



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 79

NEW YORK, N. Y., TUESDAY, JUNE 1, 1937

FIVE CENTS

## Van Cronkhite Absorbs Rep Firm

### WESTERN ADV'G MEET SETS DAY FOR RADIO

West Coast Bureau, RADIO DAILY

Los Angeles—Harrison Holloway, manager of KFI-KECA stations here, will have charge of Radio Departmental Day of the Pacific Coast Advertising Club convention at Utah Hotel, Salt Lake City, June 13-16. Radio Day will be June 15. Some 60 members of Southern Calif. ad clubs will leave on special cars June 12.

Program for radio day follows:

Anne Director, in charge of radio division, J. Walter Thompson office, San Francisco, "Radio Establishes Itself"; E. P. H. James, sales promoter.  
*(Continued on Page 3)*

### NBC Engineers Discuss Problems of Television

Discussing solution of some of the problems encountered in NBC's television studios, by O. B. Hanson, NBC chief engineer, writing in the current issue of the RCA Review, foresees "an American television service of stupendous proportions built with the help of dozens of sciences.

"It would be necessary to include optics, electronics, lighting, motion pictures, radio engineering, acoustics, air conditioning, photography, etc.," says Hanson.

His article also dealt with NBC's electrical equipment for control of  
*(Continued on Page 7)*

### Mutual Ohio Linking Scheduled for Sept. 26

Affiliation of WJAY and WHK, Cleveland, and WKRC, Columbus, with Mutual System has been set for Sept. 26. WJAR, former MBS station in Cleveland, joins CBS at about same time.

### WABY All-Nighter

Albany—An all-night schedule for stay-ups and milkmen, running continuously from 1 to 7 a.m., has been inaugurated by WABY, the NBC-Blue network outlet. Extensive tests have revealed that quite a number of listeners are awake between these hours, the station states. At 7 a.m. the regular schedule will get under way.

### Radio Gets Salute

West Coast Bur., RADIO DAILY

Los Angeles—Radio industry has been picked by the L. A. Chamber of Commerce for this year's annual "salute," which features the organization's dinner and installation of officers. Dinner will be held at Warner Bros. studios and aired over KFWB the night of June 10. John Dolph, assistant to Donald W. Thornburg, v.p. in charge of CBS on the coast, is chairman. Harry Maizlish, KFWB manager, is in charge of entertainment.

### KGLO, MASON CITY, IA. JOINING COLUMBIA NET

KGLO, Mason City, Ia., owned by the Globe-Gazette Co., publishers of the Mason City Globe-Gazette, will become affiliated with CBS this month, it is learned. Station is a 100-watter operating on 1210 kcs. Lee P. Loomis was in town early last week and set the deal with CBS officials. Rate will be \$125.

KGLO is located in the northern part of the state and will enable CBS to render a better coverage of this territory.

### Western Mass. Icemen Planning to Use Radio

Springfield, Mass.—Western Massachusetts Ice Dealers Ass'n, at a meeting in the Hotel Clinton last week, decided to use radio for the first time to exploit the advantages of ice refrigeration.

## ★ THE WEEK IN RADIO ★

... They're Still Unitin'

By M. H. SHAPIRO

OF all the organizing and signing last week, perhaps the CBS contract with the American Guild of Announcers & Producers is most important . . . AGAP is not affiliated with any outside organization such as AFL or CIO and the negotiations were peaceful . . . WHN's case went to the National Labor Relations Board . . . On the Coast NBC workers organized their own union, unaffiliated . . . In Boston John Shepard 3rd defended the action of the Colonial network in stating its own position, just before the CIO was to go on the air,

### Roesler & Howard Inc. Becomes Division of Van Cronkhite Associates Inc.-- Take Over All Contracts

### SEPARATE RATE CARDS FOR NBC RED AND BLUE

For the first time, NBC is issuing separate rate cards for the Red and Blue networks. The two new cards, No. 23B and No. 23R, effective July 1, now include 19 stations added since last card was issued, Dec. 15. Rates are the same on the new cards with the exception of WOAI, San Antonio, which takes the new rate of \$260 per evening hour.

New cards have the same information formerly on combined card and  
*(Continued on Page 3)*

### Columbia Reorganizes Events and Talks Dep't

CBS has reorganized its special events and talks departments and consolidated both into a department of public affairs. Paul White, formerly head of special events, is in charge.

Sterling Fisher, head of the department of talks, reports to White, who in turn is responsible to Lawrence Lowman, CBS vice-president in charge of operations.

In the talks division are the "American School of the Air", "American Church of the Air", "Talks", the quarterly publication and all other radio speeches, such as the  
*(Continued on Page 7)*

Stockholders of Roesler & Howard, Inc., only foreign language radio representatives, have voted approval of a plan which allows VanCronkhite Associates Inc. of Chicago to absorb the station rep firm. Deal will see Roesler & Howard identity completely dropped, with the station rep firm becoming a division of VanCronkhite Associates.

George Roesler will be employed by John VanCronkhite's firm as manager of the foreign language station  
*(Continued on Page 3)*

### BIG 10 FOOTBALL GAMES ALMOST GET A SPONSOR

Chicago—Exclusive sponsorship rights to Western Conference (Big Ten) football this fall were almost sold for a figure said to top \$100,000, but deal fell through when Illinois declined to join. One of bidders was Wilson & Co., packers. Northwestern, Chicago, Indiana, Purdue, Iowa, Ohio State and Wisconsin were reported for the idea. Several of these will now sell rights individually. Iowa is said to have Maytag interested. Michigan may again get Chevrolet.

### Jack Haley is Signed For Gen. Foods Show

Jack Haley, stage and screen comedian, has been signed by Benton & Bowles agency to head a General Foods show starting in September. Entire show booked by Sam Lyons of Lyons & Lyons.

### Treaty Spurs Exports

Washington Bur., RADIO DAILY

Washington—U. S. exports of radio and wireless apparatus, including tubes, increased 33 per cent in the first year of the Canadian-U. S. trade agreement, the State Department reveals. Exports last year totaled \$2,433,000, against \$1,855,000 the year before, a rise of \$578,000.

*(Continued on Page 2)*



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## Getchell Agency Changes

J. Stirling Getchell, formerly president of the agency bearing his name, is now chairman of the board, with Walter W. Templin, one time executive vice-president of Pepsodent Co., coming in as president of the agency.

Thomas F. Dougherty is the new general manager, a post which has been vacant since February when William A. Blees resigned. Dougherty comes from the legal field. Blees is now with Geyer, Cornell & Newell Inc.

Addition of new members to the agency involved no change in ownership, Getchell said.

## WTAQ Sprucing Up

Green Bay—Extensive improvements are under way at the studios of WTAQ, located in the Bellin Building. Commercial staff has moved into a recently completed suite of 12 rooms on the eighth floor of the building, while the penthouse studios are being entirely rebuilt with the most modern studio equipment being installed.

Program department plans a feature broadcast of festivities attending the formal opening.

## Issuing Radio Registry

Under the title of the National Radio Registry, a new guide of "Who's Who" in the radio field will shortly begin as a monthly publication, according to announcement by the Wales Advertising Co. Personnel of all branches of radio, also listings of radio aspirants will be included. Distribution will be free to agencies, stations and program builders.

*The Script Library*  
A DIVISION OF RADIO EVENTS, INC

535 Fifth Avenue,  
New York, N. Y.

A Radio Script for Every  
Sustaining and Commercial Need

# ★ THE WEEK IN RADIO ★

... They're Still Unitin'

(Continued from Page 1)

bargain to employers of radio talent, much less to the talent itself . . . an actor working on different programs is easily a headache to himself and employer, when as and if the "employer" in fact is established . . . WJBK aired the Tigers-Yankee game in Detroit while teams played in New York . . . first time other than World Series or opening game was supposed to be heard out of New York . . . especially sponsored without authorization from said Yanks . . .

## Musicians' Union Meets On Mechanical Situation

Orchestra leaders and other members of Local 802, American Federation of Musicians, held a special meeting Friday in the Hotel Astor in answer to recent letters from President Jos. N. Weber, regarding the protection of the members' rights in electrical transcription and other mechanical reproduction of music.

After considerable discussion, the meeting adjourned to a later date. Consensus of opinion, however, was that the coming A.F.M. convention would put up a stiff fight against mechanical reproduction of music which is believed to keep musicians out of work. Weber pointed out that in making the ET disks of any sort, a time limit and specified usage should be agreed upon. Tightening up on phonograph record use on the air was also indicated.

## WESG Staff Additions

Elmira—Glenn Williams, formerly of WKOK, Sunbury, Pa.; John Newhouse, from WFMD, Frederick, Md., and Woodrow Ott, from WRAK, Williamsport, are now on the WESG announcing staff here.

Earnest Oliver has been made local sales manager, Harold Wagner was promoted to program director, while Glover DeLaney, formerly commercial manager, goes to WFBL, Syracuse, in charge of special events.

## Fitra Finishes Recording

West Coast Bureau, RADIO DAILY

Los Angeles—Fitra Productions, headed by W. H. Voeller, has finished recording a musical program entitled "Continental Cafe," with a cast of 61, featuring Ray West and orchestra, Marcel Ventura, Verna Osborne and Betty Borden. Voeller planes east shortly to audition the program.

## Clair Heyer at WHBF

Rock Island, Ill.—Clair Heyer, who recently resigned from KXBY, Kansas City, to become national advertising manager of WHBF here, takes up his new duties today.

## Lowell Thomas Gets Award

Lowell Thomas has been named winner of this week's Pilot Radio Weekly Award of Merit, for his Coronation broadcast over NBC.

Canada plans two 50,000-watters . . . songwriters came down to a willingness to accept 50 per cent of the ET license fees, splitting with the publishers, but the latter did not take to the idea so readily . . . Jack Lavin resigned as Paul Whiteman's manager after seven years . . . seeks a vacash . . . Edythe Fern Melrose went to Street & Finney agency as radio department head . . . More talk anent a big-shot front man for radio industry . . . which of course is not intended to step on toes of the NAB.

## NBC Thesaurus Exhibit At NAB Chi Convention

NBC Thesaurus plans an elaborate exhibit, with special giveaways to visitors, at the NAB convention in Chicago, June 20-23, in the Hotel Sherman. NBC's ET service will be represented at the conclave by Frank E. Chizzini, Reginald Thomas, Gus Reiniger and Robert W. Friedham, from New York, and Maurice Wetzel and William Young, Chicago.

## WFBR's Clipper Broadcast

Baltimore—When the Pan American's flying boat the Bermuda Clipper arrived in Baltimore on Thursday, WFBR was on the spot with a special broadcast. Stewart Kennard, WFBR special events man, was at the Municipal Airport with a short wave pack set to give a description of the landing. WFBR also made arrangements with Major Charles A. Masson of the Maryland National Guard to fly down the Chesapeake Bay about 20 miles from the airport, meet the Clipper and give a description of the plane's progress with his short wave set. One of WFBR's receivers picked him up. After the plane docked, Mayor Howard W. Jackson introduced Capt. Harold E. Gray, master of the flying boat to the Baltimore radio audience.

## Ross Federal Appointments

Roland P. Brown, for six years sales manager of the R. L. Polk & Co. marketing research division, has been appointed director of sales promotion for Ross Federal Research Corp. Ross Federal also has promoted Charles H. Seaman to field sales manager, controlling 31 branch offices.

## Bob Nolan at WIOD

Miami—Bob Nolan, lately of WLW, has joined WIOD as program direction and production chief. He also will offer his own program, "Serenade In the Night," with Earle Barr Hanson, musical director, accompanying.

**RUSTY HINGE**

recorded by Chick Webb on  
Decca No. 1273-A

**ROY MUSIC CO.**  
1619 BROADWAY, NEW YORK, N. Y.

## COMING and GOING

CHESTER RACKEY, NBC audio facilities engineer, is en route to Great Smoky National Park, where he will spend his vacation.

CY NEWMAN and FRANK MENKE will go to Kentucky to broadcast the Latonia Derby for CBS on June 12.

JOHN G. PAINE, general manager of Ascap, sales June 19 for Europe. He will confer with representatives of Ascap and affiliated societies in England and France.

ABE LYMAN and his orchestra have left town on series of vaudeville and one-night stands.

MAIDA and BUDDY HEATTER, son and daughter of Gabriel Heatter, have left for a one-month trip to Mexico.

JACK ARTHUR leaves immediately following his WOR airing June 7 for Dallas, where he is contracted to sing at the Pan-American Exposition for the summer.

REGINALD ALLEN, newscaster and announcer of WBT, Charlotte is on a two-week vacation at his home in Hartford.

JOHN M. WHITMAN of the engineering staff of WBT Charlotte is on a month's vacation on the Pacific Coast.

W. H. VOELLER president of Fitra Productions Hollywood planes east soon to audition programs for eastern accounts.

JOE KEELY emcee of the National Barn Dance will attend the Colorado Pharmacal Association's affair in Colorado Springs June 16.

DR. FRANKLIN DUNHAM, NBC's educational director, will address Ithaca College on June 11 and the student body of Wellesley Hills High School in Massachusetts, June 12.

JIMMY KEMPER, NBC baritone, spent several days in Atlantic City preparing new air scripts.

SIDNEY SLON, WLW actor, with MRS. SLON, left Cincinnati Friday for Canada to sail on a freighter for England for a three-month vacation.

EDWIN H. "BUDDY" MORRIS, head of Warner music firms, is on the coast recuperating from a mastoid operation. Present plans call for his return to New York June 20.

RICHARD KOUNTZ, Witmark Standard department head, is back in New York after a business trip to the west coast.

E. P. H. JAMES, NBC sales promotion head, has left town for a week's vacation.

LEO FITZPATRICK and G. A. RICHARDS, executives of WJR, Detroit, were in New York late last week.

HOWARD PETERSON, owner of WOW, Omaha, is in Hollywood for a visit.

STAN LEE of Major Bowes' office was at WEEL, Boston, last week conducting auditions.

ROCCO VOCCO, general manager of Music Publishers Holding Corp., has returned from a five-day trip to Washington, D. C.

MARY ELLIS sails tomorrow for England on the Aquitania.

RALPH WONDERS, who is in Cleveland for the Great Lakes Exposition, will arrive in Chicago today for a business conference and then return to Cleveland.

JULIUS F. SEEBACH, JR., program director of WOR, leaves on a three-weeks' vacation today. He will motor to Georgia where he will sojourn on his extensive farm.

E. R. CULLEN, assistant operating engineer for NBC, sails on the S.S. Normandie, Wednesday, June 2, at the request of the French Line to survey the huge ship's radio equipment and instruct the staff operators in broadcasting technique. He also will inspect all facilities on board for possible studio locations. He will confer in Paris with French Line officials and return to New York on June 28.

**The Tavern**  
**RADIO'S**  
**RENDEZVOUS**

MAKE THIS YOUR  
LUNCHEON—  
DINNER—SUPPER CLUB

158 W. 48th St.

Toots Shor

## VAN CRONKHITE ABSORBS ROESLER & HOWARD INC.

(Continued from Page 1)

rep division. Understood VanCronkhite Associates took over all contracts of Roesler & Howard.

An immediate campaign is being launched by VanCronkhite to line up national business for foreign language stations. Firm believes there are unreached millions which national advertisers have never reached mostly because they have never known about the advantages of foreign language stations to reach the millions of loyal foreign language speaking people in America.

VanCronkhite Associates also has a division of radio news features along with a division of radio news counseling. John VanCronkhite, the president, is also president of the Association of Radio News Editors & Writers.

### Meyerson on Coast for RCA

West Coast Bureau, RADIO DAILY

Los Angeles—Harry Meyerson, with RCA for the past eight years in the east, arrived in Hollywood last week to take over managership of RCA's Hollywood Recording Service (records and transcriptions) in place of W. Arthur Rush, who resigns June 1 to become Pacific Coast executive in charge of CBS Concert Artist Bureau, particularly in placing contract artists in motion picture work.

Meyerson was formerly studio manager for RCA's Phonophone Recording Service, in New York.

### Baker Disks Get Results

Boston—"Adventures of Sonny and Buddy," Biddick-produced transcription series in 100 episodes, has had unusual success when sponsored by bakers and candy companies in the western states, according to Kasper-Gordon Studios, New England distributors. One sponsor reported 220,000 bread wrappers obtained in first seven weeks of broadcast. Negotiations for eastern seaboard sponsorship are now under way.

### Summer Scripts

A group of scripts, light in character, for summer broadcasting, will be included in the June catalog issued by Script Library division of Radio Events.

### CBS to Present New Drama

"Red-Head Baker," a new radio drama by Albert Maltz, will be presented by the Columbia Workshop over CBS on June 13 at 7-7:30 p.m. It deals with juvenile delinquency.

## Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

M.W.F.

## NEW PROGRAMS—IDEAS

### "Junior Opportunity Revue"

The "WBAL Junior Opportunity Revue," conducted by Don Hicks and Walter Linthicum, was inaugurated on WBAL Sunday, 8-8:30 a.m. WBAL will use this program as a means of offering juvenile talent of Baltimore and vicinity an opportunity to appear on radio, as well as win valuable prizes.

Although the names of the children appearing on the program will be announced at the start and conclusion of each broadcast, when stepping before the microphone they will be identified only by a given number. Three judges will attempt to choose the outstanding young artist on each program, this to be substantiated by votes of listeners. A winner will be picked each week, with a final grand-prize winner chosen at the conclusion of the series, which will last approximately 24 weeks. Prizes will also be

given to weekly winners. Ernie Cooper will furnish the music for the programs.

### "Talent Salesman"

A new type of program in which a salesman will try to sell talent to the radio audience made its bow on WHN yesterday at 7-7:15 p.m., with Bud Sweeney as the salesman and Joan Brooks, blues singer, as the talent. The broadcast will also be heard on Wednesday and Thursday at the same time.

### Motoring Tips

With the motoring season in full swing, tips on driving conditions throughout upstate New York are given three nights a week by the "Road Reporter" over WSYR, Syracuse. The Automobile Club of Syracuse cooperates.

### NBC Western Division Shows Further Gain

Continuing its gradual gain as a source of sponsored network programs, NBC's Western Division supplied 26 per cent of commercial program time in April, against 21.5 per cent in March and 23.6 per cent in April, 1936. Eastern Division supplied 49.1 per cent in April, against 53.1 per cent in March and 44.3 per cent in April, 1936. Central division provided 24.9 per cent, against 25.4 per cent in March and 32.1 per cent in April, 1936.

On sustaining and sponsored shows combined, the East supplied 45.5 per cent, against 46.8 per cent in March and 49.7 per cent in April a year ago; Central, 26 per cent, against 25.2 and 23.4 per cent; Western, 28.6 against 28 and 26.9 per cent.

New York continued to lead by a wide margin as the principal program source, contributing 640 hours, against 379 from Chicago, 337 from San Francisco and 108 from Hollywood.

