consideration, and the several telephonic responses from listeners with jobs to offer gave the program a dramatic touch, supplying suspense for listeners as well as for the hopeful applicants.

The brief case histories of the applicants, their education, experience and some of their personal problems proved interesting. Names were withheld, unless the job-seekers desired otherwise, and the various cases were designated by numbers.

Sponsors, the Madison Personal Loan Co., deserve credit not only for financing such a program, but also for utilizing very little of the hour's time for commercial announcements.

#### \$550,000 to Network On P. & G. Drene Series

(Continued from Page 1)

are now on NBC exclusively sponsored by P. & G., of which three are for Drene; the two above and a two station hookup WMAQ, WEAJ, Thursdays, 7:45-8 p.m.

To the \$550,000 must be added the talent cost, also the time and talent budget of the Drene quarter-hour WBS disk series featuring Jerry Cooper which are being broadcast by 100 stations. H. W. Kastor & Sons agency of Chicago has the account.

#### Jerry Cooper to Disk Balance of Drene Pact

Jerry Cooper, signed last week to replace Fred MacMurray on the Hollywood Hotel broadcasts, will fulfill the balance of his Drene contract, which expires June 10, and which was exclusive with the shampoo maker, by making a series of disks for the Drene spot programs now being aired over approximately 100 stations nationally. Drene is at present airing Cooper over the NBC-red net Thursdays, 7:45-8 p.m. Sponsors have auditioned George Griffen to replace Cooper on the network show.

Cooper will depart for Hollywood May 1 and will begin Hollywood Hotel series May 7. Program is aired over CBS network, Fridays, 9-10 p.m., sponsored by Campbell Soup Co. F. Wallis Armstrong, Philadelphia, handles account.

#### WINS to Recreate Games

Reconstructed play-by-play broadcasts of major league baseball games, following the Yanks and Giants in all out of town games, will be aired by WINS starting tomorrow at 7:30 p.m. Pat Barnes will be at the mike, assisted by Don Dunphy.

#### 18 Programs Are Set In WLW-WHN Hook-up

(Continued from Page 1)

of WLW during the program.

Tests were made throughout the day yesterday in an attempt to get everything in working order. Programs were transmitted from WHN studios to WLW, KQV and WFIL with those stations repeating performance at set intervals.

Herbert Pettey, WHN associate director, is now in Cincinnati where final arrangements for program exchange schedules are being completed. Pettey returns to New York Wednesday.

Shows aired in yesterday's preliminary broadcasts were "Once Upon a Time," 9 a.m.; Little Jack Little and Orchestra, 7:45 p.m., and "Moon River," midnight.

Sustaining program schedule set for today through Wednesday of this week includes: Buster Locke and Will Osborne orchestras, and "Flying Dutchman," musical show, between 8 and 9:30, tonight. "Moon River" goes on at midnight.

Tomorrow afternoon has Carl Freed and harmonica band, Larry and Sue, harmony duo evening has Will Osborne; "Moon River," Orrin Tucker and Locke orchestra around midnight. Wednesday has "Variety Time," at 1:30 p.m., with Ray Shannon and Toy band late in afternoon. Late evening again has Tucker, "Moon River," and Phil Levant orchestra for the midnight trick.

#### Guizar Re-Signed

Tito Guizar, Mexican tenor, has been signed to a new exclusive management contract by the Columbia Artists Bureau, Inc. Guizar has been associated with CBS management since 1931.

Guizar gives a concert in Carnegie Hall tomorrow night.

## ORCHESTRAS MUSIC

**E**ULTON McGRATH, pianist of the Lennie Hayton Ork, has penned a number called "Nonchalance."

The International Chorus, a group of thirty mixed voices, under the direction of Victor Larsen, will broadcast a series of four programs over WMCA, effective last Saturday. They will be heard every Saturday from 8:45-9:15 p.m.

Dr. Frank Black's String Symphony Program on Wednesday, 9-10 p.m. EST over the NBC-Blue network, will begin with the playing of "Fuga Scherzando," one of Bach's shorter fugues. The arrangement has been performed but once previously by Dr. Walter Damrosch. The "Intermezzi Goldoniani," "Die Liebende," and Arensky's "Variations on a Theme by Tchaikowsky" will also be heard.

Zinn Arthur, who hit a new rhythmic stride with "Maraccas Swing," follows it up with "Bongo," which is in the same manner. Zinn and his musical aggregation featured the number on their program Friday night at 9:45 over WHN.

Two all-American concerts from the annual American Music Festival of the Eastman School of Music will be broadcast over the NBC-Blue network on April 27 and 29. "Songs for Autumn," composition which won the Prix de Rome for composer, Frederick Woltmann, will be heard in the Tuesday concert. "Prelude" and "Toccata" by Gardner Read will be the featured selections of the Thursday broadcast. The work which won an award of \$1000 by the New York Philharmonic Society for the best new American Symphony, will be played by the Rochester Philharmonic Orchestra, Dr. Hanson conducting.

Former music director Bob McCombs of station KOMA is now working as an organist for the new Mutual Broadcasting System in Oklahoma City. Programs are released through the Oklahoma City Station KTOK.

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTES

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

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





## ★ Coast-to-Coast ★



**H.** WADSWORTH COLE, for the past six years manager of KGER, last week tendered his resignation, and will be succeeded by C. Merlin Dobyns, original founder of the station. Cole took over when the station leased its original site, saw it through two other moves to its present site in Hotel Clark, and its rise to approximately 85 per cent time sold. Cole is going to take a trip and rest before announcing his future plans.

Raymond R. Morgan, head of the Raymond R. Morgan company, home from an Eastern trip.

Federal Theater of the Air is starting a series of dramatic episodes on the life of the Biblical character, Jezebel, on KFAC. Program started out as a one-shot Jezebel playlet, had such response that a serialized script was decided on.

Lum and Abner, for the first time in 6 years, will bring in a third member to their cast. Heretofore they have done all the characters, and sound effects as well, by themselves.

Donald W. Thornburgh, CBS v.p. in charge on the coast, has gone to San Francisco, in connection with the new Palace hotel studio construction there.

Mertens and Price are starting next week on the first of 104 episodes of Martha Lane's Radio Kitchen. So far, only audition disks have been completed, and recordings will be made a few at a time to keep the material timely and keyed to seasonal conditions.

Dick Stockton's orchestra has been signed on for a weekly half hour program on KGFJ.

### "First Nighter" to Chi With Tremayne, Luddy

"First Nighter" program shifts back to Chicago next month when Don Ameche, headliner of the show, goes to the new Chase & Sanborn Sunday night program on May 9. Les Tremayne of "Grand Hotel" and Barbara Luddy are expected to head new cast. Campana, sponsor, will keep the show on NBC all summer.

1	9	3	7
4	5	6	7
8	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily to

Howard Claney  
Sylvia Froos  
Page Gilman  
Louis Katzman  
Oscar Kronenberg  
Vivienne Segal  
Ann Shelley  
Betty Winkler

**A.** E. NELSON, manager of KOA, Denver, on his third anniversary at the station last week, was given a stag party at the Cosmopolitan Hotel.

Harry Hill is a new member of the news staff at KVOB, Denver. Formerly with UP, AP and Colorado newspapers.

France Laux, in addition to his baseball broadcasts for Kellogg, will present daily "Dope from the Dug-out" for Hyde Park Beer over KMOX, St. Louis.

General Mills is extending its baseball broadcasts to take in WGCN, Gulfport, Miss., airing the New Orleans Pelicans' road games.

"Little Dan the Movie Man," film chatter sponsored by Dan Cohen Shoe Co. over WROL, Knoxville, has caught on big. It's heard in the same quarter as Chapman Drug's "Tonight's Movies." On the same station, Supreme Foods Co. has added a "Job Clinic," which is doing a good public service.

While Dick Hartman and his hillbilly band is moviemaking in Hollywood. Fred Kirby will handle the RCA show on WBT, Charlotte, N. C.

Bernie Armstrong at the organ, Tony Rang and his electric guitar, and Bob Carter, vocalist, start a new program today on KDKA, Pittsburgh. The three boys will be heard at 4:45 p.m. Mondays and Thursdays.

Sammy Fuller, of the KDKA announcing staff, will be heard regularly in a new program at 7 p.m. Fridays.

Art Wallburg, ace Man-of-the-Street announcer at WPRO, Providence, sure did pull a boner. Broadcast invitation to school children to come down next day and talk over the air. Thought only right that youth should have their fling. Day happened to be school holiday. More 'n a million (estimate) future presidents and first ladies accepted invite.

### Commentator Magazine Takes Air for 13 Weeks

"Commentator," the new pocket-edition magazine, will take the air today over WEA, 11:05-11:15 p.m., with a program entitled "Free for All," John B. Kennedy acting as "head of the round-table." Discussions will be staged before the mike between one of the editors of Commentator and a reader of the magazine. In tonight's broadcast Lowell Thomas will carry on a conversation with a reader. Series is signed for 13 weeks, once weekly, through Cecil Warwick & Legler Inc.

All wanted to orate. Insisted. Near riot. Traffic jam. Art lost new Easter hat. P-o-l-i-c-e!

Amy Lawrence now staff pianist at KLX, Oakland, replacing Alice Blue, who went to Hollywood.

Herb Allen, free lance relief announcer in the San Francisco bay region, assigned to announce KROW's local baseball games on their General Mills program. Herb beat four other competitors.

T. A. McClelland, chief engineer for KLZ, Denver, can't go home for a few weeks. Both his daughters have scarlet fever, and he is quarantined out.

Charles Sigmund and Thomas Baird of the British Broadcasting Co. were entertained at the WHA studios while in Madison, Wis., last week.

Mrs. Adelle Gahnz, soloist and pianist, has signed a 13-week contract to broadcast each Sunday over WSAU, Wausau, Wis.

Vent Callahan, formerly with WTMJ's Badger State Barn Dance, is now conducting his own show. Cal's Barn Dance Round-Up.

Claude Herring, new sports announcer at WWSW, Pittsburgh, was introduced to radio editors last week at a dinner given in the Roosevelt Hotel by the Atlantic Refining Co. Herring came from WCAU, Philadelphia.

Radio will rib the film that ribs radio when "Wake Up And Live," 20th Century-Fox film musical which makes comedy out of radio control-room situations, is represented on Ben Bernie's program over the NBC-Blue network tomorrow night. Walter Winchell, co-star of the picture, will heckle Bernie to his face, and there will be free-for-all comedy from Alice Faye, Jack Haley, George Givot, Walter Catlet and Leah Ray, all of the "Wake Up And Live" company. Picture also will be previewed Thursday on the "Hollywood Hotel" program over CBS.

### Jean Dickenson Gets Spot

Jean Dickenson has been selected as new prima donna of "American Album of Familiar Music," Sunday 9:30 p.m. series over NBC-Red network. She starts May 2. Singer is under contract to NBC Artists Service.

### "March of Time" on WEOA

Evansville, Ind.—Though not affiliated with CBS network, WEOA here has been added to the "March of Time" hookup which Servel Inc. started last week.

**A** NEW half-hour variety program of western and hillbilly tunes, "Vagabond Varieties," started Saturday on WGN. The Vagabond Cowboys and the Country Cousins, latter being familiar to WLS and NBC Barn Dance listeners, are in the cast. It will be a regular Saturday feature, 10:45-11:15 a.m.

"Life of Mary Sothern," WGN-Mutual network drama, changed time to 2:15 p.m. CST, Fridays.

Harry Weber, director of WGN's concert orchestra, is back from his vacation.

Hans Lange directs the final Chicago Symphony concert of the season over Mutual network Saturday. Henry Weber will be commentator, with James Fleming announcing.

Anson Weeks, heard over CBS from the Edgewater Beach, is the father of a girl. Ditto for Jean McGregor of the NBC serial, "Today's Children."

Letsy Pickard, 2½ year old granddaughter of Dad Pickard of the Hillbilly clan, is warbling at WJJD.

Don McGibeny, NBC commentator, is in Lake Forest Hospital, due to laryngitis.

Bob Trendler of Mutual's "Contented Hour" lost his appendix in Passavant Hospital.

Louise Campbell of "Romance of Helen Trent" and "Leaning on Letty" leaves this week for Hollywood to play in Paramount's "Wild Money." Virginia Clark and Parker Willson also were screen tested last week.

Joe E. Brown is due here by plane tomorrow from the coast to appear in a baseball broadcast with John Harrington over WJJD.

Kay Kyser has induced Virginia Sims, vocalist, to rejoin his ork. She is coming from California. Harry Babbitt is another new voice. Kyser's first four Willys commercials will be aired from here, then several from New York and others from Memphis and various cities.

### Hal Holman Joins Rambeau

Chicago—Hal A. Holman has joined the sales staff of the local office of William G. Rambeau Co. Holman was formerly associated with Paul Block & Associates.

### Today's WHAT - WHAT!

WHAT-WHAT! Only ten new SUNDAY PLAYERS contracts this week! Those boys must be slipping. I'll write for samples and cheer 'em up. Take a letter: "Mertens and Price, Inc., 1240 South Main, Los Angeles . . . send free samples of SUNDAY PLAYERS Shows."





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 50

NEW YORK, N. Y., TUESDAY, APRIL 20, 1937

FIVE CENTS

# Sues W. U. Over Baseball

## Looking On ... AND LISTENING IN

**RADIO-THEATER** A trend toward broadcasting from regular paid-admission theaters appears to be quietly under way in several sections of the country.

Around New York alone, at present, there are sponsored airings of portions of shows or special radio features from the Brooklyn Paramount Theater, the Park Plaza Theater in the Bronx, the Paramount in Newark and the Fox in Brooklyn.

For listeners before a dial, these programs are not always as satisfactory as their more regulated counterparts from broadcasting studios.

But there may be ways to remedy that. The more interesting query raised by this situation is how it hooks up with the studio audience problem.

The much mooted question of radio and theater opposition also may find some kind of a solution here.

From a radio standpoint, advertisers could sponsor individual acts of a vaudeville show, or a participating sponsorship could take over the whole performance.

Types of radio programs desiring an audience would find the real thing in a regular theater charging admission.

Laughs and applause would be genuine.

From the theater standpoint, if the show is good, the airing will boost business at the box-office during its entire run.

Of course, the angle of reviving theater audiences may find opposition among those who consider the theater a competitor of the radio.

But in as much as the present widespread access to studio shows is doing that very thing anyway, why not get together and make it a cooperative arrangement between radio and stage under terms and conditions that will benefit both.

### 15 Years for WHB

Kansas City — WHB celebrates its 15th anniversary next month. Built by Sweeney Auto School in 1922, station was taken over nine years ago by Cook Paint & Varnish Co. General Manager John Schilling, builder of the original plant, and Chief Engineer Henry Goldenberg, who joined two months after it went on the air, are still with it.

## 13 MORE SHOWS ADDED IN WLW-WHN HOOK-UP

Program details for the rest of the week were completed yesterday by WHN for its exchange series with WLW which premiered 9 p.m. yesterday. Thirteen more sustainings were added to the 18 already set, bringing the total of broadcasts to be heard over the hook-up the first week to 31.

WHN will broadcast first program Thursday at 7 p.m. when Buster Locke and orchestra air. Later in the evening Ted Travers' orchestra, Will Osborne's orchestra and "Moon River" will be heard. Friday's schedule will begin at 12:45 p.m. with Will

(Continued on Page 8)

## Record World Audience Will Hear Coronation

Largest international audience in the history of radio will hear the Coronation ceremonies taking place May 12 in London, according to data compiled by NBC. In addition to the U. S., where all networks will carry the event, 12 countries already have arranged for special broadcasting facilities.

## Start Work At Once On New KMTR Studios

West Coast Bureau, **RADIO DAILY**  
Los Angeles—Architect's plans have been approved, work is to start immediately, and within 90 days, KMTR is to have a new home, it is announced by Victor Dalton, owner. The site is on four acres owned by Dalton, on Cahuenga, just South of Santa Monica, now the site of Dalton's transmitter and the building

(Continued on Page 3)

## 3-Hour Daily Gamut Show For Gen'l Mills on WMCA

A three-hour variety show plus sports will start tomorrow 2:30-5:30 p.m. as a seven-days-weekly program sponsored by General Mills over WMCA. A 14-piece orchestra with soloists and other artists will be spotted on each broadcast. Garnett Marks and King Lear will give running comments on baseball scores throughout the country, reported ev-

## WJBK, Detroit, Files Action to Compel Telegraph Company to Furnish Scores of League Games

### KRSC on 24 Hours

Seattle—KRSC is now broadcasting 24 hours daily, with a slogan of "Good Music Always". It's the only station in these parts on continuous service.

## DON GILMAN TO CONFER ON TELEVISION STUDIO

San Francisco—Among matters to be taken up with NBC officials in New York by Don E. Gilman, v.p. in charge of the western division, who leaves tomorrow for the east, will be the question of whether NBC will expand its present Hollywood studios or seek more space elsewhere in order to provide for television developments.

Having just recently completed Hollywood studios, NBC is now confronted with the necessity of enlarging its quarters to meet the in-

(Continued on Page 8)

## WRGA Leases Theater For 2-Hr. Paid Shows

Rome, Ga.—WRGA has leased the City Auditorium for two-hour Saturday night presentations of its "Hill Billy Jamboree," charging 15 and 25 cents admission to see the broadcast. Price Selby of the WRGA staff acts as m.c., with Wally Adams, also of the studio, assisting backstage.

Detroit—An action of far-reaching effect was instituted yesterday when WJBK turned to the FCC and the local courts in an effort to compel Western Union to furnish the station with baseball reports, which the telegraph company allegedly is withholding from WJBK because the service has been sold to a bigger station, WWJ. At the same time, WJBK attorneys filed mandamus proceedings in local courts, contending in both cases that W. U. is a public utility and as such cannot enter into contracts restricted to favored parties.

WJBK maintains that the present

(Continued on Page 3)

## ITALY TO SEEK GOOD WILL IN U. S. RADIO SERVICE

Surrounded with more than ordinary secrecy, the Italian Government is reported readying a network program for good will purposes, intended to offset the adverse opinion of that country dating back to the Ethiopian war, and to encourage the return of considerable lost tourist trade. Further, the general rush to

(Continued on Page 3)

## Six Coast-to-Coasters Sets Record for Mutual

West Coast Bureau, **RADIO DAILY**  
Los Angeles—With six programs going transcontinental over MBS, Don Lee System today sets an all time high for number of coast-to-coasters going out from the Don Lee

(Continued on Page 3)

### News Competition

St. Paul—In an effort to deliver news to its listeners ahead of the newspapers, KSTP has pushed its noon hour newstime period ahead to 12 noon from its former 12:40 p.m. spot.

The local rags in both Minneapolis and St. Paul have been hitting the streets between 12:30 and 1 p.m. on weekdays.

ery half inning. Bob Carter will flash racing results and Buddy Cantor will give Hollywood news and gossip.

Other sports results also will be flashed, plus remotes. Hal Janis will have charge of gathering and compiling the program material.

Bertram Lebar, WMCA sales mgr. closed the deal with General Mills.





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Monday, Apr. 19)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168	167 1/8	168	+ 5/8
Crosley Radio	21 3/4	21 3/4	21 3/4	- 1/4
Gen. Electric	54 3/4	54 1/8	54 3/4	+ 3/8
North American	26 1/4	26	26 1/4	+ 1/8
RCA Common	10 3/4	10 1/2	10 5/8	+ 1/8
RCA First Pfd				
RCA \$5 Pfd. B	(98 Bid)			
Stewart Warner	19 3/8	19 1/4	19 1/4	+ 1/4
Zenith Radio	38 1/2	37 1/4	38 1/2	+ 2 3/4

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/8	16 3/8	16 3/8	+ 3/8
Majestic	4	4	4	
Nat. Union Radio	2 5/8	2 5/8	2 5/8	- 1/8

## OVER THE COUNTER

	Bid	Asked
CBS A	54 3/4	56 3/4
CBS B	54 3/4	56 3/4
Stromberg Carlson	15	15 3/4

## Veet Starts Test Series Before Nat'l Campaign

Philadelphia—Gardner Manufacturing Co., makers of Veet, a dry powder shampoo, plans a national spot campaign to develop distribution for the product. Though the account has not yet been assigned to an advertising agency, company has arranged for a test series over WFIL, taking daily participation in the "Classified News of the Air" stanza for 11 weeks.

## Paramount Show Fading

West Coast Bureau, RADIO DAILY  
Los Angeles — "Paramount on Parade" will finish its short career on the air after next Sunday's broadcast. Daylight saving forces too early an hour to get good stars.

**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 April 17, 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.)		35
Too Marvelous For Words (Harms, Inc.)		35
Boo Hoo (Shapiro, Bernstein, Inc.)		30
Where Are You (Leo Feist, Inc.)		27
September In The Rain (Remick Music Corp.)		24
Little Old Lady (Chappell & Co.)		21
Moonlight And Shadows (Popular Melodies)		21
Sweet Is The Word For You (Famous Music Corp.)		19
When Love Is Young (Miller Music, Inc.)		19
I've Got My Love To Keep Me Warm (Irving Berlin, Inc.)		18
Never In A Million Years (Robbins Music Corp.)		18
Swing High, Swing Low (Famous Music Corp.)		18
What Will I Tell My Heart (Crawford Music Corp.)		18
How Could You (Remick Music Corp.)		16
Let's Call The Whole Thing Off (Chappell & Co.)		16
My Little Buckaroo (Witmark & Sons)		16
That Foolish Feeling (Leo Feist, Inc.)		16
You're Here, You're There (Marlo Music Co.)		16
Blue Hawaii (Famous Music Corp.)		15
Love Bug Will Bite You (Santly Bros.-Joy, Inc.)		15
Sweet Leilani (Select Music Co.)		15
To A Sweet And Pretty Thing (Shapiro, Bernstein, Inc.)		15

## Foreign-Language Shows Increase to 20 at WOV

Reflecting the growth of foreign-language broadcasting, WOV, leading Italian language outlet of the country, now feeds 20 network shows weekly to Eastern stations including WRAX, WICC, WEAN, WAAB, WOR, WINS, WSPR, WABY, WIBX, WMBO, WSAY and WBNY. WOV also acts as central office for 22 weekly programs fed to out-of-town outlets but not heard over WOV.

## Radio Got 14 Per Cent Of 1936 Adv'g Dollar

At the initial session of the annual convention of the Association of Newspaper Publishers which opens today at the Waldorf-Astoria, the ANPA Bureau of Advertising annual report will reveal that, out of \$427,561,000 spent for advertising in 1936, radio received 14 per cent. In 1935 radio garnered 13.4 per cent, according to the bureau.

## WTBO Names McGillvra

Cumberland, Md. — Henry B. McNaughton, general manager of WTBO, announces appointment of Joseph Hershey McGillvra as national sales representative for the station. R. W. Clipp, formerly of NBC and now business manager for WFIL, Philadelphia, is president of WTBO.

## WDNC's Annual Ward Week

Durham, N. C.—Montgomery-Ward is holding its annual Ward Week with daily disk broadcasts of the Rhythm Rascals over WDNC.

## Robert Hoffman Married

Syracuse, N. Y.—Robert H. Hoffman, radio editor of the Herald, was married Saturday to May Labby.

## Sobriety Series Signed On 10 Don Lee Stations

West Coast Bureau, RADIO DAILY  
Los Angeles — Samaritan Institute (liquor habit cure), which has been on local stations consistently, is moving to wider fields and has signed for Don Lee system of 10 stations, starting today with a twice-a-week series of 15-minute programs featuring "The Old Judge," Howard Esary producing. Allied Advertising Agency placed. Contract runs 52 weeks.

## Giants-Dodgers Opener Being Sponsored on WOR

For the first time in New York City, a major league baseball game other than a World Series has been sold to a sponsor. Opening game today between the Giants and Dodgers at Ebbett's Field was bought yesterday by Crawford Clothes. Dave Driscoll and Stan Lomax will give play by play description via WOR, which had acquired the rights.

## New Coast Disk Firm

West Coast Bureau, RADIO DAILY  
Los Angeles — Fitra Productions, Inc., has been formed with Dr. W. H. Voeller as president, I. O. Witte, vice-president, and Edward Pavarof, secretary and treasurer. The firm will handle transcriptions, radio programs, slide films, industrial films, and also plan to make a feature film later in the year.

**LEO SAYS:**

WHN's Jimmy Jemal is radio's original inquiring reporter — with a N. Y. Daily News following since 1921!

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

## COMING and GOING

CHARLES E. GREEN, head of Consolidated Radio Artists, Inc., returned yesterday from Texas via Chicago.

ALLEN T. SIMMONS, owner of WADC, Akron, headed for New York on business.

ED PAMPHILION, WFIL operations supervisor, leaves today for a Florida vacation.

JOE STORY, KMBC retail sales representative, left Kansas City Saturday for Philadelphia and will be gone a week.

JANE PICKENS is leaving the "Zeigfeld Follies" at Indianapolis this week and will do a guestar shot on the "House That Jack Built" Friday from Sewickley, Pa. She then returns to New York for more radio work.

IRVING MILLS is in Hollywood seeking new recording talent and discussing picture deals for Cab Calloway and Ina Ray Hutton.

DOUGLAS D. STORER, indie production man, will remain away from his office until next week, touring the south.

E. J. SAMUELS, commercial manager of WMAS, Springfield, Mass., has returned from a business trip to New York.

Q. A. BRACKETT, president of the Connecticut Valley Broadcasting Co., owners of WSPR, Springfield, Mass., has returned from Washington, D. C.

GRACE MOORE leaves for Hollywood on Sunday.

LOUIS K. SIDNEY, managing director of WHN, goes to Hollywood Thursday for a three-week stay.

GIULIO MARCONI, son of the inventor, arrived yesterday from Italy. Will spend two years here studying radio at RCA plant.

DON E. GILMAN, NBC western division chief, leaves San Francisco tomorrow for New York.

HAVEN MACQUARRIE leaves the Coast May 7 on a cross-country personal appearance tour. He will also scout talent for Warners.

## New NBC Minstrels Start Series Tomorrow

Chicago — NBC Minstrels, headed by Gene Arnold, with Harold Peary, Bill Thompson, Vance McCune, Shorty Carson, Edward Davies, Clark Denis and a male ensemble and orchestra under Al Short, take the NBC-Blue network tomorrow at 10:30 p.m. EST as a weekly feature.

Local color will be injected by the designation of honor cities, selected on a basis of votes received in proportion to population.

## WFIL Program Adds Time

Philadelphia—To accommodate additional advertisers seeking participation in Martha Laine's "Woman's Club of the Air," daily WFIL feature, station has added 15 minutes to the regular half-hour.

## Sales! Sales! Sales!

It's the sales that count.  
Never mind how many listeners you have who just "love" your news programs.  
Are your news programs SOLD?  
If not, then you better contact us immediately.

"RADIO'S ONLY NEWS COUNSELLORS"

VanCronkhite Associates, Inc.

360 NORTH MICHIGAN AVE.

CHICAGO  
State 6088



## SUES WESTERN UNION FOR BASEBALL SCORES

(Continued from Page 1)

W. U. contracts which exclude this station constitute restraint of trade. The station sets forth that it was the pioneer in telegraphic description of baseball here. It started broadcasting out-of-town games by means of wire reports back in 1933 when other stations were unfavorable to the plan. Later WWJ, CKLW and WXYZ adopted similar broadcasts.

Commenting on the legal action, Manager James F. Hopkins of WJBK said it was a friendly move insofar as W. U. is concerned. "That company is only doing what a large and powerful station with the backing of two big national advertisers wants it to do," he said, adding that impartial survey published by the Detroit News showed more than 50 per cent of those listening to out-of-town games last season tuned in on WJBK for them.

Hopkins said that WJBK counsel is confident W. U. can be forced to either furnish baseball reports to all who want them or refuse them to all alike.

W. U. buys the country-wide score reports from the leagues on an exclusive basis, and in turn sells the service.

## Start Work At Once On New KMTR Studios

(Continued from Page 1)

housing KMTR's engineering and technical staff.

New home of KMTR will be housed in a group of one-story buildings, grouped together to conform to the Mexican style of architecture selected by the builders. Administration building will house 20 suites of offices, rehearsal studios, etc. Separate building will house auditorium studio. This is the fifth new radio studio plant to be announced in Los Angeles this year.

## Astaire in Special Operetta

A special comic operetta, "Bojangles of Harlem," with lyrics and musical interludes by Johnny Green, will serve as the Fred Astaire radio vehicle April 27 over the NBC-Red net. Charles Butterworth, Francia White and Trudy Wood will be in the cast.

## WMAZ's 7th Annual Bee

Macon, Ga.—Seventh annual spelling bee at WMAZ will be held April 22-24, with 18 county schools taking part. Bee has been sponsored each year by Bankers Health & Life Insurance Co.

## RALPH KIRBERY

"The Dream Singer"  
63 WEEKS

LIPTON'S TEA  
N.B.C.

## NEW PROGRAMS—IDEAS

### Traffic Court on Air

"Traffic Court on the Air" will be a new sustaining over WCKY, Cincinnati, starting Friday. The program, aired 9-9:30 a.m. EST, will originate in Judge Joseph P. Goodenough's Traffic Court at the City Hall in Covington, Ky.

Actual testimony in traffic cases and the verdicts of the court will be broadcast by remote control. The weekly program is a contribution to the safety movement and at its conclusion each Friday there will be safety talks by Covington officials, including Judge Goodenough, Alfred Schild, assistant police chief, and George W. Hill, city prosecutor, of Covington.

### Six Coast-to-Coasters Sets Record for Mutual

(Continued from Page 1)

system. This includes the period during which KHJ and Don Lee were CBS affiliates. KHJ, Los Angeles, is originating "Sing Time," Homer Canfield's "Radio Parade," the premiere of "A Star is Born" from Grauman's Chinese Theater, Sterling Young's ork and Ted Fiorito's ork. San Francisco is originating Waldman's orchestra.

### Radio Execs in Town For Publishers' Meet

Radio executives who are expected in town today to attend the Association of Newspaper Publishers convention at the Waldorf-Astoria include Richard Borel, WBNS; James Cox, Jr., WHIO; John Cowles and Gardner Cowles, Jr., Iowa network; E. J. Stackpole, Jr., WHP; Dale Taylor, WESG; C. C. Council, WDNC; B. F. Orr, KTRH; Phil Lalonde, CKAC; Frank Gannett, WHEC; J. P. Fishburn, Jr., WDBJ; Earl Glade, KSL; A. L. Glasmann, KLO; David E. Smiley WDAE; John D. Ewing and John C. McCormack, KTBS; Guy C. Hamilton, McClatchy stations.

Also Roger and Charles Peace, WFBC; Col. J. Hale Steinman, Mason-Dixon Radio Group; A. E. McCullough, WGAL, WDEL; Joel H. Bixby, KBIX; Joseph R. Knowland, KLX; G. C. Willings, WCOA; O. L. Price, KEX, KGW.

### WWVA Gets Short Wave

Wheeling, W. Va. — West Virginia Broadcasting Corp., operating WWVA, has been granted short wave licenses W8XKB and WAAH Station plans to put the mobile relay stations into use immediately. New Western Electric remote equipment recently was installed.

### KMBC Music Week Auditions

Kansas City—KMBC is holding private auditions of musical talent for airing during National Music Week.

### Philip L. Ponce Moves

Philip L. Ponce Inc. has moved to new offices at 444 Madison Ave.

### Medical Aid Service

Two programs weekly, Mondays and Wednesdays at 4:30 p.m., are being offered over WOV by the People's Medical League, a non-profit organization which arranges for medical aid, on behalf of families of limited incomes, at reduced rates. The Monday program features "Medical Oddities in the News", with Henry L. Davis as commentator, while the Wednesday presentation is a dramatic sketch in serial form portraying events in the life of a typical New York family, thus bringing out the need for medical care at reduced fees.

### Announcer Guild Confab Adjourned to Tomorrow

Confab held yesterday morning between representatives of CBS and the American Guild of Announcers was adjourned until 10 a.m. tomorrow. Ken Roberts has been selected to serve as alternate on the Guild bargaining committee because Perry is slated to leave soon for Peru to announce the CBS eclipse program on June 8.

Roy Langham, president of the Guild, denied that the Guild had any intentions of calling a strike if its demands were not met by CBS. Langham further declared that at no time have the talks with CBS officials been held on anything but friendly terms. Of the 30 CBS announcers and production men, the Guild, according to Langham, has 25, while three cannot sign with the Guild because of other union affiliations.

### WBBM Business Spurt Shoves Back Ork Pickups

Chicago—Business is so brisk at WBBM that all remote orchestra pickups have been shoved back beyond 11 p.m. and on some nights well beyond midnight.

On alternate Fridays, Goldberg Credit Clothing has the WBBM Nutty Club on at 11 to 1 a.m. Saturdays the Drug Trades' Pappy Cheshire Barnyard Frolics compete with WLS National Barn Dance, 10:15-12:15.

### Mutual Texas Salute

Mutual Broadcasting System on Monday will salute its new Texas affiliates, KTAT, Ft. Worth, and WRR, Dallas, with special musical programs from New York and Chicago.

## Donald Peterson

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

## ITALY TO SEEK GOOD WILL IN U. S. RADIO SERVICE

(Continued from Page 1)

England to attend the Coronation is diverting a wealth of travel money to the British Isles, with possibility that most of the tourists and sight-seers will visit Scandinavian countries and France after the London ceremonies, rather than risk Mediterranean travel and the Spanish civil war ramifications.

Although network time has already been set, according to reliable sources talent is yet to be chosen and this end will be given the personal okay of Mussolini himself. Transcriptions of auditioned talent and sample programs are being rushed abroad for the edification of Il Duce. Last disks to be put aboard an Italian liner included a name orchestra, male singer doing pop ballads and an operatic soprano doing Italian arias. Credits are all for Italy in institutional manner. No tie-up with any steamship line or travel bureau is included.

### 5 Signed by Metropolitan

Five young singers employed by the networks have received contracts from the Metropolitan Opera and will appear in the spring series to be presented by that organization. Singers are Robert Weede, Thomas L. Thomas, Donald Dickson, Margaret Däum and Helen Traubel.

**WJCA**  
NEW YORK'S OWN STATION

Lead in  
**PROGRAM PLANNING**

**TODAY'S BASEBALL**

DAILY 6:45 P.M.



## ★ F. C. C. ★ ACTIVITIES

### APPLICATIONS RECEIVED

Yankee Network, Inc., Quincy, Mass. CP for new facsimile station. 41000 kc., 500 watts.

Genesee Radio Corp., Flint, Mich. CP for new station. 1200 kc., 100 watts night, 250 watts day, specified hours.

C. Frank Walker & Waldo W. Primm, Fayetteville, N. C. CP for new station. 1210 kc., 250 watts, daytime.

Harry Schwartz, Tulsa. CP for new station. 1310 kc., 250 watts, daytime.

Brenau College, Gainesville, Ga. 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.

Champaign News-Gazette, Inc., Champaign, Ill. CP for new relay station. 39700, 39900, 40800 and 41400 kc., 10 watts.

Champaign News-Gazette, Inc., Champaign. CP for new relay station. 39700, 39900, 40800 and 41400 kc., 2 watts.

KSLM, Salem, Ore. CP for change in frequency and power to 1360 kc., 500 watts.

### APPLICATIONS GRANTED

WDBO, Orlando, Fla. CP covering changes in equipment and increase in day power to 5 Kw.

WAYX, Waycross, Ga. CP to install new equipment and increase day power to 250 watts.

KGGM, Albuquerque, N. M. Lic. to cover CP. 1230 kc., 1 Kw., unlimited.

King Trendle Broadcasting Corp., Detroit. Extension of authority to transmit, via WXYZ, programs to Canadian Radio Commission by means of commercial telephone wires.

Radio Air Service Corp., Cleveland. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 50 watts.

National Broadcasting Company, Inc., Chicago. CP for new relay station. 31100, 34600, 37600, 40600 kc., 50 watts.

W6XRE, Los Angeles. Lic. to cover CP for new high freq. station. 88000, 120000, 240000, 500000 kc., 500 watts.

Crosley Radio Corp., Cincinnati. CP for new high freq. station. 25950 kc., 200 watts.

APPLICATIONS SET FOR HEARING  
Centennial Broadcasting Corp., Dallas. CP for new station. 1500 kc., 100 watts, daytime.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 Kw., unlimited.

Ocala Broadcasting Co., Ocala, Fla. CP for new station. 1500 kc., 100 watts night, 250 watts day, unlimited.

Southern Minnesota Supply Co., Mankato. CP for new station. 1500 kc., 100 watts night, 250 watts day, unlimited.

Hickory Broadcasting Co., Hickory, N. C. CP for new station. 1370 kc., 100 watts, daytime.

KRKD, Los Angeles. Auth. to transfer control of corporation to J. F. Burke, Sr., and Loyal K. King.

### APPLICATION DENIED

H. O. Davis, Mobile, Ala. CP for new station. 610 kc., 250 watts LS., unlimited.

### APPLICATIONS DISMISSED

Utica Observer Dispatch, Inc., Utica, N. Y. CP for new station. 950 kc., 1 Kw., daytime.

E. Va. Newspaper Publ. Co., Clarksburg, W. Va. CP for new station. 1250 kc., 1 Kw., daytime.



● ● ● After three years on the air via CBS and then WOR, Feen-a-mint fades May 16...GGG, the clothes firm, is looking for talent and air-time...Carl Hoff slated to return to "Hit Parade"...Jeremy Gury, head of the Phillips H. Lord research department, is another to resign from that office. New job places him in charge of public relations for Intourist, Inc., agency to promote traveling to Russia...Ruth Weinberg of the Earle Ferris office out again this week because of the illness in family...The CBS Bowling championship was won by the Maintenance dept composed of the air conditioning super, building super, and manager of the playhouses, who scored over the Production dept with Andre Baruch reaching a score of 244...Red Norvo succeeds Hal Grayson who follows Benny Goodman at the Pennsylvania...Recommended: Tommy Dorsey's record of "Marie" with "Song of India" (also a honey) on the reverse side.

● ● ● That Lord & Thomas audition at NBC behind locked doors the other day was the playing of records for the J. C. Penney department stores...Jack Kofoed has bought another home in Penn. This time it's a rambling mansion in Ekins Park...Jack's brother, William H., the publisher, will shortly bring out a class men's mag called, "Sir," scheduled for an August date-line...Hal Le Roy opens at Benny Gaines' swanky Mayfair in Boston tomorrow, following Benny Fields...Hal opens at the Paramount on the 4th...Will Osborne has been signed for 13 transcriptions for a fashion concern with an option for 36 more...Milton Douglas, the comic, has been signed by M-G-M pictures with options...Mary McCormack, the radio actress, takes a screen test for RKO this afternoon...Frank Cooper is offering Marta Abba and John Halliday to the agencies as permanent features.

● ● ● Homer Canfield, Hollywood columnist syndicated in 12 newspapers, starts a coaster today with flicker scandal via Mutual...Walter Cassell has been signed as a permanent feature on the Rubinoff show as long as the fiddler remains west...George Fischer, another air columnist, who starts writing "Hollywood Diary" for the L. A. Daily News, also gets an air spot via MBS starting May 1, to be called "Hollywood Whispers"...Tim and Irene could have had the Jack Benny-Jell-o spot again this summer, but preferred 26 weeks via WOR to the 13 of subbing offered by General Foods...Teresa Small went over to the Ripley show doing research, leaving Ejler Jacobson with Phil Lord—and he is also expected to resign.

● ● ● Tip to publishers:...One shrewd professional manager has a "system" all his own on obtaining "No. 1" position with a tune for any given week...He selects a song that has a catchy melody, contacts singers and leaders, making arrangements in their particular style—after which he asks them to HOLD it—not to play the tune until he asks them...A week or two may pass...The firm's pluggers will stay away from the definite contact—not even asking a "break" on another song...Then—the fireworks begin...Every maestro and singer will be wired, phoned or entertained and the word goes out to PLEASE do the song this week...Zoom—the song gets all the "plugs" within the week and comes out on top of the heap.

● ● ● Mickey Alpert called off his CBS audition slated for last night—until a future date...Bobb Venn, emcee of the Silver Shadow University of Iowa Night Club, has his diploma and may be found engaged as page boy at NBC because he wants to be an announcer—but will settle for an opening in the sound department...Robert Taylor's mother, Mrs. Ruth Brugh, will tell about her boy, "America's Sweetheart", on the Vallee show Thursday, which will also feature Wynne Murray, currently appearing in the Broadway musical, "Babes In Arms"...The Four Jesters in Macon, Ga., being aired via WMAZ, are kiddin' themselves into a platform for the mayoralty race in that city...Roy Cambell's outfit appearing with Tom Howard's daughter, Ruth, tonight, will henceforth be billed as the Eight Huzzars... "Beetle" or Harry McNaughton, is no relation to H. B. McNaughton, who is general manager of WTBO, Cumberland, Md., though both have radio engineer qualifications.

## ANNOUNCERS

WALTER KUCHLER, formerly of KMLB, Monroe, La., has joined WAML, Laurel, Miss.

WILLIAM WATSON is a new announcer at KONO, San Antonio. He also will warble in spare time.

JACK MITCHELL of the Payne Advertising Agency's radio division, San Antonio, is handling announcements of two new KTSA spot programs, one for Karotkin's Trading Post and the other for Interstate's Where to Go.

ANGUS PFAFF, chief announcer at WJBK, Detroit, and hostess Betty Wallace are now Mr. and Mrs.

BOB EVANS, mikeman at WJW, Akron, leaves shortly to join WSPD, Toledo.

PHILIP KEITH PALMER, formerly announcer with WIOD, Miami, has joined WMAS, Springfield, Mass.

ARTHUR BERGSTROM, formerly with the Dramatic Group of WTIC, Hartford, replaces Douglas Clark at WSPR, Springfield, Mass.

### New Variety Show on Way

Among contemplated new programs is a musical variety show with Enoch Light supplying the Melody Magic, and Joe Lewis, the clown, acting as master of ceremonies, introducing guest stars each week. Definite negotiations are being made by its ciggie sponsor for a Sunday evening spot.

### 12 Denver Theaters on Air

Denver—Three half hour programs weekly are sponsored by the 12 Fox theaters here. Featuring talent from the Denver theater orchestra, or from the Tabor stage show, and others, the programs are from the Paramount theater by remote control. The Sunday program is at 11 a.m. and Monday and Wednesday from 11:30 p.m. to midnight.

### WJBW Suit to Higher Court

New Orleans—Counsel for Southern Broadcasting Co. stated late last week that it would ask the state Supreme Court to review the civil district court ruling that the state courts lacked jurisdiction in cases where injunctions issued might affect control of radio stations. Judge Hugh Gage on Friday affirmed WJBW owner Charles Carlson's plea that the state court lacked jurisdiction.

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25	26	27	28
29	30		

April 20

Greetings from Radio Daily to

Wilfred Glenn

Betty Lou Gerson

## The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR  
LUNCHEON—  
DINNER—SUPPER CLUB

158 W. 48th St.

Toots Shor



**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**H**AZEL GLENN, who viewed the quins through glass last year, on her tourist's trek to Callander, will sing on the Dafoe program over CBS Mondays, Wednesdays and Fridays...Elsa Maxwell, Park Avenue's gift to enfeebled parties, auditioned for a big commercial 'other day...In a current radio popularity poll, sponsored by an ever so fan mag, Annette Hanshaw, two years divorced from the ether, appears to be taking eighth place, just one jump removed from mirth-maker Martha Raye.... Chase & Sanborn auditioned a new theater of the air program which, if all goes well, should place Thespis on the air with the proverbial loud report....Jean Dickinson, new "American Album of Familiar Music" lark, who studied in Africa and India, and speaks Hindustani, auditioned for Blackett-Sample-Hummert two years ago, was filed for future reference...they re-auditioned her when they needed a prima donna pronto.... all she does now is warble...but NBC intends to restyle her facially and sartorially....



Foretaste of television....the NBC photographic exhibition, cheered us enormously.....Ray Lee Jackson, Desfors, and Haussler with their black and white magic have camera-ed glamorously Ether-Eves Louise Massey, Betty Wragge, Natalie Bodanya, Adela Rogers St. John, Mary Small, Gina Cigna, Irene Beasley, Irene Rich, Cornelia Otis Skinner, Ireene Wicker, etc., to say nothing of the bass-singing contingent....Ray Lee had a few interesting behind-the-camera remarks to contribute on last night's NBC program over WEA, which should help establish his rep for versatility.... Gertrude Lawrence, now contracted to take the air for an oil company, will do a repeat on "Showboat" a week from Thursday....



Best wishes to Estey Stowell of Benton & Bowles who said it with orange blossoms in Morristown, N. J. last Sat.... Jessica Dragonette and other radio folk were wedding guests....Henrietta Brown, sec to Bobby Brown, Chi CBS program director, to marry May 6...they'll visit the Kentucky Derby...Ina Grange, who won a Dionne doll, refuses flatly to be photoged with it....Harriet Brent went NBC from Buffalo at the "Silver Grill", with the Dixieland Band, last P.M....



**"FUN IN SWINGTIME"**

with Tim and Irene  
Admiracion Laboratories Inc.  
(shampoo)

WOR (Mutual), Sundays, 6:30-7 p.m.

Charles Dallas Reach Advertising, Newark

**LAUGHS WERE ALMOST NIL, AND MUSICAL END COULDN'T OFFSET THE HANDICAP.**

The music of Bunny Berigan's orchestra topped this program's debut on Sunday. Comedy presented by Tim Ryan and Irene Noblette was disappointing. Material makes or breaks a comedian's reception by the radio audience, and it was very poor stuff that this comedy team offered. Last portion of half-hour delved into the pet-peeve gag-bag and came out with the moth-eaten phone pest who calls you up and wants you to "guess who this is." To even mention it on the air, let alone make a five-minute skit out of it, is larceny.

Lennie Hayton was the guest star and played a too-short piano solo, "Sweet Sue." Three lusty commercials helped to fill-out the half-hour.

**JACK BERCH**

Delv, Limited

WOR-WEAN, Mondays, Wednesdays, Fridays, 9:45-10 a.m.

**NICE MORNING PROGRAM OF SONGS AND CHAT AIMED TO PLEASE FEMMES.**

Possessing a good voice and a pleasing conversational manner, Jack ("Singing Salesman") Berch offers an enjoyable program of singing and chatting that is well geared to appeal to the feminine ears. Jack's style is friendly, and he slips in the commercial remarks in a manner that makes them easy to take.

**"THE RIGHT JOB"**

Sustaining

WGN-Mutual Network, Sundays, 2:30-2:45 p.m. EST.

**VOCATIONAL ADVICE BY PSYCHOLOGIST MAKES GOOD SERVICE PROGRAM.**

Presented under auspices of the University Broadcasting Council and Northwestern University, this is a very helpful public service program appealing to ambitious persons who want to be steered into the line of work that suits them best.

Program is in the form of an interview conducted by Dr. Samuel N. Stevens, psychology professor at Northwestern University. Actual interviews with young persons are used, with names not being divulged, and most of the talking is done by Dr. Stevens.

Last Sunday's case was that of a young business woman with exceptional qualifications. Her dissatisfaction was diagnosed as due to the fact that the positions she had held did not measure up to her talents,

and a different line of work was suggested.

Listeners are invited to write in for booklets prepared by the National Youth Administration for vocational guidance, or to apply for personal interviews.

**"MANHATTAN MERRY-GO-ROUND"**

with Bert Lahr

Dr. Lyons' Tooth Powder  
WEAF (NBC-Red network), Sundays, 9-9:30 p.m.

Blackett-Sample-Hummert

**REVISED PROGRAM HEADED BY LAHR GOES IN MORE FOR COMEDY WITH FAIR RESULTS.**

Under its revised setup, with Bert Lahr heading the cast, this program displaced some of its musical bits in favor of comedy, wherein Sunday night already is long on quantity though shorter on quality. The brand delivered by Lahr in his first show was neither very good nor very bad. Just a batch of hokum about a guy who inherits a hotel in the mountains and goes up there to try to run it, with the usual amusing complications.

A cast of capable performers aided Lahr in the sketch material. Louis Sorin, stooge, helped to get laughs.

In the orchestra end, the Don Donnie aggregation did a snappy job. Rachel Carlay, carried over from the previous show, did a nice bit of vocalizing. Ditto the Men About Town.

Ford Bond handled announcements.

**RUBINOFF**

Chevrolet

CBS Network, Sundays, 6:30-7 p.m.

Campbell-Ewald Co. Inc.

**FIRST-CLASS VARIETY SHOW WITH PLENTY DIVERSITY PLUS RUBINOFF MUSIC.**

A program embracing a good deal of diversity gave the new Rubinoff-Chevrolet series a nice sendoff. Emanating from Hollywood, the initial bill was ushered in with an Eddie Cantor song hit medley in honor of the guest appearance of Eddie Cantor, who indulged in some amiable ribbing of his former radio program mate, after which he sang "Gee, But You're Swell." Then Fred Keating took over as emcee. Keating has a suave, clear-cut style that ought to get across nicely, though he didn't quite hit his stride at the opening show.

Walter Cassell, new baritone sensa-

**ADOLF SCHMID**

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC

New York City

**GUEST-ING**

ROBERT TAYLOR and IRENE DUNNE in "Magnificent Obsession," on Lux Radio Theater, April 26 (CBS, 9 p.m.).

SIDNEY FOX of "Masque of Kings" on Theater Guide program, today (WINS, 11:30 a.m.).

HORACE HEIDT, on Jay C. Flippen's amateur program, tonight (WHN, 7 p.m.).

WALTER CONNOLLY, ROSE BAMPION and ERNEST SCHELLING, on Bing Crosby's Kraft Music Hall, April 22 (NBC-Red, 10 p.m.).

SIR CEDRIC and LADY HARDWICKE and ERIK ROLF, mimic, on Rudy Vallee Varieties, April 22 (NBC-Red, 8 p.m.).

MURDOCK PEMBERTON, of Esquire staff, and BILL BROWN, boxing commissioner, on Esquire program, today (WOR, 8 p.m.).

CLIFTON FADIMAN, in "The Writer and His Audience," on WPA's Exploring the Seven Arts, April 21 (WQXR, 9:45 p.m.).

THE TUNE TWISTERS trio (Andy Love, Bob Wacker and Jack Lathrop), on the Fred Allen program, April 21 (NBC-Red, 9 p.m.).

MARY SMALL, DALE CARNEGIE and NADINE CONNER, on Lanny Ross' Show Boat, April 22 (NBC-Red, 9 p.m.).

DURELLE ALEXANDER and RAY JONES, on Jack Eigen's Broadway Newsreel, today (WMCA, 10 p.m.).

tion recently grabbed by the films, registered fine in "Song of the Open Road." Carmel Myers did a one-woman dramatic skit about an actress who shot a blackmailing boy friend in Paris, the action winding up aboard the Titanic with Miss Myers singing "Kiss Me Again" just as the ship has its fatal collision with an iceberg.

Ella Logan, the Scotch lassie, sang "They Can't Take That Away From Me" very pleasurably. Dave Rubinoff played "The Night Is Young" as his violin solo, and for a finale the Chevrolet Quartet did "Boo Hoo."

Bob Sherwood handled the commercial announcements, which were short and sweet. The orchestra under Rubinoff had plenty of rhythm and pep.

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 ★



WHEN George Fischer's Hollywood Whispers starts airing coast to coast over Mutual, May 1, the program will continue with an announcer's novelty which has gone big on the Coast. Announcer talks in a whisper, and chirps in and out of the program with what are apparently heckling questions, which give Fischer a chance to say things he wouldn't dare to do straight.

Charles E. Saylor, who has been with J. F. Helmold & Brother of Chicago for past ten years, here to take post as Director Public Relations for Don Lee net.

Ben Klassen, former Los Angeles singer whose ballads more recently have been heard on Eastern programs, back on the Coast, to join KFI-KECA artists. With Wesley Tourtellotte and Mona Content, he starts organ, piano, song program series on KFI, Monday nights.

Segar Ellis is starting his fourth series of 16 recordings of late pop tunes for Standard Radio. Irene Taylor, singing.

KHJ, Don Lee outlet, has added Harry L. Bryant of Gaffney, S. C., to its technical staff.

Lew Weiss, Don Lee chief, will tell about "tomorrow's programs" at a joint meeting of Los Angeles and San Diego ad clubs in San Diego April 21.

Los Angeles City Employees Association signed for a campaign on 10 local stations to plug Charter Amendment No. 1 (pensions). Walter McCreery of Allied Advertising Agency placed account, with time running to May 4 (election day) on KNX, KHJ, KFVB, KEHE, KMTR, KMPC, KFAC, KRKD, KFVD and KGFJ.

Harry Owens and his Royal Hawaiians just finishing 30 sides for Dekka Records, in Recordings, Inc., plant. Lonnie MacIntyre and his Seven Seas cafe ork, doing six tunes for Decca in same plant.

Sol Bright and his Hawaiian Ork, which has had an evening spot nightly, will start Friday with an afternoon spot added, both programs on KFVB.

Paul Zens, CBS arranger and male chorus director, had his newest song, "My Design for Loving You," accepted for publication by Crawford Music Co.

Richard Mack, New York scripter, is here to work on the new Don Ameche show which J. Walter Thompson are putting on the air starting May 9.

Cliff Clark, original barker on the old Gilmore Circus, and renewed as barker on the revival, next week starts a new role, as producer of the Saturday night Coast red net show on NBC. Raymond R. Morgan is agency.

Gillette Community Sing, Ruthrauff & Ryan agency, has renewed on CBS for another 13 weeks.

Elza Schallert will interview Victor Moore and Helen Broderick on her Friday night program.

EDITH ARNOLD, popular artist at WPTF, Raleigh, N. C., is to be starred in her own program of gospel songs, "Sweet Songs of Long Ago," twice weekly, starting April 27. Raymond Cosby will be at the console.

Richard Rolland, who sings in the Bing Crosby style, has been added to the "Music in the Morning" program on WXYZ and the Michigan network.

Tommy Johnson, advertising agent for KOMA, Oklahoma City, is back at work after an operation.

Ken Wright, organist, has a nightly 30-minute program and also appears in six other commercials and two sustainings weekly at WKY, Oklahoma City.

Richard Mason, manager of WPTF, Raleigh, and J. R. Weatherspoon, president of WPTF Radio Co., are back home after a trip to New York and Washington.

KDKA's "Cornfield Follies," Saturday night show from the Manos Theatre, Ellwood City, was presented from the studios in Pittsburgh last Saturday. Next Saturday the show will come from New Castle, under local auspices.

J. Walter Thompson agency held auditions in Ft. Worth for a successor to Eddie Dunn as m.c. on the

### Radio Tops Lineage

New Orleans—Radio advertising is exceeding newspaper lineage in dollars and cents as far as the bakers and affiliated industries are concerned, Dr. L. A. Rumsey told the sixth annual convention of the Louisiana State Bakers Ass'n here this week.

### 3 Men on a Script

Milwaukee — Jack Payne, Russ Tolg and Harry Eldred, all of the WTMJ continuity staff, got together on a script show called "Lefty Culpepper," about a raw-boned Texas boy who goes in big league baseball. After an audition, Gridley Dairy bought it for thrice-weekly airing. Contract engineered by Neale Bakke.

### 4 More Pontiac Broadcasts

After four more broadcasts, Pontiac Varsity Show heard Friday nights over the NBC-Red net with John Held Jr. as m.c. will end the season. Remaining shows will come from U. of Okla., April 23; U. of Wash., April 30; U. of Nebr., May 7, and Cornell, May 14.

### Jack Berch in New Series

Jack Berch, "singing salesman," has started a new series over Mutual's WOR and WEAN, sponsored by Delv, Ltd. Will be heard Monday, Wednesday and Friday, 9:45 a.m.

Light Crust Doughboys program over WBAP and the Texas Quality net. Dunn returns to WFAA, Dallas.

John F. Patt, manager of WGAR, Cleveland, and vice-president of the Cleveland Advertising Club, assembled a talent for a musical skit, "35 Years of the Cleveland Scene," presented at the club's 35th anniversary celebration last week.

Ralph Rae has been added to the staff of WBAP, Ft. Worth, as pianist and arranger, working with Maurice Steinberg.

George Fischer, West Coast screen commentator, will make his metropolitan debut on May 1, when his program is heard coast-to-coast via WOR-Mutual.

Buffalo is almost half-way round the world from New Zealand, but WBNY's frequency check program every month is logged by numerous D-X fans there.

"Boots" Grant, announcer at KSLM, Salem, Ore., is famed locally for trick mustache. First salaried announcer on KSLM. Came from clothing store. Former orchestra leader, well versed in music. Handles talent programs, Man on the Street, and incidental announcing. Calls city officials by their first names, and they like it.

### Buddy Clark for Films

Buddy Clark, soloist on the Lucky Strike Hit Parade broadcasts, has been signed by Universal Pictures and will leave for Hollywood as soon as current commercial commitments are cleared up. Clark's voice was dubbed in the film "Wake Up And Live" where Jack Haley was supposed to sing.

### Madison Loan Adds Time

Madison Personal Loan Co. has bought six additional 15-minute programs on WMCA and twelve 15-minute programs on WAAT, Jersey City, the latter to go into effect April 25.

### Stern Joining NBC

William Stern on June 1 will join the NBC news and special events staff, succeeding Glenn Morris, who resigned to enter the movies. Stern last fall served NBC as a football announcer, and in his new capacity will act as sports reporter, arranging sports broadcasts.

### Denver Daylight Time Veto

Denver—The bill which had been championed by the local radio stations and given much time for publicity by all of them, for daylight saving time in Denver, was vetoed by Mayor Ben Stapleton after being passed by the city council.

WITH a cast composed of Don Merrifield, Nancy Hurdle, Ed Prentice, Orwin Brandon, Gertrude Bondhill, Guila Adams, James Andelin and Jean McDonald, "Arnold Grimm's Daughter" made its WGN debut last night, replacing "Cactus Kate." Edwin H. Morse directs the show, authored by Margaret Sangster. It will run Monday through Friday.

Joan Blaine is expected back this week from her southern vacation.

Arch Farmer, WBBM news writer, and his French teacher winged to New York for honeymoon after marriage here.

Ken Ellington has launched a news roundup sustainer, "And So It Goes," at WBBM. It goes on 2:15 p.m. Saturdays.

Bill Irvin (Don Foster, Radio editor of Daily Times) is on a Hollywood vacash.

William Ray, NBC news desk chief, in Bermuda.

Henry Weber, WGN musical director, back from Hollywood, where his wife, Marion Claire ("Great Waltz"), signed for a feature film with Principal Pictures.

WIND is the only local station giving the games of both Cubs and White Sox a daily airing. Russ Hodges does the miking.

Don McNeill, m.c., Helen Jane Behlke, soprano, and Clark Dennis, tenor, who have been making Coca Cola transcriptions of Breakfast club, return to NBC's regular Breakfast club lineup at 9 a.m. (EDST) Monday.

"Jittering Spooks," three-act mystery farce by Neil Schaffner, "Toby" of the National Barn Dance, appears in a new 1938 dramatic catalogue. Schaffner plans to produce it for his own traveling tent show this summer.

Jimmy Durante, Bob Hope and Vivian Vance, all of "Red, Hot and Blue," stage musical at the Grand, will appear with Harold Stokes and the WGN dance orchestra Wednesday night, 6:30.

### Suit Dismissal Upheld

Dismissal by lower court of the complaint of Thos. B. Dixon against A. T. & T. and Western Electric charging infringement of patents for television and film amplifying apparatus was upheld yesterday by the U. S. Circuit Court of Appeals.

### A. A. Klinger Forms Ad Firm

A. A. Klinger has left Alsop Recordings Inc. in order to form the Klinger Advertising Corp., 1776 Broadway. Organization will handle radio exclusively.

### Margaret Chamberlain Resigns

Margaret Chamberlain, for the past several years a member of the statistical division of the CBS sales promotion department, has resigned.



**NEW BUSINESS**

Signed by Stations

**KSL, Salt Lake City**

Utah Poultry & Egg Producers Ass'n, thrice weekly "Morning Matinee" with scripts by Gladys Wagstaff Pinney; Royal Baking Co., "Adventures of Jimmie Allen," five quarter-hours weekly, through Gilham Agency.

**WPTF, Raleigh, N. C.**

N. C. Equipment Co. adds new series, "Hollywood Spotlight," Wednesdays.

**WBBM, Chicago**

Commonwealth Edison Co., Kay Brinker, monologist, and Milton Charles, singing organist, thrice weekly series.

**WKRC, Cincinnati**

Dow Drug Co., "The Dawn Patrol" conducted by Al Bland, daily except Sunday.

**WFAA, Dallas**

Dr. Pepper Bottling Co., "Pepper Cadets," with Jimmie Jeffries and Edward Dunn of the original Sandman Soldiers, daily 15 mins., starting April 26.

**WHO, Des Moines**

Refrigeration & Air Conditioning Training Corp. of America, "Dutch Reagan's Sports Slants," 15 mins., Sunday.

**WDNC, Durham, N. C.**

W. R. Murray Co., takes over sustaining feature "Harmony Hall," thrice weekly in interests of Westinghouse refrigerators; The Watch Tower, six Sunday afternoon addresses by Judge Rutherford.

**WAML, Laurel, Miss.**

BC Remedy Co., five-minute Sports Review three times weekly during baseball season.

**Los Angeles**

KEHE: "Come Into My Garden," twice weekly drama under contract for one year to Destruxol Sales Co., placed by Western Advertising Co.

KFAC: Bireley's Inc. (orange juice), six-day bicycle races from Pan Pacific Aud., placed by Stanley Worsdell of Allied Advertising Agency.

**WPEN-WRAX, Philadelphia**

Freihofer's Baking Co., 30-min. Jewish program, Thursdays. Account handled by Larry Everling for Richard A. Foley Agency.

**KOIL, Omaha**

Brown & Williamson (Sir Walter Raleigh tobacco and Avalon Cigarettes), sports review Monday through Saturdays.

**Springfield, Mass.**

WMAS: Kelvinator Sales Corp. Kay Fayre sings, 5 half-hours, and

**ORCHESTRAS - MUSIC**

GUS HAENSCHEN is laboring on special arrangements for the "American Album of Familiar Music," featuring Jean Dickinson, which debuts May 2.

The Waldorf-Astoria's Starlight Roof will have Leo Reisman and Ork playing for dinner dancing weekdays and Xavier Cugat and his tango-playing aggregation offering their Latin rhythms for Sunday dinner dancing. The two outfits will alternate for supper dancing.

Louis Armstrong is topping a season of broken records by breaking Benny Goodman's record at the Paramount. Goodman had previously broken the Ray Noble Ork record; and Noble in turn had broken the Glen Gray record.

The Mills Bros. will open in Youngstown, April 30, vocalize for four days, then take their harmonies to Akron to round out the week.

Paul Whiteman and his boys are being sought by Billy Rose for the 17-week run of the Casa Manana Revue at the Fort Worth Fiesta, opening June 26.

Morton Gould, 22-year-old conductor of "Music for Today," WOR program, becomes assistant conductor, and chief arranger for Paul Whiteman when the latter returns to New York. He'll continue his WOR activities.

Harold Mickey, Southern maestro, now baton-waving for Radio Splendid in South America on the Latin-American Ford program, is in town, comparing musical notes with local bandleaders.

Gus Arnheim and the lads take over at the New Yorker, effective May 4.

Al Donohue and his band play the Coronation Ball in Bermuda on May 4.

Lee Shelley, who got a big kick out of the wire Eddie Cantor sent him, complimenting him on his orchestra, now playing at the Brunswick in Boston, is determined not to let it go to his head. He's planning to improve the band by adding a new set of electrical chimes.

Boyd Raeburn's band, emanating from Chicago's Trianon, where it had alternated with Ted Weems and Kay Kyser, has opened a four-weeks engagement at Omaha's Music Box

Professor Quiz, April 24, half hour. WSPR: Graduates of Springfield Academy of Beauty Culture, 13 half-hours, "What you should expect from your hairdresser."

Ballroom. They'll be on the air five nights a week from WOW, Omaha.

WBAP, Blackstone Hotel, Ft. Worth, Tex., is now airing dance music from two local night spots, the Ringside Club and the Venetian Ballroom of the Blackstone Hotel. Bill Thompson's Ork is ethered from the Ringside and Everett Hoagland's Band gets aired from the Blackstone, both for dinner and dance music.

Peter Van Steeden's Ork will play for the annual Grand Ball of NBC's Athletic Assn. to be held at the Hotel Roosevelt, Friday, May 7.

Leon Belasco, opening at The Blue Room, New Orleans, takes the airways several times daily over WWL and WSMB wires.

Hal Grayson's Ork has succeeded Jimmy Grier on the Oscar and Elmer show, featured Mondays over WHBL, Sheboygan, Wis.

**Newspaper Serial Aired**

Durham, N. C.—"Afraid to Love," Durham Sun newspaper serial, is being given a preview broadcast tomorrow evening over WDNC with staff talent taking parts. Frank Jarman adapted and is presenting it.

*San Francisco*

DON E. GILMAN, NBC's western division v.p. in charge, heading east this week, will be away until about the middle of next month.

Lew Teegarden and Jack Dailey, as Slowshoes and Satchelmouth, have replaced Lassies and Honey in the revamped California Minstrels, heard over KYA and the CRS network. Jack Baxley continues as interlocutor. Jack Owens, Paul March, Joe Sullivan, Doug Keaton, Ben Gage, the Gold Coast Quartet and Leon Rosebrook's orchestra also are in it.

George Nyklicek, organist, pianist and composer, has been added to Alma LaMarr's program, "Home and Style Forum," on KYA.

Special radio plays presented by the Federal Theater Project at the Alcazar theater will be aired via KYA.

George Gibson Davis has started a new "Morning Inspirations" daily series over KYA.

New members of the KYA staff include: Thomas B. Jones, announcer; Walter Thompson, tenor; Ivan Green, actor, in "John Martin, M.D." authored by Bob Stanley; Kathryn Juley, Herb Sanford, Cal Jackson and Max Breslow, added to Walter Rudolph's orchestra.



★ ★ **Little Talks on Big Subjects** ★ ★

Good Morning! . . . Have you read RADIO DAILY? . . . SILLY question isn't it for you are reading RADIO DAILY right NOW. . . . and so are thousands of others . . . That's the point . . . RADIO DAILY IS READ. . . . and publications with READER INTEREST bring advertising RESULTS. . . . A TEST will TELL. . . . and . . . We are as close to you as your telephone . . .



## 13 MORE SHOWS ADDED IN WLW-WHN HOOK-UP

(Continued from Page 1)

Osborne, and will follow up later in the day with Sports on Parade, Ted Travers' ork, "Moon River," Will Osborne and Phil Levant's orks in the early morning. Saturday, Buster Locke, Clyde Trask and ork and "Moon River" will be heard.

## 58 Mikes to Pick Up Coronation for CBS

Arrangements completed last week by CBS with British Broadcasting Corp. for covering the coronation on May 12 reveal that 58 microphones, seven announcers and 60 engineers will be employed for the event. Some 12 tons of equipment, including seven tons of batteries, and 472 miles of wire also are involved. Bob Trout, Howard Marshall, George Blake, John Snagge and Joly de Lotbiniere are among the commentators who will be on hand.

## N. Y. Has Over Million Jewish Radio Audience

More than 1,000,000 Jewish radio listeners are included in the New York metropolitan area, according to a survey by Samuel Gellard, manager of WLTH. Total Jewish population of the area is about 2,000,000 or 500,000 families.

Citing results from Jewish radio programs, Gellard states that J. Rabinovich Furniture Co., which formerly did 75 per cent of its trade with Italian and only 5 per cent with Jewish, increased its business with the latter to 50 per cent following a Jewish Amateur Hour radio series.

## East & Dumke on WDRC

WDRC, Hartford, will be added on May 4 to the network stations carrying Knox Gelatine's East and Dumke program.

## AD AGENCIES

GLEN BUCK CO., Chicago, is moving to larger quarters in the Carbide and Carbon building. Formerly located in the Daily News building.

J. M. KORN & CO., Philadelphia, has been appointed advertising counsel for Diamond, McDonnell & Co. (Irn-Eze and Kuttyhunk). A test campaign using spot radio in Southeastern cities is now being planned.

HENRY SELINGER, Blakett-Sample-Hummert account executive in Chicago, addressed 540 students of advertising on "This Business of Advertising" at the Steuben club Saturday night under auspices of the Chicago Federated Advertising club.

BUCKINGHAM (BUCK) GUNN, J. Walter Thompson radio production man, and Janet Fargo, secretary to Merrill Myers, CBS continuity chief, Chicago, have announced their engagement and will march to the altar in June.

## ★ PROMOTION ★

### NBC Plugs New Additions

NBC sales department has a special letterhead with "New Station Information" across one upper corner in blue ink and script type. Letters signed by Roy C. Witmer, vice-president in charge of sales, gives facts concerning new stations affiliated with the network.

On KSOO, for instance, the Sioux Falls outlet which joined NBC the past week, attention is called to the fact that the station is available as a supplementary for either the basic Blue or Red, its power, frequency, intensified coverage, drawing population and retail sales, etc.

### "Lost and Found" Popular

Popularity of the "Lost and Found Column of the Air," sponsored by Kortz Jewelry Co. over KLZ, Denver, is evidenced by the flood of telephone calls after each broadcast. Listeners are invited to report lost and founds. Keane Advertising Agency writes the programs.

### Newspaper Salute to WBBZ

When WBBZ, Ponca City, Okla., joined the Mutual network recently, the Ponca City News carried a full-page ad inserted cooperatively by 23 local business firms, organizations and individuals. Highlights about the station's history, pictures of the staff, and the dedicatory day's program were included in the page.