### Signed by WOR Bureau

WOR Artist Bureau has renewed contracts of Sid Gary, Eleanor Sherry, Helene Daniels and Tex Fletcher.

Paul Roberts, baritone, and Joan Merrill, contralto, have been signed by the bureau. Both will be heard on the Afternoon Varieties program.

### Belmont Stakes on Mutual

For the second successive year the Mutual Broadcast System will air an exclusive account of the running of the Belmont Stakes June 5 at 3:30-4:30 p.m.

### Mutual Accounts Add Stations

Two Mutual network accounts have added one station each. They are, National Silver, with Irving Kaufman, taking WBAL, Baltimore, and Varady of Vienna, Inc., taking on WHKC, Columbus, Ohio.

### Western Adv'g Meet Sets Day for Radio

(Continued from Page 1)

tion manager, NBC, on "Latest Survey Data of NBC"; Donald W. Thornburgh, vice-pres. in charge on coast for CBS, on "The Future of Radio"; Ben S. McGlashen, owner of KGFJ and president Southern California Broadcasters Association, "Using Radio for Direct Sales"; Lindsey Spight, Pacific Coast manager for John Blair & Co., on "Visual Presentation of Spot Broadcasting".

Besides the speakers, there will be comedy acts arranged for by Holloway. The ad clubbers will then head on East to take in the N.A.B. convention in Chicago.

### Join Consulting Engineer

Herbert L. Wilson, consulting engineer, who recently opened new offices at 260 East 161st St., had added Arthur L. Solbrig, a graduate of the Brooklyn Polytechnical Institute, and Richard H. Myers, of Massachusetts Institute of Technology, to his staff.

Wilson plans to devote his engineering services to designing of directional array antennas and field strength surveys.

### I. R. Amends Registration

Washington Bureau, RADIO DAILY

Washington — International Radio Corp. has filed an amendment to its registration statement with the SEC on proposing an offering of 31,400 shares of \$1 par common to stockholders to be reserved for warrants at \$10 for a cash offering of \$314,000.

The issue will be unsubscribed but may otherwise be sold if offered by terms of post effective amendment.

## RECORDINGS

Productions — Transcriptions

Sound Reproductions Corp.

17 West 46th St.  
New York City

Telephone  
BR 9-8265

## SEPARATE RATE CARDS FOR NBC RED AND BLUE

(Continued from Page 1)

also have a clarified listing of the affiliated outlets arranged alphabetically by cities, call letters, power, frequencies and time zones. Also indicated are the cities using daylight saving time. Usual discounts are present.

Red network with 85 outlets and WLW (gross rate 6-11 p.m.) is \$20,060 for the hour; \$12,116 for half-hour and \$8,076 for quarter-hour. With WSAI, Cincinnati, instead of WLW, the rate starts at \$19,100 for the hour.

Blue network, with WLW, 90 outlets, based on \$19,200 for the hour; \$11,600 for half-hour and \$7,732 for quarter-hour. Blue web with WCKY instead of WLW, also 90 outlets, is \$18,320 for the hour.

Card reveals Northwestern Group being altered, and consolidations effected in several Supplementary Groups to afford greater choice within groups. North Mountain Group stations are now available individually. Southeastern Group has greater flexibility in arrangement for use with or without South Central Group. Other changes concern the many outlets added since the first of the year.

### Florida Anti-Ascap Bill Passes Senate Chamber

Tallahassee—Florida senate chamber passed the anti-Ascap bill, 29 to 1. Measure now ready for the lower house, where it is expected to pass without strenuous opposition. Senator John R. Beacham of West Palm Beach, sponsor of the bill is chief executive of station WJNO, West Palm Beach.

### WPFT Show for Carolina Net

Raleigh, N. C.—"Southland Echoes," produced by WPTF for Carolina Sales Corp., has been so well received that sponsor plans to air it over a Carolina network, including WPTF, WIS in Columbia, and other stations to be added, in behalf of Kelvinator products.

### Henry Frankel Joins WOR

Henry Frankel, booking agent, has been added to the WOR Artist Bureau. Frankel is a brother of Lou Frankel, radio editor.

★ THE SONGBIRD OF THE SOUTH ★

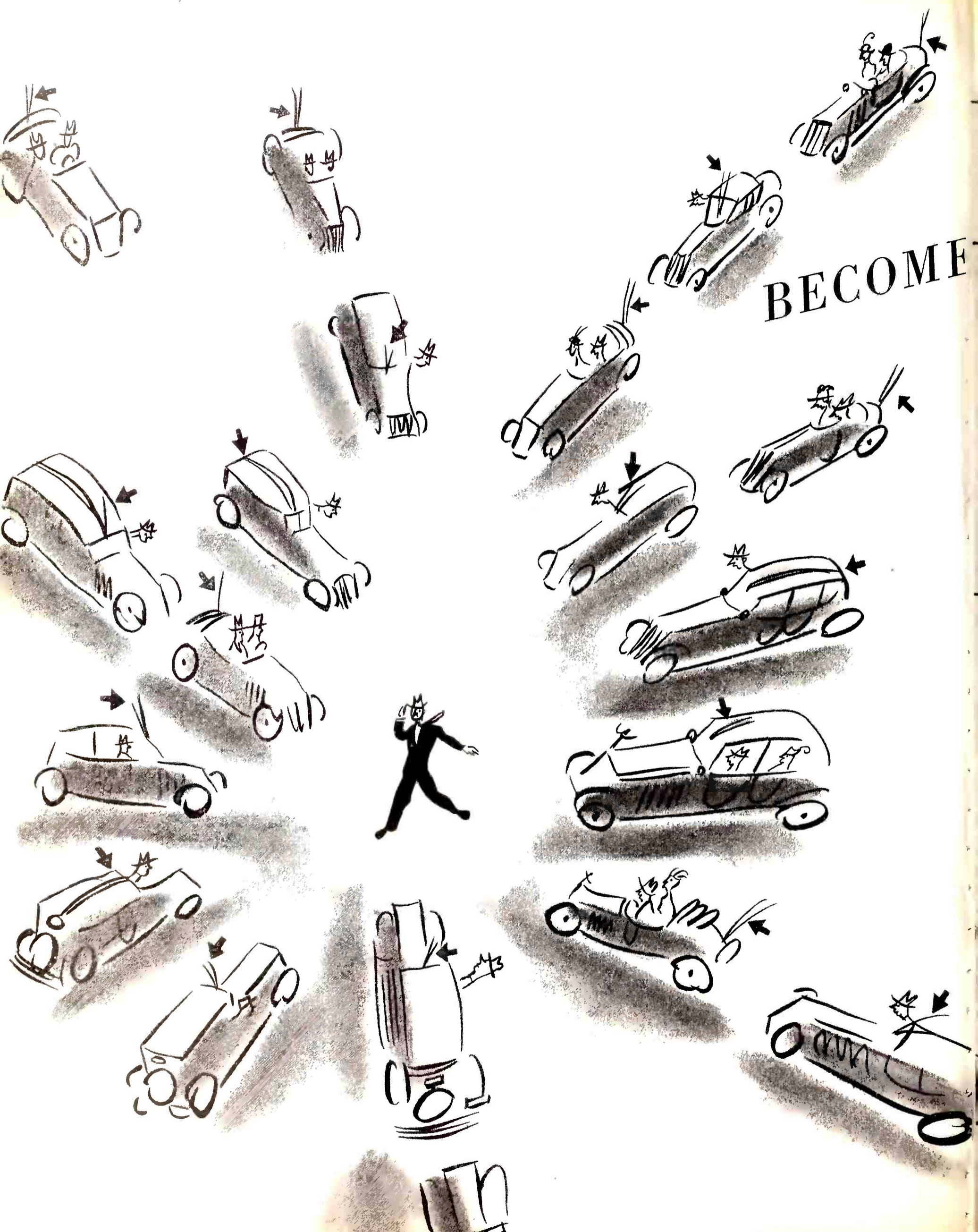
# KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS ★



BECOME

YOUR OWN

# RADIO STATISTICIAN

**N**ext time you're stymied in traffic, look before you leap. Count the new cars with "outside" radio antennas. You'll need an adding-machine before you're through. There are now 5,000,000 automobile-radio families in the United States; one for every five passenger cars. The percentage, of course, is much higher among new car owners: the richest advertising market in the world! But it's just one of radio's many "bonus" and point-of-use markets.

RADIO IN 1937, published by Columbia, shows how radios on the road have *tripled* since July, 1934. It also gives the who, when, where and how of "at home" listening. Everybody knows "everybody" listens. RADIO IN 1937 gives exact figures. Write Columbia for details.

## THE COLUMBIA BROADCASTING SYSTEM

## PROMOTION

### Kellogg Contest

Kellogg Co. (Corn Flakes and other cereals) is sponsoring a \$54,000 contest in which 5,148 prizes are to be awarded. The contest is a natural from the neighborhood grocer's point of view. Since \$6,900 of the total purse represent grocery order prizes, the dealer stands a good chance of cashing in on one or more individual orders of \$25 or \$50, as all entrants must give the name and address of their grocer on entrance blank. Contest is being plugged on all of the 22 radio programs under the sponsorship of Kellogg.

### Who and What

"People, not geography, buy merchandise" and "Programs, not wattage, sell merchandise."

These are the legends on the title page of a new promotion piece issued by WBIG, Greensboro, N. C. The folder gives concise market data and other information on WBIG's territory.

### Elder Michaux Song Sheets

In connection with the new series recently started by Elder Lightfoot Solomon Michaux, the "Happy Am I" revivalist, over Mutual network, a free song sheet is being offered to listeners who write in for the song of the week. This song is announced at each Monday's broadcast.

### New WCAE Commercial

Pittsburgh—Nancy Martin, with a sax ensemble, starts a new commercial series Tuesday at 12:30-12:45 p.m. on WCAE. Orchestra includes Max Adkins, Charles Springer, Bob Miller, Ernie Lavish, Hal Davis and Joe Lesesak.

### Philco Men Win Raise

Philadelphia—Pay increases of 5 cents an hour and a 36-hour week have been approved by employees of Phila. Storage Battery Co., makers of Philco radios, in settlement of their month-old strike.

### RCA Preferred Dividend

Quarterly dividend of 87½ cents a share has been declared by RCA on the \$3.50 cumulative convertible first preferred stock, payable July 1 to stock of record June 10.

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTES

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

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



● ● ● Rudy Vallee paid Rodgers & Hart \$10,000 for exclusive vocal picturization rights to "All Points West," which takes eight minutes to do. Paul Whiteman introduced the number at his Hipp Concert... WBBM, Chicago, have ciggie lighters with their name and CBS on them!... Lucille Johnson, Chi show girl who appeared in "Red, Hot & Blue" and is now singing at the Paradise, has been signed by Warners—another Jeanette MacDonald... Sylvia Froos opens at the State Thursday... Benny Davis' trip to Bermuda was to write a story for submission to Jack Cohn of Columbia pictures, called "Star Dust Revue"... Gertrude Berg will have her children visit her in Hollywood this summer—that's why she purchased a house with a swimming pool in Beverly Hills.

● ● ● Craig Lawrence, commercial manager of KSO and KRNT, Des Moines, issued a memo to staff members that he's written to four amusement enterprises in the city, asking that the issuance of passes to station employees be discontinued and that the latter not feel obligated, since he expected all these people to spend money with the station and for the staff to support potential time-buyers... WHIO, Dayton, Ohio, is the latest to fall in the hands of candid camera fiends. Visitors to the studio break into shows on the air and demand performers and announcers to please pose in the light... Ben Moss was reading a commercial when exactly seven broke in on him.

● ● ● "Just Like Home" was auditioned by BBD&O and will become a test script... Music boys are throwing a party for Buddy Clark at the Tavern tomorrow night... Lum and Abner are talking pictures on the coast... Hildegard, Lou Holtz and Ruth Terry have been signed for the musical planned by Jack Curtis and Herman Shumlim... Bill Melia has a new set of molars—made to order!

## SAN FRANCISCO

CBS here put KSFO announcer Bob Dumm in a United Air Lines Mainliner with a special mobile radio unit Friday afternoon to broadcast arrival of the Pacific Fleet steaming through Golden Gate. Besides holding a two-way conversation with Fred Waring in Hollywood, Hobart Bosworth compared S. F. 40 years ago with today. Local radio editors were along.

Bill Pabst, KFRC Don Lee-Mutual exec., still experimenting with his new program, "Contrasts". Once a musical show, Sunday eve he changed it into a variety piece.

Henry Maas, NBC sales traffic manager, was in Hollywood the past week.

Hal Bock and his wife (he's Hollywood NBC press chief) returned south after a week's visit here.

Larry Allen, manager of NBC's Artists Service, limping around after stepping on a nail that almost went through his foot.

Five harmonica players arrived at NBC here by air last week from NBC's artist bureau in New York. They will be led by Johnny O'Brien, harmonica wizard, who's being groomed for a transcontinental.

## BOSTON

JOHN SHEPARD 3rd, president of J. Yankee network, was a Washington visitor late last week.

A. H. "Doc" Morton, head of NBC's managed and operated stations, visited the Boston and Springfield offices.

Harold Fellows, general manager of WEEI, returned last week from a trip to New York.

Felix Ferdinando and his orchestra opened Friday at the Totem Pole ballroom for a stay. Irene Janis is vocalist.

Roger Wheeler, WEEI continuity writer, expects to have his new play, "Cheerful Liar," produced in London in the near future.

Lewis S. Whitcomb, WEEI publicity manager, recuperating from a heart attack last week.

On rainy days when there are no baseball games, WAAB will air several races from Suffolk Downs, with Nelson Churchill at the mike.

"Morning Carnival," conducted each week-day on WAAB by Ruth Moss, celebrates its first anniversary June 3. At this time Ruth will interview Mrs. Ruscoe Clark, well known BBC commentator from London.

## ★ F. C. C. ★ ACTIVITIES

### APPLICATIONS RECEIVED

West Virginia Broadcasting Corp., Wheeling. CP for new station. 1310 kc., 100 watts, unlimited.

West Virginia Broadcasting Corp., Charleston. CP for new station. 1500 kc., 100 watts, 250 watts LS, unlimited.

O. C. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

J. T. Griffin, Oklahoma City. CP for new station. 1310 kc., 100 watts, 250 watts LS, unlimited.

### HEARINGS SCHEDULED

June 1: General Electric Co., Belmont, Cal. CP for new high frequency station. 9530, 15330 kc., 20 Kw., unlimited.

June 3: WATR, Waterbury, Conn. CP for change in frequency and power to 1290 kc., 250 watts, unlimited.

Cumberland Broadcasting Co., Inc., Portland, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Twin City Broadcasting Co., Inc., Lewiston, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Philip J. Wiseman, Lewiston, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Cape Cod Broadcasting Co., Barnstable, Mass. CP for new station. 100 watts, 250 watts LS., unlimited.

George M. Haskins, Hyannis, Mass. CP for new station. 100 watts, 250 watts LS., 1210 kc., unlimited.

Arthur E. Seagrave, Lewiston, Me. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

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

June 4: Press-Union Publishing Co., Atlantic City. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Warren B. Worcester, San Diego. CP for new station. 1400 kc., 250 watts, 1 KW. LS., unlimited.

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

### EXAMINER'S RECOMMENDATION

Chas. Porter & Ed. T. Eversole, Festus, Mo. CP for new station. 1420 kc., 100 watts, daytime, be granted.

### Vass Family Signed by Bernie

The Unique Singing Vass Family have been signed to appear on the Ben Bernie show for 13 weeks. Deal was set by the Herman Bernie office.

### KDKA Program for NBC-Blue

Pittsburgh—Another KDKA program, Strollers Matinee, goes on NBC-Blue network starting tomorrow at 12:30-1 p.m.

## GUEST-ING

ERIN O'BRIEN MOORE and FRANKIE THOMAS, in "The Breaking Point", specially written by Agnes Ridgeway, on Rudy Vallee program, June 3 (NBC-Red, 8 p.m.).

CHARLIE RUGGLES, NATALIE BODANYA and McCLELLAND BARCLAY, on Bing Crosby show, June 3 (NBC-Red, 10 p.m.).

BILLIE BAILEY, on Fred Allen program, June 2 (NBC-Red, 9 p.m.).

JOSEPH KNITZER, Violinist, on "Everybody's Music," June 6 (CBS, 3 p.m.).

WALTER O'KEEFE, return date on Rudy Vallee program, June 3 (NBC-Red, 8 p.m.).

JACKIE HELLER, on Broadway Melody Hour, tomorrow (WHN-WOR, 8 p.m.).

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**D**EE COLLINS started coastward Friday . . . She'll collect her young son and daughter in Oklahoma City, then continue west. . . . Gretta's Palmer's wedding reception Friday afternoon was an intimate and dignified affair, attended by a limited few. . . . Buda Baker will not be heard on the WNEW Vivian Shirley program as scheduled. . . . Buda's going to be out of town at that time and can't make it. . . . Marian Sayers, flicker-singer, in town, having deserted the pix pro tem. . . . She's casting interested glances airward. . . . That warbling gal, Doris Kerr, carries a vicarious torch when she introduces Will Hudson's latest lament, "You're My Desire," next Friday at 5:30 over CBS. . . . Delmar Edmondson, "Heinz Magazine of Air" ed., almost missed his cues 'other day when the "Hour of Charm"-ers guested on that program. . . . He had to keep running back and forth between the 22nd floor studio and the 21st where the gals were. . . . Doing a "cherchez la femme" multiplied by 30. . . .



WJR's femme commercial editor, Ruth Franklin Crane, wearing new laurels these days, on account of she was named director in the Women's Advertising Club of Detroit. . . . Virginia Wallace, KCKN, Kansas City's gal commentator, whose "Women in the News" features news highlights and sartorial sidelights, rates particularly pretty posies on account of she started as private sec to the proprietor of a chain of hosiery shops. . . . Jeanine Macy, once of WLW, returns to the airwaves via WHN in an offering 'titled "Macy and Her Men," the men being a male octet. . . .



Frank Sullivan's contention of tomorrow on the "Heinz Magazine of the Air" will be that the distaff side has the most grey matter. . . . Just enough to agree with the observation? . . . Betty Reller of "Betty & Bob" fame began her dramatic career in London as leading lady of a Royal Academy of Dramatic Art production. . . . with George Bernard Shaw, Gertrude Lawrence and Charles Laughton in the audience. . . . Jessica Dragonette's saving "Music Box" tickets for Clara Dawes, niece of the former Vice-President, on account of Clara called her from Oshkosh and asked for them. . . .



**"FORWARD AMERICA"**

Postal Telegraph  
WINS—N. Y. State Broadcasting System, Fridays, 6:45-7 p.m.

**DRAMATIZED SKIT COMPARING PAST WITH MODERN PRESENT.**

In this third unit of the three-part Postal Telegraph series, a skit is presented showing the slowness of communication many years ago compared to the speed of today, and the respective effects on the lives of individuals. Script is by Ed Cleland, and a group of competent players enact the roles involved. Program also has a bit of music.