### Prove Radio Essential

The Kansas City Kansan, newspaper affiliated with KCKN, recently tried discontinuing listing radio programs. Reaction against the move was so widespread and strong that the daily log was reinstated. As a

### Carl Hoff Signs Talent

Carl Hoff, band leader who has been signed for a new series of broadcasts to be sponsored by Standard Oil of Indiana, and one of the four bands that alternate on the Hit Parade broadcasts, has signed Patricia Norman and a male octet, The Cadettes, to a one-year contract. Hoff will feature the vocalists on all of his radio programs and in any personal appearances that he may contract in the future. Hoff leaves for Chicago the middle of May to prepare for the Oil series, which will originate in Chicago and be aired over a CBS mid-western network only.

### McGee to Hollywood

Chicago—Signed for a Paramount picture, tentatively called "This Way, Please," Fibber McGee and Molly leave in about 10 days for Hollywood. Special story is being written by Don Quinn, their radio writer, in collaboration with Paramount scenarists.

### Kathryn Cravens on KNOW

Kathryn Cravens, Pontiac's woman news commentator, will have KNOW, Austin, Tex., among her stations starting Wednesday.

result of this proof that radio programs have become a vital and essential part of modern life, KCKN put out a couple of pieces of literature to impress sponsors with the listener-interest of radio and, therefore, its advertising medium possibilities.

### Lohr Speaks in Washington

Washington Bureau, RADIO DAILY  
Washington—Lenox R. Lohr, NBC president, last night spoke on "The Future of Radio" before the Board of Trade final meeting at the Hotel Mayflower. Talk was extemporaneous. Eugene Sykes, chairman of the FCC broadcast division, was present at the dinner.

### Iodent Taking Vacation

Iodent Chemical Co. (toothpaste), currently on NBC-Blue, Sundays, 11:30 a.m.-12 noon, fades from that network after next Sunday's airing. Sponsor has already put in a bid for a weekday evening spot when it resumes in the fall.

### Lipton Signs Albert Ork

Thomas J. Lipton, Inc. (Tea), has signed Don Albert and Orchestra with John Griffen as soloist for a series of eight shows to be aired over WNAC, Boston. Programs begin tonight, and continue Tuesdays and Thursdays, 6:45-7 p.m., originating from WHN, New York. Albert is musical director of WHN and cannot leave city to fulfill contract, therefore a special wire will be run to Boston station for airings. Programs will not be heard in New York. Frank Presbrey Co. has the account.

### NBC Photo Exhibit on Air

Intimate glimpses of radio's outstanding stars will be given by Ray Lee Jackson, William Haussler and Syd Desfors, NBC staff photographers, in a broadcast observing the openings of the NBC Photo Exhibit over WEAJ at 6:20 p.m. today.

The photographers will broadcast from exhibit in Gallery 3, mezzanine floor, RCA Building. They will discuss the eccentricities of radio stars before the camera and relate interesting anecdotes about microphone favorites.

### Driscoll in Home Series

Dave Driscoll, WOR news and sports announcer, is being featured in a new series of five-minute broadcasts on Tuesdays and Thursdays, 5:10-5:15 p.m. He interviews authorities on home furnishing. His guest speaker tomorrow will be Dorothy Grieg of The New York Woman. The program is sponsored by Decorative Cabinet Co. Edwin M. Phillips Co. is the agency.

### Walsh Joins Prov. Journal

Don Walsh of Trans-Radio Press has joined the editorial staff of the Providence Journal.

## DON GILMAN TO CONFER ON TELEVISION STUDIO

(Continued from Page 1)

creasing demands for programs from the film capital, Gilman said.

Rapid extension of both Pacific networks is another reason for Gilman's trip, which will keep him east for several weeks.

## Woollcott Front-Paged In Visit to Louisville

Louisville—Alexander Woollcott, who delivered two of his broadcasts from WHAS to the CBS network while visiting here last week, was front-paged with a story and a couple of pictures in the Courier-Journal.

One of Woollcott's talks dealt with the fact that it is no longer necessary to shoot race horses when they break a leg. The Town Crier visited a horse farm near here to get the data for the talk.

## 15 Music Week Airings Are Scheduled by CBS

CBS schedule of musical programs for Music Week, May 2-8, already totals about 15 events and the premiere or first American performances of eight musical compositions.

## Banks Want Whiteman

Chicago—Group of banks now sponsoring the Philadelphia orchestra is trying to get Paul Whiteman, now at the Drake Hotel with a Mutual wire, for a summer series to replace the heavier stuff.

## 3 Programs Change Time

"A Modern Girl's Romance," moves today from its 9:45 a.m. spot to 10:45 a.m., Monday, Wednesday and Friday over WINS and the N. Y. State network.

"The Wife Saver," featuring Alan Prescott, changes from Wednesdays and Fridays, 9:30-9:45 a.m. to Mondays, 1:30-1:45 p.m. over CBS, effective April 26.

Dorothy Gordon's "Children's Corner," CBS sustainer, changes its time from Mondays, Wednesdays and Fridays 5:15-5:30 to Tuesdays, Thursdays and Saturdays, 5:45-6 p.m., effective April 27.

**CONSOLIDATED  
RADIO ARTISTS, INC.**

30 Rockefeller Plaza, N. Y. CO. 5-4580  
CLEVELAND · CHICAGO · DALLAS · HOLLYWOOD

*America's Leading Radio  
and Dance Orchestras*

**BAND OF THE WEEK**

**"KING'S JESTERS"**  
And Their Orchestra  
La Salle Hotel, Chicago  
NBC Network





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 51

NEW YORK, N. Y., WEDNESDAY, APRIL 21, 1937

FIVE CENTS

## Baseball Debut Hogs Air

### KIRKMAN SOAP ACCOUNT ADDING SEVEN STATIONS

Kirkman Co. (soap), now sponsoring Jack and Loretta Clemens locally over WABC from 9-9:15 p.m. Monday through Friday, have added the following stations to the line-up: WOKO, WIBX, WFBL, WHEC, WHK, WEEL, and a Buffalo outlet yet to be decided. Stations will begin airing programs May 3. At that same date the show will switch to an afternoon spot and will be aired 2:15-2:30 p.m. Monday through Friday. N. W. Ayer & Son has the account.

### Radio Sales Promoters In Get-Together Lunch

Radio sales promotion managers representing New York stations and the major networks will get together at noon today around a luncheon table at the Hotel Victoria. Problems of mutual interest will be discussed, and formation of an association embracing promotion, advertising and publicity men is likely to be proposed.

### KSTP Is Going After Wider Farm Audience

St. Paul—To build up a wider farm audience for KSTP, made possible by the station's new transmitter which has increased coverage by approximately 2,500,000 population, the Twin City independent is launching a weekly series of broadcasts from the campus of University Farm, the agricultural college of the University of Minnesota.

The broadcasts also will result in statewide publicity for the station, because farm school officials, deciding that the series would be excellent

(Continued on Page 3)

### WSMB Strikes Gas

New Orleans—Some people hit oil and get rich. But WSMB hit gas and is glad it didn't turn out to be a headache. Test piles for the station's new transmitter house across the river from here, went into a gas well. Station says they have no plans to utilize the discovery at present, but as tests showed the ground can hold the building construction will proceed.

### NBC Shows Add WLW

Jergen Woodbury Co. will add WLW to its "Follow the Moon" series of programs on the NBC-Red on April 26, dropping WSAI, WIRE, WAVE. S. C. Johnson added WLW on Monday night to its NBC-Red network show and will add WMBG on June 28 when it joins NBC. WRVA, WSAI, WWNC, WJDX, WCOL are being discontinued by the sponsor.

### FRANK PARKER TO HEAD CHESTERFIELD PROGRAM

The Chesterfield program, heard Wednesday nights, 9-9:30 p.m. over the CBS web and featuring Lily Pons with Andre Kostelanetz's orchestra, will undergo a change in the near future. Miss Pons is slated to leave the program; with Frank Parker taking over. Parker, currently heard on the Woodbury program Sundays, 9-9:30 p.m. on the NBC-Blue, will probably be replaced on that show by Niela Goodelle. Miss Goodelle appears this coming week end as a guest. Her appearance will be in the form of a public audition. Newell-Emmett has the Chesterfield account.

### World Tele Conference Is Scheduled for Cairo

Cairo—A world conference of wireless communications and television will be held here May 12-15. Delegates from the U. S. are expected to participate.

## NBC Automotive Billings Jump 69% in First Quarter

### Television Exposition In London June 10-17

London—First exposition of British Television organized by the Radio-Electrical Industry of Great Britain will be held June 10-17 at the South Kensington Museum.

## Over 20 Broadcasts Devoted to Season's Starter Games Yesterday—Six Local Play-by-Play Descriptions

### BOOKSHELF PROMOTION HEADED FOR AIRWAVES

Clip-the-coupon-and-get-a-set-of-books at "almost a gift" price, circulation booster which has proved tremendously successful for many newspapers throughout the country, may take on a radio counterpart, according to proposition now being offered to station and sponsor.

Method of coupon clipping for individual and sets of books, plus low prices for the tomes in question, usually desirable classics, is planned on a large scale provided it works out okay on small or large unaffiliated outlet first. Organization with the idea has done the same work for newspapers, and is seeking to try it out on a large indie outlet, if possible.

First approached in this territory  
(Continued on Page 3)

### New Kate Smith Show Set for CBS Network

General Foods (Calumet baking powder and Swans Down flour) announced that its new show, starring Kate Smith, will be aired over the CBS network Thursdays, 8-9 p.m. The starting date for new series is still indefinite. Miss Smith, signing off the A. & P. program June 24, will vacation before beginning new series late in July or August. The new series will mark the first time in many years that General Foods

(Continued on Page 3)

Setting a record for amount of air time devoted to baseball in a single day, opening games of the season yesterday hogged most of the afternoon time and a good slice of the evening. More than 20 broadcasts were devoted to the occasion in the metropolitan area alone, including play-by-play descriptions of the Yankee vs. Senators game from Yankee Stadium over five local stations.

WABC (CBS network), WJZ (NBC-Red net), WMCA, WNEW and  
(Continued on Page 3)

## NEW MOVE TO ELIMINATE CANNED MUSIC ON RADIO

Activity by the National Association of Performing Artists Inc. is again cropping up, with court procedure coming to a head in the State Supreme Courts of Pennsylvania and New York. NAPA, seeking to restrain radio stations from using phonograph records for either sustaining or commercial purposes, is headed by Fred Waring, who has

(Continued on Page 3)

## Appeals Court Nixes New Maryland Station

Washington Bureau, RADIO DAILY  
Washington—FCC's refusal to permit Monocacy Broadcasting Co. to operate a radio station at Rockville, Md., just across the District line, was upheld by U. S. District Court of Appeals. Ruling sustained previous  
(Continued on Page 3)

### Eagle Eye

Norfolk—John New, sales manager at WTAR, is good news to purse losers. Latest instance took place last week in Washington, where he found a pocketbook. On his last New York trip, he found a satchel in a taxi, and, just before that, a wallet in a local drug store. Owners of all were located by New.





# NBC First Quarter Billings

Vol. 1, No. 51 Wed., Apr. 21, 1937 Price 5 Cts.

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

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## FINANCIAL

(Tuesday, Apr. 20)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168 <sup>3</sup> / <sub>4</sub>	168 <sup>1</sup> / <sub>8</sub>	168 <sup>1</sup> / <sub>2</sub>	+ 1/4
Crosley Radio	21 <sup>3</sup> / <sub>4</sub>	21 <sup>3</sup> / <sub>4</sub>	21 <sup>3</sup> / <sub>4</sub>	...
Gen. Electric	55 <sup>3</sup> / <sub>4</sub>	55	55 <sup>1</sup> / <sub>2</sub>	+ 3/4
North American	26 <sup>1</sup> / <sub>2</sub>	25 <sup>3</sup> / <sub>4</sub>	26 <sup>1</sup> / <sub>8</sub>	- 1/8
RCA Common	10 <sup>5</sup> / <sub>8</sub>	10 <sup>1</sup> / <sub>2</sub>	10 <sup>1</sup> / <sub>2</sub>	- 1/8
RCA First Pfd.	73 <sup>3</sup> / <sub>4</sub>	73 <sup>3</sup> / <sub>4</sub>	73 <sup>3</sup> / <sub>4</sub>	...
RCA \$5 Pfd. B.	...	...	...	...
Stewart Warner	19 <sup>1</sup> / <sub>2</sub>	19 <sup>3</sup> / <sub>8</sub>	19 <sup>3</sup> / <sub>8</sub>	+ 1/8
Zenith Radio	38 <sup>1</sup> / <sub>4</sub>	37 <sup>5</sup> / <sub>8</sub>	37 <sup>5</sup> / <sub>8</sub>	- 7/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 <sup>3</sup> / <sub>8</sub>	16 <sup>3</sup> / <sub>8</sub>	16 <sup>3</sup> / <sub>8</sub>	...
Majestic	4	4	4	...
Nat. Union Radio	2 <sup>5</sup> / <sub>8</sub>	2 <sup>5</sup> / <sub>8</sub>	2 <sup>5</sup> / <sub>8</sub>	...

### OVER THE COUNTER

	Bid	Asked
CBS A	55	57
CBS B	54 <sup>1</sup> / <sub>2</sub>	56 <sup>1</sup> / <sub>2</sub>
Stromberg Carlson	15 <sup>1</sup> / <sub>4</sub>	16 <sup>1</sup> / <sub>4</sub>

### WOV Service Forum Resuming

WOV on May 2 will resume its Public Service Forum series, featuring opinions of leading citizens on vital current topics, aired 6:30-7 p.m. Sundays. Charles Henry Ingersoll of "dollar watch" fame will be permanent chairman.

### Kelly with McCann-Erickson

Paul Kelly has been appointed assistant production manager of McCann-Erickson Inc., Chicago. Kelly was formerly associated with Kirtland-Engel Co. and Erwin, Wasey & Co., both of Chicago.

### Star Radio Signs KGU

Star Radio Programs has added KGU, Honolulu, to its list of subscribers. The Hawaiian station is taking "Good Morning, Neighbor", a woman's program that was heard currently over many stations throughout the U. S. and Canada.

## REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway ME. 3-1270 New York

	1937		1936		Per Cent Change
	Amount	Per Cent of Total	Amount	Per Cent of Total	
1. Automotive	\$1,059,158	10.2	\$627,739	7.2	+68.7
2. Building	107,533	1.0	109,887	1.3	2.1
3. Tobacco	397,640	3.8	384,708	4.5	+3.4
4. Clothing	64,688	.6	67,648	.8	-4.4
5. Confectionery	76,720	.7	94,644	1.1	18.9
6. Drug	3,429,218	32.8	2,841,116	33.0	+20.7
7. Financial	65,488	.6	102,886	1.2	36.3
8. Food	2,860,469	27.4	2,436,259	28.3	+17.4
9. Garden	3,968	...	...	...	+
10. House Furnishings	116,298	1.1	11,257	.1	+933.1
11. Jewelry	52,278	.5	31,220	.4	+67.5
12. Petroleum	550,337	5.3	718,874	8.3	23.4
13. Machinery	29,168	.3	19,065	2.3	+53.0
14. Office Equipment	...	...	55,856	.7	...
15. Paint	139,859	1.3	127,016	1.5	+10.1
16. Radio	580,089	5.6	131,485	1.6	+341.2
17. Schools	5,868	.1	46,787	.5	-87.5
18. Shoes	960	...	...	...	+
19. Laundry Soaps	636,346	6.1	398,531	4.6	+59.7
20. Sporting Goods	...	...	...	...	...
21. Stationery & Publishers	80,004	.8	62,544	.7	+27.9
22. Travel	...	...	19,332	.2	...
23. Brewing	27,792	.3	6,850	.1	+305.7
24. Miscellaneous	158,310	1.5	138,764	1.6	+14.1
TOTAL	\$10,442,191	100.0%	\$8,432,468	100.0%	+23.8

## Automotive Billings Jump 69% in Quarter

(Continued from Page 1)

dealers, Packard, Pontiac and Studebaker.

In the laundry soap field, NBC sales increase 59.7 per cent over the first-quarter a year ago, the drug and toilet goods business jumped 20.7 per cent for the same period. There are also listed some "freak" increases which must be discounted because the 1936 business was nil, making the high percentages when a comparison is made, e. g., the radio, brewing, and house furnishings columns.

Three industries, automotive, drug and food, contributed more than one-half the total NBC billings for the first quarter. Drug and toilet goods lead the list with \$3,429,218, food \$2,860,469, automotive \$1,059,158. According to the NBC sales promotion department, the rate increase last December had very little influence on the figures.

The complete breakdown appears on this page.

## "Lend a Hand" Brings in 7 Jobs on First Airing

WNEW's initial "Lend a Hand" program brought in seven jobs. Sponsored by Madison Loan Corp., Martin Block, conductor of the job-getting show, interviewed 28 persons on the premiere broadcasts. The jobs offered, by telephone, include the occupations of mechanic, secretary, gas station manager, painter, carpenter, clerk and handy-man.

Opening broadcast brought Block a flood of letters from job seekers. Mail is being filed under names of jobs requested. First mail brought in among others, two jobs not catalogued, for a milliner and a cook.

### Kerr to M.C. 3-Hour Show

Don Kerr, m.c. at WMCA, will handle the three-hour daily variety show starting at 2:30 p.m. today under General Mills sponsorship.

## Indemnity Firm Loses Action Against WBNX

Federal Judge John W. Clancy in U. S. District Court yesterday ruled against the Century Indemnity Co. in its suit for damages to recover \$22,250 from WBNX and other defendants. Action is an outgrowth of Waltham's agreement which the station defendants are alleged to have broken when they were supposed to consolidate some years ago and provide time signals for Waltham every half hour. Waltham had its contract or proposed program insured with Century, which was forced to pay Waltham. Defendants entered no defense.

In 1931 the station owners and WBNX agreed to consolidate the outlets WMSG and WCDA and for value received give Waltham its time signals every half hour. Waltham averred that in 1933 the FCC gave permission for the stations to consolidate, but it is alleged one or more of the defendants failed to go through with it. Defendants include Federal Broadcasting Corp., New York Metropolitan Broadcasting Co., George A. Coates and Paul M. Kuder.

### Red Cross Talks on WICC

Bridgeport—WICC is presenting a new series of 5-minute daily American Red Cross talks.

### Hubert Gagos Joins UP

San Francisco — Hubert Gagos, KJBS news and publicity director, has resigned to join the United Press radio division.

## COMING and GOING

**CAMPBELL ARNOUX**, General Manager of WTAR, Norfolk, is spending most of the week in New York.

**TED HUSING** will go to Holland, Mich., to report the famous Holland Tulip festival via CBS May 15.

**RUDY VALLEE** leaves for England immediately after Thursday's program. He will remain there for two programs and then return to Radio City.

**WILLIAM VAN DEVEREN**, director of the American Tobis Corp., arrives today aboard the Ile de France.

**MAREK WEBER**, orchestra leader and violinist, also arrives in New York aboard the Ile de France today.

**EUGENE GOOSSENS**, symphony orchestra leader, and **MRS. GOOSSENS** sail today aboard the Queen Mary for the Coronation.

**ABE SCHECHTER**, NBC director of news and special events, was in Louisville yesterday arranging final details on Brown & Williamson-Kentucky Derby broadcast, May 8. Expected back today.

**FRANK CONRAD**, McCann-Erickson radio time buyer is en route east from Hot Springs, Ark., and will be back at his desk tomorrow.

**PAUL WING**, NBC spelling master, off to Buffalo tomorrow to arrange spelling bee broadcast between Buffalo and Philadelphia postmen.

## Commercials Consume Only 9 P. C. of Time

San Francisco—Clocking of commercial announcements at KJBS by Operations Manager Ed Franklin revealed that only about 9 per cent of program time is being devoted to plugs. Out of a total operating day of 13 hours, 45 minutes, not counting all-night program, actual time used by commercial copy was 1 hour, 36 minutes. Average spot announcement is 39 seconds, while average quarter-hour commercial program has 1 minute, 36 seconds of ad copy.

### Amon Carter Toastmaster

Amon G. Carter, publisher of the Fort Worth Star-Telegram and owner of the WBAP, will be toastmaster tomorrow night at the annual dinner of the Bureau of Advertising of the American Newspaper Publishers Association, at the Waldorf-Astoria.

### Extending Eleanor Howe

Eleanor Howe's "Homemaker's Exchange," WABC CBS network program, will be extended for six weeks, beginning April 27.

## RADIO NEWS

is fast becoming the greatest function of radio.

What about your news setup? Are you making a profit out of it? Do people tune in your station throughout the day because it is the NEWS STATION?

If not, then you better contact us at once

"RADIO'S ONLY NEWS COUNSELLORS"

VanCronkhite Associates, Inc.

360 NORTH MICHIGAN AVE.  
CHICAGO  
State 6088



## OPENING OF BASEBALL HOGS AIR SCHEDULES

(Continued from Page 1)

WINS all carried the Yankees-Senators description from the field, with the WINS being fed by CBS.

A sponsored play-by-play account of the Giants-Dodgers game at Ebbetts Field, Brooklyn, was aired over WOR.

These games, including some "dug-out dope" broadcasts prior to the "play ball" signal, and the intermittent reporting of score results by various small stations, monopolized the air for close to three hours in the afternoon, crowding out a lot of scheduled programs.

Baseball reports and summaries occurring later in the day included Don Dunphy over WINS at 6 p.m., resumes over WEA, WHN and WMCA at 6:30, "Today's Baseball" on WMCA at 6:45, half-hour resume of the Giants-Dodgers game, etc., on WINS, with Jack Ingersoll, and the Stan Lomax sports reports on WOR at 7, a sports talk on WNEW at 7:15, and several others.

Announcers handling yesterday's games, and distinguishing themselves, included Ted Husing, CBS; Tom Manning and Graham McNamee, NBC; Dave Driscoll, WOR; Earl Harper, WNEW, and Dick Fishell, WMCA. Garnett Marks assisted Fishell.

There also was a good deal of baseball material on the air Monday night, following the day's initial games between the Athletics and Senators, American League, and Phillies vs. Boston, Nationals.

## KSTP Is Going After Wider Farm Audience

(Continued from Page 1)

for the school, have started to flood state papers with copy and pictures on the forthcoming series. The job of sending out the publicity was taken over by the school because of its exceptional connections, both with rural editors and county agents throughout Minnesota.

The series will be carried each Thursday, with KSTP's mobile short-wave transmitting unit used for the broadcasts. The unit will rove through the campus, picking up work of the various divisions, and highlighting, especially, the experimental and research work at the school and the part the school is playing to aid farmers of the state.

In addition to an initial story and cuts announcing the opening of the series, the school also will send out a complete story each week on the division to be covered in the forthcoming broadcast.

## Dorothy Haas in New Post

Dorothy B. Haas has resigned from the press department of WOR to become publicity director of the New York offices of Fanchon & Marco. New appointment takes effect immediately. No replacement has as yet been announced by WOR.

## NEW PROGRAMS—IDEAS

### Tit for Tat on WHBL

Sheboygan, Wis.—Opposites attract, proverbially and actually. WHBL, The Sheboygan Press station, has proved it in two of its programs which, in their setups, are diametrically opposed.

One is "Music Memory," conducted by Jack Foster, in which a staff pianist plays more or less familiar compositions. Listeners are asked to list the numbers played each day, and theater tickets go to those with the lists most nearly like the correct, unannounced titles.

The opposite show is "Stump Us," in which six members of the staff cooperate in attempting to meet the demands of listeners for old and new vocal music. If the staff can't play or sing the number requested on the program, the listener who asked for it gets an automatic pencil engraved with his name. Sometimes the Stumpster challenges the request, and the listener must send proof of the music's correct title, etc. If he complies and the number meets the rules, he gets a pencil, too.

And both programs are heavy mail-pullers.

### Marble Contest on Air

The Tidewater Marble Tournament took to the ether Saturday over WTAR, Norfolk, with Tom Hanes, sports mikerster and editor of the Ledger-Dispatch, handling the show. Four best kids from 10,000 marblers competed in the finals, with winner awarded trip to Wildwood, N. J., as prize. Event is sponsored by papers annually, although this is first year WTAR has made pick-up.

### Two Odd Features for WTAR

Two stunt shows will feature in

## Appeals Court Nixes New Maryland Station

(Continued from Page 1)

District Supreme Court decision denying injunction against FCC to broadcasting company.

Monocacy contended its application already had been approved and that FCC should be enjoined from holding any hearing on subject. Application was granted July 2, 1935.

WCAU, Philadelphia, protested proposed Rockville station on July 23, 1935, charging it would cause interference on its wave length. In September, 1935, WCAU withdrew its protest and FCC announced it would reconsider Monocacy application and hold hearing. Monocacy sought to prevent this hearing, but District Court dismissed its injunction suit.

## Benny's Fifth Year

Jack Benny, currently airing for General Foods (Jell-o) every Sunday, 7-7:30 p.m. over NBC, will celebrate his 5th anniversary on the air May 2. Benny, together with his wife, Mary Livingstone, is planning to take a furlough from the series in June and make a European trip.

the WTAR program listings beginning May 1. Odder is remote in maternity ward of Norfolk General Hospital and will consist of pick-up after feeding time. Scheduled are interviews with new and expectant mothers, ambitions fathers have for kids, and gurgles of younguns themselves.

Other show is luncheon interview in front of National Bank of Commerce Building, which houses WTAR studios. Jeff Baker will poke questions at passersby three times weekly.

### "Hicksville Social"

"The Hicksville Thursday Evening Social," new program, will be inaugurated by KVOO, Tulsa, Okla., tomorrow at 10:30 p.m. The Social will be a weekly feature depicting a typical country gathering and entertainment. Trafton Robertson, KVOO staff announcer, is the author.

### Gospel Service on KVOO

KVOO, Tulsa, Okla., is presenting a new and unique gospel service daily except Sunday. "Voices of Praise," new to the Southwest, consists of a short sermon and a men's choir. The sermon is delivered by Rev. Lehman Jr., son of Rev. Lehman, who has been heard for many years on various eastern radio stations.

### Rural Editor Series

"The Country Editor" is a new feature over KVOO, Tulsa, Okla., every Friday at 6:45 p.m. The Editor is Hugh Park, editor and publisher of the Van Buren Press-Argus of Van Buren, Ark. Park typifies the rural editor by commenting on the news from a squeaky swivel chair while he puffs away at his pipe.

## New Kate Smith Show Set for CBS Network

(Continued from Page 1)

has used the CBS web. Last year the sponsor spent \$1,280,169 with NBC. A full coast-to-coast network will be used, with stations and starting date now being set by sponsor and Young & Rubicam, who will handle the show.

### Adds Sound Effects Library

Thomas J. Valentino, who handles the Gennett Records library, has been appointed eastern representative for Speedy-Q Sound Effects Library. Forty numbers already have been recorded. A third sound effects library will be released by Valentino in a few months.

## LOUIS ARMSTRONG

AND HIS ORCHESTRA

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

At Paramount, New York  
JOE GLASER, PERSONAL MANAGER  
ROCKWELL-O'KEEFE, INC.

## BOOKSHELF PROMOTION HEADED FOR AIRWAVES

(Continued from Page 1)

is station WMCA, which received the proposition as a circulation booster for the station. Donald Flamm, head of the station decided that a sponsor ought to be interested and when brought to the attention of oldest WMCA sponsor, a furniture house, the deal was almost closed; in fact, it is still pending. Sponsor, however, is somewhat in doubt as to how the listeners would react to buying the books at very low prices, since the deal would involve a huge print order for the books in question in order to obtain the low prices. Furniture store figured they might be loaded with a hundred thousand books or so and wind up having to place them on sale at the store, which would be okay excepting that it is not a part of their regular merchandise line.

Possibility is that WMCA, with or without the Inter-City hookup, may sell the idea to an advertiser whose product would permit carton or package top clipping. With newspapers, mere number of coupons do not count unless each is from a different day's issue and they are numbered accordingly. While there is a small margin of profit on the books for the promoters, distribution calls for separate quarters or branch offices of the newspapers for such depots. Some dailies made tie-ups with various centrally located stores that handle newspapers and magazines.

New York "Evening Post", first to work out the book deal here, boosted its book staff to the point where it got to be big business and a rushing one at that, to the point where the Post's circulation climbed by well over an additional 100,000 and several other local dailies began to follow suit with various book propositions.

It is believed that the same idea can be worked out for radio, either as a means of increasing or measuring an outlet's audience, or as a straight sponsor proposition. If a local test works out, nationwide exploitation is expected to follow. Another angle is the detective story programs, wherein the books distributed would be confined to suit the tastes of the rabid detective story fans.

"BARON MUNCHAUSEN"

**JACK  
PEARL**

RALEIGH and  
KOOL CIGARETTES

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

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



## NEW BUSINESS!

Signed by Stations

## WGN, Chicago

Drug Trades, Pickard Family, six nights a week at 6 p.m.

## WBNX, New York

Italian Broadcasting Co., two daily half-hour programs for 52 weeks; Emil's Beauty Salon, 13 weeks of German announcements; Rupert Huber Restaurant, 15-min. weekly German musical program, 13 weeks; Julius Lederer, announcements, 13 weeks.

## Iowa Network

Skelgas. Les Hartman's German Band, two quarter-hours weekly, placed by Ferry-Hanly Advertising Agency of Kansas City.

## WNEW, New York

Fusion Committee in battle for five city commissioners of Newark, N. J., 15 campaign speeches over period of three weeks, through Schillin Advertising Corp.; Mayor Meyer C. Ellenstein of Newark, six campaign speeches; Michael P. Duffy, police commissioner of Newark, four speeches.

## "Unseen Friend" Time Shift

"Your Unseen Friend," CBS network program written and produced by M. H. H. Joachim, will be heard 10:30-11 p.m. starting April 27. Show is now on at 5 p.m. Harry Salter's Orchestra provides the music, and Beneficial Management Corp. is sponsor.

## "Mail Box" Fetches Mail

One of the finest programs for bringing in mail response is "The Mail Box," with Radio Postman in charge, heard over KFVS, Cape Girardeau, Mo. On 27 broadcasts, 2,273 letters and postcards were received from five states including Missouri, Arkansas, Tennessee, Illinois and Kentucky.

## 90 for KFVS "Reporter"

The Inquiring Reporter, a Man on the Street feature, heard over KFVS, Cape Girardeau, Mo., has passed its 90th consecutive broadcast. The original sponsor, a drug store, is still sponsoring this program. A local theatre also has a tie-in with this program.



● ● ● Frank Parker will become a feature of the Chesterfield ciggie show on completing the present Woodbury series... Ted Healy auditioned out in Hollywood for NBC the other day... Carroll Nye, radio editor of the Los Angeles Times, who has been "riding" announcers for a long time, gets "revenged with music" by 20th Century-Fox pictures. They have HIM play an announcer in the flicker, "Sing and Be Happy"... Jean Paul King's reason for dark glasses is legitimate—he has an eye infection—caused by a bad molar... Ozzie Nelson will do vaudeville starting in June—after completing his run of co-ed dates... Haven MacQuarrie will do 14 weeks of vaudeville with a unit of "Do You Want To Be An Actor." This will be a fill-in and Warner Bros. talent-scouting stunt, via special train, before returning to the air in the fall... Swing Harpist Casper Readon has been given a flicker-ticket at Universal... Henny Youngman will double in radio this week—doing his regular bit on the "Band Wagon" tomorrow and a guestarrrer on the "Nine O'Clock Revue" Sunday.

● ● ● *Publicity it a great thing!... If you doubt it, we could recommend a certain prominent air personality who has been given the "skids" by his long-time sponsor... However, with the efficient work of his press agents, newspapers have been printing the story that HE was tired and wanted a vacation, begging his sponsor to release him!... Noble Sissle will be featured on this week's Swing Session... Hill Billy Zeke Manners, reading the newspaper headlines, shouts across table at Lindy's to George Evans... "I wonder how the 'Wagner ACT' will do at the Roxy?"*

● ● ● "Check, Please," half hour dramatic show, written and directed by Neal W. Hopkins, who writes the Sisters of the Skillet show, will be auditioned for MBS Friday morning by Jules Seabach and John Bates... Fred Norman's offering as a substitute for the Jack Benny show during the summer is also being considered by a tobacco sponsor now on the air and another agency. A personnel change will take place in this show before it becomes an air feature... Dorothy Lamour, picture singing star, has made two records for Brunswick... The Serenaders, featuring Norman Cloutier, Jean Ellington and Hal Gordon, start a sustaining coast-to-coaster Saturday night on the NBC-Blue... Lew Hearn, brother of Sam, will be featured with Zeke Manners and his gang... Ed Sammis of the CBS press dept. is out with the gripe.

● ● ● Frances Hunt believes in the adage of show business—"the show must go on"—and is continuing her vocalizing with the Goodman crew against medico's orders... She has to have her tonsils removed, the sissy—which will be done upon the conclusion of her present engagement... The Lester Lees move to their Conn. home tomorrow. Lester has been viewing the fashion plates in Esquire—so as to become the typical Connecticut Yankee!... The Frolics opening (on the site of the Montmarte) which will feature Ralph Watkins' band has been postponed until tomorrow night... Ed Smalle's lucky number must be "seven" because that's the number of people in his crew for the Phil Baker show—and they've just been renewed for the 7th time.

● ● ● With special permission of her discover, Abe Lyman, Rose Blane, the singer, opens tomorrow night at Leon and Eddie's. She has appeared with Paul Whiteman, on Kraft Music Hall, and for Harvester Cigars...

## PROMOTION

## WTAQ Weekly Paper

WTAQ, Green Bay, Wis., a recent addition to the CBS network, has started a weekly house organ, "Radio Beacon," containing fan news both local and national, a full week's program information in detail, and photographs of radio personalities and current events.

In miniature tabloid size, running 16 pages, and priced at 3 cents a copy, the sheet also carries a batch of ads from local business firms and theaters.

## Store-Window Broadcast

One of the five weekly quarter-hour airings of "Style and Smile Leaders," sponsored by Bently Clothing Co., Kansas City, over WHB, has been shifted to the store window, where Jack Grogan and Les Jarvies originate the show. Powder puffs and nail files are given to sidewalk listeners who are induced to come into the store by announcement of the awarding of ten pairs of tickets to those guessing nearest the true value of a diamond ring displayed within.

## Exploit Sportcaster

KXBY, Kansas City, is providing all distributors of Twenty Grand cigarettes with window streamers bearing the photo of Walt Lochman at the mike to tie in with his daily sports chat aired under sponsorship of Axton-Fischer Tobacco Co.

## Enlarge Mailing List

Besides installing a new addressograph and postage stamping machines, KXBY, Kansas City, has increased its mailing list to 2,500 names, enlarging it to include all local distributors of products advertised nationally by radio, whether or not they buy local radio time. To this list is being sent a brochure introducing station talent and outlining the station's facilities, in addition to showing how they can tie in their merchandising efforts to the radio advertising sponsored by manufacturers whose products they sell. A second brochure describing new studios which the station takes over May 1 will go to this list within the next week.

## WTAR Moving Transmitter

Norfolk — WTAR is moving its transmitter to the new location in Glen Rock. Meanwhile station is operating from its recently rebuilt auxiliary, which matches high-fidelity operation with the main one.

## Announcer Killed in Spain

Loni Wahipiti Mauli, radio commentator, was killed in the recent battle for control of University City in Spain, according to advices received by Socorro Rojo through the Febas, Spanish News Agency.

1	9	3	7
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30			

April 21

Greetings from Radio Daily to

Max Jordan



**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**F**RANK and ANNE HUMMERT of Blackett-Sample-Hummert fame, have found their Greenwich, Conn., retreat so conducive to successful scripting they may ask the authoring dept. to go bucolic.... Ruth Cornwall, penwoman of "Death Valley Days", is spending days and nights in Death Valley.... Johnnie Green (of the writing not swingcopating Greens) busy co-scripting with her via Uncle Sam's mails.... Dorothy Haas, for the past 2½ years WOR's femme dispenser of publicity, takes her talents to Fanchon & Marco, there to take charge of publicity and promotion today.... Our best, to you, Dorothy.... When Mrs. Ed Wolfe tuned in on a sustainer emanating from Brooklyn, she was so impressed by the script she told Ed about it.... Net result.... Jane West was signed to create "The O'Neills".... she's still doing it.... Celia Branz's ex-spouse, Joseph Stopak, has taken a string quartet to Philly to lend harmonic support to her recital there.... Virginia Sims, erstwhile soloist with the Kay Kyser outfit, rejoins them in the windy city this week....

▼ ▼  
Nellie Revell will occupy the unique position of "roast-mistress" at the George Rector dinner, the object being to see that the guests, as well as the entree, are done to a turn.... Helen King, the graphologist-contest queen, negatived Reuben H. Donnelly Inc. offer to team up with that outfit.... NBC's mezzo-balladeer, Carol Weyman, has acquired a permanent schedule at last.... She's on WEAJ Mondays at 2:30 p.m. and WJZ Wednesdays at 10:15 p.m.... Lillian Kaye, WEL's drama-vocalist was stopped by warbler's bete noir (laryngitis, to you) from auditioning with Sammy Kaye's band, starting a new commercial and appearing at a suwell country club....

▼ ▼  
Collette Lyons, Mervyn Le Roy's flicker-find, arrives tomorrow on the Chief for three-week vac before doing "Hotel Haywire" for Paramount.... She'll guestar on several programs.... Rose Blane, who's made vocal music with the Abe Lyman band for more than two years, goes "Leon & Eddie's" in their new Spring Revue, April 22.... National Oil Products gave Tim and Irene a bang-up party after their premiere 'other eve.... Abe Lyman, Vincent Lopez (whose send-off it was), Jolly Coburn, Roger White, Alton Alexander, Meri Bell and Del Scharbert were on the guest list....



**"COMMENTATOR  
MAGAZINE"**

Commentator Publishing Co.  
WEAF, Mondays, 11:05-11:15 p.m.  
Cecil, Warwick & Legler Inc.

**INTERESTING EDITORIAL SHOP TALK  
ABOUT NEW MAGAZINE.**

With the indefatigable Lowell Thomas and the likewise industrious John B. Kennedy as its headliners, this brief program serves its purpose in a very entertaining way. The purpose is to acquaint the public with the new Commentator Maga-

zine and to arouse interest in its contents. By means of a free-for-all editorial conference, with the publisher and others also taking part, the end is achieved.

Thomas is editor of the new publication, devoted to informative articles on current topics, and Kennedy is advisory editor. Both also contribute articles. Air program discusses these articles, as well as those of George Sokolsky and other prominent writers.

Humor as well as serious thoughts are exchanged in the confab, making it a very interesting 10 minutes.

**ORCHESTRAS - MUSIC**

**I**NA RAY HUTTON and her Melodians will appear in person at the Paramount Theater, New York, for a week starting May 19. This is the blonde bombshell's first stage appearance at this theater, although she has been seen on the screen there many times.

Clyde Lucas begins an engagement at the Michigan Theater, Detroit, on May 21. Engagement set by Mills Artists.

Joe Marsala and his Chicagoans, heard thrice weekly via WHN from the Hickory House, and who will guestar on the WABC "Swing Session" on May 1, will wax four sides for Variety Records this week. The numbers they will do are old-timers and include "Clarinet Marmalade," "Wolverine Blues," "Jazz Me Blues" and "Chime Blues."

The Seven Loria Brothers, Mexican child-musicians, last heard on the air with Lanny Ross, have arrived in Hollywood to start work with Milton Berle in the film, "New Faces." Under a new contract with the Curtis & Allen Agency, the Lorias will make three more radio guest appearances before their return to New York in July.

Rosa Ponselle and Frank Forest, singing with the Cincinnati Symphony Orchestra, conducted by Eugene Goossens, will be presented by

**WMCA, New York**

Webster - Eisenlohr, Inc. (cigars), "Today's Winners," racing results, 25 weeks, Monday through Saturday, placed by N. W. Ayer & Son; Harry Jay Treu, New York (furs), "Happiness Circle," 52 weeks, through J. Dresner Adv'g Agency; College Inn Food Products, Chicago (tomato juice), 35 spots; Hecker Products Corp., 12 spots, through Erwin, Wasey & Co.

General Motors Promenade Concerts in a broadcast from the Cincinnati Music Hall over the NBC-Blue April 25 at 8-9 p.m.

The Swingtimers, novel orchestra with harmony quartet music, make their appearance over KFVS, Cape Girardeau, Mo., under the sponsorship of a cleaning company. Program is now entering its twelfth week over this station.

Tito Guizar, Mexican tenor star of CBS, appeared in a Carnegie Hall recital last night, assisted by the Metropolitan String Ensemble of the Met Opera Orchestra, in the preliminary to a nationwide concert tour. Scores of radio celebrities, among whom were Howard Barlow, Gladys Swarthout, Oscar Bradley, Lanny Ross and Emery Deutsch, attended.

Ben Bernie will catch up on his shuttling from coast to coast and with "all the lads," settle down in the old home studios in Radio City, after his NBC broadcast from Hollywood on April 27. His own band is returning with him to New York and their first broadcast from home territory will be on May 4.

Margo, heard on Mondays over WHN, has organized her own band of nine men. She is the tenth member and the only female in the outfit.

The Philadelphia Orchestra left for its 13,000 mile tour of the United States and Canada Monday night, to be gone until May 28. Iturbi and Ormandie will alternate as conductors during the tour.

**CLAUDE SWEETEN**

**COMMENTS  
On Current Programs**

**Lux Radio Theater**

Because he's a real all-around trouper, Joe E. Brown chalked up another radio score in "Alibi Ike" over CBS on Monday night. Brown registers well on the air. On this occasion he had the able help of Helen Chandler, Roscoe Karns and William Frawley among the supporting cast lined up by Director Cecil B. DeMille. Mr. and Mrs. Babe Ruth were interesting intermission guests.

**Don Ferdi Orchestra**

Heard via WICC, Bridgeport, late Monday night, the Don Ferdi Orchestra was caught in a batch of unusually delectable music. Either for dancing or for purely ear entertainment, it was distinctively tuneful, rhythmic and soothing.

**Fibber McGee**

Fibber McGee and Molly sailed into their new spot Monday night, over the NBC-Blue at 9-9:30 p.m., with sails in the wind. Fine concoction of fun in a bank, with action and laughs. The Kay Kyser music also was swell.

**"Origin of American Music"**

George Sharp's new series, tracing the origin and history of favorite American songs, is an enjoyable Monday 2 p.m. program over WMCA. Sharp has a pleasing baritone voice, and the illustrations used in depicting the musical numbers are both interesting and instructive. David R. Fenwick is collaborator on preparation of the programs.

**Talk on Radio Technique**

Technique of producing a radio play will be discussed for the special benefit of 4-H Club members competing in the Social Progress Program during the National Farm and Home Hour on Friday by C. L. Menser, producing manager of the NBC Central Division. Menser, a veteran in radio, will point out some of the tricks in producing a smooth, coherent play for radio presentation in the program at 12:30 p.m., EST, over the NBC-Blue network. The fifth and final talk on the technique of writing a radio play will be given May 7 by Ken Robinson, continuity chief of the NBC central division.

**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.



## ★ F. C. C. ★ ACTIVITIES

### HEARINGS SCHEDULED

April 26: Frank M. Stearns, Salisbury, Md. CP for new station. 1200 kc., 250 watts, daytime.

WHBB, Salem, Ala. Mod. of license, and Vol. assign. of license. 1500 kc., 100 watts, daytime.

May 10: T. E. Kirksey, Waco, Tex. CP for new station. 930 kc., 250 watts, 500 watts LS, unlimited.

Earle Yates, Las Cruces, N. Mex. CP for new station. 1480 kc., 250 watts, daytime.

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

May 13: Dallas Broadcasting Co. Dallas. CP for new station. 1500 kc., 100 watts, daytime.

Loyal K. King, Pasadena, Cal. CP for new station. 1480 kc., 250 watts, daytime.

State Capitol Broadcasting Ass'n., Austin, Tex. CP for new station. 1120 kc., 500 watts, 1 Kw. LS, 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. LS, unlimited.

### Fannie Brice Quitting Stage

Fannie Brice, now appearing in the traveling "Ziegfeld Follies," was signed yesterday by Metro-Goldwyn-Mayer to a long term contract. Miss Brice announced at the same time that she will retire from the stage with the completion of the run of her current show. In the future she will devote her time exclusively to radio and the screen.

### WADC to Air Park Bands

Akron—Plans are being made to put in a WADC line at Summit Beach park here to air the music of nationally known name bands playing the big pavillion there this summer.

### John Bogart Married

John Bogart, Herald-Tribune radio editor, was married to Marjorie Goodell last week-end. Couple are now on a one-week honeymoon.

### ANP Talk on WINS

Sanford E. Stanton, political writer currently acting as a newspaper syndicate correspondent at the 50th annual ANP convention, will discuss the events of the convention to date this afternoon over WINS from 3:45-4 p.m.

### Unusual Response

Tulsa, Okla. — KVOO has had unusual response on a new type of program, entitled "Ship O' Dreams." The half-hour features the reading of original Vagabond Poems by Allen Franklin, program director, accompanied by the KVOO staff trio, Trafton Robertson, baritone, KVOO Vagabond Ensemble, and Lydia White at the organ. During the first two weeks on the air at 11:30 Friday nights they received unsolicited mail from 42 different states.

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 21 of a Series

### WFIL—Philadelphia

1 Kw.—560 Kc.

**SAMUEL R. ROSENBAUM**  
President

**DONALD WITHYCOMB**  
General Manager

WFIL is the newest radio station in Philadelphia. Yet, in prestige, it is already one of the oldest. Just a little over two years old, WFIL in a recent Ross Federal certified radio survey of Philadelphia was placed No. 2 in audience popularity among the city's eight stations—second, by a very close margin, to a long established, higher powered unit.

Owned and operated by a private corporation, the WFIL Broadcasting Co., the station's remarkable growth is probably a reflection of its heritage, for the station comes of pioneer stock, being a combination of WFI and WLIT, two of Philadelphia's first broadcasting stations. The present call letters were heard for the first time in January, 1935.

When Donald Withycomb, long time director of stations relations for NBC, left his New York post to take over the management of WFIL, the station was floundering and the outlook was bleak. True, WFIL started off with the NBC Blue wire, but it carried a very small percentage of the commercials because of the close proximity of WJZ which was then being sold to cover Philadelphia. Surrounding himself with a competent staff of executives, Withycomb proceeded to "go to town" and make broadcasting history in Philadelphia.

Here's what happened in those two years: the NBC-Blue commercials hopped up to 90 per cent and with Jack Stewart's sales department delivering the goods the local and national spot sales did likewise. WFIL's network affiliations were increased from 1 to 4. Besides NBC-Blue, the station now has Mutual and Transamerican-WLW, and it has organized, and is key station for, the Quaker State Network. It cracked the hostile Philadelphia press-radio situation and now has time-space swaps with three of the city's leading dailies. It was the first station in the city to establish a merchandising and client's aid service and it still leads in this field. It has established a rock-ribbed program reputation based on four points: choice network selections, quality or "class" music and entertainment, news and special features. The station's WFIL News Bureau is known from coast-to-coast and its special features division (the only one in town with mobile pack equipment) has covered everything from political conventions to the recent Louisville flood.

Withycomb's aides at WFIL include Sales Manager Jack Stewart, Business Manager Roger Clipp, Chief Engineer Frank Becker and Program Director John Clark.

WFIL's amazing growth has been accomplished under difficult operating conditions, with makeshift studios and separated executive quarters. When the station moves to its new \$200,000 home in September, and begins transmitting its signal from a new tower, progress for WFIL will really begin.

### Joplin, Mo., Students Run WMBH For a Day

Joplin, Mo.—For one day last week, WMBH was turned over to the graduating class of the senior high school, with the entire staff standing by for emergency. The students started to work at 6 a.m. and signed the station off at midnight. A news staff, continuity staff, office staff, and management had been selected, with three shifts to work 6 hours each in order to give as many students as possible a little intimate connection with radio from the inside.

Students managed programs, selected programs, did everything but make some commercial announcements. In addition, about 125 of them appeared on different programs throughout the day, at the behest of their student program-director. The "Looking Into the Past," "Talk of the Town" street broadcast and "Radio Soap Box" open forum, by arrangement, were all distinctly high school in flavor. About 75 students were required to staff the station for the day.

### KFVS "Around Town" In 95th Broadcast

A participating program that has "made good" is the half-hour show heard each Sunday afternoon over KFVS, Cape Girardeau, Mo., and known as "Around the Town with Tom and Helen." It features the imaginary Sunday afternoon travels of a young couple and consists of dialogue and musical background. The program has been broadcast since 1935, totaling 95 consecutive broadcasts.

### W3XKA Back on Air

Philadelphia—W3XKA, the Westinghouse ultra high frequency short wave transmitter atop the Architects Building, again is on the air with a new frequency of 31,600 kilocycles. Regular programs of KYW are being transmitted daily, 10 a.m.-11 p.m. Engineers under the direction of E. H. Gager, plant manager for KYW, are at present conducting field experiments including the use of recording meters to measure fading.

## GUEST-ING

MARGALO GILMORE, ILKA CHASE and EARLE LARIMORE in a scene from "The Shining Hour" on the A. & P. Show, May 6 (CBS, 8 p.m.).

JOHN BEALE on Lux Theater, May 17 (CBS, 9 p.m.).

JANE PICKENS, on James Melton's Sealtest Party, April 24 (NBC-Red, 8 p.m.).

LOUISE MASSEY and the West-erners, on Leo Reisman's "9 o'Clock Revue," April 25 (WOR, 9 p.m.).

PHIL REGAN, on Ed Wynn Show, May 1 (NBC-Blue, 8 p.m.).

REINALD WERRENATH, on Hammerstein Music Hall, April 27 (CBS, 8 p.m.). Booking arranged by Dorothy Worthington.

PEGGY WOOD, on George K. Arthur's "The Stage in Review," April 21 (WQXR 6:45 p.m.).

### Workshop at KFRU

Columbia, Mo.—Young aspiring radio actors from the University of Missouri Workshop, with the help of their director, Howard Hake, and under the supervision of George Guyan, program director of KFRU, and David Frederick, KFRU feature writer, have begun producing in the studios a series of dramatic sketches depicting the early history of the Show-Me state. These authentic sketches are heard each Wednesday evening.

A repertoire group of 16 young men and women are learning the fundamentals of dramatic production in the field of radio and, according to their director, are "eating it up."

The station recently dedicated its new studios and transmitter, with a message from President Roosevelt among the felicitations received.

### Jack Benny from Waukegan

Jack Benny has sent word to Mayor Mancell Talcott of Waukegan that he expects to do a broadcast from there probably on June 27. Benny expects to do a broadcast from Chicago June 20. He winds up his series on July 4 and plans to finish off in New York.

### KMO Studios in Puyallup

Tacoma—KMO has opened a new broadcasting studio in the Kilgore Building, Puyallup, Wash.

### Seattle Paper on the Air

Seattle—The Ballard Tribune, local newspaper, is exploiting itself over KRSC.

### Air-Tuning

Buffalo—Since the WBNY studios were completely air-conditioned recently, the studio pianos no longer get out of tune.





THE transcontinental swing being taken by Haven MacQuarrie starting May 7 is expected to result in some new talent for the Warner Bros. studios. The "Do You Want To Be an Actor?" producer will pick a boy and girl in each of the big cities which he plays on his personal appearance tour. The winners are to be brought back to Hollywood via special train, after which Trans-American has definite plans which will keep MacQuarrie on the air.

Hec Chevigny, formerly of KOL, Seattle, and now script chief of KNX, Hollywood, will have his latest book, "The Lost Empire," off the press this fall.

Lou Francis, girl pianist, has been signed for a three times a week 15-minute sustaining program on KGFJ.

### New Move to Eliminate Canned Music on Radio

(Continued from Page 1)

in back of him the leading orchestra leaders and other talent appearing on the ether and who make phonograph recordings.

In the high court of Penn. the case of Waring vs. WDAS is expected to result in a decision establishing a precedent one way or the other, which will guide courts in other states. Lower court restrained WDAS from playing Waring disks, and the station, backed by the NAB, took an appeal. Decision is expected within a day or two.

In New York, Supreme Court Justice Hammer handed down a memo in which he allowed the Decca Record company to intervene in the action of Frank Crumit vs. WHN and Goldenrod Brewery Co. Crumit is a NAPA member and suit is a local test case, one of several pending by NAPA members. Decca averred it and not the artist controlled the right to restrain stations, etc., from playing the records in question. Artist, says Decca was paid for his work and recording company owns it.

Justice Hammer, however, in allowing Decca to intervene, merely threw the case back into NAPA's lap, since he does not have prejudice against Crumit filing an amended complaint and continuing the fight to keep Decca out. The Crumit-WHN action has been set on the May 3 Supreme Court calendar and it is scheduled to come up within the week following this date.

Maurice J. Speiser of New York and Philadelphia, is general counsel for the NAPA, while Milton Diamond, is attorney for Decca.

NAPA is not connected with the Los Angeles organization, the American Recording Artists Association. Latter group is not averse to radio playing records made by its members so long as the outlet in question pays a performing rights fee.

## RADIO PERSONALITIES

No. 27 in the Series of Who's Who in the Industry

**D**EWNEY H. LONG, sales manager of Columbia's Southern key station, WBT, Charlotte, N. C., has had a career that is literally a story of office-boy-to-executive. He began as office boy in a railroad company department in Chattanooga, Tenn. After a few years, he took a business



From office boy to executive post.....

course, returned to the office and soon became assistant to the chief clerk. Leaving that, he worked as secretary of a creosoting plant and was transferred to Spartanburg, S. C. There, he began his selling activities by working for a wholesale bakery, but depression caused his specialty cake line to fall and he entered radio, peddling announcements for a Spartanburg station, the owner of which operated three other stations. Within a few months, Long was sent to Huntsville, Ala., as manager of a station. He returned to Spartanburg for a while and quit radio for a business of his own. Bitten by the show bug, however, he succumbed again, and joined the staff of a new station at Greenville, S. C., as commercial manager. Shortly thereafter, in 1933, he came to WBT as a salesman, and in 1936 was promoted to Sales Manager by General Manager William A. Schudt, Jr.

Long was born in Trenton, Ga., is married and has two boys, one eight and the other not yet a year old. He has a genial disposition, likes everybody and everybody likes him, is a quick thinker, easygoing, and possesses a diplomatic manner and polish that appeals to all types of people. Long's hobby is golf, at which he excels.

## Lake Mich. Under-Water Broadcast Is Described by WTMJ Engineer

Milwaukee—Dan Gellerup, technical supervisor of WTMJ, gives the following report on the technical handling of the station's recent broadcast from 58 feet below the surface of Lake Michigan—the "American Dress Rehearsal" of the Lusitania Salvage Expedition—which created widespread interest:

"The equipment used was a medium, low-frequency, broadcast relay transmitter, WJER, with an outlet of seven and one-half watts. The talk-back circuit was a seven and one-half watt ultra high frequency broadcast relay transmitter, W9XAZ, while the speech circuits consisted of a Western Electric 22A amplifier and three Western Electric 633A microphones. A rather peculiar lineup of speech equipment was used because each of the two diving helmets was equipped with both head phones and microphones, all working off a common amplifier. Since the nature of the diving test prohibited the use of a number of cables for communication, a four-wire shielded cable was used with each diving dress. Two wires carried the microphone output at 25 ohms and the other two carried the headphone circuit at 12,000 ohms, the latter circuit being bridged across the amplifier output. The circuits in this cable were free from any feedback even though the decibel gain from the input and output circuits was of the order of 70 decibels. Besides feeding the headphone circuits, the program line also fed the newsreel sound equipment. This was also accomplished with a bridging circuit.

"The microphones were built in as an integral part of the breathing tubes in the divers' helmets. The

headphones were fitted into skull caps worn as part of the diving suit. During the entire broadcast, all microphones were open so that the two divers under water and the announcer on deck could converse with each other without the use of any switching circuits.

"During the broadcast, the only trouble encountered was caused by the gas-driven generator. The gas tank for this unit was in the base and the gas feed was a suction type. When the ship started to roll, the gas sloshed about in the gas tank, allowing the carburetor to draw up air, which caused the engine to sputter and die out. The total interruptions were something under two minutes. A gravity feed tank would eliminate this trouble."

### Bible Series on CBS

A Sunday series of "Living Dramas of the Bible" will start next Sunday 2:30-3 p.m. on the CBS network. They will be written by Margaret Sangster, Lewis Beach, Ernest Howard Culbertson and Thyra Samter Winslow. William N. Robson will direct.

### Amateur Movie on WMAZ

Amateur movie hobby has hit WMAZ, Macon, with a bang. First, Chief Engineer George P. Rankin Jr. started out with an outfit some two or three years ago, to be followed in a few months by President E. K. Cargill; last Fall Wilton Cobb, secretary and treasurer, went in for the idea, and now comes Frank Crowther, salesman, to make it a camera quartet. Between them the WMAZ staff has been more than "shot."



**L**OU JACOBSEN has left CBS to produce "Bowman Fireside Theater" and "Northerners" for J. Walter Thompson.

Larry Holcomb turned over the continuity department at NBC here to Ken Robinson and departed with wife and child for a vacation in Santa Fe before returning to New York as radio director for Fletcher & Ellis.

Richard Marvin, radio production director of J. Walter Thompson, back from Dallas on the Omar account.

Lois La Chance, torch singer, who bowed in recently on the Bowman Fireside Theater, is playing this week at the Chicago theater.

J. Morse Ely of J. Walter Thompson radio department back from honeymoon in Mexico. Bride is Louise Stanley of Evansville, Ind.

Arch Oboler, author of "Lights Out" and of Irene Rich's scripts, off to New York to consult with publisher regarding "Lights Out" volume shortly to be brought out.

Bill Stoker, soloist with Kay Kyser, and who left for home in Salt Lake City last week, now writing friends here that he is going into Missionary work for the Mormon church in New York. Also plans to study at Juilliard school.

Kay Chase, who writes "Painted Dreams" and "Helen Trent," back from a Florida vacation. She spent all the time there writing scripts.

Joe E. Brown, in town for a week of baseball broadcasting over WJJD, for which he's reported getting \$3,000, was host to radio and sports writers at a Drake Hotel luncheon yesterday.

Carl Hoefle's new song (he's pianist for Tom, Dick and Harry) was introduced on the air on the "We Are Four" serial. Bud Vandover (Tom) did the singing.

Bill Irvin (Don Foster, radio editor of The Times) is back from Hollywood where he visited the Wendell Halls.

Mrs. Wayne King and children, Penny and Wayne Jr., plan to go to their northwoods Wisconsin farm early in May for the entire summer. Wayne will duck up there occasionally between Lady Esther broadcasts.

Fibber McGee and Molly (Jim and Marian Jordan) signed contracts Monday for their Paramount picture. The Johnson show thus moves to Hollywood, with its first broadcast from there May 3. Harlow Wilcox, stooge and announcer, may go along. Ted Weems must stay behind because of his Mutual commercial, so Jimmy Grier will be the coast ork. Show is expected to remain west about six weeks.

Joe Du Mond, baritone, poet and narrator, replaces Gene Arnold as narrator for the Cadets Quartet and Harry Larsen. Arnold continues on "Fitch Romances," plus the new NBC Minstrels.



## Coming Events

April 20-23: American Newspaper Publishers' Ass'n annual convention, Waldorf-Astoria, Hotel.

April 24-25: Association of Radio News Editors & Writers executive committee meeting, 360 North Mich. Ave., Chicago.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

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

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

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

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.

## ONE MINUTE INTERVIEW

### HERB HOLLISTER

"Much of the headway we have been able to make since KANS first went on the air last September has been due to our close attention to the LOCAL Picture. We have made it our business to broadcast, consistently everything that has happened locally, and have even gone so far as to create a few events on our own hook."

## ★ Coast-to-Coast ★

**G**EORGE E. HALEY, KMBC director of national program sales, is in Kansas City from Chicago for a brief confab with studio execs.

*Ed Sprague, sports commentator on WCAE, Pittsburgh, fills a late spot three nights a week, at 11:10 p.m.*

Gilbert Mack of WHN stock company impersonates Charles Boyer in the radio version of "History is Made at Night" on the WHN Movie Club, 8 p.m., Friday.

*Rae Carde, femme member of the WJW (Akron) staff, is writing copy since Joe Griffiths left the studios.*

Bob Ingram has taken over the nightly sports period on WADC, Akron.

*D. A. Wheeler, WISN's chief engineer, is responsible for the elaborate set-up of mikes at various strategic points at Borchert field for the broadcasting by Alan Hale of the Milwaukee Brewer games. A prologue to the game itself, the "Dugout" broadcast, is presided over by Neil Searles.*

"The Program Is Yours" is an hourly twice-monthly program heard over KFS, Cape Girardeau, Mo., featuring the 140th Infantry Band, composed of fifty members. The program, sponsored by a bakery, is broadcast by remote control from a town some 15 miles from Cape Girardeau. Program is made up of request numbers sent in by listeners.

*Al Hunter, KVOO staff announcer and vocalist, was recently chosen soloist of the First Methodist Church in Tulsa, Okla. Hunter is a baritone and presents his own program over KVOO every Thursday morning.*

John Lawson, who edits the expanded radio column for the evening Fort Worth Star-Telegram, has started a "pet peeve" department in the column, for use of his readers who want to write in their peeves about radio in general and particular programs.

*Former workers of Jack Parr, WCAE's new announcer from Youngstown, send him letters addressed Jack "Bing" Parr.*

Lawrence Suhadolink, operator at WADC, Akron, is honeymooning in the east with his bride, Tresta Taro.

*Allan Williams stepped in as chairman of WMCA's "Early Risers" yesterday a.m.*

Eddie Wise treated listeners of WEBQ, Harrisburg, Ill., to a swell treat last week when Tom Mix was in town. Wise had the cowboy and circus star on the air for 10 minutes.

*Bill Condit of The Speedblenders is back on KMAC, San Antonio, after an illness.*

Kenny Kurz is assisting Earl Harper in the WNEW baseball broadcasts.

*J. Munger has joined WBRY, Waterbury, as salesman. He was formerly at WKZO, Kalamazoo.*

The Old Counsellor, similar to Voice of Experience, is a new sustainer thrice weekly on WELI, New Haven.

*Corwin Riddell, program director at KTSA, San Antonio, has obtained Wheaties sponsorship for the Mission team baseball games. "March of Time," Fishing Reports and INS news also are now on the KTSA schedule.*

Dick Smith has won a third year scholarship at Harvard law school after having been there two years and affiliated with the Yankee Net in a minor executive position. Smith, national intercollegiate oratorical champ in 1933, used to be on the announcing staff of KFAB-KFOR, Lincoln.

*William H. Albee, who walked 1,000 miles from Prince George, B.C., to Atlin, is the current "man of the week" at WLS, Chicago. He will give talks on the Dinnerbell Time and Homemakers Hour programs.*

Billy Morell's, "What's Your Opinion," man-on-street show, heard daily 12:30 over WJBK, Detroit, almost had an unwanted opinion the other day. Morell was gabbing with a lady guest, when a tipsy gent in the audience burst through the crowd and wanted to know "who's conducting this meeting?" Billy had one hand on the mike, and the other ready for a shove when Jim O'Brien, WJBK's Turf reporter, who happened to be there, hustled the indignant inebriate away.

*Tommy Hoxie, local manager of KSLM, Salem, Ore., is one of radio's youngest execs. Only 24 years old and married, he's been in radio for eight years. Started with KTBR, Portland, and is practically an all-around radio man.*

Norman Twigger has been doing such a good job of giving twice-daily news on WCAE, Pittsburgh, that his sponsors have asked that his programs be billed "Norman Twigger-News."

*James Milne, WELI prexy, is the new president of the Aims Point Club, New Haven.*

Sleepy Hollow Gang of WCAU, Philadelphia, plan a two-week vaca-

## ANNOUNCERS

BOB GILL gets the early morning dog watch, 6:45 a.m., at WCAU, Philadelphia. He pulled straws and lost.

GENE SHUMATE, Iowa Network sports announcer, will be at the CBS mike for the annual Drake Relays at Drake University, Des Moines, April 24, while REGGIE MARTIN of Central States Broadcasting will cover for NBC via KSO. Shumate later will air baseball over KSO.

BOD DE HAVEN, sports announcer at KVOO, Tulsa, Okla., is manager of a softball team formed by the station staff.

LESLIE WILLIAMS of the announcing staff at WCAE, Pittsburgh, plays the landlord role in the Wednesday night show, "A Night at the Inn."

BOB EVANS, formerly of WCAE, is now special events and sports announced at WSPD, Toledo.

tion soon, with Lazy K. Hillbillies pinch-hitting.

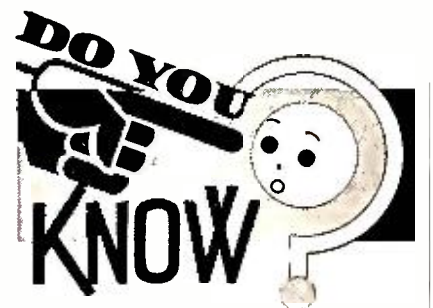
*Sims Rixey, accompanied by Joseph Bradshaw, pianist, started a new thrice-weekly program of "Old Favorites in Song" over KFRU, Columbia, Mo., last week.*

Jesse Crawford, while playing a theater date in Buffalo, tuned up the new Hammond electric organ installed by WBNY.

The KMAC (San Antonio) "Birthday Party" has been on the air 6½ years and is getting over 50 letters daily from all parts of the U. S. and ships at sea asking that birthdays be aired on these programs each Sunday morning at 7:30 by Tony Bessan, originator, announcer and studio production manager.

Art Lewis, formerly at WCAE, Pittsburgh, and now selling time at WMMN, Fairmont, W. Va., was a recent smoky city visitor.

*Bill Taft, manager of KGY, Olympia, Wash., contends that his station was among the first five to be established in this country.*



Arthur Godfrey, Washingtonian, rated the highest-paid in the country, has 12 commercials and one daily program with 75 sponsors.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 52

NEW YORK, N. Y., THURSDAY, APRIL 22, 1937

FIVE CENTS

# Press-Radio is Renewed

## Looking On .... AND LISTENING IN

**RANDOM ITEMS** The scarcest quantity in radio variety programs is originality. Two new big-time air shows that made their debut last Sunday night both used a Jewish stooge although the airwaves are already cluttered with programs having stooges.

RKO Radio Pictures proudly announces that its musical film, "Shall We Dance," will get plugs on 187 major broadcasts between March 17 and May 5. Which is still less plugging than Bernie and Winchell are giving their picture—and such a use of radio programs has never had an equal. Yet some movie folk call radio their enemy.

In reviewing the recently broadcast CBS blank verse drama, "Fall of the City," Time Magazine ran the review under the heading of Theater. Radio isn't quite sure yet whether it ought to feel complimented.

The New York Advertising Club luncheons are worth better than a local airing. They produce an unusual amount of good entertainment in the way of interesting personalities, timely sidelights and the prolific Lowell Thomas in his most sparkling humorous form.

Listening to play-by-play descriptions of baseball games on the air makes a fan very eager to see the games. It's both a tribute to the announcers and assurance that the airings will help rather than hurt baseball attendance.

The Kansas City Kansan, newspaper, is again listing radio programs in its columns. It tried dropping the daily log but met with such public protest that the service was restored. A newspaper without a radio chart today is like a clock without hands.

### News to Order

Wichita—Though aware that its UP news broadcasts were being utilized in Wichita public school classes, KANS didn't realize the full extent of this service until the other day when the principal of one of the schools phoned Manager Herb Hollister and asked for more strike news on the 10 a.m. period for the civics class.

## BORDEN SHOW ON WHN WILL BE FED TO WOR

Effective May 12, WHN will feed a commercial program weekly to WOR. Program, sponsored by Borden Co. for its Pioneer Ice Cream division, has been set for a 52-week run and will air every Wednesday 8-8:30 p.m. over both WOR and WHN. Show is tagged "Broadway Melody Hour" and will feature Col. Jay C. Flippen as emcee, Irving Aaronson's orchestra and guest stars. Harold Stretch, WHN sales department, negotiated the deal. Young and Rubicam is the agency handling the show.

## WSAN of Allentown Joining NBC on May 1

WSAN, Allentown, Pa., will join NBC on May 1 as an optional Red or Blue network outlet, it was announced yesterday by NBC. WSAN is the only station in Allentown and operates on 500 watts, 1440 kcs. NBC rate will be \$120 per hour. J. C. Shumberger is president of WSAN Inc. J. H. Musselman is station manager. NBC networks now have 125 stations.

## RCA, AT&T Obtain Writ On Transmitting Patent

Wilmington, Del.—Judge John P. Nields in U. S. District Court yesterday granted a preliminary injunction in the case of RCA and A.T.&T. against Collins Radio Co. It was alleged that defendant had infringed

(Continued on Page 6)

## New Bureau Agreement is Extended for Another Year—Publishers Adopt Friendly Radio Attitude

### Advertise Sustainers

Chicago—For the first time, as far as is known here, a hotel is spending money to advertise its sustaining broadcasts. Palmer House has allotted \$1,800 for next two weeks to plug Henry King's orchestra (WGN-Mutual) in ads on radio pages of local newspapers. Ralph Ginsburgh and the Palmer House Ensemble will get ads the week after.

The American Newspaper Publishers Association's radio committee report released yesterday announced the renewal of the Press-Radio bureau for another year. NBC and CBS have agreed to underwrite the cost of its operation as in the past.

Committee report also took cognizance of television, facsimile printing, foreign news propaganda by radio, and devoted an appendix to the newspaper owned wireless company Press Wireless Inc. Firm is now used by Transradio to broadcast news to stations subscribing to its service.