**"CASSANDRA"**

Sylmar Olives  
KNX-CBS Pacific network, Tuesdays, 5-5:30 p.m. PST  
Pacific Market Builders, Agency

**EARLY CALIFORNIA DRAMATIC SERIAL IN NEW FORM WITH ORCHESTRA AND CHORUS.**

This program, formerly 15 minutes, three times a week over Don Lee California stations, now is weekly half hour, over the complete CBS coast net. The new form gives more time for development of dramatic episodes and for the use of music which this week was cleverly worked into the plot with the scene laid in an early day Fiesta.

The new series starts with the adventures of an early California family living under the shadow of fear of the bandit Juan Murieta, who pops

into the story just as the Fiesta is getting under way, and the betrothal of the heroine is about to be announced.

Leads are played by Gale Gordon and Thelma Hubbard, with a cast of more than half a dozen supporting.

Johnny Murray is producing; True Boardman, writing. Wilbur Hatch directs KNX orchestra.

**"Vallee Varieties"**

Rudy Vallee, on NBC-Red last Thursday night, got a little corny on "Ain't Gonna Rain No More" arrangement, the idea being no newcomer. Sketch with Anna May Wong was so-so, but toward the close, hour picked up to some extent with Joe Laurie, Jr., who offered some Hollywood gossip in his usual deft delivery. Seems as though he might be due for another series of his own. He could handle it easy enough.

**Emery Deutsch**

Rather early time for Emery Deutsch, whose sustainings usually have been heard at a much later hour. Broadcast from the Rainbow Room, NBC-Red network Saturday 10:30-11 p.m., found the maestro as tuneful as ever and with an innovation in lack of cluttering announcements on songs. Playing choruses only, Deutsch did about 22 in the half-hour period and utilized violin interludes and modulations in novel fashion.

**NBC Engineers Discuss Problems of Television**

(Continued from Page 1)  
both sound and video pickup and transmission and the studio for motion picture scanning.

Clarence W. Farrier, NBC television coordinator, also discussed the present status of visual broadcasting before the Advertising and Marketing Forum of the Advertising Club of New York on Friday. He said the total area of the U. S. probably will never be covered completely by television service. Studies are being continued with the 75 receiving sets installed in the homes of RCA engineers and executives in the metropolitan area.

At the Society of Motion Picture Engineers convention in Hollywood last Friday, Ralph R. Beal, supervisor of research for RCA, also delivered a paper on television, stating that the new art would borrow from movie technique at first, but later would develop an art form of its own, and that both movies and television would benefit from the new developments.

**Walter O'Keefe's Column**

Walter O'Keefe's humorous column in the World-Telegram starts today.

**Columbia Reorganizes Events and Talks Dep't**

(Continued from Page 1)  
pros and cons of Roosevelt's Supreme Court plan.

Under the new set-up special attention will be paid to South American good-will via short wave and direct contact. Alberto Zalamea who broadcasts the news reports daily over W2XE, in Spanish, is a member of this department.

John Fitzgerald, who has been serving as assistant to White, will be in charge of sports and special events divisions. Jimmy Dolan, sports announcer, will also be assigned to the department. Bob Trout will continue as commentator and general assignment announcer as in the past. Charles Pooler continues with the special events department.

White and Trout are now in Paris and are expected back in New York June 10 aboard the Manhattan.

**MRS. MARTIN JOHNSON**

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

**ORCHESTRAS  
MUSIC**

**B**ILLY SWANSON, Boston society work leader, debuts in New York at Hotel Edison Green Room with a CBS airing twice weekly.

Carl "Deacon" Moore and his band have taken over the Beverly Hills Club, Newport, Ky. Spot will have a WLW wire.

Mr. and Mrs. Jesse Crawford make their debut as maestri on June 10 when they open at the Congress Hotel, Chicago, with a new novelty orchestra. Band, in addition to several unique instrumental features, will utilize a twin Hammond electric organ. Booking done by Consolidated Radio Artists. Band will have an NBC wire. Charles Carlisle, vocalist, will headline the show.

Carl Ravell has been signed to do a series of recordings for Brunswick, the first batch to be plattered June 4. Ditties are "Gone With The Wind", "So Rare", "Love Is Like A Merry-Go-Round", and "When Two Love Each Other".

Maestro Glenn Miller and the boys will play one date at the Playland Casino, Rye, June 6.

Ed Kirkeby of Consolidated Radio Artists has set Ferde Grofe as guest conductor with the Philadelphia Symphony Orchestra concert at Robin Hood Dell, June 22.

M. Gale of Gale Inc. has moved from the RKO Building to 48 West 48th Street.

Batoneer Dick Fidler is planning a series of one-nighters including Akron, Erie, Vermilion, Wickliffe, Buffalo, Niagara Falls, Uhrichsville, Bascom, Morgantown, Franklin, Pa., and Conneaut Lake.

Enoch Light and his band, recently aired via WOR, are organizing a baseball team. Enoch was a star pitcher in his college days.

Andy Jacobson and orchestra open their third season at the Lobster Claw on the South Shore in Cohasset, Mass. Andy has signed Gil Phelan as vocalist with the band.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**RAY MIDDLETON**

★ Now Appearing ★

★ NEW CHASE AND SANBORN SERIES ★

★ UNDER CONTRACT ★

★ TO ★

★ PARAMOUNT PICTURES ★

★ Management ★

★ COLUMBIA CONCERTS CORP. ★

★ OF COLUMBIA BROADCASTING SYSTEM ★

★ ★ ★ ★ ★ ★ ★ ★ ★ ★



**J**AMES BLOODWORTH, with KHJ continuity staff for the past year, takes the head of the department in the place left vacant when Carroll O'Meara resigned to go with J. Walter Thompson agency as writer.

"The Golden Lady", which was dramatized and drew a crowd that filled the Hollywood Bowl last year, has been adapted for radio by Warren Stokes, who presented it Sunday on KEHE, with Jack Mulhall playing the lead.

General Paint (Walters Advertising Agency) preparing to renew Colorscope disk series for a second 13 weeks, starting in the fall. KUMA, Yuma, added to list of stations running present series of 13 15-minute disks.

Leon Rosebrooks, California chain's musical director, starting a new series of weekly programs in which he will audition to find new talent, present three to four new voices weekly, with further program use of those who show talent.

"Louisiana Hayride", Federal Theater of the Air program which has been running Wednesday nights on KHJ and Don Lee net, has gone Mutual coast-to-coast, and changed to a Saturday night spot. Program uses a dramatic cast, with music by Negro chorus of 25 voices.

Don Lee net auditioning for a feminine voice to read the commercials in "House Undivided" strip program. John Conte will continue to announce, but plugs will be the special job of the successful candidate.

Kelly Anthony, assistant manager of KFI-KECA, off for Europe to visit Broadcasting House and study novel German police broadcasting system.

Decca Records just finished dishing nine sides by Trio Mexico, and preparing to wax Augie Goupil and his Royal Tahitians for six sides; Dick Powell in hits from his picture, "Singing Marine", for four to six numbers. Recordings Inc., doing the waxing.

Glen Gray and his Casa Loma orchestra moved into Southern California, packed dancers in at the Palomar, and sent music out over the airplanes of both KNX and KEHE. Night before opening, the bandsman and his agents tossed a cocktail party for press and guests, got reams of publicity and broke Palomar attendance records first night.

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
7	15	9	13
8	16	10	14
9	17	11	15
10	18	12	16
11	19	13	17
12	20	14	18
13	21	15	19
14	22	16	20
15	23	17	21
16	24	18	22
17	25	19	23
18	26	20	24
19	27	21	25
20	28	22	26
21	29	23	27
22	30	24	28

June 1  
Greetings from Radio Daily  
to  
Hugo Mariani  
Ray Heatherton

## ★ Coast-to-Coast ★

**A**NNOUNCERS Dave Meyer and John Corrigan of WCBS, Springfield, Ill., did a unique broadcast in commemoration of National Aviation Week. With mikes placed at points of interest in every section of the Springfield Municipal Airport, they described the maneuvers of some 50 planes of all types and sizes. After the activities, the WCBS staff was treated to a flight in the famous Lockheed Electra Liner.

Special Events department of KFEQ, St. Joseph, Mo., received many favorable comments on last week's airing of Postmaster General Farley's speech from the Robidoux Hotel in that city. Farley spoke for 45 minutes.

Bill Bivens, formerly of WJSV, Washington, is now on the announcing staff of WBT, Charlotte.

Uncle Don, on his WOR program Saturday at 6 p.m., had Jerry Schwartz and Betty Hochreiner, who read their winning essays on better American citizenship.

Charley Rowe, announcer at WCAE, Pittsburgh, recently became the father of a girl.

A. J. Cutting is the new advertising manager of Tivoli Brewing Co., Detroit. H. E. Hougen, whom he succeeded, goes to Tivoli's agency, MacManus, John & Adams, as account exec.

Ross Wallace, WHO (Des Moines) sales rep., has been telling the usual fish stories since returning from an Ontario vacation.

WSYR, Syracuse, dedicated its new Aeolian studio organ last week, with Frances Kimball at the console.

A one-hour broadcast of the Door County Cherry Blossom Festival was aired Saturday by WTAQ, Green Bay.

Craig Lawrence of KSO, Des Moines, F. C. Eighmey of KGLO, Mason City, and J. O. Maland of Central Broadcasting Co., Des Moines, constitute a committee which will discuss football season schedules with Dr. C. M. Updegraff of Iowa State University. The committee was named at the recent Iowa Ass'n of Broadcasters convention, when Luther L. Hill of KSO and KRNT was elected president, while Earl N. Peak of KFJB, Marshalltown, was re-elected secretary-treasurer.

Lee Kirby, announcer, who conducts the Gulf Spray Question Box at WBT, Charlotte, has a fitting gag-line: "Let's spray that we don't have any insects."

Plans of Commander Donald B. MacMillan's 16th Arctic expedition

will be aired over NBC-Blue at 3:45-4 p.m., June 19.

WICC, Bridgeport, notes: Herbert Anderson's Chapel Echoes period being taken over during June by a former guest of the program, John Scott and the Rev. William Hains of Stamford... Bob Maguire becomes a benedict soon... Jane Westerman, formerly of WICC, also is a prospective bride... Harry Dority first of station staff to take vacation.

KCKN, Kansas City, Kas., arranged National Poetry Week airings from over 30 grade schools, all high schools and the Junior College.

George Griffin, NBC baritone, goes to Austin, Tex. next November to be featured soloist at a local celebration. George is a native of the Lone Star state. He will fly southward for the appearance.

On Sunday evening, WHO Playhouse, Des Moines, presented its 21st drama, and at the same time changed its policy of half-hour dramatic shows complete in one episode. Part one of a four-part serial written by Fran Steele, who appeared as an actor on this program some weeks ago, together with a prize contest in which Playhouse listeners will have the opportunity to win cash prizes, will be broadcast.

Jean Sablon, NBC's French troubadour, is being screen-tested by Paramount Pictures. Sablon is heard twice weekly over NBC networks.

Larry Lawrence, editor of The Milwaukee Journal's Green Sheet, formerly heard during the morning "Revolving Stage" broadcast over WTMJ, Milwaukee, has expanded his daily air column to a 15-minute program at 9:15 p.m. thrice weekly.

Clark Alexander has been added to the announcer's staff of WWL, New Orleans.

Si Steinhauser, radio editor of the Pittsburgh Press, celebrates his 20th wedding anniversary June 18.

Raymond Keene of Keene Advertising Agency, Denver, was a recent visitor at KDYL, Salt Lake City. Big news in radio for Denver area, Keene reported, is enquiring reporter broadcasts. Keene made arrangements for Salt Lake sponsorship of similar idea on KDYL.

### RADIO PRODUCER

Well known motion picture director and writer who has produced and broadcast from NBC Hollywood and New York studios—writing—appearing in—and producing over 200 programs—is desirous of becoming affiliated with an established advertising agency as producer. Box A-101, RADIO DAILY, 1501 Broadway, New York City.



**O**LGA SAMAROFF STOKOWSKI, who is in town lecturing, has revealed plans for putting her layman's course in musical appreciation on the air next winter.

Irene Bordoni, Ted Healy and Mark Fisher's orchestra opened the Coconut Grove here on Friday. They have a WBBM-CBS wire.

Raymond Johnson, headliner of "Today's Children" and "Guiding Light," will address the graduating class of the Kenosha High School (his alma mater) on June 10.

Ray McDermott of NBC sales on combined business and pleasure trip over week-end to Denver.

Richard Marvin, radio chief at J. Walter Thompson, departs today for Dallas to look after several of the agency's shows in the southwest.

Clayton Richatto is new songster on WJJD Mid-Morning Jamboree.

Albert R. Goodwin of WBBM publicity staff has resigned to join the Tom Fisdale publicity crew.

Eric Sagerquist will be ork leader for Campana's First Nighter when it moves back here Friday.

G. E. McDermott and Oliver P. Morton of NBC sales force fishing at former's Diamond T. Ranch at Steamboat Springs, Colo. Stopped off in Denver to visit A. E. Nelson, KOA manager.

Lady Esther Serenades emanating from WTAM, Cleveland, until June 8, while Wayne King appears at Billy Rose's Aquacade, and on June 15-16 from WWJ, Detroit, while he plays at park.

Stuart Dawson, free lance announcer, has shifted to WBBM as production man.

Morrison Wood handling production of "Painted Dreams" on Mutual since Ed Smith has left WGN for Minneapolis.

Eddie Simmons, WAAF program manager, vacationing with family at Winchester, Ind.

John Pierre Roche of Roche, Williams & Cunyngnam at South Bend on Studebaker business.

Al Trace to follow Keith Becher at College Inn for the summer. Heat Waves also to be featured there.

## CONSOLIDATED RADIO ARTISTS, INC.

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

America's Leading Radio and Dance Orchestras

**BAND OF THE WEEK**

**CLYDE McCOY**  
AND HIS  
"SUGAR BLUES"  
ORCHESTRA

PEABODY HOTEL, MEMPHIS  
Decca Records—Vitaphone Shorts





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 80

NEW YORK, N. Y., WEDNESDAY, JUNE 2, 1937

FIVE CENTS

## NBC Social Security Step

### NBC FRISCO EMPLOYEES FORM PROTECTIVE ASS'N

San Francisco — NBC employees here have formed their own protective association, following at last the cue of the technicians who have been organized two years with benefits. It is the first to be formed in the city. Called the Associated Radio Employees, it is open to all NBC workers except technicians.

Officers are John Ribbe (producer), chairman; Anita Bolton (agriculture dept), vice-chairman; Dorothy Brown (program dept), secretary; (Continued on Page 4)

### New Production Firm Makes Debut on Coast

Los Angeles—Blount-Laemmle Radio Productions, Inc., bows into the radio field today, with quarters occupying the whole 14th floor and penthouses at 3636 Wilshire Blvd., and with a program which will include producing shows for stations, networks and disks.

Betty Lou Blount, with four books and some 14 screen and stage plays to her credit, and former assistant on productions for Oscar Hammerstein, heads the new outfit with Mrs. Joseph Laemmle, sister-in-law of the former motion picture magnate.

Theodore Barrett, manager of the (Continued on Page 4)

### WRUF May Be Leased To Private Interests

Gainesville, Fla.—Lease of WRUF at University of Florida to private interests is being considered by the Florida General Assembly. Advertising of liquor would be barred under the terms of the proposed lease.

### Payne Not Candidate

Washington Bur., RADIO DAILY  
Washington — Stating definitely that he is more interested in his work with the FCC at present, Commissioner George Henry Payne, in a RADIO DAILY interview yesterday, declared he is in no sense a candidate for Mayor of New York. Payne's assertion followed published reports he had been suggested as Republican nominee.

### Cin. Post Plugs Radio

Cincinnati—A campaign promoting the Cincinnati Post radio page and its editor, Paul Kennedy, has been launched, employing truck signs, office ads, car cards and a series of appearances by Kennedy over the local stations.

Campaign is significant in that two years ago all three of the city's papers had a no-radio agreement, banning even program listings. The Post, a Scripps-Howard paper, opened up preparatory to the purchase of WCPO.

### HEARST-TRANSAMERICAN IN "EXPLORATORY" TALK

Emile Gough, vice-president of Hearst Radio Inc., yesterday scotched reports that Transamerican was to take over the national station representation business of Hearst Radio. Gough said that he had talked with John Clark, president of Transamerican, over the possibility of Transamerican being able to add revenue to Hearst Radio coffers, but nothing

(Continued on Page 4)

### New Orleans Has Hopes Of Being a Radio Center

New Orleans—That this city may become a radio center and a point of origin for programs intended to cover the south and the west coast is regarded as possible along radio row here. The reports are probably the outgrowth of two incipient happen-

(Continued on Page 5)

## Showdown Expected Tomorrow On Songwriters' ET Demands

Music publishers and song writers will make a final effort at settling the electrical transcription fee controversy tomorrow when their respective committees will meet again. Yesterday's session resulted in a more stormy conference in which some publishers threatened not to take any more songs after June 1.

Majority of music men committee, however, went so far as to offer the writers a flat 40 per cent of the ET

## Sustaining Artists Are Being Classified While Network Awaits Ruling—Memo to Sponsors and Agencies

### WEEK OF CELEBRATION IS UNDER WAY AT WHB

Kansas City—Seven-day celebration of WHB's fifteenth anniversary got under way Sunday with gala doings here and nationwide interest injected via Mutual network, with which WHB is affiliated. Don Davis, president of WHB Broadcasting Co., and John Schilling, station manager, arranged the entire week's program, which winds up Saturday with a big anniversary party in the Arena of the new \$6,000,000 Municipal Auditorium seating 15,000.

Special programs and community events will be aired throughout the week. Releasing of "birthday balloons" from the roof of the penthouse studios will be a daily feature. Dick Smith, announcer, will describe the proceedings in a 5-minute broadcast each noon.

E. J. Sweeney, founder of the old (Continued on Page 4)

### W. J. Williamson Joining WKRC as Sales Manager

Chicago—W. J. Williamson, western sales manager of Radio Sales, Inc., joins WKRC, the CBS station in Cincinnati, on June 7 as sales manager. He succeeds S. R. Bateman, resigned.

While NBC attorneys are collaborating with George Link Jr., counsel for American Ass'n of Advertising Agencies, in an effort to obtain rulings on social security payments, the network is classifying its sustaining artists as employees or as independent contractors, according to its best lights, says a letter sent yesterday by NBC to sponsors and agencies. The letter continues:

"As regards artists engaged through us for commercial programs, as a general rule NBC acts as the manager or other agent of (Continued on Page 4)

### RADIO TALENT MAKES UP THEATER'S ENTIRE BILL

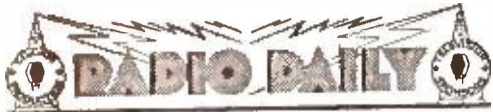
Indianapolis—The bill of the Lyric Theater for the week of June 18 will be made up entirely of regularly heard WLW broadcasters, with a unit of native born Hoosiers as a nucleus. Manager Ted Nicholas at the Lyric and WLW officials are busy arranging details of the general exodus to Indiana. Broadcasts (Continued on Page 5)

### Stix Made Vice-Prexy In Henry Souvaine Firm

Thomas L. Stix has joined the radio producing firm of Henry Souvaine, Inc., as vice-president. Since the first of the year, Stix has been associated with Souvaine in producing the Pontiac "Varsity Show." He has been active in radio production since 1931 and was formerly president of the Book League of America.

### Probe Bill Delayed

Washington Bur., RADIO DAILY  
Washington—The Connery Resolution for an industry-wide radio probe, and which would have included a "lid-lifting" program regarding the FCC, has been mysteriously delayed in committee. All attempts to learn the status of the pending measure in so far as the Rules Committee is concerned have been fruitless.



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

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

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# FINANCIAL

(Tuesday, June 1)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166	164 1/4	164 1/2	- 1/2
Crosley Radio				
Gen. Electric	52 1/2	51 1/4	51 3/4	- 1 3/8
North American	26 1/4	25 3/8	26 1/4	
RCA Common	8 3/4	8 3/8	8 3/4	- 1/8
RCA First Pfd.	68 3/4	68 1/4	68 3/4	- 1/4
RCA \$5 Pfd. B.	(75 Bid)			
Stewart Warner	18 1/8	17 3/4	18	- 3/8
Zenith Radio	33	32 3/4	32 7/8	- 1/8

## NEW YORK CURB EXCHANGE

Hazeltine Corp.				
Majestic				
Nat. Union Radio	2	2	2	- 1/8

## OVER THE COUNTER

	Bid	Asked
CBS A	53	54 3/4
CBS B	52 1/4	54
Stromberg Carlson	13 3/4	14 3/4

### Joe Penner Renewed

R. B. Davis Co. (Cocomalt) has renewed its Sunday night program for 39 weeks over CBS effective next September. The program will remain as is, with Joe Penner heading a cast consisting of Gene Austin, Joy Hodges and Jimmie Grier's orchestra. Sponsors have not yet decided on a summer show to replace Penner, who is scheduled to leave the air following the broadcast of June 27. Ruthrauff & Ryan is the agency.

### Bob Burns Married

Los Angeles—Bob Burns and his secretary, Harriet M. Foster, were married here Monday.

## REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway ME. 3-1270 New York

## NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending May 29, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 10 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY. (One day late this week due to Holiday).

Selection	Publisher	Times Played
Where Are You (Leo Feist, Inc.)		33
September in the Rain (Remick Music Co.)		30
Never in a Million Years (Robbins Music Corp.)		28
There's a Lull in My Life (Robbins Music Corp.)		28
They Can't Take That Away From Me (Chappell & Co.)		27
Love Bug Will Bite You (Santly Bros.-Joy Co., Inc.)		25
Let's Call the Whole Thing Off (Chappell & Co.)		22
It Looks Like Rain (Joe Morris Music Co.)		22
On a Little Dream Ranch (Shapiro-Bernstein, Inc.)		21
Carelessly (Irving Berlin, Inc.)		19
Sweet Leilani (Select Music Co.)		19
Where Or When (Chappell & Co.)		18
Sailboat in the Moonlight (Crawford Music Corp.)		17
Turn Off the Moon (Popular Melodies)		16
Blue Hawaii (Famous Music Corp.)		16
The You and Me That Used to Be (Irving Berlin, Inc.)		15
Boo Hoo (Shapiro-Bernstein, Inc.)		13
Wake Up and Live (Robbins Music Corp.)		13
Toodle Oo (Shapiro-Bernstein, Inc.)		13
Sweet Is the Word for You (Famous Music Corp.)		12
You're Precious to Me (E. B. Marks Music Co.)		11
Swing High, Swing Low (Famous Music Corp.)		11
I'm Hatin' That Waitin' Around (Harms, Inc.)		11
Was It Rain (Santly Bros.-Joy, Inc.)		11
Too Marvelous for Words (Harms, Inc.)		10
Little Old Lady (Chappell & Co.)		10
It's Swell of You (Robbins Music Corp.)		10

### Sam Hayes in New Spot Over CBS on the Coast

West Coast Bureau, RADIO DAILY

Los Angeles—Sam Hayes, pioneer newscaster on the coast, and for some six years known as the Richfield Reporter, with nightly news reports on the coast net, wanted more money and was released a month ago, being replaced by two local announcers. Now he comes back on the air June 6, on CBS, at the same time used by the Richfield Reporters on NBC. Under the new deal, he will be sponsored by the Bank of America, with a 26-week contract.

Fred Yeates, who has written Sam Hayes news for Richfield from the start of the program, and who remained on when Hayes finished, this week resigned from Richfield, to go with the new Hayes broadcast. Wayne Miller, publicity director of KHJ and Don Lee net, resigned at the weekend to succeed Yeates on the Richfield job, and Seymour Peiser takes the publicity office with Don Lee.

### Lohr Coast-Bound

Lenox R. Lohr, NBC president, left for the coast last night and is expected to remain there for about two weeks. First stop is Hollywood, where he will probably endeavor to speed up construction of new studios.

### Lud Gluskin Re-Signed

Lud Gluskin has been re-signed as musical director for an additional 13 weeks on the Campbell Soup program, heard Wednesdays from 8:30-9 p.m. over the CBS network. Program features Ken Murray.

### Sign Claudette Colbert For Series Next Fall

International Silver (1847 Rogers), through its new advertising agents, Young & Rubicam Inc., has signed Claudette Colbert for a series of guest appearances on a half-hour dramatic show which will emanate from Hollywood this fall. Program will have a CBS evening spot.

### Renew Rippling Rhythm

John H. Woodbury Inc. has renewed Rippling Rhythm Revue featuring Shep Fields, Frank Parker and Bob Hope, for 13 more weeks, effective July 11. Program is heard Sunday evenings over an NBC-Blue network. Lennen & Mitchell has the account.

There is some doubt as to how long Frank Parker will remain on the show. Parker has been set for the Wednesday night Chesterfield spot over CBS, with no starting date divulged yet. It is rumored that the Chesterfield and the Rippling Rhythm programs are scheduled for a switch to the coast this summer. Bob Hope, Shep Fields, Lily Pons and Andre Kostelanetz all are scheduled for picture work.

### RADIO PRODUCER

Well known motion picture director and writer who has produced and broadcast from NBC Hollywood and New York studios—writing—appearing in—and producing over 200 programs—is desirous of becoming affiliated with an established advertising agency as producer. Box A-101, RADIO DAILY, 1501 Broadway, New York City.

## COMING and GOING

GLADYS SWARTHOUT and FRANK CHAPMAN sail today aboard the Normandie for France.

SHEILA GRAHAM, Hollywood columnist and aircaster, is another passenger aboard the outgoing Normandie today.

CHARLES ADLER and GEORGE KELLY, members of the Yacht Club Boys, arrived in New York yesterday.

TEX RITTER, hillbilly air star and picture cowboy, leaves Hollywood on June 18 for a personal appearance tour handled by the William Morris office.

MARION CLAIRE, opera singer, leaves Hollywood shortly for Europe to appear on the concert stages of France and Austria.

BERTHOLD NEUER, vice president of Knabe Pianos, leaves for Europe aboard the Normandie today.

DONALD FLAMM and HARRY HERSHFIELD returned from their Bermuda cruise yesterday.

A. B. SCHILLIN, head of the Schillin Advertising Agency returned yesterday from Virginia Beach with MRS. SCHILLIN.

WILLIAM CARD, assistant NBC sustaining chief, back at his desk after Utah vacation.

ANNA LINDSEY, NBC news and special events staff, sailed for Europe last Saturday aboard the Britannic.

DON SEARLE, manager of WIBW, Topeka, is a New York visitor.

AIMEE VERRILL, mother of Virginia Verrill, left last night by plane for Hollywood, where she will rejoin her daughter.

EDWARD ROECKER planed to Harrisburg, Pa., yesterday where he was the guest of Gov. Earle.

VANCE BABB, manager of NBC press department, and JESSE BUTCHER left on Monday for a tour of NBC stations and calls upon radio editors in Buffalo, Cleveland, Columbus and Detroit, to be gone about a week.

JOHN H. HARTLEY of NBC special events and DAN RUSSELL, announcer, are now in Bermuda preparing the equipment aboard the Bermuda Clipper for the flight to Port Washington this Saturday. Flight will be aired over NBC.

MRS. MARTIN JOHNSON, returning to New York today from Atlantic City, leaves tonight for Utica and Binghamton, and will be back in town Saturday for a radio booking. She flies to Los Angeles next Monday, returning about June 12 and sailing June 16 on the Normandie en route to Africa.

JERRY BELCHER will be in Detroit for his next Sunday "Our Neighbors" program over the NBC-Blue network.

CHARLES E. GREEN, president of Consolidated Radio Artists, returned to New York yesterday from Los Angeles.

### Films Get Radio Author

W. M. Musselman, author of "Dick Tracy," "News of Youth" and other radio shows, has been signed to do scenarios for 20th Century-Fox.

## "BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTES

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

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

# RADIO NEWS FEATURES THAT ARE MAKING MONEY

Now that news is admittedly indispensable to radio the broadcaster **MUST** have news features that **ENTERTAIN**—*plus* news features that **DO A SELLING JOB**.

VanCronkhite Associates, Inc. have built, tested and now broadcast on scores of both large and small stations radio features that are **NEWSY**—that **ENTERTAIN**—that **DO A SELLING JOB**.

These radio news features are expertly written *for radio*. They require only one announcer for production. Because so many stations are using the features successfully, the prices are amazingly low.

## **LET THESE SUCCESSFUL RADIO NEWS FEATURES DO BOTH AN ENTERTAINING AND A SELLING JOB FOR YOUR STATION**

### **HEROES OF THE WEEK**

A once-a-week (15-minute) newscast which recounts the thrilling deeds of heroism which have been enacted during the week over the entire world.

### **IT'S A FACT**

A five-times-a-week (5-minutes) newscast of the amusing yet odd happenings which take place the world over—unbelievable yet actual oddities in the world's news. Can be used as a special daily program, or, by combining several scripts as a longer, twice or once weekly newscast. Also makes the perfect filler copy for regular newscasts.

### **THE NEWS OF THE WEEK**

A once-a-week, (15-minute newscast) graphically recounting the dramatic highlights of the week's news. It is an ideal program for Sunday morning or afternoon or Saturday night.

### **YOUR BASEBALL REVIEW**

A five-times-a-week (five-minute sportscast) devoted to baseball news specifically prepared for radio and dealing with the "inside" news of baseball. Excellently suited for filler material during the lulls while broadcasting play-by-play.

### **THE WORLD OF SCIENCE**

A once-a-week, (15-minute newscast) summarizing the outstanding happenings of scientific interest and importance.

### **TWENTY YEARS AGO**

A five-times-a-week, (5-minute newscast) telling the exact news of what happened on this day twenty years ago. The newscast is written in the present tense as if by some magic the listener was tuning in to a newscast twenty years ago.

### **THE FOREIGN NEWS REVIEW**

A once-a-week, (15-minute newscast) which gives a resume of international affairs particularly as they affect Americans.

### **BAFFLING CRIMES OF THE WEEK**

A once-a-week (fifteen-minute newscast) summarizing the baffling crimes which currently are perplexing the police of the world. (Offers audience participation).

*(Available in foreign languages.)*

*Write or Wire*

**VAN CRONKHITE ASSOCIATES, INC.**  
**360 North Michigan Ave.**  
**Chicago**  
**State 6088-6040**

' ' R A D I O ' S   O N L Y   N E W S   C O U N S E L L O R S ' ' '

# NBC SEEKS TO CLARIFY SOCIAL SECURITY ISSUE

(Continued from Page 1)

the artist and not as his employer. It is up to the particular sponsor and its advertising agency to decide whether the artist on their program is an independent contractor or an employee of either of them. The exceptions to the general rule that NBC acts as the agent of the commercial radio artist are as follows:

"1. Instrumental musicians furnished by us at union rates pursuant to our union contracts and through a union contractor in our employ, i.e., the members of our house orchestras and our stage conductors. Our attorneys advise that the particular sponsor or advertising agency is, probably, jointly liable with us for social security taxes upon payments made these men for such services. But in view of the special circumstances under which these men are engaged and the practical problems which would otherwise arise, we have decided, as part of our service, to assume this obligation in full. Our action in so doing must not, however, be taken as creating a precedent. Conductors and instrumental soloists under management contracts to us (or to someone else through whom we engage them), furnished at special compensation, we acting as their agent and receiving a commission, are not included in the foregoing exception; the question remains as to whether they are independent contractors or employees of the particular sponsor or advertising agency.

"2. Radio artists, regardless of the nature of the services performed, furnished by us in connection with a program sold by us as a 'complete package', i.e., where we are paid to build, direct and produce the program and we have the right to pick the artists and make our own agreement with them as to their compensation. In such cases NBC acts as a principal and not as an agent; as between NBC, the advertising agency and the sponsor, NBC is the employer, if anyone of them is.

"3. Staff announcers, production men, engineers and other personnel in our general employ whose services on commercial programs are covered by our facilities charge. Included in this exception are sound effects and engineering services for which a special charge is made but which is payable to us as the employer of the men and not as their agent. Excluded would be an announcer, producer or script writer under management contract to us, furnished at special compensation, we acting as his agent and receiving a commission. The distinction is that in the first case the services are rendered within, and in the second case without, the scope of the individual's employment by us."

## NBC Frisco Employees Form Protective Ass'n

(Continued from Page 1)

James Lyman (auditing dep't), treasurer.

Board of mediators in all collective bargaining: Louise Landis, (press), Don Thompson, (program), Glenn Tyner, (sales), Lucille McAdoo, (advertising), and Archie Presby, announcer.

Group plans to remain independent of AFL and CIO.



● ● ● The report that Milton Berle had been snatched from RKO by Warner Brothers is erroneous and is to be discounted as just so much blah!... The one signed by Warners was Irv Brecker, Berle's gag-man, who was signed under Mervyn Le Roy's banner and starts in October to be lifted to a producership shortly thereafter... Carl Ravell's CBS wire was yanked from the Lexington with no one knowing the exact cause... Carl Glick, a Radio Events' author, who is considered an authority on Chinese life in Uncle Sam's country, has had another mystery novel published, "The Sitting Buddha"... Johnny Green's vocalist, Jimmy Blair, was known to New Yorkers as Buddy Blaisedall when he was a sustainer... Mr. and Mrs. Jesse Crawford open at the Congress in Chi next week with their orchestra... Ben Bernie remains east until Nov. 1... Jimmy McConnell, manager of KDKA, Pittsburgh, Artist Bureau, booked the Kadians 275 miles away from Pittsburgh—the most remote engagement filled by local talent.

● ● ● Havoc broke loose in the studios of KUOA, Siloam Springs, Ark., the other day when, four minutes before a news broadcast, the aircaster went to the room housing the UP teletypes and discovered the door locked and the key misplaced... There was no other way to gain admittance to room... However, an engineer remembered a trap-door long discarded and climbed into the printing room... The new wrinkle in presenting one of the oldest sports in the world was used by WLBC, Muncie, Ind., in building up the broadcast of the light-heavy championship bout of the World... The station aired the weighing-in ceremonies... Jake Higgins, special events announcer, interviewed the champ, contender, mayor, state athletic commissioner and others, aiding the attendance at the gate... Lou Huston, KFOX, Long Beach, Cal., script writer who creates the madcap adventures of Hal Nichols and School Kids, has written more than a thousand chapters of this popular program, which ranks with the oldest continuous features in radio... Each show contains more than 2,000 words, so starting calculating the number of pencils used, typewriter ribbons, paper, and tell us the name of the conductor on the N. Y., N. H. & H. train!

● ● ● "Community Sings" may not next fall—but a straight comedy show sans public vocalizing will hold the time... Tommy Dorsey goes into the Pavillion Royal, July 1, for one week, thence into the Penn Roof... Pat Norman and Audree Collins were victimized by ptomaine poisoning over the week-end... Mike Nidoff has passed the crisis in his battle for life... Pat O'Shea, red-headed tenor with Bernie, will double as singer for Mickey Alpert at the Riviera. Incidentally, though the club won't open for another week, Mickey will do his first Mutual airing this week-end from there... Terri La Franconi has been recalled to do a turn on Hammerstein Music Hall—the first artist to do so in less than six months from a previous appearance. He was on six weeks ago... Joey Nash will sing on Gulf next month... Bernice Claire has been set for Chevy transcriptions... Frank Kelton will not return to the music business... Everett Stone, "Sammy" of the Rise of the Goldbergs, became the father of a nine-pound boy over the week-end... Gus Arnheim remains at the New Yorker all summer.

● ● ● P. D. Sanders, editor of the Southern Planter, a farm mag., was riding through western North Carolina and heard a farm program coming via WBT, Charlotte, N. C.... The show dealt with the budget feature of canning activities of housewives, conducted by Mrs. George W. McAllister. Sanders wrote in and asked if he might have a copy of the show and then permission was granted to publish the article, which reaches 275,000 subscribers...

# WEEK OF CELEBRATION IS UNDER WAY AT WHB

(Continued from Page 1)

Sweeney Automotive and Electrical School, first owner of the pioneer station, was among the first speakers on the anniversary program. Manager John Schilling and Chief Engineer Henry E. Goldenberg today will discuss the inside story of radio 15 years ago. An old transcription, dug up by Schilling, and in which some currently prominent personalities appear, will be aired tomorrow. Saturday's auditorium show, which will hint at what television broadcasts of the future may be like, will have Sol Bobrov as conductor of the 44-piece dance band, Norvell Slater directing the WHB Modern Choir, and staff entertainers including John Wahlstedt, Lou Kemper, Les Jarvies, Jack Grogan, Zerlina Nash and others. There will also be dancing.

## New Production Firm Makes Debut on Coast

(Continued from Page 1)

McClure Publishing Co. here, is secretary; Don Clark, formerly with CBS in New York, and producer of the California Hour series, is production chief. Earl Ross, the "Old Judge" on KHJ, will assist.

Betty Healy, former Mrs. Ted Healy, will head a separate unit to produce Spanish Language programs for Mexico and Latin America.

Joseph Black will be music director; Clifford McDonald, technical director; Al Kelly will be sales chief and Harry Mills and Norman Paige will handle publicity.

Company plans to produce shows in own stages, pipe them to stations and nets; also to cut own lateral waxes on premises, but to pipe programs to World for vertical recording.

Test cutting will start immediately, after which company will announce its production schedule.

## Hearst-Transamerican In "Exploratory" Talk

(Continued from Page 1)

was decided. Whole meeting was more in the nature of an "exploratory talk," Gough added.