NAPA convention to date has not uttered a word against the radio. Even the annual report of the NAPA Bureau of Advertising which in the

(Continued on Page 8)

## FIRST COMMERCIAL SET FOR WLW WIRE

The first commercial program to be heard over the new WLW wire will begin airing today, 2:30-2:45 p.m. Drums, Inc. (cleaner) is the sponsor, with C. C. Winningham, Detroit, handling the show. Program has been set for 13 weeks and will

(Continued on Page 3)

## Willys-Kyser Show Set On 25 Mutual Stations

The new Willys-Overland nationwide program, "Surprise Party," featuring Kay Kyser's orchestra, will start Sunday, May 2, at 10-10:30 p.m., over 22 Mutual stations, with three

(Continued on Page 6)

## NEW KYW, WGY STUDIOS WILL COST \$1,000,000

Complete plans for building of new studios for KYW, Philadelphia, and WGY, Schenectady, were announced yesterday by Lenox R. Lohr, NBC president. At the same time it was learned that NBC has amended its present station contracts with General Electric, owners of KOA, KGO and WGY, whereby the expiration dates have been staggered. The original contract signed Nov. 25, 1932, contained a simultaneous expiration clause.

The new contracts call for the WGY contract to run until Dec. 31, 1942; KOA to July 1, 1943; KGO to July 1, 1944. WGY and KOA are 50,000-

(Continued on Page 3)

## 8 Atlantic Seaboard Stations Go With Mutual in September

### Program is Conceived, Sold and Aired in Hour

Tulsa, Okla.—R. P. (Bud) Akin, KTUL salesman, set some kind of speed record when he conceived, sold and aired a special sports quarter-hour in a few minutes more than an hour. One of his sporting store clients called and said Tony Acetta, national bait casting champ was in town for a night performance and they wanted

(Continued on Page 3)

Reports that Mutual will expand its network facilities into the southeast next fall were confirmed yesterday by Fred Weber and Theodore C. Streibert, MBS general manager and vice-president, respectively.

Negotiations are now going on for eight stations, between Richmond and Atlanta to join the network next September. Initial conference between Fred Weber and representatives of the southern stations was held in the Hotel Charlotte, Char-

(Continued on Page 3)

### 2 KDYL Shows Waxed

Salt Lake City—Two KDYL programs, "The Woman's Hour" featuring Harriet Page, and "The Kangaroo Artists Revue", for children, have been recorded on disks here by James B. Keysor Sound Studios. The transcriptions are going east to the station's national representatives, John Blair & Co. Both shows have made quite a hit hereabouts.





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Wednesday, Apr. 21)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169½	168¾	169	+ ¾
Crosley Radio	22¾	22	22½	+ 7/8
Gen. Electric	56½	55½	56½	+ 1
North American	267/8	26½	267/8	+ ¾
RCA Common	105/8	10½	10½	.....
RCA First Pfd.	73¼	72½	72½	- 1¼
RCA \$5 Pfd. B.		(98¾ Bid)		
Stewart Warner	20¾	19½	20¾	+ 1
Zenith Radio	38½	37¾	37¾	+ 1/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	16	16	- ¾
Majestic	4	4	4	.....
Nat. Union Radio	2½	2½	2½	.....

### OVER THE COUNTER

	Bid	Asked
CBS A	54½	56½
CBS B	54¼	56¼
Stromberg Carlson	15¼	16¼

## "Bachelor's Children" Is Adding 4 Stations

Cudahy Packing Co., Chicago (Old Dutch cleanser) on April 26 will add WKRC, WGR, WJSV and WEEI to its "Bachelor's Children" Mondays through Fridays, 9:45-10 a.m. Roche, Williams and Cunyngham Inc., Chicago, has the account.

## CBS-Guild Meet Delayed

Scheduled meeting between the CBS bargaining committee and the American Guild of Announcers & Producers yesterday morning was postponed at CBS' request until 3 p.m. today.

## STATIONS!

The Morning Bulletin Board  
America's Perfect Morning  
Variety Show

STAR RADIO PROGRAMS, INC.  
250 Park Avenue New York City

## A Radio Success Story

Drene shampoo was introduced to the public by Procter & Gamble about 18 months ago via WBS spot announcements in chosen cities and today is the largest selling shampoo on the market. From the spot announcements the sponsor placed WBS quarter-hour disks in five test cities with Jerry Cooper as vocalist singing under the name Jack Randolph. From the test series the station list has grown to 100 stations using the disks, plus the three NBC network shows.

## Ed Smith, to Gen. Mills As Program Dep't Head

Chicago—S. C. Gale, advertising director of General Mills, Minneapolis, has signed Edward G. Smith, WGN production director, as manager of the General Mills program department, effective June 1. Smith will leave WGN May 15 for a Southern vacation which General Mills is giving him.

Smith has been with WGN six years, coming from the King-Trendle Broadcasting Co. (Michigan network). At WGN Smith has produced "Bachelor's Children," also aired on CBS and Mutual; "Painted Dreams" and "We Are Four."

General Mills has Gold Medal Feature Time on CBS, outletting from Chicago studios "Betty and Bob," "Modern Cinderella," Betty Crocker, and "Hymns of All Churches," and from New York John K. Watkins' comments. Also currently testing "Arnold Grimm's Daughter" for Soft-silk on WGN.

## Battle Re-enactment Over Virginia Network

Petersburg, Va.—One of the outstanding historical pageants of the year, the re-enactment of The Battle of the Crater here, where the famous Civil War battle actually took place, will be broadcast by WPHR of Petersburg and fed to the Virginia Broadcasting System on April 30 at 11 a.m. Taking part in the program will be the Fifth Regiment of the U. S. Marine Corps, cadets from Virginia Military Institute, Second Battalion of the 111th Field Artillery of Virginia National Guard, Company G of the First Infantry of the National Guard, the Quantico Post Marine Band, and many notables.

Richmond News Leader, daily paper, is sponsoring the broadcast.

## Senator Bankhead Halts Airing of Tax Hearing

Washington Bureau, RADIO DAILY  
Washington—After arbitrarily halting a broadcast of District of Columbia tax problems, Speaker William T. Bankhead refused to give any reason beyond the mere fact that he doesn't believe in this type of broadcasting. He said in part: "There have been no broadcasts of committee hearings since I have been speaker, and I am not willing there should be."

Maryland Hunt Race on NBC  
NBC-Red network will air the 44th annual running of the Maryland Hunt Cup Race on Sunday, 3:45-4:15 p.m., with Clem McCarthy at the mike.

## Two WNEW Accounts Renew for 3rd Year

WNEW has received its third consecutive renewal from two of the station's largest time buyers. Canadian Fur trappers, renewed for 52-weeks, now airing 7 times weekly on Make Believe Ballroom for 15-minutes per period. One half-hour musical show Sundays and 48 spot announcements weekly on the Dance Parade. Jordan Furs, also renewed for 52 weeks, now broadcasting daily show lasting for half-hour and tagged "Uncle Pete and Louise," 15-minute musical show Sundays, and 18 spot announcements weekly on Dance Parade. Schillin Advertising agency has both accounts.

## Zenith Radio Withdraws Objections Over S. E. C.

Washington Bureau, RADIO DAILY  
Washington—Zenith Radio Corp. of Chicago has withdrawn objections to making public disclosure of certain information filed under Securities Exchange Act. Info released concerned capital stock, investments in securities and affiliates, and income for dividends. E. F. McDonald, Jr., is president and a director.

## Shurick Recommended For FCC Secretary Post

Minneapolis—Edward P. Shurick, now assistant general manager of WDGW here, has been recommended by Ernest Lundeen, U. S. Senator from Minnesota, for appointment as secretary to the FCC in Washington. Shurick has been in radio for eight years and was at one time manager of KSTP here.

Minnesota Democratic leaders also have endorsed his appointment to the FCC post.

## Wales Gets Bird Food Account

Wales Advertising Co., Inc., has been appointed to handle the Nature Friend, Inc. (bird food products) account.

Radio advertising is being expanded, bringing Anice Ives to Philadelphia daily on WIP and participation in a New England program on WEEI and other CBS stations.

**LEO SAYS:** 

Greetings to a new sponsor—DRUMS, Inc., on WHN every Thursday from 2:30 to 2:45 P. M.

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

## COMING and GOING

ANDRE KOSTELANETZ leaves New York for Hollywood after his April 28 broadcast to appear in the Paramount motion picture, "Artists and Models."

LILY PONS returns to Hollywood in July.

PAUL MOSHER of the David Alber publicity office leaves New York tomorrow for Connecticut on business.

BERNICE CLAIRE returned to New York yesterday from Little Rock, Ark.

EMIL COLEMAN leaves New York tomorrow for Pittsburgh to play an engagement.

JANE PICKENS arrives in New York today from Pittsburgh.

HORACE HEIDT and his band leave town tomorrow for Washington to play a week's engagement at the Earle Theater.

PAULINE SWANSON of Bob Taplinger's Hollywood office arrives in New York today and will remain here for a week.

LOWELL THOMAS sails April 28 on the Europa for England to cover the coronation.

GEORGE W. TERRELL of the General Electric Co. arrived in New York yesterday aboard the Western World from Buenos Aires.

PHIL SPITALNY is scheduled to return to New York from Chicago this week.

HARRY KERR, radio publicist of J. Walter Thompson Co., was in Washington yesterday and returns today.

GUNNAR WIIG, manager of WHEC, Rochester, N. Y., is in New York on business.

## Spring Radio Cleanup Topic of Caldwell Talk

Elimination of noise and interference from radio receiving sets will be the subject of a talk by Dr. Orestes H. Caldwell, editor of Radio Today and former Federal Radio Commissioner, over the NBC-Blue network tomorrow at 7 p.m.

In his talk, titled "Spring Clean-Up for Your Radio", Dr. Caldwell will give some simple rules for doing away with the objectionable noises.

## Pitkin Test Series Scheduled for WINS

A series of four test programs featuring Walter B. Pitkin and built around his latest book, "Careers After 40," will start April 29 at 4-4:15 p.m. over WINS. It will be a new type of radio show dealing with careers.

W. R. Murphy of Clark H. Getts Inc. is handling.

## "It's A Fact!"

Don't forget, this daily script of news oddities, expertly written AND INSTANTLY SPONSORABLE, is also available in GERMAN, POLISH, ITALIAN and JEWISH.

Write or Wire

Van Cronkhite Associates, Inc.

360 NORTH MICHIGAN AVE.

CHICAGO

State 6088



## 8 SEABOARD STATIONS GOING MUTUAL IN SEPT.

(Continued from Page 1)

lotte, N. C., last week. Virgil Evans, owner of WSPA, Spartanburg, arranged the meeting.

Weber said that the southern stations would join the network as a group and because of necessary preliminary work affiliation could not possibly be started before Sept. 1.

With these new outlets Mutual will have completed its eastern seaboard coverage from Boston to Atlanta and is a step nearer to breaking the long line-haul to Texas. Additions of stations in the Mississippi valley south of St. Louis will bridge the gap. Weber would not comment on the rumors that he was negotiating for WNBR, the Scripps-Howard station in Memphis.

With the recent addition of the Oklahoma network, KTAT and WRR, in Texas, the Don Lee network last January, Mutual before the year is out plans to have coverage in all the principal states in the country.

## First Commercial Set for WLW Wire

(Continued from Page 1)

air every Thursday. Arthur Chandler—chats with organ comprise talent setup.

Show, originating from WLW, will be aired over WHN, WAAB, WTHT, WSAR, WSPR, WLBZ, WFEA, WNBH, WLLH, WIXBS, WEAN and WICC. Latter stations, with the exception of WHN, make up the Colonial network.

A special hook-up has been made to include web so as to place sponsor's advertising in additional territories not affected by the new WLW-WHN affiliation. WFIL and KQV, regular members of the wire, will not carry the show.

## Program is Conceived, Sold and Aired in Hour

(Continued from Page 1)

him interviewed at 3-3:15 p.m., just before daily play-by-play report of Tulsa baseball game. Akin grabbed a telephone, called two other sports stores in Tulsa, and had commercial set in a few minutes for a quarter-hour program. He called again and had Acetta sent up. The interview went on, clicked and pulled a nice crowd at the night's performance.

## NEW PROGRAMS—IDEAS

### WMT Midnite Theater Show

The "Easy Iowa Song Fest," a new feature to the Iowa airwaves, heard over WMT, Cedar Rapids-Waterloo, every Saturday night from 11:30 to 12:30 and originating in the Paramount Theater, Cedar Rapids, brings the mid-west a full hour variety program. Show is sponsored by Easy Washing Machine Co. and its distributors.

Frank Voelker, radio's blind organist, a community sing conducted by Doug Grant, Bill Brown and his inquiring microphone, Bob Leefers and his minstrel show, and Bert Puckett as Master of Ceremonies, are some of the highlights heard every Saturday night in this full hour of fun-packed entertainment.

In the two weeks the show has been on the air it is estimated 1,600 people have seen the performance. Situation now is that, in order to be assured of a seat, people are attending the second show to be there when the program goes on the air.

First 30 minutes of the show is devoted to community singing with Frank Voelker at the organ and Doug Grant conducting the songs from the stage. Bill Brown, conductor of the "Movie Man" broadcast over WMT, circulates through the crowd asking questions at random to anyone seated along the aisles of the house.

Bob Leefers, has been added to the staff of WMT in charge of auditioning performers who are given an opportunity to show off their wares on the program.

A novel way of introducing this portion of the program has been worked out by Grant and Leefers. One system used is the introduction of Leefers, the Old Schoolmaster. Kids are brought to the front of the room to perform. Idea is to get away from the old system used on most amateur programs. Everyone living in or around Cedar Rapids is invited to sit in and participate in the show

### "Civic Salutes" on WINS

A new weekly series known as "Civic Salute," will be inaugurated May 4 at 8:30-9 p.m. on WINS. The

program, designed to acquaint New Yorkers and those in this vicinity with important facts about their neighbor cities and towns, will be dedicated each week to another city or town in the primary service area of WINS, which takes in a population of over 13,500,000.

On Tuesday night, May 4, WINS will tender a Civic Salute to Bayonne, N. J. Mayor Lucius F. Donohoe of Bayonne will open the program with a talk on "Bayonne and Her Future." Other prominent speakers will be Preston H. Smith, Superintendent of Schools, who will discuss "The Social and Cultural Life of Bayonne," and Edward F. Clark, president of the Chamber of Commerce, who will talk about "The Business of Bayonne." A. L. Hahn, secretary of the Bayonne Historical Society, will give the "Salute to Bayonne," in which he will cover the vital and most dramatic facts in the city's history and progress. The Bayonne High School Glee Club, under the direction of Miss Wakefield, will also be heard on the program.

It is planned, in each case, to give a graphic picture of the business and cultural life of the locality, emphasizing the musical and artistic achievements as well as the commercial.

Other cities and sections which will appear on the series are: Elizabeth, N. J., Jersey City, N. J., the boroughs of Bronx, Brooklyn, Manhattan, Queens and Richmond. Also tentatively scheduled are Hackensack, Hoboken, Newark, Passaic and Paterson in New Jersey, and Pelham, New Rochelle, Mt. Vernon and other important towns in the New York area.

### Amateur Guests

"Morning Guests," a program planned by WCAU, Philly, to introduce its new artists to the radio audience, returns to the air at 7:45 a.m. Monday through Friday. These 15-minute daily broadcasts offer a new opening for talent who have never had the opportunity to get a period on the air. The radio audience is asked for comments.

## Rained Out Games Mars Opening "Sports Parade"

Opening program of the General Mills-sponsored three-hour "Sports Parade" which started on WMCA at 2:30 p.m. yesterday was handicapped by rain causing postponement of most baseball games.

Special sports comment was given on the program by Bob Carter, Garnett Marks, King Lehr, Dick Fishell and Hal Janis, while Don Kerr emceed the variety portions of the show which included Lorraine Barnett, Jerry Baker, Kay and Buddy Arnold, Helen Young, Lee Grant's orchestra and others. Buddy Cantor (Powell Clark) dished out movie gossip.

## Special CBS Broadcast On Start of New Studios

CBS will air a special half-hour broadcast April 27 when Donald W. Thornburgh, CBS v.p. in charge of Pacific Coast operations, presses the lever that officially begins construction on the web's new studios and offices. Program, to be aired from 4:45-5:15 over the entire CBS hook-up, will feature Eddie Cantor, Joe Penner, Jack Oakie, Al Jolson, Martha Raye, Victor Young, Tiny Ruffner, Ken Murray, Milton Berle, Lud Gluskin and many other prominent radio and screen stars. Building will be completed by December of this year.

## NEW KYW, WGY STUDIOS WILL COST \$1,000,000

(Continued from Page 1)

watters. KGO is a 7,500-watter and now has an application pending before the FCC for 50,000 watts. In the same application is request for permission to move the KGO transmitter to the same site now used by the NBC-owned station, KPO in San Francisco at Belmont, Cal.

The new KYW studios, costing \$600,000, will be located in a new six-story building to be built at 1619 Walnut St. Cost of the building is being borne by NBC and the land is leased until 1955 with option to buy in the meantime. Station contract with Westinghouse Electric, owners of KYW, 10,000 watt station, runs until Dec. 31, 1945. Ground for the new studios, designed by Tilden & Pepper, Philadelphia architects, will be broken within a week and it is expected the building will be ready for occupancy on Nov. 1. With the exception of the first floor, entire building will be used for studios and offices. Basement will be used as an auditorium and will seat 200. In Schenectady, NBC will spend \$300,000 on its new studios which will occupy 20,000 square feet on Erie Blvd. Entire front of the building will be of glass brick. Harrison & Foulhoux, one of the architects used on the Radio City studios, designed the new studios.

Above construction work on NBC owned and operated stations is a part of the \$5,000,000 plan outlined for the stations. New studios are now being constructed for WRC-WMAL in Washington, and plans for new studios in San Francisco and Cleveland will be announced soon. It is expected that the Frisco studios for KGO-KPO will remain at the same address, 111 Sutter St., but WTAM is looking for a new location. Announcement on the new WTAM, Cleveland site is expected within the week. Don Gilman, NBC vice-president in charge of west coast operations, who will be in New York in a few days, will have more to report on the Hollywood and San Francisco expansion work.

Construction work will be carried under the supervision of Alfred H. Morton, manager of the NBC owned and operated stations, with O. B. Hanson, NBC chief engineer, handling the technical details.

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4	5	6	7
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**BIRTHDAYS**

April 22  
Greetings from Radio Daily to  
Eddie Albert  
Bert Roggen

**SELL TIME . . . . .**  
**. . . . . WITH SOUND**  
Make your sales story  
BRIEF — CONCISE — DRAMATIC  
Record it on a Presto disc and send  
it to the time buyer. Records bring  
results. Ask for proof.

**PRESTO** RECORDING CORP.  
149 W. 19th St., N. Y.



## NEW BUSINESS

Signed by Stations

### WNEW, New York

System Brake Service, beginning today, 5-min. daily "Dugout Interviews," 13 weeks with options; Jadwiga Remedies Inc., beginning April 26, for indefinite period, daily spots; On The Spot Exterminating Co., beginning today, 26 weeks, daily spots; Live Wire Heating & Construction Co., beginning April 25, Sundays, 7-7:15 p.m., musical program, 13 weeks; United Drug Co. (Rexall), Tuesdays through Saturdays, beginning April 27, spots for indefinite period, through Street & Finney Inc.; Meyer C. Ellenstein, Monday through Thursday, 15-min. musical program for indefinite period, through Schillin Advertising agency.

### WBBM, Chicago

Longines Watches, 15-min. "Melodie Time," Eddie House, organist, thrice weekly, through Arthur Rosenberg Co., N. Y.; Procter & Gamble (Crisco), renewal of one-min. spots on "Chicago Hour"; Kraft-Phenix Co. (chocolate drink), 15-min. "Tomahawk Trail," thrice weekly, through J. Walter Thompson; Lucky Tiger Mfg. Co., Kan. City (hair tonic), 15-min. "Hollywood Serenade" disks, Sundays, through Midland Advertising Agency, Kan. City; Stephano Bros. (Marvel cigarettes), 15-min. "Flanagrams," daily, through Aitkin-Kynett Co., Phila.; H. Bendrich Inc. (cigars), 15-min. sports, Pat Flanagan, thrice weekly, through Ruthrauff & Ryan, Chicago; Atlas Brewing, 15-min., sports, Pat Flanagan, through Henri, Hurst & MacDonald.

### WFAS, White Plains, N. Y.

Swiss Federal Railroads, Norwegian Travel Information Service, German Railroads Information Office, Belgian Consulate (teachers' summer courses), Vogue Opticians, Mme. E. Clement (corsetiere), Charles W. Ackerman (men's clothes), Cafe Continental, Rey and Pierre (French restaurant) and Louise Elya (body treatment), all of New York City, signed for spot series through Associated Broadcast Advertising Co., New York.

### WJAY, Cleveland

United School of Christianity, daily 8:30 p.m., series featuring Wayne West.

## ONE MINUTE INTERVIEW

### XAVIER CUGAT

"When people get sick of sweating and whirling like dervishes to those madcap tempos, they always come back to cool off to our Tango rhythms. Swing is definitely on the way out. Why? Because there are not enough bands like Benny Goodman's to make it a lasting art. Anyhow, when people are dancing or listening they prefer inspiration to perspiration!"



● ● ● Ford's Tuesday night CBS show with Al Pearce will be aired from the coast starting in the middle of June... John Nesbitt's "Passing Parade" gets 14 new stations of the NBC net starting June 1 making a total of 29... Marty May, who was featured on a sustainer via CBS last summer, auditioned the other day at NBC... Vincent Lopez has dis-banded for his trek west for the Grace Moore show, taking only two men, and picking up the remainder there... Freddie Rich tore a ligament while conducting the other night—tripping from the bandstand—but continued with the show... Carl Ravel will have THREE CBS spots from the Lexington... The Cycling show will fade in June, returning to the air in September... Conrad Thibault, who copped third prize in the Los Angeles Open last year, has entered his application for this year's contest... Don Wilson has lost 15 pounds to make the grade as a movie star... Bunny Berigan's swing band is the last-minute switch to succeed Benny Goodman at the Pennsylvania.

● ● ● Mickey Alpert opens at Ben Marden's Riviera May 27 and will be featured on a COMMERCIAL conducting a band and ad libbing. This is the "inside" for the delay of the audition scheduled earlier in the week... Joey Nash, who besides being a grand singer, adds a sideline to his ability with good humor, offers this: "I know a guy so stubborn that he has listened to Amos and Andy for five years—and still won't clean his teeth."... Jimmy Jemail, the inquiring reporter, celebrates his 16th year of cross-examination about the day's topics, having questioned more than 100,000 people... The recent murder in the WOV studio building, New York, was first flashed across the air by WOR, New Jersey!

● ● ● Ina Claire started her script rehearsals yesterday—in preparation for the commercial... Lyn Murray is auditioning male singers to send to the Texas Exposition... Hal Block and Arthur Perrin, Phil Baker's script writers, will accompany the comic to the coast so as to work on "Goldwyn Follies"... Edgar Bergen's new book on ventriloquism, "Charlie McCarthy Sez," will be published shortly... Mario Braggiotti will also dis-band and do solos... "American Cavalcade," new pocket size monthly, will make its debut on the newsstands tomorrow... Sammy Schuff, Captain of the CBS pages, is the only one Kate Smith wants to handle her shows—and this is the only show Sammy works on... Wheeler and Woolsey will be another pair of comics to appear on the nets in the Fall.

● ● ● Martin Block's son, Gene, 8, has been listening to his dad's "Make Believe Ballroom" for some time and came to the conclusion that the job of announcing is a push-over... So to prove his point, Gene has obtained WNEW's permission to conduct a portion of dad's show Saturday morning, doing the commercials and ad libbing on kiddie recordings... If he clicks, the station plans a commercial... Bill Savacool, in the sales dept. of WNEW, asked the program director for a sports show about fishing... The director was stumped—because his talent had been snatched up—so now Bill, the salesman, became Bill, the Fisherman, and is selling himself!

● ● ● Frances Langford has been forced to leave the Campbell "Hollywood Hotel" show because of illness and will remain absent for the next three weeks... Jack Haley, now on the coast, knows that a deal is pending for a permanent spot on the air with an agency—and the show comes from Hollywood...

## PROMOTION

### Dairy Contest on KGNO

A promotion campaign that will run to May 19 was started this week at KGNO, Dodge City, Kas. Four separate weekly contests, sponsored by Fairmont Creameries, giving away each week 75 baby chicks and 25-pound sack of chick feed for the best letter in 25 words or less on "Why I Like Fairmont's Better Butter Better." Final contest, including all letters received, has ten grand prizes, including cash, chicks, butter, feed, ice cream and milk. All prizes will be obtained through the dealers.

The idea is to kill two birds with one stone: increase the number of youngsters interested in chick raising, through the weekly poultry gifts, and popularize the sponsor's product, butter, through necessity of including a carton label with each contest entry. Sponsor sells butter and also has a hatchery connected with the institution.

### "Cooking Forum" Booklet

In connection with the Cooking Forum broadcast and the installation of its new all-electric test kitchen, WSPR, Springfield, Mass., has mailed out a booklet "Cooking Forum" to all manufacturers and wholesalers of food products in southern Vermont, western and northern Connecticut and western Massachusetts, the area which the station reaches in its broadcasting radius.

The booklet describes in detail the Test Kitchen, time, rate, program outline, merchandising and purpose.

Mildred Brunelle is director of the Forum.

### Mrs. Johnson Planes Again

In her first plane trip since the recent crash in which her husband was fatally injured and she was badly cracked up, Mrs. Martin Johnson yesterday flew from St. Louis to Tulsa to fill a lecture engagement.

A radio program starring Mrs. Johnson is now being prepared by her representatives, Clark H. Getts, Inc.

## ANNOUNCERS

ALAN SHEPPARD left KOIN, Portland, auditioned immediately at KSFO, San Francisco, and found his name put on payroll pronto. Married only two weeks, Sheppard will bring his wife here this Saturday.

ALLEN KENNEDY, formerly with WNEW, joins the announcing corps at KYW, Philadelphia, replacing Charles Arlington, who resigned to make a place for himself on the networks.

DAVE TYSON, of the WFIL, Philly, staff, will once again conduct the kiddie shows at Steel Pier, in Atlantic City, this summer.

BOB CARTER, horse racing expert and chief announcer at WMCA, will be on hand for the daily 2:30-5:30 p.m. "Sports Parades" at that station during the summer months.



**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**T**ODAY'S Televisa... the gals definitely appear in the televisual scene, according to Dr. Peter Goldmark of the CBS Engineering Department, but their peculiar qualifications, which yield them a slight advantage over the more hirsute sex as regards their employment in the entertainment end, handicap them for the more technical side of television.... Femme scientists, although superb mathematicians, and possessed of a super-abundance of super-swell ideas.... to paraphrase the Herr Doktor... tend toward the visionary, rather than the practical, or televisionary....

The lasses lead in photogenic potentialities and pictorial appeal.... They take to make-up like the proverbial barnyard fowl to its favorite aqueous element.... For television they'll be taking to shades of green or blue lipstick, on account of the tele-camera is sensitive to the red end of the spectrum, making that color appear white.... Cosmeticians are laboring in their labs and bringing forth better and better television make-up.... RCA's experiments are producing particularly gratifying results....

There'll undoubtedly be as many femme tele-scribes as male.... But, due to the comparatively diminutive size of television screens, their scripts will provide entertainment of the musical comedy variety, where one person at a time is pictured... To show the entire cast of a dramatic or musical production on a screen of the present size would be to reduce it to absurdity.... Dr. Goldmark holds forth the hope that the remedy will be arrived at in the not-too-remote future, with the construction of larger screens....

Non sequiturs.... Frances Woodbury has been added to the "Pretty Kitty Kelly" cast.... Dorothy Lowell who leads a complex emotional life on the air (in "Our Gal Sunday" she's in love with a man who doesn't like her... in "Trouble House" she's adored by one she doesn't give the well-known hoot for) has a bona fide husband at home, thank you.... Alma Adams, 18-year-old tuba playing "Hour of Charm"-er, graduates from Dumont High School in June.... Ex-baby Rose Marie appearing at Hartford's State Theater for four days....

**ORCHESTRAS - MUSIC**

**G**UY LOMBARDO and ork open in Detroit on April 30, move on to Pittsburgh, Philly, Baltimore and a series of college engagements, at not-yet-determined dates, then return to home territory to take musical command at the Waldorf, June 24.

The "Singing Waiters" will offer a program of operatic drinking songs over the CBS network on April 28 at 2:30-2:45 PST, on the occasion of their first Wednesday broadcast from the Paris Inn, Los Angeles. Their original airings took place Saturdays at the same time.

Billy Hays, Intercity maestro, collaborates with Morde Berk, Philly songsmith, on "How Can You Do It to Me". Tune has been placed with Schuster-Miller.

Steel Pier, Atlantic City, promises Maestri Tommy Dorsey, Guy Lombardo and Benny Goodman for the Memorial Day week-end.

Jimmy Littlefield, former WCAU (Philadelphia) maestro, opens the season at Willow Grove Park on Saturday.

Ozzie Nelson is planning to do radio production, building and directing feature network programs. But this will not affect his baton-waving. His featured song on next Sunday's Bakers' broadcast over the NBC-Blue network at 7:30 p.m. EST will be "To A Sweet Pretty Thing", a number he also recorded for Blue Bird phonograph disks.

Dick Stabile's band fills two spots on WCAE, Pittsburgh, tomorrow night, the first at 7:30 for 15 minutes, the second radio dance session at 12:30 a.m. for a half-hour.

Johnny DeDroit and his swing-making aggregation have gone sustaining over WDSU, New Orleans. Johnny was one of the pioneer hot trumpeters in the early jazz days.

**WHO to Feed NBC-Red On Drake Track Relays**

WHO, Des Moines will broadcast the events of the Drake Relays, track classic of the Middlewest, 2-4:30 p.m. on Saturday. The broadcast will be fed to the NBC-Red network. The program will be handled exclusively by WHO staff members. Dutch Reagan, ace WHO sports announcer, Dick Anderson, WHO staff announcer, and Harold Fair, WHO program director, will be at the microphones. Reed Snyder, supervisor of studio operations, will have charge of the staff of engineers who will handle the broadcast.

**Wichita Eagle Lists KANS**

Wichita, Kans.—The Wichita Eagle, which formerly carried radio programs listings of its own station but omitted the log of its competitor, KANS, is now running the daily programs of the latter station.

Sibelius' "First Symphony" and Haydn's "Surprise Symphony," so called because of the manner in which the composer brought every instrument in the orchestra in at an unexpected moment, will both be heard on the Chicago NBC Symphonic Hour tomorrow at 11:05 p.m. EST, over the NBC-Blue, under the baton of Roy Shield, NBC central division musical director.

The Salzburg Orchestra, under the direction of Dr. Bernhard Baumgartner, will be heard today in a short wave rebroadcast from London. The program will feature Hans and Robert Schulz, celebrated Continental concert pianists, in Mozart's "Concerto in E Flat", written for two pianos and orchestra, originating from the BBC studios. The international broadcast will be aired over the nationwide NBC-Blue network from 6:05-6:30 p.m., EST.

The Symphonic Singers of Stout Institute of Menominee, Wis., under the direction of Harold Cooke, will present a program of operatic and religious music in a special feature broadcast over the CBS web from the National Federation of Music Clubs' Biennial Convention at Indianapolis next Tuesday, 4:30-4:45 p.m., EST.

The United States Marine Band will feature the "Song of the Marines" from Warner's "The Singing Marine" next Tuesday on its NBC-Blue hook-up at 2 p.m.

Eight programs from the festival of choral and symphonic concerts during the National Federation of Music Clubs' Biennial Convention, April 23-29 in Indianapolis, will be broadcast over NBC networks. More than 4,300 local music clubs throughout the country are affiliated with the federation and approximately 10,000 members are expected to attend the convention.

**Discuss MBS Renewal For "The Lone Ranger"**

Detroit—Gordon Baking Co. and its advertising agents, Brooke, Smith & French, are now holding meeting on the renewal of its three half-hour "Lone Ranger" programs over the MBS coast-to-coast network. Sponsor intends to renew the series until September, 1938.

Mutual will feed the program as a sustaining feature to stations not on the client's list. Stations can sell the program locally if they prefer.

**MCA Signs Alan Scott**

Alan Scott, commentator who has just completed a 1 year stretch over WCAU, Philadelphia, has been signed by Music Corporation of America to write, produce and act in radio dramatizations.

**GUEST-ING**

TITO SCHIPA, from Milan, on Magic Key of RCA, April 25 (NBC-Blue, 2 p.m.)

GENE SARAZEN, golfer, EDWARD WIGGAM, psychologist, and LARRY COLLINS, trick trombonist, on Joe Cook's Shell Show, April 24 (NBC-Red, 9:30 p.m.)

JOE DiMAGGIO, on Sealtest Saturday Night Party, April 24 (NBC-Red, 8 p.m.)

LAWRENCE TIBBETT and HELEN JEPSON, on General Motors Promenade, May 2 (NBC-Blue, 9 p.m.) JOHN CHARLES THOMAS and KITTY CARLISLE on same program the following Sunday.

CHARLIE KENNY, on Walter King's "Song Contest," today (WINS, 12:15 p.m.)

PHIL COOK, on Douglas Allan's "Little Moments with Big People," today (WINS, 2:15 p.m.)

BEN BERNIE, on Walter Winchell program, April 25 (NBC-Blue, 9:30 p.m.)

RALPH KIRBERY, on Nellie Revell program, April 27 (NBC-Red, 5 p.m.)

SAM JAFFE of "Lost Horizon," on the Sports Parade program, today (WMCA, 2:30 p.m.)

ANTONIO MODARELLI, composer and conductor of Pittsburgh Symphony Orchestra, on Heinz Magazine of the Air, May 3 (CBS, 11 a.m.). MRS. CLARA SAVAGE LITTLEDALE, ed. Parents Magazine, same program, May 5; DELMAR EDMUNDSON, in a "Mother's Day Editorial," same program, May 7; DOROTHY THOMPSON, in "Message for Youth of Today," same program, May 10; CAROLYN WELLS, same program, May 12; LEONARD LIEBLING, presenting BETTY JANE ATKINSON, same program, May 14.

BILLIE BAILEY, and ARTHUR CARRON on Hammerstein Music Hall, April 27 (CBS 8 p.m.)

JACK HALEY, PATSY KELLY and SHIRLEY ROSS, on Hollywood Hotel, tomorrow (CBS, 9 p.m.)

BLANCHE YURKA, on Hammerstein Music Hall, April 27 (CBS, 8 p.m.)

THE SONGBIRD OF THE SOUTH

**KATE SMITH**

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS





**THOMAS LEE ARTIST BUREAU**, which has been quartered at Don Lee KHJ studios, this week leased space and prepared to move early in May to Hollywood quarters which will bring them closer to talent centers. New home will be in Equitable Building, Hollywood and Vine. Robert Braun will continue as manager, with bureau handling screen, radio and stage talent.

Connie Vance, formerly with CBS publicity department, this week signs with Radio Features Service Hollywood office, giving up the writing end for outside work, lining up new business.

Globe Investment Co. (loans) has taken over Al Poska's two hour participating program which has been an early morning feature on KEHE, and, through Stodel Adv Agency, signed a year's contract for two hours, six days a week. Poska chats, tells time, plays records.

Jose Rodriguez, publicity director for KFI-KECA, and also art critic who sat on the board that turned down mural plans for San Pedro post office, has been commissioned by Governor Merriam as California delegate to the National Exhibition of American Art, New York.

R. H. Alber & Co., agency, is making its third expansion move to larger quarters. Ten years ago, Albers started in radio. At first he had desk space, same building. This is his third move, and still on the same building, same floor.

Dan Miner of the Dan Miner agency is back from an extended Eastern trip.

First American sale for the new American Kitchen series announced by Mertens & Price, was made this week to C. P. Clark, Inc., agency of Nashville, Tenn., with a bakery sponsoring. Production on the series starts Wednesday.

William Jeffrey has been signed to do a comedy English part in Superior Macaroni's weekly Jimmy Tolson variety show on KFAC.

Visiting co-ed beauty contest gals, brought here for the annual radio show benefit Saturday night, return to their middle western Universities Wednesday, after having visited movie lots, Gillette, Cantor, Jolson shows, under the pilotage of Ray Buffum, Taplinger office man.

Artie Auerbeck expected to stay through the summer on the Cantor show, also Ella Logan expected to come in for a contract to do more of her scotty songs.

Natalie Cantor, 19-year old daughter of Eddie Cantor, and Joseph Metzger, Hollywood antique dealer, are planning their wedding for late next month.

## ★ Coast-to-Coast ★

**STEPHEN T. WILLIS**, manager of WPRO, Providence, reports 800 letters received as a result of the station's "Be Kind to Animals Week" broadcasting. The event was tied up with the local Loew's theater.

**KDYL**, Salt Lake City, had two distinguished guest stars recently in Jimmy Dorsey, who appeared on the Hudson Bay Fur Co. "Fashion Matinee" while in town playing a one-night stand, and Father Hubbard, on the "What's Your Hobby" program.

Royal Brougham, sports writer of the Seattle Post-Intelligencer, did the announcing for the "Silver Skis" broadcast from a height of 7,000 feet at Mt. Rainier, the program originating in KVI and being heard in Portland through KOIN.

Temple University mixed chorus of 45 voices will present a series over WFIL, Philadelphia.

Jim A. Aull, publicity director at KYW, Philadelphia, and Victor Henderson, of the Philadelphia Inquirer, address the Upper Darby High School this week on journalism as related to radio and newspapers.

Ben Alley devotes one of his daily programs over WCAU, Philadelphia,

for Household Finance, to compositions of Philadelphia composers.

Jim McCarty, who did character parts on "Sporting Edition" over WCAU, Philly, is now conducting interviews in the bleachers at the ball parks prior to the play-by-play broadcasts over the same station.

The Three Little Funsters began an engagement at the Showbar in Forest Hills, L. I., this week. The boys will be there for an indefinite period. Engagement marks the 21st New York City club where the Little Sachs have appeared.

A. P. Kaye, Shakespearean actor currently appearing in "Candida," and Olive Deering, who plays opposite Maurice Evans in "Richard II," will be heard on a special Shakespearean program scheduled for 11:30 a.m. tomorrow over WINS and the New York State Broadcasting System.

Dr. J. B. Schafer (The Messenger), sponsor of the Secret Giver program over WMCA, is arranging to inaugurate a living memorial sponsorship for indigent mothers. This week The Messenger starts its second week on the air, and Dr. Schafer, as titular head of the Secret Givers plans to augment his present coverage.

### Willys-Kyser Show Set On 25 Mutual Stations

(Continued from Page 1)

more to be added on May 16. Don Lee network is expected to be added for the initial broadcast if web can clear the time.

Stations for the May 2 debut are WOR, WGN, WSAI, CKLW, WAAB, WFIL, WRVA, WGAR, WGR, KWK, WSPD, WHKC, WOL, WABY, WMBO, KTAT, WRR, WTOK, KSO, WMT, KOIL and KFEL. On May 16 WCAE, WSM and KSTP join the network.

In addition to Kay Kyser, program will include Ish Kabbille, Sully Mason and Harry Babbitt as soloists, and Lyman Gandee, pianist. First broadcast will originate from WGN, then troupe will tour the country in Willys cars, broadcasting programs from cities on the network. Stays in New York and Boston will be longer than elsewhere. United States Advertising Corp., Toledo, placed the account.

### RCA, AT&T Obtain Writ On Transmitting Patent

(Continued from Page 1)

on two patents, numbers 1507016 and 1507017, which are known as "feed back inventions" used to produce alternating current in radio transmitting. Both are DeForrest patents.

### Radio Promotion Men Plan to Meet Monthly

Radio sales promotion managers, representing CBS, NBC, Mutual, Hearst Radio Inc., New York State Broadcasting System, Inter - City Broadcasting group, WOR, WMCA, WHN, WINS, WNEW, WBNX and WQXR, met yesterday in the first of a series of monthly luncheons. Meeting was of social nature, but may eventually lead to the organizing of a group similar to the AMPA. Next get-together is set for May 19.

### Addressing Ad Men

J. Edgar Hoover and Norman S. Imerie will address the annual dinner of the Bureau of Advertising, American Newspaper Publishers Ass'n, at the Waldorf-Astoria tonight. Amon G. Carter will act as toastmaster and Edwin S. Friendly, chairman of the committee in charge of the bureau, will preside.

### "Singing Strings" on Network

Harriet Wilson's "Singing Strings", KNX (Los Angeles) musical program, becomes a nationwide CBS feature beginning April 25, at 10:30-10:45 p.m. Originally called "The Fiddlers Six", this group is composed of six girls under the leadership of Harriet Wilson, who recently appeared in "Born to Dance" and "The King Steps Out".



**R. CALVERT HAWS**, manager of WCFL, is showing the folks how to do it at the labor station as master of ceremonies of the Friday night Bath Club. Haws, radio director for the Chicago World's Fair in 1933, handled production for Mrs. Roosevelt's last sponsored show for Selby shoes for Henri-Hurst & McDonald.

Macdonald Carey, Iowa U. graduate in 1935 and lately with the Globe Players, has replaced Dan Sutter in the lead of NBC's serial, "Young Hickory." It's hunting a sponsor.

John J. Louis of Louis, Needham and Brorby, Inc., and Helen Wing of the agency will accompany Fibber McGee and Molly (Jim and Marian Jordan) to the coast in handling their broadcasts while making a picture for Paramount. The contract details were handled by NBC Artists service (Dema Harshberger); L. N. & B. for S. C. Johnson & Son, and Jack Votion of Paramount.

Sid Strotz, NBC program chief, is back from a week's business trip to Hollywood.

Abe Schechter, head of NBC special events, back from Louisville where he is making arrangements for the derby broadcast.

Moissaye Boguslawski, composer-pianist of WIND, has dispatched a copy of his new "Coronation March" to Buckingham Palace. Boguslawski expects to depart for London and the Coronation about May 1.

Jackie Heller to open at the Oriental Theater here on May 7 and work on NBC Jamboree.

Bobby Brown, CBS program director, is reviving his Spelling Bee for a one shot Saturday. Cook County schools will sponsor the broadcast.

Mischa Mischakoff, concert master of the Chicago Symphony orchestra, and Edward Vito, NBC staff harpist, Chicago, are thinking over invitations to join the Symphony orchestra NBC is putting together in New York for Arturo Toscanini when he returns for that series of NBC concerts next fall.

Ken Fry plans a broadcast on moving day from Shawneetown, Ill. This flood stricken city on the Ohio is withdrawing to a new site three miles from the river's bank. Date for the description is tentatively set for Monday May 10.

Gail Borden, drama critic and columnist of the Daily Times, and whilom radio editorialist for that paper, is on his way to London to cover the coronation. He is the son-in-law of Charles Daniel Frey of the agency bearing his name.

### Edward Meeker Dead

Orange, N. J. — Edward Warren Meeker, old-time minstrel star and one of the first radio singers, died this week at a hospital here. Meeker sang over WOR when that station was first established.



★ F. C. C. ★  
ACTIVITIES

APPLICATIONS GRANTED

KEHE, Los Angeles. Vol. assignment of lic. to Hearst Radio, Inc. 780 kc., 1 Kw. night, 5 Kw. day, unlimited.

WBNS, Inc., Columbus, Ohio. CP for new relay station. 1646, 2090 and 2830 kc., 175 watts.

SET FOR HEARING

State Broadcasting Corp., New Orleans. CP for new station. 1370 kc., 100 watts, unlimited.

Zenith Radio Corp., Chicago. CP for new television station for experimental purposes. 42000, 56000 and 60000 kc., 1000 watts unlimited.

ACTION ON EXAMINER'S REPORTS

A. Frank Katzentine, Miami Beach. Granted CP for new station. 1500 kc., 100 watts unlimited.

WCOA, Pensacola, Fla. Granted CP to make changes in equipment, move transmitter and increase power to 1 Kw.

RATIFICATIONS

General Electric Co., Belmont, Cal. Action of April 2 reconsidered and directed that application be reinstated on hearing docket. CP for relay station. 9530, 15330 kc., 20 Kw.

HEARINGS SCHEDULED

May 19: Watertown Broadcasting Corp., Watertown, N. Y. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Black River Valley Broadcasts, Inc., Watertown. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

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.

May 28: L. L. Coryell & Son, Lincoln, Neb. CP for new station. 1450 kc., 250 watts, 1 Kw. LS., unlimited.

Glenn E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime.

EXAMINER'S RECOMMENDATIONS

Cumberland Broadcasting Co., Inc., Portland, Me. CP for new station. 1210 kc., 100 watts, unlimited, be granted.

Twin City Broadcasting Co., Inc., Lewiston, Me. CP for new station. 1210 kc., 100 watts, unlimited, be denied.

Phillip J. Wiseman, Lewiston. Recommended dismissal of application as in cases of default. 1210 kc., 100 watts, unlimited.

Cape Cod Broadcasting Co., Barnstable, Mass. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be granted.

George M. Haskins, Hyannis, Mass. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be denied.

Arthur E. Seagrave, Lewiston, Me. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be denied.

Oak Cliff-Dallas County Broadcasting Co., Dallas. CP for new station. 1500 kc., 100 watts, daytime, be denied.

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

KARK, Little Rock, Ark. Mod. of CP. 890 kc., 1 Kw., unlimited, be granted.

WMEX, Boston. Mod. of lic. 1470 kc., 5 Kw., unlimited, be granted.

Radio Names for AFA Benefit

American Federation of Actors has obtained the following radio names to appear at its benefit performance Sunday evening. Beatrice Lillie, Bert Lahr, Mitzi Green and Ethel Waters will supplement a long list of stage and screen names that are due to appear. Show will be held at the Metropolitan Opera house.

RADIO PERSONALITIES

No. 28 in the Series of Who's Who in the Industry

RAY P. JORDAN, manager of WDBJ, Roanoke, Va., is the violinist who fiddled earnestly thirteen years ago at the air debut of the station. Born July 10, 1900, in Blountville, Tenn. Attended public schools in California, venting his energies on successive jobs—shoe-shine stands,



Fiddled while station made its debut.....

telegraph delivery, getting "Bull dog editions" on the stands in his first newspaper job. High school teaching followed his graduation from Daleville College, near Roanoke, and then book-keeping for Richardson-Wayland Electrical Corp., with evenings devoted to a correspondence course in advertising. As store manager later he interested himself in radio, and in 1929 became program director. In 1930 Ray P. Jordan, builder and first fiddler, became manager of Radio Station WDBJ.

Married in 1920, he has three children, is choir director of the First Church of the Brethren, and likes to fish. Hobby—Elephants.

KRBC, Not 7 Months Old, Lands Nine Big Accounts

Abilene, Tex. — Although KRBC will not end its first seven months on the air until April 30, staff members believe that during that period they have set some kind of a record on national and regional advertising volume for a 250-watt station in Texas.

Acceptance last week by the station's national representatives, Wilson-Robertson, of contracts from General Foods Sales Co. and Gulf Oil Corp. brings to nine the number of national and regional accounts booked for KRBC since it opened, Oct. 1, 1936.

The General Foods contract is for a Certo spot campaign. The Gulf schedule is for "Around the World with Max Bentley," 15 minutes twice weekly for 20 weeks. Bentley, well known Texas newspaperman, will round out five days of newscasts weekly with West Texas Gulf dealers underwriting the remaining three days.

Other national and regional accounts handled by KRBC; Magnolia Petroleum Co. broadcasts of high school championship football games; "Hope Alden's Romance" (Taystee Bread), 15 minutes five days a week, 52 weeks; T. & P. Coal & Oil Co. spots; Crystal White soap, ten spots weekly, six weeks; Rubinoff's "Musical Moments," twice weekly; H. & H. Coffee Co. of Texas, four spots, six days a week, 52 weeks; B. F. Goodrich Rubber Co., thirteen 15-minute programs.

KRBC operates on 250 watts daytime, 100 watts night. It covers the heart of West Texas.

WWL Announcer's School

New Orleans — An announcer's school of the air is WWL's method here of developing announcers to sit in as relief men during vacation periods. Applicants who want to get on the air as announcers will be given an opportunity over a series of periods especially put on for that purpose, starting Saturday morning.

J. O. Maland on Vacation

Des Moines—J. O. Maland, vice-president of Central Broadcasting Co. and manager of WHO, accompanied by his wife, spending a short vacation in the Ozarks. The Malands have no fixed itinerary but are traveling hit-and-miss fashion, stopping where and when they please. They plan to return to Des Moines on Sunday.

Maland will leave again Sunday night for Chicago where he will attend a meeting of the Clear Channel group. He returns here Wednesday.

San Francisco

ELMA LATTA HACKETT, home economist of KSFO, San Francisco, fits in the "Western Home" program emanating from L. A. by remote control. Vacationing in L. A., she shocked emcee Tom Breneman by walking in the southern studio on cue—in the flesh! She returns Monday.

Walter Smith, songwriter, plans an all-girl orchestra for a tour.

KYA installing lines to the Alcazar Theater to air Federal Theater broadcasts.

Ken Stuart and Don Wiley were at the mikes for the arrival of "Flight 100" by the clipper ships at Alameda airport yesterday, heard over KJBS here and KQW, San Jose. They also aired departure of the first airmail and express to China.

Walter Rudolph, KYA musical director, celebrated his 20th wedding anniversary a few days ago.

Six stations of the California Radio System will air the concert of the Stockton Symphony Orchestra on Monday evening, with Standard Oil of Cal. sponsoring.

Golden Gloves on NBC, Mutual

International Golden Gloves bouts between the Golden Gloves champs of America and a picked team from Europe on May 28 in Chicago will be broadcast by NBC and Mutual.



★ ★ Little Talks on Big Subjects ★ ★

Suppose you have a proposition that's good . . . you KNOW it is good and you KNOW you could SELL it if you could reach the man you KNOW would be interested . . . Suppose you could get those interested prospects under ONE roof for a few minutes every day for a week . . . Don't you think you would HIT the Bull's eye . . . That's the advertising opportunity offered in RADIO DAILY . . . To reach YOUR man EVERY day. . . . .



## PRESS-RADIO BUREAU IS RENEWED FOR YEAR

(Continued from Page 1)

past has always put radio on the "pan" as an advertising medium did not mention radio except for some factual billing figures.

Radio will be discussed today, however. What the subjects will be is uncertain. The Wheeler Bill, which intends to bar newspapers from owning radio stations, is one of the topics slated for an "airing."

Radio committee report follows:

When the average man speaks of radio he usually thinks in terms of signals which come over the regular broadcast band, but in reality this phase of radio represents less than 2% of the spectrum which is now available for broadcasting purposes. A number of years ago the Government set aside the bands from 500 to 1500 kilocycles for general broadcast purposes. This has not been changed because if it were changed, present receiving sets would immediately become obsolete. What is taking place in the radio spectrum outside of the regular broadcast band offers material for the serious contemplation of every publisher.

In order to simplify the picture of radio in its relation to the Press, it is necessary to keep in mind that radio is a medium of communication which may reach from point to point or from one country to another, by directional antenna or by spreading the signals in all directions. Short wave broadcasting is distance broadcasting, and it may be carried on by means of any or all of the three methods which have been mentioned. Television, facsimile printing and teletype printers, telephones by radio may be operated on any of the bands, but for practical purposes short wave facilities are used for these methods of communication. The Federal Communications Commission is now reallocating and redividing the radio spectrum so that it may be used to the best advantage, in the Commission's opinion, for both private and Governmental agencies in the United States.

The division of the entire radio spectrum for the use of all of the countries of the world will be the subject of a World Conference to be held at Cairo, Egypt, in 1938. Preliminary to the World Conference, the countries of North America will hold a conference in Havana, Cuba, in November of this year to reallocate and divide the radio spectrum for the use of the countries in the North American continent. The Government of the United States will be one of the participants in these conferences.

The present situation may be summarized as follows:

(a) The representatives of the party in power in one nation may speak to the people of that nation through the regular broadcast band, or through short wave stations they may speak directly to the people of other nations without going through the regular diplomatic channels. These methods create certain news values which have not existed previously, and which the press cannot ignore.

(b) Newspaper and Press Association news may be transmitted by means of short wave from one country to another or from point to point in the same country.

(c) The process of transmitting pictures by radio from one country to another country or from point to point in the same country is practical.

(d) Radio transmission is cheaper and faster than wire or cable.

(e) In the use of these various facilities, the press of the world must find some means of protecting itself against the theft of the news which it has gathered.

(f) Short wave broadcasting has made possible the establishment of foreign political propaganda broadcasting stations in many of the important countries of the world. These stations broadcast a variety of news, and the character or nature of their political propaganda is frequently not only in direct contradiction to regular Press Association reports, but contrary to the facts.

(g) There is a bill pending in the House of Representatives authorizing our Government to build a powerful short wave broadcasting station which will be capable of

## ANPA Sees Television Financing Problem

ON the subject of television, the annual report of the American Newspaper Publishers Ass'n has this to say:

During the past year considerable progress has been made in refining the process of television and facsimile printing, but as yet no way has been found to finance their operations for general broadcasting purposes. The invention of the Coaxial Cable, which in truth may be called piped radio, will add greatly to the practical operation of television and its affiliates. It will provide added facilities for more flexible communications through a combination of wire and radio principles. Facsimile printing is making rapid progress toward the practical transmission of pictures by means of radio in point to point transmission, quotations on stocks and bonds and other reports which will tend to speed up the methods of transmission now in general use.

broadcasting a Governmental news service not only to all foreign countries but also to all parts of our own country.

### Foreign News Propaganda

Many foreign countries, recognizing the possibilities offered by short wave, have built powerful broadcasting stations with directional antennas pointed toward North and South America so that they may be able to pour their political propaganda programs into the Americas. These stations are now so powerful and so well equipped that it is possible to receive these short wave broadcasts in the Americas in the English and Spanish languages with almost the same clarity as the broadcasts of many stations of our own in the regular broadcast band. Some European countries have blotted out foreign propaganda by setting up an interference on the same wave length on their own borders. Another method used by some European countries is to make it a penal offense for any citizen to own a set capable of receiving a foreign broadcast. Neither of these methods would be practicable and possible in the United States.

The Committee believes that if a time could be set aside for the broadcasting of regular Press-Radio Bureau reports generally in the United States this practice would offset to some extent the possible influence of foreign propaganda. By this method we would meet propaganda with accurate Press Association news and the world would then be in a position to judge between the merits of the two services. It must be remembered that our Press Associations are the only news gathering agencies in the world which are not subject to control, either direct or indirect, or recipients of support, financial or otherwise from government.

Unless some action is taken by the Press of the United States to offset this governmentally engineered propaganda in the form of foreign news broadcasts it eventually will become a serious problem not only for the Press but also for our own Government.

### Property Rights in News

From time to time your Radio Committee has advocated that publishers and Press Associations take precautions to protect their property rights in the news which they have gathered. The Supreme Court on various occasions has handed down decisions which leave no doubt that newspapers and Press Associations have a property right in the news which they have gathered.

We should not tolerate a situation in which there is a general pilfering of our news. The proprietary rights in our own news are our stock in trade. We again appeal to publishers to give serious thought to this subject, because the entrance of radio into the field of general communications has opened a medium which encourages the pilfering of news.

While a very large part of our news to and from foreign countries, and some of it from point to point in this country, is handled by means of short wave radio, experiments are being carried on now to develop sending and receiving machines which eventually may provide secrecy in the transmission of our own news.

On the point of the broadcasting of news on the regular broadcast band, publishers and Press Associations have followed up these

The facsimile printing machine is now capable of transmitting a stock exchange report in picture at the rate of one inch a minute across a sheet about five inches wide. A number of manufacturers, both domestic and foreign, are experimenting with the development of facsimile printing for point to point transmission by means of short wave radio.

It would seem that this development is of more than ordinary interest to newspapers, as it has the potential advantage of speeding up news and pictures for utilization of the Press generally.

As yet there is no indication that either television or facsimile printing offers any challenge to the superior advantage of the printed word.

violations through court action until broadcasters are now more generally recognizing property rights.

Publishers should investigate their news departments to see if their news is being used for sale to advertisers for broadcast purposes in unfair competition with newspapers.

Again we want to state that newspapers and Press Associations have no monopoly on the business of gathering news. They have no control over any news which they have not gathered.

Neither Mexico nor Canada has laws protecting property rights in the news which the newspapers and the Press Associations have gathered, and most of the foreign nations have made no provision to protect the property rights in news. The Publishers Associations in Great Britain have started a movement to have laws passed by the various governments which will grant to newspapers and Press Associations the same property rights that now exist in the United States.

Our press relations with Mexico need some attention because our Press Associations lose their property rights when they cross the border. Under the present arrangement, Mexican radio stations are taking the news out of Mexican newspapers and broadcasting it back to the United States, to the detriment of our newspapers. This should be remedied. This question could probably be considered at the forthcoming regional radio conference which will convene in Havana next November, and where both the United States and Mexico are expected to be represented.

### Press-Radio Bureau

The Press-Radio Bureau has performed a most valuable service during the last year in furnishing to the general public news bulletins of transcendent importance by means of radio. The only drawback to the further extension of the work of the Bureau is the fact that radio station owners generally are loath to give up valuable advertising revenue time for the broadcasting of news as a public service, from which they derive no revenue. Thus the regular daily reports, which are the real backbone of this service, are not broadcast in such a way as to give the public the full benefit of the service.

The Press-Radio Bureau is now furnishing to the broadcasters news bulletins which are taken from the regular reports of Associated Press, United Press and the International and Universal News Service. This news is offered to all radio stations as a public service and must be given to the public without advertising exploitation.

This is a public service, the value of which cannot be estimated.

Since the cream of all of the news of the Press Associations is made available to the Bureau without cost, this action certainly warrants cooperation on the part of radio stations in giving the public the advantages of this service.

Congress has delegated to the FCC authority to regulate radio broadcasting in the public interest, convenience and necessity, and your Committee believes that it would be in the public interest, convenience and necessity if the Commission designated an appropriate time each day for radio stations to broadcast newspaper and Press Association news

## PUBLISHERS ADOPT FRIENDLY ATTITUDE

reports as furnished by the Press-Radio Bureau without exploitation by the advertisers. National Broadcasting Co. and the Columbia Broadcasting System have underwritten each year the entire cost of the operation of the Press-Radio Bureau. Only a few of the independent radio stations have paid any part of the cost of the Bureau's operation.

Both National Broadcasting Co. and the Columbia Broadcasting System have asked that Press-Radio be continued and have agreed to underwrite the cost of its operation for another year.

### Press Wireless

The Committee has asked "Press Wireless, Inc.," owned wholly by a few newspapers, to make a statement as to its present activities. The Committee believes the time has come in the transmission of news and pictures by radio when the activities of this company should be generally known to publishers.

### Marconi Sketch on NBC

Life story of Guglielmo Marconi will be dramatized on NBC-Red network Saturday at 11:30-12 midnight, eve of the inventor's birthday. Material for the dramatization will be taken from "Marconi the Man," new biography by Orrin E. Dunlap, Jr. Dramatization will be made by James Costello, NBC script department.

### Suit Against RCA Dismissed

Federal Judge John W. Clancy yesterday dismissed the suit of John J. Aurynger against RCA charging infringement of patents on a variable condenser used in radio receiving sets. Court held that because of the difference in mechanical construction between the RCA and the Aurynger condenser, there was no infringement.

### New Virginia Verrill Series

Virginia Verrill, CBS vocal star, who recently flew to Hollywood for film commitments, begins a new weekly series from the coast over Columbia network on Sunday, 10:30-10:45 p.m., EDST. She will be accompanied by the Singing Strings Orchestra.

### New CBS Children's Series

"Funny Things," a new series for children, starts Monday at 5:45-6 p.m. on CBS as a Monday, Wednesday and Friday feature. An orchestra named "Tune Tumblers" will be on the program.

## CINCINNATI ITEMS

Paul Sullivan, commentator, changes sponsors May 1, when he starts selling North American Insurance.

Sudden death of "Froggy" Moore, who seemed in good health at his last Thursday program, was a shock to local radio row.

Illiana, Russian singer, recently heard on the Hammerstein program, helped inaugurate the new WLW hookup.

Johnny Lewis, young maestro whose engagement in Rochester, N. Y., runs until late in May, is being sought by a Sunday night sponsor. If Lewis accepts, he'll air from here.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 53

NEW YORK, N. Y., FRIDAY, APRIL 23, 1937

FIVE CENTS

## ANPA Avoids Radio Talk

### TOBACCO MAY LEAD CBS SECOND QUARTER

Heading into the second quarter of 1937, CBS for the first time in network history has over 6½ hours weekly time sold to tobacco products advertisers, all using a minimum of 50 outlets with the maximum ranging to 92 stations. Altho the recent first quarter biz listed in these columns showed CBS having soap and soap products with the largest increase over the first quarter in 1936, actual appropriations were less than half the sum spent for cigars, cigarettes, etc.

Breakdown of tobacco products accounts now on CBS gives Chesterfields 2½ hours; Lucky Strikes, 2 hours (includes 45 minutes Saturday night and Edwin C. Hill daytime show Monday thru Friday quarter-hours); Camels, 1 hour; Phillip Mor-

(Continued on Page 3)

### KTUL Gross Business Jumps to All-Time High

Tulsa, Okla.—KTUL, CBS outlet, set new all-time high for gross volume in March with two other new all-time marks in number of national and local accounts on the air in one month. Hike was a little above 200 per cent over the preceding year. William C. Gillespie is general manager, and Lawson Taylor, sales-manager.

### Gen'l Foods Plugging 2 Additional Products

General Foods, in addition to plugging Jell-O on the Jack Benny program on the NBC-Red network, has added Jell-O ice cream powder commercials for the summer months.

### Dialers to Rescue

Charlotte—WSOC had antenna trouble the other day, and was unable to recruit an announcer to climb the tower and make the needed repairs.

An S.O.S. was broadcast by Paul Norris, the station's program director, and in less than five minutes six persons, including a woman, applied for the pole shinning job.

### CBS to Salute 2

CBS on May 2 will salute its two new affiliates, WCOC, Meridian, Miss., and WGBI, Scranton, which join the network on that date. WCOC salute will be broadcast at 5-5:30 p.m. with the "Sunday Afternoon Party" program and WGBI will be saluted by Lennie Hayton's orchestra at 11:05-11:30 p.m.

### VAN CRONKHITE SIGNS WJBK ON NEWS SERVICE

Detroit—WJBK this week signed with Van Cronkhite Associates Inc. for firm's news counsellor service. John Van Cronkhite was in Detroit from Chicago to complete deal which puts his firm in charge of both microphone presentation and the sale of news.

WJBK has established reputation as news station, its 12 news programs daily—every hour on the hour—being one of Detroit's radio features.

While in Detroit, Van Cronkhite

(Continued on Page 6)

### Big Summer Schedule On WHAS, Louisville

Louisville—The summer schedule just completed on WHAS, lists 67 weekly programs designed especially to sell drug sundries and 72 weekly programs centered around the purchase of grocery items, plus the baseball games of the Louisville Colonels, sponsored by General Mills' Wheaties. Commercial programs on WHAS have practically reached the point of saturation.

## Year's Exports of Radio Sets Establishes All-Time Record

### Speakers Assigned For AAAA Annual Meet

Raymond Moley, Henry Luce, John Anderson of the New York Evening Journal and Paul Cornell will speak at the Friday morning session for members and guests at the Annual

(Continued on Page 5)

## Convention of Newspaper Publishers Sidesteps Usual Discussion of Broadcasting Situation

### FOUR-DAY CELEBRATION FOR NEW KEHE STUDIOS

West Coast Bureau, RADIO DAILY

Los Angeles—California Radio System all set for the opening of its new KEHE studios with a four-day celebration starting Monday with a closed affair, for CRS officials and KEHE staff, followed by banquet. First broadcast will be Tuesday when press invited to see building, watch initiation of new auditorium studios. Wednesday night clients will be guests at studio theater program, and Thursday night executives of other stations will watch dedication of studios to public service.

Morgan, Walls & Clements designed the studios. Robert E. Millsap was general contractor; English Electric Company, electrical work; C. M. Mugler, acoustical engineer and

(Continued on Page 3)

### Sealtest Saturday Show Will Switch to Sunday

Sealtest System Laboratories Inc., sponsors of the Saturday Night Party, currently heard over the NBC-Red network from 8-9 p.m., will switch the show to Sundays 10-11 p.m. over the same web either May 16 or 23. Definite date of switch will be announced as soon as stations have been cleared. At present network consists of 37 stations. However,

(Continued on Page 3)

For unexplained reasons, but possibly because a vast number of newspapers are now interested in radio stations, the American Newspaper Publisher's Ass'n convention yesterday accepted the report of its Radio Committee without a single question from the floor. The report was published in full in yesterday's RADIO DAILY.

Asked by RADIO DAILY why no discussion resulted following the reading of the report, E. H. Harris, chairman of the radio committee, said he could give no explanation except that the ANPA members apparently approved the report 100 per cent. In past years radio has always been a lively topic of the publishers' convention. Meetings will conclude today.

### WHN ENGINEER STAFF DEMANDS 40-HR. WEEK

Following a four-hour secret meeting in the Hotel Claridge yesterday, 18 operating engineers of WHN voted in a body in favor of affiliation with John L. Lewis' Committee for Industrial Organization. Engineers will

(Continued on Page 5)

### New Studios, Antenna Are Planned by KIEV

West Coast Bureau, RADIO DAILY  
Los Angeles—KIEV, Glendale, yesterday announced plans to build new studios and erect a new 290-foot ver-

(Continued on Page 5)

### Airing from Air

Portland, Ore.—With assistance of United Air Lines, NBC will inaugurate some novel broadcasts made from transport planes in flight over Mt. Rainier and other peaks.

First program is scheduled for Sunday at 11-11:30 a.m., and others on successive Sundays through May 30. KEX will be the local outlet.





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Thursday, Apr. 22)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 <sup>7</sup> / <sub>8</sub>	168 <sup>1</sup> / <sub>8</sub>	168 <sup>1</sup> / <sub>8</sub>	— <sup>7</sup> / <sub>8</sub>
Crosley Radio	22 <sup>1</sup> / <sub>2</sub>	22 <sup>1</sup> / <sub>4</sub>	22 <sup>1</sup> / <sub>4</sub>	— <sup>3</sup> / <sub>8</sub>
Gen. Electric	56 <sup>3</sup> / <sub>4</sub>	55 <sup>1</sup> / <sub>8</sub>	55 <sup>1</sup> / <sub>2</sub>	— 1
North American	26 <sup>7</sup> / <sub>8</sub>	26	26	— <sup>7</sup> / <sub>8</sub>
RCA Common	10 <sup>3</sup> / <sub>4</sub>	10 <sup>1</sup> / <sub>8</sub>	10 <sup>3</sup> / <sub>8</sub>	— <sup>1</sup> / <sub>8</sub>
RCA First Pfd.	73	72 <sup>1</sup> / <sub>4</sub>	72 <sup>1</sup> / <sub>4</sub>	— <sup>1</sup> / <sub>4</sub>
RCA \$5 Pfd. B	(98 Bid)			
Stewart Warner	20 <sup>3</sup> / <sub>4</sub>	20	20	— <sup>3</sup> / <sub>8</sub>
Zenith Radio	38	37 <sup>1</sup> / <sub>4</sub>	37 <sup>1</sup> / <sub>4</sub>	— <sup>1</sup> / <sub>2</sub>

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	16	16	.....
Majestic	4 <sup>1</sup> / <sub>8</sub>	4	4	.....
Nat. Union Radio	25 <sup>8</sup> / <sub>8</sub>	25 <sup>8</sup> / <sub>8</sub>	25 <sup>8</sup> / <sub>8</sub>	.....

### OVER THE COUNTER

	Bid	Asked
CBS A	54 <sup>1</sup> / <sub>2</sub>	56 <sup>1</sup> / <sub>2</sub>
CBS B	54 <sup>1</sup> / <sub>4</sub>	56 <sup>1</sup> / <sub>4</sub>
Stromberg Carlson	15 <sup>1</sup> / <sub>8</sub>	16 <sup>1</sup> / <sub>8</sub>

### 2 Armstrong Shows from Chi

Chicago — The Fleischmann-Louis Armstrong program on the NBC-Blue network, Fridays, 9-9:30 p.m., will originate from here on May 7 and 14. Local guest stars will be recruited to supplement Gee Gee James, Eddie Green and the band.

### NAB Tribute to Gedge

Washington Bureau, RADIO DAILY  
Washington — NAB, in NAB Reports, official publication, yesterday paid high tribute to W. Wright Gedge, director since 1935, who passed away Monday.

### Changes at KRKO

Bellingham, Wash. — David Wells has been named sales manager at KRKO, succeeding R. E. Barringer, who resigned to become manager of KROY, Sacramento, Cal.

### MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE  
1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

### Western Union Program Signed by WHAS

Louisville—Western Union has been signed for its first radio program by WHAS here. Series, titled "Yellow Blank Salute", is a 2 p.m. Monday through Friday, built on the theme "something old, something new; something borrowed, something blue". Staff organists and a staff violinist comprise the talent.

### V. K. Zworykin Speaks On Television Status

Motion picture engineers and others, the former group comprising members of the S.M.P.E., got the lowdown on television, past and present status, from V. K. Zworykin, head of the electronic research division of RCA, in a lecture at the RCA sales department offices on Fifth avenue, Tuesday night. Zworykin, in reviewing tele progress, stated that the form of entertainment being developed would supplement but not supplant current amusements.

Status of tele today was illustrated with movie slides, while charts further indicated the specifications recommended by the Radio Manufacturers Association which brought about the 441-line standard for televising in the U. S. Considerable additional technical angles were explained and discussed by Dr. Zworykin.

### Lowell Thomas to Head N. Y. Advertising Club

Lowell Thomas will be the next president of the New York Advertising Club. Announcement to that effect was made at the club's weekly luncheon yesterday by the current prexy, H. B. LeQuatte.