John Clark and Emanuel Rosenberg, executive vice-president of Transamerican, were both out of town yesterday. They attended the Indianapolis Races on Memorial Day. Clark was scheduled to be in New York today, but changed his plans due to the illness of his son at the family home, Manquin, Va. Rosenberg is expected back tomorrow.

## Meakin and Byron Eastbound

San Francisco—Jack Meakin and Ward Byron of NBC's "Bug House Rhythm" depart by plane Friday, after their broadcast, for New York, to put on a "Bug House" presentation, from Radio City on June 11. They will then spend a month's vacation in the east.

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
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20	28	22	26
21	29	23	27
22	30	24	28

June 2  
Greetings from Radio Daily

to  
Sid Schwartz  
Bennett Grauer  
Walter Tetley  
Tony Gilman  
Frank Arnold

## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

**S**PURRED by the lurking imp, curiosity, we asked Helen King about contests 'n' things. . . . Why it is that she and Elsie Rushmore, who's committed to Procter & Gamble by a yearly contract, reign jointly in that field, without fear of serious male competition. . . . She claims contests are feminine in essence. . . . 85 per cent of all entries are women. . . . Over 85 per cent of all prizes are awarded to women. . . . The more competitive sex, when it competes in the contest field, frequently masquerades under a femme moniker, borrowing it from wife or sister. . . . The King gal says the lasses are better sports. . . . Write fewer crank letters. . . . Return to the fray again and again after failure or success. . . . Also, they buy the product, sending in carton and label. . . . The boy friend, according to Helen, is more likely to send a facsimile. . . .

Most difficult contest to handle was the Nucoa (butter substitute) dealers' contest. . . . She prefers the handwriting ones because they're easier to judge (she's a graphologist) and there are more entries. . . . The same cranks write threatening, whimsical or psychopathic letters during each contest. . . . She always provides sponsor with a list of these names, which seldom varies. . . . 8,000,000 people enter contests annually, on which \$127,000,000 are spent, also annually. . . . One letter in 5,000 contains a bribe, which mis-sive is duly turned over to the sponsor. . . .

George Burns' Gracie Allen, unless the omens lie, has opened a tearoom in the building adjoining the exec offices of the Dreier Management Corp. . . . Lucille Manners, Cities Service diva, will not concertize abroad despite the buzz-buzzing on that score. . . . She'll play several local concert dates, according to NBC Artists Service but won't cross the Pond. . . . "Today's Children", celebrating its fifth anniversary June 18, is in receipt of wooden gifts ranging from splinters to kegs, all addressed to Inna Phillips who authors and emotes in the perennial opus. . . .

## NEW PROGRAMS—IDEAS

### Recalling Events of Past

Events of 10 and 25 years ago will be recalled in "Headlines of 1927" and "Headlines of 1912," a new series of programs to be heard over WCKY, Cincinnati, every Tuesday and Thursday night, 10-10:15 p.m., starting June 8.

The Tuesday night broadcast will tell what women were wearing in 1927, what the current fad happened to be, what the business outlook was and give other glimpses into the march of events just a decade ago. On Thursday night, the doings and sayings of a quarter century back will be reviewed.

Elmer Baughman, WCKY staff announcer, will act as narrator. Material for the broadcasts will come from newspaper files, books and the memories of the script writers.

### Mythical Theater on Air

A script-music show written and produced by Ruth Sullivan of KCKN (Kansas City, Kas.) has taken the place of the Community Sing formerly sponsored by Gorman Furniture Co. The new show takes the listeners

"back stage" in Gorman's mythical "Theatre of the Air" for a peek at musical comedy rehearsal routine. Music, songs and novelties are interspersed with spicy dialogue between director, orchestra leader, singers, juvenile, ingenue, wardrobe mistress and stage hand.

The stage hand is a nut on sports, which permits inclusion of latest sport gossip. The ingenue is movie-struck, which gives the opening for a touch of movie news. The wardrobe mistress is the counsellor for the troupe, adding the "affairs of the heart" angle.

### Animal Club for Kids

Animal News Club, a specially constructed children's program featuring Lou Rogers, writer and entertainer, started Saturday at 4:15 p.m. over WBAL, Baltimore.

Children's own stories about their pets, general news and true stories of the animal world, and colorful tales of the zoo and circus will highlight the programs. In addition, instruction about animals, of special interest to juveniles, will be given.

### Radio Talent Makes Up Theater's Entire Bill

(Continued from Page 1)

probably will be made from the Lyric dressing rooms and relayed to WLW's regular circuit. And there will be a good bit of commuting done.

Indiana contingent of performers, according to a tentative schedule, will include Mary Paxton Young, Devore Sisters, Phil Davis, Durward Kirby, ex-WFBM announcer, and the Brown County Revelers.

Present plans call for a "basic show" which will perform at all shows, and a group of guest artists, whose presence in Cincinnati and elsewhere is demanded.

Tommy and Betty, the Virginians, Carl Freed and his Harmonica Lads, "Moon River," Helen Nugent, Ralph Nyland and "Famous Jury Trials" are among others slated to appear.

### New Orleans Has Hopes Of Being a Radio Center

(Continued from Page 1)

ings which would affect radio stations, one of which revolves around the possibility that WWL is seeking to increase its power to 50,000 watts. According to radio talkers, a station with such power could cover the south successfully and if working as a point of origin on a chain, it could, due to its position in relation to the south and the west coast, materially reduce line charges. Manager Vince Callahan of WWL said he was working to make the city a radio center but that he could not confirm the other angles.

### Concert Artists' Income Is Enlarged by Radio

Income of concert artists is being steadily increased by radio, according to a report issued by George Engles, managing director of NBC Artists Service, who reports that radio contributed \$206,184 of the \$1,100,000 earned by some 80 NBC concert artists the past year.

One concert singer drew \$44,350 from radio and five others had broadcasting fees running into five figures. Eighteen more than doubled their incomes by mike appearances.

Increasing demand by sponsors for talent of a concert or operatic caliber has necessitated a new NBC department, headed by Lawrence Fitzgerald. Last year 27 sponsors used concert artists, while a few years ago only two or three sponsors were interested in such talent.

Radio appearances have boosted attendance at the recitals of concert artists, Engles added.

### Early Morning Auction

Early morning bargains and entertainment of unusual character is being offered in a new program over WIOD, Miami, each weekday at 7:15 a.m. It is a radio auction and instead of the announcers telling folks what bargains are offered, the listeners tell the announcers what they'll pay for the merchandise offered for sale.

"Wheaties Champions of Harmony"

**KAY & BUDDY ARNOLD**

Sponsored by General Mills

WMCA

2:30-5:30 Daily

## AGENCIES

**B**AXTER PICKERING, until recently president of the Kelsey-Pickering Co., has formed an advertising agency under his own name. Headquarters are located in Rockefeller Center. Gayle Bishop is associated with Pickering in the new agency.

**MAX GOLDBERG ADVERTISING AGENCY**, Denver, headed by Max Goldberg, well-known in Rocky Mountain advertising circles, has expanded, moving into larger quarters at the same location, National Bank Building, Suite 1015-1017. The agency is now fully equipped to handle every form of advertising, including radio and motion pictures.

**PAUL CAFFEY** has been elected vice-president of C. Tyler Kelsey & Co. Agency was formerly known as the Kelsey-Pickering Co.

**J. STIRLING GETCHELL INC.** has been elected to membership in the American Association of Advertising Agencies.

**DELISSER, BOYD & TERHUNE INC.** has changed its name to Delisser-Boyd Inc. Carl A. Ritchie has been appointed manager of the firm's Chicago office and James J. Higgins will become the Detroit representative.

**BRENT F. CAHOON** has joined O. S. Tyson & Co. as an executive.

**CAMERON C. STEINMAN** has joined the Cramer-Tobias Co. in the same capacity.

### Merchandising Dep't Is Organized by WLBC

Muncie, Ind.—A merchandising department, with complete data and information available, has been organized by WLBC. Frederic W. Ayer of Boston is in charge. He formerly was with WIRE, WIBM and WPRO.

Summer business looks well set for WLBC, with all local business renewing.

Robert Umbach, former sports announcer at WATL, and Jack Bush, newcomer to radio, are recent additions to the WLBC announcing staff.

### Kostelanetz Honored

Annual accolade of Stage, national theater, screen and radio monthly, has been awarded to Andre Kostelanetz for the year's outstanding contribution to radio.

**FRANK DEGEZ**

CUSTOM CLOTHES

46 WEST 48 ST.  
NEW YORK

BRyant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$35 up

**WESTCHESTER**  
"New York's Hearthside"  
Is Yours with  
**W-F-A-S**  
Hotel Roger Smith White Plains



**D**ON PRINDLE, scripter on the Penner show, has been set as writer on "Life of the Party" which RKO will film with Penner, Parkyakarkus, Victor Moore and Helen Broderick in featured roles.

Sydney, Australia's, 2GB has bought Buck Jones disks for 39 weeks from Raymond R. Morgan Co.

Ray Paige, ork leader, is also pretty good as an amateur yachtsman, returning from the Palos Verdes with that trophy, the Aloha cup and first prize for his class.

Lou Winston, president of Radio Producers of Hollywood, is not only back at his desk after a prolonged air trip, but beaming with the story of the first family reunion in 29 years, held in Tulsa at the home of his sister. Present were nine children, all past 35. They grouped in identical pose and positions for a 1937 version family picture, the original of which was taken in 1908.

Marion Clare, featured in "Make A Wish" with Bobby Breen, signed for Bing Crosby-Bob Burns Kraft program for June 24. Also appears June 6 as Rubinoff Chevrolet guest singer.

No summer show for Cocomalt Joe Penner, who goes off June 27, to return Oct. 3, at which time old cast will return for 39 weeks. Ruthrauff & Ryan is agency.

Lud Gluskin has renewed for 13 weeks with Ken Murray show.

The Country Church of Hollywood returns to the air, via KFAC, as a regular Sunday evening remote broadcast.

Wade Lane's "Home Folks," new Mertens & Price disk series, reported sold for 52 weeks on KSO, Des Moines, Harbach Funeral Tome, and for 52 weeks on KFOR, Lincoln, Neb. Lane, known as Foster song interpreter and authority on Foster's life, doing a special release in his series, timed with the University of Pittsburgh's opening of the Steven Foster Museum on the campus.

When Forest Lawn Memorial Association starts its summer series on KNX, June 6, with the Sunday Players series, they will dedicate the program to June Brides, open the 13-week series with the dramatization of the story of Ruth and Naomi. Dan Miner is agency.

### WDAS and Ledger Swap

Philadelphia — "Evening Ledger" makes a third time for space swap with a local station, deal made with WDAS giving the sheet an hour each day, paying off for the time in space. Jerry Stone handling the period for the paper, dishing out the commercial copy aimed to stimulate circulation. Ledger has similar deals with WFIL and WIP.

Station has also consummated a swap with "Radio Press," fan weekly.

## ORCHESTRAS - MUSIC

**M**AESTRO DICK BALLOU is featuring a new drummer boy called Billy Schultz, whom he imported from Hartford and WTIC, on his CBS airings.

*Chauncey Cromwell and his Commodores inaugurated an engagement at Pinehurst Inn, Buffalo, last week, and will remain there until June 15th when they open for the summer at Sagamore, Lake George, N. Y. The deal was set by CRA.*

Jack Denny and his lads, now being aired via WGN and Mutual from the Drake Hotel, Chicago, have had their contract extended for another two weeks, in addition to the four originally set by CRA.

*Johnny Green and his musical contingent will offer a full hour of dance music in the modern manner in place of the Fred Astaire-Charley Butterworth programs over the NBC-Red network Tuesdays at 9:30 p.m., effective June 8.*

When Carl Freed organized his harmonica band—heard from WLW and over WHN in the east—he designed two bass harps which were manufactured for him. One contains every chord on the piano and the other has nothing but single bass notes.

*Leo Reisman is introducing some of his own novel arrangements in his broadcasts these days, called "Symphony-Swing."*

Hugo Mariani is celebrating his sixth anniversary as leader of his orchestra.

*Two orchestras will play engagements at the Castle Farms, Cincinnati. Les Brown and his Duke Blue Devils will have the early summer spot from June 21 to July 4; on the 5th Clyde McCoy and his "Sugar Blues" ork open there.*

### Singers Want More Pay

West Coast Bureau, RADIO DAILY

Los Angeles—With several of the big names among concert singers said to be helping the move, radio singers are reported as organizing to go out after higher pay for vocalists on the air. So far, it's all very hush-hush and hasn't reached the stage of an organized office. Singers say they feel entitled to at least half as much as a violinist gets for his work on the air.

### Charlotte Sangston at WOPI

Bristol, Tenn.—Charlotte Sangston, formerly of Jersey City, N. J., is now on the staff of WOPI here. Miss Sangston, is a graduate in dramatic art, with several years experience in stage work to her credit, will announce all women's programs in addition to assuming part of the secretarial work.

Ralph Kirbery, NBC Dream Singer, is being mysterious about a song which he believes will prove an excellent theme for the New York World's Fair. He won't reveal the title or the idea until he has an opportunity to audition it for Grover Whalen and other Fair executives.

*The Hal McIntyre musical aggregation is off WNBC until further notice. Hal is featured on the clarinet in the new Glenn Miller Decca pressings.*

Louis Prima's brother, Leon, is busy building up a band over night to fill in at his New Orleans Penthouse. Leon tooted a trumpet before Louis and was one-half of the Prima-Shakry Bonanon team which used to make music for the road-houses.

*Maestro Al Kavelin and his boys opened at the Schroeder Hotel, Milwaukee, May 29, with airing via WTMJ.*

Ellis Kimball and his "Gentlemen of Swing" made their NBC debut yesterday at Topsy's Roost, Playland-at-the-Beach, Frisco, with contralto Mary Ann Harris co-warbling with Jack Buck and Doug Von.

*Dol Brissette and band opened the summer season at the open-air dance spot, Bal-a-l'air on Boston-Worcester Turnpike.*

*Fats Waller doing one-nighters around this section.*

Reggie Childs and his ork from the New Penn, Pittsburgh, are now being fed to NBC-Blue network by KDKA on Fridays and Sundays at 12:30-1 a. m. Childs is heard on KDKA locally the other nights. Art Shaw's ork from the Willows also will be fed to the net by KDKA starting June 5.

### New Studios for WFTI

Atlanta—Work is to start immediately for the Atlanta Journal's new station, WFTI, in Western Union Bldg. Transmitting station already has been erected on Clifton Road near here.

WFTI is being moved here from Athens, Ga. Officials of J. K. Patrick & Co. have applied for authority to build a new 100-watt station there.

### Gilman in Northwest

San Francisco — Don E. Gilman, vice-president in charge of NBC's western division, left yesterday for the northwest to visit NBC stations there and to address the Washington Federation of Women's Clubs at Wenatchee on "Publicity." He will then proceed to Hollywood, where he is due on Friday, to inspect sites for NBC's new studios.



**W**EDDING invitations are out for John Walsh of CBS "Betty and Bob" and Roma Ricci of St. Charles for June 12.

Merrill Fugit of "Kaltenmeyer" cast to vacation in Colorado for fortnight starting next weekend.

Ruby Abbott is the new warbler with Al Trace's band at the College Inn.

NBC Night Club, which features dancing for 50 couples among the studio guests, is switching from Thursday to Tuesday nights over NBC-Blue starting June 8. Piccadilly Hall also moves to Tuesday night immediately preceding the Night Club from 10 to 11 p.m. EDST.

WIND in cooperation with Indiana State Employment bureau has launched "The Job Market".

Don Pedro, WGN violinist, whose father was a Mexican Indian, received noticed from head man recently that unless he stopped associating with the evil magic (radio) his name and those of his ancestors would be removed from the tribal records. A couple of blankets fixed things up.

Pat Barrett, (Uncle Ezra) became an Ohio Admiral last night by order of Gov. Martin Davey. He's already a Kentucky Colonel and Texas Ranger. Program originated from WTAM.

Arthur Peterson of NBC's Guiding Light here boasts that he is one of the few third generation radio performers. Both parents and grandparents are playing on Minneapolis and St. Paul stations.

Ed Kirkeby, president of Drake hotel, has signed Benay Venuta and Radio Rogues for floor show starting June 18.

Jack Fulton, Jr., Wrigley warbler, to hospital over week-end to undergo an operation enlarging nasal passages.

Willie Winn (Will He Win?), nationally known horse race handicapper, signed by WIND for nightly opinions and comments.

De Barry and Williams agency, insurance, sponsoring 15 minutes of WMAQ's Sunday morning Sunshine Hour. Program features recordings with announcements by Fort Pearson. Thro Critchfield & Co.

George Kester, Memphis vocal coach, visiting Jack Baker, Breakfast Club tenor, his star student.

### "Death Valley" on WTCN

Minneapolis—Pacific Coast Borax's NBC-Blue network dramatic feature, "Death Valley Days," starring Harry Humphrey, made its debut in the Twin Cities area on St. Paul Dispatch-Pioneer Press and Minneapolis Tribune station WTCN last week. Initial broadcast took the form of a salute and welcome to the Twin Cities.

★ **F. C. C.** ★  
**ACTIVITIES**

**HEARINGS SCHEDULED**  
Sept. 9: Frontier Broadcasting Co., Cheyenne, Wyo. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.  
The Journal Co., Milwaukee, Wis. CP for new station. 1570 kc., 1 KW., unlimited.  
Mid-Atlantic Corp., Washington, D. C. CP for new station. 1570 kc., 1 KW., unlimited.  
The Trenton Times, Trenton, N. J. CP for new station. 1570 kc., 250 watts, unlimited.  
Metropolis Co., Jacksonville, Fla. CP for new station. 1290 kc., 250 watts, unlimited.  
Sept. 16: Walter H. McGenty, Rice Lake, Wis. CP for new station. 1210 kc., 250 watts, daytime.  
Lillian E. Kieffer, Brooklyn, N. Y. CP for new station. 1500 kc., 100 watts, specified.  
WWRL, Woodside, N. Y. Mod. of lic. 1500 kc., 100 watts, 250 watts LS., specified.  
Paul J. Golhofer, Brooklyn. CP for new station. 1500 kc., 100 watts, specified.  
WMBQ, Brooklyn. Ren. of license. 1500 kc., 100 watts, specified.