### Gilmore Circus Revised

West Coast Bureau, RADIO DAILY

Los Angeles—Gilmore Oil Co.'s Circus (NBC Pacific Coast red) starts Saturday with an almost entirely new talent lineup, and goes under general production supervision of NBC Artist Bureau, with Joe Thompson assigned to the job. Cliff Clark, the original barker, and long a Gilmore man in exploitation stunts, takes over production details. Felix Mills band is to stay. Cliff Arguette (the Grampa Sneed of the Astaire show) will do his Aunt Addie stunt; Clifton Nazarro, first of the double-talkers on the air; Paul Taylor Chorus, blackface team of Harrison & Elmo, signed as permanent talent. Raymond R. Morgan Co. is agency.

### New WCAE Programs

Pittsburgh — "Lorenzo Jones", new comedy sketch, makes its debut Monday at 4 on WCAE. "Rhyme-a-line", new commercial series, starts the same day.

### Gordon Graham Announcing

Gordon Graham, formerly vocalist with the "Funnyboners", is now a CBS announcer.

### Coast Potpourri Show Goes on Mutual Web

Homer Canfield, radio editor and owner of radio page syndicate service for Southern California dailies, went on the air Tuesday night in an unannounced start of a new trans-continental series for Mutual, out of Don Lee's KHJ. His new type of program boils a lot in 15 minutes, gives three minutes of flash, bing bing news of radio fan chatter; switches to an air check record to show listeners what goes on behind the scenes putting a show on the air. Started with a sequence of five scenes made at the Gillette show, from script pow wows to dress rehearsal. Next Tuesday he'll use Ken Murray show.

### WWJ Heavy on Sports

Detroit — WWJ, the Detroit News station, is giving listeners a very ample quota of sports material. Ty Tyson, famous sports announcer, is broadcasting, as he has done for a dozen years, every game of the Detroit Tigers (for Socony-Vacuum Oil and General Mills). In addition, Ty goes on the air every morning (for Norel Appliance and Davidson Bros.) with a preview of the day's baseball situation, and, in the evening, comes back (for Minit-Rub) with analysis of the day's results. To broaden the picture, Bill Kennedy of WWJ presents every week-day evening (for Twenty Grand Cigarettes) a review of all current sports events, and, on each Sunday evening (for Girard Cigars) he interviews an outstanding sports personality.

### Increase for Revelers

Richardson & Robbins Co. (canned chicken), now sponsoring the Revelers quartet locally over WJZ Monday, Wednesday and Friday, 6:35-6:45 p.m., will shift the program to a 15-minute period Sunday upon completion of its present contract. Sponsor will also increase the network at same time. Charles W. Hoyt Co. has the account.

### Radcliffe Hall at WGY

Schenectady, N. Y.—Radcliffe Hall has joined the production and announcer staff of WGY. Until recently with Buffalo Broadcasting Co., Hall has had four years of stage experience and one year of radio.

**LEG SAYS**  
TONIGHT'S BEST BET:  
8 to 9 p.m.  
WHN MOVIE CLUB with  
George Nobbs and Radie Harris  
**WHN DIAL 1010**  
AFFILIATED WITH M-G-M & LOEW'S

## COMING and GOING

PERRY DEUTSCH, president of World Broadcasting System, left New York for the coast yesterday.

ARTHUR NIEMANN of the Sound Apparatus Co. has left for a short trip to Nashville and is expected back in New York the early part of next week.

JIMMY BEGLEY, production head of KYW, Philadelphia, is in New York for a week.

H. R. McLAUGHLIN and MRS. McLAUGHLIN of Winnipeg are visiting in Los Angeles. He is in charge of radio for James Richardson & Son, Ltd., operators of three large Canadian stations, and is a member of the board of directors on Canada Radio Corp. and All-Canada Broadcasting.

CARLTON E. MORSE of "One Man's Family", leaves on the 28th for a twelve-day air voyage to Hongkong and returning on the China Clipper.

PHIL REGAN returns from Chicago to appear on the Ed Wynn show May 1. He is playing the Palace theater there.

BERNICE CLAIRE will leave for St. Louis in June to appear at the Municipal Opera Season there.

BILL MORROW and ED BELOIN, Jack Benny's script writers, will embark for a trip abroad in July.

STANLEY MacALLISTER, CBS construction chief, is in Los Angeles looking over the site for the new West Coast studios.

TOM FIZDALE, Chicago radio publicist, will be in New York on Saturday.

DEMA HARSHBARGER, in charge of NBC Artists Service, Hollywood, and JACK VOTION of the same office, are in New York for a brief stay. Miss Harshbarger is here to interview NBC artists with film possibilities.

AL DONAHUE returns from Bermuda on May 16 and will open at Rainbow Room on June 2.

GERTRUDE BERG will return to Hollywood Sunday after spending one week here. Will begin work on her second script immediately.

HERMAN BESS, WNEW vice-president in charge of sales, planes to Chicago today on business. Will also visit Minneapolis before returning to New York next week.

BLEVINS DAVIS, special NBC commentator for the coronation, sails on the Ile de France tomorrow.

### East Loses "Singtime"

Ed Lowry's "Singtime" program originating on the coast will not be heard east of Chicago for the next several weeks due to daylight saving time schedule which gives preference to commercial commitments. Mutual, however, will continue to air the one-hour sustaining to the midwest. Show is commercial locally on the coast.

## Sales! Sales! Sales!

It's the sales that count.

Never mind how many listeners you have who just "love" your news programs.

Are your news programs SOLD?

If not, then you better contact us immediately.

"RADIO'S ONLY NEWS COUNSELLORS"

VanCronkhite Associates, Inc.

360 NORTH MICHIGAN AVE.

CHICAGO

State 6088



**NEW BUSINESS**  
Signed by Stations

**WNBH, New Bedford**

Bettencourt Furniture Co., Fuller & Barker (paints) and Allenbury's, all participating in Radio News; New Bedford Wallpaper Co., 3 spots weekly, 52 weeks; Bertiume Studio, 3 spots weekly, 52 weeks; Giusti Baking Co., 18 spots weekly, 52 weeks; Hersom, garden supplies, 6 spots weekly, 13 weeks; French Radio News, four 15-min. periods weekly, 52 weeks; B. & M. Beans, 52 one-min. disks, through James F. Fay Agency; Portuguese Radio News, two 15-min. periods weekly, 52 weeks; Brody Furniture, 3 spots weekly, 52 weeks; Edda's Hat Shop, 2 spots weekly, 13 weeks; Salvador Dairy, 250 spots in 52 weeks; Alice Hat Shop, 250 spots in 52 weeks; People's Shoe Store, 5 spots weekly for 52 weeks; Frates Dairy, 250 spots in 52 weeks; Crescent Park, three 30-word spots, through George R. Bixby agency; Weetabix, 14 50-word spots, through Fay Agency.

**St. Louis**

KMOX: Vitamax Mills, "Livestock Market Reports", 6 days weekly, 52 weeks; International Shoe Co., "Court of Human Relations", 15-min. Sundays, 13 weeks; Norge Corp., "All Star Revue", twice weekly, 52 weeks; Hyde Park Breweries, "Dugout Dope", five days weekly, 26 weeks, through Ruthrauff & Ryan; Dairy Commission, "It Can't Happen Here", thrice weekly, 13 weeks, through Chappello Adv'g Co.; Mid-Continent Petroleum, "Diamond DX Revue", twice weekly, 13 weeks, through R. J. Potts, Kansas City; Skelgas Co., 100-word spots, five times weekly, 13 weeks, through Ferry-Hanly Co., Kansas City.

KWK: Carson Furniture Co., home interviews conducted by John Neblitt, daily half-hour.

**WIP, Philadelphia**

Hecker H-O Co., cereal, 5 spots weekly, through Erwin, Wasey & Co.; Felix Spatola & Sons (meat sauce), full participation in Homemakers' Club, through Jerome B. Gray & Co.; Premier Vacuum Cleaner Co., 7 spots weekly for month; American Writing Machine Co., full participation in Eight Bells program, through J. M. Korn Co., Inc.; Libby Shoes, 9 spots weekly, through Philip Klein, Inc.; Hap's Ice Cream, 7 spots weekly, through Courtland D. Ferguson, Inc.

**WMAZ, Macon, Ga.**

New CBS network programs: Edwin C. Hill for Lucky Strikes, Ford Sunday Evening Hour starting May 2 and Ford's "Watch the Fun Go By" starting May 4, Lily Pons-Chesterfield show starting May 5, Sports resume daily for Granger and Chesterfield.

Locals: Sparks Motor Co., Riverside Ice & Coal, Clark Memorials, Maxwell Bros. Furniture (Norge), Burgard-Connally (morticians), Dixie



**"NBC MINSTRELS"**

Sustaining  
NBC-Blue network, Wednesdays,  
10:30-11p.m.

**GOOD VOICES AND AMIABLE COMEDY IN NICELY PACED ROUTINE.**

Piloted by Gene Arnold, who is very handy at this sort of thing, the new NBC Minstrels bowed in Wednesday night with pleasing results patterned after the long-run Sinclair Minstrels, though minus some of the individually distinctive performers that graced the former show, the new aggregation is pretty well supplied with supporting talent in the persons of Bill Thompson, Vance McCune, Clark Dennis, Harold Peary, Shorty Carson, Edward Davies and others, with Al Short

directing the orchestra and vocal ensemble.

Initial program opened with "Swanee," and song specialties included "Women," by Peary; "September in the Rain," by Dennis, a very good tenor; "I'm a Jonah Man," comedy number well handled by McCune, and "Gwine to Heaven," delivered in a pleasing baritone by Davies. McCune and Carson did okay as the end men.

Comedy was of familiar minstrel type. As in the case of the Sinclair show, listeners are invited to send in jokes as well as to submit votes for the city to be saluted each week, the selections to be made on the basis of the most ballots in proportion to the town's population.

**Tobacco Biz May Lead CBS Second Quarter**

(Continued from Page 1)

ris, half-hour and U. S. Tobacco half hour. No spot accounts or split networks are included in the six and one-half hours. Renewal of Granger Tobacco with Alex Woollcott will maintain an actual 7 hours in the second quarter, on a big network basis.

Figures released by advertising report at American Newspaper Publishers Association reveals \$24,139,171 spent for advertising in 1936 by tobacco firms, of which \$3,568,043 went to radio network advertising and \$384,848 to spot broadcasting.

CBS first quarter this year totaled \$960,754 from tobacco accounts. These figures did not include the new biz of Chesterfield's 10 minute sport shots across the board nor Edwin C. Hill's daytime periods.

Dairies, Juliette Milling Co., SSS Co., Carlton Stevens.

**WNEW, New York**

Coleman-Halloran, Inc. have renewed their time over WNEW for 13 weeks beginning May 1. Sponsor is heard Saturdays, 5:45-6 p.m. and Sundays, 11:30-11:45 a.m. Both programs are musicals.

**KCKN, Kansas City, Kan.**

J. W. Jenkins Music Co., six quarter hours weekly; Train Poultry Farm, Independence, Mo., three 15-minute shows weekly; Roney Monument Co., "Crossroads of History", 15-minute weekly.

**WRJN, Racine**

Grant Furniture Co., "Number, Please", 15-min. Tuesdays and Fridays.

**WHBL, Sheboygan**

Central Laundry Co., daily 5-min. sports by Jack Foster.

**Four-Day Celebration For New KEHE Studios**

(Continued from Page 1)

Ralph Phillips, consulting air conditioning engineer. Seymour Thomas was landscape architect. New transmitter is a 5,000-watt RCA high fidelity.

Execs credited with responsibility of the new studios are Ford Billings, West Coast manager Hearst Radio and station manager KEHE; Clarence B. Juneau, assistant station manager; Arthur E. McDonald, commercial sales manager; Mayfield Kaylor, program director; Ray Appleby, production manager; Fred Ragsdale, chief engineer and Howard Gambrill, director program traffic.

**Sealtest Saturday Show Will Switch to Sunday**

(Continued from Page 1)

there is a possibility that this number will be increased when new series begins. Program will drop its present tag and will be identified with new title as yet undecided. Talent will remain the same. James Melton emcees show which includes Tom Howard and George Shelton, comedians, Robert Dolan's orchestra, Donald Dickson and the New Yorkers. Guest stars are also employed on each broadcast. National Ice Advertising, Inc., now sponsoring Gladys Swarthout over NBC-red net from 10-10:30 p.m. Sundays, fades from the air after May 9 broadcast. J. Walter Thompson has the account.

**LOUIS ARMSTRONG**

AND HIS ORCHESTRA  
Fleischmann's Yeast, Fridays,  
NBC Blue, 9 P. M.  
At Paramount, New York  
JOE GLASER, PERSONAL MANAGER  
ROCKWELL-O'KEEFE, INC.

**PROGRAM IDEAS**

What Local Stations Are Doing

**"March of Youth" on WWJ**

Following out its policy of furthering education, WWJ, the Detroit News station, is furnishing the schools of Detroit with an opportunity to express themselves over the air. Each Saturday noon the "March of Youth" is broadcast from the commodious auditorium studio of WWJ. All the talent on this show is recruited from the Detroit schools, carefully rehearsed under the direction of Axel Gruenberg and Myron Golden, and presented in a varied program of music and drama. School bands, glee clubs, and soloists play and sing, youthful actors do skits and educational sequences, and even the announcers are students. A visual audience of more than 300 parents and fellow students watches the boys and girls go through their paces.

**"Invisible Jury" at KTUL**

KTUL, Tulsa, has started a new series of programs titled "The Invisible Jury." Two young Tulsa lawyers and an older one, usually a former judge, make up the cast. The idea is to better acquaint KTUL listeners with Oklahoma laws and straighten out questions that the listeners might be in doubt about. The young lawyers take the different sides of the case and plead them while the older one acts as judge and makes the decision. The program, brain-child of continuity chief Charles Bush, Jr., is getting favorable response from the listening audience.

**Railroad Travelogue**

New series of 15-minute programs over KLZ, Denver, is "Roamin' Through the Rockies", sponsored by the Denver & Rio Grande Western Railroad. The program tours the scenic spots along the road via radio, with Matthew McEniry, station announcer, acting as conductor. Captain Ozie and his Colorado Rangers provide the music and vocalization.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

**KATE SMITH**

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS





# Chicago

VIRGINIA CLARK and James O. Bengston, local manufacturer, are to be married tomorrow at the Fourth Presbyterian Church. The title role player in CBS "Romance of Helen Trent," in company with Kathryn Campbell of "Bachelor's Children" and Frank Rand, CBS publicity chief, went to Benton Harbor, Mich., this week to judge the Blossom Queen contest.

Alexander Woollcott broadcast from Chicago CBS studios on Wednesday. His only request: A glass of water.

Kathryn Witwer, WGN soprano, summoned to Emporia, Kansas Wednesday to pinch sing for Mme. Goeta Ljunberg who is ill, in two concerts. Bernece Taylor took over Miss Witwer's broadcasts in Chicago.

Bill Murphy is new assistant continuity editor at NBC. Murphy has been writing "Flying Time," and "Young Hickory." He will continue to do the latter. Other show is folding.

Verne Smith has replaced Les Tremayne in the leading part of "Hope Alden's Romance" (Blackett-Sample-Hummert for Purity Bakeries). Smith was formerly in "Jack Armstrong." Tremayne takes the lead in Campana's "First Nighter" when it comes back to Chicago, replacing Don Ameche.

Smilin' Ed McConnell, radio's fattest man who sprawled to the floor recently while on the air when his chair collapsed, has found a reducing formula by which he is dropping about three quarters of a pound a day.

Joan Kay, for five years a torch singer at WJJD, has been signed by Joe Sanders, now playing at the Blackhawk restaurant. Miss Kay replaces Barbara Parks who has a new job in New York.

C. L. Menser, NBC dramatic chief, flew Col. Roscoe Turner to Culver, Ind., the other day with Menser at the stick and in Menser's plane. Sid Strotz, NBC program chief, had argued that Turner would never do it. Turner, who has been working in "Flying Time," NBC aviation serial, will probably return to the west coast May 1. Unless "Flying Time" is sold this week it will fold April 26.

## BIRTHDAYS

1	9	3	7
4	5	7	8
10	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

April 23  
Greetings from Radio Daily to  
Edwin C. Hill  
Gwenn Jones  
Charles Premmac

April 25  
Guglielmo Marconi  
Joseph Bell



# MAIN STREET

WITH OL' SCOOPS DAILY

● ● ● Spalding sporting goods are setting a half-hour show which will probably have George Raft in the lead... As reported here more than three weeks ago, Bob Hope starts on the Woodbury show May 9 with scripts by Al Lewis and Hank Garson... Bill Melia, "King of the Nite Club Announcers" via WMCA for many years, is now with Joe Israel's press agenting firm... Has it been printed that Aaron Steiner (manager of Phil Duey, Edwin C. Hill and Willie Morris) was married and is spending his honeymoon in Colorado?... George Simon, prexy of Lincoln Music, is going around asking the "boys" to present him with an "extra plug" because Mrs. Simon presented him with a girl... WMCA has added another house band... Lou Raderman has been made "house head" at Brunswick... Rodney McLennon closes at the Biltmore tonite and is scheduled for a picture deal... Andre Kostelanetz will miss one show while doing a picture.

● ● ● The NBC Photographic Exhibit in the RCA building is drawing a consistent patronage of folks interested in unusual portraits and candid camera shots... There are more than 181 exhibits and one that causes a great deal of speculation amongst spectators is the study of the close-cropped classic dome of Gertrude Stein, which has many believing it represented Charlie McCarthy, Bergen's dummy... Patricia Norman becomes vocalist of "The Hit Parade" on CBS and NBC shortly... The Victor Moore-Helen Broderick show fades in June.

● ● ● Jerry Cooper's contract for "Hollywood Hotel", which runs for two and a half years, does not tie the singer up on a picture deal... Gertrude Neisen opens at Benny Gaines' Mayfair in Boston on Wednesday... Eddie Duchin goes to the Palmer House in Chicago next month with an MBS wire... Henry King will be featured at the Westchester Country Club starting about the end of May and will stay there all summer, also with a MBS outlet... Jack and Loretta Clemens have been signed again for the Kirkman soap show for the next 52 weeks... Horace Heidt's show will be aired from Washington this week because of his date at the Earle Theater... Emil Coleman plays a special date today for Howard Heinz, the pickle king, in Pittsburgh... Jay Freeman, because of his satisfactory effort on the Ice Carnival show, will continue this job as long as he wants it.

● ● ● Irving "Mischa" Lazur says he's afraid to walk with Henny Youngman when the latter is carrying his fiddle... Songwriting Teddy Powell is writing a story called "Crippled Joe" which Clem McCarthy is doctoring for mag publication... Scrappy Lambert is in the agency business with Jimmie Saphier, besides doing the vocalizing with the Men About Town... Dick Stabile closes at the William Penn on May 27 and opens for two weeks at the Gibson in Cincy... Barry McKinley is trying to get a release from present commitments to appear at the Coronation ball in Bermuda... Tip: Don't match or flip half dollars with Teddy Bergman. His system has taken us over.

● ● ● Countess Olga Albani's next air show will emanate from Chicago. She is discussing the details there now. If the show doesn't start for the summer, the Countess will tour Europe... Phil Spitalny rushed to Chicago on an important deal...



# Los Angeles

UNION OIL CO.'s "Thrills," which uses David Brookman's orchestra, male chorus and cast of 16 players, this week celebrating its thirteenth week on NBC's coast net, with Union Oil giving a studio party to the cast and staff. As survey reports have been coming in with increasing popularity gains, American Radio Features, producers, are preparing to disk the series, offer it in East and Midwest. Fred Dahlquist producing. Forrest Barnes, who wrote "Give Me Liberty," does the script. Gayne Whitman is narrator, Carleton Kadell announces. Producers elated at their soloist "find," young Michael Loring, boy baritone, predict that the Thrills show has started him on the way to go places, both radio and screen.

Thayer Ridgway, for past three years national advertising chief for Illustrated Daily News and Evening News, signed on with Don Lee Broadcasting system as account executive, sales division.

Joe Koestner, Marion Talley's maestro, has been signed to direct ork for the "First Nighter's" five airings from here starting April 30.

Bill Ray, production chief for Warner Bros. and western rep for Transamerica, just back from a week at Palm Springs, recovering from bad cold.

Joe Perry, Dekka Records, reports Western sales for Bing Crosby's "Lai Lani" tune passing the former record holder, "Pennies from Heaven."

Dave Carter, publicity chief for CBS on the Coast, left yesterday with Leo Carillo (as master of ceremonies), Ken Murray, Oswald, Narian Martin, Singing Strings group, Garry Breckner, for Sacramento to be Gov. Merriam's guests at his dinner to the state legislature.

Seegar Ellis, heretofore used only on old time songs, starting a new series of 16 pop tunes for Standard Radio. Piano team of Black and White making eight tunes for Standard.

Dolan & Doane set Sonja Henie on Chase & Sanborn's show of May 23rd. They have also arranged with 20th Century-Fox to set Jean Hersholt with a prominent eastern sponsor to do a series to be titled "The Country Doctor."

A show starring Stuart Erwin and Florence Lake is now being considered by numerous sponsors for a National hookup.

Joe Wilward is writing a series of one-half hour scripts to be waxed next week for sponsors. Helen Gahagan will be starred.

Shirley Ross takes Frances Langford's spot on the Hollywood Hotel tonight and next Friday while Miss Langford recovers from an appendix operation.

Buddy Blaisdell is being brought out by the agency and will be given a try out on the Show Boat program.

Les McMurray is sponsoring a 26 week airing of Fishing Facts program Friday nights on KFAC.



## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

**K**ATE SMITH, who appeared in the very first CBS television broadcast five years ago, has no immediate plans for television... Says she likes radio as it is, but will find it easy to adapt herself to any future innovations... in tune with her belief that one must march with the times... Prefers the type of programs she adorns now to any other for herself, and wishes to go on doing it... Was most emphatic on the subject of audiences at broadcasts... she likes 'em... Believes that although the response of the unseen audience is gratifying there is a definiteness and a warmth to the tangible reaction of the studio audience that gives the artist a little more... With five years of broadcasting to the invisible audience, a year (the last one) of admitting them to studio broadcasts, and her early training in the theater, to her credit, she knows whereof she speaks...

Although Kate can't read music she has perfect pitch, and she's a femme dictator as regards the musical end of the show... She's firm but comradely with the orchestra lads... pounces on a dissonance with unerring musical instincts; but let some musicianly wit wisecrack and it's touch and go with Kate and the boys supplying the crackling dialogue... Most of them have been with her since her early radio days... none less than two years... Looks like a case of mutual liking and a wholesome respect for each other's ability, tempered by a dash of the good old sense of humor...

Carlotta Dale, now hospitalized in Philly, will vocalize in the bedside manner, with the mike brought right into her room at the hospital, while the "Top Hatters" circle about in a plane overhead and accompany her from there, in a special broadcast, April 28, 10:45-11 p.m. over the NBC-Red... Aurelia Colomo, the Latin chanteuse with the sub-tropical appeal, being held over a week at Philadelphia's Arcadia... A harmony trio called "The Three Swingsters" will substitute for Carmen Castillo, Xavier Cugat's vocalizing wife now Hollywooding... Muriel Sherman, who warbles with the Enoch Light outfit, may become an announcer for an out of town station... They like the very special intonations of her voice... or something...

## RADIO PERSONALITIES

No. 29 in the Series of Who's Who in the Industry

**W**ILLIAM B. GELLATLY, Sales Manager of WOR. Engaged as a member of the sales staff in November 1935, the following May he was appointed to head the department. Has been in the advertising business for more than 17 years, serving in various capacities.



Brings the "Dough" into WOR Coffers.....

Before joining WOR he was a member of the CBS sales organization, having previously been a sales representative for the New York American, the Chicago Herald and Examiner and the New York Herald-Tribune. Prior to this he was a partner in the James Berrian advertising agency, now dissolved. A Philadelphia native, Gellatly is a graduate of Andover Preparatory School and attended Yale University. When home, it is at New Canaan, Conn.

Hobbies are (besides the better half and two children, of course) golf and horse-back riding. Writes excellent radio continuity, but more or less by way of diversion.

### Charges Gibbons Faked In Broadcast of Flood

Floyd Gibbons was named defendant yesterday in an action for \$250,000 damages filed in the Supreme Court of New York by Charles Locke, radio writer and commentator.

In his complaint, Locke sets forth that he went to Cincinnati during the recent flood and wrote his observations in script form for Gibbons to use as radio material. On the night of January 28, on a broadcast originating over WLW, Locke avers that Gibbons opened his broadcast by giving him (Locke) full credit for the observations, but only delivered part of the script and alleges that the remainder was "an improper and misleading interpretation". This resulted, Locke claims, in his reputation as a writer and commentator being damaged and as a result he has been unable to secure work since.

Locke further averred that Gibbons made misstatements in order to create melodramatic situations.

### Spends \$1,280,169 on NBC

General Foods Corp. in reporting that during the first quarter of 1937 its earnings were higher than in the same period during the past five years, reveals that last year it spent \$1,280,169 with NBC. This year it has already bought one full-hour show on CBS and is now completing details for another network show to star Lanny Ross next fall. Plans are also being settled for a series of daytime test shows to be spotted throughout the country on independent stations.

### Signed by NBC Bureau

NBC Artist Bureau yesterday announced that they have signed Ross Graham, currently heard on the Cities Service programs, and the Salzburg Opera Guild. Latter will make its initial appearance in America next fall, and will tour the entire country under the management of NBC. S. Hurock set the deal for the guild with NBC.

### New Studios, Antenna Are Planned by KIEV

(Continued from Page 1)

tical antenna immediately, using RCA equipment throughout. Studios now located in the Glendale Hotel will be moved to a new site on San Fernando Road, Milford.

### Speakers Assigned For AAAA Annual Meet

(Continued from Page 1)

Convention of the American Association of Advertising Agencies, to be held at The Greenbrier, White Sulphur Springs, W. V., April 29-May 1.

### Exports of Radio Sets Break All-Time Record

(Continued from Page 1)

bered 636,000, valued at \$16,041,000, while receiving tubes numbered 8,039,000 with a value of \$3,514,000.

### Spector Signs Clyde Burke

Clyde Burke, 19-year-old baritone, has been signed by Martin W. Spector to be handled exclusively by him for all future radio and screen appearances. Burke was recently heard on the Al Pearce broadcast as a guest star.

### Haworth Joins News Features

William Haworth of News Features Inc. yesterday announced the appointment of Frank R. Stitch as an account executive. On Sept. 30 the firm will open a new branch office in Hollywood. Branch manager and staff will be announced August 1.

### WNBH "Baseball Final"

New Bedford—"Baseball Final", using Western Union flashes and transcribed music, starts Monday on WNBH, with a sponsor in the offing. Fred Hoey also broadcasts daily games sponsored by Socony and Wheaties.

## ★ F. C. C. ★ ACTIVITIES

### APPLICATIONS RECEIVED

John P. Harris, Hutchinson, Kansas. CP for new station. 1200 kc., 100 watts, 250 watts L.S., unlimited.

Minnesota Broadcasting Corp., Minneapolis. CP for new high frequency station. 26050 kc., 150 watts.

### APPLICATION RETURNED

Evans & Vandivier, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime.

### APPLICATION GRANTED

WCOA, Pensacola, Fla. CP for changes in antenna and transmitter, move transmitter to new site and increase power to 500 watts, 1 Kw. L.S. 1340 kc., unlimited.

### WHN Engineer Staff Demands 40-Hr. Week

(Continued from Page 1)

become affiliated with the American Radio Telegraphists' Association, a C.I.O. union. Following their decision, the engineers presented demands for a 40-hour week, a salary raise and an immediate conference with station officials on working conditions. Copies of the demands were sent to the National Labor Relations Board.

With the new affiliation, the WHN chapter of the Association of Technical Employees, an "inside union," automatically dissolves. WHN has never recognized the latter since its installation. Louis K. Sidney, director of WHN left yesterday for Hollywood leaving Herbert Pettey, associate director, in charge. A statement from the station is expected today.

NBC and CBS technicians some weeks ago were granted a 40 hour week by their respective managements effective before September 1 of this year.

### Rogers Memorial on CBS

CBS will air a special Will Rogers Memorial program over its entire network Sunday 5-5:30 p.m. Pick-ups will be made from KNX, Hollywood, WJSV, Washington, and WABC, New York. Co-operation will be given to the drive now going on for funds for the establishing of a memorial hospital. Anning S. Prall, chairman of the Federal Communications Commission will speak, and Fred Waring's orchestra, Leslie Howard and Dick Powell are among the stars that will appear.

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTES

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

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



## AGENCIES

**McCANN-ERICKSON INC.**, will remove its Cleveland offices to larger quarters in the Guardian Building about July 1. At the same time it was announced that Don Julien, Tom Powers, Richard Rairigh and H. C. Malmquist have been added to the staff of that office. P. C. McCormack has been appointed assistant to R. M. Alderman, v.p. in charge of branch, with James Watt succeeding McCormack as director of Media.

**MORRIS & DAVIDSON, INC.**, advertising agency of Chicago, has been appointed to handle the account of Majestic Radio & Television Inc.

**ROBERT C. HAYES**, now with the W. V. Mackay advertising agency, but formerly with the Weller Service, radio agency of Seattle, has been named as publicity director for the Democratic state committee in Washington.

**DWIGHT COOK** arrived at J. Walter Thompson coast offices Tuesday to be producer on Chase & Sanborn program. Richard Mack will write the show, with Cook, who was one of the "March of Time" writers, assisting.

**WHITTEN BADGER** in Los Angeles with J. Walter Thompson agency to start May 1 on production of Grace Moore show.

### Van Cronkhite Signs WJBK on News Service

(Continued from Page 1)

also huddled with General Motors and Campbell-Ewald officials. Understood to be in connection with foreign language news service his firm recently created.

### Jewish Court Banquet Being Aired on WLTH

Sixteenth anniversary celebration of the Jewish Court of Arbitration to be held Sunday in the Hotel McAlpin will be aired exclusively over WLTH, 10:30-12 midnight. It will be the first airing of these annual events. WLTH for the past six months has been doing a Sunday broadcast of the Court at 10:30-12 noon.

Speakers at Sunday night's banquet will include Mayor LaGuardia or his representative, Grover Whalen and Judges Mahoney, Barison and Riet.

### Dale Carnegie in Bank Series

Emigrant Industrial Savings Bank will begin a new series of programs over WOR locally April 30 featuring Dale Carnegie. Program will be heard Fridays 8:30-8:45 p.m. and will consist of discussions by the author. Carnegie will also answer queries submitted by listeners. N. W. Ayer & Son has the account.

### Guild Confab Again Off

Meeting between the CBS and "Announcers and Producers Guild" bargaining committees scheduled for yesterday was postponed until 3 p.m. today

## ORCHESTRAS - MUSIC

**JIMMY GRIER'S** ork, now featured at the Biltmore Hotel, has been signed for the Fibber McGee and Molly show when it starts airing from the Coast.

*The "Port Chester Review", series of programs sponsored by Port Chester merchants and manufacturers, premiered yesterday, over WFAS, White Plains, N. Y., 9-9:30 p.m. It features music by Charles Biondo's Red Revelers, a WFAS Artists Service unit playing regularly at the Greenhaven, Mamaroneck.*

WNEW has set two new bands to appear nightly on the "Dance Parade" broadcasts. Halsey Miller will air from the 4 Towers and Al Anderson plays at the Merry-Go-Round.

*Dick Ballou, Helen Carroll and Phil Ingalls will do a three piano act on their May 4 broadcast, which will feature a special arrangement of "Sweet Sue" in the manner of composers Bach, Beethoven, Mozart, Stravinsky and Debussy.*

Horace Heidt's Brigadiers will present their half hour musical variety program from the Hall of Nations in the Washington Hotel, Washington, D. C., over a CBS network on Monday, 8-8:30 p.m. During that week they'll be featured at the Earl Theater in that city. The entire musical aggregation will present an original composition, "History of Sweet Swing", a rhythmic offering created collectively by the orchestra.

*Vincent Lopez and Yosie Fujiwara, Japan's Caruso and the maestro's assisting soloist, have been signed by RCA Victor Co. in Tokyo to make recordings of four of the songs he's been featuring. Their Nipponese titles are "Koko-wo Osamate", "Kojono Tsuki", "Sado Okesa", and "Defune".*

The U. S. Marine Band will in-

### Musical Fashion Broadcast

WQXR will broadcast a special program of music at 3-4 p.m. today as a background for a fashion show, "Fashion Follows the News", presented by Renee Long of Franklin Simon. Alice Pentlarge, WQXR commentator, will announce from the studio, and will review the program on Tuesday, on her own broadcast of "So You Haven't the Time", 3:45-4 p.m.

### Vince Mondri in New Series

Vince "Blue" Mondri, the one-man band, starts a new series Monday on WINS, airing Mondays and Fridays, 9:15-9:30 p.m.

### Slim and Jack Spotted

Pittsburgh—KDKA on Monday will schedule Slim and Jack and their Gang for a 15-minute spot at 1 p.m. Mondays, Wednesdays, Fridays and Saturdays.

roduce the "Song of the Marines" from the Warner film, "The Singing Marine", April 27, 2 p.m., over the NBC-Red network.

*Eddie Mallory, composer, arranger and ork leader, has sold three new songs before using them in a musical comedy being readied for Ethel Waters. Miss Waters will probably sing them in at least two guest appearances over CBS. Titles are "The Ghost of Old Man Mose", "A Woman in Love Ain't Got No Sense" and "At Last".*

Norman Cloutier, conductor and arranger imported by NBC from its Hartford station early this year, will take over the 10:30-11 p.m. spot on WJZ tomorrow in addition to his program with Jean Sablon.

*Carmen Lombardo, with his "Boo Hoo" ranking as a best-seller, has followed it up with "Toodle-oo", which promises to be a worthy successor. Although it was introduced two weeks ago, Brother Guy has scheduled it for another airing this Sunday.*

Victor Young, maestro on the Al Jolson WABC programs on Tuesday nights, is under contract to Paramount Pictures and will write the score for several musical films within the next few months.

*Artists service activities at WFAS, White Plains: Mike Miles and orchestra, booked for Scarsdale Senior Prom; Jack Warren's Cowboy Tune Tamers, booked for Testimonial of Scarsdale Volunteer Fire Co. No. 1; "Blue Danube Boys" (Cal Platt, baritone, Roger Piwaski, accordionist) booked for Testimonial of Scarsdale Volunteer Fire Co. No. 1; Al Cerak's Honey Hollow Mountain Boys, booked into Elks Club, tomorrow; Roger Piwaski, accordionist, booked for Orange County Society Dinner.*

### Will Design Amateur Award

William S. Paley, president of CBS, has commissioned Alexander Calder, internationally known sculptor, to design the Annual Amateur Radio Award, which will be presented to the individual who through amateur radio has contributed most usefully to the American people either in research, technical development or operating achievement.

### Star Radio Adds KFXR

KFXR, Oklahoma City, has been signed by Star Radio Programs as a subscriber to its "Morning Bulletin Board". As a result of promotion work, Star Radio expects to have about 125 stations broadcasting its special May Day edition.

### Italian Request Parade Back

Italian Request Parade, conducted by Duke Carnecchia, is being revived by WLTH as a Wednesday and Sunday 11:15 p.m. feature.

## GUEST-ING

**GERTRUDE LAWRENCE**, return date on Show Boat, April 29 (NBC-Red, 9 p.m.).

**ETHEL WATERS**, on Louis Armstrong program, tonight (NBC-Blue, 9 p.m.).

**LLOYD C. DOUGLAS**, author of "Magnificent Obsession," on radio version of novel and film, Lux Theater, April 26 (CBS, 9 p.m.). **SARA HADEN** and **BARBARA KENT** added to cast supporting Robert Taylor and Irene Dunne.

**ESTELLE TAYLOR, CHARLES KING** and **JAN RUBINI**, on "Paramount Professional Hour" with Ted Leary as m.c., tonight (WMCA, 9:30 p.m.).

**JOLLY BILL STEINKE**, on "Cathedral of the Underworld," April 25 (WMCA, 12:30 p.m.).

**MARTIN J. PORTER**, on Martin Weldon's "New Ideas" program, May 1 (WINS, 5:30 p.m.).

**ROBERT WEEDE, JAN PEERCE** and **VIOLA PHILO** on Radio City Music Hall on the Air, April 25 (NBC-Blue, 12:30 p.m.).

**FRANK MUNN**, interviewed by Nellie Revell, May 4 (NBC-Red, 5 p.m.).

**THYRA SAMTER WINSLOW** and **HENRY WADSWORTH**, interviewed by Radie Harris, tonight (WHN, 8 p.m.).

**LOUISE MASSEY** and **THE WESTERNERS**, on Alka-Seltzer National Barn Dance, tomorrow (NBC-Blue, 9 p.m.).

**ROSALIND MARQUIS**, on Fred Astaire program, April 27 (NBC-Red, 9:30 p.m.).

**ROBERT WILDHACK**, on Jack Oakie College, April 27 (CBS, 9:30 p.m.).

**DARRYL ZANUCK**, on San Francisco Orchestra program, April 30 (CBS, 10 p.m.).

### Corner on Baseball Immortals

Chicago—Ralph Atlass, as president of both WJJD and WIND, sort of has most of the baseball immortals booked to work on his stations this season. At WJJD Kelloggs has lined up, in addition to Joe E. Brown, Walter Johnson, Lew Fonseca, Tris Speaker and Mordecai Brown. General Mills on WIND will use as guest commentators Big Ed Walsh, Ed Ruelbach, Red Faber, Chief Bender, Larry Doyle and Joe Tinker.

### Mason & Dixon to Vacation

Mason & Dixon, song team, are leaving WMCA for a short vacation. They will visit Pat Padgett of Pick and Pat on his new farm in Gloucester, Va., and will resume their WMCA program May 4.

### Sunbrite Off Until Fall

Chicago—Swift's Sunbrite Junior Nurses winds up its CBS series today, returning in the fall.



## Coast-to-Coast

**VIRGIL EVANS** of WSPA, Spartanburg, S. C., one of the pioneer broadcasters of the south, is the prime mover in the negotiations to bring eight southeastern stations into the Mutual network. Evans built the first radio station in South Carolina and one of the first in the south. He is a former newspaper man, having worked his way from a small weekly newspaper in Alabama to the post of newspaper publisher and owner, from which he went to the Hearst organization as an executive and more lately as aid to Joseph Pulitzer, from which post he departed to engage in the radio broadcasting business. WSPA owns all buildings used in connection with the station as well as all remote broadcasting and transmission telephone circuits used by WSPA, including more than 100 miles of remote broadcasting lines.

*J. Anthony Smythe's illness has made it necessary for Carlton E. Morse to rewrite the next four episodes of "One Man's Family" so as to leave Smythe out. Smythe will be in the Stanford Hospital for a few weeks.*

George Guyan, program director of KFRU, Columbia, Mo., is "professor" to a group of University of Missouri School of Journalism students who are learning the ropes of radio news-casting at KFRU.

*West Racine Ranch Boys and the West Racine Rhythm Boys are being featured on a new series of noon programs six days a week over WRJN, Racine, Wis.*

Hale Byers, WEBC official, discussed "Radio Appreciation" in an address before the Superior Women's club at Superior, Wis., recently.

*The Midday Reveries Program at WLTH, Brooklyn, is attracting a great deal of fan mail. The afternoon show, which is the brain-child of Stan Field, program director, features a half hour of musical relaxation. Clara Wander, soprano; James Bartell, tenor; and Mary Young, contralto, do the vocal honors, the WLTH Concert Trio do the instrumental portion, and Doris Webb forms the organ background for Stan (David Ross) Field's poetic readings. The program is heard every Monday at 2:30 p.m.*

Herb Mendelson, formerly reporter for the Radio News, WNBH, New Bedford, has taken the position of advertising solicitor for the News. Latter post was left vacant by Ray Markey, now with WTH. Clayton Sutton has taken Mendelson's place. Fred Greene continues as news editor.

*KTUL, Tulsa, CBS outlet, carried two special exclusive broadcasts of the Tulsa Aviation Club's Air Circus at one of the oil capital's airports,*

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 22 of a Series

### KSD—St. Louis

5,000 Watts day, 1,000 Watts Night—550 Kc.

**GEORGE M. BURBACH**  
General Manager

**EDWARD W. HAMLIN**  
Sales and Commercial Mgr.

**K**SD, born in the wake of the first feeble attempts at transmission, is owned and operated by the St. Louis Post-Dispatch. Since Feb. 14, 1922, when its first program was aired from the top of a building at Twelfth and Olive street, KSD has matched strides with the entire industry, growing up to maturity with an ever increasing prestige. In 1926 when the National Broadcasting Company began functioning, KSD became a member of that web, offering a rich market to the early radio advertiser. Today KSD is still a member of the basic Red net.

In July, 1936, KSD released information offering potential advertisers 2,012,024 listeners in Missouri and 4,131,211 listeners in Illinois for a total of 6,143,235 KSD buyers. Those listeners spend \$1,733,459 annually. National advertisers who have taken advantage of this market include American Tobacco, Kraft Cheese, Ipana, Packard Motors, Drene, Philip Morris Cigarettes, General Foods, Standard Brands, Bayer Asperin, Ry-Krisp, Pillsbury Flour Mills, Firestone and many others. Among the personalities airing regularly over KSD are Bing Crosby, Fred Astaire, Jack Benny, Richard Crooks, Burns and Allen, Fred Allen, Rudy Vallee and Mark Warnow.

A chronological story of KSD, in abbreviated form, is almost a history of radio itself. Feb. 14, 1922. First program was aired at 7:45 p.m. It consisted of a talk and the first act of a current play; June 25, 1922, KSD used a new 500-watt transmitter in a broadcast from the stage of the Municipal theater; June 26, 1922, Formal opening broadcast of the station was aired on 360 meters; Aug. 31, 1922, First station in the country to pass the requirements for a Class B station license and was authorized to use the 485-meter wave length; Feb. 7, 1931, with more than 16,000 hours of broadcasting programs to its credit, re-equipped its station with new broadcasting facilities. Oct., 1934, FCC granted KSD an increase in power to 5,000 watts day, 1,000 watts night; Oct. 29, 1935, station's new short wave transmitter began operations; 1936, KSD's 14th year, and its most successful commercially.

George M. Burbach is the general manager, Edward W. Hamlin, sales and commercial manager, and Robert L. Coe, chief engineer. Free & Peters Inc. of New York is the station's representative.

*featuring the speed flying of Roger Don Rae, national speed champion. Charles Bush Jr., continuity chief at KTUL and a licensed pilot, played a big part in the promotion of the show for the air club of which he is a member.*

Jimmy Lacey's WELI time has been increased to two spots a week, Saturdays at 4 p.m. and Mondays at 6:45. Lacey, a singer, is accompanied by a four-piece ensemble.

*The Four Knoodlers, who made their initial appearance in radio via "Professional Parade," the WPA Federal Theater-Radio Division program in association with NBC, have been placed by NBC on a 15-minute program every Thursday night at 6 p.m. over the NBC-Red network.*

The Regional Italian Civic Project of the Connecticut Congress of Parents and Teachers will inaugurate a series of educational broadcasts over WOV tomorrow at 4:30 p.m.

*John Seagel, NBC baritone, heads the personnel for the new Sunday "Church by the Sea" program at WPG, Atlantic City. Hymns of all denominations will be offered.*

Sundown Srenadc, a new program of poetry with organ accompaniment, started on WELI, New Haven, yesterday.

*Nancy Martin, songstress of WCAE, Pittsburgh, has about made up her*

*mind to accept a movie talent scout's bid to make a film test in New York this summer.*

Jocko Maxwell, sports commentator for WLTH, will have an unusually odd guest on his "Sports Parade" tomorrow at 6 p.m. when he presents Leon Lowicki of Schenectady, the champion pinboy, now holding sway in alley 18 in the American Bowling Congress.

*G. A. (Rocky) McDermott, formerly with WTAD, Quincy, and WROK, Rockford, has been added to the commercial staff of KFEL, Denver.*

Polish Variety program sponsored on Sundays by Perlmutter Clothing Store and Doren's Music Store on WBRY, Waterbury, has been expanded to a full hour of music by Sikorski's Band.

*"Sally and Sue from KFRU," new "Prairie Sweethearts" team at the Columbia, Mo., station, are building up a big fan following.*

WTMJ, the Milwaukee Journal station, did itself proud in covering the spring "smelt run" at Escanaba, Mich., where the Chamber of Commerce stages a jamboree celebration in honor of the event. Russ Winnie, WTMJ announcer, handled the broadcast, which went on the air at 10 p.m., since the smelt run only at night. A return engagement next year is very likely. Studio used its short wave transmitter, WJER.

## Coming Events

Today: American Newspaper Publishers' Ass'n annual convention, Waldorf-Astoria, Hotel.

April 24-25: Association of Radio News Editors & Writers executive committee meeting, 360 North Mich. Ave., Chicago.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

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

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

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 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.

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.

## ONE MINUTE INTERVIEW

EMIL COLEMAN

"There are styles in music just as there are fashions in clothes. At the present season, I can detect a trend towards Viennese waltzes. There are more requests for selections like the Blue Danube and Rosenkavalier than for anything else. The Viennese waltz, you know, differs from the home product in that it is faster and more animated."



## MAJESTIC RADIO & TELE TAKES LARGER QUARTERS

Majestic Radio & Television Corp., of which N. L. Cohen is president, is now located in a new building at 50th & Rockwell streets, the heart of the Kenwood manufacturing district, Chicago. Entire plant and general offices of the organization are housed in the larger modern quarter occupying an area of 90,000 square feet.

Capacity of the new plant is estimated at 2,500 receivers daily. Personnel will approximate 1,500.

An extensive radio research laboratory is to be set up under the direction of Charles J. Hirsch, newly appointed chief engineer, with Walter Lyons named as his assistant.

## Globe Trotter's Delight On WFAS, White Plains

I. T. Porter, chief of sales at the WFAS New York office, is going Swift and his protege, Gulliver, several better. In recent weeks, Porter has signed business for the White Plains station which resembles a well-organized globe-trotter by a chronic sufferer from wanderlust. What with the travel services of the Frederick Lack Agency, and the Open Road, and the steamship service proffered by Charles Ashmun, Inc., and the Anchor Line, plus the railroad service arranged through the German Railroads, the Swiss Federal Railroads, and the Norwegian Travel Information Service, it seems likely that all Westchester will be across the briny when the vacation days roll round. WFAS is reported (unofficially) planning a short-wave international transmitter to reach its listening audience transplanted across the sea.

## 2 Announcers on Richfield

West Coast Bureau, RADIO DAILY

Los Angeles—Two announcers instead of one will replace Sam Hayes, for seven years the newscaster on Richfield Oil's nightly review of the news on NBC coast red. Ken Barton of KMPC and John Wold of KEHE have been signed to work together. Headlines and news, starting the 28th. On May 1, advertising agency of Hixon-O'Donnell will succeed H. C. Bernsten agency in handling.

## KFRU Femme Traffic Mgr.

Columbia, Mo.—Mrs. Muriel Mosier on May 1 becomes traffic manager of KFRU. She succeeds Joseph M. Todd, who goes east. Mrs. Mosier is the wife of Wally Mosier, continuity chief.

## Contest Editors Note

Bridgeport—Bobby Downey, 8-year-old WICC actor, after much radio listening during a four-day illness, asked his mother to go to the store and "buy a package of that facsimile" so that he could enter a contest.

# ★ EQUIPMENT ★

## New Indicator at KVOO

Tulsa, Okla.—A peak modulation indicator has been installed in the studios of KVOO. This indicator, one of the first of its kind installed in the United States, has been acclaimed by both announcers and control operators as a great assistance in maintaining a uniform balance of voices. It consists of a light installed in the control room situated in view from both studios as well as the control room. The General Electric modulation monitor at the transmitter is set at 80 per cent modulation, which in turn operates a series of relays which operate the light. The indicator was installed under the direction of L. W. (Watt) Stinson, chief engineer.

## Modern Plant for WTMJ

WTMJ, The Milwaukee Journal station, promises to have one of the country's finest broadcasting plants when its new 400-foot vertical tower and 5,000-watt transmitter are placed in operation this summer. In its refurbishing policy, the station has ordered a new ultra-modern Western Electric, all AC-operated, type 355-D1 5 KW transmitter, the last word in radio equipment. Delivery date is July 15 and it should be in service latter part of summer. Old one will then be kept as a spare. The new plant will make it easier for Transmission Engineer Bill Hebal and his crew to maintain WTMJ's high quality of service.

## WPTF Inter-Telephone

Staff members at WPTF, Raleigh, N. C., have been enjoying a brand new telephone system recently installed in the station, with a central push-button control point located in the reception room and various signals of call for different departments. When the desired party answers, privacy is assured during the course of conversation.

## Sound Effects Bulletin

Radio Engineering & Manufacturing Co. of Jersey City, N. J., recently issued a bulletin covering the Remco 95A Sound Effects Reproducer for broadcasting studios, recording and theatrical use. The bulletin gives specifications, price and other information.

## KYA Tower Soon Ready

San Francisco — Construction of KYA's single radiator tower at Candlestick Point has reached 300 feet. When completed the antenna will reach 450 feet.

## KMOX Recording Room

St. Louis—KMOX has completed a new recording room fitted with high fidelity recording devices and amplifiers. This will greatly facilitate the

cutting of records of important special events and public speeches.

## New Philco Auto Aerial

Philadelphia—Philco announces a new automobile aerial, the Philco Cowl Aerial.

## New KRE Antenna

KRE, Berkeley, is constructing a Blaw Knox vertical radiator with "shunt excited" antenna 180 feet high carrying airways beacon, the first of its kind on the Coast.

## Station Improvements

Philadelphia—WFIL has modified its FCC application for permit to make changes in equipment by further asking authority to install new transmitter, directional antenna for day and night use, along with increase in power to 5 kw.

Meridian, Miss.—In connection with its application for authority to make equipment changes, WCOC also has asked FCC permission to install vertical antenna and move transmitter.

Columbia, Mo.—KFRU has asked for CP to make changes in transmitting equipment, install vertical antenna, move transmitter to Boone County and increase power to 5 kw.

San Jose, Cal.—CP for a new transmitter and vertical antenna, also increase in power to 5 kw. day, has been asked by KQW.

Wenatchee, Wash.—KPQ seeks permit to install a new transmitter, change frequency to 1,360 kc. and boost power to 1 kw.

Superior, Wis.—WDSM has been granted modification of permit approving transmitter site and vertical radiator.

Richmond, Va. — Hearing will be held by the FCC shortly on application of WRVA to move transmitter site, install new equipment including directional antenna, and increase power to 50 kw.

Shenandoah, Ia.—Moving of transmitter has been added to the request of KFNF asking FCC for permit to install directional antenna and new equipment, along with increase in power 5 kw. night, 1 kw. day.

St. Joseph, Mo. — Application of KFEQ for permit approving transmitter site and vertical radiator has been granted by the FCC.

Chicago—WGES has been granted amended construction permit covering move of transmitter and studio and installation of new equipment and vertical radiator.

Auburn, N. Y.—Permit for changes in equipment has been granted WMBO by the FCC.

WQXR, New York, has filed application with FCC for permit to install new equipment, increase power to kw. and give transmitter site as Site to be determined, New York.

Lima, O.—Changes in transmitter and increase in power to 250 watts are planned by WBLY.

Griffin, Ga.—WKEU is asking authority to install automatic frequency control.

## FLOATING ANTENNA FOR NEW KSFO PLANT

Plans for the new technical setup of KSFO, the CBS San Francisco affiliate, as outlined by Edwin K. Cohan, CBS director of engineering, include a modern 5,000-watt Western Electric transmitter with a 350 Truscon vertical antenna and a new transmitter house located on a new site. Cohan, during his nine-week stay on the coast, in addition to serving as technical consultant to the KSFO engineering staff headed by R. V. (Doc) Howard, also spent some time looking over KNX, the CBS-owned station in Los Angeles.

The new KSFO transmitter house site, which was selected after a two-week survey of the entire area via airplane and auto, plus maps, in the opinion of Cohan is the best possible location available for a radio station. Site selected is on the west shore of San Francisco Bay less than three miles from the heart of San Francisco and station will literally be grounded in a salt brine. Sixty-two 100-foot piles are now being driven into the marsh to support the one-story transmitter house.

Building will cover 2,000 square feet and will be built entirely of concrete. Concrete will also be used for the roof of the house to serve as the foundation for the vertical radiator which will be mounted on the roof. It was decided that rather than drive piling for another foundation for the antenna, the house could serve the need nicely.

KSFO is now operating on a 1,000-watt license and with the new 5,000-watt equipment, which has been approved by the FCC, will cover all the area around the bay, aided by the conductivity of the salt water. James Middlebrooks of the CBS engineering staff has taken over Cohan's task and will remain on the coast until the job is completed, possibly by mid-summer.

Pending before the FCC is an application for CBS to lease KSFO outright and operate it themselves, but in the meantime station remains as an associated station.

KNX, Los Angeles, has been made the center of CBS technical operations and all traffic to or from the east will be keyed through KNX. The old AT&T line between San Francisco and Salt Lake City has been abandoned and a new line installed to KNX from KSL. Lester Bowman, formerly of WJSV, as previously reported, is in charge of all engineering work on the West Coast. The new CBS affiliate, KOY, Phoenix, is also being routed through KNX, so that it may be made a part of a CBS west coast network, or a transcontinental hookup.

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# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 54

NEW YORK, N. Y., MONDAY, APRIL 26, 1937

FIVE CENTS

## Borden on Yankee Web

### ZEKE MANNERS' GANG IN 24 SHOWS WEEKLY

Zeke Manners and his Gang, now heard on 18 half-hour shows weekly sponsored by products of the Consolidated Drug Co., aired via WMCA twice daily and once over WNEW, starts another series of daily half-hour shows via the latter May 3. The new series will bring the total of his half-hour shows to 24, or, if a Sunday show is desired, 25.

The latter series will be sponsored  
*(Continued on Page 8)*

### 35 Auditioned by Drene For Jerry Cooper Spot

With Jerry Cooper set to depart for Hollywood next Saturday, the sponsor of his former NBC show, Drene Shampoo, is still auditioning for a successor. Last week-end 35 singers were auditioned at NBC, and 32 were dropped. The three remaining, Bob Gibson, NBC page boy, Barry Wood and Larry Taylor, will each record a full 15-minute show which will be given to sponsor for his approval. Gibson, however, as a result of the audition, has been signed by the NBC artist bureau and will be placed on a sustaining schedule immediately.

### Bill to Tax Radio Adv'g Is Killed in Committee

Columbus, O.—The Duffy bill to tax radio broadcasting stations 10 per cent of their advertising revenue for flood relief and old age pensions has been killed by the house taxation committee. Rep. Joseph Duffy, Democrat, Cleveland, said he had been convinced the measure was unconstitutional.

### Speaking of Records

Pittsburgh—Commenting on other station claims with respect to broadcasting church masses, Manager Howard E. Clark of WJAS here points out that his station started a regular Sunday High Mass broadcast from St. Patrick's Church in November, 1925, and hasn't missed a single High Mass broadcast since that time.

### Drum Up Listeners

Hartford, Conn.—Baseball broadcasts sponsored by General Mills and Socony-Vacuum, with WHTT as the local outlet, have been anticipated with keen interest. Opening day found the announcers and salesmen during lunch hour going up and down the street in the business section turning radios to WHTT to get the games. At least three radio shops whose dials were set to other stations were switched, and as a result attracted crowds. W. A. Wyllie, WHTT chief announcer, is credited with the stunt.

### EARLIER SHELL SPOT AFTER WNRC SURVEY

The first survey of portion of the membership organizations of the Women's National Radio Committee, the poll privileges of which were recently arranged with Wadsworth & Wood, who are selling it on a commercial basis, has been found entirely satisfactory by Shell Union Oil Co., according to reliable sources. Account is handled by J. Walter Thompson Co.

Although Shell Oil states that it  
*(Continued on Page 3)*

### Howard Steed Appointed WMBC General Manager

Detroit — Howard M. Steed has been promoted to general manager of WMBC, it is announced by E. J. Hunt, president of Michigan Broadcasting Co. Bill Jory, chief announcer, has been elevated to assistant general manager and program director, Steed's former post.

## ★ THE WEEK IN RADIO ★

... Amicable Press Relations

By M. H. SHAPIRO

AMERICAN Newspaper Publishers Association annual convention revealed an attitude toward radio considerably more conciliatory than on many occasions in the past.... That the Press-Radio pact would be renewed was expected, but not the fact that throughout the meet no one upset the proverbial apple cart, and the report of the Radio Committee was accepted without undue comment.... and apparently newspaper

### Campaign in New England Territory is Being Launched on May 4 Using Four Stations

### WALTER O'KEEFE SET FOR FRED ALLEN SPOT

Walter O'Keefe has been selected as master of ceremonies of the Bristol-Myers summer show on the NBC-Red network, Wednesdays, 9-10 p.m., replacing Fred Allen, who goes off the show in July for a summer vacation.

### New Copyright Measure Covers Orchestrations

Washington Bureau, RADIO DAILY  
Washington—A new copyright bill, companion measure to the one introduced by Congressman J. Burwood Daly, but designed to protect the interpretation given of compositions by orchestra leaders or performers, has been introduced in the Senate by Senator Joseph F. Guffey.

### Early Action Expected On Radio-Newspaper Bill

Washington Bureau, RADIO DAILY  
Washington—Early action is expected by Congressman O. D. Wearin of Iowa on his bill which would prohibit unified control of radio and newspapers. Wearin told RADIO DAILY that conferences on the measure were nearly over, and that Connery investigation, if it gets under way, will help his bill.

Boston—Borden Sales Co. Inc. will start one of the largest cheese merchandising campaigns in New England radio history on May 4, when the "Chateau News Reporter" gets under way via station WNAC. Time is Tuesday 7:30-8 p.m. and contract calls for 34 fast dramatized news flashes. Other outlets on the hookup of the Yankee Network are, WICC, Bridgeport; WTIC, Hartford; WCSH, Portland and WEAN, Providence.

News will be gathered as spot items and flashed in on Tuesdays by a staff headed by Leland Bickford, Editor-in-Chief. More than 300 news-

*(Continued on Page 8)*

### COCA-COLA TO RESUME TEXAS NETWORK SHOWS

Dallas—Coca-Cola Bottling Works will resume its Coca-Cola College Nights over WFAA and the Texas Quality Network starting Oct. 1, according to Alex Keese, divisional sales manager for WFAA. The new series of 18 half-hour broadcasts during the football season will be aired two a week, originating from various colleges throughout the state.

### P. & G. Goes on WBNX For Jewish Test Series

Procter & Gamble Co. (Crisco) starting today on WBNX will begin a test series on one announcement daily in Jewish programs. Contract will run for a year through Howard & Roesler. Compton Advertising Inc. has the account.

### SRO at WHIO

Dayton, O.—Commercial department at WHIO hung up a Sold-Right-Out sign the other day and took a day off, while the announcing staff almost went crazy for 19 hours with 83 single announcements and spots, 16 local quarter-hour programs and 14 CBS network commercials. David Brown is the WHIO sales manager.





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Saturday, Apr. 24)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167 1/4	165 3/4	166	- 1 3/8
Crosley Radio	22	22	22	- 1/4
Gen. Electric	53 1/4	52 3/8	52 5/8	- 1 3/8
North American	26 1/4	26	26 1/8	+ 1/8
RCA Common	10 1/8	10	10	...
RCA First Pfd.	72 1/8	72 1/8	72 1/8	- 3/8
Stewart Warner	19 1/2	19 1/8	19 1/2	+ 1/4
Zenith Radio	35 1/2	35	35 1/4	- 7/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	2 1/2	2 1/2	2 1/2	....

### Grooming Lyman Vocalists

Two of Abe Lyman's vocalists, Tiny Wolf and Rose Blaine, recently heard over WABC sustaining programs with Lyman's orchestra, are now appearing as individual performers at the Yacht Club and Leon and Eddie's, respectively. They are being groomed for stardom in much the same manner as such other Lyman proteges as Dick Powell, Frances Langford, Ella Logan, and Phil Regan.

### Boice Rejoins WNEW

Hugh Boice, Jr., who resigned from WNEW to accept a position at the Blow advertising agency, has returned to the station as national director of sales.

### Charlie Seel Recuperating

Cincinnati—Charle Seel of WLW's "Pleasant Valley Frolics" has taken a three-month leave to recuperate from a throat operation. Charlie Wayne takes his place in the cast.

### LOUIS ARMSTRONG

AND HIS ORCHESTRA

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

2nd week at Paramount, N. Y. JOE GLASER, PERSONAL MANAGER ROCKWELL-O'KEEFE, INC.

## ★ THE WEEK IN RADIO ★

### ... Proposed Wattage Tax

(Continued from Page 1)

company to furnish the outlet with baseball reports, even though the W. U. already has a good customer in another local station....

The "WLW Wire" got under way, with approximately 32 programs being piped from the Cincinnati outlet to WHN, New York, and KQV and WFIL en route. One of the shows is a commercial and it is presumed more of these are in the works.... Network expenditures by large ether advertisers were notably increased the past week, especially such accounts as Procter & Gamble on NBC, which will spend \$550,000 alone on its Drene product on NBC webs, while CBS continues to show unprecedented progress in the tobacco field, it being estimated that these products are due to lead the CBS second quarter.... General Mills took a three-hour spot show on WMCA, New York.... Spot accounts also showed considerable activity in various parts of the country.

### "Wheetabix" Increases New England Coverage

Boston — American Cereal Food Corp., of Clinton, Mass., makers of new cereal food "Wheetabix," has increased its Yankee Network coverage with 39 participations in the Gretchen McMullen program (home-making feature) heard three times weekly, Monday, Wednesday and Friday mornings, on WNAC and 12 additional New England outlets.

Account had already signed for 65 participations in Yankee Network News Service, four times weekly, Tuesday through Friday, a.m. and p.m., on minimum of 12 N.E. stations. Account is handled by H. B. Humphreys Co., Boston.

### Ponselle Leaving Show

Carmela Ponselle, currently heard on the "Broadway Varieties" program every Friday over the CBS net from 8-8:30 p.m., will drop from the show after the July 2 broadcast. Miss Ponselle will leave for the west coast the following week to fulfill concert and movie contracts. American Home Products, (Bi-So-Dol), sponsors of the program, will remain on the air through the summer. Program is heard over 48 stations.

### Files S.E.C. Statement

Washington Bureau, RADIO DAILY

Washington — Statement filed with the Securities & Exchange Commission by Belmont Radio Corp., Chicago, reveals 315,000 shares of no par common stock. Stemmler & Co., New York, are the underwriters. Parnell S. Billings, Chicago, is president of the radio firm.

### WINS Adds Sports Program

A new sports program featuring William Falby, sports editor of the Long Island Daily Press, and Don Donphy of the WINS sports staff begins tonight at 8-8:15 over WINS.

Idea of selling books cheaply is about to be applied to radio as either a station audience builder or as a product booster.... Italian Government will seek good-will via the ether shortly, records of talent auditioned now being heard by Il Duce himself.... NBC automotive billings jumped 69 per cent the first quarter.... Baseball play-by-play accounts clogged the air on Tuesday, opening day for the major leagues.... Said to be the oldest commercial on the air, the Edison Symphony concerts on WENR (NBC-Blue) went off the air on Sunday night.... program on continuously since 1922 with the vet radio conductor Morgan L. Eastman planning to retire....

Past year's radio exports from the U. S. hit an all-time high, with a dollar value of \$19,555,000.... Mutual set eight new outlets in Southeast territory to join the web in September....

### Macfarlane Re-elected Director of A.N.P.A.

W. E. Macfarlane, president of Mutual and president of WGN, Chicago, was reelected a director of the American Newspaper Publishers Association at the closing session of the ANPA last Friday. Macfarlane is business manager of the Chicago Tribune.

### Montana Federal Court Reserves Ascap Decision

Helena, Mont.—Decision was reserved in Federal Court in the application by Ascap to restrain state officers from enforcing recent anti-Ascip bill enacted here. Both sides have been given permission to file additional briefs. Federal Judges were Haney, Pray and Baldwin. State represented by Kinney Davis and Oswald Scheppe of Seattle. Ascip represented by M. C. Gunn, general counsel here and Louis D. Frohlich and Herman Finkelstein of New York.

### Sidewalk Quiz Gets Sponsor

Charlotte, N. C.—"Sidewalk Question Box," with Lee Kirby as m.c., now has Gulf Spray as a sponsor, three times weekly. The program, in which Kirby asks questions on the street, made quite a hit as a sustaining.

Awards for best lists of questions are being made by Gulf Spray as a promotion angle.

**LEO SAYS:**

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

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



## COMING and GOING

**ALISTAIR COOKE**, news commentator, formerly of the British Broadcasting Co., arrived Saturday on the President Harding with **MRS. COOKE**.

**JAMES KING**, western sales representative for Langlois and Wentworth, is in town for the week.

**CARMELA PONSSELLE** leaves the second week in July for the west coast to fulfill contracts there.

**BENNY FIELDS** returned to New York over the week-end after doing theater date in Boston.

**S. C. VINSONHALER**, manager of KLRA, Little Rock, is a New York visitor.

**MICKEY ALPERT** leaves for Boston on Friday to spend the week-end with his family, returning Monday.

**HAL LE ROY** and **MRS. LE ROY** return from Boston on Thursday.

**MRS. NORMAN CRAIG** has returned from a week's trip to Jacksonville and Miami.

**TOMMY ROCKWELL** returned last week by plane from Hollywood. He is in town for the purpose of conferring with the New York office of Rockwell-O'Keefe concerning a deal, the details of which he is not ready to discuss.

**JERRY COOPER** and his press agent, **GEORGE EVANS**, leave for Hollywood next week.

**ED ALESHIRE** of Kastor's has returned to Chicago from New York after hearing singers to replace Jerry Cooper on the Drene series. He will leave for Hollywood in May to start the Friday night Drene series with Jimmie Fidler.

**HILDEGARDE** sailed on Saturday for England to sing at the Coronation celebration for Royalty at the Ritz Hotel in London next month.

**VLADIMIR GOLSCHMANN**, conductor of the St. Louis Symphony Orchestra, who will be guest conductor of the Lewisohn Stadium Concerts in New York next June, sailed Saturday on the Ile de France.

Also sailing Saturday on the Ile de France were **MYRA KESS**, English concert pianist; **RENE MAISON**, tenor; **IRENE JESSNER JEL-LINCK**, soprano; **RUDY VALLEE** and **GEORGE M. COHAN**.

**ERIC MASCHWITZ**, variety director of the British Broadcasting Co., editor of Radio Times and air playwright, was another passenger sailing on the Ile de France.

**GRACE MOORE** and **VINCENT LOPEZ** depart for Hollywood this week to start airing their show from there.

**BOB HOPE** will fly in from Chicago week-ends for his Woodbury show while "Red, Hot and Blue" is playing the Windy City.

**HERMAN SCHETTLER**, **ALBERT NELSON**, **FRANK GUTHERIE**, **CHICK EVANS** and **C. J. BUTTS** of the KDYL bowling team will fly to New York this week from Salt Lake City to compete in the American Bowling Congress.

**PAUL WISLON** of Radio Sales Inc. is on tour of CBS owned stations. He will spend a week each at WBT, Charlotte; WJSV, Washington; WEEL, Boston, and WABC, New York.

**HERSCHEL HART**, radio editor, is in town from Detroit.

**JACK LATHAM**, spot time buyer for Young & Rubicam, has returned from his southern trip where he set numerous spot programs for Gulf Spray.

**E. C. MILLS**, general manager of ASCAP, en route from Helena, Mont., to Texas.

**RUN LAST**

**COL. MONTE NIESEN** arrived in New York yesterday and leaves tomorrow for Boston, where his daughter, Gertrude Niesen, opens at the Mayfair Club Wednesday.

## RADIO NEWS

is fast becoming the greatest function of radio.

What about your news setup? Are you making a profit out of it? Do people tune in your station throughout the day because it is the NEWS STATION?

If not, then you better contact us at once

"RADIO'S ONLY NEWS COUNSELLORS"

VanCronkhite Associates, Inc.

360 NORTH MICHIGAN AVE.

CHICAGO

State 6088



## EARLIER SHELL SPOT AFTER WNRC SURVEY

(Continued from Page 1)

did not undertake the survey for publicity purposes and wishes facts found kept confidential, it is understood that one definite result of the survey is that the women who voted suggested that the 9:30-10:30 p.m. spot was too late for children listeners. Shell is now desirous of an earlier time on the air, not necessarily Saturday night, which now carries the Joe Cook hour on the NBC-Red network.

Several questions in the Shell questionnaire pertained to children, such as the query on whether a program can be expected to have a wholesome and beneficial effect on younger members of the family, and whether any features were unsuitable for children between the ages of 10 and 16.

Since Shell stated that it was seeking to entertain youth as well as grownups, it naturally followed that the women polled mentioned the comparatively late hour the show was heard in the East.

Queried as to whether they believed the questionnaire answers were of the "yes" nature because the WNRC was getting a cut on the sale of the poll privileges, unofficial Shell sources said the poll appeared to be quite honest as to opinions expressed, and very helpful info derived. Also understood that additional radio advertisers are seeking the WRNC membership reaction to their respective programs.

### Border Case on Trial

Dallas—FCC Inspector F. M. Kratokvil is in Laredo, attending the trials of three men charged with violating U. S. radio regulations. The men are alleged to have prepared programs in the U. S., transported them to Mexico and broadcast them back into the U. S., according to Kratokvil. Health remedies and fortune telling were included in the programs, he said.

### Rap Serials, Disk Music

White Plains, N. Y.—Criticism of "cheap" serials and all "canned" music on the radio was registered by the Westchester County Federation of Women at its spring conference here. A drive to improve radio programs by writing complaints to broadcasting companies was urged.

## NEW PROGRAMS—IDEAS

### Apartment House Interviews

In the vein of novel and intimate entertainment, a new series of programs are now heard 8:30-9 p.m. daily over KWK, St. Louis, featuring interviews with tenants of various apartment dwellings in St. Louis.