**39 Station Data Books**  
**Issued by Petry & Co.**

Standard radio market data brochures on 36 stations and three regional networks have been put out by Edward Petry & Co. The eight-page booklets, in permanent binding, cover:

WSB, Atlanta; WFBR, Baltimore; WAAB and WNAC, Boston; WICC, Bridgeport; WEBR and WBEN, Buffalo; WCHS, Charleston, W. Va.; WGAR, Cleveland; WFAA, Dallas; WBAP, Fort Worth; KVOD, Denver; WJR, Detroit; KPRC, Houston; WFBM, Indianapolis; WDAF, Kansas City; KARK, Little Rock; KFI and KECA, Los Angeles; WHAS, Louisville; WLLH, Lowell; WTMJ, Milwaukee; WSM, Nashville; WSMB, New Orleans; WTAR, Norfolk; WFIL, Philadelphia; KGW and KEX, Portland, Ore.; WEAN, Providence; KSL, Salt Lake City; WOAI, San Antonio; KOMO and KJR, Seattle; KHQ and KGA, Spokane; WMAS, Springfield, Mass.; KVOO, Tulsa; KFH, Wichita; Yankee Network, Colonial Network and The Texas Quality Network.

**New Duet for "Show Boat"**

Virginia Verrill, CBS singer and currently on the coast making a film, will portray the feminine lead in the revamped "Showboat" program on NBC-Red, Thursdays, when it switches to Hollywood late this month. Miss Verrill will be heard opposite Clark Dennis, another recent addition to the cast, in duets.

**Wilson Bros. Trio at KVOD**

Denver — Wilson Brothers Trio (Norman, Jack and Bob), formerly of WSM, Nashville and other stations, have been signed for a series over KVOD here. They present a program of rural music.

**CLYDE BARRIE**  
**CBS**  
Thursday 6:15 P. M.



**Jack Benny**

Turning his week's siege of the flu into material for his program, Jack Benny was hilarious in the first half of his show last Sunday over the NBC-Red. Second part of the show, however, was something of a let-down. It consisted of one of those highly meller murder mysteries, to be continued next week, and promises to be as terrible as the similar type mystery which Stoopnagle and Budd recently dragged out for several painful weeks.

**Cantor-Howard**

Leslie Howard's third guest appearance on the Eddie Cantor program provided choice entertainment, easily holding the dialers to the CBS station despite the fact that W. C. Fields in the Chase & Sanborn hour was holding forth simultaneously on the NBC-Red. Howard is equally adept as a polished thespian and as a down-to-earth comedy dispenser, proving that dialect comedians have no monopoly on effective stooging.

**Walter Hampden**

Of his two guest appearances over the week-end, Walter Hampden had his best opportunity as the bishop in the radio version of "Bishop's Candlesticks" on the Joe Cook Shell Show over NBC-Red, Saturday night. His other stint was on Sunday's "Magic Key" program, where he read an

**Students to Run KDAL**

Duluth—Students of Duluth's Central High School will take over the entire operation of KDAL on Saturday. Ten youngsters have been chosen by the school's English department. Two are girls, who will handle the "Woman's Hour." Regular staff members will stand by to handle technical details.

The affair is proving an excellent promotion stunt, getting wide publicity.

**NBC Visitors Set Record**

Over the Decoration Day week-end, 10,665 persons took the NBC studio tour, a new high figure. Sunday's total of 5,136 was the top figure of the three-day period. Groups were escorted through the corridors at five-minute intervals. Decoration Day visitors last year totaled 8,990.

**Extend "Story of Industry"**

CBS has extended its "Story of Industry" series through the summer. The series will begin its airings under the new contract June 5 at 3:30-3:45 p.m. and will be heard weekly at the same time.

**KFBI Extends News Service**

Abilene, Kas. — Five-minute news periods are now being presented hourly, on the half hour, as a daily feature over KFBI.

Arthur Guiterman special Memorial Day verse. Besides having been for years one of the leading actors of the stage, thereby giving him an extensive personal audience, Hampden has exceptional talent, versatility and artistry which could well be utilized by radio.

**Jesse Owens**

Bowing into the "Good Time Society" of NBC-Blue on Monday night as the leader of his own orchestra, the famous track star registered well. Not only did he deliver a batch of snappy and tuneful music, but was right there on dialogue as well, although he didn't have many lines. Program, which formerly had Chick Webb's orchestra, continues with Juano Hernandez as the potentate, Edward Mathews, baritone, the Juanita Hall Choir and others.

**"Magic Key of RCA"**

A two-way trans-Atlantic talk between George M. Cohan, in London, and John B. Kennedy, in New York, was the chief entertaining highlight of Sunday's "Magic Key" broadcast over the NBC-Blue. Cohan chatted amiably and wound up with some singing. Walter Hampden's reading of Arthur Guiterman's "Ode to Memorial Day" with musical setting by Dr. Frank Black, dancing by Paul Draper, Yoichi Hiroaka and his classic xylophone, and Tommy Dorsey were among others on the bill.

**WTCN Promotes Lansing**

Minneapolis—Hal Lansing production manager of WTCN, St. Paul Dispatch-Pioneer Press and Minneapolis Tribune station. Lansing, a veteran in radio, has been a member of the WTCN staff as announcer, chief of the announcing staff and recently as assistant production manager, since the station was taken over by the two Twin Cities newspapers in 1934. He was with Chicago stations for eight years before coming to WTCN from WLS.

Donn Clayton, whom Lansing succeeds, resigned to resume teaching of corrective speech.

**Robert Lambert Jr. in WIS Post**

Columbia, S. C.—Robert D. Lambert Jr. is now chief control operator at WIS, the appointment becoming effective with the resignation of Rod Dorsey ("Colonel Staggerhound"). Other members of the studio engineering staff at WIS are John R. Brooks, George Waring and Charles Bell.

**New WLBC Programs**

Muncie, Ind.—"Travelling Man at the Hotel" and "The Daily Sports Parade" are new programs recently inaugurated and finding favor over WLBC.

**GUEST-ING**

BETTE DAVIS, EDWARD G. ROBINSON and HUMPHREY BOGART in "Kid Galahad," on Hollywood Hotel, June 4 (CBS, 9 p.m.).

BUNNY BERIGAN AND ORK, HELEN HAYES AND MARGARET BRILL, harpist, on "Magic Key," June 13 (NBC-Blue, 2 p.m.).

MRS. MARTIN JOHNSON, on Joe Cook's Shell Show, June 5 (NBC-Red, 9:30 p.m.), set by Clark H. Getts Inc.

IRVING KAUFMAN ("Lazy Dan"), on Maurice Hart's "Request Club" program, June 10 (WAAT, 5:30 p.m.).

BEN BERNIE, on Lanny Ross' "Show Boat," tomorrow (NBC-red, 9 p.m.).

WILLIAM PRIMROSE, violinist, on Magic Key of RCA, June 6 (NBC-Blue, 2 p.m.).

**Knox Reeves Compiles**  
**Radio Ball Fan Survey**

Minneapolis — A series of station coverage maps charted entirely on radio baseball fans has been compiled by Knox Reeves Advertising Inc., which handles the General Mills account.

The check was made on cumulative mail returns from each of more than 30 stations which broadcast baseball last year. The returns, broken down by counties, represent fan mail to stations and sponsor, and the huge return from the Wheaties Baseball Announcers' Contest conducted last summer. In their final form, these maps are valuable for indicating the commercial value of each station to a sponsor who wishes to present sports broadcasts. The present series of baseball coverage maps will be added to, and checked by a similar system this summer. Additions will be made to bring the total to 80 stations for a complete nation-wide picture of the baseball situation.

**Jerry Lawrence to CBS**

Jerry Lawrence, WOR announcer, has resigned, effective Saturday, and will join CBS in a similar capacity on Monday. Before joining WOR, Lawrence was with the Don Lee network on the coast.

**Edmond McKenzie Joins WJBK**

Edmond T. McKenzie, formerly of WTBO, Cumberland, WFIL, Philadelphia, and KPJM Prescott, Ariz., engineering staffs, is a recent addition to the rapidly growing family at WJBK, Detroit. McKenzie will handle remote control broadcasts.

**CLAUDE SWEETEN**

## San Francisco

Lester Bowman, CBS Western Division engineer, up from L. A. over the weekend conferring with R. V. Howard, KSFO technical chief, and James Middlebrooke, construction engineer building the new KSFO transmitter.

Various Jewelers here will present a gold cup each week to the amateur announcer receiving the most votes of KYA's show the "Microphobians."

J. C. Morgan, KSFO production head, was director of pageantry for the Golden Gate Bridge Fiesta pageant "Span of Gold" produced as part of the celebration incident to the bridge opening.

Tod Powell, "S. F. Chronicle" woodsman editor, yesterday started his first regular series of broadcasts via NBC. Fish and game talks will be sponsored by Feather River Inn in Northern California.

KLS, Oakland, is now operating from 6 a.m. till 2 a.m. Station formerly opened at 7 running to midnight or 1 a.m.

KRE, Berkeley, expects to be using their new 190 foot single radiator and new transmitter on Bayshore Highway before June 15.

"Voice of Portugal" program on KLS, Oakland, doing so much biz they've contracted another half-hour daily. Now using full hour total.

"Contrasts," new KFRC variety show, so successful it will be presented over Mutual-Don Lee web at a new broadcast time, Saturdays, 7:00 to 7:30 p.m. Chester Smith supplies music, Dorothy Allen sings, Harkins and Guild sing and clown while emcee post is shared by Mel Venter and Walter Guild.

Linn Church, chief announcer with KYA for six years, has left. In KYA's Oakland studios, Bud Chamberlin, embryonic announcer, apprenticing to fill the late Gene Tabor's shoes.

Louise Landis, NBC publicity department, is on a two-week vacation to include Rio del Mar and Yosemite.

Alba Cravero, sister of Aurora Cravero, KYA staff cellist for several months, added to Musical Director Walter Rudolph's musical group.

## Amateur Poets on WHN

"Today I Am a Poet," new program giving amateur versifiers a chance to spiel their stuff, starts Monday at 8-8:30 p.m. as a new WHN series.

## ONE MINUTE INTERVIEW

## DONALD W. THORNBURGH

"Of late weeks we have instituted a vigorous drive to improve late-night broadcasting. An immediate reason for this is the greatly increased use of car-radios, and another reason is our desire to make the late hours of new value to potential West Coast clients."

## ★ Coast-to-Coast ★

IRVING BERKOWITZ, 15-year-old blind organist, will appear as the guest of Dick Liebert on the latter's broadcast June 5 over the NBC-Red network. Berkowitz, blind since birth, is considered a child prodigy on the organ, and his appearance on the network will mark the first time that he has attempted to perform on the console over the air. A chorus of blind fellow students from the New York Institute for the Education of the Blind will give a recital over an NBC-Blue network Friday. A third musical group from the same institution broadcasts regularly over WNYC.

Foster Rucker, popular in Southern California for his poetry, philosophy and religious programs, is starred in "Romantic Memories," new Saturday night feature over KFOX, Long Beach, Cal. Rolly Wray assists with piano sketches, while Hal Nichols is announcing.

Billy Hoch, Milwaukee's leading boy soprano, has been signed to a 13-week contract with the "Prize Melody" Sunday program sponsored by Meier Ice Cream Co. over WISN.

Charles Phillipp, sales representative for KFRU, Columbia, Mo., becomes a benedict June 5.

John V. L. Hogan, president of WQXR, speaks over the station next Monday at 9:30 p.m. on "Building a Better Radio Service."

Lemuel Q. Turner and his girl friend, Martha Brown, funny folks on the Iowa Barn Dance Frolic over WHO, Des Moines, left Sunday for a two-week vacation in Oklahoma. They expect to call on Gene Loffler, former WHO announcer, now at KTUL, Tulsa. Another WHO staff artist, Louisiana Lou (Mrs. Eva Conn), leaves June 12 to visit her home in Jackson, Miss. She will sing at a number of Veterans' Hospitals enroute.

Mrs. Joe Finch, wife of the chief technician at KVOD, Denver, is recovering from a major operation performed last week. The "gang" sent her flowers.

"Early Risers" program which formerly started at 7 a.m. over WISN, Milwaukee, now says good morning at 6 a.m. Milton Brandl is announcer.

Max Cole, U. of Mo. journalism graduate, is a new addition to the staff of KFRU, Columbia, Mo., handling announcing and continuity assignments.

Criterion Theater on Broadway, where Victor Moore in Paramount's "Make Way for Tomorrow" has been held for an extended run, will have another radio favorite, Charles Win-

ninger, in its next film, Warner's "The Go-Getter," starting tomorrow.

Earl J. Glade, managing director of KSL, Salt Lake City, was speaker at the postmasters' convention in that city.

Among the altar-bound at KSL, Salt Lake City, are Monte Wilson, transmission technician, and Caroline Woodmansee, actress, who will be Mr. and Mrs. in a few days, and Stan Reese, who says he's stepping off in September with Helen Gaddy.

The Hidden Valley Gang and the Jolly Jesters, radio artists of WSAW, Allentown, Pa., making personal appearances at Lakeview Amusement Park, in Royersford, Pa.

Stanley High, radio commentator and writer, making the rounds at Atlantic City, N. J., starting his nation-wide tour for Reader's Digest.

Bert Horswell has resigned as director of WHBL, Sheboygan, Wis. He leaves the station in mid-June.

Art Eisler, pianist with the WISN studio orchestra, won first place in a recent audition conducted by the Musical Arts Society of Milwaukee for a professional appearance at the Athenaeum this Fall.

WSPR, Springfield, Mass., has renewed its Transradio Press contract for one year, and its contract with Standard Radio Co., transcription laboratory, for one year.

Mrs. Lee Authier, secretary to Wayne Henry Latham, program director of WSPR, Springfield, Mass., is on a vacation motor tour.

"Salina Booster Programs," in which KFBI, Salina, Kas., is giving local amateur talent an opportunity along with the other talent to appear on sponsored programs, has aroused considerable interest in those parts.

William Reilly, new to radio, has been added to the Weed & Co. staff in Chicago to fill the vacancy caused by M. J. Thoman's recent assignment as head of the new Detroit branch of the station representative firm.

Dwight Bruce and John C. Wiley have filed petition in Savannah for a charter as Colonial Broadcast Inc.

Jack P. Morison this week resumed his duties as an announcer and commercial manager for WOPI, Bristol, following completion of special duties during the past six months with the U. S. Army, in which he holds a captain's commission.

Frank Siedel, Ohio State journalism school graduate, and formerly of WHKC, is an addition to the writing staff at WCAE, Pittsburgh.

## Philadelphia

Alexander W. Dannenbaum, president of WDAS, is in University Hospital convalescing from a recent operation. Has a radio installed at the bedside and is conducting some of his executive duties from his hospital room.

Leslie Joy, station manager of KYW, planning a Maine vacation. He and Mrs. Joy will drive up thru New England, leaving latter part of July.

Clarice Mayer, KYW's woman reporter, heard each evening, adds a daily afternoon broadcast to her schedule.

Pat Stanton, WDAS general manager, will take unto himself a wife, Mary DeMey, the latter part of July.

Gem Products Co. renews a daily airing of Transradio News, Howard Jones commentating, for Gem Laundry Soap over WIP.

Larry Vincent, singer heard nightly over WCAU the past six months, adds an 8:30 a.m. spot besides his 11 p.m. period.

Sleepy Hollow Boys returned to WCAU after a two-week tour.

Charlie Borelli, former radio entertainer, turns time seller, joining the sales force at WPEN-WRAX.

Harold Davis, WDAS program director, is spotting his new vocal find, Joan Wallace, on the air this week for a weekly series.

Frances Carrol, WIP songstress, is appearing with Doc Daugherty's orchestra at the 31 Club.

Dave Tyson, WFIL announcer, is vacationing at Atlantic City, and at same time appearing at the Steel Pier as Daddy Dave, kiddies entertainer.

Nathan Fleisher, director of Jewish programs over WDAS, celebrates first year with the station.

Ed Robson doing the man-on-the-street interviews on the "Radio Press" periods over WDAS.

## 24-Hour Celebration For WOPI's 8th Year

Bristol, Tenn.—A special 24-hour broadcast will mark the eighth birthday of WOPI on June 15. W. A. Wilson, vice-president and general manager, is making elaborate preparations for the event, highlighted by a studio birthday party starting at 8 p.m. and continuing until 2 a.m.

A special birthday anniversary booklet is being issued as a souvenir to visitors, and Wilson is inviting the Governors of Tennessee and Virginia, as well as senators and other notables, to attend the celebration.

## RALPH KIRBERY

"The Dream Singer"

69 WEEKS

LIPTON'S TEA

N.B.C.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 81

NEW YORK, N. Y., THURSDAY, JUNE 3, 1937

FIVE CENTS

## CIO Air Campaign in Fall

### NEW GEN. FOODS SHOW JULY 16 ON NBC-BLUE

The new series of General Foods (Huskies) programs featuring Robert (Believe It or Not) Ripley gets under way July 16 in the 9-9:30 p.m. spot on the NBC coast-to-coast Blue network. Rest of show not set as yet. This is the first network show to be aired in the interest of this product.

Ripley is currently under contract to Standard Brands on Sundays, 7:30-8 p.m., over the NBC-Blue, but terminates his run June 27. Show will continue on the air with Ozzie Nelson and his orchestra, Harriet Hilliard and whoever is selected to replace Ripley. Benton & Bowles Inc. has the General Foods show and J. Walter Thompson Co. is Standard Brands' advertising agents.

### New WSGN Rate Card Shows Some Increases

Birmingham—A new rate card, showing increase in time rates for certain classifications, has been issued by WSGN, Birmingham News and Age-Herald station.

"This new rate card is in line with our plans to place WSGN in a more favorable position to compete with other Birmingham stations, and at

(Continued on Page 3)

### \$234,761,000 Gross 1934 Income Reported by Radio

Washington Bureau, RADIO DAILY

Washington—Report made public yesterday by Secretary of the Treasury Morgenthau revealed that during 1934 a total of 449 broadcasting companies reported gross receipts

(Continued on Page 3)

### WEAN's 15th Year

WEAN, Providence, is another station celebrating its 15th birthday this week. Station will broadcast a birthday program over MBS on Saturday at 7:15-7:45 p. m. with WHB, Kansas City, which is also celebrating its 15th year in radio, saluting WEAN in its program over MBS at 11:30 p. m. to 12 midnight.

### Banker Lauds Radio

Birmingham — "Bankers should make more use of radio, because through this medium they can reach the largest number of persons in the shortest possible time, and in a friendly, personal manner impossible with other advertising media," says Maclin F. Smith, v.p. and trust officer of Birmingham Trust & Savings Co. Smith recently was elected a v.p. of Alabama Bankers Ass'n, with a membership of some 200 banks.

### HEARST LOSES APPEAL IN WMAL STOCK SUIT

Washington Bureau, RADIO DAILY

Washington—U. S. Court of Appeals has affirmed action of the District Court in dismissing the suit brought by Hearst Radio Inc. to compel heirs of the late M. A. Leese to sell to it the majority of shares in WMAL.

Corporation declared it had obtained an agreement entitling it to buy the stock when certain details were effected. However, it was

(Continued on Page 8)

### International Silver Signs Sunday CBS Spot

International Silver (1847 Rogers) has signed for the Sunday 5-5:30 p.m. time period on CBS. Niche follows directly after the New York Philharmonic Concerts and before

(Continued on Page 3)

## NBC Summer Business Gain May Exceed 15% Estimate

NBC's "summer" business is now giving every indication of exceeding the tentative expectancy of a 15 per cent increase over the same hot weather period of 1936, with nine shows to be heard on the NBC webs this summer that were not on last year and but one cancellation of a program that was on last summer (General Motors—off in June and back in fall).

The nine programs new this summer are: "Passing Parade", "The Hour of Charm", "Tic Toc Revue",

## Labor Union Will Use Radio Exclusively In Coast-to-Coast Drive Employing a Staff of Commentators

By NORMAN WEISER

An intensive campaign, designed to reach every phase of American industry, is now being organized by the CIO, with radio scheduled to be the sole medium. Present plans call for concentrated coverage of the entire nation, with time to be purchased on all national networks and a majority of the independent stations. Network spots will be five-a-weekers with special commentators to be hired by the CIO for the broadcasts. Local broadcasts will be aired along same lines.

Starting date for the drive is being held up pending various actions now in progress by the CIO, but a

(Continued on Page 3)

### MAJOR BOWES REGAINS CROSLLEY RATING LEAD

Marking what is believed to be the first time a radio program has climbed back into first place in the Crosley ratings after having dropped from that position, Major Bowes and his Amateur Hour, sponsored by Chrysler over CBS on Thursday nights, has gone to the head of the list again with a rating of 24.2, according to the reports furnished subscribers yesterday. The achievement is considered all the more outstanding since Major Bowes now has a week-day spot, whereas he formerly

(Continued on Page 8)

### WBAP Feeds Texas Net 25 Programs Weekly

Fort Worth, Tex. — Twenty-five quarter-hour shows a week, totaling six hours and 15 minutes, are being presented regularly over Texas Quality Network utilizing the pick-up facilities of WBAP, 50,000 watt Star-Telegram station, according to WBAP Director George Cranston.

Each of the 25 weekly quarter-hours is sponsored, one of the sponsors, the Burrus Mills & Elevator Co., Fort Worth, being the original T.Q.N.

(Continued on Page 3)

### FCC APPOINTS KAUFMAN FOR SEGAL-SMITH CASE

Washington Bureau, RADIO DAILY

Washington—FCC yesterday took its first step toward prosecution of attorneys Paul F. Segal and George T. Smith when it was made known that Samuel F. Kaufman of New York had been appointed as special

(Continued on Page 8)

### New Fast Air Service Available to NAB Meet

As a result of new low fares and the recent slash in air travel time from coast to coast with its new continental service, United Air Lines plans to operate extra sections to

(Continued on Page 8)

### New Tele Camera

London—A television camera ten times as sensitive as any yet operated at BBC headquarters will be used shortly. Developed by the Marconi-EMI Co., from their Emitro instrument, the new camera makes possible the televising of scenes in indifferent lighting and transmission from interiors not specially lit, such as halls and theaters.



(Registered U.S. Patent Office)

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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Wednesday, June 2)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167	165	166	+ 1 1/2
Crosley Radio	21	21	21	- 1/4
Gen. Electric	53 3/8	52 7/8	52 7/8	+ 1 1/8
North American	26 1/2	26 1/8	26 1/4	.....
RCA Common	8 7/8	8 3/4	8 3/4	.....
RCA First Pfd.	68 1/4	68 1/4	68 1/4	- 1/2
RCA \$5 Pfd. B.		(75 Bid)		
Stewart Warner	18	17 7/8	18	.....
Zenith Radio	33 1/8	33	33 1/8	+ 1/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 5/8	15 3/8	15 5/8	- 1/4
Majestic	.....	.....	.....	.....
Nat. Union Radio	1 7/8	1 3/4	1 3/4	- 1/4

### OVER THE COUNTER

	Bid	Asked
CBS A	53	54 3/4
CBS B	52 1/4	54
Stromberg Carlson	13 1/2	14 1/2

### Czech Hour on WCBM

Baltimore—WCBM has started another daily foreign program, a Czechoslovakian hour, aired at 2 p.m., to bring the activities of the large number of Czechs to the attention of the public.

### Hanson's Appendix Cut

O. B. Hanson, NBC chief engineer, was operated on for appendicitis in Norwalk Hospital yesterday morning. His condition last night was reported favorable. In his absence George McElrath, operating engineer, will carry on.

## DON KERR

MASTER OF CEREMONIES  
GENERAL MILLS SPORTS PARADE  
WMCA

2:30 to 5:30 P. M. DAILY  
36 COMMERCIAL HOURS WEEKLY

### Four Radio Revisions Urged

Four revisions in the present broadcasting setup are urged by Dr. S. E. Frost Jr. of Teachers College in a thesis, "Democracy and Radio," as a means of assuring freedom of speech on the radio and to protect the interests of Americans. Dr. Frost, who was connected with a commercial radio station for four years, recommends:

"Free the station owner from liability for statements made by speakers using his facilities.

"Designate certain hours during which discussions of social, political and economic questions shall be broadcast without censorship.

"Require a station owner who presents a speaker advocating one side of an issue to also present speakers representing other sides of the issue.

"Give wide publicity to each station's treatment of requests for time for the discussion of issues so that the public will know how the station owner is administering the public trust which is his by virtue of his license."

### "Junior G Men" Program Celebrates First Year

"Junior G Men," popular kid serial produced by Donald Peterson Radio Productions and sponsored by Fischer Baking Co. over WOR thrice weekly, celebrated its first year yesterday.

Several former members of the "Junior G Men" cast are now in the headline class, the screen having taken Billy and Bobby Mauch and Charles Peck, while Roy Le May, Junior Bealin, Eric Burtus, Billy Redfield, Fred Strange and Ralph Williver were taken by the legit.

Rena Craig was recently added to the Peterson staff of script writers and will also take part in shows.

"Junior G Men" yesterday went to a 6:30 p.m. spot, instead of 5:45, on Monday, Wednesday and Friday.

Neff-Rogow Inc. is the agency.

### First Registry Out June 10

First issue of the National Radio Registry bulletin, giving names, addresses, etc., of radio talent, will make its appearance June 10. Bulletins will be issued monthly. A \$1 registration fee is charged for listing in each bulletin.

Doris K. Sharp, formerly of CBS, is associated with the new venture, which has established offices at 415 Lexington Ave.

### Steinberg to Speak

A. Ralph Steinberg, president of Radio & Film Methods Corp., has been programmed to speak to the Credit Retailers Association of America at the annual convention to be held the week of Aug. 23 in the Hotel New Yorker. Steinberg's subject will be the development of electrical transcription for retail selling by radio.

### WWVA Sees Bright Fall Outlook

Wheeling, W. Va.—Interest in fall business being shown at WWVA indicates a banner season next fall, according to station officials. Advertisers are reported rapidly contracting for new periods to start in the fall, while old clients are protecting themselves for good positions. McKenzie Milling Co., which has been on WWVA several years, is among latest accounts to sign over again.

### New WSGN Rate Card Shows Some Increases

(Continued from Page 1)

the same time realize a more substantial revenue in line with new equipment which we are installing," said T. O. White, new production manager.

### Work Out WRDT-NBC Deal

Campbell Arnoux and Ovelton Maxey, general manager and resident manager, respectively of WRDT, Richmond, are in town arranging for WRDT's joining the NBC-Blue network on June 27 as a supplementary basic station. WRDT is now under construction and will inaugurate its service simultaneously with joining NBC. Arnoux is also manager of WTAR, Norfolk.

### Mutual Staff to Cleveland

Mutual Broadcasting System, only major network to date that has scheduled daily airings from the Cleveland Exposition, will send the following staff to that city for the summer: Robert Babcox, Fred Lyle and Dave Irwin, engineers; Harold Wadell, production; Robert Lee, Carl Mark, Russell Richmond and Arthur Cook, announcers. Complete high fidelity equipment will be used.

### Connah Quits BBD&O

Doug Connah, radio publicity director of Batten, Barton, Durstine & Osborn Inc., has resigned. Publicity department is undergoing a reorganization. Connah will announce his future plans shortly.

### Skol Series on WJZ

In addition to the MBS series, Skol, the Swedish antiseptic, tomorrow will start a local program over WJZ, 9:45-9:55 a.m. Renee Long will be the talent, talking on personality and beauty. Peck Advertising Agency handles the account.

### CALIFORNIA OVERNIGHT

Fly United's Mainliners overnight to LOS ANGELES and SAN FRANCISCO. Lv. New York at 5:55 p.m.—breakfast in CALIFORNIA. (Only 3 stops.) 2 other coast-to-coast flights daily. To CHICAGO—3 non-stop flights daily, only 4 3/4 hours.

TICKETS: 58 E. 42nd St., MU 2-7300

UNITED AIR LINES

## COMING and GOING

EDWARD K. KLAUBER, CBS executive vice-president and director, returned to town yesterday to attend the CBS board of directors meeting in the afternoon.

ALFRED H. MORTON, NBC manager of owned and operated stations, left yesterday afternoon for Schenectady to visit WGY.

SCOTT HOWE BOWEN, owner of WIBX, Utica, N. Y., and DALE ROBERTSON, manager of the station, are in town.

ERNEST TRUOX has left New York for Hollywood.

BILL BACHER of "Hollywood Hotel" will be in New York all this week from the coast.

MR. and MRS. DAVID F. SYME (he's manager of 3HA in Australia), were in New York visiting and left yesterday for England on the Aquitania.

HARRY ELLIOT of the CBS San Francisco office is in town for a few days.

LARRY ELIOT of WJSV, Washington, and JOHN HEINEY, radio editor of the Washington fashion shops in New York.

LYDIA TODD, WBAL, Baltimore, fashion expert, sails June 18 for the fashion centers of Europe to gather information on the Fall modes of dress. She will spend two months abroad and before returning to Baltimore visit the fashion shops in New York.

JULIAN FIELDS, talent agent, is in Hollywood on business and is expected back in New York in a week or ten days.

JONIE TAPS, professional manager of Shapiro-Bernstein, music publishers, leaves tomorrow for Chicago and will be gone ten days contacting band leaders in the Windy City.

DOROTHY HAAS of Fanchon & Marco Agency, Inc. leaves today to join Al Pearce and his gang in Buffalo. She'll make the tour to the coast with them, in the interests of Fanchon & Marco and Pearce, and will visit radio and motion picture editors in all the cities, returning to New York around July 15.

### Speaker Guest Announcer On WHK Baseball Airing

Cleveland—Tris Speaker, former manager of the Cleveland Indians, for two innings yesterday was the guest announcer on the New York-Cleveland game which was broadcast from here over WHK. This was Speaker's first appearance at the ball park and was a complete surprise to listeners because it was generally believed that he was still confined to his home with injuries suffered several months ago. Jack Graney is the regular announcer of the Cleveland games which are sponsored jointly by General Mills and Socony Vacuum.

# JERRY COOPER

HOLLYWOOD HOTEL  
CBS

FRIDAYS 9 P. M. EDST.

## CIO RADIO CAMPAIGN SCHEDULED FOR FALL

(Continued from Page 1)  
tentative start has been set for early fall.

The CIO recently attempted a test series in the New England states. The failure of that series has caused the CIO to completely revamp the planned campaign. Network commentators such as Lowell Thomas, Boake Carter and John B. Kennedy who have either ignored the CIO or have spoken against it will not be included in the organization's plans. Instead, a staff of unknowns, picked from local stations throughout the country, will handle the network broadcasts for the CIO, leaving the present commentators free to voice their opinions as in the past.

## \$234,761,000 Gross 1934 Income Reported by Radio

(Continued from Page 1)  
of \$81,103,000 for the year. Of these 449 stations only 197 reported net incomes which totaled \$8,205,000. Group paid an income tax of \$1,128,000.

A breakdown of this group showed that 197 reported net incomes of \$8,205,000 on a gross revenue of \$69,275,000 and 252 reported no net incomes on a gross income of \$11,828,000 and a deficit of \$2,138,000. Income tax paid by former group totaled \$1,128,000. Thirty-five radio stations reported no income data, probably non-commercial stations, and 69 were inactive.

In the radio equipment and parts field 268 companies filed reports with 81 declaring net incomes of \$3,170,000. Gross incomes were \$61,861,000. A tax of \$436,000 was paid. Companies reporting no net incomes totaled 161 and their losses were \$8,754,000 on a gross income of \$91,979,000. Twenty-six companies filed no income data and 53 others were said to be inactive.

## International Silver Signs Sunday CBS Spot

(Continued from Page 1)  
the General Baking-Guy Lombardo show. Series, a dramatic show emanating from Hollywood, will start Oct. 3. Young & Rubicam Inc. placed the account.

## E. A. Warner Joins Midland

Kansas City—E. A. Warner, account executive handling Montgomery-Ward shows for Ferry-Hanley agency here, has resigned to join Midland Broadcasting Co. on the promotion and sale of Arthur Church's "Phenomenon" disk series.

## Jerry Lee, Singing Lifeguard

Jerry Lee, baritone on the Howard Clothes program over WNEW, has accepted a job as lifeguard at the Miramar Pool at 207th Street in addition to his vocal activities. Pool has the P. A. system and will tune in on his program.

## NEW PROGRAMS—IDEAS

### Skit Around Baseball Cub

A timely and interesting program revolving around one "Lefty Culpepper," fresh from the mango patches of Quiggsville, Tex., is making quite a hit over WTMJ, The Milwaukee Journal Station. Sponsored by Gridley Dairy Co. and aired at 5 p.m. thrice weekly, the program was concocted by three WTMJ continuity writers—Russ Tolg, Jack Payne and Harry Eldred.

Jack, as Jim Carter, villainous, covetous fellow-pitcher; Harry, as Pancakes the superstitious negro trainer, and Russ, as Mr. Peabody, venerable old skin-flint from Lefty's home town, form, with the great Lefty himself, the back-bone of the sketch. The part of the confident but green-as-the-grass-in-the-infield Culpepper is capably portrayed by Frankie Behrens who numbers among his possessions the recognition of Major Bowes and a drawl that would make Joe E. Brown look twice to his vocal chords.

Completing the cast are Jane Ann Skinner, as Lefty's inspiration; Kathryn Bennett, as Maizie a mischievous gal-about-town and Russ Leddy, who keeps the whole set bearing down as O'Donnell, manager of the Green Sox.

Important to the successful execution of the program is perfect timing. Everything is exact, as the characters go through the actual motions of batting, throwing, running—right in the studio.

Revolving as it does around an entertaining cycle of baseball drama, night-club episodes, and romance, the program is a good-will builder for the key products—milk-cream and ice-cream of the Gridley Dairy Co.

### "Housewives' Market Reports"

Telling housewives just what they can expect when they go to market to get their fresh vegetables and fruits this spring, summer and fall is the purpose of a new series cooked up by KSTP with the federal department of agriculture in St. Paul.

Dubbed "Housewives' Market Reports," the series, heard at 12:10

### Star Programs for Australia

The syndicated scripts of Star Radio Programs Inc. are soon to be heard over 3HA in Melbourne and Victoria, Australia. David F. Syme, managing director of the station, has contracted with Star for three feature programs, "Adventures of Dexter Randolph," "Death Stalks the Honeymoon" and "County Fair!"

### WIOD Weekly Studio Party

Miami, Fla. — Every Thursday, WIOD is giving a studio party, 10-11 p.m. After the performance, guides are available to conduct guests through the studios. Tickets may be secured and reservations made over telephone.

Tuesdays, Thursdays and Saturdays, features authentic, impartial reports as to quality, type, price, et cetera, given by Harry Charter of the Minneapolis division of the U. S. department.

Series first went on the air last year over KSTP, was so popular that station is renewing for the coming months. A flood of letters and phone calls to the station indicated housewives think the series tops. Special emphasis is placed at canning times on the proper time to make purchases of comestibles for canning—proper time as to price, quality and the like.

### "Fortune Calls" Clicks

Julian Goldman, sponsor of "Fortune Calls" over WISN, Milwaukee, has had such excellent response to the program that a 26-week renewal has been signed.

In this popular program, three numbers are picked at random from the telephone book. Listeners who can identify the numbers as their own and call the station within 15 minutes following the announcement, receive awards.

### Water Safety Series

With a view to helping reduce number of drownings this summer WBAL, Baltimore, has started a series in which C. M. Falconer, member of the Red Cross First-Aid and Life-Saving Committee, and Mrs. Fred H. Cook, director of health for the Maryland Congress of Parents and Teachers and Red Cross life-saving examiner, discussed "Water Safety" at the initial broadcast this week.

### KSL Civic Shows

A new series of Civic Shows by KSL, Salt Lake City, June 19, when the first of ten weekly half-hours will be short waved from the open air auditorium of Liberty Park. Activities of each of the nine other city recreational projects will also be aired. City Department of Recreation is cooperating with Fred Taylor of KSL.

### 1,000 Watts for WAAB

Boston—WAAB, Mutual network outlet, will increase its daytime power from 500 watts to 1,000 watts effective July 13. FCC grant was obtained last week.

### New Workshop Melodrama

"Downbeat on Murder," melodrama written especially for radio by Charles Tazewell, will be presented by the Columbia Workshop over CBS on Sunday at 7-7:30 p.m.

### RADIO PRODUCER

Well known motion picture director and writer who has produced and broadcast from NBC Hollywood and New York studios—writing—appearing in—and producing over 200 programs—is desirous of becoming affiliated with an established advertising agency as producer. Box A-101, RADIO DAILY, 1501 Broadway, New York City.

## NBC SUMMER BUSINESS GAIN MAY EXCEED 15%

(Continued from Page 1)

American Radiator. Majority of these shows run out on current 13-week renewals during early or mid-summer.

General trend, however, as in the past, is for the great majority of accounts to continue through the summer with changes in talent here and there.

## WBAP Feeds Texas Net 25 Programs Weekly

(Continued from Page 1)

sponsor when Cranston conceived the T.Q.N. idea in October, 1932, before the network came into its own in September, 1934.

The sponsor list utilizing WBAP pick-up facilities includes: Burrus Mills, Bewley Mills, Hawk & Buck Co., the O'Daniel Hillbilly Flour Co., and Universal Mills, all of Fort Worth, and the Crazy Water Co., Mineral Wells, Tex.

Interesting to note about the WBAP pick-ups is the fact that three of these sponsors air a total of 17 remote programs through WBAP weekly. The Mineral Wells show originates some 80 miles west of Fort Worth, the Burrus stanza has its origin 7½ miles distant from Fort Worth and the Universal Mills account gets its start in Schulenberg, Texas, 250 miles from WBAP. R. C. "Super" Stinson is in charge of WBAP technical operations.

### Prolific Speaker

Lincoln — Reginald B. Martin, KFAB-KFOR manager, has become the month's most popular luncheon speaker. Was called on to sell radio to seven luncheon clubs in the past 30 days.

### "Jazz Nocturne" to Shift

"Jazz Nocturne," Mutual network program, will shift to Mondays, 8-8:30 p.m., on June 14. Program remains on that time during the summer months only.