John Neblett, the conductor of the programs, takes a microphone into an apartment building large enough to furnish a number of different interviews, and visits with two different families each morning. After all tenants willing to be the subjects of the broadcasts have been on the air, Neblett then moves on to another apartment building, and repeats the procedure. It's usually the housewife whom John finds at home, as the time allotted the broadcast is such that it generally finds the husband at work.

Many different questions are asked—all pertaining to the home and the things near to the home. Although the program has not yet reached its second week on the air, it has proven highly popular. Neblett has the able assistance of Tom Dailey, veteran KWK announcer, in arranging and presenting the interviews.

### Archaeology Series

WBBM, Chicago, is to present a series on archaeology under direction of Dr. John A. Wilson of the Oriental Institute of the University of Chicago starting today at 5:15 p.m. First talk is entitled, "What Is Archaeology" and the second "Diggers' Luck." Sponsored by University Broadcasting council.

### St. Anthony Hour on WIP

The St. Anthony Hour on WHN and four stations of the Yankee network celebrated its first anniversary yesterday by adding WIP, Philadelphia, to its list of stations. Program is broadcast at 9:30 a.m. Sundays, sponsored by the Franciscan Friars of the Atonement and produced by Donald Peterson. Cast includes Donald Randolph, Stanley Whitman, James Marr, James LaCurto and Jean Thompson. Father Paul James Francis, S.A., Father General of the Graymoor Friars, reads the Gospel and comments, besides doing the dramatization.

The WIP airing will be a rebroadcast from WMCA at 10:30.

### McCune Returning to WOR

Bill McCune and his Staccato Styled Music goes back on the air via WOR-Mutual from the Marine Roof of the Hotel Bossert the second week in May. This marks the third year of Bill McCune on the air. Hal Atkinson and Vince Laydell are the featured vocalists.

### Clair Hull in Rotary Post

Tuscola, Ill.—Clair B. Hull, manager of WDZ, has been elected president of the Rotary International Tuscola Club.

### Cupid's Court at WAAF

WAAF, Chicago, launched "Cupid's Court" at 2 p.m. Sunday, featuring "trials" of newly engaged couples. Real life romancers will appear before Judge Harry Cansdale to be cross-examined by Attorney Love and then will be sentenced to a "life of happiness."

Another new feature at WAAF is "In the Other Fellow's Shoes," Sundays at 11:15 a.m. Idea is to get some outstandingly interesting individual—not a celebrity—to give a slant on his job the layman doesn't know about. First personage interviewed will be a Palmer House elevator boy; another is to be a canvassman from Coles Brothers circus.

### Quiz on KLZ

The Denver Buick Inc. is sponsoring "Men Who Know Everything", over KLZ. Questions are sent in by the listeners, and answers to the best ones are looked up for presentation. The "wise men" are Wesley Battersea, announcer, and Raymond Keane, of Keane agency.

### Sponsor Takes "Audiographs"

"Audiographs," 15-minute program, a contest in which the idea is to guess the meaning of a sound effect or series of sound effects, has been sold by WWSW to a sponsor, May Stern & Co., furniture. It will be aired three evenings weekly starting tomorrow. Program is on the order of the recent "Handies." For instance, the sound of an explosion plus a wind effect indicates "Gone with the Wind."

### NBC Adds Statisticians

NBC statistical division has taken on two men, while the news department transferred a man to Washington. Former two are Arthur L. Forrest and John R. Carnelly. Forrest comes from Hearst Magazines, Inc., marketing division and Carnelly was formerly instructor in Albany Business College, specializing in circulation and marketing.

Robert W. Cottingham is transferred from NBC's news division in New York to Washington where he will be assistant news editor.

### Happy Lewis in New Series

"Happy" Lewis has returned to WINS with a new series called "Swing With Happy." Program, which made its debut at 3:45 p.m. Saturday, will feature guest artists, musical novelties and comedy, with "Happy" as m.c.

### Commercial Mgr. for WTAG

Worcester — WTAG has created a new post, commercial manager, with Howard J. Perry appointed to fill it, Business Manager John J. Storey announces.

### Bob Carter Screen-Tested

Bob Carter, WMCA's chief announcer and horse race expert and commentator, took a screen test at Paramount studios last week.

## PENNA. COURT HEARS WDAS APPEAL ON DISKS

Philadelphia — State Supreme Court, with Chief Justice John A. Kephart, presiding, reserved decision in the appeal of station WDAS from the lower court, in which Fred Waring and the National Association of Performing Artists restrained the outlet from using phonograph records made by Waring. Decision is promised by the court within the next few weeks. Maurice J. Speiser, attorney for Waring, argued that phonograph records were not made for broadcast purposes since their use interferes with contractual obligations of the artists in question, both as to sponsors and disk manufacturers also because the artist still retains property rights in his interpretations and that the disk is not a publication.

Since WDAS and the NAB will take the case to the U. S. Supreme Court in event of adverse decision which may establish a nationwide precedent, Speiser said after the hearing that he would seek an amendment to Duffy Copyright Act to avoid long drawn out fight.

William A. Schnader, appeared as counsel for WDAS and the NAB. Schnader argued that the artists and songwriters get protection through Ascapi, and that once Waring made a record, he had no further property right in the song interpretation, and that the record became public property.

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

**BIRTHDAYS**

April 26  
Greetings from Radio Daily to  
A. L. Alexander

Leads in  
**PROGRAM PLANNING**

**TODAY'S BASE-BALL**

**DAILY 6:45 P.M.**



## NEW BUSINESS

Signed by Stations

### Los Angeles

KECA: Los Angeles Music Co., through N. J. Newman Agency, three spots weekly for 18 weeks; Furmbilt Clothing, through John A. Driscoll Agency, 175 spots, for 35 weeks; Mode O'Day Corp., through Lockwood Shackelford, three 5-minute transcriptions.

KFI: Procter & Gamble, through Pedlar & Ryan, New York, four programs weekly for 10 weeks, participation in Ann Warner program. Also 174 spots, 15 weekly, for same company.

KFAC: Les McMurray, direct, 26 Friday night 15 minute Fishing Facts comments on where to fish.

KIEV: Carters Little Liver Pills, through Spot Broadcasters, N. Y., 1-minute transcribed announcements, daily for 52 weeks.

### WTMJ, Milwaukee

Brown and Williamson Tobacco, takes over Charlie Nevada's "The Last Word in Sports," 10-min. nightly program; Wadhams Oil Co., Milwaukee, increases its daily sport flash from five minutes to ten, with Russ Winnie as sportcaster.

### KMMJ, Clay Center, Neb.

S. N. Wolbach & Sons, Grand Island (clothing store), daily news program at noon; Betty Ann Food Products, Betty Ann Varieties, six days at 9 a.m.; Gardner Nursery Co., Clay Center, spots, 1 and 4:25 p.m. daily.

### WPTF, Raleigh

Esso Marketers, add a fourth Esso Extra broadcast at 10:55 p.m. daily, with Graham Poyner and Wesley Wallace alternating as newscasters.

### WFAA, Dallas

Coca-Cola Bottling Works, resuming College Nights on Oct. 1 with 18 half-hour shows, aired twice weekly.

## AGENCIES

H. E. HOUGHTON, vice-president of Fletcher & Ellis, Inc., has resigned that position to become general advertising manager of the Brown Co., Portland, Me. Houghton will be located in New York.

W. J. CALEY & CO. INC. of Philadelphia, manufacturers of Vassar Waver, a rubber hair curler, has appointed N. W. Ayer & Son Inc. to conduct a national advertising campaign in conjunction with a national demonstration program.

ALBERT KIRCHER COMPANY, INC., Chicago, has been elected to membership in the American Association of Advertising Agencies.

THE CHAS. DALLAS REACH CO., Newark, N. J., has been appointed by the Janssen Dairy Corp. of Hoboken to handle a new advertising campaign. Charles W. Scott is account executive.



● ● ● When a newcomer to radio makes his debut, press releases scream with the news that so-and-so is "another Jack Pearl, Kate Smith or Jack Benny"... Rarely does one hear or read of an "individualist"... So, we're just wondering how Amos of Amos 'n' Andy would sound doing Jake's role in the Rise of the Goldbergs or Martha Raye playing Mrs. Wiggs of the Cabbage Patch... Maybe Joe Penner will get his scripts twisted and wind up doing Father Coughlin's Sunday sermon, or we'll hear Jessica Dragonette emcee-ing the National Barn Dance... How would the public take Boake Carter playing and reading Parlyakarkas' lines or Babe Ruth playing "Clarence" on Myrt and Marge... Just picture hearing Mary Livingstone lecturing from Mrs. FDR's script or the Mad Russian broadcasting a Fireside Chat... The NBC script dept. made a mistake and handed Fred Allen's material to CBS's "Renfrew of the Mounted", with the latter script getting into the hands of Col. Stoopnagle and Budd, whose gags were given to "Our Gal Sunday"... Would George Burns have just as much trouble with Ida Bailey Allen as he does with Gracie... Or would your stomach turn if Gracie read the Lady Ester commercials... Bea Lillie's script writers wanted a week off, so they give her Helen Hayes' "Bambi" show... Imagine the music to be heard from Toscanini conducting Benny Goodman's swing band.

● ● ● Glossary of Radio Terms:... Announcer: A chap who talks as if he had a hot potato in his mouth—but who would often settle for a fragment of stale bread... Comedian: A fellow who hears Fred Allen doing a very funny sketch and goes straight to his typewriter and writes it... Gag-writer: The guy with two ears, two eyes, one pair of scissors and no conscience... Mike: The guy we do stuff for the love of... Orchestra: A pack of musicians led by the sponsor's nephew... Sign Off: The high spot in many a program... Sound Effects men: A bunch of guys who steal each other's thunder... Stoooge: Comic (on) relief... Sustaining program: A ham sandwich... the foregoing submitted by Vick Knight... What's yours?

● ● ● Patricia Ryan, who is now appearing at the swank Number One Bar, starts a morning sustainer for NBC... Helen Nolan of the CBS press dept. took her vacation this week to spend with her husband, who works for the AP... So, that very day, the AP decides to send her husband to MOSCOW where he'll remain for three years... Irene Beasley, Eddie Garr and Joe Besser open today at the Palace in Chicago... Josephine Houston will also be at the Riveria... Dick Humber opens at the C. Grove in Los Angeles, returning in the Fall for Studebaker with a \$10,000 budget to use as he sees fit... "Nine O'Clock Revue" via WOR fades soon because, 'tis said, sponsors are afraid they won't be able to fill all the beer orders they're getting!

● ● ● Ben Alley, the tenor built to the skies by the networks and then allowed to die a horrible "death," has had his contract renewed on Household via WCAU, Philly, and will be heard at six every nite... Buddy Hassett, Dodgers' first baseman, fulfills a life-long ambition on Babe Ruth's airing Wednesday—when he sings... Tony Wons, who has been making fiddles up in Wisconsin (they call him the Stradivarius of Kenosha) is getting ready to do an air comeback... The Jay Dennis girls are remaining at the Roxy another week... Mary Jane Kroll, press agent for the Park Central, resigns as of the 1st... Allen Prescott's "Wife Saver" show via CBS will be heard Mondays only during the summer. His NBC schedule remains intact.

## PROMOTION

### Local Tieup on Camay Contest

The Merchandising Department of WMT, Cedar Rapids-Waterloo, under the direction of Leo F. Cole, is running a local contest in conjunction with Procter & Gamble's Camay contest which is being carried out on a national basis. A large window display was installed in one of the show windows of the Montrose Hotel, located in the heart of the Cedar Rapids business district. A large quantity of Camay soap was placed in the window with large placards asking passers-by to guess as to the number of bars of soap in the display. The best guesser wins one year's supply of soap free. People guessing are also given an entry blank to the national Camay contest which is described over WMT on the "Pepper Young's Family" program.

Spots are also given on the air calling the listeners attention to the local Camay contest being carried out by the merchandising department of WMT in conjunction with Procter & Gamble.

Window contains more than 3,000 bars of soap.

### WCAU's 8 Steps Up

A fancy folder titled "8 Steps Toward Tomorrow" has been put out by WCAU, the Leon Levy station in Philadelphia, to impress folks with its latest technical improvements. The eight steps, as listed and attractively illustrated in the cellophane-bound booklet, include the station's new 10,000-watt short wave transmitter, improvements in antenna, a relay radio station on wheels, new transmission monitoring, new recording equipment, reproducing of sound from film tracks, latest electrical transcription equipment, and sound effects staff.

### Help to Pick Premiums

WTMJ, Milwaukee, decided to help advertisers to choose the proper giveaways. Station sent out letters to 30 specialty suppliers requesting samples. Gathered quite a collection which will be placed on display at WTMJ, with descriptive data, pictures of premiums and price lists kept on file in the sales department. Figured to be of practical help to advertisers and salesmen and already has elicited favorable comment from all hands.

## F. T. C. CASES

### Cease and Desist Orders

Olson Rug Co., 2800 North Crawford Ave., Chicago, has been ordered by the Federal Trade Commission to cease and desist from using unfair methods of competition in connection with the interstate sale of rugs which it manufactures from old materials, such as used rugs, carpets and clothing.



**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**A**NN HARDING, CBS press department damsel, has a new job there... She integrates all publicity work not directly concerned with writing... Florence Marks, NBC press department lass with the luscious speaking voice, will be one of the unseen audience tonight at 9:30 when spouse Bosley Crowther, playwright, airs his first radio script, "Will of Stratford", over the NBC-Blue... Alma Kitchell and Claudine MacDonald dedicated Friday to the Women's Clubs of Westchester... they went up and addressed the femmes on various subjects... The Madison Square Boys Club insisted on having "Myrt and Marge" act as judges in their contest to select the ideal little brother and sister... Lillian Gordoni of Chi, who writes and directs "Big City Parade", WLS Friday show, employs actual Boys' Court stories as plot background... and Judge Braude plays himself in the dramatizations...

Ben Bernie's very first ether-guest on his initial home-soil broadcast will be Ethel Shutta... "Frederika's" Diana Gaylen, who was heard on WINS "Theater Guide" last Sat. is Garbo's and Olivia de Haviland's ghost-voice, when the flicker-script demands one... Jean Harlow's vocal ghost in "Red Dust", Harriet Lee by name, is now exec head of the coast's Famous Music Distributing Co... Alice Pentlarge, WQXR's gal commentator who supplements the limited activities of the bustling business woman and the hustling hausfrau with talk of things seen and places visited in her program called "So You Haven't the Time", is getting so much fan mail and so many requests for specific reviews she JUST HASN'T THE TIME....

WLTH's recipe gal, Doris Webb, not only ate her own words, but made the program staff eat them, and like it, yesterday, at a dinner which consisted of recipes she's broadcast on her WLTH Kitchen Limited program... Why, we should like to know, when they were choosing Ray Lee Jackson's camera study of Irving Berlin as the most outstanding portrait, the picture of the television studio in action as the most interesting display shot, and the one of the newscast as the best news photograph, did they omit to select best photo of the most glamorous female, of which there was a plethora?....

**RADIO PERSONALITIES**

No. 30 in the Series of Who's Who in the Industry

**W**. C. McKELLAR, president and general manager of WSAZ, Huntington, West Va., came to radio as a matter of evolution. He just grew into it. Born in Chillicothe, O., he attended grade and high school, tinkering with telephones as a hobby. Utilizing the experience gained during summer vacations, his first real job after high school was with the Chillicothe Telephone Co. From there he went to the Sterling Electric Co. of LaFayette, Ind., in 1905 as chief telephone installer.



Just naturally grew into radio .....

In 1908 he entered the electrical contracting business and operated the McKellar Electric Co. in Huntington until 1929. However, in 1927 he had become interested in radio, establishing WSAZ in the West Virginia metropolis. From a sideline, radio two years later had become his sole work and he has developed WSAZ from a local station into the voice of Southern West Virginia. From 1934 to October, 1936, McKellar made an enviable reputation as general manager of WCHS, Charleston, West Virginia, directing both stations for the two-year period.

And now devoting all of his time to WSAZ, "Mac" is still growing, playing his no little role in the evolution of radio.

**ORCHESTRAS - MUSIC**

**M**AESTRO Woody Herman and Mork open at the Normandie in Biston on May 7. That musical outfit features an instrument used in no other band, the flugelhorn. It's played by Joe Bishop, who composed the theme song, "Blue Prelude," used by the orchestra.

Leo Shuken, formerly a trumpeter with the Harold Stokes orchestra, is now with Paramount Pictures, busy scoring music for Bing Crosby.

Del Courtney and his band, fresh from the Barbary Coast, open at the Netherlands-Plaza, Cincinnati, May 1.

Art Randall's band, a fixture on Omaha stations' sustaining programs, is set to go into The Races when that night club opens May 30.

WWJ, the Detroit News station, will feed to the NBC-Red network an hour long concert by the Olivet College Symphony Orchestra and A Cappella Choir, May 1, at 12:30 p.m. The program, which will originate in the J. L. Hudson Co. auditorium in Detroit, will consist of orchestral selections from the works of Beethoven, Mendelssohn and Tschaiikowsky, directed by Dr. Paz, and choral favorites of the choir, under Donald Wilson, head of the Olivet voice department.

Universal Recordings Inc. have been busy making MCA recordings and a series of Mark Warnow waxings.

Martin Block's eight-year-old youngster, Gene, wielded Martin's baton on the "Make Believe Ballroom" broadcast, Saturday, 10:15-

10:30 a.m. The boy handled all announcements and musical introductions by himself for the full fifteen minutes.

Ray Noble, the British bandleader who's gone dramatic on the Burns and Allen program, will bring his wife, an actress called Margaret Brayton who'll be Mrs. Noble for radio purposes, into this week's script. In addition there will be three Noble arrangements of popular dance tunes on tonight's broadcast over the NBC-Red network, at 8 p.m.

Chick Adams, Abe Lyman's chief arranger, has written a song called "Born Lucky," which will be the initial plug of the 73-year-old veteran, Joe E. Howard, who recently left The Gay Nineties Club to become a music publisher. Howard, incidentally, is slated for an NBC spot in a program to be called "The Sidewalks of New York."

A duet in swingtime of clarinet and harp will be among the novelty offerings when Joe Marsala and his Chicagoans guest star on the WABC "Swing Session," Saturday, May 1, at 6:45 p.m. The maestro will handle the clarinet and Adele Girard, foremost feminine exponent of swing music on the harp, will comprise the other half of the combination.

Jack Hasty, producer of the WABC "Twin Stars" programs on Sunday nights, has re-arranged the show so as to give more time to the Buddy Rogers' orchestra. The actor-band-leader recently added several more men to his aggregation and since then has received numerous requests for more music on the programs.

**NEW PATENTS**

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

Re. 20,335—Electric Wave Translating Circuit. Harold W. Lord, Schenectady, N. Y., assignor to General Electric Co.

Re. 20,338—Television System. William A. Tolson, Merchantville, N. J., assignor to RCA.

2,077,442—Cathode Ray Tube. William F. Tedham, and James D. McGee, London, England, assignors to Electric & Musical Industries, Ltd.

2,077,451—Method and Apparatus for Controlling the Actuation of Recorders. Charles H. Wilson and Cuthbert J. Brown, Foxboro, Mass., assignors to The Foxboro Co.

2,077,465—Radio Circuits. Henri F. Dalpayrat, New York, N. Y., assignor to RCA.

2,077,544—Electric Condenser. Leo Behr, Philadelphia, Pa., assignor to Leeds & Northrup.

2,077,550—Radio Circuit. Henri E. Dalpayrat, New York, N. Y., assignor to RCA.

2,077,565—Amplifier. Paul F. G. Holst, Oaklyn, N. J., assignor to RCA.

2,077,574—Television Receiver. Ioury G. Maloff, Philadelphia, Pa., assignor to RCA.

2,077,592—Capacity Balance Circuit. Francis H. Shepard, Rutherford, N. J., assignor to RCA.

2,077,594—Push-Pull Audio Amplifier Circuit. Victor O. Stokes, Walton-on-Naze, England, assignor to RCA.

2,077,597—Receiving Circuits. Willem D. van Gogh, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,077,633—Photoelectric Tube. Archie J. McMaster and Charles E. Parson, Chicago, assignors to G-M Laboratories, Inc.

2,077,810—Phototube. Bernard Salzberg, East Orange, N. J., assignor, by mesne assignments to RCA.

2,077,814—Electron Discharge Device. Charles W. Taylor, East Orange, N. J., assignor, by mesne assignments, to RCA.

2,077,573—Radio Receiver. William D. Loughlin, Mountain Lakes, N. J., assignor, by mesne assignments, to RCA.

2,077,822—Radio Antenna for Automobiles. Albert D. Baker, Lansing, Mich., assignor to General Motors Corp.

2,077,840—Potential Divider. Laszlo Koros, Berlin-Mariendorf, Germany.

2,077,886—Television Apparatus. Arno Zillger, Narberth, Pa., assignor by mesne assignments to National Television Corp.

2,077,961—Gaseous Conduction Device. Charles G. Smith, Medford, Mass., assignor, by mesne assignments to Raytheon Mfg. Co.

2,078,055—Automatic Volume Control with Noise Suppression. Wendell L. Carlson and Loren R. Kirkwood, Haddondfield and Merchantville, N. J., assignors to RCA.

2,078,058—Radiogoniometer. Henri Chireix, Paris, France, assignor to Compagnie Generale de Telegraphie sans Fil.

2,078,060—Remote Control System for Radio Receivers. Lewis M. Clement, Mountain Lakes, N. J., assignor, by mesne assignments, to Federal Telegraph Co.

2,078,072—Radio Receiver. Christopher J. Franks, Denville, N. J., assignor, by mesne assignments, to RCA.

2,078,077—Automatic Fidelity Control. Louis C. Hollands, Verona, N. J., assignor to RCA.

2,078,112—Vacuum Relay. Valentin Wologdin, Leningrad, Russia.

2,078,123—Electric Discharge Device. John M. Cage, Schenectady, N. Y., assignor to General Electric Co.

"BARON MUNCHAUSEN"

**JACK PEARL**

RALEIGH and KOOL CIGARETTES

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

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



## San Francisco

**SAM PIERCE**, writer-producer of "Calling All Cars" series for the past year has resigned to take an extended vacation.

Visiting on coast is Henry Weber, musical maestro from WGN, Chicago.

Art Cohn, sports editor of the "Oakland Tribune," has started a radio column of sports comment over KLX, calling it the "Cohn-ing Tower of the Air."

Byron "Speed" Reilly, KLS sport-caster, played host to crippled children Friday night showing them the studio and interviewing them as a build-up for the annual Boxing Benefit for Alameda Crippled Children to be held May 5.

Thomas B. Jones has been added to the KYA announcer's staff.

KYA Briefs: Ferdinand Christman of the technical staff passed the FCC examination for operator's license with the high score of 91 . . . Chief Engineer Paul Schulz is nursing a gash over the right eye, suffered when a dust-cover from the speech-input equipment in the control room fell over on him . . . John Donohue has been added to the sales staff, it is announced by Station Manager Bob Roberts . . . A new musical group appearing on KYA's programs consists of Kathryn Juley, harpist; Aurora Cravera, 'cellist, and Herb Sanford, vibraharpist.

M. E. "Bob" Roberts, manager of KYA, San Francisco, left Saturday for Los Angeles to attend dedication of the new KEHE studios.

John H. Ribbe is the first NBC vacationer. The producer of the Standard Symphony Hour and other musical broadcasts, with his violinist-wife, Modesta Mortensen, headed for the northwest yesterday.

## Adjourn Announcer Confab

After a three and a half hour session, the Friday meeting between the CBS, and the announcers and producers' bargaining committees was adjourned until tomorrow morning. No announcement was made as to whether what, if any, progress had been made at the meeting.

## Shep Traube Joins Republic

Shepard Traube, formerly with Air Features Inc., has joined Republic Productions Inc., Hollywood, as executive assistant to Moe Siegel, studio head. Traube for a number of years was a Broadway producer, director and author.

## WCHS Housewarming

WCHS, Charleston, W. Va., a CBS affiliate, last Saturday night held a "house-warming" party in its new studios just completed. Station has also installed a new transmitter and antenna. Edith M. (Peggy) Stone of the CBS station relations department represented the network.

## ★ Coast-to-Coast ★

**HARRY FORD**, That Man from Missouri, who recently started a new comedy program at WTMJ, Milwaukee, 7-7:30 a.m. daily, is reported getting a good fan response.

*Jerry Belcher's "Our Neighbors" broadcast on the NBC-Blue network yesterday emanated via WCKY, Cincinnati, with the visit taking place in the home of Alfred Segal, Cincinnati Post columnist.*

Connie Desmond is at the mike for the baseball broadcasts over WSPD, Toledo.

*Lew Danis, lead in "Unfinished Headlines" over WHN on Saturdays, will direct a summer theater if he can find some good scripts.*

Jack Ingersoll, in addition to his regular bowling broadcasts over WINS four nights a week, has started giving play-by-play descriptions.

*Doug Arthur has been appointed announcer by WNEW and will take over the Howard Credit Clothing Co. program, and also aid Ted Webbe in the Paramount, Newark, spelling bees.*

"The Five Jones Boys" are really going places since their initial radio appearance several years ago over WEBQ, Harrisburg, (Ills.). From WEBQ they went to WJJD, Chicago, thence to Hollywood and the films. During their first mike experience, they were known as the Pace Jubilee Singers, then the Dixie Cotton Pickers, and Thirty-Six Feet of Harmony. Their most notable success was attained in the Jane Withers picture, "Can This Be Dixie?" The Five Jones Boys have several Variety discs to their credit, among them, "Mr. Ghost Goes To Town," and "Doin' The Susi-Q!"

*A new technique in the dramatizing of a novel for radio, that of dualizing a single personality in order to convey certain narrative portions of the book, will be employed during the presentation of "They Came Like Swallows," a radio adaptation of William Maxwell's just published second novel, to be heard over the NBC-Blue network May 3. In several instances two voices will be used for a single character. The innovation, however, will be in keeping the personality of the character intact through the use of voices essentially alike—with just a shade of differentiation in tone and pitch. Heretofore, the use of two voices has been directed to produce a stream-of-consciousness effects through entirely different character tones.*

Production Manager Graham Poyner and Engineers Henry Hulick and Willard Dean of WPTF, Raleigh, fetched themselves some high compliments for their handling of the National Farm and Home Hour NBC-

Blue broadcast from their city one day last week. Les Biebl, one of WPTF's crack announcers, drew the choice assignment of narrator. William E. Drips, director of agriculture for NBC, sent the station a telegram of "thanks for producing a topnotch show."

*Carl Goerch, commentator at WPTF, Raleigh, published J. B. Clark's "So You Want to Get Into Radio?" article in an edition of "The State" and thereby garnered some good publicity for the station.*

Gene Stafford, copy chief of Langlois and Wentworth, is authoring new series of magazine articles on radio for a writers' monthly. New titles will follow his first article, "How to Write for Radio," and will appear under the heading, "The Use of Sound Effects to Set Scenes."

*KMMJ, Clay Center, Neb., claims to have the only rooster trained to crow for radio broadcasts.*

KFNF, Shenandoah, Ia., is permitting various denominations in surrounding towns to take turns sponsoring the regular 3 p.m. Sunday services.

*Simon Lake, inventor of the submarine, will talk on "Exploring the Bottom of the Sea" over WQXR, May 3, 6:30-6:45 p.m.*

Wilfrid Couture, French-Canadian director of the Franco-Americaine Hour on WNBH, New Bedford, Mass., announced a wedding reception for Luisette and Samuel, his script writers, to be held in a local hall where a weekly program is aired before a paid audience. So many persons turned out for the affair that Couture fainted. But the show went on.

*Dick Faulkner, announcer at WSOC, Charlotte, chased a train the other day with a mike in his hand in order to get some interviews from celebs of the Philadelphia Symphony.*

Cy Carter, engineer at WSOC, Charlotte, recently talked by short wave with a ham in Australia.

*J. C. Johnson recently joined KCMO, Kansas City, as a member of the sales staff. He came from General Outdoor Advertising in Atlanta.*

Bob Provan, genial announcer on the night schedule at WDRC, Hartford, has taken over a new 10 p.m. program called "Readin' and Writin'". Bob asks his listeners to spell and pronounce some words commonly done incorrectly.

*John Fleming, English writer, whose "Gods Over Doone" is scheduled for Fall production on Broadway, was notified Saturday by the Script Library, a division of Radio*

## GUEST-ING

AUNT JEMIMA, booked by Herman Bernie office for the Hammerstein Music Hall, May 11 (CBS, 8 p.m.).

MADELEINE CARROLL, MISCHA AUER and GETE STEUCKGOLD, on Kraft Music Hall, April 29 (NBC-Red, 10 p.m.)

ARA GERALD of "Curtain Call," Broadway play, on Charlotte Buchwald's Playgoer program, tomorrow (WMCA, 1:45 p.m.)

AMPARO ITURBI, sister of Jose Iturbi, on "Everybody's Music," May 2 (CBS, 3 p.m.)

URSULA PARROTT, on Anice Ives' Everywoman's Hour, April 30 (WMCA, 11:15 a.m.).

*Events, Inc., that his "Road to Nowhere" was going somewhere on both WMC, Memphis, and WBNS, Columbus.*

Janice Gilbert, who portrays the role of Janice Collins, and Jimmy Donnelly, who takes the part of Eddie Collins in "The O'Neills," daily NBC script series, will join the cast of Helen Menken's program, "Her Second Husband," on WJZ at 8:30 p.m., Wednesday playing Fran and Dick on the broadcast. The children are 10 and 12 years old, respectively, and have appeared in several Broadway productions besides radio.

*Jack Jenney, trombonist and band-leader, who is heard on 17 commercials weekly, will give a party to Kay Thompson, rhythm singer who celebrates her first anniversary on her current air show April 30. It is natural that Jenney should be in on the celebration—he's only the husband of Kay Thompson.*

Louis Prima, radio's swing trumpeteer and maestro, has been given a leading role in 20th Century-Fox's new picture, "You Can't Have Everything."

*Carol Weyman, mezzo-balladeer, tomorrow starts on a new 26-week series for NBC. She is now heard Mondays at 2:30 p.m. over WEA and Wednesdays at 10:15 p.m. over WJZ.*

## Winchell and Bernie

Walter Winchell and Ben Bernie make good as screen actors in 20th Century-Fox's "Wake Up and Live," which opened Friday at the Roxy Theater. Although it is Jack Haley's performance that steals the picture, the feuding Winchell and Bernie, playing their natural selves, also score. Film has a radio background and, in story and music as well as cast, is the best of its kind produced to date. Broadway movie critics gave rave notices to the whole works.





**L.** W. PETERS, general manager for Cannon System's Radio Station KIEV, Glendale says ground will be broken within the week on the station's new studios, and that RCA and contractors have stipulated that it will be ready for use by July 15. Both the studios and the new 290 foot vertical tower will be located on property which KIEV has just acquired on San Fernando Road, at Milford. Enlargement of the station live talent facilities will include three studios. KIEV's present studios are in the Glendale Hotel, with antenna on the roof. Station started 3½ years ago, and this is the first move.

Edgecumb Pinchon, author of "Viva Villa," will direct and be guest on Al Jolson's program May 4, when Jolson will do a scene from the play—a tear yanker titled "A Death in the Desert." On the 27th Jolson will do Ida Tarbell's "The Man Who Killed Lincoln" scenes.

Alvin Wilder, commentator on "Layman's Views of the News," has been signed by KEHE to do a new sponsored series of weekly color commentaries on some highlight of the week that didn't get in print. Wilder Furniture Co. sponsoring. Placed direct.

Fred Williamson signed on to do scripting on "Calling All Cars," long handled by Sam Pierce, who has resigned to freelance.

Lynn Chalmers, who jumped from selling advertising to radio singing when David Broekman gave her an audition a few weeks ago, has been signed by the Thomas Lee Artists Bureau.

Don Otis and KFAC trying out a new idea in record programs with an hour's show featuring records by colored bands, and with a well known colored band leader in person as guest star. First guest Les Hite, to be followed by Earl Hines. Don Otis to do interviewing. Program to be called Harlem Rhapsodies, with Todds (clothing) sponsoring.

Earnshaw-Young Co. transcription producers, examining scripts, readying to start a new series for their service.

Hal Horton, who has been announcing, handling publicity and helping produce on KIEV resigned last week to become producer of live and disk programs for a group of Chicago clothing houses opening stores in Los Angeles. Schedule calls for three programs a week on KEHE, 5 a week on KRKD and 4 a week on KFVB. Wallace MacLean taking over Horton's spot on KIEV.

KHJ likes its "Help Thy Neighbor" program well enough so that when its sponsored period ran out on KHJ, station decided to shoot it on the Don Lee Coast net as a sustaining feature. Program will continue to find jobs for needy of Los Angeles area. Has already placed more than 500 through interviewing and describing applicants on the air.

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations  
No. 23 of a Series

**WMAQ—Chicago**  
50,000 Watts—670 K. C.

**NILES TRAMMELL**  
Vice-President in Charge

**P. G. PARKER**  
Manager

**W**MAQ, oldest broadcast station of the second largest city of the nation, is owned and operated by the National Broadcasting Company, with the Chicago Daily News a large stockholder. That newspaper, together with the Fair Department Store as a joint sponsor, originated the station. It was on April 13, 1922, that the little 100-watter first came to life in a small studio on the top floor of the department store. The owners, not satisfied with the transmission, closed WMAQ on April 25 of the same year and installed a 500-watt transmitter, reopening October 2.

That was the shaky beginning of what was to become one of NBC's most important links. Chicago, the center of the nation's trade, services, by radio, one of the wealthiest markets in the world. WMAQ alone has a listening audience that numbers in the millions, with an annual expenditure of billions. Its primary and secondary coverage includes the average citizens, farmers, and capitalists of the entire midwest. In 1928, with its power increased to 5,000 watts, WMAQ was taken over by NBC. In 1932 the change was completed when WMAQ moved into its new home in the Merchandise Mart. Under the guidance of the web, WMAQ today operates on 50,000 watts, and as a member of the basic-Red network of NBC, is relied upon in the midwest by the largest radio time buyers on the network.

WMAQ has the honor of being the station that brought Amos and Andy to the listening audience, and Pepsodent Toothpaste to the consumer's home. It was also one of the first stations in the country to broadcast baseball games. That practice was begun in 1924, and in 1932 WMAQ pioneered the at home and abroad broadcasting schedules. With Hal Totten at the Mike, WMAQ listeners were given grandstand seats to a hard-fought campaign that placed the Chicago Cubs in the world series.

Satisfied sponsors on WMAQ include such names as General Foods, Philip Morris, Packard, Ipana, Pontiac, Shell Oil, Pepsodent, Lady Esther, Firestone and Kraft. Artists such as Bing Crosby, Jack Benny, Burns and Allen, Fred Astaire, Fred Allen, Amos and Andy, Lanny Ross, Joe Cook, Rudy Vallee, Wayne King and Russ Morgan are steady entertainers for WMAQ listeners.

Business headquarters and studios are located in the Merchandise Mart, with the transmitter standing near Bloomingdale, Ill.

**Announcers Hear Selves**

Charlotte, N. C. — Announcers at WBT heard themselves speak the other day and they weren't so cocksure of their perfection when the little wax discs showed up faults they didn't think they had. Reginald Allen, for instance, discovered he occasionally pauses gropingly, giving the impression that he isn't sure of what he is saying. Caldwell Cline thought he sounded too mechanical. The boys are correcting their speech, however, and maybe their next test will be as satisfactory as program director Chas. Crutchfield's first one was to him.

**Paint Program Since '33**

Benjamin Moore Paint Co. of New York has been using a 15-minute morning spot on WBT, Charlotte, since 1933. The regular Thursday morning quarter hour, from 11:30 to 11:45 a.m., has become one of the best-known programs on the WBT schedule. Featuring Marie Davenport at the organ, the show is the only local talent advertising which the Moore Co. does over a CBS unit—all other promotion being done on a network.

**George Podeyn Joins WBS**

George Podeyn, formerly radio director of Fuller & Smith & Ross, has joined the sales department of World Broadcasting System. Podeyn at one time was associated with Donahue & Coe, and the BBDO radio departments.



**T**OM FIZDALE, press agent, and Don Quinn who authors "Fibber McGee and Molly," fly to California today. Fizdale expecting to open an office in Hollywood. He has just opened one in New York.

Hal Burnett, WBBM publicity chief, flying to New Orleans just for a week-end ride.

Franklyn MacCormack, poetry reader of Wrigley's "Poetic Melodies" on a motor trip to Waterloo, Ia.

New piano-song-guitar duo, Betty Bennett, onetime soloist for Realsilk show, and Joe Wolverton, guitarist now on WLS Barn Dance, will make bow Tuesday evening on NBC's Piccadilly Music Hall.

Margaret Morton McKay, wife of Al Rice of the Maple City Four of National Barn Dancers, on the air for KFI with her own program "Hollywood in Person."

Jim Crusinberry, veteran Chicago sports writer, is the new sports editor of WBBM's news department. Jim's the husband of Jane Crusinberry, who authors "Story of Mary Marlin" at NBC.

Gale Page, NBC songstress, flew to White Sulphur Springs over the weekend, with husband Fred Tritschler. Back Wednesday.



★ ★ **Little Talks on Big Subjects** ★ ★

I am a SILENT salesman . . . I am on the desk of the busy radio EXECUTIVE every morning . . . I am WELCOME because I am sincere . . . I go DIRECT to the man that handles the CLOSING of negotiations . . . They already tell me that I am an EXCELLENT advertising medium . . . I am RADIO DAILY and a TEST will TELL. . . . .



## BORDEN STARTS SERIES ON YANKEE WEB MAY 4

(Continued from Page 1)

men and actors will be involved in the broadcasts. Special promotional sheets, posters, an offset process tab paper, and other material is set, in the interest of Chateau Cheese.

Young & Rubicam is the agency.

### Campana's Long-Term Contracts

Chicago—Campana's contracts with Les Tremayne and Barbara Luddy call for their exclusive services and guarantee them 52 weeks work for one year with options extending for four years. Tremayne begins work on "First Nighter" when it is brought back to Chicago from Hollywood on June 4. Campana learned its lesson from experiences with Don Ameche, now drawing down almost as much fan mail as Shirley Temple at 20th Century Fox. He has cost them real money this year. Les Tremayne, who worked this season in Campana's "Grand Hotel," has also had movie offers. Deal was handled through Aubrey, Moore & Wallace, Tom Wallace having just returned from Hollywood where he arranged for return of show to Chicago.

### 20% More Sets in Japan

Increasing popularity of radio in Japan is reflected by the fact that the number of licensed receiving sets in operation increased by 433,599 during 1936 to total 2,776,189 a jump of nearly 20 per cent, says a report to the Electrical Division, Bureau of Foreign and Domestic Commerce. According to the Japanese Broadcasting Corp., there were 20.5 sets per 100 families in operation in Japan at the end of 1936.

Three new radio broadcasting stations were opened during the year, increasing the number of stations in Japan proper to 30. Work has been started on two additional stations which it is hoped will have been completed and ready for operation by June, 1937, it was stated.

### Gulf Adding WCAE

Gulf Refining Co., Pittsburgh (Gulf spray) on June 1 will add WCAE to its radio spot campaign. Sponsor has taken the Nancy Martin, quarter-hour, twice weekly. Young & Rubicam Inc. is the agency.

## ONE MINUTE INTERVIEW

JANE WEST

"I believe that all script-writers of a daily radio dramatic series should hold at least three story conferences a week with all the members of the cast participating. At this conference there should be a general discussion of ideas and plot situations. As writer of 'The O'Neills' I've found that through this method I am able to obtain added true-to-life dialogue and situations."



### "SPORTS PARADE"

General Mills

WMCA, seven days a week,  
2:30-5:30 p.m.

Knox-Reeves, Inc., Minneapolis.

### COMBINATION SPORTS AND VARIETY PROGRAM WITH WELL-SUSTAINED INTEREST.

This is the nearest thing yet to a "newspaper of the air," and as such it stimulates speculation on new possibilities for air programs and in turn for advertisers using the air as a medium.

With Don Kerr as m.c., the program successfully combines music, provided by Lee Grant's orchestra; vocal numbers, by individuals and groups; intermittent reports from the race tracks as well as from the baseball diamonds, with Bob Carter, Hal Janis and others giving the winners (or latest scores) and other dope; periodical movie news by Powell

Clark (Buddy Cantor), and other varied items.

Friday's program also had a special event, the Penn Relays brought by wire from Franklin Field, Philadelphia. Although this was not under General Mills sponsorship, the advertiser permitted the special feature to be inserted in the show. Dick Fishell was at the mike in Philly.

One of the vocalists, Helen Young, invited listeners to phone in requests for their favorite songs.

Because of the length and diversity of the program, the occasionally inserted commercial plugs are hardly noticed. For the same reason, program is able to move along at an amiable gait, permitting leisurely assimilation on the part of the dialers, which is a favorable point for afternoon entertainment.

Orchestra, announcers and others hold up well under the grind.

## F. C. C. ACTIVITIES

### EXAMINER'S RECOMMENDATIONS

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

Metropolis Co., Jacksonville. CP for new station. 1290 kc., 250 watts, unlimited, be granted.

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

### HEARINGS SCHEDULED

April 26: Frank M. Stearns, Salisbury, Md. CP for new station. 1200 kc., 250 watts, daytime.

April 29: WOAI, San Antonio. Auth. to transfer control of corp. 1190 kc., 50 Kw., unlimited.

George Harm, Fresno, Cal. CP for new station. 1310 kc., 100 watts, unlimited.

Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

June 1: W. H. Hartman Co., Waterloo, Ia. CP for new station. 1420 kc., 100 watts, unlimited.

Vancouver Radio Corp., Vancouver, Wash. CP for new station. 880 kc., 250 watts, daytime.

Petersburg Newspaper Corp., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

John Stewart Bryan, Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited except Sunday nights.

June 2: Radiotel Corp., San Diego. CP for new station. 920 kc., 500 watts, unlimited.

Provo Broadcast Co., Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.

Dan B. Shields, Provo. CP for new station. 1210 kc., 100 watts, unlimited.

June 8: The Enterprise Co., Beaumont, Tex. CP for new station. 1400 kc., 500 watts, unlimited.

WTBO, Cumberland, Md. Auth. to transfer control of corporation. 800 kc., 250 watts, daytime.

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

June 9: Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, 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. 1380 kc., 1 Kw., unlimited.

C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts, 1 Kw. LS., unlimited.

### APPLICATIONS RECEIVED

KFQD, Anchorage, Alaska. Auth. to transfer control of corp. to R. E. McDonald, 166 shares common stock.

A. L. Beaird, Jasper, Ala. CP for new station. 1500 kc., 100 watts, unlimited.

United Broadcasting Co., Tulsa. CP for new special broadcast station. 1550 kc., 1 Kw., unlimited.

Decatur Newspapers, Inc., Decatur, Ill. CP for new special broadcast station. 1550 kc., 1 Kw., unlimited.

### New Fellowships at NBC

Additional University Fellowships for advanced study in radio broadcasting at NBC have been granted by the Rockefeller Foundation to Harley A. Smith of Louisiana State University and George E. Jennings of Will. University of Illinois. Smith, under a three-month appointment, and Jennings, under a six-month appointment, will begin their studies at NBC's Radio City studios on May 5.

### Unexpected Results

When Briggs Hardware Co. in Raleigh started its WPTF series of "Sketches in Paint" shortly before Easter, the sponsor stocked up with 2,300 gallons of Lowe Brothers paint for the Spring season. One week after Easter, it was discovered that every gallon in the shipment had been sold, and WPTF was the sole advertising medium used. Briggs reports this increase in sales is unprecedented in its history and the store was founded back in 1859.

## ZEKE MANNERS' GANG IN 24 SHOWS WEEKLY

(Continued from Page 1)

by Michaels Brothers, local furniture stores. This is a new high in the number of programs featuring one act. Manners does not use a script for his talk and the gang sing hillbilly tunes. Zeke claims he wakes up in the middle of the night and makes "station breaks" in his sleep.

### Bill Brown Joining WHO

Cedar Rapids, Ia.—Bill Brown, WMT announcer and special events man, leaves WMT in a few days to take over the duties of Dutch Reagan, WHO sports announcer, who is on his way to Hollywood.

Brown came to WMT from WSUI, the University of Iowa non-commercial station at Iowa City. During the time he has been with WMT he has built up the "Movie Man" program to where it is now one of the most popular programs heard over this station.

### "Today's Children" to Coast?

Chicago—Carl Wester, NBC account executive for Pillsbury's "Today's Children", is back from trip to Hollywood and vacation in Arizona. With Erna Phillips, author of the serial, also in Hollywood they explored movie possibilities. Nothing settled yet, however. Meanwhile Pillsbury already has sold 270,000 copies of the novel adaptation of "Today's Children" at 50 cents a clip.

### Mable Todd for Films

Chicago—Mable Todd, former Al Pearce comedienne, who has been working on the NBC Jamboree, has been signed to a film contract by Warner Bros. She is the wife of Morey Amsterdam.

### Two Women Plan Station

Osterville, Mass.—Erection of a Cape Cod radio station in Barnstable is planned by two local women, Harriet M. Alleman and Helen W. MacLellan.

**DO YOU KNOW**

AVRO, Holland's biggest radio corporation, is a non-profit organization supported by voluntary contributions of 200,000 subscribers. It does not receive a penny from the Government, and has nearly \$1,000,000 surplus.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 55

NEW YORK, N. Y., TUESDAY, APRIL 27, 1937

FIVE CENTS

## ARNEW Revises Exec. Committee

### Looking On ... AND LISTENING IN

**PRESS AMITY** Hostility of the press toward the radio has been dissipated to such an extent that, at last week's annual convention of the newspaper publishers, not one remark against the radio was uttered.

One reason is that many newspapers are now in radio, too.

Another is that radio has become more solidly entrenched in the home—and advertisers recognize it as a faster medium—than the newspaper.

Radio has won this position, and is fortifying itself in it, on solid grounds.

Whereas newspapers have thrown decency and good taste to the wind in their efforts to sensationalize and prolong stories involving murder, sex, divorce, scandal and sordidness in general, the radio has kept its nose clean and busied itself with providing more programs of public service.

As long as radio sticks to such a policy, it will be Welcome Visitor No. 1 in the American home.

**REPEAT SHOWS** Many a fine radio program, particularly those of the better variety showmen, is heard once and then is gone forever.

Millions of persons may have missed it through no fault of their own, millions more might be anxious to dial in on such a show after being told about it, and still others would enjoy hearing it again, but it's too late.

Something is wrong here.

A show that clicks big is worth repeating because it assures the sponsor of a vast waiting audience.

It's also an advisable step in view of the scarcity of good new radio material, and finally it is one way to relieve dialers of the annoyance they suffer when they must miss one good program because they are listening to another.

### Radio No. 1 Ad Choice

Salt Lake City—Best bet as an advertising medium, according to 500 oil operators and west coast executives of Associated Oil in convention here recently, is the radio. The delegates readily voted the airwaves today's their No. 1 choice for advertising.

Associated Oil recently started a spot campaign over KSL here.

### ENGINEERS WILL HEAR SIX TELEVISION TALKS

Six papers on television problems will be presented by members of RCA Manufacturing Co. at the convention of the Institute of Radio Engineers, May 10-12, in the Hotel Pennsylvania. Among those who will present discussions, jointly or singly, are V. K. Zworykin, W. H. Painter, R. R. Law, C. E. Burnett, H. Iams, R. B. Janes, W. H. Hickok, A. Rose, G. A. Morton and L. E. Flory.

Total of 30 papers are programmed for the five technical sessions. There also will be an exhibit of equipment.

Among the trips scheduled for the men will be a visit to the WOR trans-

(Continued on Page 3)

### New York State System Celebrating First Year

Hearst's New York State Broadcasting System will celebrate its first anniversary tomorrow with a party, 8-9 p.m., at which Governor Lehman will be chief speaker. Mayors of Albany, Buffalo and Troy also will speak. Louis Katzman's orchestra and other talent will entertain.

Network claims an unusual record of having become self-sustaining in

(Continued on Page 3)

### Don Lee Fixing Series For Audience Good-Will

West Coast Bureau, RADIO DAILY

Los Angeles—Don Lee is getting set for a series of good-will audience building broadcasts being arranged by the newly appointed public relations director, Charles E. Saylor, it is announced by Lew Weiss, Don Lee manager. The series will include

(Continued on Page 3)

## Going After Beach Audiences With Public Address System

West Coast Bureau, RADIO DAILY

Los Angeles—With the signing of a concession contract last week, Sound Products public address system starts competition with local radio stations, selling sponsored spots on programs for beach crowds.

Sound Products has signed with Abbott Kinney beach property own-

### Press Service Men Dropped From Committee But Will Have Advisory Group—Set Chi Convention

#### WNLC on Networks

New London, Conn.—Though on the air only since September, WNLC joins the Yankee, Colonial and Mutual networks May 2. Station is operated by Thames Broadcasting Co., with R. J. Morey of Boston as president.

### APRIL BUSINESS INDICATES BIGGEST YEAR AT KSTP

St. Paul—Headed for what is expected to be the biggest year in its history, KSTP, Twin City independent, in the first three weeks of April doubled the valuation of business, new and renewal, over the entire month of April, 1936.

During these three weeks the station signed more than 20 major accounts, both new and renewal, some of them running as high as a

(Continued on Page 3)

### NBC Audience Mail Hits All-Time High

March audience mail for NBC reached an all-time high, with a total number of 1,140,508 communications. This figure is 12 per cent above March, 1936, and 245 per cent over February, 1937. Previous high was March, 1936, when 1,015,372 pieces of audience mail was received. Last February total was 330,427.

Chicago—Culminating a controversy of several months, the executive committee of the Association of Radio News Editors and Writers, meeting here over the week-end, accepted the resignations of representatives of press associations from membership on the committee. Those resigning included Ted Christie, secretary-treasurer, of INS, New York; Q. J. Haggen, United Press, and Dixon Stewart, Transradio.

The committee, however, provided for an advisory committee to be formed of members of press services. It was the decision of the committee

(Continued on Page 3)

### MORE EXPANSION PLANS ARE COMPLETED BY NBC

New WTAM, Cleveland, studios will occupy the first four floors in the Guarantee Title & Trust Bldg., and will cost over \$250,000, NBC announces. Building will change its name to NBC Bldg., and alterations are expected to be completed by Jan. 1.

From other sources it was learned

(Continued on Page 3)

### Spud Contest Entries Reach 426,453 Mark

Spud cigaret weekly contest for best questions submitted on back of product wrapper brought 426,453 entries between start of contest November 7, last, to April 10. Committee each week selected 205 winners, five of which were read on the air

(Continued on Page 3)

### Copyright Hearings

Washington Bur., RADIO DAILY  
Washington—Senate Patents

Committee meets today to discuss setting dates for hearing testimony on the Duffy copyright bill. Senator F. Ryan Duffy told RADIO DAILY yesterday that he will press for early hearings. He is believed to have strong support in Upper House.





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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(Monday, Apr. 26)

NEW YORK STOCK MARKET

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, Majestic, Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include CBS A, CBS B, Stromberg Carlson.

J. O. Young Ad Agency  
Disking McTavish Series

Kansas City—J. O. Young Advertising Co. is producing 32 five-minute transcriptions featuring Safety McTavish, tying in with the Safety McTavish newspaper advertising being used nationally by savings and loan companies.

Young is just back from Dallas, where "The Little White House," which he developed for Insured Savings and Loan, was shown to convention delegates.

Charles Kullmann, III

Charles Kullmann will be out of tomorrow night's CBS Palmolive show because of illness. Thomas L. Thomas will replace for the one performance.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending April 24, 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.

Table with columns: Selection, Publisher, Times Played. Rows include September in the Rain, Carelessly, Where Are You?, Too Marvelous for Words, Sweet Is the Word for You, How Could You?, Never In A Million Years, Boo Hoo, To A Sweet Pretty Thing, Little Old Lady, Moonlight and Shadows, Swing High, Swing Low, When Love Is Young, You're Here, You're There, Love Bug Will Bite You.

Al Clauser's Outlaws  
In Person With Film

Al Clauser and his Oklahoma Outlaws, WHO cowboy band featured every Saturday night on the Iowa Barn Dance Frolic, will appear at the Orpheum Theater, Des Moines, for the world premier showing of their motion picture, "Rootin' Tootin' Rhythm," beginning Friday and playing through May 3. A special broadcast from WHO will be conducted Thursday on the eve of the premiere. Dutch Reagan, WHO sports announcer, who himself will be making a film debut soon, will be m.c.

Following the Des Moines run, "Rottin' Tootin' Rhythm" will make a circuit of Iowa theaters. Al Clauser and his Outlaws will travel with the film, making personal appearances where it is shown.

Philco Convention

Philco's annual convention, at which time the company's new 1938 line of radios will be presented, will be held in three sections this year. First two sections, May 12-19, at Greenbrier Hotel, White Sulphur Springs, W. Va., will be for field executives and distributors from the east and foreign. Third section, at Hotel Del Monte, Del Monte, Cal., May 23-26, will be for western division and Hawaii.

2 NBC Airings via WCKY

Cincinnati—WCKY, the L. B. Wilson station, supplied two NBC network programs Sunday. One was the General Motors Concert, put on at Music Hall with Eugene Goosens and the Cincinnati Symphony Orchestra and Rosa Ponselle and Frank Forest as co-soloists. The other was Jerry Belcher's "Our Neighbors," interviewing the family of Alfred Segal, Cincy Post columnist.

Arthur Ainsworth, WCKY ace announcer, helped in the broadcasts. Keith McLeod came here to produce the G. M. show.

CBS Net to Present  
Ky. Backwoods Program

A backwoods program, emanating from Lott's Creek, remote listening center in Knott County, Ky., will be shortwaved to the nearest telephone line via a portable transmitter carried to its destination on muleback, picked up by receiver and broadcast over CBS on Monday, 4:45-5:15 p.m. It will consist of interviews with typical mountaineers, local dances and songs. Dr. Frank L. McVey, President of the University of Kentucky, will discuss methods of raising the level of life in that remote part of the woods.

Iowa Barn Dance in Studio

Des Moines—Starting Saturday, the Iowa Barn Dance Frolic, 2 1/4-hour show which has been presented from the Shrine Auditorium, will air from the WHO studios. Final show from the auditorium last Saturday featured Donald "Dutch" Reagan, sportcaster, who leaves next month to become a film player for Warners in Hollywood.

WRJN Adds News Periods

Racine, Wis.—Four daily radio "editions" of news have been inaugurated by WRJN, in cooperation with the Journal-Times. Herb Mann Jr., Dick Conrad and Kenneth Hegard, staff announcers; F. R. Starbuck and Herb Mann of the Journal and WRJN, and Wash Cain of the Journal are heard on the broadcasts.

Jane Pickens Signed

Sealtest System Laboratories yesterday signed Jane Pickens to rejoin the program as a steady feature. Show is scheduled to switch from Saturday to Sunday nights, 10-11 p.m., on NBC-Red network, May 16. J. Walter Thompson Co. is the agency.

WORC Buys New Studio Site

Worcester, Mass.—A building on West St. has been bought by WORC for about \$21,000. It will be converted into a studio.

COMING and GOING

RALPH WONDERS is expected back from Cleveland today.

J. O. YOUNG, president of Young Advertising Agency in Kansas City, is back home from a business trip to Dallas.

PHIL ALEXANDER is in Dallas for WFAA of San Antonio.

COLLETTE LYONS is stopping at the Warwick from Hollywood.

JOAN BLAINE is expected in New York this week from Chicago.

EUGENE PACK, chief technician of KSL, Salt Lake City, leaves for New York next week to attend the Radio Engineers convention.

ROCCO VOCCO will remain in Chicago another few days and then return to New York.

HARRY LEEDY of the Rockwell-O'Keefe office is back in N. Y. from the coast.

TED STREIBERT and AL McCOSKER of WOR and Mutual are out of town for a week and will take in AAAA convention at White Sulphur Springs.

AL LEHMAN of the A.N.A., JOHN KAROL of CBS and LOUIS D. H. WELD of McCann-Erickson have gone to Hot Springs for semi-annual A.N.A. meet.

LINCOLN DELLAR, CBS station relations, is back from a month's trip through the north-west and Pacific coast states.

LESLIE MacDONNELL, English representative of Rockwell-O'Keefe, who left for the coast immediately upon his arrival in the U. S. last week, sails for England tomorrow on the Ile de France.

BILL GELLATLY, WOR-Mutual sales manager, is back from Bermuda.

Inspecting WOR Transmitter

WOR sales staff will inspect the station's transmitter site at Carteret, N. J., this Saturday. Jack Poppele, WOR chief engineer, will be the official guide. A buffet lunch will be served. On the following Thursday, WOR junior executives, and buyers from Bambergers will o. o. the transmitter.

Berle Show Returning East

West Coast Bureau, RADIO DAILY  
Los Angeles—With completion of Milton Berle's picture, Gillette Community Sings returns to New York in time for May 15 or May 22 program. Ruthrauff & Ryan agency expects to have the show back here in September.

New Station for Perry

Jacksonville, Fla.—John H. Perry, newspaper publisher and operator of WCOA, Pensacola, is owner of Metropolitan Co., publishers of Jacksonville Journal, whose application for a new station here has been approved by an FCC examiner.

Tom Lane Joining WOR

Tom Lane of the Herald-Tribune's promotion department, joins the WOR publicity department Monday, succeeding Dorothy Haas, who resigned to become publicity director of Fanchon & Marco.

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

LEO SAYS: TONIGHT—DON'T MISS THE WHN ORIGINAL AMATEUR HOUR FROM 7 to 8 P.M. WHN DIAL 1010 AFFILIATED WITH M-G-M LOEW'S



## PRESS ASS'N MEMBERS OFF ARNEW EXEC BODY

(Continued from Page 1)

that press association men, being interested in selling services to ARNEW, might not always maintain the point of view of broadcasters.

John Van Cronkhite, president of the association, also tendered his resignation, but the committee refused to act on it. A vote of confidence in the administration was given by the committee.

First annual convention for full ARNEW membership was set for Chicago early in September. Meanwhile sectional meetings in the west, north, south and east were ordered for the last week in May, with a view to consolidating opinion on various issues. For instance, subject of handling crime news may be taken up.

Jack Harris, WSM, Nashville, was named chairman of the convention. John Hughes, Don Lee network, San Francisco, heads the nominating committee to present a slate of new officers.

Al Hollender, WJJD, Chicago, was elected secretary-treasurer, replacing Christie, and Beckley Smith, WJAS, Pittsburgh, was named to the committee. Dilley & Bjork, Chicago, were retained as attorneys.

Van Cronkhite, Christie, Harris, Hughes, Hollender, Sims Guckenheimer as proxy for Stewart Dixon, vice-president Transradio, and Ed Bryant of UP attended the meeting.

### KSO Switches Feed

Des Moines—A last minute change Saturday found KSO feeding the Mutual network instead of NBC on the Drake Relays. Reggie Martin, assisted by Frank Jaffe, handled the mike. KRNT fed the event to CBS, with Gene Shumate and Dale Morgan handling, while WHO fed NBC.

### KSO-KRNT Add 7 Operators

Des Moines—To facilitate operations and constantly increasing number of feeds to other stations of the Iowa Network, KSO-KRNT added seven new operators last week. They are: Ralph A. Bates, Buford Cannon, Robert Chadwich, William Glynn, Frank Liguori, Frank Parsons and Arthur Peavey.

### New Coast Agency

West Coast Bureau, RADIO DAILY

Los Angeles—Robert Collier & Associates have opened a radio agency at 5225 Wilshire Blvd. They will handle transcriptions, live shows and development of network ideas. Collier formerly was Fox West Coast Theaters publicity chief.

## Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

M.W.F.

## Connery Probe Action Expected

Washington Bureau, RADIO DAILY

Washington—Passage of the Connery resolution for a radio investigation is expected this session, according to Congressman John J. O'Connor, chairman of the House Rules Committee, now considering the bill. O'Connor said the measure would be reported favorably out of committee before the end of the month.

## More Expansion Plans Are Completed by NBC

(Continued from Page 1)

that NBC also contemplates installation of a new 700-foot vertical radiator for WEAF at Bellmore, L. I. RCA's Camden plant has a model of the new antenna which it is expected will be approved by NBC engineers. No application has yet been filed with the FCC for permit to install the new equipment, but one will be forthcoming shortly. Station recently installed a new ground system which increased the WEAF signal 16 per cent. Plans for a new WEAF station site have been abandoned.

WTAM also has plans for a new vertical antenna for which an FCC application is pending.

When WBZA, Springfield, receives permission from the FCC to de-synchronize from WBZ, Boston, new station will be managed by NBC with Westinghouse, owners of the station, operating the transmitter equipment. WBZA will expand its studio facilities and install a new transmitter and vertical antenna when the FCC application is approved. WBZA is seeking a license to operate on 550 kcs. and has asked the FCC for WDEV, Waterbury, Vt., spot on the dial.

Cleveland lease, signed for 10 years, was negotiated jointly by Lenox R. Lohr, NBC president, Alfred H. Morton, NBC manager of owned and operated stations, and Vernon H. Pribble, WTAM manager.

## Spud Contest Entries Reach 426,453 Mark

(Continued from Page 1)

by Ed Wynn and received \$100 prize each, and 200 getting \$5 each.

Young & Rubicam agency handles the Axton-Fisher Tobacco Co., account; heard on the NBC-Blue network.

### Dick Burris to Attend Confab

Bismarck, N. D.—Dick Burris, program director of KFYZ, goes to Columbus, O., May 3 for the annual institute of education in radio. P. J. Meyer, KFYZ owner, is a strong believer in blending instructive information with entertainment in radio programs.

### Additions to KFAB-KFOR

Lincoln—Glenn E. Martin, formerly at WMIN, St. Paul, and Marvin Korinek, lately of KXBY, Kansas City, have joined KFAB-KFOR here. Both are engineers. Joe Matthews, late of WHBF, Rock Island, is an addition to the KFAB sales staff.

## New York State System Celebrating First Year

(Continued from Page 1)

a year. Burt Squire of WINS is general manager and other prominent personalities in the system are Harold Smith, WABY, Albany; Dale Robertson, WIBX, Utica; Frederick L. Keese, WMBO, Auburn; Ken Johnson, WSAY, Rochester, and Roy Albertson, WBNY, Buffalo.

## Don Lee Fixing Series For Audience Good-Will

(Continued from Page 1)

special events programs, each taking some important California industry, such as citrus fruits, oil, tire, etc., selected to cement friendship and build listening groups in programs that will appeal to large slices of the southland's population.

### Greece Imports More Radio Sets

Imports of radio receiving sets into Greece established a new high record in 1936, when receipts numbered 5,357 units compared with 4,570 in 1935 and 3,548 units in 1934, according to a report to the Electrical Division, Department of Commerce, from Acting American Commercial Attache George L. Jones, Athens. The U. S. was the first-ranking foreign supplier of radio sets for the Greek market, supplying 61 per cent.

### George Fields Dead

George Fields, the Honeyboy of the radio team of Honeyboy and Sassafras, died of a heart attack Sunday in Penn Station. He is survived by his wife, living at Bayside, L. I.

Glenn Darwin, baritone, has been assigned by NBC to the Honeyboy and Sassafras spots.

### Gulf Spray Adds KNOW

Gulf Spray, has added KNOW, Austin, to its list of stations in Texas campaign which starts today. Young & Rubicam handles the Gulf Refining Co. account. Local live talent is to be used, on two quarter-hour periods weekly.

### Rishworth to Talk at Institute

St. Paul—Thomas Dunning Rishworth, educational director of KSTP, has left for Columbus, O., where he will address the annual meeting of the Institute of Education by Radio.

## ADOLF SCHMID

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC  
New York City

## APRIL BUSINESS INDICATES BIGGEST YEAR AT KSTP

(Continued from Page 1)

year's sponsorship of a 10-minute daily news shot.

A partial list of new and renewal contracts includes the following: Webster-Eisenlohr, 13-week renewal on five-min. evening news; Lindsay Ripe Olives, 13 weeks, new, on Polly the Shopper's participating program; Spry, renewal, 260 station breaks Bulova watch, new, 365 station breaks; Refrigeration & Air Conditioning Institute, new, three 15-min. shows; Vick Chemical, new, 14 spots; Bauer & Black, new, 26 breaks; General Foods, renewal, 25 one-min. spots; Ironized Yeast, nine five-min. shows, renewal; Procter & Gamble, 100 one-min. spots, renewal; Chevrollet, 39 15-min. shows, renewal; Brown & Williamson, 78 10-min. shows.

Other new accounts signed this month: Chocolate Products Co., 78 15-min. shows, renewal; Chippewa Springs, 100 station breaks, renewal; Model Laundry, 210 Class A breaks and 31 15-min. shows, renewal; Gately Clothing Co., 52 weeks, 10-min. nightly news; Hamm Brewing Co., 52 weeks on evening 5-min. sports reporter; Minnesota Leader, 13 15-min. political commentaries; B. F. Goodrich, 78 five-min. shows; Waterman Waterbury, 26 Class B spots.

## Engineers Will Hear Six Television Talks

(Continued from Page 1)

mitter at Carteret, N. J. Others include the A. T. & T. "Long-Distance Building," Western Union Telegraph plant and RCA Radiotron plant.

A window display and a radio department display also are being devoted to the convention by R. H. Macy department store, which is included in the trips for ladies attending the meet.

### Mother of Don Davis Dies

Kansas City—Funeral services will be held today in Downs, Kans., for Mrs. Louise Davis, 73, mother of Donald D. Davis, president of WHB.

### Lyman Cameron Joins KCMO

Kansas City—Lyman Cameron, formerly of KOIL, has joined KCMO in full charge of the news department, editing dispatches and handling mike on 14 daily newscasts.

THE SONGBIRD OF THE SOUTH

# KATE SMITH

A & P BANDWAGON

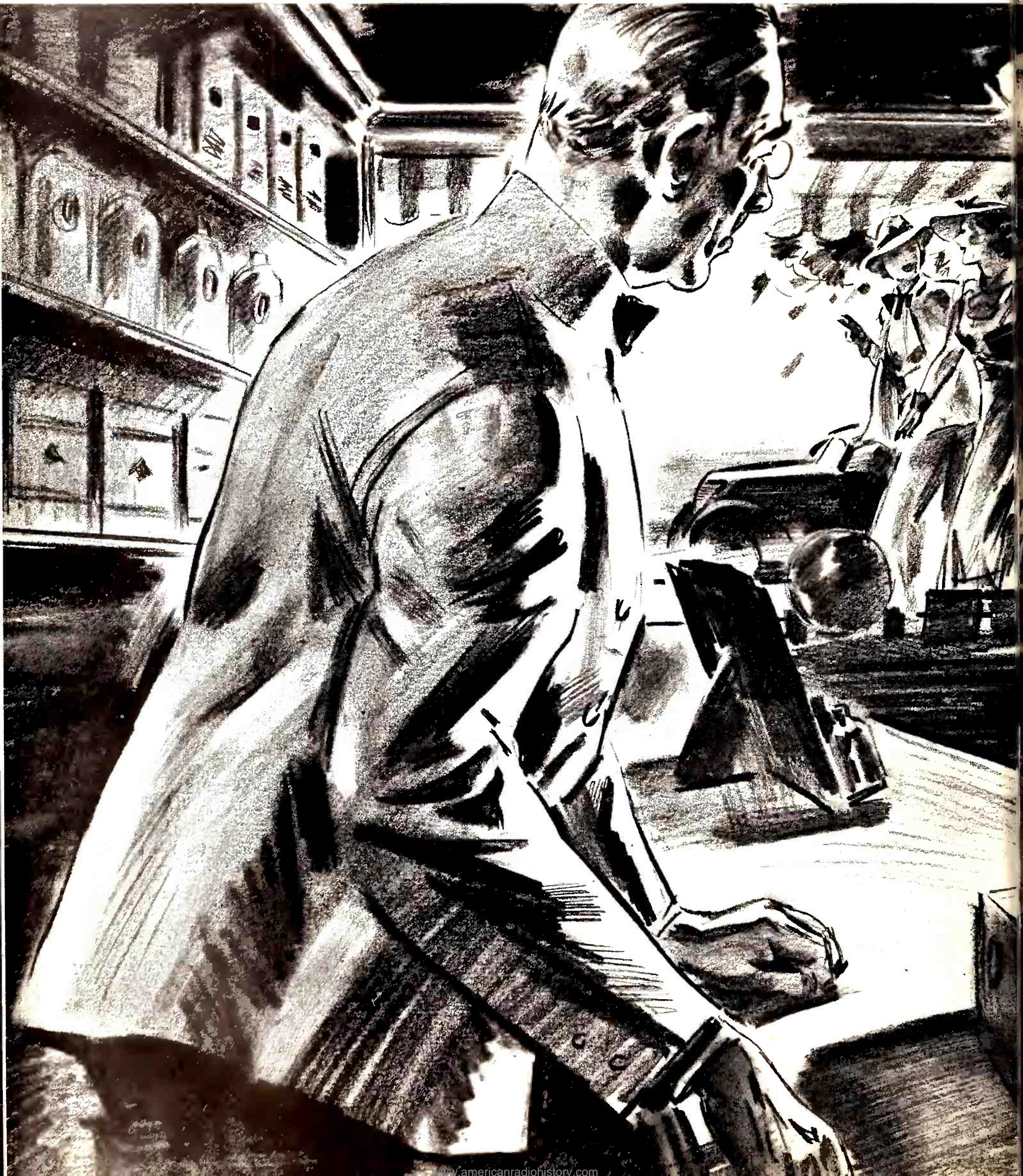
THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS



“Owed to a shelf





# conscious gentleman..."



## Advertising Support right through the Summer!

TODAY, as never before, advertisers know that dealer support must be *year-'round*. If it isn't, sales can languish, dealers lose interest, dominant position in the market can be lost. Competitors can step in and the cash registers ring for somebody else.

By far the great majority of NBC advertisers know this. They keep their dealers' minds off their shelves by running a straight 52-week schedule. People respond to this by the millions—and never more strongly than in summer. They have the money, and the urge to spend it. There's nothing like an NBC Summer Program to swing them to *your* dealer... to *your* product.

... 97% of the great NBC Winter Listeners are available, any week in the summer. Less than 3% difference. Even then, at *some* hours, there are *more* listeners than in winter!

... 92 out of every 100 adults are at home in any one summer week all

summer long. And of those 8 out-of-towners, 5 are in radio-equipped residences. "Radio Goes Where People Go!" (This doesn't even include the 4,500,000 automobile radio sets.)

... An advertiser saves 10% on his annual broadcasting time cost if he runs the 52 weeks. (Over 57% of NBC's advertisers do this—they're smart!)



*RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network*

## National Broadcasting Company

*A Radio Corporation of America Service*



## ★ F. C. C. ★ ACTIVITIES

### HEARINGS SCHEDULED

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.

Northwest Research Foundation, Inc., Seattle. CP for new station. 1530 kc., 1 Kw., unlimited.

June 16: WDRC, Hartford, Conn. Auth. for booster station at New Haven. 1330 kc., 250 watts, synchronize with WDRC.

WLAC, Nashville. CP for increase in power. 1470 kc., 50 Kw., unlimited.

Ben S. McGlashan, San Diego. CP for new station. 550 kc., 250 watts, daytime.

June 18: Clark Standiford, L. S. Coburn & A. C. Sidner, Fremont, Neb. CP for new station. 1370 kc., 100 watts, unlimited.

June 23: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

Associated Arkansas Newspapers, Inc., Hot Springs. CP for new station. 1310 kc., 100 watts, daytime.

Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts LS, unlimited.

### Clipper Flight on NBC

The China Clipper's flight to Hong Kong and return in its first commercial span of the Pacific will be given in three special NBC broadcasts by Carlton E. Morse, author of the NBC serial, "One Man's Family," and the first man in history to make a round-trip to China in twelve days. Morse's reports will be given May 3 at 12:05 p.m., EDST, from Manila; May 4, at 12:05 p.m., EDST, from Hong Kong, and May 11, at 5:45 p.m., EDST, from San Francisco.

### Child Welfare Series

"Parents Club Meeting of the Air," in cooperation with Parents' Magazine, starts May 4 as a Tuesday 12-12:15 p.m. series on WOR-Mutual. It will deal with child health and education.

### Peter MacArthur in Hospital

Des Moines—Peter MacArthur, producer of WHO Iowa Barn Dance Frolic, is in Methodist Hospital for about 10 days having a foot infection treated.

### New WMCA Racing Series

Broadway Bill, racing commentator, yesterday started a new 6 p.m. series on WMCA, sponsored by Barney's Clothes.

## AD AGENCIES

**R**ALPH RICHMOND, former president of William Green, Inc., advertising agency, has been appointed head of the radio commercial department of Benton & Bowles, Inc. Richmond succeeds John A. Carter.

EDWIN C. OLSEN has joined the Chicago office of Frank Presbrey Company, advertising agency. Olsen was formerly connected with Erwin, Wasey & Co., of the same city.

BEAUMONT & HOHMAN agency has just opened its 11th office, in the Pacific Bldg., Portland, Ore., with Elwood Enke, formerly of Weller Service, in charge.



● ● ● Tommy Rockwell's hieing himself to the New York offices of Rockwell-O'Keefe, was to offer a partnership in the firm to Ralph Wonders . . . Don't be surprised if Lux Theater shortly presents Milt Gross' comic strip, "That's My Pop!" with Wallace Beery in the leading role. Fred Norman worked out the details of the deal. . . Though Drene is reported considering Barry Wood and Larry Taylor for the vacancy caused by Jerry Cooper's departure, the coveted show will land in the former's lap. . . Zip Keyes, first sax for Abe Lyman, had his right hand badly burned when an electric extension exploded. . . The 3 Musical Notes composed of two girls and a fellow audition today as a stand-by feature of the Vallee show. . . Henry Souvaine is auditioning 16 femme singers for Phil Spitalny. . . Connie Gates auditioned for Young & Rubicam for a spot on their summer series. . . Incidentally, the Marty May audition last week was for that agency—also for a summer spot.

● ● ● Agent Sam Lyons is one fellow who doesn't believe everything he reads or hears—he must find out for himself "that it's true what they say or print about Jack Pearl" . . . Last week, after Jack's show, he called some people to his home and gave them each telephone directories, asking them to call as many people as they wanted. . . Four phones were in operation, calling people on Second and Third Avenues in Manhattan, and persons on Bushwick Ave., Brooklyn. . . They were asked if they had heard Jack Pearl on the air and if they could mention the product the show was trying to sell. . . Of some 600 calls made that night, 387 mentioned the product! . . . Sam is really burned up now. . . "I expected that only TEN per cent of the 600 didn't listen to Jack—because I take that much out of his salary!"

● ● ● Tommy Dorsey bows out of his hotel spot the first and will do one-nighters around town. . . He wanted to cancel two of his airings because he can't really swing out on the trombone—he had two FRONT teeth extracted. . . George Griffin has been renewed on "Castles of Romance" . . . Shefter & Brenner, piano ticklers, start a three-time weekly sustainer for NBC. . . Ellis Coronet auditioned for the Rainbow Room. . . Edward G. Robinson will repeat on the Smith "Band Wagon" in two weeks, doing "Bullets or Ballots" . . . Miriam Grahame, now vacationing on a farm, will return to start a commercial May 15. . . Mickey Alpert is looking for a femme vocalist. . . Ben Bernie will introduce a new singer to his broadcasts next Tuesday. . . He is Pat O'Shea, discovered by Ben in Hollywood, and will be billed as the "red-headed Irishman" . . . Col. Manny Prager will return to the fold. . . Mickey Garlock, now with Santley, is boosting biz for the Roxy, taking his friends there to see him conduct Ben's band—with billing also.

● ● ● John Mayo's two-year old daughter, Joan, is a typical modern child. . . She won't drink her milk in anything but a cocktail tumbler. . . Stan Lomax, sports announcer, has an heir, while Nat Brusiloff, the ork leader, was presented with an heiress to the baton . . . Radio Row is plugging the "Turn Off the Moon" score. . . Buddy Clarke, now that he has a flicker contract, is sporting a new Cord roadster, and Ed Strong, with recording biz way up, has a Lincoln Zephyr. . . "Renfrew of the Mounted" will be pictured in two Grand National flickers. . . Dutch Reagen, WHO sports announcer, at a breakfast tendered announcers by ad execs, ordered a competitive cereal. . . Nat Brandwynne also has a baby daughter.

## NEW BUSINESS

Signed by Stations

### WJJD, Chicago

American Bandage Co., through Jim Duffy Inc., 5-min. spots; Gude's Pepto Mangan, through Brooks, Smith, French, Dorrance, 5-min. spots; Gardner Nursery, through Northwest Radio Adv'g, Midday Roundup; Sure Laboratories, 15-min. preceding baseball; Emerson Drug (Bromo-Seltzer), baseball scores, through J. Walter Thompson; Kelly & Heeter (used cars), 15-min. disks; Kellogg Co. (Corn Flakes), baseball, through N. W. Ayer; Beautiful Lady Magazine, 15-min. music and talk, through Presba, Fellers & Presba; Goodall Co. (Palm Beach suits), through L. C. Gumbiner, N. Y., spots; Leadway Brand Food Stores, Irene Cabot, commentator, through H. V. Swenson.

### Springfield, Mass.

WMAS: Canada Dry Ginger Ale, sidewalk interviews, 5 15-mins. weekly, 13 weeks, direction Turner Cooke; Franco-American program, 13 half-hours, Saturdays, direction John Barnisch; Retail Furniture Co., 15-min. disks, Fridays; Monarch Life Insurance (National Insurance Week), 3 disks.

WSPR: Springfield College, "Adventures in Science," 15-min. weekly; Whalen's Jewelry Co., four half-hours weekly, street interviews, direction Edward Tacy and Howard S. Keefe.

### KFAB, Lincoln

Chevrolet, by Campbell-Ewald, 13 15-min. disks, thrice weekly; Blue Jay, by Ruthrauff & Ryan, 20 spots, 1 month; Certo, by Benton & Bowles, 30 spots, 1 month; Colgate-Palmolive, by Benton & Bowles, 130 spots, 5 days weekly through June; United Drug, via Spot Broadcasting, year of spots five-a-week; Vick's Chemical, by Morse International, spots, 13 times.

### KSL, Salt Lake City

Mar-o-oil, "Radio Playhouse," 52 weeks, by W. E. Featherstone; Ice Cream Ass'n (National Ice Cream Week), spots; Dr. Broaddus Eye Salon, "Romance of the West"; Hol-som Baking Co., "Recorded Adventures of Ace Williams," thrice weekly, placed by Ed Broman; Standard Optical Co., "Captains of Industry," 52-week disk series.

### KFRC, San Francisco

Lambert Pharmacal Co., by Lambert & Feasley, N. Y., 30 spots; Boston Food Products Co., by Ferry-Hanly Co., N. Y., 104 5-min. spots, "Morning Hostess," starting May 4; Gragnano Products Co., by Emil Brisacher & Staff, S. F., "Betty Butler"; Stephanie S. Hoff Dress Shop, S. F., 30 spots.

### KOA, Denver

Denver & Rio Grande Western R.R., 13 quarter-hours, reminiscences of the west written by Derby Sproul of KOA staff.



WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

OUR favorite shopping rendezvous are going air-minded with murmurs concerning a big variety show on the networks for Gimbel's getting more insistent all the time... Jessica Dragonette will sing opposite Thomas Thomas in "The Lady in Ermine", the Al Goodman musical fantasy, this p.m.... Charles Kullman, her regular operatic protagonist, is momentarily worsted by things wrong with his throat... A new femme addition to the Ford Dealers "Universal Rhythm" program is Carolyn Urbanek, American lyric soprano... Dolly Stark, the lass who sports-announced for Atlantic Refining baseball broadcasts last season over WIP Philly, is scheduled to coach baseball announcers for N. W. Ayer as a member of their staff... There's a gal who believes that women belong in the home-runs....

Joan Blondell is to be piped to New York from her native Hollywood for audition purposes this week... Little Janice Gilbert will be heard on the Floyd Gibbons program Thursday... Hardworking infant, that... Ramona will continue to be heard from that Boston night club for the next two weeks... East & Dumke are kept reminded of their "Sisters of the Skillet" activities every time they lunch at Paillard's where they go to indulge their passion for snails (escargots to you)... A small and ornamental skillet makes its appearance at their table at each meal... Martha Moore, sec to CBS program department's Phil Cohan, is just about to say "I do"....

The First Lady and her daughter will broadcast together for the first time on May 5, on Anna Eleanor Boettiger's birthday, over NBC-Blue... Mrs. Roosevelt will discourse on "Educating a Daughter for the Twentieth Century"... Rosaline Greene who announces for her on that Wednesday night program (her moniker then is Virginia Barr) commutes by plane between New York and Washington in order to meet her "Hour of Charm" and Roosevelt commitments without fail... The "Three Graces" are doing a bit of chuckling on account of Rudy Vallee wrote to Harold Stokes eulogizing them and asking if they were available for radio... Rudy forgot he had discovered 'em last year... the gals were on his "Varieties" for SIX WEEKS....

★ Coast-to-Coast ★

VIRGINIA VERRILL, scheduled to begin a new CBS series from Hollywood Sunday night, did not make her appearance. Instead, Harriet Wilson and the Singing Strings, with Maureen O'Conner, provided some musical delectation.

Frank Barhydt, publicity manager at WHB, Kansas City, back on the job after recovering from an auto accident.

Bill Brown moves next week from Cedar Rapids to Des Moines to become sports announcer at WHO, succeeding Dutch Reagan, who is film-bound.

Earl Gammons, manager of WCCO, was a speaker at the homecoming to the Minneapolis Millers baseball team held in the Minneapolis Auditorium last week in cooperation with the Minneapolis Star. Station also supplied entertainment.

Marty Husbands of "Oh, Boy" at KSL, Salt Lake City, is the father of a girl.

Bob Edwards, who does "Movie-time on the Air" over KSL for a theater group in Salt Lake City, is on a month's business trip to Los Angeles. A sub is reading his chats.

CHICAGO

Malcolm Claire, NBC's story telling Sparreribs, guest speaker at the Lions club's annual Father and Son Night yesterday.

Marian and Jim Jordan (Fibber McGee and Molly) giving a farewell breakfast this morning at the Santa Fe station for press and friends before starting for Hollywood to make a picture for Paramount. Children, Jim Jr. and Katherine, are going along.

LOS ANGELES

HOLLYWOOD's English Colony will stage a coronation salute, via NBC and shortwave to BBC, at 11 a.m. PST May 11. Douglas Fairbank's Jr. will m.c. the program, with NBC's Buddy Twiss announcing and producing. Among the artists lined up for the program are Ronald Colman, Madeleine Carroll, C. Aubrey Smith, Raymond Massey, Dave Niven, Ray Noble's band, and David Selznick as speaker representing the American Motion Picture industry.

C. J. Gilchrest, radio ed of Chicago Daily News, here on two-week vacation, bringing family here for the summer. Lunching with J. Walter Thompson's Ed Fortman, Gilchrest was greeted by nine Chicago friends lunching in the Derby the same day.

National Music Week will be celebrated by KGER's public service department with daily afternoon broadcasts from May 2-8. C. M. Doby, manager, has lined up a group of singing societies, soloists and instrumental groups. Starts week with Oratorio Elijah from Civic Auditorium in Long Beach.

Recordings Inc. waxing disk series for General Paint, another for Union Pacific.

Wade Lane's Home Folks sold for 52 weeks on WDAF, Kansas City, starting May 9; Sunday Players sold for 52 weeks in Kansas City, Mertens & Price announces.

Thomas S. Lee, chief of the Thomas Lee Artist Service, (Don Lee web) will establish new headquarters in Hollywood with Robert Braun continuing as manager. New service will include screen and stage talent as well as radio. Offices to be in Equitable Building, Hollywood and Vine.

SAN FRANCISCO

VAN FLEMING, producer of NBC's "Carefree Carnival" hospitalized for two weeks. Four staff scripters substituting for him.

Don Thompson, NBC producer and announcer, flying to Montana for a series of broadcasts about the National Park.

KYA's Oakland studio, managed by Bill Gleeson, only in operation a month, have completed arrangements for nine remote control broadcasts with four more in the offing.

Jack Meakin's "Musical News" a half-hour program featuring a variety of items about the music business plus Meakin's individualistic arrangements, went coast-to-coast on NBC Red net for the first time last week.

NEW ORLEANS

Lou Childers finished his fourth consecutive season at WWL, being replaced by Hal Burns, who features the more sentimental type of hill-billy song (station terms it American Folk Music) with guitar accompaniment.

Standpack has renewed its 15-minute period daily program for 1-year over the same station, featuring Audrey Charles singing to string accompaniment. The headache powder is placed by J. Carson Bradley and Salisbury.

Drene is now on twice weekly instead of once for 15 minutes a stanza.

"The American Crusader" political weekly, will continue its weekly half hour broadcasts over WBNO here. Broadcasts are largely editorial comment on news.

ORCHESTRAS  
MUSIC

SHEP FIELDS has a crowded summer schedule practically set, with arrangements to musicmake at the Sun and Surf Club, at Manhattan Beach and at Atlantic City's Steel Pier almost completed.

Vivian Vorden and her all-gal ork, heard regularly at KONO are playing an engagement at the Gleam Night Club, San Antonio.

Johnny Fielder's KONO Band is booked solid for dances in San Antonio for the next two months.

Maestro Wally Stoeffler takes musical command at the Empire Room, Hotel Utah, in Salt Lake City, replacing Ray Herbeck and his musical aggregation there. Kirby Brooks and Jean Van Dyke will be featured soloists for the six-week engagement. KSL will release two remotes a week.

Jack Mills have secured the rights to Audrey Call's literary suite for violin titled "Canterbury Tales," a musical account of the Windsor-Simpson romance. The first part is subtitled "To the Lady from Baltimore"; the second, "The Bishop Checkmates"; and the third, "The Duke Takes a Train." Lyrics are lacking.

WDAF, Kansas City, this week resumed nightly broadcasts from the Hotel Muehlebach grill. That station's lines were removed from the hotel several years ago when the local union demanded the employment of a standby orchestra. A private agreement has been worked out by the hotel and the union making airings possible again. Eugene Crum of the WDAF staff will announce the new feature.

Mark Fisher and his orchestra, now appearing at the Chateau Country club, are the newest addition to the WTMJ Dancing in Milwaukee party.

Joe Reichman and his orchestra, now heard from the Fairmount Hotel in San Francisco via NBC, will return to the Cocoanut Grove in Los Angeles next month with the longest contract ever given a bandleader at that spot (6 months). The NBC wire goes with him.

MRS. MARTIN JOHNSON

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

The Tavern  
RADIO'S  
RENDEZVOUS

MAKE THIS YOUR  
LUNCHEON—  
DINNER—SUPPER CLUB

158 W. 48th St. Toots Shor



## COMMENTS

### On Current Programs

#### Comedy Checkup

General average for the comedy programs over the week-end came up a little. The best fun was provided by Jack Benny and Eddie Cantor.

Jack had a sort of "Mutiny on the Benny" in which he scrapped with his cast and made them skiddoo, with good laugh results.

Eddie had trouble with announcer Jimmy Wallington, and immediately Ken Niles and Don Wilson walked in to apply for the job. It was a neat piece of business.

Another scrap turned up in the Milton Berle show, now cut to a half-hour, and it wasn't so hot.

Except for the bright spots injected by Erik Rhodes, the Twin Stars (Victor Moore and Helen Broderick) program remained in the cellar.

Stoopnagle and Budd, in defiance of critical condemnation, resumed the Harry Von Zell murder mystery, which was to have ended the week before. It was as painful as ever.

Phil Baker's stuff did some egg-laying.

Bert Lahr didn't have such good material, but he demonstrated he can register if he gets it.

#### "Fun in Swingtime"

Tim and Irene, with Bunny Berigan orchestra on WOR-Mutual Sunday night 6:30-7 p.m., proved a much brighter show than the opening one. If it continues to reveal comparative improvement, it should eventually be one of the many good Sabbath night entertainments. Couple of situations were used, such as the "surprise party" for Tim; also good was the straight ballad and swing version of "What Should I Tell My Heart," which developed nicely. Commercial for Admiracion shampoo and tonic (National Oil Products) was not heard until more than 10 minutes of the program had elapsed. Subsequent credits stress the combination package worth \$1.10 which is available for 55 cents as a "double value" bargain. Apart from this, Berigan, one of the best light trumpet players in the country, does not overdo the swing stuff but also offers contrast. And no harm would be done if Irene threw in an occasional hillbilly vocal.

#### More Religion

WHBY, Green Bay, Wis., is the latest station to challenge the claim of WBNY on regular broadcasting of a Catholic High Mass. WHBY has been offering such a feature since March, 1925, according to Program Director Bert C. Mulroy.



#### "SATURDAY NIGHT VARIETY SHOW"

Sustaining  
WOR, Saturdays, 8-9 p.m.

#### REVUE OF BIG-TIME CALIBER WITH PLENTY OF TALENT AND DIVERSIFIED FARE.

Although this weekly feature has been on the airwaves for some time, under the able piloting of Benay Venuta, the temporary withdrawal of the blonde star to appear in the new legit show, "Orchids Preferred," places the program in the emceeding hands of Howard Doyle. The performance turned in by Doyle at last Saturday's session augurs favorably. He has a voice that registers nicely and a good style in the handling of the performers on the bill. The comedy material given Doyle for his initial show wasn't entirely in the upper brackets, but the way he handle it, with Nat Brusiloff as stooge, was evidence that he can do the right thing by the right stuff.

Talent and show generally is right up in the big-time class. Specialty singers include Willard Amison, Sid Gary, Helen Daniels and the Chariteers, with Brusiloff's orchestra doing a fine job on the musical background. Selection of numbers for both solos and ensembles, was varied and at the same time harmonious with the program as a whole.

#### "LIVING DRAMAS OF THE BIBLE"

Sustaining  
WABC (CBS network), Sundays  
2:30-3 p.m.

#### DRAMATIZED BIBLICAL EPISODES IN MODERN LANGUAGE MAKE GOOD SUNDAY PROGRAM.

As a Sunday program, this was a good idea. The dramatizations, using modern language and designed to be non-denominational, are by prominent playwrights and writers, and the cast under the direction of William N. Robson is an excellent one.

Initial offering was "The Story of Job," by Margaret Sangster. It depicted the incident where Job's faith in God is put to the test by a devastation that wipes away his children and all his possessions, but Job holds to his belief that the Lord does all things for the best; and, with friends rallying to his aid, Job is restored by prosperity and lives to a ripe old age.

It makes good entertainment aside from its elevating and worth while qualities.

#### "WILL ROGERS MEMORIAL"

Special Event  
CBS Network, April 25, 5-5:30 p.m.

#### EXCELLENT AND APPROPRIATE TRIBUTE TO LATE COMEDIAN.

Except for the fact that it seemed kind of odd that the Hollywood portion of the program was contributed

by a film studio other than the one where Will Rogers made his pictures for so many years, this memorial program was a fitting tribute. After a few preliminary remarks by Arthur Gillmore, the California sequence was emceed by Fred Waring, whose orchestra presented "Wagon Wheels," followed by Dick Powell in "My Little Buckaroo," Leslie Howard in an impressive recitation from "Thanatopsis" and Tom Waring and the Glee Club in "Home on the Range."

Then from Washington, Chairman Anning S. Prall of the FCC, as spokesman for radio, said a few words. Final portion of the broadcast came from New York and included Capt. Eddie Rickenbacker, Jack Pearl and Cliff Hall (Pearl having to get up from a sick-bed for the occasion), Lanny Ross, Jessica Dragonette and The Revellers.

#### "EVERYBODY'S MUSIC"

Sustaining  
WABC (CBS Network), Sundays,  
3-4 p.m.

#### REVIVAL OF SERIES POPULARIZING BETTER MUSIC WITH HOWARD BARLOW CONDUCTING.

Originally presented for a spell last summer, this musical presentation by Howard Barlow comes as a welcome revival. It has double merit, first because it offers music of the better class though not the too heavy kind, and second because it presents that music in such a way that it is made understandable and enjoyable to the average person instead of merely the musical intelligentsia. For the latter service, the commentating efforts of Henry M. Neely deserve credit. His narration of the music's background and his explanation of its meaning are absorbing, informative and helpful to the person who wishes to better understand and appreciate the good music.

On Sunday's initial program of the new series the repertoire included three works by comparatively modern composers, namely, "Festival" by Debussy, "Pohjala's Daughter" by Sibelius, and "Death and Transfiguration" by Richard Strauss.

Maestro Howard Barlow handled the orchestra with his usual skill.

#### "SUNDAY AFTERNOON PARTY"

Sustaining  
WBBM, Chicago (CBS Network),  
4-4:30 p.m. EDST.

#### MERRY ASSEMBLAGE OF VARIETY ENTERTAINMENT DISPENSED IN BREEZY STYLE.

With Harold Isbell as m.c. and Carlton Kelsey's orchestra supplying the musical setting, this new Sunday afternoon series from the Chicago studios of CBS got off to a fast start despite a few lame jokes. Isbell handled the emceeding with amiable informality, exchanging amusing banter with Kelsey and the laugh-

## GUEST-ING

CAPT. BOB BARTLETT, placed by Clark H. Getts Inc. on Stoopnagle and Budd program, May 2 (NBC-Red, 5:30 p.m.)

W. C. HANDY, composer of "St. Louis Blues," on "Cavalcade of America," May 6 (CBS, 8 p.m.)

MARIA JERITZA, on Rubinoff program, May 2 (CBS, 6:30 p.m.)

GREENFIELD VILLAGE MIXED CHORUS, on Ford Sunday Evening Hour conducted by Eugene Ormandy, May 2 (CBS, 8 p.m.)

GERTRUDE NIESEN, set by Paul Ross of Columbia Artists Inc. for final Ed Wynn broadcast, May 8 (NBC-Blue, 8 p.m.).

#### Bateman Quits WKRC

Cincinnati — Stanley R. Bateman, WKRC sales manager, has resigned to join Burkhardt Bros. here as sales promotion manager. Timothy S. Goodman, general manager of WKRC, will announce Bateman's successor this week.

#### "Town Meeting" Fading

"Town Meeting of the Air," sustaining series aired Thursdays over NBC-Blue, fades from the air following its broadcast this week. The NBC Spelling Bee, a series aired by the network on Saturdays, will take over the 9:30 p.m. Thursday spot.

#### Cottingham to Washington

Robert W. Cottingham has been transferred from NBC's news division in New York studios to Washington, D. C. Cottingham will become assistant news editor of NBC in that city.

#### Tito Guizar Booked

Tito Guizar will appear at Loew's State on Broadway beginning April 29 and opens at the Metropolitan theater in Boston May 6. Bookings set by Paul Ross of Columbia Artists Inc.

dispensing Kitty O'Neill. Excellent vocal contributions were made by Paul Small, Edna O'Dell, and Sherry McKay and The Three Notes.

Though structure of the show doesn't differ from the general run of variety programs, it's entirely enjoyable. Ken Ellington handled announcements.

**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**

**RUDOLF FRIML, JR.**  
and his  
**ORCHESTRA**  
FRENCH CASINO, NEW YORK  
WEAF AND NBC NETWORK  
TUES. & FRI.—11:30 to 12 A. M.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 56

NEW YORK, N. Y., WEDNESDAY, APRIL 28, 1937

FIVE CENTS

## Five-Day Week for NBC

### KMOX AND KWK BATTLE VIA NEWSPAPER SPACE

St. Louis—Intense rivalry between KMOX and KWK reached a new high when John Conrad, advertising manager and special events director for Thomas Patrick Inc., KWK owners, swung a deal with the Globe-Democrat, only morning paper, for a column of space to exploit the NBC station's programs. Action checkmates the deal made recently by James D. Shouse, KMOX general manager, and Jerry Hoekstra with the Star-Times, afternoon paper.

Post-Dispatch, afternoon paper with  
*(Continued on Page 3)*

### Original Radio Opera Is Ordered by NBC

Gian-Carlo Menotti, young composer whose opera bouffe, "Amelia Al Ballo," was presented with sensational success in New York two weeks ago, has been commissioned by NBC to write an original opera for radio, it is announced by Lenox R. Lohr, president of NBC. The new opera is to be ready for its world premiere at Radio City by the end of 1937.

NBC not only will have first performance rights but all radio rights for three years, also an option on three more original operas by Menotti.

### Paris Expo Buys Time On Five Stations Here

Five stations in local metropolitan area have been signed to air special programs on the Paris International Exposition, week of May 2-8. Series will be aired on a co-operative basis. Exposition sponsors shows, but plugs the World's Fair to be held here in 1939. Stations carrying programs are  
*(Continued on Page 6)*

### Opera on Mutual

Chicago—Frank Schreiber of WGN is closing a deal whereby the Mutual network will air exclusively the popular summer opera concerts at Ravinia Park, local suburb. Chicago Symphony Orchestra, with such nationally known guest conductors as Alfred Wallenstein, will be heard in two-hour performances on Saturday evenings.

### Ascap Bill Advances

Lincoln, Neb.—Anti-Ascap bill was advanced to the third reading in the legislative session by unanimous vote yesterday.

### 4 NEW COMMERCIALS SIGNED FOR WLW LINE

The "WLW Line," of which WHN is the New York member, has signed four new commercials to start between now and fall. The first, due to begin on or about May 31, will be sponsored by Bristol-Myers Co. for Vitalis, with Pedlar & Ryan handling the account. The other three are Franciscan Fathers (Ave Maria hour), now broadcasting as a sustainer to WLW only, but due to begin on WHN, WFIL and KQV soon; Four Way Cold Tablets, for early fall, and a complete football schedule,  
*(Continued on Page 2)*

### WOAI and Ad Agencies Starting 8-Week Series

San Antonio—First program in the eight-week series being sponsored by WOAI and local advertising agencies will go on the air Friday 7-7:30 p.m. from the ballroom of the St. Anthony Hotel. Initial broadcast is a co-operative affair put on by the station and all the agencies. Succeeding programs will be aired each week by a different agency.

"The Talent Parade", first show,  
*(Continued on Page 3)*

## NBC and WOR Expanding In Custom Recording Field

### Radio Problems Aired At ANA Conference

Hot Springs, Va.—Radio problems occupied yesterday's morning session of the Association of National Advertisers' semi-annual meeting, which closes today. Talks were delivered, in a closed session, by D. P. Smelser of P. & G. on today's radio troubles, A. W. Lehman on rural radio habits,  
*(Continued on Page 6)*

## Five-Day Week for Announcers, Producers, Sound Men--WNEW Will Follow--Other Union Deals On

### BASEBALL SPONSORS PAY CHI STATIONS \$500,000

Chicago—The passion for baseball will cost a pretty penny—a half million dollars or more—in Chicago this season. On top of the five play-by-play accounts every afternoon, all sponsored, there are a score or more pre-game interviews, dugout discussions, after the game arguments, evening sports summaries, one hour rehearsals during the dinner hour of an out-of-town game, and more roundups far into the night.

This concentration on sports is giving Chicagoland listeners about 14 hours a day of sports reporting on six Chicago stations. On days when there are double headers it runs an  
*(Continued on Page 4)*

### Rubinoff's Chevy Show Goes Straight Musical

Chevrolet Motor Co., sponsors of the Sunday night program which features Rubinoff over the CBS network 6:30-7 p.m., is completely revising the format of the broadcast starting May 1. Fred Keating, emcee on the show, is off, and Walter Cassel, baritone booked for four guest shots, has been set as a steady member of the cast along with Rubinoff and  
*(Continued on Page 2)*

A five-day week for all NBC announcers, production men and sound effects personnel was announced yesterday afternoon by Lenox R. Lohr, NBC president. Order affects all 15 NBC owned and operated stations which employ over 300 men in these capacities. The new system will be put into effect just as soon as satisfactory schedules can be worked out and additional personnel trained for their respective positions, Lohr said.

Meeting of the bargaining committees of CBS and the "American Guild of Announcers and Producers" held yesterday morning, culminated in the Guild obtaining wage and hour concessions for WABC which may form the basis for an agreement with CBS. Roy Langham, president of the Guild announced last night. Membership of the Guild will meet later this week to consider whether the CBS offer should be accepted, rejected, or committees should continue negotiations.

From WNEW, Newark, Bernice Judis, manager of the station, announced that effective Aug. 1 all its  
*(Continued on Page 3)*

### 4 NBC Stations Join In WOWO Salute May 1

Fort Wayne, Ind.—Four NBC stations, WJZ, New York, WBZ, Boston, KDKA, Pittsburg, and WENR, Chicago, will contribute to the one-hour ceremonies when Westinghouse's WOWO here joins the NBC-Blue basic network Saturday. At the same time WOWO and its sister station, WGL, will dedicate new offices and  
*(Continued on Page 2)*

### Edison Vox Pop

Chicago—Commonwealth Edison, oldest local sponsor, who just finished a Sunday symphony series which had run continuously since April, 1922, will try a Vox Pop series, three-a-week at 12:15 p.m., starting May 10 over WMAQ. Charles Lyon will interview customers in lobby of public service company's headquarters.

By HOWARD J. LONDON

While no official announcement has been made, NBC and WOR transcription departments this summer will enter the custom recording field in direct competition to World Broadcasting System, Decca, Jean V. Grombach Inc. and others, it has been learned. CBS, also, due to a recent amendment to its corporate by-laws,  
*(Continued on Page 3)*





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DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Tuesday, Apr. 27)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 1/4	164 1/4	164 3/4	+ 1/4
Crosley Radio	22	21 1/4	21 1/2	+ 3/8
Gen. Electric	53 1/8	51 5/8	52 3/4	+ 1 1/2
North American	25 5/8	25	25 1/2	+ 1/2
RCA Common	9 5/8	9 1/8	9 5/8	+ 1/4
RCA First Pfd.	71	71	71	+ 1
RCA \$5 Pfd. B.				
Stewart Warner	19 1/4	18 7/8	18 7/8	- 1/8
Zenith Radio	34 1/4	33 1/4	34 1/4	+ 1/2

### NEW YORK CURB EXCHANGE

Hazeltine Corp.				
Majestic	4	3 7/8	4	+ 1/8
Nat. Union Radio	2 1/4	2 1/8	2 1/8	- 1/8

### OVER THE COUNTER

	Bid	Asked
CBS A	52	54
CBS B	51 1/2	53 1/2
Stromberg Carlson	14 1/2	15 1/2

### 2 New WMCA Series

"Vanishing New Yorkers", dealing with localities whose occupations are disappearing, debuts on WMCA tonight at 8:45-9 p.m. as a weekly feature.

Tempo King, swing songsters, featured on the Inter-City Express, returns to WMCA in a new series at 9:30 tonight. He also will be heard in "Swing Time and Waltz Time" at 6 p.m. Sundays with Carl Fenton's orchestra.

### WBNX Bohemian Series

"Salute to Bohemia", all-Bohemian program, makes its debut Monday 9:30 p.m. on WBNX. Jimmy Voite has been recruited from WHK, Cleveland, to emcee the show, which will present guest stars. First program will be in English and Czech.

### LOUIS ARMSTRONG

AND HIS ORCHESTRA

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

2nd week at Paramount, N. Y.  
JOE GLASER, PERSONAL MANAGER  
ROCKWELL-O'KEEFE, INC.

## EDDIE CANTOR WRITES

THE following letter from Eddie Cantor to the editor of RADIO DAILY speaks for itself:

"First, congratulations on the alertness and entire setup of RADIO DAILY. The Radio Editors' Forum, especially, is the most constructive feature—which brings me to the point:

"In the issue of April 15, Ina Wickham of the Davenport (Iowa) Democrat mentions as one of her pet peeves the 'trailers' sent out on various programs, which are printed and then, without a word of warning, never take place on the program. Miss Wickham says this happens very often on the Eddie Cantor programs.

"May I explain our position? I inaugurated, at no little expense, a 'pre-view broadcast', which we hold each Sunday at 12:30. At this time we allow a representative studio audience to tell us by its reaction what to eliminate and what to elaborate upon for the actual broadcast. Hence many times I have been forced to remove a song number or even a personality because of length. I have been forced to rewrite certain comedy scenes, etc. All of this, we believe, works out to give us a better show.

"Although I can readily understand Miss Wickham's annoyance, I know she will appreciate with me that 'the play is the thing'."

### 4 NBC Stations Join In WOWO Salute May 1

(Continued from Page 1)

studios in the Westinghouse building. High city and state officials and radio stars will participate in the program. WOWO has 10,000 watts and a clear channel frequency of 1160 kc.

### Rubinoff's Chevy Show Goes Straight Musical

(Continued from Page 1)

his orchestra. The show will change from a variety program to a musical feature devoted to concert and light opera tunes. One guest star per show will be presented, with Madame Jeritza starting the parade May 1. Program is aired over a network of 88 stations, and is handled through Campbell-Ewald, Detroit.

### Wm. Hillpot Joining NBC

William Hillpot, now a member of Lord & Thomas radio production department, joins NBC Artists Service on May 15. Hillpot before entering the production field was frequently heard on the air with Scrappy Lambert.

### NBC Spelling Bee at Night

NBC Spelling Bee winds up its current Saturday 4:30-5:30 p.m. series this week and starts a new 9:30-10:30 p.m. Thursday night series May 6, filling the spot vacated by Town Meeting of the Air.

### New Dramatic Duo

Radio Events Inc. is introducing a new dramatic duo in the team of Georgia Backus and Karl Swenson in "Moment in Romance", a light serial with Mexico as the opening locale.

### Girl Quartet Signed by CBS

Columbia Artists Inc. yesterday signed the Four Stars, all-girl quartet, to an exclusive contract. Quartet will be heard on Mondays from 3-3:30 p.m., Wednesdays, 5:15-5:30 p.m. and Fridays, 6:15-6:30 p.m.

### 4 New Commercials Signed for WLW Line

(Continued from Page 1)

with sponsor, although already under contract, not as yet announced.

Eldon Parks, WLW program director and Frank M. Smith, general sales manager of the same station, will arrive in New York next Monday. They will spend one week here listening to auditions. Louis K. Sidney, managing director of WHN has already weeded out considerable of the talent applicants.

The next special exchange program scheduled to be heard over the wire will be aired tomorrow when a special Democratic party dinner tendered James Farley will be heard through the WLW studios from 10-10:30 p.m.

### WPA "Serenade" Expands

"Serenade at Nine" replaces "Serenade at Eight," a program of songs and chorals by the Radio Division of the WPA Federal Theater, which has been broadcast Sundays 8 p.m. over WMCA. New show will be aired Tuesdays, 9-9:30 p.m., beginning May 4 and will be twice as long as the previous programs.

### 3 WOR Programs Switch

WOR has switched spots for three programs. Alfred Wallenstein's "Symphonic Strings" goes from Wednesdays to Sundays, 7:30-8 over WOR-Mutual. "Jazz Nocturne" moves from Wednesdays to Sundays 8-8:30 p.m. Morton Gould's Sunday program goes to Wednesday 8-8:30 p.m.

### WOR Fur Co. Denies Charges

WOR Fur Corp., New York, yesterday filed a general denial to the trade-mark infringement suit brought against the company in Federal court by WOR and L. Bamberger Co. WOR in the complaint claims that its call letters are being used by defendant for the sole purpose of appropriating the station's reputation and good-will.

### Martin Block Laid Up

Martin Block of WNEW's "Make Believe Ballroom" is laid up by illness.

## COMING and GOING

CHARLES E. GREEN, president of Consolidated Radio Artists, left yesterday for Hollywood, to be gone about a week.

DON HAYNES of Cleveland office of CRA back home yesterday.

A. S. KIRKEBY, managing director of Drake Hotel, Chicago, in town for day or two.

RICHARD BONELLI, featured on "Universal Rhythm", Ford Saturday night program, will broadcast this week from the Detroit Masonic Temple, because he's contracted to sing "Pagliacci" with the Detroit Civic Opera.

TOM REVERE, radio director of Benton & Bowles, leaves for Hollywood tomorrow.

NAT ABRAMSON of the WOR Artists Service is in Chicago consulting with Frank Schreiber of WGN on Mutual band pickups.

WERNER JANSSEN and ANN HARDING (Mrs. Janssen), who returned a few days ago from abroad, have left for Hollywood.

EDGAR BERGEN leaves for the coast after tomorrow's Rudy Vallee broadcast.

ARTHUR BODANSKY, conductor of the Metropolitan Opera orchestra, and MRS. BODANSKY will sail for France aboard the Normandie today.

AL DONAHUE returns from Bermuda after playing for the Coronation Ball, on May 17.

NOEL COWARD sails today aboard the Normandie.

ROY DURSTINE, vice-president and general manager of BBD&O, sails today on the Normandie for France.

G. K. HOWARD, general manager, and W. K. NORTON, assistant to the general manager of General Motors, sail on the Normandie today.

KATE SMITH will leave for Washington on Friday to spend her birthday (Saturday) with her family there.

ELDON PARKS and FRANK M. SMITH of WLW will arrive in New York from Cincinnati on Monday and remain here a week.

### WESG Installs United Press

Elmira, N. Y.—WESG on Monday began series of two 10-minute newscasts daily at 8:15 a.m. and 6:30 p.m. using United Press teletype reports exclusively. Contract calls for one year under sponsorship of Van Dyne Oil Co., distributors of Tydol Gas and Veedol Oil. Glenn Williams is behind the mike after a long competitive audition. Williams has a background of ten years as newspaperman and aircaster. He was formerly ace newscaster at WHP, Harrisburg, Pa., and assistant manager at WKOK, Sunbury, Pa., doing sports, special events and features in addition to news.

### Patricia Norman on "Parade"

Patricia Norman was signed yesterday as the femme vocalist on the NBC and CBS "Hit Parade" broadcasts. She succeeds Edith Dick, who resigned to go west for films. American Tobacco (Lucky Strike cigarettes) sponsors, with Lord & Thomas as the agency.

**LEO SAYS:**

8:00 to 8:30 P.M.  
Broadway Melody Hour  
starring Col. Jay C. Flippen  
with Irving Aaronson and his  
Commanders.

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



## NBC, WOR EXPANDING IN CUSTOM RECORDING

(Continued from Page 1)

can enter the recording field on short notice if it so desires.

NBC is now enlarging its transcription quarters in Radio City and recently added Robert Friedheim to its sales staff. Friedheim and Frank Chizzini, assistant manager of the department in charge of sales, will be the advertisers and agency contacts. NBC for some time has mulled over the possibility of entering the custom recording field, and pressure from clients within the past few months for such a service brought the plan to a head.

For the same reason, WOR has decided to enter the field. When the transcription service was introduced several months ago under the direction of Ray Lyons, WOR development engineer, it was thought that only instantaneous and a few off-the-line recordings would be made. Station has made arrangements with a Newark concern to produce the masters and make the prints. Robert Clarkson is the WOR transcription salesman.

Both NBC and WOR have their own respective artist bureaus, production departments, announcing staffs and studio space for production of recordings, so the expense involved in the expansion plans is nil. WOR did have to invest in recording equipment, but NBC will continue to pipe the programs to the RCA-Victor plant on East 24th, or can produce the show in Victor's studios.

World Broadcasting in the past has cut and produced over 65 per cent of the custom recording work done in this country. Regular clients include Chevrolet, Procter & Gamble, Studebaker, Larus & Bros., Ford Dealers of America, Sterling Products and a long list of other large corporations.

At the recent special meeting of CBS stockholders an amendment to the company's charter was approved which allows CBS the right to enter the recording field if it wishes to at some future time. Clause allows for recordings using either the new as yet undeveloped field of recordings on film or the standard master record method now used. Clause reads:

To purchase, lease and otherwise acquire, to maintain and operate, and to sell, let and otherwise dispose of radio broadcasting, television, sound recording, moving picture studios, plants, and factories of all kinds and descriptions; to invent, manufacture, buy, lease and otherwise acquire, to maintain and operate, and to let, sell, and otherwise dispose of any and all machinery, instruments, implements and devices of any and every kind and nature pertaining to the

## NEW PROGRAMS—IDEAS

### Inquiring Far Afield

Leonard L. Hofmann, director of WHDL, Olean, N. Y., tried a variation of the "inquiring reporter" idea, and at the same time demonstrated the station's extensive spot coverage facilities, by having the program originate from four different points, three where the station has studio facilities and one covered with its portable-mobile unit.

First street interview is conducted in Olean by staff announcer Freddy Meyer. Program is then switched to Bradford, Pa., where Russ Brinkley comes in with an interviewee; then to the campus of St. Bonaventure College, Allegany, N. Y., where Jim Hayes does the inquiring, and finally to a city bus or railroad terminal where Dave Jefferies talks.

### "Safety Musketeers"

Cooperating with the Safety Committees of the Salt Lake City Department of Public Safety and the Chamber of Commerce, KSL is presenting a series of safety programs titled "The Safety Musketeers." With material furnished by the Office of Education, Department of Interior at Washington D. C., this series of weekly broadcasts Saturday, 4 p.m. is directed against accidents—"America's Public Enemy Number One!" Series is being directed by Irma F. Bitner.

### Pupils Discuss Current Topics

Denver — Helen Anderson, school teacher, directs a KOA program, "Too Young to Vote," wherein high school students discuss topics in the public eye, such as the supreme court question, neutrality, etc. No script is used, and the opinions voiced are so pertinent that several of the executives of KOA drop their duties and flock to the studio during the airing.

### KMOX and KWK Battle Via Newspaper Space

(Continued from Page 1)

largest circulation, affiliated with KSD, devotes two sticks of space for the outstanding KSD programs and blackfaces its programs in the regular column which also carries the KMOX, KWK, KFUE, WEW and WIL schedules.

WTMV, East St. Louis, hasn't been able to break into papers here with its programs.

same; and to produce, reproduce, disseminate, and record aural and visual images, alone or in combination with each other, by means of films, records and other devices of whatsoever name or nature, whether now or hereafter known or discovered.

CBS pointed out that the amendments were added to broaden CBS' corporation charter generally and to include television broadcasting. Also the fact that CBS stock will make application for listing on the New York Stock Exchange and soon split the stock two for one.

### Woman's Side of News

St. Paul—A new show, designed for the women and spotted at 3 p.m. Mondays through Fridays, goes on the air over KSTP this week.

Conducted by Bee Baxter, who runs KSTP's daily Household Forum, the new shot will be known as "The Women's Side of the News," and will be filled with interesting news of the women, an interpretation of the news from the woman's angle, and stories with a "homey" angle.

The show is under a local 26-week sponsorship.

### Sports Oddities

St. Paul—A new type of sports show, cooked up and presented by Halsey Hall, sports commentator of KSTP and Minneapolis Journal sports writer, has taken to the air over KSTP for a 10-minute shot every week night with a sponsor in the bag for 13 weeks.

Program is "Sports Oddities," during which Hall, in rapid-fire colorful delivery, presents odd facts culled from past years and all parts of the world in the field of sports.

### Give Legislators Time

KFEL, Denver, is giving members of the state legislature a chance to defend their stands on various measures via a microphone set up in the state capitol building five mornings a week. Both pro and con speakers are interviewed. Dialers interested in politics are finding the talks of keen interest.

### "Nerves of Steel"

A 30-minute series, "Nerves of Steel," depicting thrilling careers, has been started by Jim Cox on KFAB, Lincoln. First show glorified Wild Bill Hickok, and second dealt with career of Arizona balloon buster Frank Luke.

### WOAI and Ad Agencies Starting 8-Week Series

(Continued from Page 1)

will consist of outstanding local professional talent and an orchestra under direction of Ernest Hauser. Special invitations have been sent to over 600 business men and women to attend the broadcast.

Purpose of the series is to promote effective advertising in South Texas. Agencies participating include Bernard M. Brooks, Shea Radio Advertising, Lewis Werner, Pitluk Advertising Co., Wyatt, Aniol & Auld, Payne Advertising Co. and Marion Johnson Advertising Co.

### STATIONS!

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

## 5-DAY WEEK ON NBC; OTHER DEALS PENDING

(Continued from Page 1)

technical staff would go on a five-day 40-hour week. WNEW technicians negotiated with the station through their own "inside union."

While RADIO DAILY is not privileged to reveal the details, an important announcement concerning shorter hours for station personnel will be made later this week by another New York station.

On the WHN front, Herbert Pettey and Charles Moskowitz, representing WHN; Harold Katan, Mort Borow of the American Radio Telegraphists Assn., and representatives of the WHN technical staff, met last week-end, according to Katan, and agreed to negotiate further with the ARTA within the next three weeks. Conference was held on amiable grounds and it was also agreed that no WHN engineers would be discharged.

Pettey, however, denies that he or Moskowitz was present at the meeting and all union negotiations are in abeyance until Louis K. Sidney returns from Hollywood about May 15.

In addition to deal with WHN, the ARTA now has signed contracts with WBNX and WHOM. What the future plans of the ARTA are, and what station will next be singled out for a ARTA membership drive, Katan would not disclose. He did say, however, that the ARTA has members in both CBS and NBC technical employees unions, and that ARTA expects to add these groups to its membership in due time.

Another fact brought to light by ARTA is that certain New York stations are employing radio operators who do not receive any remuneration whatever, except time on their radio ticket.

In conjunction with the NBC announcement, Lohr said: "Because of the irregular hours which production men, announcers and sound effects men are frequently called upon to put in, in the course of their duties, we feel that the benefit to be derived from two full days of relaxation a week will immeasurably increase the efficiency of these men, and through them the efficiency of NBC in its service to the public and its clients."

**CLAUDE SWEETEN**

"BARON MUNCHAUSEN"

**JACK PEARL**

RALEIGH and  
KOOL CIGARETTES  
WJZ-10 P. M. E.S.T.—Friday  
NBC Network

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



## NEW BUSINESS

Signed by Stations

### WNEW, New York

Madison Personal Loan, 52 weeks of 5-min. daily spots, through Klingner agency; Pacific Radio Co., 3 fifteen min. musical programs a week, 13 weeks, Schillin agency; Abelson's Inc. (jewelry), renewal, 68 spots a week for 52 weeks, Schillin agency; Madison Personal Loan, daily 7-7:30 program, starting May 10, indefinitely; Dunlap Marathon, 19 weeks, 15-min. weekly, through Schillin agency; Edre (beauty salon), 5-min. daily spots on "Moments With Margo".

### WIP, Philadelphia

Gardner Manufacturing (hair shampoo), 4 spots weekly, 6 weeks; Webster-Eisenlohr, 15-min. period 6 times weekly, 25 weeks; William Reinhardt (building and loan), quarter-hour weekly, 6 weeks; Highway Mission (religious), half-hour weekly; Tappins Inc. (jewelers), through Shillan Agency, 15 five-min. announcements, five 15-min. programs and 14 spots weekly.

### WOAI, San Antonio

South Texas Cotton Oil Co. (Crustene), through Franke, Wilkenson & Schiwetz Co., Houston, 3 weekly 15-min. programs; Bohnet Bakery (Mel-O-Toast), 3 weekly spots, through Payne Advertising Agency; Procter & Gamble (Dreft) 5 weekly 15-min. transcriptions through Compton Advertising Co.; Mitchell Laboratory, weekly Newscasts.

### WIP, Philadelphia

Gardner Manufacturing Co. buys additional time on WIP to continue its test series for a national spot campaign for Veet (hair shampoo). Takes four spots weekly, May 11-June 24, a similar contract carried locally over WFIL.

### WAAB, Boston

Webster-Eisenlohr, N. Y. (Girard cigars), 78 15-min. racing results, through N. W. Ayer; Axton-Fisher Tobacco, Louisville, 168 15-min. baseball programs, through McCann-Erickson, N. Y.

### WHO, Des Moines

Penn Tobacco Co., Wilkes-Barre, Pa., by Ruthrauff & Ryan, 15-min. daily "Today's Winners", sports.



● ● ● Thomas L. Thomas has been signed as a permanent singer on "Show Boat"....Bing Crosby has been renewed on his program until 1940!—at \$7,500 per show....Packard, minus Fred Astaire, may remain on the air during the summer....With that in view, Joe Cook's sponsor, Shell, is looking for other available time....Lloyd Pantages, Hollywood gossipier, has auditioned successfully and will be heard via NBC-Red next month—sponsored....Mary Eastman has been renewed for one year on her Saturday Night milk show....Gertrude Berg is auditioning talent for a new script show which may go on for the summer....Neila Goodelle opens in the Persian Room next month....Jimmy Jemail, the inquiring photographer, is readying a script show for NBC based on the adventures of a news-hound with a camera....Arthur T. Michand and Joe Helbock are planning a "Swing Concert" for destitute Joe Sullivan....Ozzie Nelson is throwing a farewell party tonight at the Lexington....Tim and Irene show may emanate from Chicago during May because of personal appearance commitments in the midwest.

● ● ● One wit remarks that there were so many singers at the Drene audition that if some one struck a vibraphone twice—you'd hear 40 THEME songs sung simultaneously!...Carbon copies: (in looks) Edith Wright, Tommy Dorsey's vocalist on the Jack Pearl show—and MRS. Jack Pearl. Height is the only deciding factor.... After reading one gag in the Bea Lillie script, Tom McKnight was accused by the reader of having old gags...."You should read the other 75 if you're interested in vintage," was Tom's nimble squelch...."Not necessary," was shot back at him, "I heard Jack Benny and Fred Allen last week."

● ● ● Billy Jones and Ernie Hare bow out of the "Community Sing" line-up May 30....Has it been printed that the Jack Oakie show would be cut to a half-hour shortly?...Don Wilson's third picture will be for Warners, called "Give Him a Hand"....Igor Gorin, Artie Auerbach and Ella Logan will carry on for Eddie Cantor during the summer....Block and Sully, it is reliably reported, will have one of Young & Rubicam's summer sessions....Bobby Breen's big brother, Mike, 22, will sing in Bobby's next flicker, "Make a Wish"....CBS actor John Walsh, will have to raise his hand when he wants to leave the house after June 12—when he weds Roma Rioci, school teacher.

● ● ● Tess (Aunt Jemima) Gardell is featured at Minsky's Oriental Burlesque theater this week—in a Vitaphone short subject....Lester Lee reports that the Oscar Shaw "One Man Musical" will be set for the summer....J. Harold Murray, former Ziegfeld singer and air star, has quit show business permanently—and is president of the New England Beer Co., in Hartford, Conn....He won't appear on any stage unless it's a benefit performance—and then only on one condition....that he be permitted to say that "I am here today as president of the New E. B. C., makers of—Beer, the finest money can buy." He doesn't accept money for his appearance, naturally.

● ● ● Contracts are expected to be signed within the next ten days to present Yascha Bunchuck with a symphony swing band via CBS with Baby Rose Marie, for a tire concern....

## F. T. C. CASES

### Cease and Desist Orders

Under a stipulation entered into with the Federal Trade Commission, Percy S. Lucas and Gerald A. Rice, trading as Edison Electrical Schools, 1740 University Ave., Berkeley, Calif., will cease using certain unfair methods of competition in connection with the sale of correspondence courses in Diesel and radio engineering.

## Baseball Sponsors Pay Chi. Stations Half Million

(Continued from Page 1)

extra seven and one-half hours or so. Adding the national sports programs outletting in the city, a listener might keep his ear glued to sports broadcasts 24 hours a day if they weren't overlapping. All this business provides a daily cascade of 250,000 words or more daily—enough for three or four novels.

Heaviest outlay in cash goes of course to the play-by-play reports which may be figured running about this way:

WJJD—Kellogg's Corn Flakes, play-by-play by John Harrington assisted by some baseball "immortal"—\$125,000. Some of the immortals are costing up to \$3,000 a week; also the sponsor is advertising heavily including full pages in color in local dailies.

WGN—P. Lorillard (Old Gold)—Bob Elson with occasional relief by Jim Fleming; approximately \$100,000.

WBBM—General Mills and Socony Vacuum alternating day by day, with Pat Flanagan and George Sutherland; approximately \$85,000.

WCFL—Texaco with Hal Totten; approximately \$55,000.

WIND—General Foods (Post Toasties)—with Russ Hodges, \$60,000. Also using baseball immortals.

WJJD, the only newcomer in the field, is being subjected to the most intensive advertising and exploitation with a view of prying loose listeners from the older and established baseball broadcasters.

WIND, which found sportscasting a great tonic a year or two ahead of several other stations, though a minor station, has the biggest array of sports broadcasts, a total of seven daily. WGN has five; WBBM, five; WCFL, four, and WJJD, three. WJJD and WIND are both owned by Ralph Atlass interests. Games are sponsored by rival breakfast foods on the two stations. WENR and WMAQ, NBC outlets, do not carry play-by-play baseball accounts because of network commercials.

### Benj. Darrow to Teach

Columbus, O.—Benjamin H. Darrow, director of the Ohio education department's "School of the Air", will teach classes in radio education at Southern Methodist University for six weeks, beginning June 3, and later will go to the University of Texas. Darrow was recently re-appointed radio chairman for the National Congress of Parents and Teachers for an additional four years.

1	9	3	7
SUN	MON	TUE	WED
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2	10	4	8
11	12	13	14
15	16	17	18
19	20	21	22
23	24	25	26
27	28	29	30

April 28

Greetings from Radio Daily to  
Lionel Barrymore  
Joan Blaine



**WITH THE  
☆ WOMEN ☆**

By ADELE ALLERHAND

SOME of the buzzing in our ears has been anent the possibility of "New York Woman" may going on the air... Irene Beasley may find Chicago so much to her liking she'll stay for night club engagements after her run at the Palace... Kathryn Cravens, Pontiac's air-minded commentator, takes wing for Kentucky and the Derby on May 8... We hope there's no mistake about Frances Langford really returning to the airways May 7... Helen Grey, self-styled human events commentator, has signed with Wm. Morris office... Was with WFIL, then titled WFL for 5½ years... Two years ago on her "Portfolio of Personalities" program mentioned her belief that Cultural Olympics would fill an important need... The U. of P. is sponsoring a C. O. meet for Pennsylvania, beginning May 7... She hopes the idea will spread to embrace international territory.

Adela Rogers St. John to fly back from her Tulsa engagement on Thursday... Colette Lyons to ether-guest on Gold Medal's "Who's Who in the News" over WABC this a.m.... Midge Smith confesses that too-tricky-for-words slave bracelet she's adorning was the gift of one Zeke Canova... Doris Peck of WNBC, New Britain, is well again and back on the job... The KOL "Tunesmiths" have added Dorothy Lamoreaux, chanteuse, to their musicmaking personnel... WOAI San Antonio's reporting lass, Leona Bender, contributes this and that concerning local women's clubs and their activities... Because husband Gerrit De Gelleke has been transferred to Madison, Wis., Vivian Fridell of "Backstage Wife" is learning to like the idea of commuting between there and Chi.

John Lagemann of CBS and spouse Hilda Cole, formerly of Columbia publicity, are back from Mexico and their enchilada encounters... Lois Lorraine has shaken off that throat infection and looks fit... Helen Nolan's ultra-brief vac is over... She's back at the old CBS stand... Ada Rosenberg, sec to Frederic Willis, assistant to Columbia's prexy, resigns to work for the World's Fair... What with a new Hollywood bungalow and a swimming pool, Helen Broderick now has time to concentrate on grooming her petunias for the next California Flower Show.

**ORCHESTRAS - MUSIC**

WHITNEY BLAKE, New York music publisher, has done something unusual by having a "hit" tune before it even came off the press. It's a love song titled "You're a Hit!" Blake expects it to make the "Hit Parade" without trouble. Another Blake number, "Stand by for a Radio Flash" ("I Love You"), was introduced Sunday over the NBC Dixie network, and also is being made known on the west coast by Blake's representative, Fred McCord.

Dave Schooler gets a WOR wire from Blossom Heath on the Boston Post Road, Larchmont, for three days a week through the summer.

Bunny Berigan opens at the Hotel Pennsylvania on May 1 and will be heard over CBS Saturdays and Wednesdays 11-11:30 p.m.

Frank Daily and Ork took over the Meadowbrook in New Jersey on Monday night with a CBS wire; Tuesday nights 12-12:30 and Fridays 12:30-1 a.m.

Ozzie Nelson will make a Bluebird recording of Alex Hyde's and Basil Adlam's new piscatorial ditty, "Jellyfish," sometime next week.

Chick Webb and his swingcopating orchestra, featuring the vocal mannerisms of Ella Fitzgerald, will be heard over WDNC on Thursday at 5:15 in the afternoon. The band will play a dance engagement in Durham that evening.

Buddy Rocco and his aggregation are heard nightly at the Paragon, New Britain glitter-spot.

Lloyd Snyder and his combo are playing a return date at the Olmos nitery and airing through KABC.

Vera Cruse, WELI songbird, recently a vocalizing feature with the Eddie Weaver Band at the Taft Grill, has signed up to appear with Worthy Hills' orchestra at the Pavilion Royale.

The most universally observed National Music Week on record will be opened officially by David Sarnoff as chairman of the National Music

Week Committee in an address during the "Magic Key" of RCA program Sunday at 2 p.m. over the NBC-Blue network. More than 25 special festival programs, 60 regular NBC programs and a score of sponsored musical programs will be dedicated to Music Week.

George Hamilton, "Music Box Music" batonist, recently of the Palmer Empire Room in Chicago, will make a series of one night stands and personal appearances until May 15, when he opens with his band at the Peabody Hotel, Memphis. He'll make music for a University of Mo. prom. at Columbia on May 7. Hamilton is scheduled to open at the Beverly Wilshire Hotel in Beverly Hills, Calif. on June 1, for a three months run, after a year's absence from the west coast.

Maestro Horace Heidt will introduce "The Girl I Met on the Merry-Go-Round" by tunesmiths Alex Hyde and Basil Adlam over CBS Monday night at 8.

Marek Weber, international conductor and director of light music for the English branches of His Master's Voice and Odeon, is here for his initial visit to America, to make radio appearances and recordings. Four years ago the maestro and his orchestra were featured on a short-wave hook-up on the Lucky Strike program.

Jane Kay, songstress formerly associated with WJJD, Chicago, has been signed by Joe Sanders, "The Old Left-hander," who is appearing currently at the Blackhawk Restaurant in Chicago. They are aired nightly over Mutual.

Jack Denny and orchestra have been booked by Consolidated Radio Artists to open at the Drake Hotel, Chicago, May 8, following Paul Whiteman there. Band will have a Mutual wire, through WGN. Whiteman will play a few one nighters out of Chicago and return to New York in time to open May 13, at Loew's State. Loew booking in Washington follows, for one week. Denny booking is his first in Chi.

**Fast Coverage on Fire**

Des Moines—About 10 minutes after a \$100,000 blaze was reported at the Sutherland Lumber Co. early one morning last week, KSO Program Director Ranny Daly had a staff working to put the incident on the air. Engineers Johnson and Meyers had a line at the scene of the fire, June Bilderback of the IBS traffic staff kept informed on details brought into the Register and Tribune news room and Daly and Gene Shumate had the fire story on the air from 12:30 until 2:30 a.m.

**Form Broadcasting Firm**

Toledo, O.—Richland Broadcasting Co. has been incorporated by three Toledo attorneys, Frazier Reams, Thomas S. Bretherton, and Morton Neipp. The company has been formed to handle the broadcasting franchise sought for a station in Mansfield, O.

**RALPH KIRBERY**  
"The Dream Singer"  
64 WEEKS  
LIPTON'S TEA  
N.B.C.

**GUEST-ING**

LARRY COLLINS, booked by Central Artists Bureau, Inc., for Joe Cook program, May 1 (NBC-Red, 9:30 p.m.).

LYDA ROBERTI and PATSY KELLY, on Elza Schallert program, April 30 (NBC-Blue, 12 midnight).

CLAUDETTE COLBERT and JOEL McCREA, on Lux Radio Theater in "Hands Across the Table," May 3 (CBS, 9 p.m.).

JOE E. BROWN, COMMANDER C. E. ROSENDAHL and LAURITZ MELCHIOR, on Joe Cook show, May 1 (NBC-Red, 9:30 p.m.).

ANN HARDING, on initial new Chase & Sanborn Hour with Werner Janssen and Don Ameche, May 9 (NBC-Red, 8 p.m.).

CLAUDE RAINS and SIBYL JASON on Rudy Vallee's Varieties, April 29 (NBC-Red, 8 p.m.).

JEAN ELLINGTON, on the Cycle Trades "All-Star Cycle" program with Ray Sinatra, tomorrow (NBC-Blue, 7:15 p.m.).

WILLIE MORRIS and EDWARD NELL, on "Musical Moments," April 30 (WOR, 9:15 p.m.).

WALTER DAMROSCH and JANE PICKENS on Sealtest's "Saturday Night Party," May 1 (NBC-Red, 8 p.m.).

CONSTANCE CUMMINGS, interviewed by Radie Harris on Movie Club, Friday (WHN, 8 p.m.).

FRED PERRY and ELSWORTH VINES, on the Hour Of Champions, Sunday (WHN, 1 p.m.).

**Gordon Swarthout Shifts**

Gordon Swarthout, former associate editor of Radio Guide in Chicago, has been transferred to Screen Guide as an associate editor. He will be located in the New York offices of the publication. Swarthout succeeds Gladys McCracken, who resigned to accept a position with Macfadden Co.

**James to Talk on Television**

E. P. H. James, sales promotion manager of NBC, will talk on television before the annual meeting of the Mendelssohn Glee Club, May 3. Dr. O. H. Caldwell, will also address the gathering on, "Radio Tomorrow."

**New Irwin Shaw Play on CBS**

"Supply and Demand," new drama written specifically for radio by Irwin Shaw, will be presented by the Columbia Workshop over CBS on May 9 at 7-7:30 p.m.

**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.



# ★ ★ REVIEWS AND COMMENTS ★ ★

## "TROUT FISHING"

Special Event

WWJ, Detroit, fed to NBC-Red Network, April 24, 7:30-7:45 p.m.

### INTERESTING BROADCAST FROM MICHIGAN FISHING CAMP.

As one of many examples of the continually new enterprise and ingenuity being exerted in the way of special events, as well as the almost unlimited possibilities in that line, this broadcast was caught for the records. Two airings from the same spot were scheduled for last Saturday, the other one being in the morning. A WWJ mobile unit and a short wave transmitter were used to bring the broadcast to the NBC-Red network. Jim Eberle and Forrest Wallace of the WWJ staff did the mike honors.

Location of the trout fishing camp is on the Au Sable River, a forest region of the "backwoods" class. Among interesting natives interviewed was an 87-year-old man who had spent 53 years in those woods. Others also were queried on the fishing situation, including weather, types of bait, how the trout were biting, etc.

## "A TRIP TO OUR NATIONAL PARKS"

Sustaining

WEAF (NBC-Red network), Sundays, 3-3:15 p.m.

### INTERESTING AND INSTRUCTIVE SEEE-AMERICA-FIRST TOUR VIA AIRPLANE.

Presented in association with the U. S. Department of the Interior and the United Airlines, the series of five broadcasts on our national parks, described from the air is a novelty that will prove both interesting and instructive.

Rocky Mountain National Park was the subject of the first program. From an airplane about 15,000 feet up, the commentator gave a brief word picture of the terrain below. Officials of the park service were interviewed, eliciting information about the points of interest, the many mountain peaks, the forest fire patrol, the saddle trails, etc.

Series should promote interest in the national resorts and encourage some tourist traffic in that direction.

Don Thompson, NBC producer and announcer, handled the commentating.

## "SWING WITH HANK AND HAPPY"

Sustaining

WINS, Saturdays, 3:45-4 p.m.

### FAIRLY ENTERTAINING VARIETY PROGRAM ALONG INFORMAL LINES.

Apparently not hampered very much by a script routine, this new program with "Happy" Lewis as m.c. pursues an amiable, somewhat free-for-all course that makes for mildly satisfying diversion. First show, opening with a novelty musical rendition of "Sweet Sue," went into some comedy flashes, a baby-voiced offering of "Nagasaki" by a guest, Mildred Andrews, a skit embracing an imitation of George Givot, and other nonsense and musical bits. All strictly for fun's sake, and cheerily handled.

## "FUNNY THINGS"

Sustaining

WABC (CBS Network), Monday Wednesday and Friday, 5:45-6 p.m.

### BRIGHT JUVENILE PROGRAM OF NOVELTY MUSIC AND STORY-TELLING.

Nora Stirling, who conducts this new children's program, had a very happy thought when she conceived the idea. It gets its title from the familiar expression, "It's a funny thing . . .", and the scheme is to explain the origin of unusual names, festivals, etc., in such a way that they will inform the kids while at same time amusing them.

To liven up the proceedings, there is a novelty orchestra called the "Tune Tumblers," which also aims to explain the sounds of various instruments while it entertains. On the entertainment end alone, this little ork has a heap of merit. The way it knocked out "I'm an Old Cowhand" in its opening performance was a sheer delight for fresh and novel tunefulness.

Miss Stirling herself is an accomplished actress with a pleasing style. Her new program should catch on fast.

## "LORENZO JONES"

Phillips Milk of Magnesia  
Toothpaste and Tablets

WEAF (NBC-Red network), Monday, Tuesday, Wednesday, Thursday, 4-4:15 p.m.

Blackett-Sample-Hummert

### HUMAN INTEREST AND HUMOR COMBINATION GIVES SERIAL GOOD APPEAL.

Based on the character of an impractical inventor, Lorenzo Jones, with a more common-sense wife, this new serial should find its quota of listeners in the afternoon stretch. Domestic wrangling breaks out as a result of Lorenzo fooling around with his mechanical ideas instead of getting a steady job, so he declares he will go forth and make good in some way.

Role of Lorenzo is suitably played by Carl Swenson, while Betty Garde is apt in the role of his wife. Lloyd Rosenmond is director of the serial, which is being produced by Air Features, Inc.

## "HOLLYWOOD REVUE"

with Howard Lanin Orchestra

Sustaining

WFIL-Mutual, Saturday, 12:45-1:15 p.m.

### ENTERTAINING MUSICAL PROGRAM WOVEN AROUND SONGS FROM FILMS.

An entertaining idea is embraced in this program which comprises song numbers from motion pictures, some current, some of recent date and others not yet generally released. The film and producing company supplying the tune is given due credit, and there is some chat of general fan interest in connection with each number. As an audience promotion angle, listeners are asked to send in requests for favorite numbers.

Duke Rorabaugh is producer of the series.

## "St. Anthony Hour"

This half-hour series, heard over WHN and four stations of the Yankee Network on Sundays at 9:30 a.m., and on WIP at 10:30 a.m., celebrated its first anniversary last Sunday. It is a program that fits in with religious observance and at the same time provides entertaining and inspirational drama, well acted by a cast including James LaCurto, Stanley Whitman, Donald Randolph, James Marr, Jean Thompson and others. Preceding the dramatized episode, which deals with the life, preachings and miraculous works of St. Anthony of Padua, Father Paul James Francis, S.A., reads and discourses on the Gospel of the day. The program is produced by Donald Peterson and sponsored by the Franciscan Friars of the Atonement, who are raising funds to complete a national shrine.

## "Kaltenmeyer's Kindergarten"

Typical of the programs founded on ideas that both amuse and endear themselves to listeners, this "school-room" conducted by "Prof. Kaltenmeyer" continues on its merry weekly way with a consistent batting average for providing a Saturday afternoon half-hour of good fun. It is perennial stuff that will have appeal as long as there are schoolrooms. In the days of vaudeville, several acts of this type toured the country steadily. The radio version is an excellent perpetuation of the series.

## Richard Himber

With Kate Smith as headline visitor, Richard Himber's Studebaker Champions embarked on a slightly different style of program Monday night over the NBC-Blue, going over to the guest-star policy. Besides singing several numbers, Miss Smith officiated somewhat in the capacity of an m.c. and did a nice job in both ends, while Himber piloted the orchestra along in fine style. All in all, it was a highly enjoyable show.

## Paris Expo Buys Time On Five Stations Here

(Continued from Page 1)

WNEW, WHN, WMCA, WNYC and WINS.

Complete radio plans for the fair have also been announced. Scheduled to open May 24, the exposition will have one complete building devoted entirely to radio and television. Daily programs will be televised for the visitors on the grounds. Special programs, emanating daily from the Eiffel Tower studios, will be transmitted to the entire world by short and long wave. From the exposition itself, actual transmitting plans call for international broadcasts at given intervals, with French radio stars performing. Latest technical improvements in television and short and long wave transmission will be explained to the public at regular intervals throughout the day.

N. W. Ayer & Son is the agency handling the local programs.

## Rubinoff

Fred Keating, who emceed Rubinoff's first airing from the coast in this CBS series, was missing Sunday. The one shot accorded Keating wasn't a fair enough trial, but if his elimination was intended to make the program different from the formula adopted by nearly all such revues, the move is not amiss. There is no reason why every variety show should have a witty emcee, a stooge, guests and every other type of item that every other program of the same kind contains. Rubinoff already has excellent bets in Walter Cassel, baritone, and Betty Jaynes, another vocalist, plus himself and orchestra.

## Ford Sunday Evening Hour

The air's most distinguished musical program, Ford's Sunday evening hour over CBS, began the first of eight concerts (season's final) under the baton of Eugene Ormandy with an impressive rendition of Wagner's "Tristan and Isolde," featuring Kirsten Flagstad, as the highlight. From every standpoint—talent, production values, dignity of presentation and general entertainment satisfaction—these Ford programs are in a class by themselves. No wonder more and more persons are getting to like better class music.

## Phil Spitalny

Another of the all too few distinctive musical aggregations of the air is the Phil Spitalny all-girl orchestra, which went into a new time spot Monday at 9:30 p.m. over the NBC-Red. Selection of numbers and their rendition conform neatly to the program's "Hour of Charm" designation. Evelyn's "magic violin," the crooning of the Three Little Words, and various other elements combine to give this musical cocktail a flavor that should satisfy elite tastes and flatter the others.

## Radio Problems Aired At ANA Conference

(Continued from Page 1)

John J. Karol of CBS on how to test a new program, L. D. H. Weld on measuring potential circulation of radio stations, and Robert J. Landry on showmanship.

## Bi-So-Dol's Fourth Year

Bi-So-Dol on Friday starts its fourth year on CBS. Elizabeth Lennox and Victor Arden have been with the show since the beginning. Oscar Shaw and Carmela Ponselle also are in it. Blackett-Sample-Hummert is the agency.

## Craven & Hedrick, Move

Craven & Hedrick, advertising agency, will move to new and larger quarters at 522 Fifth Ave. today.



PROMOTION

Citizenship Essay Contest

Uncle Don, who just concluded a successful safety contest among children in cooperation with the New York Police Department, inaugurated a new contest among his club members over WOR on Saturday at 6 p.m.

The contest, which will run for four weeks, will have for its topic, "How I Can Be a Better American Citizen." The children will be asked to write an essay on the above subject with weekly prizes awarded to the best one submitted. The two grand prize winners will be flown to Washington with Uncle Don in a plane piloted by Captain Eddie Rick-enbacker of Eastern Airlines to meet President Roosevelt. They will also tour Washington and be entertained there.

If children outside of New York win the contest arrangements will be made to fly them directly to Washington where they will be met by Uncle Don.

Recipe Book

St. Paul—With hundreds of listeners requesting recipes from Bee Baxter as a result of her Monday through Saturday Household Forum broadcasts on KSTP, Rapinwax, makers of waxed paper and one of the Forum's accounts, decided to have Miss Baxter prepare a "favorite recipe" book, which is now off the presses and going out to listeners. Book, extremely attractive compared with the mine-run of free cook-books presents recipes from all parts of the world, opens with a "jingly" introduction. Rapinwax started on the show with a three-week test; signed for 13 weeks; then went on the dotted line for 52 as a participator in the Forum.

Effective Premium Idea

KSFO, San Francisco, originated a new premium idea for one of its sponsors, Red Heart Dog Food, that offers individual treatment to every listener.

In return for three labels from the cans of dog food, the station supplied free a 5 x 7 inch enlargement of the listener's pet. The listeners sent in snapshot negatives, from which the enlargements were made; the negatives were then returned.

Some listeners sent in as many as ten negatives with 30 labels accompanying.

Window Posters, Theater Trailers

Denver—N. D. Davidson, publicity director of KLZ, has arranged with local merchants to spot a poster in their window telling of the product and the program over the station. On the poster is a picture of the show, taken in the studio, with times of the broadcast, and other information.

KLZ also has voice trailers in half a dozen theaters plugging its pro-

RADIO PERSONALITIES

No. 31 in the Series of Who's Who in the Industry

WILLIAM J. "BILL" SCRIPPS, radio director of The Detroit News, and late manager of WWJ, really is responsible for there ever being a WWJ. Still in his early thirties, "Bill" is recognized as a real radio pioneer. He was still in short pants when he got the idea that he would like to have a radio transmitter, a very new thing at the time—a plaything for amateurs. "Bill" had heard a lot about radio, for his grandfather, James E., founder of The Detroit News, and his father, William E., now president of The Detroit Evening News Association, both had given much financial and moral aid to Detroit inventors in the radio field. To make a long story short, "Bill" got his transmitter and put it to work. Then he and his father got the idea that, instead of a plaything, radio might be used to entertain, inform and educate. A second transmitter was installed in The News sports department to report the latest in that field. A little later, a larger transmitter was installed in what then was The News' attic—and WWJ was born. Aug. 20, 1920, with the broadcast of the experimental programs, the World Series games, and the November election returns. Then followed a long period of education for "Bill," but radio was not forgotten, and when Manager Jefferson B. Webb died, "Bill" Scripps took off his coat and went to work. He carried out Webb's new studio plans, built the finest broadcast house between New York and Chicago, and turned the station responsibility over to Easton C. Woolley, becoming himself radio director of The Detroit News.



Responsible for the existence of WWJ....

grams. Trailers, kept up to date, are run in six Fox houses.

Court Solution Contest

Louis Lefcoe, Inc., Philadelphia clothing house, in sponsoring a "Court of Human Relations" over WFIL, gets around the bar association's ban on a lawyer giving advice over the radio by leaving the solution of the problem to the listener. Three best letters of 100 words, giving best advice on the dramatized problem, rate gold wrist watches donated by sponsor.

NBC Coronation Pieces

NBC has issued the second of a series of Coronation pieces telling about its plans to cover the event. Four-page folder, "Follow the Golden Coach," contained an RCA wire-photo of the State Coach as it paraded through the streets of London on April 18 as part of a rehearsal staged that day.

First Coronation folder outlined NBC's plans for covering the event.

Baseball Ad

WHIO, Dayton, had a quarter-page ad in the Dayton Daily News to exploit the start of its 1937 baseball broadcasts. All Cincy Reds games except Sundays are being aired.

Si Burick also gives the news and comment Monday through Friday, with Coca-Cola as sponsor.

Scrap Book Material

Maher's 7-Up Co., sponsor of Orville Foster's Day Dreamer program on the Iowa Network, has printed special stationery, scrap-book pages and title pages for program fans who keep Day Dreamer scrap-books.

Benny Fields for Disks

Benny Fields was signed yesterday by Irving Mills for Variety Recordings and will cut two disks per month for one year. First series will include hit numbers from "Wake Up and Live."

San Francisco

A NEW drama serial, "John Martin, A.M.D.," started Monday on KYA and the CRS network, five times weekly. Bob Stanley of CRS production staff wrote it. Lois Hampton, Ivan Green, Robert Adams and Marjory Smith in cast.

J. Clarence Myers was among those who left for Los Angeles to attend the new KEHE studio dedication.

"Picture That," new show featuring music of the movies, went on the CRS network stations Monday night. Walter Rudolph's orchestra, Cora Lee Scott and Dave Keene are in the show.

"Microphobians," the aspiring announcers program, has switched from Monday to Sundays at 3 p.m. over KYA and CRS network.

Harpisichord Group to Return

Manuel-Williamson Harpischord ensemble, recently on the NBC-Blue schedule, will be heard again starting May 4, probably at 10:30 p.m. The classical music group has been airing out of Chicago.

Star Radio Adds KDB

Star Radio Programs has added the Don Lee System station, KDB, Santa Barbara, to its list of subscribers for the "Morning Bulletin Board" program.

Advertisement for RADIO DAILY featuring the title in large letters, flanked by 'STUDIOS PRODUCTION' and 'TELEVISION SPONSORS' logos. Below the title is the slogan 'Little Talks on Big Subjects' with star symbols. The main text reads: 'When a publication surpasses ALL previous records in its field for both brevity of TIME in achieving SUCCESS and NUMBER of SUPPORTERS attached to it—it MUST be moving forward under a MOMENTUM of MERIT . . . RADIO DAILY is growing, GROWING because it fills a natural need in the Radio Industry . . . Busy executives of Radioland who value truth and time guard BOTH by reading RADIO DAILY . . . . .'





## ★ Coast-to-Coast ★



**R**UTHRAUFF & RYAN agency has taken over the entire 13th floor of the 360 North Michigan building, the expansion providing 30 per cent additional space. The 13 doesn't worry anyone at R & R. Dale Perrill of the radio department has number 1030103 on his car.

Bill Krenz, 240-pound NBC pianist, will try and wear off some of the weight wielding the baton. He has organized a string orchestra to be heard over WMAQ-NBC at 9:45 a.m. Saturdays.

John Weigel has left the CBS announcers' fold for freelancing. John, who studied marketing at Ohio State university, is trying out his theories by running a food shop near Cubs' baseball park on the side.

Job opportunities for Negroes are being broadcast over WCFL Saturdays by Julius Adams, city editor of the Chicago Defender, colored newspaper. Sponsored by the National Urban League.

Frances Carlon, MacDonald Carey, Arthur Peterson, Betty Caine and Virginia Temple among local radio actors performing in the play "Forever and Forever" at the "Little Theater Off Bughouse Square."

Bill Bouchey scheduled for male lead in Lovely Ladies cosmetics' "Your Parlor Playhouse" to start Sunday 10:30 p.m. on Mutual. Les Tremayne originally picked for the job but had to relinquish it when Campana signed him exclusively for "First Nighter" and "Grand Hotel."

Jimmy Briferly, romantic tenor will leave Paul Whiteman, next week to return to New York for movie work. He recently completed some film shorts for Educational Pictures and is to go west later in the season to be groomed for juvenile leads in musical films.

Frankie Masters, band leader for "It Can Be Done," is hearing from two old acquaintances who are now mutual friends at Joliet prison. One is a whilom banker he knew and the other is a guy who stole his car. The two are chums now in the penitentiary.

Anne Seymour of "The Story of Mary Marlin" is moving to a house and putting in a garden.

**K**ROC, Rochester, Minn., has obtained some unusual results for its advertisers. Howard H. Holton reports one recent instance where June's Apparel Shop, stuck with 100 sweaters, sold out the whole lot after a few 125-word spots. Then there is the case of Robert Orr, owner of Orr's Jewelry Store, taking a trailer trip to Los Angeles and meeting a trailer companion who was very familiar with the Orr radio program. Many motorist radio-listeners have come to Orr's for watch-repairing.

*Terrell Sledge is the new Morning Newscaster on WOAI, San Antonio, airing daily at 7:45 and 11:45.*

KFVS, Cape Girardeau, Mo., has started "Lives of the Great," disks. Telephone company has contracted for 26 programs of this series, presented Sundays.

*"Old Hayride," half-hour Monday night music and fun show, has chalked up five years on KFVS.*

George Champman, operator at KTUL, Tulsa, and George Gray, Brisbane, Australia, who had been exchanging short wave messages for two years, met recently when Gray visited Tulsa. Gray, who is studying U. S. radio, says programs here are miles ahead of the foreign programs.

*Les Weelans, musical director of KLZ, Denver, and Mrs. Weelans celebrated their seventh wedding anniversary the other day.*

Gene Loffler, production manager at KTUL, Tulsa, has chest-expansion, account of a baby daughter.

*A special broadcast by Maurice L. Rothschild Co. and WCCO from the Nicollet Hotel ballroom, Minneapolis, drew 1,500. Cedric Adams emceed, with Gus Arnheim's ork and WCCO Artists Bureau talent and a style show making up the one-hour bill.*

New 100-watter for Miami Beach has been given the call letters of WKAT and is expected to be on the air within 60 days.

*Fred Hoey, Yankee Network baseball reporter, is back at the Boston diamonds for his tenth season, with WICC, WBRY, WTHT and WTIC among his outlets.*

Oscar C. Hirsch, owner of KFVS, Cape Girardeau, Mo., interviewed visitors at the recent Missouri State Convention of the Junior Chamber of Commerce.

*Louise Hill Howe and Leonard Strong have the leads in "Story of Molly Brown," which inaugurates the new Mar-o-Oil series on KLS, Denver, May 2.*

KTSA, San Antonio, recently started "Hollywood Preview," giving

news of current films. "The Stick Pickers" and The Texas Playboys are new programs clicking at KMAC, San Antonio.

*Miami Daily News is discontinuing "Where Are You," lost persons program conducted by Retta Revell over WIOD.*

Jack Dempsey, Rupert Hughes and Mrs. Martin Johnson were among celebrities recently heard over KTUL while visiting Tulsa.

*Lorney Wilkinson, sports announcer at WTAQ, Green Bay, Wis., was judge Sunday in a contest to pick talented amateurs who will appear May 2 on WTAQ.*

"Voice of Public Opinion" is KVOD's (Denver) man-in-the-street program. Harry Golub, manager of the Orpheum Theater, is questioner.

*KIRO, Seattle, will broadcast the Greek Orthodox Easter Services at midnight May 2.*

Charles W. Burton, former manager of WEEI, Boston, is devoting his entire time to writing in his Cape Cod cottage. He's the author of "Ma and Pa," with Mrs. Roberta Burlin and Parker Fennelly.

*Bob Cronan, who announces Sundays on WNBC, New Britain, works in a Hartford department store weekdays.*

Gene Shumate, in addition to presenting 10-minutes of baseball scores on KRNT, Des Moines, is offering a 5-minute Baseball History daily, featuring the greatest ball game ever played on each date.

*Moreland Murphy has been handling news broadcasts at KCMO, Kansas City, until another newscaster is signed.*

Leo Lassen is at the mike over KIRO with "Baseball School of the Air," program introducing celebs as guests.

*Ernest Estes, Seattle announcer, becomes a benedict shortly.*

The "Opinionator," an inquiring reporter program aired daily over WHIO, Dayton, O., is becoming famous as a barometer of public opinion on almost everything from the recent epidemic of child marriages and sit-down strikes to the social ethics of pagan antiquity. Eddie Humphrey is the Opinionator.

*Nan Grayson, the Cinema Lady, has a new daily 11 a.m. program over WWSW, Pittsburgh, sponsored by Jerome Wolk, furrier. She gives Hollywood chatter.*

**W**ALTER CASSEL, baritone, will be featured in a Vitaphone technicolor short to be filmed in Hollywood and called "Rollins of the Mounted." Cassel was recently signed by Warner Bros. to a long term contract, and appears with Rubinoff on the Sunday evening Chevrolet series heard over the CBS network from the coast.

Frank Bull's "Sport's Bullseyes" leaves the sustaining class on KHJ, and goes eight stations of Don Lee net for Brown & Williamson Tobacco Co. thrice weekly starting Tuesday.

KMTR moving its executive offices to 1522 N. LaBrea, arranging to broadcast from Lucca's restaurant and transmitter, pending completion of new studios. Moving out of present quarters this week, to make way for expansion plans of United Artists, on whose lot studios now stand.

### Babbitt in Stoper Spot

Harry Babbitt, vocalist with the Kay Kyser orchestra, will be featured in a new program, "Surprise Party," beginning Sunday, 10 p.m., over WOR-Mutual. Babbitt inherited the assignment when Bill Stoper returned to Salt Lake City.

### St. Louis Radio Jamboree

St. Louis—Larry Sunbrock's 1937 Radio Stars Jamboree and Midwestern String Band Fiddlers, Yodelers and Accordionists contests will take place Sunday at Municipal Auditorium. WLS National Barn Dance stars will be featured.

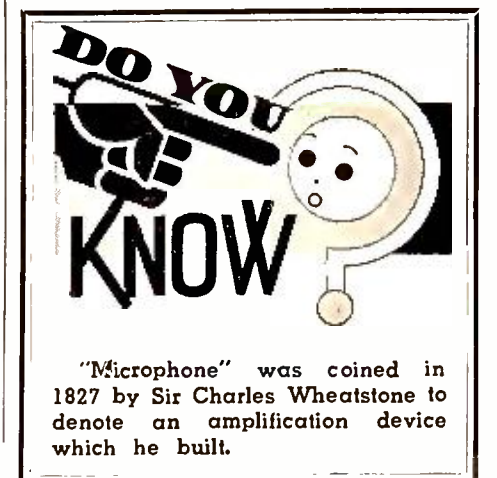
### Iodent on Vacation

Iodent Chemical Co., sponsoring the Joe Rines program heard Sundays over NBC-Blue, left the air after the broadcast last Sunday, and will remain off during the summer. Sponsor may switch to a week-day spot in the fall.

## ONE MINUTE INTERVIEW

PHIL SPITALNY

"You may think that women musicians are 'temperamental,' but I've worked with men long before I ever organized my all-girl orchestra, and I'm here to tell you that the lovely ones will work longer, harder, and with less complaining than any group of male musicians I've ever encountered."







# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 57

NEW YORK, N. Y., THURSDAY, APRIL 29, 1937

FIVE CENTS

## CBS Joins 5-Day Week

### Looking On ... AND LISTENING IN

**EVOLUTION** Now that the guest-starring rage has reduced the majority of variety and many other programs to the same general pattern, it is only a matter of time when somebody will try to give the policy a new twist by offering guests of guest stars.

Next move will be guests of the guest of honor of the guest star.

From that point, it will be just a goose-step to the inauguration of a game of "guess who the guest star is?"

Finally, a smart lad will come along and point out that radio listeners can save themselves the trouble of dialing for different programs; all they need to do is turn the radio on, wait, and in due time pretty near every personality of the air will roll around.

**MUSIC** Tabulated classifications of the weekly programs of various stations reveal that an average of 65 per cent of the time is devoted to music of one kind or another.

This has raised some speculation as to whether or not too much music is being sent over the air, and if some of this time shouldn't be diverted to other types of programs.

Our brief contribution to the discussion is that unless it is possible to find other material that makes as easy and pleasant listening as music does, better let well enough alone.

**TESTIMONIALS** The phoniest-sounding portions of radio commercials are the testimonial letters still being read on too many programs whose sponsors ought to know better.

Even laymen of sub-normal mentality marvel that radio ad copy writers should so underestimate the intelligence of the public as to expect them to take such bosh seriously.

#### Medico Ork

Cleveland—The Doctors' Orchestra of the Cleveland Academy of Medicine will make its bow Monday night at 10:30 over WHK. Aggregation is composed entirely of medical men, some of whom have played with former "name" bands throughout the country, according to Dr. John Cornwell, chairman of the social committee.

### REMOTE BROADCASTS ARE IMPROVED BY NBC

Remote control broadcasts for the NBC webs will soon be on a par with the pickup of stations' studios, according to O. B. Hanson, NBC chief engineer. Network is distributing 200 newly developed mikes and 100 mike stands to eight key points, while 70 specially developed field amplifiers will further aid the quality of the future remotes. Deliveries (Continued on Page 3)

### New Series From Vienna Starts Saturday on NBC

NBC will present a new series of international broadcasts featuring waltz tunes and light operatic music from Vienna starting Saturday, 3-3:30 p.m., over NBC-Blue network. Vienna's leading singers and orchestras will appear in the series, which will be short waved via RCA facilities.

### Three NBC Speakers At Radio Education Meet

Three members of NBC will speak on the technique of presenting educational programs on the air at the Institute of Education by Radio to be held May 3-5 at Ohio State University, Columbus. The trio includes Franklin Dunham, educational director; Ernest LaPrade, director of musical research, and Judith Waller, central division educational director.

## 20th Century-Fox to Censor Radio Programs of Its Stars

### Baseball and Beer Tieup Blocked by N. J. Commish

Newark, N. J.—A desire to "hook up baseball with beer" is frowned upon by State Beverage Commissioner Burnett. He refused to give his sanction to a proposal of the L. H. Hartman Co., New York agency, to have a series of contests in connection with broadcasts, and to give season and World Series tickets as prizes. Burnett said he objects to advertising beer over the radio because it is "carried directly to the fireside".

## Offices to Close on Saturday Starting This Week—Move Is Spreading Among Agencies and Representatives

### Rooster Crow Hour

New Orleans—Drug Trade Products has taken a 5 a.m. spot on WWL, the River Revelers being shifted to that time from 7 o'clock to provide a cock crow hour of hillbilly and river music.

## CENSORSHIP OF NEWS DENIED BY A. R. N. E. W.

Chicago—A resolution taking exception to a Saturday Evening Post article on "News of the Air," and denying that any censorship has been exercised in connection with radio news, was passed at the executive meeting of the Association of Radio News Editors and Writers held here (Continued on Page 3)

### Tim Goodman Resigns As Manager of WKRC

Timothy S. Goodman, manager of WKRC, Cincinnati, a CBS owned and operated station, has tendered his resignation, effective May 15. John MacCormack, Goodman's assistant, succeeds him. Goodman, a man of (Continued on Page 3)

Official announcement to CBS employees yesterday stated that starting next Saturday all CBS offices will be closed on Saturdays, except for those persons whose presence is considered necessary by their department heads. Announcement was signed by Mefford R. Runyon, CBS vice-president and assistant to Edward Klauber, the executive vice-president.

Latter part of the announcement may be taken to mean that it is up to each individual department to decide whether anyone is needed in his department on Saturdays. In the past CBS has always followed this policy throughout the summer months, beginning in June. Runyon announcement contains no reference to summer or how long the "Saturday offs" will continue.

A preliminary canvass conducted by RADIO DAILY in the radio station and advertising agency field showed strong indications that the entire advertising industry would be operating on a five-day week before the end of the year. As one station man pointed out, the announcement (Continued on Page 3)

### First Program Offer Brings 1,200 Replies

Boston—First broadcast of a commercial series on WNAC, this city and WEAN, Providence, on a Yankee Network hookup, brought more than 1,200 replies within the succeeding 14 hours. Sponsor is Howard D. Johnson Co., owners of a chain of 48 ice cream and restaurant shops in (Continued on Page 3)

### Not Enough Words

Philadelphia—With seven refrigerator accounts running simultaneously on WDAS, the copy writers are running around in circles trying to find adjectives to describe the various ice boxes without repeating themselves too much. Advertisers are Kelvinator, Crosley, Stewart-Warner, Norge, G. E., Frigidaire and Universal.





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : Business Manager

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# FINANCIAL

(Wednesday, Apr. 28)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 3/4	160 1/8	160 1/8	- 4 5/8
Crosley Radio	20 1/2	20 1/4	20 1/4	- 1 1/4
Gen. Electric	52 1/2	50 3/4	51 7/8	- 7/8
North American	25 1/2	24 3/8	24 3/8	- 1 1/8
RCA Common	9 1/2	8 3/4	8 3/4	- 7/8
RCA First Pfd.	70	69	69 1/4	- 1 3/4
RCA \$5 Pfd. B.		(76 Bid)		
Stewart Warner	19 1/8	18	18	- 7/8
Zenith Radio	34 1/4	32	32 1/2	- 1 3/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.				1/4
Majestic	3 3/4	3 3/4	3 3/4	- 1/8
Nat. Union Radio	2 1/8	2	2	- 1/8
OVER THE COUNTER				
CBS A		Bid 51	Asked 53	
CBS B		50 1/2	52 1/2	
Stromberg Carlson		14	15	

## NBC Cocktail Party For AAAA Delegates

White Sulphur Springs, W. Va.—NBC will throw a cocktail party for the delegates to the annual convention of the American Association of Advertising Agencies tomorrow night, preceding the annual Four A's dinner. Meet opens today at the Greenbrier Hotel and runs through Saturday.

Virtually all branches of NBC will be represented. John Karol of the CBS research department stopped off from the ANA meet at Hot Springs, Va.

**BIRTHDAYS**

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

April 29  
Lieut. Charles Benter  
Dick Leibert  
Duke Ellington

# PROGRAMS THAT HAVE MADE STATION HISTORY

## 1. "Grand Ole Opry", WSM, Nashville

THE "Grand Ole Opry" is almost 11 years old, reaching that mark on Nov. 5, 1937.

From the standpoint of air-hours, the "Grand Ole Opry" probably holds undisputed record. For it goes on the air at 8 o'clock Saturday night and continues for four solid hours until midnight.

Thus for four hours every Saturday night, winter-summer-spring-and-fall the Opry has had its full run.

Nothing less than a Presidential address can interrupt for even a half hour this feature WSM program. At least nothing less ever has interrupted it for ten and a half years.

The chief reason for the popularity of the "Grand Ole Opry" is the fact that the 50 performers are not of the synthetic hill-billy type. They are farmers and residents of the rural areas of Tennessee, Alabama, and Kentucky, who have not become citified. They live on the farm, or away from the city, and come in to broadcast over the Nashville 50,000 watt station every Saturday night—driving as far as 150 miles.

From many states as far away as Texas, Pennsylvania, or Canada come visitors to "see" the Grand Ole Opry every Saturday night. The four hour

program is broadcast in an auditorium and a capacity audience of 5,000 has witnessed every program for the past fourteen months.

The "Grand Ole Opry" is one of the biggest mail-pullers of any radio program in America, receiving around 200,000 pieces of mail every year. It is sponsored in half-hour periods by numerous advertisers, who reserve time on the program in some instances as far as two years in advance.

George D. Hay, "The Solemn Old Judge" is master of ceremonies of the program, assisted by David Stone and Tom Stewart. Uncle Dave Macon, 66-year old banjo-playing "Dixie Dewdrop" is the star of a program devoid of prima-donnas. Arthur Smith, America's greatest old-time fiddler, and the ballad-singing Delmore Brothers, are other standouts of the cast of fifty genuine old time fiddlers and singers who create a true barn dance.

That's a thumb-nail sketch of a program that can claim the most loyal following of any program in America—including Amos 'n' Andy. An audience of thousands that have not missed a broadcast in almost 11 years.

## WGN to Feed Mutual 90-Minute Clambake

The magnanimous WGN in Chicago will feed the Mutual web another hour and a half tonight, from 10-11:30 p.m. (EDST) repeating its blowout of several months ago. No special reason is forthcoming, excepting perhaps that the outlet has the budget to do its stuff.

Gala show will include Paul Whiteman (who will conduct part of the program), Harold Stokes and orchestra, Henry Weber and orchestra, a mystery drama titled "Creeping Chair," a hefty medley of hit tunes from 1900 to the present time; Katherine Witmer and others, about 22 principals in all, excluding bands or musicians. Studio audience will be on hand, divided into three shifts.

## WOR Holds Commercial; Talent Not Up to Par

"Cabin in the Pines," new show featuring Norman Brokenshire, plus other talent, scheduled to start on WOR Tuesday last, failed to go on, the reason understood to be refusal of WOR to okay the vocal talent as not being up to the station's standard. Sponsor is the A. N. Smallwood Co., real estate. Program is scheduled for Tuesday and Thursday at 7:15 p.m. and Sunday at 10:30 a.m. Believed that suitable talent will be on hand for tonight's show.

## KANS Is Participating In C. of C. Goodwill Tour

Wichita, Kas.—Figuring it will render a service to listeners and at the same time cement goodwill with local business men, KANS will air the annual Goodwill tour of the Wichita Chamber of Commerce in five broadcasts. Departure of the Tour, its arrival in Dodge City, Albuquerque and Pampa, and its return here will be put on the air. KOB in Albuquerque has placed its facilities at the disposal of KANS for the airing from that city.

Included in the "all-star cast" of goodwill ambassadors making the tour is Herb Hollister, general manager of KANS. The tour was given a send-off in a special supplement of the Wichita Sunday Beacon, which also had some good writeups on KANS and Hollister.

## Boston Symphony Series

Another series of "pop" concerts by the Boston Symphony Orchestra, presented from Symphony Hall, Boston, with Arthur Fiedler as conductor, will start May 6 at 8:30-9:30 p.m. Series will continue weekly until July 1.

**LEO SAYS:**

Smart advertisers want showmanship too—that is why they use WHN

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

# COMING and GOING

TAYLOR GRANT returns to WCAU, Philadelphia, after a week's vacation in the Catskills.

J. S. LARKIN, sales manager of 3UZ and Nielsen Broadcasting System of Melbourne, Australia, sailed yesterday from the west coast for home, having spent several months in America, particularly buying disk features for his five Australian outlets.

CHARLES M. PREITZGER, eastern manager for Gillette, and who has been in Hollywood to look after the Community Sing program, returns today with MRS. PREITZGER to his home in Boston, leaving Ben Larson at the coast production helm. While west, his daughter eloped and is now Mrs. Leonard Nixon.

WINI SHAW leaves for Cleveland to play a week's engagement at the Palace Theater there.

WILLIAM PERRY, CBS announcer, and RAYMOND NEWBY, CBS engineer, sail for Lima, Peru, on May 14 to cover the eclipse for the net.

BOB BUNDY left yesterday for Camden and is expected back today after discussing business with Mal Hallett.

IRVING BERLIN arrived in New York from Hollywood on Tuesday.

WILLIAM R. TRACY, vice-president of Hudson Motors, arrives today from Southampton aboard the Washington with his family.

KENNETH ROBERTS, writer and air commentator, with MRS. ROBERTS, arrive today aboard the Saturnia.

CLEM McCARTHY, NBC sports announcer is in Lexington, Ky., and will remain in Kentucky until May 10, when he returns to New York.

LENOX R. LOHR, president of NBC, leaves next week for a western tour.

E. P. H. JAMES, sales promotion manager of NBC, left for White Sulphur Springs yesterday to attend the A.A.A.A. Convention. Leaving today are: CLAY MORGAN, FRANK E. MASON, ROY C. WITMER and KEN DYKE, all of NBC.

FRANK RAND, publicity chief for CBS in Chicago, is scheduled to arrive in New York today.

ROBERT BENCHLEY has left New York for the coast.

## Feenamint Fades May 16; New Show Being Readied

Feenamint show as it now stands will definitely fade from the Mutual web on May 16. New series may get under way May 25, with possibility that Norman Brokenshire will head the cast. Entire talent setup will be a much lower priced one than currently heard. None of the present Feenamint cast will be heard on the new program.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

**KATE SMITH**

A & P BANDWAGON  
THURSDAYS  
CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



## COLUMBIA SYSTEM JOINS SHORTER WORKING WEEK

(Continued from Page 1)

by NBC that all production men, announcers, and sound effects personnel would go on a five-day week removing the major obstacle that has stymied all talk of a shorter week.

Advertising agencies have noticed that it has become increasingly difficult to accomplish anything on Saturdays, because so many clients' offices are closed. Station representatives have the same complaint. The short half-day and the time differences make it impossible to contact stations and get an answer back before the New York offices close.

## Remote Broadcasts Are Improved by NBC

(Continued from Page 1)

are expected to be made to these points on May 1, and will cost the web about \$35,000.

Research work on developing the field amplifiers is considered important by the NBC engineers who helped the job along, the amplifiers being the big item as compared to the mikes. Efficiency of the latest type microphones plus the amplifiers will do wonders for the remote broadcasts, many of them being accomplished under conditions never found in the studio.

## Lenox Lohr on Tour

Lenox R. Lohr, NBC president, leaves next month on a business trip through the mid-west and out to the Pacific coast. While on the trip Lohr has been invited to deliver a number of talks. On May 5, he will speak before the Kansas City Chamber of Commerce, and the following day will deliver two talks, one in Chicago before the Federated Advertising Clubs and at dinner of "Indianapolis Men," Indianapolis. On May 13, Lohr will be in Washington and will address the annual luncheon of the American Red Cross.

## AD AGENCIES

**RICHARD M. HOLSTEN**, v.p. and sales manager of the Cramer Tobias Co., has resigned and sold his interests in the firm in order to join the Sterling Advertising Agency. Holsten is at present aboard the Ile de France on his way to Europe for a vacation, and will assume his new duties upon his return next month.

**ANN CASHMAN** of the Lennen & Mitchell advertising agency sails Saturday on the coronation cruise of the Swedish-American liner Kungsholm.

**KEN SISSON** has been appointed by Lord & Thomas advertising agency to succeed William Hillpot in the radio department. Sisson will assume new duties as talent buyer and assistant to Thomas McAvity immediately. Hillpot will vacation until May 15 when he is due to report to NBC Artists Service.

## NEW PROGRAMS—IDEAS

### "Local Boy Makes Good"

"Local Boy Makes Good" is the latest five-minute feature to hit the program boards of WIBM, Jackson. The show, sponsored by a local men's wear shop, is a natural; the dramatization presenting in rapidly moving dialogue the careers and career-beginnings of men born and reared in Jackson; and the commercial copy, held to a minimum as on all short programs on this station, stressing the important part that personal appearance plays in attaining success.

"Local Boy Makes Good" was designed and written specifically for the sponsor by Bernard Wilson, production manager of the station, and makes the tenth five-minute commercial show on WIBM's current schedule.

Wilson has been consistently at work in the past three months cutting off five-minute commercial dialogues with which the station was overloaded, and replacing them with short "idea" programs that are outstanding novelty features.

Listeners are high in their praise of the new short programs and advertisers find they are doing a better selling job than the heavy commercials.

### Police Department Tour

St. Paul—Opened as an attention getter with a bona fide copper's "You're under arrest!" KSTP took its listeners in tow and gave them a trip through the St. Paul police department to show them what happens from the time an officer speaks those words to the time when the victim goes into the bastille.

With St. Paul dubbed "the nation's poison spot" of crime not so long ago by Attorney-General Homer S. Cummings, KSTP concentrated on an attempt to show what has happened in the police department since irate citizens took things in hand, took the police chief's job out of the political-football category, and put him under six-year tenure.

Particular emphasis was paid, indirectly, to the then-and-now system of training police officers.

### KVSO Goodwill Tours

KVSO, Ardmore, Okla., has started a series of Goodwill Tours to nearby communities for spring, summer and fall. Talent on visits will be local hillbilly and popular entertainment units heard regularly on station. Show will be held each two weeks. First trip was big success. Arrangements being made by Paul Duncan, chief announcer, and Albert Riesen, station manager. Daily Ardmoreite, owner of station, also sponsors trips.

### Music Lessons on WJAY

Cleveland—Educational department of United Broadcasting is starting a new series of 9:45 a.m. Friday programs devoted to music lessons for first grade pupils. Edna Alice Whitsey, assistant supervisor of music for Cleveland Public Schools, will conduct.

### Handwriting Psychologist

Mona Marlowe, noted grapho-psychologist, starts a new series of programs over WJBK. She will be heard Monday, Wednesday and Friday evenings at 6:45, sponsored by R. G. Dun Cigar Co.

Mona Marlowe's career has been a colorful one. She has worked on various newspapers throughout the Country, and was associated with The Van Couver Sun, in British Columbia. Started in Radio in 1924. Was associated with stations WGR, KFI, WTAM, WEA and others. Mona Marlowe's uncanny ability to read handwriting won her an important post with the Northwest Mounted Police, in Edmonton, Alberta. On her broadcasts, Miss Marlowe gives an analysis of the handwriting of those listeners who desire it.

### Three-Way Talent Hunt

Starting this week and continuing throughout the summer months, WFIL, Woodside Amusement Park and the Philadelphia Daily News will co-operate in a weekly amateur talent hunt. Programs are presented at the park before a visual audience, entries being made thru the newspaper, station carrying the tyro talent. There will be weekly cash prizes with a 13-week sustaining contract over WFIL as the season's grand prize. Jack Steck of the WFIL staff directs the programs.

### Legislative Talks in Italian

What the Pennsylvania state legislature does from week to week will be made clear to the Italian speaking people of Philadelphia through WDAS on Saturdays at 8:30 p.m. Representative Anna Brancato, representative from the 5th Congressional District, will speak in Italian and explain the legislative body's activities. Representative Brancato is the author and sponsor of the nationally famous Pawnshop Bill, recently passed in Penna.

### School Activities on WDAS

Parents are enabled to learn just how their children spend their time in school through a series of programs broadcast over WDAS Tuesdays at 7 p.m. These programs presented under the auspices of the Philadelphia Board of Public Education. Students of all the Philadelphia High and Vocational schools are heard, some as announcers, others as production men. The idea of the programs is to illustrate the diversified character of the curricula in the schools and to demonstrate that the school system has kept pace with modern trends.

### Kay Selb in WHN Press Dept.

Miss Kay Selb has been transferred to the WHN press department to assist Vivian Brown, who is compiling baseball material daily for the various sport commentators heard over the station. Miss Selb will work directly with Al Simons, publicity director of the station.

## CENSORSHIP OF NEWS DENIED BY A. R. N. E. W.

(Continued from Page 1)

early this week. The resolution, just made public, reads:

"We, the executive committee of the Association of Radio News Editors and Writers, desiring to take exception to the implications contained in an article entitled 'News of the Air' published in a January issue of the Saturday Evening Post by Richard Sheridan Ames, do, after careful consideration, unanimously pass the following resolution:

"Be it and it is hereby resolved that the Association of Radio News Editors and Writers call upon the Saturday Evening Post to cooperate with the radio news writing profession in bringing to the attention of the American public who read the Saturday Evening Post by publishing what we know to be the true facts pertaining to the radio news writing and editing profession.

"Be it further resolved: That the executive committee of ARNEW be placed on record as saying to the American public that never, to our collective knowledge of the recognized profession, has any censorship of radio news by radio sponsors been tolerated or even suggested.

"That: ARNEW be placed on record as pledging itself and its members collectively and individually to the continued truthful and honest presentation of news items at all times."

Resolution is signed by: John Van Cronkrite, pres.; Al Hollender, sec'y; John Hughes, News Editor, Don Lee Network, San Francisco; Jack Harris, News Editor, WSM, Nashville; H. Lee MacEwen, News Director, WLW, Cincinnati; Beckley Smith, News Editor, WJAS, Pittsburgh; Kendall McClure, News Editor, WOAI, San Antonio; Walter Paschall, WSB, Atlanta.

## First Program Offer Brings 1,200 Replies

(Continued from Page 1)

New England. Offer was a free souvenir pamphlet.

Program, which is heard Wednesday and Fridays 6:30-6:45 p.m., features Alton Hall Blackington, photographer and lecturer. Account is handled by Louis Glaser agency, this city.

## Tim Goodman Resigns As Manager of WKRC

(Continued from Page 1)

independent means, expressed a desire to resign last fall, but was persuaded to stay pending the installation of new studios and transmitter at the station. Building plans were completed last month.

## SELL TIME . . . . . WITH SOUND

Make your sales story BRIEF — CONCISE — DRAMATIC

Record it on a Presto disc and send it to the time buyer. Records bring results. Ask for proof.

**PRESTO** RECORDING CORP.  
149 W. 19th St., N. Y.



## ★ F. C. C. ★ ACTIVITIES

### APPLICATIONS RECEIVED

Platt & Platt, Inc., Poughkeepsie, N. Y. CP for new station. 1310 kc., 100 watts night, 250 watts day, unlimited.

Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

Sims Broadcasting Co., Globe, Ariz. CP for new station. 1210 kc., 100 watts night, 250 watts day, unlimited.

### APPLICATIONS GRANTED

KIDO, Boise, Idaho. CP covering changes in present equipment and increase in power to 5 Kw.

### SET FOR HEARING

Continental Radio Co., Denver. CP for new station. 630 kc., 500 watts night, 1 Kw. day, unlimited.

Floyd A. Parton, San Jose, Cal. CP for new station. 1150 kc., 250 watts, daytime.

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

Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts night, 250 watts day, specified.

Arthur Lucas, Savannah, Ga. CP for new station. 1310 kc., 100 watts, unlimited.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 1 Kw., unlimited.

E. B. McChristy, Brownwood, Tex. CP for new station. 630 kc., 250 watts, daytime.

Utica WUTK, Inc., Utica, N. Y. CP for new station. 1420 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

Walter H. McGenty, Rice Lake, Wisc. CP for new station. 1210 kc., 250 watts, daytime, be granted.

KLPM, Minot, N. Dak. CP for change in frequency, power and hours of operation to 1360 kc., 500 watts, 1 Kw. LS., unlimited, be granted.

Journal Co., Milwaukee. CP for new station. 1570 kc., 1 Kw., unlimited, be denied.

Mid-Atlantic Corp., Washington, D. C. CP for new station. 1570 kc., 1 Kw., unlimited, be denied.

Trenton Times, Trenton. CP for new station. 1570 kc., 250 watts, unlimited, be granted.

ACTION ON EXAMINER'S REPORTS

Bayou Broadcasting Co., Houston. Denied app. for CP for new station. 1210 kc., 100 watts, daytime.

WGBI, Scranton, Pa. Granted app. for mod. of lic. to increase power to 500 watts, 1 Kw. LS., 880 kc., share time.

KALB, Alexandria, La. Granted mod. of lic. to change frequency, power and hours of operation to 1210 kc., 100 watts, unlimited.

Isadore Goldwasser, Anniston, Ala. Denied app. for CP for new station. 1420 kc., 100 watts, daytime.

H. W. Wilson and Ben Farmer, Wilson, N. C. Granted CP for new station. 1310 kc., 100 watts, daytime.

### ORAL ARGUMENTS

Lawrence K. Miller, Pittsfield, Mass. Granted oral argument to be held May 27.



● ● ● Benton & Bowles radio head Tom Revere's trek to the coast today is to open and head an air dept. for the agency there... Al Pearce's show, which we stated so many columns back would come from the coast shortly, starts westward after their May 25 airing, stopping at Philly, Detroit and other points... Bill Bacher, the highest paid air director ("Hollywood Hotel"), will bow out on that show and handle "Show Boat" next fall from the coast... Ted Hammerstein won't conduct an orchestra thru Conn. this summer—just for a lark... Kated, Inc., the Kate Smith-Ted Collins firm, has placed Jim Crowley, famous pigskin coach, under its banner for radio appearances this Fall... Billy Swanson replaces Bobby Hayes' musical aggregation at the Edison Green Room tonight—making it three openings for the music boys to cover—Carl Ravell at the Lexington and Bunny Berigan at the Penn.

● ● ● Songwriter J. Fred Coats went to Harry Smith's recording studio and made a special record for his little daughter's birthday... A few days later he returned to pick up the finished product and suddenly realized that it wasn't Gloria's birthday at all—which is in December—but the natal day of his son—for whom he wanted the record made... Which brings to mind the story of Fred Norman's secretary, Thelma Rose, who is weak under the talk of high pressure salesmanship... Last Mother's Day, a man sold her a PONY to present as a gift... The price was \$10 and she gave the seller five with the balance to be paid on delivery... On the Sabbath the mare was delivered to their apartment—led by a rope... P.S. Her mother had a fit—and the deposit was lost.

● ● ● Ferde Grote will be heard in June playing his own compositions of modern American music, sponsored by Stokowski's former "paymaster"... Wilson, Powell & Hayward, auditioned singers at CBS to send to Chicago with Red Nichols' band—a commercial in view... Connie Boswell opens at the Palace theater in Los Angeles tomorrow doing a single... Robert Lipson, CBS page, has been signed by the artist bureau as a singer and gets a build-up via sustaining... He is the brother of the Gibson Girl... "March of Time" piped a special show to the convention in West Virginia the other night... Cotton Club will have a NBC wire shortly... Bahm Twins, seven-year olds, recently heard via WINS, audition for the nets next week.

● ● ● Jack Benny will celebrate his fifth year as an air comic Sunday by tendering himself a testimonial banquet during his show... Besides invitations to the cast, Greta Garbo has been asked to come—but won't... Kate Smith and Ted Collins come down the homestretch and enter their seventh year on the etherwaves this week... The flickers may boast about their Simone Simon but radio does all right by itself on double-talk with names like Phelps Phelps, the aircaster, Evan Evans, the baritone and Thomas Thomas, who also does a bit of vocalizing.

● ● ● Samuel Goldbetter, music agent, opens studios bearing his name Saturday on Broadway... Ina Ray Hutton and her Melodears open at the Paramount the 19th, following the Original Dixieland Jazz Band... Jerry Devine has been called in on the Bert Lahr scripts, which are improving... Lester Lee is looking for a "name" prima donna for the Oscar Shaw "One Man Musicals"....

## F. T. C. CASES

### Cease and Desist Orders

Under a stipulation entered into with the Federal Trade Commission, Eddie Manufacturing Co., Chicago, will discontinue as a trade name or brand for its radio dials the name "Majestic," either alone or with the words "Radio Corporation" or with any other words so as to create the impression that the dials or the radio sets to which they are attached are manufactured by Grigsby-Grunow Co. or its successor in business, Majestic Radio & Television Corp. of Chicago, when such is not a fact. According to the stipulation, the right to use the name "Majestic" is vested in the latter corporation.

## Benny Goodman Wins Block's Orchestra Poll

Martin Block, conductor of the WNEW "Make Believe Ballroom," has just completed his semi-annual poll, held in co-operation with his sponsors and the station, to determine the ten most popular bands airing today. Block's program is made up entirely of recordings, and poll determines who will be heard on his daily broadcasts. Total of 113,000 votes polled included 64 orks. Benny Goodman won with 20,058. Guy Lombardo, Shep Fields, Glen Gray, Hal Kemp, Horace Heidt, Tommy Dorsey, Chick Webb, Jan Garber and Russ Morgan followed in order named. Goodman will appear in person on the show tonight when announcement of winner is made, and will receive a scroll as token of victory. Block held last poll in September, 1936.

## CBS Sets Eclipse Plans

CBS yesterday completed plans for broadcasting the eclipse June 8. The assignment has been turned over to William Perry, announcer, and Raymond Newby, engineer. They will sail May 14 for Lima, Peru, and upon their arrival will immediately join the Hayden Planetarium Grace-Peruvian Eclipse expedition. Actual airing of the eclipse will be heard June 8 from 6-6:30 p.m. Program will come from the Andes Mountains, with base station at Cerro de Pasco, Peru.

In addition to the broadcast of June 8, CBS has set four additional broadcasts on the eclipse. They will be heard tomorrow, 4-4:15 p.m.; May 29, 6:45-7 p.m.; June 3, 6-6:15 p.m., and June 7, 6-6:15 p.m.

## Starr Changes Schedule

Martin Starr will be heard over WMCA at new periods, two evenings weekly, starting this week. He will do film reviews at 9:45 p.m. Wednesdays and cinema news and gossip at 8:30-8:45 p.m. Saturdays.

In a Gangplank Interview yesterday just before the sailing of the Normandie, Starr interviewed Barney Balaban, Paramount president, and N. L. Nathanson, Canadian movie mogul.

## KNEL Boost in Power Takes Effect in May

Brady, Tex.—Boosting of power at KNEL from 100 watts to 250 watts will be completed early next month, with no increase in the station's rates. The change, according to G. L. Burns, will make the station dominant in West Texas, a rich farm and ranch area.

KNEL, located in the second smallest town in the U. S. to have a radio station, has been on the air about 550 days and less than 5 hours have been lost due to trouble with equipment.

## Stan Fields Improved

Stan Fields, program director at WLTH, is expected back on the job tomorrow after a week's absence on account of illness. Norman Warenbud has been filling in for him.



**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**E**XCERPT from a letter to Claudine Macdonald, NBC's program producing, emceeing and commenting grande dame (Yes, we do read other people's mail)... "I miss very much hearing your program as we get home too late to listen to it, because we love to hear talks on things artistic and cultural... **NOT BEING CULTURED OURSELVES**, we learn many things from folks such as you"... It's only one of many missives in the same vein received by her at NBC, according to Claudine... Should give some of the purveyors of ether entertainment food for thought on the subject of writing and playing down to a "not-quite-bright" audience... She believes they prefer to look up and thinks they're entitled to get what they want.

▼ ▼  
Nancy Kelly, sub-deb ingenue temporarily missing from "The March of Time" because she went legit in "Susan and God," is back... She'll return to the "Susan" opus Sept. 15 when it opens here... Sunday's "We, the People" will have a dramatization of incident in the life of Ed Jerome, the "Roger Byron" of "Trouble House"... Anne Elsner of that program was thrilled to the proverbial core yesterday a.m. because the editor of "The Heinz Magazine of the Air" read a poem penned by papa Joe C. Elsner of Texas... Jane Coyle, once of WIRE, Indianapolis, has been added to the KXBY staff as amanuensis-in-chief to H. R. (Hal) Makelim, general manager.

▼ ▼  
Margery Wilson, whose behavior-regulating tome, "The New Etiquette" is marked for June publication, will be heard on "It's a Woman's World" May 4, 11, 18 and 25... She'll discuss "Fitting Your Personality to Life"... Wini Shaw, who recently offered a few Shavianisms on local ether programs, begins a week's engagement at the RKO Palace in Cleveland on Friday... Helena Blakeney, mezzo soprano who recently sang at the Golden Gate Theater in Frisco, is vocalizing with the Hotel Oakland Concert Trio over KYA Sunday nights... Francia White's up and about again and due back on the Fred Astaire Show Tuesday night.

**ORCHESTRAS - MUSIC**

**M**AESTRO BOB CROSBY and Ork open at the Aragon Ballroom in Chicago on May 29. Rockwell-O'Keefe Inc. set the deal.

Abe Lyman has just completed an intensive compilation of his music library. It now contains orchestrations of every celebrated American song of the past fifty years and every published French tune since 1900.

The craze for "Bank Nights" and similar theater games is travestied by the "Three Swanks," vocal trio broadcasting over WDAS, Philly, in a satirical ditty titled "Screeno."

Al Kavelin's Ork, featuring Carmen and his pianofortitude, is being aired from San Francisco's Mark Hopkins Hotel, via KPO.

Mal Hallett and the musical aggregation whose batonist he is are playing one night stands and college prom dates. He opens at the N. Y. Paramount sometime between June 15 and July 15, after which he is contracted to fill an engagement at the Palomar in Los Angeles.

Xavier Cugat, Latin batonist now appearing at the Waldorf-Astoria, will be interviewed by Powell Clark, on WMCA's Grandstand and Bandstand program tomorrow at 2:30-5:30 p.m. In addition to being interviewed

**Mellerdramas for WBBM**

Chicago—WBBM has sold the only sizable block of time it had left between dawn and midnight to Nelson Brothers, who are launching an old time Opry House from 11 to noon Saturdays, starting this week, in WBBM's 300-seat studio theater. Opening performance will be "East Lynne" with Sunda Love, Rupert La Belle and Howard Hoffman as stars and Virginia Carle, Ethel Owen, Albert Halus, Earle Dewey and Kenneth Christy. All will be costumed according to the period of the play.

Deon Craddock will lead the community singing and Bob Hafter, WBBM production director, is writing and directing the show. Ken Christy will emcee and portray "Major McGonigle," owner of the company. Three-piece showboat type of orchestra will be augmented to four for this series.

**WTAR DX Tieup in 2nd Year**

WTAR, Norfolk, is beginning its second year as official Eastern station for Universal Radio DX Club of San Francisco. Station's test programs are dedicated to organization, and weekly tip-period is broadcast Friday mornings at eleven from the Club DX Calendar. Lee Chadwick, member of board of URDXC, on station's staff, is DX correspondent for WTAR.

Cugat will conduct Lee Grant's Band in a special arrangement of his own composition, "My Shawl."

Shep Fields and his Rippling Rhythm Orchestra go collegiate on Friday night when they play at the New York University Military Ball. They're scheduled to return to the Paramount later this spring.

Guy Lombardo and the boys go nautical but nice when they play for the Spring Dance at the Naval Academy in Annapolis.

The U. S. Marine Band, conducted by Capt. Taylor Branson, changes its time of broadcast from Tuesdays to Fridays, 12 noon to 1 p.m. EDST, in a new spring series of concerts beginning this Friday.

Benny Cash, for eight years pianist and vocalist with Kay Kyser's Orchestra, and since affiliated with Hal Kemp's Band, began a series of programs over WDNC yesterday at 9:30 p.m. He will remain in Durham for a while, during which time he'll be featured weekly over WDNC.

Peg La Centra has been signed to replace Frances Hunt with the Benny Goodman Band. Frances can't leave town because of her impending marriage to Maestro Lou Bring.

**KFEQ Oratorical Finals**

St. Joseph, Mo.—Finals in a city wide oratorical contest, an annual event, in a half-hour program broadcast Sunday over KFEQ, caused much favorable comment. Preliminaries for the contest were held in the auditorium of St. Joseph's Junior College and were open to all comers. Contestants were eliminated by judges until four were left for the final competition. The winner of the contest was announced immediately following the broadcast, each judge phoning his selection to the studio from his home where he had been listening. Winner received a silver loving cup. Contest was under the direction of the Y.M.C.A. and the local public speaking organization. Prizes were donated by local merchants. This is the fourth year that KFEQ has broadcast the finals in the city wide oratorical contest.

**Gene Buck Fete on WMCA**

A testimonial dinner to Gene Buck under auspices of the Catholic Actors Guild will be aired from the Hotel Astor between 11 p.m. and 12 midnight Sunday. Beatrice Lillie, Bert Lahr, Ed Wynn, Edgar Bergen, Fred Allen, Lawrence Tibbett are expected to be on the entertainment program.

**Guests on WDAS Program**

Philadelphia—Headline attractions from the Earle Theater will be guests each week on the WDAS Merry-Go-Round, heard daily at 2 p.m. Jan Garber was on last Friday. Others to be heard include Roger Pryor and Sally Rand.

**GUEST-ING**

SHEILA BARRETT, on "Nine O'Clock Revue," May 2 (WOR, 9 p.m.).

JERRY COOPER, ERROL FLYNN and the MAUCH TWINS, on "Hollywood Hotel," May 7 (CBS, 9 p.m.).

LOUIS D'ANGELO, on "Your Hit Parade," May 8 (CBS, 10 p.m.).

JOE HOWARD and ARTHUR CARRON on Hammerstein Music Hall, May 4 (CBS, 8 p.m.).

JIM THORNTON, with Col. Jack Major, May 3 (CBS, 3 p.m.).

JANE FROMAN, booked by Herman Bernie on Ben Bernie's American Can program, May 11 (NBC-Blue, 9 p.m.).

AMSTER SPIRO, newspaper editor, with Will Wright, May 4 (CBS, 3:30 p.m.).

EDWARD EVERETT HORTON, on Jack Oakie College, May 4 (CBS, 9:30 p.m.).

ROBERT BENCHLEY on Jack Oakie College, May 25 (CBS, 9:30 p.m.).

**Voeller Buys Into Agency**

West Coast Bureau, RADIO DAILY Hollywood—Fitra Productions Inc., headed by W. H. Voeller, has acquired a 50 per cent interest in the Norman Frescott-Josie Sedgwick booking agency. Under the new setup, agency will operate as Josie Sedgwick-Ray West & Associates Inc. I. O. Witte will be vice-president. Voeller and M. Pavaroff, treasurer, will be on the board.

**WMCA**  
NEW YORK'S OWN STATION

leads in  
**PROGRAM PLANNING**

*Charm*  
SCHOOL OF THE AIR  
9-9:15 A.M. DAILY



## PROMOTION

### WDZ Follows Three "P's"

Pep, punch, and promotion are the 3 vital "p's" for a radio station—as important to it as the 3 "r's" to a student. WDZ in Tuscola, Ill., the third oldest station in the U. S., was given a step-up in power from 100 watts to 1000 watts, a new vertical transmitter was built, a change in staff and management was made, and a policy of promotion and development started in March, 1936. That the policy of the 3 "p's" is a success, when applied to radio, is proved by the following WDZ statistics.

In the month of March, for the first week, mail reports showed 109 communications from 45 towns. Today, WDZ averages 1823 communications from 356 towns. WDZ has welcomed since Feb. 1, 1936, 7½ tons of babies at 5 pounds per baby, or 3,049 babies at this writing, on its baby program, "Their Majesties, the Babies," which incidentally was originated by the station manager, Clair B. Hull, while program manager at WMBD in Peoria. WDZ has had 10,197 celebrants on its Birthday Party. The "Jitter Bugs," a three piece swing band, has taken into its ranks over 3,000 members in a period of 3 months. "The Man on the Train" program, the only regularly scheduled broadcast of its kind in the world, has since Feb. 1, 1937, received 4085 letters, some communications having as many as 30 to 40 questions to be asked on train interviews.

### KGNO Gets Regional Contest

The Southwest Association of Electrical dealers is starting a radio contest May 1 over KGNO, Dodge City, Kas.

Prize is the winner's choice of electric refrigerators sold in this area. Contest entails a visit to one or more dealers to get entry blanks. Contest continues one month, ending May 31, 1937. Newspaper and window tie-ins are being used. If the winner buys an electric refrigerator during the month, his contract and payments will be returned to him. There are 19 towns in southwestern Kansas included in the campaign, which is being carried only on KGNO.

## SAN FRANCISCO

Jack Bailey, newcomer to California Radio System, will collaborate with George Irwin on weekly scripts for KYA's "Variety Showcase".

Bar Meadows track's feature races will be aired daily except Sunday and Monday over KYA.

Bob Anderson, S. F. Call-Bulletin's Radio Reporter, gets an increased schedule (thrice daily) five days a week during the summer, plus a 9 a.m. spot Saturday morning.

John B. Hughes, KFRC commentator, back from air trip to Chicago where he attended the Association of Radio News Writers and Commentators.

Bill Holmes, radio editor of Oakland Post-Enquirer, off to Hollywood for two weeks, with Don Logan, rewrite man, sitting in for him. Holmes will look over the cinema city's air castles.

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 24 of a Series

### WBNX—New York

1000 Watts—1350 Kilocycles

**W. C. ALCORN**  
General Manager

**S. W. CAULFIELD**  
Treasurer

WBNX in New York is an outgrowth of the consolidation of three quarter-time stations, namely, WBNX, WMSG and WCDA. Operating on three quarter time it serves the varied interests of the large foreign language population of metropolitan New York by broadcasting program produced by the nationalities represented. In the aggregate, these nationalities, consisting only of foreign born residents, number 3,222,426 people, said to be a market equal in size to the cities of St. Louis, Cleveland and San Francisco.

Added to the native born of foreign and mixed parentage, a large number of whom still retain in a somewhat modified form, the customs and characteristics of their mother tongues, the metropolitan foreign language population served by WBNX number 6,583,087 people. This figure represents a multiple market greater than Boston, Chicago and Philadelphia combined.

Ranked by independent surveys as the best foreign language station in the United States, WBNX broadcasts in a variety of languages. The five major language groups, however, representing over 40 per cent of the metropolitan population, are Jewish, German, Italian, Spanish and Polish. Broadcasters of the type of Borden's Co., Consolidated Edison Co., and others have consistently benefited through the sponsorship of these foreign language programs.

Because of the individual nationalistic appeal of WBNX, its listeners are not subject to competition of network or large English speaking stations in New York. English programs, however, are not neglected and WBNX frequently carries special programs of general interest. It has also inaugurated many successful English periods including "Radio Clinic," "Rackets" and "Life Insurance Forum."

Operating with a directional antenna, the measured primary service area of WBNX contains a population of 9,583,087. Main studios and business offices are located at 260 East 161st Street. Transmitter is in Cliffside, New Jersey.

### Whiteman Breaks Records

Chicago—Paul Whiteman has broken all records at the Gold Coast room of the Drake hotel. Top week was \$14,000, almost \$4,000 more than Jack Hylton, who was second best. Whiteman is pleased with first transmissions for Mutual and is seeking a Mutual wire for this summer from Fort Worth. Leaves here May 6 to play five one nighters on the way back to New York, where he will play a week at Loew's; then another week at Loew's in Washington. Linda Lee, who did a week with the band, has returned to New York.

### Rosa di Giulio in Concerts

Rosa di Giulio, soprano now broadcasting over a hook-up consisting of WXYZ, WELL, WIBM, WKZO, WFDF, WBCM, WOOD-WASH and WJIM, on a number of sustaining and commercial programs, will make a special trip to New York next Sunday for radio and concert appearances. Miss di Giulio's first commitment is the title role in "Rigoletto," the opera to be presented at the Hippodrome May 1.

### Air Interview Thomas C. Grace

Claudine Macdonald, of NBC special events department, will interview Thomas C. Grace of the State Division of the Federal Housing Administration at the North American Homes Exposition at Madison Square Garden on May 13, in a special broadcast, 12:15-12:25 p.m. over the NBC-Blue. Miss Macdonald will describe the "House of Tomorrow" which is being constructed in the Garden and equipped with every modern gadget.

### New Italian Short Wave Unit

Italian Broadcasting Co. yesterday announced that it had placed an order with Electrical Apparatus Co., Milan, for a new 100-kilowatt output short wave broadcasting unit to be erected in Rome. International Telephone & Telegraph Co. of New York, of which the Milan concern is an affiliate, confirmed the announcement. Programs will be sent to all parts of the world on regular broadcast schedules, it was said. Apparatus is expected to be ready for service by 1938.

### Another Record Claimer

Now it's WWL, New Orleans, who claims to ante-date WBNY and other stations in the offering of a regular Catholic High Mass each Sunday. A. S. Foster, promotion manager of WWL, says his station started carrying the High Mass early in 1924 and has kept it up each Sunday.

### "Today's Children" Renewed

Chicago—Pillsbury Flour's serial "Today's Children" has been renewed starting May 29 for 52 more weeks over basic NBC-Red, Southeast, Southwest and North Central groups. Talent lineup remains the same. Irna Phillips is author.

### WJAY Barn Dances

Cleveland—Barn Dances will get under way Saturday at 7-7:45 p.m. as a weekly feature over WJAY. Wayne West will be master of ceremonies, and each broadcast will be dedicated to some person or city.

## NEW BUSINESS

Signed by Stations

### Chicago

WBBM: McCormick Realty Co., Home Office Griffith (Friendly Philosopher), thrice weekly, through Presba, Fellers & Presba; Nelson Bros., Opry House, one-hour, Saturdays.

WLS: McCormick Realty (same as on WBBM).

### WHK, Cleveland

Vim Health Food Products, 8 a.m. newscast by Ben Dean, thrice weekly.

### WDSU, New Orleans

Big Yank Shirts, 15 min. weekly disks, 13 weeks, through Transamerican.

### WDAF, Kansas City

Buick Motor Co., "Musical Clock," daily except Sunday starting May 3.

### KVSO, Ardmore, Okla.

Dr. Pepper (beverage), time signals, three daily, through the summer.

### Jack Eigen to Celebrate

Jack Eigen, whose "Broadway Newsreel" is heard over WMCA every Tuesday at 10 p.m., will celebrate one year of radio work on his May 4 broadcast. Eigen will offer a gala 15 minute broadcast on his first anniversary show.

## PHILADELPHIA

Lynn Willis, recuperated from a nervous breakdown, returns Friday to the WIP announcer staff.

WFIL, in conjunction with National Accident & Health Insurance Week, is presenting a special series of programs for policy writers.

Edward Wallace, production manager, Don Martin, announcer; John Facenda, night supervisor, and Betty Schaffer, receptionist, all of WIP, are headed for the altar in the next few months.

With the new WLW wire, WFIL has four network affiliations. Others are NBC-Blue, Mutual and Quaker State. General Manager Donald Withycomb says WFIL not only will carry WLW, WHN and KQV sustaining shows, but later will feed them its own programs.

Jack Steck, WFIL mikeman, is emceeing outdoor shows at Woodside Park.

Pete Newman of the Sleepy Hollow Boys (WCAU) is engaged to one of the Murray Sisters. Mort Lawrence of the gang also is altar-bound.

Modern Choristers, local vocal group directed by Francke Cullis Morley, is radio-debuting over WIP.

Bill Dyer, WCAU sports announcer, adds another commercial shot, a 10-minute resume for Bachman Chocolate, besides the ones for Wheaties and Socony.





**L**ES HACKER, manager of the Valley Electric Co.'s new radio station KVEC, is in Los Angeles for a quick business trip, preparatory to the opening on May 8, when the new 250-watter will start broadcasting with appropriate ceremonies.

Mary Shipp, niece of the late Jeanne Eagles, has been signed by Don Lee to play the Becky Thatcher role in the Tom Sawyer serial, formerly played by Dianna Lewis who goes to Texas with Larry Lee's ork as singer.

L. A. County Medical Society, which went on the air a month ago with weekly programs on KFI and KECE, using word syphilis and conducting a public education campaign on social diseases, reports that the society, which used to clear six or seven Wasserman tests a week, now makes from 30 to 40 daily, and that program which was eyed askance by some of the members is now hailed as an outstanding success.

Jack and Hazel O'Farrell will start a strip series for Globe Department store next week, Monday through Friday, 15 minutes on KECA. The two will enact the experiences of husband and wife, shopping background, based on material gathered by the two who tie in personal appearances at the store with their radio act. Contract is for year.

Bill Henry, sports editor of the L. A. Times, has been signed to cover the cup matches between Japan and United States, from San Francisco, over CBS t.c. net

Frances Langford expected to be sufficiently recovered from her appendectomy to be back on Hollywood Hotel for May 7 airing.

Shirley Ross of the Ken Murray and Oswald show, set for Paramount's "This Way Please," Buddy Rogers co-starring.

KFI-KECA are adding a small speaker studio to their quarters in the Earl C. Anthony building, supplementing three large studios.

Morris Plan Bank, Washington, D. C. has purchased 52 week Wade Lane's Home Folks series, through Mertens & Price.

### KANSAS CITY

Lewis Jones, Clifford Perkinson and Jimmie Davis, hillbilly string unit from WIRE known as The Mountain Rangers, have joined KXBY.

KCMO has signed Elko Photo Finishing Service for 13 weeks of six five-min. weekly periods.

KMBC staff shanghaied Margaret Heckle and Neal Keehan of "Across the Breakfast Table" on the occasion of their double birthday, Monday, and took them to Excelsior Springs for a surprise party. Jimmie Patt of CBS, Chicago, came down for the affair.

G. L. Taylor, president of Midland Television Inc., is back from a three-week eastern trip.

## RADIO PERSONALITIES

No. 32 in the Series of Who's Who in the Industry

**W**ILLIAM C. GILLESPIE, vice-president and general manager of "Tulsa's Friendly Columbia Station", KTUL, has been in the business since the days of carbon mikes, ear-phone headsets and shouting announcers. Born 1904 in Notasulga, Ala., he attended the University of Alabama where he became a member of the Sigma Nu Fraternity. Later went to Oklahoma City University.



Radio has become his life-blood .....

Ventured into newspaper business in 1922 with Oklahoma Publishing Co., Okla. City. In 1923 he was in the advertising department of the Daily Oklahoman and Times and was devoting part of his time and a lot of his energy to KFJA. In 1927 he went to WKY as a salesman and was very soon made program director. The year 1930 found Bill Gillespie in Peoria, Ill., working for Edgar Bill at WMBD.

Answering the call of the west in '31 he became general manager of Iowa Broadcasting Network for Gardner Coles, Jr., helping to build and put KSO at Cedar Rapids and WIAS at Ottumwa, Iowa, on the air. In 1932 he became vice-president and general manager of the Tulsa Broadcasting Co., which put KTUL, CBS affiliate, Tulsa's only full time radio station, on the air in 1933. Under Gillespie's managership, KTUL has gone steadily forward since its opening a little over three years ago. Fifty national advertisers and 126 local advertisers use it regularly. He has made it a point to know each member of his staff of 53 not only as a "boss" but, what is more important, as a friend. Not so old in years, but a pioneer in the radio world. Once said: "They broke my heart when they took me out of the newspaper business and put me in radio, but it would kill me to leave it now."

## ★ Coast-to-Coast ★

**H**OWARD E. PILL, secretary and general manager of the Montgomery (Ala.) Broadcasting Co., has been elected president of Montgomery Rotary Club.

*Ben Thaxton, featured in the Clark & Sorrell commercial on WDNC, Durham, N. C., the past 15 weeks, began a new sustaining series Tuesday. Mildred Goodrich continues to furnish piano accompaniment. Thaxton, a freshman at Duke U., also is heard on the "Melody Kitchen" commercial.*

John Brown and June White (Mr. and Mrs. John Brown) are being starred by Radio Events Inc. in a new series, "Bruce, Betsy and Baby," in which they probably will use their recently born baby.

*Jeff Baker, staff announcer at WTAR, Norfolk, has named the latest arrival in the family Beverly Brooks Baker.*

Ed Robson, announcer at WDAS, Philadelphia, is former golf pro at Colonial Country Club, Mt. Kisco, N. Y.

*L. V. Butcher, who recently took over management of KFBI, Abilene and Salina, Kas., has been making things hum with new ideas at the station.*

Pat Stanton, general manager of

WDAS, Philadelphia, will stage another show of his moving pictures at the Philadelphia Turngemeinde on May 5. Film is a travelogue of Ireland which Stanton made last summer. In two shows held during the past few months Stanton has shown film to over 5,000 listeners to his Four Provinces Irish Hour. At last showing police were called out to keep crowd in check, and as a gesture he will show film to Irish police of Phila. at a special showing.

*Arthur Bergstrom, formerly with the Dramatic Group of WTIC, Hartford, Conn., has been added to the announcing staff at WSPR, Springfield, Mass.*

Paul Blaufox, formerly with Major Bowes, is managing the Grand Opera House, Wilmington, Del.

*Effective this week and continuing until program fades for season on May 15, Saturday eve shows from Hampton Institute, originated by WTAR, Norfolk, will be fed to Canadian Broadcasting Corp., as well as red network of NBC.*

Philip Keith Palmer, formerly announcer at WIOD, Miami, has joined the announcing staff of WMAS, Springfield, Mass.

*KVSO, Ardmore, Okla., has been concentrating on remotes and studio programs for Ardmore's "Golden*



**K**AY KYSER and Harry Kogen are among the bandmasters named Caballeros de la Fiesta by Mayor Rossi of San Francisco in connection with the Golden Gate bridge opening May 28.

Lee Wiley, former Whitemanite, dropped in on Paul at the Drake en route from the west coast to New York.

Twelve Drake College (Ia.) students in Chicago over week-end doing broadcasts for NBC and WLS.

Frank Falknor, western engineering supervisor for CBS, back from a one-week swing that took him to St. Louis, Detroit, Washington and New York.

Frank Rand, CBS publicity chief, to New York yesterday for consultation with Don Higgins.

Jimmy Patt, special events boss at CBS, visiting his family in Kansas City after putting on Drake relays broadcast from Des Moines Saturday.

Dick Hallett, WBBM engineer, just over appendicitis operation, now laid up with pleurisy.

Bill Telaak and Sally Payne, comedy duo, who have just finished a week at the Oriental Theater, will make a guest appearance on the Bowman Fireside Theater on WGN, May 5. They have just finished a picture with Gene Autry and are to return to the coast for more film work.

Jack Hurdle, supervisor of Gold Medal Feature Time on CBS, and Nancy Hurdle, his wife, of Betty and Bob cast, visiting old home, Bloomington, Ill.

Don Gallagher, former Shakespearean player, has joined "Modern Cinderella" cast.

Bill Thompson and Hugh Studebaker dropped their other radio shows to go along to Hollywood with Fibber McGee and Molly.

*Jubilee Year." Big audience show is handled monthly out of local auditorium. Special meetings, parades, etc., also aired. Station break occasionally is: "KVSO, Ardmore, Golden Jubilee City." Celebration widely publicized by that simple means.*

## ONE MINUTE INTERVIEW

JERRY DANZIG

"Interviewing people is really a science, borne out of practice. The right questions, how to lead from one topic to another gracefully, and what is news and possesses human interest, all come from long hard days of city desk assignments. I've covered so many stories, exciting, good, bad and indifferent, that the question comes by second nature."



## Coming Events

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

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

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

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

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.

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.

## ST. LOUIS

Waller Hornaday, WTMV scripter-announcer, resigns May 1 to take a copy job at Ruthrauff & Ryan here. Irving Paznan succeeds him. Fred Hirsch takes over two of Hornaday's production jobs.

John L. Sullivan, WTMV salesman, is back on the job after an illness. Abe Hendry, formerly of WIL, and George Stone of St. Louis Star-Times join the WTMV sales staff May 1.

Dan Donaldson, former WEW announcer, has joined KMOX. Lloyd C. Smith, recently of WKY, Oklahoma City, has been added to same station's sales staff.

Pappy Cheshire and 24 hillbillies started a new 2-hour jamboree on KMOX for United Remedies of Chicago last Saturday.

Fred Hirsch, WTMV scripter and announcer, starts Saturday as "Red" Steele, The Flying Investigator, for Massey Dairy, Granite City, Ill., for a daily show.

## If I Had A Station To Manage

By An Observer

THERE is no reason why small independent radio stations, without network affiliations, cannot lift themselves out of the morass of commonplace broadcasting outlets, loaded with the humdrum run of inferior local talent—unproductive of results for sponsors—and the laughing stock of stations handling the big-time shows with big names.

The formula is simple — easily adapted. It is difficult once the station has allowed itself to retrogress by playing phonograph records all day, or by allowing on its wavelength "Sister Susie and Her Calliope" and that sort of sustaining, unpaid talent just to fill up vacant hours.

Sustaining programs are just as important as commercial shows. If a magazine is known and famous for its editorial content which alone attract readers for the advertising—then a radio station must consider its sustaining as well as commercial program periods as carefully as publishers consider authors and stories.

Small stations state on every hand that they cannot compete with other outlets having network affiliations. While they may not have a Jack Benny, Fred Allen, Eddie Cantor, Phil Baker, Jack Pearl, or other type of comedy and variety show — while they may not have an Erno Rapee, Frank Black, Kostelanetz, Rubinoff, Bennie Goodman or other band or orchestra of like calibre in the flesh or over the wires—they CAN dispense good comedy and good music and enough variety entertainment to create box-office appeal to listeners in their locale.

After all, local advertisers want to use radio advertising at a time of day when they can get larger audiences. Night time broadcasts in most cities are "out" for most retailers, because the local network outlet has network commitments. That's where the independent station stands to make some real money and do a really good job. They have the time available. They must have programming knowledge and make that available to sponsors. Otherwise no sale. And they will never have listening audiences unless they are consistently presenting to the audience things the audience wants to hear.

Move No. 1 for the independent: Subscribe to a good musical library service. The station then has music of all types at its command. Instead of playing phonograph records all day and mentioning "This is a recording" before each record, it is only necessary to mention "electrical transcription" twice in a fifteen minute period. The sting can be taken off further by tying in the opening announcement with the show such as "Joe Doe and His Radio Revelers, transcribed for your entertainment" or some such phrase. Then, with the musical library, the music sounds as though coming from one band instead of a variety of different orchestras with their individual touches and rhythms. It sounds like a studio

ork—and if rehearsed, the show is as smooth running as any network effort.

Move No. 2: Restrict co-operative programs to certain specific periods, using the library service as a variety show and bringing in a comedy team if desired to give the program a network twist. 100, 125 and 150 announcements are no more than classified advertising and mighty ineffective as a campaign by itself unless constant over a long period of time. While they serve a definite purpose, almost every station overdoes the number of cut-ins and minute-spots to the point of nausea. The station does itself no good—the advertiser even less. Minimize the number of announcements accepted to certain periods far remote from each other and build shows. Then the announcements become more resultful.

Move No. 3: Fire all salesmen who do not bring in at least one quarter hour period for every three announcement contracts. Trouble with radio salesmen (time) is that they cannot think in terms of more than \$5.00 at a time. Anything else scares them. A radio station does itself no good with a staff of salesmen like this. True minute announcements mean revenue—and the death knell of local independents in overdoses.

Move No. 4: Get acquainted with syndicated transcriptions containing big names in the casts. These are available at really low cost in small cities—hardly more than the actual cost of pressings. The audience wants shows. If the local outlet cannot give them shows in the flesh, good transcriptions in 100 cases out of 100 have greater drawing power than John Brown's daughter who plays the zither with her friend accompanying her on the paper-and-comb. Syndicated transcription programs give the station comedy, adventure, drama, romance, thrills, variety, etc. I maintain that it is possible to plan a day of broadcasts more diversified and interesting than even a network outlet, given the transcription shows to work with. It is not necessary that the station buy the transcription series to use for sustaining shows. Get clients sold on 15 minute units—contact a transcription house—they will be glad to send a representative to help your own salesmen close sales. The producer of transcriptions want sales of programs. The station owner wants sales of time. The two could work more closely together. Let the station set the auditions. The producer's representative will help close the deal.

Move No. 5: Make all announcers pass regular announcing tests. They get careless—hang around the studios doing nothing when not handling a show—read all announcements as though the public owes them something including questionable reverence. They forget that they must sell the sponsor's goods . . . not just "read" a lot of words on paper. They should treat the microphone as a prospect they are canvassing person-

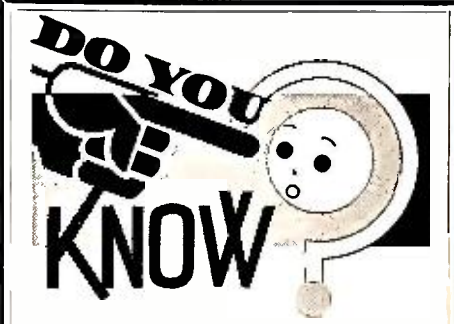
## ☆ "Quotes" ☆

GERTRUDE BERG: "The advent of television will make little or no difference to radio as a commercial medium. For years even after it is perfected television will be used chiefly as a medium for the presentation of special events, sporting events and perhaps some musical reviews and stage plays. Radio dramatics, as it is being developed, will continue to thrive as a separate entity because of its great flexibility, an advantage which will not be possible with television. The regular, staple radio features will still go on as they are today, with the exception perhaps, of developments in presentation technique."

EDGAR BERGEN: "It's only natural for people to begin to resent the radio comedians. There's entirely too much of them, and too much made of them. In all the years that have seen a steady advancement in Radio Production, the comedian has never changed his gagging style to conform with the shifts in taste. On my new program I will change my act by adding a female edition of Charlie McCarthy who will swap comedy lines with him. Then there's Elmer, a Frankensteinish monster who ought to scare a few laughs from the audience. All in all, I'll never let my act become so set in type that the public will know just what to expect when they dial me in."

MAX EASTMAN: "This business of turning out forty-thousand jokes a week for the radio market has become a serious business. That's the trouble with it. The speed is too high, competition too strong. The play is out of it and that's why humor is stiff in the joints. I can't see any cure for it except to get more comedians and not work them so hard—not let them work so hard. Bring up the chairs and force them into a sit-down strike."

ally and try to sell that animate object the product being advertised. When announcers will do that thing and not go off half-cocked as well as cocky, it will be a great day for radio advertising. Not all can be a Graham McNamee or a David Ross or a Tony Wons. But they can try to be salesmen instead of breathing automatons.



**DO YOU KNOW**

**KNOW**

Nevada has the fewest stations of any state in the U. S. One in Reno is the total.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 58

NEW YORK, N. Y., FRIDAY, APRIL 30, 1937

FIVE CENTS

## 40-Hour Week for WOR

### VISUALIZES TELEVISION AS INTERSTATE UTILITY

When television comes, it will probably be an interstate utility under federal regulation, in the opinion of Prof. C. F. Harding, head of School of Electrical Engineering at Purdue University, Lafayette, Ind. In an article titled "Seeing Is Believing", in the April issue of The Purdue Engineer, Dr. Harding says in part: "Who will provide television? Obviously such a gigantic, country-wide problem cannot be easily assembled from its multitudinous details, and it is not to be engineered and financed by any individual or any small corporation. It must be an interstate utility under federal regulation. It must be carried out

(Continued on Page 6)

### Thos. Slowie Appointed Secretary of the FCC

Washington Bureau, RADIO DAILY

Washington—Thomas J. Slowie of Clinton, Ia., yesterday was appointed secretary of the FCC, effective May 1. Appointment was made by the FCC sitting en banc. Slowie was formerly secretary to the late Congressman P. M. Jacobsen of Iowa. As far as is generally known, the

(Continued on Page 2)

### Father Coughlin Adds Two Colonial Outlets

Boston—Rev. Charles E. Coughlin's "Children's Hour," heard Sundays 4-5 p.m. on the Colonial network of 13 outlets, will add two more this Sunday when WNBX, Springfield, Vt., and WNLC, New London, Conn., join the web. With WAAB, this city, as the key station, program is now carried on the full net of 15 outlets.

### Flood Service

Wheeling, W. Va.—Return of flood conditions this week pressed WWVA into service again, similar to the services rendered last January and a year ago. Station installed a special broadcast line between its studios and U. S. Lock No. 12 at Warwood, W. Va. With remote equipment, bulletins were broadcast direct from the dam at half-hour intervals.

### WJTN, JAMESTOWN, N. Y., JOINING NBC BLUE NET

WJTN, Jamestown, N. Y., a 250-watt daytime, 100 at night, will join the NBC-Blue network on May 15 as an optional outlet. Station is owned by James Broadcasting Inc., and has been in operation since 1924. Charles Denny is station manager. Network rate will be \$120 per hour.

### P. & G. Bunches Time On Fidler, Vic & Sade

Following close behind the announcement that Jimmy Fidler would be given an additional quarter hour show each week by Procter & Gamble, on Friday nights, comes the news that same sponsors will shift their Wednesday night airing of Vic and Sade, now heard 10-10:15 p.m. on NBS-Blue net, to the 15-minute period immediately following the commentator, giving them a solid half-hour on the NBC-Red

(Continued on Page 3)

### McCosker Announces Increase in Staff to Permit Shorter Working Week—Union Signs Engineers in Six Stations

### ECKHARDT ELECTED CHAIRMAN OF AAAA

White Sulphur Springs, W. Va.—Development of a more professional touch in broadcasting, together with a decreased emphasis on box tops, contests, and other hectic phases of radio advertising, was prophesied yesterday at annual convention of the American Association of Advertising Agencies.

Meeting behind closed doors, the convention heard the future development of radio analyzed by Arthur Pryor, Jr., vice-president and radio director of Batten, Barton, Durstine & Osborn, Inc., New York.

His speech was not released, but in an interview later, he told RADIO DAILY that more professional handling of commercials as well as of entertainment is strengthening the

(Continued on Page 3)

### Ford Dealers Sign Off Al Pearce Midwest Show

Ford Motor Dealers last night signed off their special Al Pearce show aired over the Michigan network every Thursday from 8-8:30 p.m. Program was bankrolled by dealers in the middle west, with Pearce making special trips each week to vari-

(Continued on Page 2)

Conforming with the general upswing in business recovery, the WOR board of directors at its regular monthly meeting, held yesterday morning, announced through Alfred J. McCosker, WOR president, a 40-hour week for all WOR employees. Plan will go into effect just as soon as additional personnel can be hired and trained to take over assignments. Order affects 200 employees.

Out in Portland, Ore., the ARTA has signed up 90 per cent of the engineering staff of all six commercial stations in the city, it was also announced yesterday, by Harold Katan, head of the ARTA broadcast division. Stations are: KALE, KEX, KGW, KOIN, KWJJ and KXL. Negotiations are now going on between ARTA and managements of the respective stations. Marine division of the ARTA recruited the members. The broadcast division, as yet, has no office there.

In making the WOR announcement, McCosker made it known that the station now has an agreement with

(Continued on Page 3)

### M-G-M Radio Program Being Talked on Coast

Conferences are understood to be under way at present in Hollywood for the production of a regular radio program by M-G-M, originating on the coast and using the Metro film talent. Louis K. Sidney, head of WHN, controlled by Loew's, which is the M-G-M parent company, is participating in the talks. A similar experiment was recently tried and dropped by Paramount.

## Confab With Broadcasters Sought by Film Exhibitors

A conference with broadcasters on the question of radio competition with the movies will be sought by the Motion Picture Theater Owners of America following a meeting of the exhibitor organization's special radio committee yesterday at the offices of Walter Vincent, chairman.

Main concern of the movie men is the appearances of film stars on the air which the film exhibitors consider competitive and harmful to their business. Effort will be made

to reach an agreement that will be to the advantage of all concerned.

"The discussion by the members of the Committee on Radio Broadcasting by screen talent appointed by Mr. Ed Kuykendall, President of the Motion Picture Theater Owners of America, brought forth a unanimity of opinion to the effect that the function of the Radio and that of the motion picture is so greatly at variance, it was felt that a meeting of motion picture producers, of motion

(Continued on Page 3)

### 23-Hour Broadcast

Toronto—Canada's coronation broadcast will last 23 hours, running from 4 a.m. on May 12 to 3 a.m. on May 13, it is announced by Major W. E. Gladstone, general manager of Canadian Broadcasting Corp. In its Dominion-wide Coronation Day broadcast, CBC will use the new short wave receiving station near Ottawa, picking up direct from London.

### Late Listeners

Chicago—NBC learned something about the size of its after midnight audience when a one-time request for mail from listeners was made at the conclusion of the "Lights Out" ghost-horror show at 12:59 EST. More than 4,000 listeners wrote in letters and cards of appreciation despite the fact that it is a sustaining show and nothing was offered free.





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, Apr. 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162	160 1/8	160 3/8	+ 1/4
Crosley Radio	20 1/4	19 1/4	19 1/4	- 1
Gen. Electric	53	51 3/8	51 3/4	- 1/8
North American	24 7/8	24	24	- 3/8
RCA Common	9 1/4	8 5/8	9	+ 1/4
RCA First Pfd.	69	68 1/4	68 1/2	- 3/4
RCA \$5 Pfd. B.				
Stewart Warner	18 1/2	18	18 1/4	+ 1/4
Zenith Radio	34	32 1/2	33 1/2	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/8	15 3/4	15 3/4	- 1/4
Majestic				
Nat. Union Radio	2 1/4	2 1/8	2 1/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	50	52
CBS B	49 1/2	51 1/2
Stromberg Carlson	13 1/2	14 1/2

New WKY Production Manager

Oklahoma City—Allan Clark, WKY musical director, has been made production manager, with Hal Scher, formerly of the WKY sales staff, as his assistant. Clark will have charge of all production except dramatics, which will be directed by Daryl McAllister.

Revival on KFRO

Longview, Tex.—The Hamm Revival will be broadcast over KFRO five days weekly, 10-11 a.m. each Tuesday, Wednesday, Thursday, Friday and Saturday, starting May 4. Most of the churches in the city are cooperating in this joint Revival.

R-O'K Sign Ruth Etting

Ruth Etting has just signed an exclusive contract with Rockwell-O'Keefe, Inc.

MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE 1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

Ford Dealers Sign Off At Pearce Midwest Show

(Continued from Page 1) ous cities where program was heard, broadcasting each week from different city. Show, titled "Your Stars At Home" was heard over WXYZ, WELL, WIBM, WKZO, WFDF, WBCM and WOOD-WASH and WJIM. Pearce remains on his Tuesday night coast-to-coast show now being aired over CBS from New York, but will move entire program to the west coast shortly.

Beemer Forms Ad Agency

Detroit—Brace Beemer, for the past few years associated with the King-Trendle Broadcasting Corp., operators of the Michigan network, has resigned from that company to form the advertising agency of Brace Beemer, Inc. Beemer will specialize in radio advertising, and has contracted to handle all radio contracts for the Bernard Schwartz Corporation, Deisel-Wemmer-Gilbert Corp. and subsidiaries.

Star Radio's Anniversary

Star Radio Programs Inc. tomorrow will celebrate their first anniversary. The organization has built up a clientele of 126 stations. In addition to the programs it provides, approximately 4,000 Star commercials are being broadcast weekly, according to Daniel C. Studin, executive v.p.

WMAQ-News Courtesy Line

Chicago—Credit line, "WMAQ, the Chicago Daily News station", is solely a courtesy to the News, the station being owned in its entirety and operated by NBC, it is pointed out by Niles Trammell, NBC vice-president here. Station was acquired shortly after Frank Knox became publisher of the News.

Mayor Douglas Reelected

Charlotte, N. C.—Mayor Ben E. Douglas, announcer at WSCC and Mayor of this city, has been re-elected to his municipal post. Douglas handles the mike for "Organ Melodies." He also is an accomplished sports announcer.

"World is Yours" New Time

"The World Is Yours," NBC educational feature presented in cooperation with the U. S. Office of Education and the Smithsonian Institution, formerly heard at 11:30 a.m., changes Sunday to a 4:30-5 p.m. spot over the NBC-Red.

CBS Seeks New Transmitter

Washington Bureau, RADIO DAILY Washington—Columbia Broadcasting System Inc. of Wayne, N. J., has applied to the FCC for permit to build a new transmitter and increase power.

New KFYZ Amplifier

Bismarck, N. D. — KFYZ has ordered the new Western Electric 110 A program amplifier. The equipment, sent with a "rush" on the order, is expected to arrive soon. Chief Engineer Ivar Nelson will install the amplifier as soon as it arrives.

Thos. Slowie Appointed Secretary of the FCC

(Continued from Page 1) newly appointed FCC man has had no previous experience in radio beyond work in the recent political campaign.

It had been believed that the job would go to Robert I. B. Berger, radio director of the Democratic National Committee. Position of secretary to the FCC has been vacant since resignation of Herbert L. Petty, some months ago.

Disk Series Based on Films

A new series of 13 disks, based on the current Crescent historical action pictures, starring Tom Keene, will be cut and released by the J. W. March Advertising Agency within the next month. Series will be released nationally, and will be under the direction of Robert S. Feldman of WNEW. The New York station has aired some programs based on the same theme, also produced by Feldman, who is associated with the station.

Switching Busse

J. W. Marrow Manufacturing Co., sponsors of Henry Busse and his orchestra, will switch the show from its present Wednesday 4-4:15 p.m. spot to Sunday 11:45 a.m.-12 noon on May 2. Program will remain on the NBC-Red network and will be heard over the same stations. Bag-galey, Horton & Hoyt, Inc., of Chicago, has the account.

Builds Utility Equipment

Charlotte, N. C.—J. M. Whitman, member of the engineering department of WBT, has built a utility instrument that can be used for almost anything that goes on around a studio. The instrument has a turntable for playing sound effect records, a public address system, two speakers, and auditioning equipment.

WBBM Publicity Survey

Hal Burnett, publicity director of WBBM, the CBS station in Chicago, is conducting a questionnaire among radio editors with a view to improving the service given them by the station's press department.

Variety Show from London

A variety show emanating from London's famous "Palladium" via British Broadcasting will be heard over the NBC-Red network this afternoon from 2-2:30.

Fitzgerald as Sales Contact

L. J. Fitzgerald of the NBC Artists Service starting May 15 will be the sales contact on all NBC concert artists placed on commercial radio programs.

**LEO SAYS:**  
New York's No. 1 showmanship station produces some of the biggest star-studded shows on the air waves.  
**WJIN DIAL 1010**  
AFFILIATED WITH M-G-M \* LOEW'S

COMING and GOING

JOHN V. L. HOGAN, president of Interstate Broadcasting, is back from Washington, where he went to present a petition to the FCC requesting that WQXR power be increased from 1,000 watts to 5,000 watts.

MR. and MRS. JOE WEBER are sailing tomorrow aboard the S. S. Pennsylvanian for a European vacation.

THOMAS G. ROCKWELL of Rockwell-O'Keefe, who has been visiting the eastern offices of the firm for the past ten days, is scheduled to return to Hollywood Monday.

FRED WEBER, general manager of the Mutual Broadcasting System, goes to Cleveland on Sunday.

LESTER GOTTLIEB of the Mutual press department in New York goes to Washington today to attend WOL's party anent new studio opening.

MR. and MRS. NORMAN CRAIG of Craig & Hollingsbery, Inc., station reps, will spend the week-end in Utica and Rochester on business.

JERRY COOPER left for Hollywood by train last night.

ANDRE KOSTELANETZ planed to the west coast yesterday. Will be gone for ten days.

GEORGE W. SCHER, publicity director of Lennen & Mitchell, leaves May 15 for a 2-week vacation. Will cruise to Havana.

NICK KEESELY and JIM MALONEY of N. W. Ayer & Son went to Dayton yesterday to put on the Dale Carnegie program.

PAUL LOUIS of Columbia Concerts Corp. will return from the coast on May 12.

JOHN O'CONNOR, president of Words & Music, Inc., is scheduled to return from Hollywood on June 1.

BRAD BROWN and H. L. McCLINTON of N. W. Ayer are back today from Detroit.

TOMMY DORSEY and band leave New York on Sunday on a tour of one night stands that will cover Eastern and Southern part of the country.

W. H. STEIN, vice-president of Music Corp. of America, arrives in New York this week-end for a brief visit before making a Hollywood trip.

Dr. Stamm Returns to Air

Dr. Frederick K. Stamm, pastor of the Clinton Avenue Congregational Church, Brooklyn, will be heard in a new series of Sunday morning talks entitled, "Highlights of the Bible," beginning Sunday, 10-10:30 a.m., over the NBC-Red network. The series will end Aug. 29. Dr. Stamm, who speaks under the auspices of the Federal Council of Churches of Christ of America, returns to the air in religious broadcasts over the NBC networks for the fourth successive season.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS



## 40-HR. WEEK FOR WOR; UNION IN SIX STATIONS

(Continued from Page 1)

the Association of Technical Employees of WOR, representing its engineering staff, which runs until March, 1938. That portion of the agreement dealing with a 48-hour week for engineers, automatically with this announcement, has been amended to read, 40-hours.

Members of the WOR production staff will work a straight 40-hour schedule, based on the "elapsed time" method of computing hours, i. e., all production men will be considered "on duty" from the time they report for work until they quit, whether time was actually put in working on a program or not. Men are now working a 48-hour week.

How many employees WOR will have to hire to put the new working hour plan into operation has not been estimated. Jack Poppele, WOR chief engineer, said that in his department seven more engineers would have to be added to the 40 already on the station payroll.

### Virginia Verrill on Saturday

Virginia Verrill starts a new "Vocals by Verrill" series over CBS tomorrow 5:30-5:45 p.m. Program comes from the coast and will include Wilbur Hatch's orchestra.

## AD AGENCIES

THE ADCRAFT CLUB OF DETROIT, at its first meeting since its elections a few weeks ago, yesterday installed J. J. Hartigan, v.p. of Campbell-Ewald Co., Inc., as the new president. Other officers named were William H. Moore, advertising director of the Detroit News, first v.p., Charles Hargrave, second v.p., Harry Wise, secretary of the board, Hal G. Trump, reappointed treasurer and Harold M. Hastings, re-elected secretary-manager.

PHILIP W. LENNEN, president of Lennen & Mitchell, Inc., yesterday announced the appointment of L. E. McGivena to the executive staff of the agency, effective June 1. McGivena, promotion manager of the New York Daily News for the past 16 years, has tendered his resignation, effective May 1, to the newspaper and will vacation for one month before assuming new duties.

KAREL RICKERSON, formerly associated with the J. Sterling Getchell, Inc., has been appointed manager of the office in Kenosha, Wis. of Geyer, Cornell & Newell, Inc.

ROBERT S. DANNERS of Writers Advertising Agency, Denver, has been appointed Western representative of the Mobile Advertising, Inc., New York.

### LOUIS ARMSTRONG

AND HIS ORCHESTRA

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

3rd week at Paramount, New York  
JOE GLASER, PERSONAL MANAGER  
ROCKWELL-O'KEEFE, INC.

## NEW PROGRAMS—IDEAS

### Radio Council on WVFW

A new program inaugurated over WVFW, Brooklyn, and presented each Thursday at 11:15 p.m., is the New York Radio Council. The first program had as its principal speaker Daniel Gutman, assistant District Attorney of Kings County, who spoke on Crime in the Juvenile. Each week a prominent citizen from Public Service Department speaks on topics of interest to the community.

A Friday morning program of great interest to WVFW listeners is called "What are you reading?" and reviews the best sellers of fiction and non-fiction. Books reviewed during the presentation have been reviewed on later programs over the networks.

### Station Staff Gossip

Another new program idea just going in at KGNO, Dodge City, Kas. It is a "Hollywood Gossip" style of program, but devoted entirely to station staff, entertainers and programs.

Title is "Jay Allen's KGNO Gos-

### Eckhardt is Elected Chairman of AAAA

(Continued from Page 1)

medium with both public and advertiser.

"The amateurish, blatant, and over enthusiastic is now definitely in the minority", he said. "Despite the hot likes and dislikes of the public, there is less and less of criticism. From intellectuals or others. The trend is away from stunts, toward accepted forms of entertainment. Radio is developing its own style of entertainers and directors, who sense its possibilities in a new way. When theater and motion picture people realize these potentialities, it opens an entirely new field to them.

"Set sales indicate no slackening of interest in radio. Of the 100,000 sets sold each week, 70 to 75 per cent are either replacements or second sets in radio homes. The other 30 per cent are creating a million and a half new radio homes yearly. "Broadcast time sales can't continue to grow as fast as they have. Program time is definitely hard to get, and the only available hours are scattered or opposite stellar programs. Time sales are nearly as high as they can go unless we get a practical method of synchronous broadcasting on a whole network, thus releasing wave lengths for creation of new networks.

"The great demand now is for the person with peculiar ability at writing, acting, or musical performance." The agency convention late yesterday elected Henry Eckhardt of Kenyon & Eckhardt, chairman of the board, the highest elective office of the association.

President John Benson continues in office on a four year contract signed last year. Vice-president is Shelley Tracy, Tracy-Locke-Dawson, Inc., New York; secretary, H. M. Dancer, of Henri, Hurst & McDonald,

sip club." Jay Allen, a reporter on a local paper, gives some (very) personal notes on staff members, along with a little comedy, ballyhoo for coming programs and contests. It runs weekly on Wednesday nights. Incidentally, it is synchronized with a weekly newspaper column devoted to the station. The combination gives advertisers quite a bit of extra plugging, especially if they're running a contest, and the radio gossip proves very interesting.

### Satire in Song

WDAS, Philadelphia, is poking fun at the various follies and foibles of our everyday life in song. The Three Swanks, vocal trio, has been added to the station's artists staff to make the vocal satires. Initial program on Saturday will take a shot at the craze for Bank Nights in the movie houses, featuring an original composition called "Bank Night."

### Willys-Overland Mutual Show Adding 15 Stations

Willys-Overland account, starting Sunday night 10-10:30 p.m. on Mutual network, has added 15 more stations to the Coast, making a total web of 37 stations.

Outlets added and shifts, since original contract are: KXYZ, Houston; WWSW, Pittsburgh (replacing WCAE); WATL, Atlanta; WXIS, Nashville (instead of WSM); KBIX, Muskogee, Okla.; KCRC, Enid, Okla.; KTBS, Shreveport (joining May 16); KXBY, Kansas City (replacing WHB) and 10 Don Lee Coast stations. Although WHB is the regular Mutual outlet in Kansas City, it being a part time station, arrangements were made by this station for KXBY to handle the program, which will feature Kay Kyser's orchestra.

Inc., Chicago; treasurer (re-elected) E. DeWitt Hill, of McCann-Erickson, Inc., New York. The following were elected to the board: Mark O'Dea, New York; A. W. Hobler, New York; New York Council, B. C. Duffy, New York; New England Council, Ernest V. Alley, Boston; Joseph Katz, Baltimore; Maurice H. Needham, Chicago. Five members of the executive board continue: Gilbert Kinney, New York; Arthur H. Kudner, New York; Raymond Rubicam, New York; Thomas L. L. Ryan, New York; Guy C. Smith, Detroit. Frederic R. Gamble continues as executive secretary.

Stand By for a Radio Flash

You're a Hit!

FULL DANCE ORCHESTRATION—50c

WHITNEY BLAKE MUSIC PUB.  
1585 Broadway New York City

## FILM MEN SEEK BROADCASTER PARLEY

(Continued from Page 1)

picture exhibitors and of radio broadcasting executives might be fruitful of an understanding and an agreement that would be beneficial to all concerned. Preliminary preparations for sending out invitations to such a meeting are being made forthwith."

### P. & G. Bunches Time On Fidler, Vic & Sade

(Continued from Page 1)

every Friday night as well as Tuesdays. Both programs will begin airing on new schedules May 21. Fidler will be heard over approximately 30 stations of the web, while serial will be broadcast over the basic, Mountain and west coast groups of the network. Change will in no way affect 12 Vic and Sade shows. Reason for the change is to get the benefit of special dispensations when time is consecutive.

The 10:30-11 p.m. Friday spot on NBS-Red net is at present sold to Pontiac Motors, but that series fades after May 14 broadcast.

## PHILADELPHIA

Horace Feyhl, production chief at WCAU, is celebrating his 15th year in broadcasting this week.

Radio and the movies will be the central theme when Powers Gouraud, drama and movie critic of WCAU, here, addresses the Philadelphia Motion Picture Forum at their annual conclave next week.

Ed Krug, announcer at WCAU, is back on the job after being confined to his home with a cold.

Gene Morgan of the announcing staff at WFIL, has turned aviation enthusiast.

Harry Ehrhart, engineer at WCAU, is now spending his Sundays fishing in upper Pennsylvania streams.

Boake Carter will take a hop to Ashville, N. C., for several days. His broadcasts on May 14 and 17 will originate from that city.

Larry Vincent, former CBS singer who is heard over WCAU, is getting ready to publish two new songs that he has just completed.

"BARON MUNCHAUSEN"

JACK  
PEARL

RALEIGH and  
KOOL CIGARETTES

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

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





**F**IGURING that the gambling idea wasn't doing them any good, Alka Nox, through R. H. Alber Co., is giving up its Radio Race track program, substituting Alka Nox Money Mystery half hour Friday nights on KFI. New program will enact a murder, let listeners in on a flock of clues, and offer \$200 cash prizes, each program, for listener solutions. Don Clark producing.

Walter Biddick Co. radio program division has been appointed American purchasing agents by J. S. Larkin, visiting radio station head from Melbourne, Australia.

Big delegation of Southern California radio people planning trip to NAB convention, according to Union Pacific, which has sold out reservations on the U. P. Streamliner NAB special which leaves for Chicago June 15.

Ken Frogley, former radio ed for Daily News, and editor of a forthcoming weekly picture feature magazine which the News is backing, has come back to the air, pending installation of presses on which the new mag will be printed. Announcing for Ted Fio Rito's band from Palomar, coast to coast over Mutual.

Globe Investment Co. has taken a year's hourly time signals, 24 hours a day, on KFAC. Stodel Advertising agency placed.

Union Oil Co.'s weekly NBC coast net program, "Thrills," just renewed for 13 weeks, shifts from Wednesdays to Tuesdays starting next week.

Hal Bock, NBC publicity chief for coast, out with the flu.

Jack Runyon, radio chief for Lord & Thomas agency in Los Angeles, is passing cigars to celebrate the birth of a son.

Stars from most of the CBS coast shows took part in groundbreaking ceremonies this week when Donald W. Thornburgh, v.p., turned the first spadeful of earth for the new \$2,000,000 western home of Columbia. Hobart Bosworth, now retired from the screen, started the program by recalling the days when he took part in movie making in first Hollywood motion picture studio which occupied the site that CBS is now using. Jack Oakie, Bobby Breen, Jolly Gillette, Al Jolson, Parkyakarkas, and representatives from half a dozen of Columbia's coast shows, paraded before the mike or did specialty stunts for the crowd and the half hour program which was carried on the air. Studios to be completed in November.

### FCC Activities

#### HEARINGS SCHEDULED

June 7: Citizens Broadcasting Corp., Schenectady, N. Y. CP for new station. 1240 kc., 1 Kw., 5 Kw. LS., unlimited.

Hearst Radio, Inc., Schenectady, CP for new station. 1240 kc., 1 Kw., unlimited.

WRBC, Inc., Cleveland. CP for new station. 880 kc., 1 Kw., unlimited.

June 25: J. Laurance Martin, Amarillo, Tex. CP for new station. 1120 kc., 250 watts, specified.

Metropolitan Radio Service, Inc., Chicago. CP for new station. 1570 kc., 1 Kw., unlimited.



● ● ● Ford's Sunday night concerts fade June 13... "First Nighter," because they were unable to obtain a big picture name to replace Don Ameche, comes to New York on May 7 with Lester Tremayne as the lead... Sounds good to write of a show coming EAST for a change... NBC is offering sponsors a crack at columnist Westbrook Pegler—he won't go on sustaining... Sports columnist Bill Farnsworth is slated to take to the airwaves May 20 or 21 via NBC with leading sporting figures as guests—sponsored... John Roy, manager of the Rainbow Room, was operated on the other day... Bob Hope won't have to commute between N. Y. and Chi for his Woodbury airings—the show closes there tomorrow... "Wizard of Oz" is being revived at CBS with auditions now in progress... Answers to the \$200,000 ciggie contest are being sold at Macy's for FORTY-EIGHT CENTS.

● ● ● On Wednesday the boys in the music business threw a farewell party to Jerry Cooper at the Hickory House as a gesture of appreciation for his past kindness toward them... Besides the publishers and pluggers (who presented Jerry with a lightweight suitcase—he flies to "Hollywood Hotel" tomorrow) there were ork leaders Eddy Duchin, Emery Deutsch, Ray Block and Carl Ravell (to whom the pluggers devoted most of their attention when the party broke)... Singer Buddy Clark, after some rude interruption by a plugger, got up and publicly buried the hatchet of hatred between Jerry and himself by wishing the former luck on the new job—for which they were both being considered... Jerry responded with a few words to Buddy which had the hard boys drying their eyes... A plugger called "No-blood" summed up the fracas thusly... "We threw a farewell party for Frank Parker before he left for the coast—and never got a 'break' afterwards."

● ● ● Here's the definite set-up on the Jack Benny-Jell-O show for the summer series... It will not have a comedian at the helm—it won't be a comedy show... The set-up calls for a musical with a band and singers... Jane Froman and her husband, Don Ross, with an UNKNOWN band audition for the show today... Decision is expected over the week-end... Noxema auditioned Del Casino, dramactor Martin Gable, Margaret McCrae and Ray Block's band the other day for a summer show... Hughie Barrett opens in Central Park's Terrace-on-the-Green tomorrow with three Mutual wires... Lillian Roth opens for two weeks at the Stevens in Chi... Horace Heidt returns to the Biltmore June 3... At a meeting yesterday it was decided that Wheatena wouldn't use radio this year.

● ● ● Harry von Zell knows a guy who is so high-class that he even has the "handwriting on his wall" **EMBOSSSED**... That break-up during the Bea Lillie 'dress' Wednesday was caused by the terrific "theme song" gag pulled by singer Phil Duey... Wired music was used by the Rainbow Room and Grill during luncheon and the customers complained, thus causing the lack of melody now during the noon session... Tom MacKnight, after reading here about his old gags in some of his scripts, waved this week's material before us and said that **HERE** really was old stuff—but that we wouldn't recall them... Ozzie Nelson will be heard from Hollywood in September on a sponsored show with Edward Everett Horton, flicker comic, as star... The Louis Armstrong colored revue will take over Ozzie's program when the latter bows out in June... Peggy Fears will open her own club in N. Y. Nov. 15.



**J**UNE BAKER, WGN Home Management director, off to New York for combined business and vacation trip. Her broadcasts will originate from WOR studios each afternoon while in New York. She will present radio and other entertainment notables as guests each day. June Baker is Katherine Roche, sister of John Pierre Roche of Roche, Williams and Cunningham, Chicago agency.

Irene Beasley will make a guest appearance on the Bowman Fireside theater on WGN, May 5. David Dahlberg, blind trumpeter, to be heard on same show.

WEDC launched a one-hour Bohemian Symphonic radio hour Wednesday night. Frank Kubina will direct the symphonic orchestra in selections by Bohemian composers.

Les Tremayne will leave the "Betty and Bob" cast for a three-week vacation in Florida starting May 7. He plans to drive in his new car.

Charles Sears, tenor of Tea Time at Morrell's, will be soloist at the annual choral festival arranged by employees of the John H. Morrell company at Ottuma, Ia., Monday.

### Final Rites for Rev. Goodell

Final rites for Rev. Dr. Charles Le Roy Goodell, noted radio preacher who died last Tuesday, were held yesterday at the Marble Collegiate Church with the Rev. Dr. Ralph Sockman, also a noted radio priest, officiating. Burial will be in Dudley, Mass. at 11 a.m. this morning.

Dr. Goodell was one of the first men of the cloth to hold regular services over a coast-to-coast network, and his sermons, broadcast direct from the studios of NBC on Sunday mornings for many years, made him one of America's most famous crusaders. He was 82 years old.

### WDRS Enlarges Quarters

Hartford, Conn.—Due to increased activity at WDRS, additional office space was recently put into use for the executive and commercial departments. While the studios are on the 16th penthouse floor of the Hartford-Connecticut Trust Co. building, the new offices are located on the 12th floor. The space released on the studio floor is being converted into an additional studio, an extra office for the continuity department, and a third office and laboratory combined for the engineering department.

### Boswell Pinch-Hits for Stueckgold

Greta Stueckgold, noted opera star, scheduled to appear with Bing Crosby on the Kraft program last night, was forced to cancel her appearance at a late hour yesterday when she was advised of the sudden death, in Berlin, of her husband, Gustav Schuetzen-dorf, German baritone, early yesterday. Connie Boswell substituted on radio show.



WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

ALFRED J. McCOSKER, president of Bamberger Broadcasting Service and chairman of the board of Mutual, believes that women in radio, regardless of whether they make pothooks in notebooks, project personality via the microphone or issue executive edicts, require an intensified alertness and a greater familiarity with what's current in the entertainment and political worlds... Considers them eminently satisfactory as artists and program directors... also surprisingly free from the feminine stigmata of hysteria and pettiness. Cites Martha Deane, Allie Lowe Miles, Nell Vinnick, Greta Palmer and Adelaide Halley as commendable examples... On the score of voice, he admits fewer women than men are adequate from the ether standpoint, because of the inevitable lack of resonance; although he's convinced the chief femme fault is the tendency to talk patronizingly... Adds that the only solution is to select gals who haven't those defects, which he believes his outfit has done... On the subject of femme executives, he allows their undeniable absence from his immediate vicinity to speak for itself.



"We can't re-discover America," says Mr. McCosker... Which he proceeds to interpret by stating that the basic truths governing the other realms of entertainment prevail in radio... The same proportion of women qualify as script writers, actresses and singers... The ratio will undoubtedly be maintained with the advent of television... He does admit the lasses may have a slight advantage in greater visual appeal, in a schooled knowledge of the craft of costuming and in their possession of a more highly developed imaginative faculty... Beyond that he will not go.



Helen King (of the contest and graphology Kings) queens it without partner in her new quarters... She moved yesterday... Bright verbal bouquets are being handed "Jolly" Bill Steinke and his 23-year-old gal-child, Bettina, for the eye-filling manner in which they decorated the NBC Children's Studio, with murals depicting the development of children's programs and a sensitively executed portrait of Walter Damrosch and his musical contribution to the child—world 'n everything.

RADIO PERSONALITIES

No. 33 in the Series of Who's Who in the Industry

ARTHUR B. CHURCH, head man of KMBC, Kansas City, and known in his neighborhood and elsewhere as a lad who sleeps, eats and lives radio. As a youth in Lamoni, Iowa, he began radio experimenting with home-made apparatus. His parents had faith in him—and patience. And they were right. By 1915 Church had become known throughout the country as a radio expert and he used his amateur station to merchandise experimental radio equipment to other operators. He also used direct mail advertising in his enterprise.



Sleeps, eats and lives radio business.....

In 1915 he obtained his first license, to operate 9WU at Lamoni. During the World War he trained radio operators for the government. After the war he was engaged to conduct a radio station for the Reorganized Church of Jesus Christ of Latter Day Saints in Independence, Mo., and in 1921 he started the Kansas City station that was to become the present KMBC.

Active in NAB affairs, also in the advertising association field (he's a governor of the Advertising Club of Kansas City), financially associated with First National Television, and a farsighted student of the industry, Church has been through the growing pains of the radio industry and at his moderate age of 40 is exceptionally equipped with background and energy to help him grapple with what's ahead.

Married and the proud daddy of three children, his hobbies—next to work—are his family and photography.

ORCHESTRAS - MUSIC

"ORCHIDS PREFERRED", the musical comedy which made its Philly debut at the Forrest on Wednesday night boasts several ditties by Dave Stamper and Fred Herendeen sufficiently distinctive to have invited comment. They are "A Million Dollars", "I'm Leaving the Bad Girls for Good", "Boy, Girl, Moon" and "What Are You Going to Do About Love?" all published by E. B. Marks.

Leon Belasco has been held over at the Roosevelt Hotel, New Orleans, indefinitely.

The Willows in Pittsburgh starts the season with a bang and the Art Shaw orchestra on May 21. The spot is booked exclusively through Rockwell-O'Keefe, Inc.

Louis Armstrong goes to town with an original composition dubbed "I've Got a Heart Full of Rhythm" on tonight's Fleischmann's Yeast Program.

Rockwell-O'Keefe, Inc. have booked Woody Herman, Art Shaw, Al Donohue and their respective orchestras to appear at Brighton Beach this summer. Glen Gray and The Casa Loma outfit and Benny Meroff and his lads have also been booked by them for Manhattan Beach.

After following through on the bid to play the St. Joseph's Senior Ball in Philadelphia, a similar bid was extended to Hal Kemp by the senior class at Temple University for their prom on May 5.

The WDAF, Kansas City, sustainer, "Songs of Tomorrow", heard at various times during the past seven years, has featured in that time more than 75 songs written by Al Crocker and Eddie Sharratt, who supply two-piano music for the show, while for the past four months they have written a song a week for the program. The ditties range from the comedy type to high class ballads.

Tip to Coronation song hunters and London fans: "London on a Foggy Afternoon", a new angle on the ever popular love theme, authored by Ina George and released by Whitney Blake, New York music publisher.

Atlantic City has a "Musical Ambassador" in the person of the series of collegiate dance "Proms" played with "Music by Bartha". Wherever the musicians and entertainers perform, the feature is picked up by local stations, and following each engagement, many students come to Atlantic City to hear Bartha and witness his Saturday and Sunday broadcasts over WPG.

Andre Kostalantz, whose Hollywood contract to conduct three numbers before the cameras in Paramount's "Artists and Models" necessitates his absence from his next program, has delegated violinist Harry Hoffman to conduct the Wednesday, May 5 broadcast over the WABC-CBS network.

Tin Pan Alley goes class-conscious with such social preachments as "You're Unfair to Organized Love (And I'm Going to Picket Your Heart)" in musical form. Published by Mills.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

Re. 20,345—Thermionic Relay Tube System. George S. Schaberle, Hempstead, N. Y.

2,078,234—Variable Antenna Tuned to an Odd Number of Quarter Waves. Werner Buschbeck, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,245—Modulation and Frequency Stabilization. Hans E. Hollman, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,246—Short Wave Shield. Hans E. Hollmann, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,285—Modulation Measuring System. Harold J. Schrader, Haddon Heights, N. J., assignor to RCA.

2,078,302—Modulating System for Short Waves. Irving Wolff, Merchantville, N. J., assignor to RCA.

2,078,304—Electric Discharge Device. Vladimir K. Zworykin, Philadelphia, Pa. and Ernest A. Massa, Jr., Haddon Heights, N. J., assignors to RCA.

2,078,360—Cathode for Electron Discharge Devices. Wilhelm Ziegenhein, Berlin, Germany, assignor to Allgemeine Elektrizitats Gesellschaft.

2,078,371—Electron Discharge Device. Herbert Daene, Berlin-Wilmersdorf, Germany, assignor to Allgemeine Elektrizitats Gesellschaft.

2,078,412—Tuning Indicator Arrangement. Walter Van B. Roberts, Princeton, N. J., assignor to RCA.

2,078,447—Variable Condenser. Wolfgang Grundler, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,449—Braun Cathode-Ray Tube. Max Knoll, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,459—Combined Television and Audio Broadcasting. Fritz Schroter, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,487—Automatic Selector for Radio Receiving Sets and Like Devices. John V. Fedor, McKee Rocks, Pa., assignor of one-half to Edward R. Walton, Jr.

2,078,522—Radio Condenser. Abraham Agronofsky, St. Joseph, Mo.

2,078,607—Static Reducing System. Fred B. MacLaren, Hamden, Conn., assignor to Elizabeth Jane MacLaren.

2,078,637—Radio Tuning Device. James H. Naden, Hampstead, London, England, assignor of one-half to Cecil George H. Gallo-way.

2,078,642—Electric Discharge Device Heater. Walter Stockmeyer, Finkenkrug, near Berlin, Germany, assignor to Westinghouse Electric & Mfg. Co.

2,078,645—Electric Discharge Apparatus. Ralph H. Swingle, Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,078,666—Thermionic Device. Harold W. Ka Dell, Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,078,765—Direction Finding Receiver Circuit. Walter Kuhlewind, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,769—Selective Receiving System. John B. Moore, Riverhead, N. Y., assignor to RCA.

2,078,776—Glass-to-Metal Seal. William A. Ruggles, Schenectady, N. Y., assignor to General Electric Co.

2,078,797—Electron Tube. Friedrich W. Hehlgers, Berlin-Hermsdorf, Germany, assignor to General Electric Co.

2,078,892—Vacuum Tube and Method of Making the Same. Frederick S. McCullough, Ontario, Canada, The Union National Bank of Pittsburgh executor of said Frederick S. McCullough, deceased.

2,078,909—Tuning Apparatus. Clarence A. Gunther, Haddonfield, N. J., assignor to General Electric Co.



STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## 2-WAVE TRANSMITTER AWAITS FCC LICENSE

Philadelphia—Professor McElvaine of the University of Pennsylvania engineering school has applied to the FCC for a permit covering a revolutionary type of transmitter, wafting two distinct waves, emanating from two separate microphone setups. The waves are broadcast simultaneously and received and re-transformed into sound by receivers built to detect both frequencies—in other words, double receivers. The purpose is to provide perfect auditorium fidelity and perspective in sound. Listening to two identical broadcasts over different frequencies has been found to cause the same cerebral reaction that occurs when you listen first-hand to a concert.

An analogy for this new system is the stereoscope. Remember those 1890 gadgets through which you looked at twin pictures and saw them merge into one, but with a third dimension—depth? Well, what happened there to the eyes happens, with the double receiver, to the ears, providing an additional dimension, or perspective in sound.

If licensed, the new transmitter will operate on 1570 kilocycles, and until new double sets are available will borrow its second channel from another Philadelphia station and distribute additional receivers.

### Bulletin on 'Ghost' Sounds

Cincinnati — Crosley Radio Corp. has issued a technical bulletin for use experts in locating trouble when music, dialogue and sounds from several different stations are jumbled at one point on the radio dial. Bulletin is being sent without charge to those requesting it.

### Finds Poor Installations

Philadelphia—At least a quarter of all new radio installations are being poorly handled by dealers and service men, according to Robert F. Herr, Philco's manager of parts and service, following a nationwide survey. This has resulted in much poor reception, he says, urging that corrective steps be taken immediately.

### 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

### Stradivarius of Radio

Chicago—E. H. Scott, local manufacturer, has just brought out his new 30 tube "Scott Philharmonic—the Stradivarius of radios." The new receiver replaces the 23 tube line. Prices start at \$300. Advertising includes an endorsement by Arturo Toscanini who goes to work come next December for David Sarnoff, who makes RCA receivers. Scott also has a Quaranta, a custom built job of 40 tubes for about \$2,500.

### WHK-WJAY Engineers Design Remote Setup

Cleveland—After months of effort on the part of Edward L. Gove, chief technician of the United Broadcasting Co., and his assistants, the remote control and short wave broadcasts of WHK-WJAY will soon go on the air with the efficiency and smoothness of studio-produced programs.

According to Gove, actual construction has been started on one of the most complete short-wave set-ups in the country.

With the purchase of a new automobile and a 100 watt shortwave transmitter, new antenna equipment capable of transmitting both 10 watt and 100 watt will be installed. As an innovation, both a regular broadcast and a short wave receiver are to be installed in the car. This will make possible two-way communication between the mobile unit and the station. Meanwhile at the top of the Terminal Tower another 10 watt transmitter is being installed for communication with the engineer in the mobile unit.

In Studio number 6, a special microphone for the two way communication a mixing panel and selecting instruments are being installed. All short wave broadcasts will thus be under the direction of a production man in studio six. Through two-way communication nearly every emergency can be met. This new equipment will receive a most severe test during the coming Great Lakes Exposition, according to H. K. Carpenter, general manager of WHK-WJAY.

Production Manager John T. Vorpe, is now making extensive plans for broadcasts from the exposition, along with many other public events which are scheduled to be held in Cleveland during the summer months.

### Midget Mobile Unit in Seattle

"Wee" the world's smallest radio broadcasting station, sponsored by the Philco organization in Philadelphia, arrived in Seattle a few days ago under demonstration of its inventor John R. Boyle, and is attracting enormous local interest in daily demonstrations, as it is operated on 4/100ths of a watt, or less power than for an auto tail-light.

### Visualizes Television As Interstate Utility

(Continued from Page 1)

in cooperation with large manufacturing corporations which must either control or have license rights upon hundreds of principles, circuits, tubes and control gadgets. It probably will be closely associated with long-distance telephony and radio broadcasting.

"The question 'when?' has been partially answered; i. e. (1) when funds are available to build expensive television broadcasting stations every seventy miles over our country, (2) when special high-frequency cables or radio relay links can be installed to provide scene programs simultaneously to such transmitting stations, (3) when hundreds of thousands of families are willing to purchase combined television and radio receiving sets at several hundred dollars per set for their homes and (4) when some corporation or group of corporations can undertake to correlate and finance these many factors necessary for success. One year? Probably not; but possibly before the inaugural of 1941.

"Why so long? Well, the problem is very much more difficult to solve than radio, and radio was not perfected in a decade. The public will expect more of television when it does arrive than it did of radio. It will probably not tolerate gradual improvement with repeated sale and repurchase of new types of receiving sets.

"Furthermore, television is a three-dimensional problem. Radio had only two dimensions. To see we must have length and breadth and light intensity. The ray of light which is reflected from a single point upon your friend's face or from a single square inch of a football field must appear at the same instant and at the same single point on the screen in your living room and it must be of the same relative brightness. It has taken years of development to provide the means of producing the millions of electrical impulses per second which would meet such rigid specifications and to retransform those millions of electrical impulses into light again for your edification. 'Let there be light' has never been equalled by mere man."

## WBT AIRS DESCRIPTION OF NEW TRANSMITTER

Charlotte, N. C.—One of the most interesting remote shows ever to originate from WBT was a description of the WBT transmitter, located ten miles from the City. Handled by Lee Kirby, the tour through the intricate maze of instruments was guided by Gilbert "Scotty" Monroe and Howard Moffatt, engineers stationed at the transmitter.

"Scotty"—so called because he was born and reared in Glasgow—was the first interviewed. In his delightful Scotch brogue, he explained the passage of the voice from the microphone, through the control board to the high power audio amplifier, and thence to the modulator and radio circuits and various mechanisms designed to convert sound into radio frequency waves and broadcast them.

Moffatt conducted the tour through the lower floors of the transmitter, where the giant dyamos are placed. There, he explained in general terms the fascinating part each engine plays in broadcasting. With all the expensive equipment and intricate machines, Moffatt pointed out one of the indispensable and all-important pieces is a quartz block about one inch square and a quarter of an inch thick. The quartz crystal oscillates mechanically at a radio frequency to which it is ground, and the thickness, or size, of the crystal determines the frequency at which it vibrates.

The broadcast was the second of a series called "Behind The Scenes At WBT," which Kirby is doing to enlighten the WBT audience as to the operation of a major radio station.

### Coaxial Cables

Victor J. Andrew of Chicago puts out two types of coaxial cables, a large size for all broadcast and police transmitter, and a small type for receiving and mobile and amateur transmitting stations. Andrew also supplies an engineering consultant service.

### Efficiency

From the shores of Great Salt Lake, KSL transmitter technicians report as nearly a perfect bit of efficiency as has come from radio transmitting in a long time. During the month of March, the 50,000-watt KSL transmitter was off the air for exactly eight seconds, broadcasting on an average of 19¼ hours per day.



## Coast-to-Coast

**D**AVE SIMMONS, for three years chief announcer at KDYL, Salt Lake City, has left that post to become advertising man and promotional director for Morning Milk Co.

*Mathilde and Theodore Ferro, authors of "Lorenzo Jones," which made its debut on NBC-Red network Monday as a four times weekly feature, have a new play, "The Ivory Tower," headed for Broadway in the fall.*

Ed Lee, who comes to the WVFW mikes as sports commentator, will have the world's featherweight champ as his first guest.

*Nancy Martin, singer, is headed for a new daytime commercial on WCAE, Pittsburgh.*

John McCormick, who has just been promoted to manager of WKRC, Cincinnati, was at one time program manager of WINS, New York.

*Martin Block's "Lend a Hand" hour on WNEW has found jobs for almost a third of the unemployed men and women interviewed on the program. Twenty out of 66 have been placed to date.*

Elmo Russ, organist, composer and poet, formerly with WMCA, is now doing a Thursday 11 p.m. stint on WVFW, presenting a guest celeb each week.

*Borrah Minnevitich and his Harmonical Rascals, current attraction at the Riverside Theater in Milwaukee, made a guest broadcast over WTMJ.*

Ethel Shepard, Helen Yorke and Joe Martin will appear with Irving Aaronson's orchestra on "Broadway Melody Hour," with Jay C. Flippen as m.c., when the new series starts over both WHN and WOR on May 12 at 8 p.m.

*WELI notes: George Gore, baritone, after several months' absence, returns with a 6:30 p.m. Saturday spot... Freda Swirski, pianist, signed for an Acme Moving & Storage Co. commercial Friday nights... Bill Farley has been subbing for Jay Coffey, announcer and continuity writer, who is on the grippe list... Charlie Armstrong handling Federal Theater program while Homer B. Mason is away.*

Mr. and Mrs. Walter Leskiewicz, he's director of the Polish Varieties program heard over WJBK, Detroit, leave on the Liner Pilsudski for a European jaunt, winding up in Poland. En route they will stop in London for the coronation ceremonies. Leskiewicz is shipping his car, and will take motion pictures of the entire trip. Couple is expected back some time in August.

*WLW last night had to cancel the Bing Crosby program, with permission of the sponsor, in order to carry the address of Postmaster General Farley and others over the WLW*

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 25 of a Series

**WQXR—New York**  
1550 K. C.—1000 Watts

**JOHN V. L. HOGAN**  
President

**ELLIOT M. SANGER**  
Vice-President

WQXR, New York's only high fidelity station, is owned and operated by the Interstate Broadcasting Company, Inc. Its broadcasting day is nine hours long week days, and 13 hours on Sunday.

Established five years ago by John Hogan, consulting radio engineer and inventor of many universally used radio devices, WQXR today operates on 1550 kc., with 1000 watts of power. Its transmission technique, high fidelity, enables the broadcasting of every frequency the human ear can record, a range from 20 to 16,000 cycles per second. WQXR is one of only four high fidelity stations in the country, and the only one in the New York area.

Demonstrated coverage of station includes New York, Northern New Jersey, Westchester County, Nassau County and parts on Connecticut. WQXR receives mail from New England, Canada, the middle west, and portions of the south. The station proves its coverages by dimes, received from listeners who ask for advance printed programs in order to plan their listening time. WQXR developed the unique plan of printing its monthly programs in advance in response to listener demand for them. They are sent to a large subscription list for \$1 a year or sold individually for 10 cents per copy.

Eighty per cent of the programs broadcast over WQXR are musical, allowing high fidelity to be heard at its best. Some of these are transcribed symphonic and operatic works while others are special concerts from the famed Carnegie Hall, New York Public Library and the Juilliard School of Music. Important non-musical programs include a speaker's forum on current events, a series of dramatic presentations in co-operation with the Radio Division of Federal Theater, commentators and cultural features.

WQXR has been commercial for only one year. The station is a strict censor of all advertising heard on the air. Sponsors who have used the station include an investment banking house, a ballet company, publishing houses, concert managements, department stores, musical instruments, religious organizations, wines, radios and theaters.

Studios and business offices are maintained at 730 Fifth Ave., N. Y. C., and the station's transmitter is located in Long Island City.

*Line from the Hotel Netherland Plaza, Cincinnati.*

The Weller Service, radio advertising organization, recently discontinued its Portland, Ore. office.

*N. W. Davidson is now handling publicity at KLZ, Denver.*

WHDL of Olean, N. Y., and Bradford, Pa., claims a distinction in having presented Pietro Yon's "High Mass in Requiem" sung by the entire seminary choir of St. Bonaventure College upon the occasion of the death of a lay member of the St. Bonaventure faculty. It is believed this is unique and unduplicated in broadcasting history. Its claim to the unique is enhanced by the fact that the service was conducted from its studios, before studios were established at the college. Further than that . . . WHDL has broadcast such services as the "Tenebrae" from the chapel of St. Bonaventure College.

*Grace Moore, while in Chicago on her way west, intimated that she contemplates a \$50,000 suit against the Brunswick record company because they had placed her disks on sale at five and ten cent stores. This, she said, was not in keeping with her contract.*

Norman Corwin of 20th Century-Fox's radio bureau will be heard in a half-hour solo broadcast over WOR Sunday at 1 p.m., the guest of A. M. Sullivan.

## GUEST-ING

CHARLIE RUGGLES, on "Your Hit Parade," tomorrow (CBS, 10 p.m.).

RAYMOND SCOTT'S QUINTET, on "Saturday Night Swing Club," tomorrow (CBS, 7 p.m.).

ETHEL SHUTTA, on Ben Bernie program, May 4 (NBC-Blue, 9 p.m.).

ALBERT SPALDING, on Sealtest Saturday Night Party, tomorrow (NBC-Red, 8 p.m.).

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

PATSY KELLY, on Fred Astaire show, May 4 (NBC-Red, 9:30 p.m.).

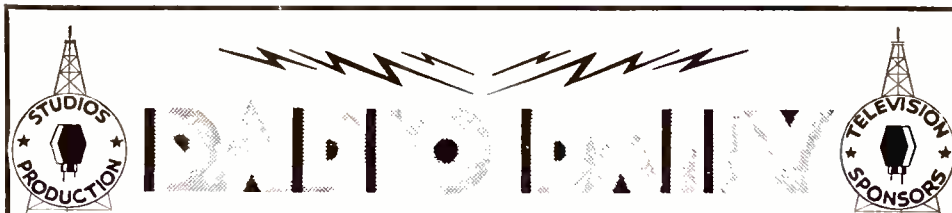
NILS T. GRANLUND (N.T.G.), on Jack Eigen's Broadway Newsreel, May 4 (WMCA, 9:30 p.m.).

DOROTHY THOMPSON, guest columnist of the Heinz Magazine Of the Air, May 10 (CBS, 11 a.m.).

LEE PATTISON, general manager of the Metropolitan Spring series, on Bernard Steinberg's "Music Box", today (WHN, 6:15 p.m.).

KATHLEEN NORRIS, broadcasting from London on Magic Key of RCA, May 9 (NBC-Blue, 2:30 p.m.).

THOMAS L. THOMAS, on Floyd Gibbons "Your True Adventure" program, May 6 (CBS, 10 p.m.).



### ★ ★ Little Talks on Big Subjects ★ ★

EVERY morning RADIO DAILY goes straight as an arrow to IMPORTANT radio folk everywhere . . . Its NEWS columns are HOT with the previous day's industry activities . . . It is READ because it is RIGHT . . . RESPECTED because it is SINCERE . . . WELCOMED because it is CONSTRUCTIVE and has nobody's AXE to GRIND . . . and . . . Lest we forget, ADVERTISERS tell us they use its columns BECAUSE it brings RESULTS . . .



## PROMOTION

### Shirley Temple Party Draws

Shirley Temple Birthday Party staged and presented by KCKN in cooperation with Young's Department Store, Kansas City, Kas., drew 1,700 children. The first 30 minutes of the party were broadcast by KCKN and radio receivers hurriedly collected from neighboring music and radio stores permitted those unable to get into the second floor to hear the celebration. Refreshments were served to everyone, including the overflow crowd on the street in front of the store.

E. H. Schwarz, manager of Young's, published a display advertisement in the next day's Kansas City Kansan, local paper, congratulating KCKN on promoting the event.

Entertainment for the party and broadcast featured juveniles of Kansas City Kansas, assisted by the entire staff of KCKN, including Ruth Royal, musical director; Karl Willis, program director; Ralph Nelson, director of special events; and Evan Fry, Randall Jessee and Virginia Wallace. Ellis Atteberry is general manager of the station.

The entire show, written and directed by Ruth Sullivan, of the KCKN staff, also included a style review of Shirley Temple frocks.

### Healthiest Child Contest

Alabama-Georgia Syrup Co., sponsors of the "Melody Meetin'," heard weekly over ten stations in Alabama, Florida, Georgia and South Carolina, is launching a contest the first week in May wherein they will pay \$100 cash for a picture of the huskiest, healthiest-looking boy or girl brought up on Alaga Syrup. The radio program each week will carry news of the contest and tell how boys and girls may be eligible to win this big cash prize.

Any child up to twelve years of age can win. All that is required is a photograph or snapshot of the child, together with a statement of the child's age, how long he or she has enjoyed Alaga, and an Alaga label. Contest will close at midnight, May 31.

### Merchandising Plan Clicks

Last March, nearly two months after the first draft was reduced to writing, WDRC (Hartford, Conn.) released the first printed booklet of a

## ONE MINUTE INTERVIEW

### SEDLEY BROWN

"Despite the fact that New York has always been the goal of ambitious people in the entertainment field, those born in other communities, especially small towns, have a three to one better chance of success in radio than those who first opened their eyes in the Metropolis. Why this is so, I don't know. But statistics prove it."



### MRS. FRANKLIN D. ROOSEVELT

Pond's

WJZ (NBC-Blue), Wednesdays, 7-7:15 p.m.

J. Walter Thompson

### FIRST LADY HAS GRACIOUS STYLE AND GOOD VOICE FOR AIRCHATTING.

Mrs. Franklin D. Roosevelt, who made her second appearance on the new Pond's program this week, is an excellent conversationalist, with a fine clear voice, the very best enunciation, and a graciousness of personality that comes over the air most effectively.

In her second talk, "A Typical Day in the White House," the First Lady had as guest her personal secretary, Mrs. Malvina Thompson. Mrs. Thompson was not quite so well at ease or as natural a talker before the mike, but she served the purpose in giving listeners a brief picture of the White House routine.

Program has particular interest for the women, and some for the men,

new merchandising service. At that time a new product made its first appearance over any radio station, to test the soundness of this plan. The product was Shavettes, as having preparation in crystal form packed in a new type transparent tube. At the time of the air contract, Shavettes were being sold in very small quantities in only 15 drug stores in a very limited area.

A letter went to each wholesale distributor in the station's intense Connecticut coverage area, as well as a letter to each retail drug store. This letter told about the product, and announced the Shavettes broadcasting schedule. Within four days after the letters arrived, a representative of the manufacturer called with Shavettes to sell. His display contained 12 tubes of the product retailing at 35 cents each. Druggists usually buy only one or two or possibly six tubes of a new product such at this. However, within three weeks, 67 prominent retail outlets had bought 12 tubes. There were still more druggists who expressed a willingness to buy in lesser quantities.

These druggists were stimulated to display the Shavettes card prominently on their counters.

The next phase of this test was a personal call by the WDRC merchandising representative, this call being made about one week after the stores were stocked. The purpose of this call was to check stocks and the location in the store of the Shavettes display card. Also to report the general effect of the air advertising campaign conducted over the station, and to inquire regarding the reception of letters from the station calling attention to the new product. The report following this call is full of interesting facts.

Among other things it was found

too. Next week, Mrs. Roosevelt will have her daughter, Mrs. John Boettiger, as guest.

### WALTER B. PITKIN IN "AFTER FORTY"

Sustaining

WINS, Thursdays, 4-4:15 p.m.

### HELPFUL VOCATIONAL GUIDANCE SERIES FOR THE NOT SO YOUNG.

Walter B. Pitkin, author of "Life Begins at Forty" and other popular works, bases this radio series on his latest book, "Careers After Forty". To that end, he discusses and points out how persons around middle age can begin new careers, presenting actual examples to prove his points.

Pitkin is a forthright, persuasive talker, with a good psychological insight and a way of disseminating guidance, inspiration and hope that should appeal strongly to the class of people coming within the scope of his subject. The related instances of persons who made good after 40 also have general appeal.

that the letter paved the way for the salesman in many stores, a great help for a man selling a product entirely new to the druggist, and asking him to buy a full dozen tubes at that. It was found that many druggists wished additional information regarding the product. Some wanted samples to hand to prospective buyers. Others were selling Shavettes rapidly. Still others had "tried them—they're all right!" Many suggested the addition of a bit more perfume to the product. And many wished to buy in smaller quantities than 12.

While this is a test campaign for WDRC's new merchandising service, it has already proved its ability to check the effectiveness of any radio advertising campaign conducted over WDRC. It has also shown how manufacturers and distributors can be definitely helped in marketing their product. A brochure outlining the plan has been prepared by the WDRC merchandising department.

### Naming the Biscuit Boy

Victor Moore and Helen Broderick on Sunday will inaugurate a contest to choose a name for the National Biscuit Boy who has been without a "moniker" to date in their "Twin Stars" broadcast with Buddy Rogers over the CBS network 8-8:30 p.m. The little lad has long needed a name and Helen and Victor have volunteered to find one from the radio audience.

### Int'l Radio Seeks Listing

Washington Bureau, RADIO DAILY

Washington—International Radio Corp. yesterday filed application with Securities & Exchange Commission for registration of its securities on the New York Curb Exchange and the Detroit Stock Exchange.

## NEW BUSINESS

Signed by Stations

### WPG, Atlantic City

Outstanding new local commercials include Fralinger's Interviews, Farmer in the Dell, Bond Bread Transradio News, Frigid-Airs, Mid-day Melody Parade, Vacation Time, Ship Ahoy, Fishermen's Forum, Maytag Memory Tunes, Atlantic City World's Story Behind the News, Algar's Sports Reporter, DuPont Paint Parade, and the Pep Boys Sports Program. Of special interest to local feminine listeners are Margaret Keever's Home Hour and Ethel Rattay's Steel Pier Tea Time Topics.

### WQXR, New York

Max Schling, Fifth Avenue florists, using a daily spot announcement advertising a special seed offer, on "Just Music" hour; Lexol, a leather conditioner for boots, gloves, books and all leather goods, three spot announcements weekly, placed through Luckey-Bowman agency. Marks first time on air for both firms.

### Dickering with Astaire

Reports from the coast stating that Fred Astaire will not renew his Packard radio contract after the end of the present series are premature, according to Young & Rubicam, Packard's advertising agents. Agency says they are now negotiating with Astaire for a renewal but have not reached any decision. Another topic being discussed by the agency and the sponsor is whether the show will remain on the air for the summer months. Last show in present series will be heard June 1, unless time contract is extended in the meantime. Understood that another NBC sponsor is interested in taking over the Packard spot if it becomes available.

### Roving Reporter With Mike

Denver—T. A. McClelland, chief engineer at KLZ, has built a sort of breastplate with microphone attached for roving announcers, so the announcer doesn't have to worry about the mike. It's on the order of a switchboard operator's set, and an "8 ball" mike is used on it. The equipment has proved very handy for KLZ's zoo broadcasts.

1	2	3	4	5	6	7
SUN	MON	TUE	WED	THU	FRI	SAT
	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

April 30

Jules Nassberg  
Frank Abbott

May 1

Kate Smith  
Jackie Heller  
Howard Barlow

May 2

Bing Crosby