### KABC Adds 45 Minutes

San Antonio—KABC is now staying on the air until midnight every night except Sunday. Sign-off time was formerly 11:15 p.m.

## BARRY WOOD

Presented by

DRENE

WJZ

EVERY THURSDAY 7:45 P. M.

Personal Manager

MATTY ROSEN

## GUEST-ING

WEBER and FIELDS (postponed from June 4), GEORGE JESSEL, AL JOLSON and MARX BROTHERS in preview of "A Day at the Races," on Hollywood Hotel, June 11 (CBS, 9 p.m.).

HELEN MENKEN, on Hammerstein Music Hall, June 8 (CBS, 8 p.m.).

ERROL FLYNN and FRANCES FARMER in "British Agent," on Lux Theater, June 7 (CBS, 9 p.m.).

DOROTHY STONE and CHARLES COLLINS, on Major Bowes Capitol Family, June 6 (CBS, 11:30 a.m.).

GENE RAYMOND, on "Hit Parade," June 12 (CBS, 10 p.m.).

LOUISE MASSEY and The Westerners and EMIL BOREO, on Shell Show, June 5 (NBC-Red, 9:30 p.m.).

CORNELIA OTIS SKINNER, on Sealtest Sunday Night Party, June 6 (NBC-Red, 10 p.m.).

CONSTANCE BENNETT, on Chase & Sanborn show, June 6 (NBC-Red, 8 p.m.).

NORSEMEN QUARTET, on Marion Cole's "Hitching Your Hobby," June 8 (WMCA, 11 a.m.).

DON HEROLD, interviewed by Chuck Thorndike, today (WINS, 8:45 p.m.).

PAUL HAAKON, dancer, interviewed by Dorothy Beach, today (WINS, 11:30 a.m.).

COMMANDER C. J. MacGREGOR, interviewed by Bill Harding, today (WINS, 4 p.m.).

MR. and MRS. JESSE CRAWFORD, playing twin electric organs, on Shell show, June 5 (NBC-Red, 9:30 p.m.) Booked by Ed Kirkeby of CRA.

## Organized Safety Program

Denver—Realizing the need of an organized safety campaign to cope with traffic accidents, KVOD has stepped forward with an accident prevention drive enlisting the active participation of Governor Ammons, Mayor Stapleton and other prominent officials. First program went on the air last week. A committee of state and city officials meets today with Harry Hill, KVOD associate news editor, in the Mayor's office to work out further details. New programs will supplement KVOD's dramatized accident prevention series, "Death Rides Again." As part of KVOD's educational features, they are strictly sustaining.

## Chaplain in WNEW Series

Rev. Charles J. Haulenbeek, YMCA chaplain, will take over a 15 minute spot on WNEW on Tuesdays and Thursdays, 7:15-7:30 a.m. Rev. Haulenbeek will deliver talks on religious subjects.

## Radiatorium

Bristol, Tenn.—Other studios may call it a theater, an auditorium or a parlor lounge, but at WOPI it's known as the Radiatorium. Seating capacity is 350.



● ● ● Lux Radio Theater fades July 12 returning eight weeks later over the same net and using the same time...Campana is looking for a variety air show for the Fall. This will be supplementary to its "First Nighter" airings...Jack Haley and Virginia Verrill will be on "Show Boat" starting July 8, remaining on this spot until the Log Cabin series starts Oct. 14, with the femme singer signed to co-star with Haley...Tony Martin replaces Dick Foran Monday on the Burns and Allen program...John Trent will appear on George Fischer's "Hollywood Whispers" next Saturday via Mutual... "Cops on the Air", radio columnist Jo Ransom's book, is out...Scrappy Lambert won \$500 consolation prize in the Irish Sweeps...Billy Wilson and Jane Rhodes (she's just been signed by RKO) have been added as vocalists to the Johnny Green-Packard show...Jonie Taps has a lock on his office phone...That 3-karat ring to be placed on June Robbins' finger (she's Gus Arnheim's vocalist) may have many fellows worrying—but it's merely a gift from her father.

● ● ● Wisdom of having recording equipment on the scene at public events was again demonstrated at the Amelia Earhart take-off for her round-the-world flight from Miami...WQAM, on the scene with mobile transmitter, had amplifier trouble. Lines were switched to the recording outfit and Leslie Harris, station wordslinger, put the entire description on wax. Immediately following the take-off, the recordings, with 45 minutes of description, were rushed to the studios...A police escort, with sirens screeching, conducted Maurice Fink, control man, over the route at 80 miles an hour...Transcription was on the air 23 minutes after the Earhart departure... Throughout the day Miss Earhart stayed tuned to WQAM in order to pick up weather reports.

● ● ● Clem McCarthy's description of the Louis-Braddock fracas will be aired over 125 NBC outlets June 22... "Snow Village Sketches" fades from the air-lanes June 26 and will return in the fall...Eddie Cantor wanted Bert Gordon for the Chase & Sanborn summer show—but Gillette grabbed up his option and gave him a long-term...Rubinoff's resumption of broadcasting from New York will start June 20 instead of the date originally scheduled...Murray Weintraub is now in charge of Geo. Lottman's coast office, with Jerry Olenick, former ass't story editor under Sam Marx at M-G-M, in charge of the copy dept...Tim and Irene will remain on the air for their sponsor during the fall and winter with their feature picture commitments being shot out on Long Island instead of the west coast...Wilbur Hatch, who conducts "Vocals By Verrill" from the west coast, auditioned a half-hour show yesterday with a 33-piece ork for a food-packing concern famous for their tea...Joe Besser opens at the Orpheum in Los Angeles next week...Will Carl Ravell open at the Montclair Roof (which Ralph Hitz has just purchased) when Don Bestor (which we reported many editions back) returns to the Lexington?

● ● ● Moreland Murphy, chief announcer of KCMO, Kansas City, spends his leisure hours away from the mike in building model airplanes and will exhibit a six-foot gasoline power plane at a meeting next week of the Model Gas Engineers Club...Garry Harrison and Linus Travers of the Yankee Network are proud owners of complimentary fishing licenses signed by Gov. Murphy of New Hampshire—but Garry spent a week-end with Carl Wheeler fishing in MAINE!...A "man in the street" interview a la Boston: Walter Harvey, WAAB announcer, showed up the other night to conduct the Sidewalk Quiz in his top hat, white tie and tails. Walter was headed for a party after the show and didn't have time to change!

ORCHESTRAS  
MUSIC

JACK DELMAR and ork are closing their second season at La Casa Ballroom in Philly, with plans for a repeat already set for the fall opening on Sept. 10. Spot has a KYW wire.

Maestro Henry Mays takes over the Evergreen Casino, Philly, for the summer season.

Consolidated Radio Artists Inc. bookings yesterday included Charlie Barnet, opening June 15 at Hickory Lodge, Larchmont (formerly Post Lodge); Mike Riley and Don Bestor, set for motion picture shorts; Jack Denny, renewed at Drake Hotel Chicago, for four weeks from June 15.

Eddie Saunders, ex-vocalist with Eddie Fitzpatrick, and his recently formed musical aggregation have begun a three-month engagement at Guernewood Park, following which they'll return to Frisco for radio work. Vocalist is Jane Cook.

Jeri Harris, Lang Thompson's ork's featured vocalist, is aired nightly over WLW from the bandstand in Jimmy Brink's Lookout House, Cincinnati. Jeri debuted with NBC's Breakfast Club, when she and her two sisters formed the trio known as June, Joan and Jeri, the Harrison Sisters.

Batoneer Harold Stern and his boys have been set by CRA to succeed Clyde McCoy at the Hotel Peabody, Memphis, with a June 23 opening. McCoy moves on to the Graystone Ballroom, Detroit, for an extended engagement.

Joe Venuti and the band, now making merry at the Nicollet Hotel, Minneapolis, have had their contract extended until June 7.

The orchestras of Don Redman and Don Albert will be aired over WDNC, Durham, in the near future. Redman will be heard Friday June 11 at 5:45 p.m., Albert on Monday May 31 at 5 p.m. The two bands will be appearing for dances on the above dates.

Luck Millinder is scheduled to do a series of one-night stands at ballrooms in eastern Pennsylvania and South Jersey resort towns, prior to his summer location at the Larchmont Inn, starting June 25.

On Sunday's Bond Bread Program it will be announced that Carmen Lombardo really wrote "Sailboat in the Moonlight", the origin of which ditty was shrouded in mystery at the time Guy introduced it on the show.

James J. Walker's "Will You Love Me In December As You Do In May", is undergoing a rebirth in popularity as a result of Ethel Gilbert's vocal activities in the new revue at Bill Hardy's "Gay Nineties".

**WITH THE  
★ WOMEN ★**  
By ADELE ALLERHAND

**JESSICA DRAGONETTE** has purchased her 21st "Alice Blue Gown" chez Hattie Carnegie and will observe her biennial ritual of warbling the ditty thus designated for the 21st time on her June 9 broadcast when she presents "Irene" ... Fanchon & Marco's Dot Haas, erst-while WOR-Mutual press dept. lass, all agog and atwitter at the prospect of visiting Fargo, N. D., while en route with the Al Pearce outfit, which she joins in Buffalo tomorrow... on account of it's supposed to get more torrid there than anywhere... which sounds like a bit of an anticlimax to us... Pontiac's flying femme commentator, Kathryn Cravens, attends the Essex House luncheon in Newark today at which guest-of-honor Eleanor Roosevelt will award medals to most successful sellers of tickets for Essex County Symphony Society concert, with a view to telling about it on her June 7 broadcast....

About to legalize their anti-"Live Alone and Like It" inclinations in CBS program, stenographic, and reference files dept. are the Mesdemoiselles Florence Ehrlinger of program and reference files, who weds sometime during the summer, Helen Richter of the steno section, scheduled to be a June bride, Maude Stubner and Sally Prouty, both of the same section, who'll go matrimonial at some early but undesignated date... Helen Lawson, sec to Jan Schimek of copyright division, who recently agreed to say "I do" sometime soon, is a steno section alumna.... Agnes Law, dept. head, admits with an unexecutive twinkle there are more romances brewing... WNEW's engineer, Ira Mercer, enters double harness with a lass named Caroline La Mond at a not-too-distant date....

Mary Lou Haywood, WPTF's production department handy gal, opened the station's vac season by taking off for Philly and points east this week... Cora Shepard, CBS hostess, back from Texas after a month's absence... Fayette Krum, "Girl Alone" scriptist, leaves Chi for her native Pontiac, Ill., this week, object being to work as reporter, columnist and newspaper woman extraordinary on the Pontiac Daily Leader... Fayette plans to remain there one month, during which time she'll author "Girl Alone" continuity as usual....



**"YOUR NECK O' THE WOODS"**  
Sustaining

WABC—CBS Network, Mondays, 10:30-11 p.m.

FOLKLORE AND FANCY, CULLED FROM VARIOUS STATES, NEEDS LESS NARRATION AND MORE DRAMATIZATION.

Carl Carmer, author and story-teller, inaugurates a new series devoted to the legends and songs associated with different states in the Union (one state at a time), the opening stanza being given over to the Ohio River Valley. The tall stories of "Mike Fink" played a major part in the presentation, supplying material that a Fred Allen could deftly handle. Small orchestra and male chorus as well as soloists did the songs, further embellishing the entertainment. Production is in the hands of Max Wylie and Earl McGill.

Arkansas is scheduled for next Monday and folks everywhere are asked to send in their lore to Carmer at CBS. Considerable narration was heard on the opening program, with comparatively little dramatization that might add a little more guts, as it were. Not that the production was a poor one.

**N. Y. University Forum**

The New York University Forum presented a dramatization of "The Outward Door" on its broadcast over WHN last Thursday night, and the program did little to impress. Long explanations of plots and situations, plus an attempt to teach the novice how to write novels, only made the program drag to an all-too-slow ending. Program idea is a good one, but cast and commentator both need to be told that radio audiences don't listen to excess gab, especially when nets offer all-star presentations at the same hour, 8:30-9 p.m.

**Carl Freed**

Carl Freed and his Harmonica Lads, being fed to the east these days via WHN over the WLW Line from Cincinnati, Tuesdays and Wednesdays at 2:30 p.m., present a merry little quarter-hour of novelty musical entertainment. Freed has a talented bunch of youngsters and he knows how to handle them for pleasurable results.

**"Kraft Music Hall"**

Bob Burns, back from vacation, came through with a good line of material built around Bing Crosby's folks, and did as well as though he were kidding the Arkansas kinsmen. Bing himself has a voice that seems to improve if anything, while Jimmy Dorsey's rendition of that famed "Bee" composition was terrific.

**"LOUISIANA HAYRIDE"**  
Sustaining

(WOR-Mutual System) Saturdays, 9:30-10 p.m.

ALL-COLORED SHOW FROM COAST WITH THE USUAL FINE CHOIR AND LIGHT COMEDY SCRIPT.

Unless the listener has a hot favorite elsewhere, "Louisiana Hayride" supplies fairly good entertainment of a more or less orthodox style. First program established the characters at the beginning, such as Uncle Dan, the patriarch of the settlement and owner of the general store, where most of the action took place; Aunt Julie, a fortune-teller whose son Lucius, a law student, has just returned from the city with his special vocabulary; Nettie, Uncle Dan's daughter; Martha, the "it" gal, and others, including Sol the natural-born promoter. Choir is worked in for "rehearsals," etc., and at the dock to meet the boat bringing Lucius.

Script is by Robert Cummins and choir under the direction of Sherman T. Walker. According to announcement on the program some or all of the cast are from Federal Theater projects.

**"Strollers Matinee"**

A half-hour of this 45-minute KDKA (Pittsburgh) program went network yesterday over the NBC-Blue at 12:30-1 p.m., and it provided a highly enjoyable session. Very amiably emceed, interspersed with good singing and amusing comedy, and backed up by an orchestra that is strong on smooth-flowing and tuneful music, the show is a topnotcher of its kind. Program is emceed by Glenn Riggs, while Umberto Egizi is the conductor of the Strollers orchestra.

**Children's Hour**

Horace Blue, as master of ceremonies with a leaning to the philosophical, and Ralph Edwards, as announcer, do a nice job in the handling of the Horn & Hardart Children's Hour on Sunday mornings over WABC. Paul Douglas has been handling the stint for a long time.

**"Robin Hood"**

As a contrast, this original radio dramatization of the old English legend presented Monday at 8-8:30 p.m. over the NBC-Blue network was refreshing stuff. Authored by Wells Hiveley, who also provided incidental music for the work, it employed poetic dialogue to tell how Robin Hood and Friar Tuck aided the lovelorn minstrel, Alan-A-Dale, to win back his sweetheart. Reading of the parts was excellent.

**★ F. C. C. ★  
ACTIVITIES**

APPLICATIONS GRANTED

WHLB, Virginia, Minn. CP for changes in composite equipment and increase day power to 250 watts. 1370 kc., unlimited.  
WKY Radiophone Co., Havens & Martin, Inc., Birmingham News Co., Earle C. Anthony, Inc., and Harrisburg Broadcasting Co. have been granted CP for new relay stations.

SET FOR HEARING

C. Bruce McConnell, Indianapolis. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified.  
Floyd A. Parton, San Jose, Cal. CP for new station. 1330 kc., 250 watts, daytime.  
Enterprise Co., Beaumont, Tex. CP for new station. 1350 kc., 250 watts, 500 watts LS., unlimited.  
W. H. Hartman Co., Waterloo, Ia. CP for new station. 1400 kc., 500 watts, daytime.  
Church of Jesus Christ of Latter Day Saints, Salt Lake City, Utah. CP for int'l station. 15250, 21460 kc., 50 KW.

ORAL ARGUMENTS

Leonard A. Versluis, Grand Rapids. Granted oral argument to be held Sept. 16.

ACTION ON EXAMINER'S REPORTS

Lincoln Memorial University, Middlesboro, Ky. Granted CP for new station. 1210 kc., 100 watts, unlimited.  
Baker Hospital, Muscatine, Ia. Denied auth. to transmit programs to stations located in Canada and Mexico.  
J. Leslie Doss, Sarasota, Fla. Denied CP for new station. 1390 kc., 250 watts, daytime.  
Northern Broadcasting Co., Traverse City, Mich. Denied CP for new station. 830 kc., 500 watts, daytime.

APPLICATIONS RECEIVED

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

APPLICATION RETURNED

Dickmar Broadcasting Co., San Diego. CP for new station. 890 kc., 1 KW., 5 KW. LS., unlimited.

HEARINGS SCHEDULED

June 18: Clark Standiford, L. S. Coburn & A. C. Sidner, CP for new station. 1370 kc., 100 watts, unlimited.  
J. K. Patrick & Co., Athens, Ga. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.  
June 23: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.  
Asso. Arkansas Newspapers, Inc., Hot Springs, Ark. 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.  
June 24: Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.  
June 25: Honolulu Broadcasting Co., Ltd., Honolulu, T. H. CP for new station. 1010 kc., 250 watts, unlimited.  
John W. Haigis, Greenfield, Mass. CP for new station. 1210 kc., 250 watts, daytime.

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

**W**BIG, managed and directed by Major Edney Ridge, comes in for two citations in the souvenir booklet on "The Dynamic Decade, 1927-1937," just celebrated in Greensboro, N. C. The station is among the items in the Expansion Period, and again in the Restoration Period.

*G. Richard Shafto, vice-president and manager of WIS, Columbia, S. C., has returned from a brief visit to Washington.*

Ray Middleton, baritone, on Sunday will make his third appearance on the Chase & Sanborn Hour.

*Raymond Tompkins, after 88 programs of "Light on the News" for Gas & Electric Co. over WFBR, Baltimore, has signed off for the summer. He returns in September.*

WICC, Bridgeport, notes: Don Ferdi and his ork vacationing after finishing at the Stratfield Hotel Rose Room... John Scott, after 10 years' broadcast in the metropolitan area on the "Happy Hour," takes over the WICC spot on Sundays with Rev. Edmond Hains... Ellen White, soprano, and a 40-voice Junior Choir of First Congregational Church of Greenwich present a program June 6 at 5:15 p.m.

*Uncle Don of WOR, together with Bill Treadwell, writer and commentator, and the two children who won Uncle Don's recent American Citizen Contest, are back from Washington, where they were received at the White House by Mrs. Franklin D. Roosevelt.*

John S. Young finished his sixth year as lecturer on radio orientation at New York University last week.

*WNBC, New Britain, Conn., items: Shorty Hicks, formerly with Otto Gray and Ken Hackley's crowds, will soon be spotted regularly on WNBC; Larry, Johnnie, Billy and Walt continue their Saturday afternoon clam-bakes... Agawan Park race results are on a commercial basis through wire from WMAS... Herb Tilley is getting good mail response to his Sunday morning singing... Same for Hal Goodwin's early morning Melodic Reveille and Jack Lacey's man-in-the-street.*

Milwaukee Broadcasting Co., operating WEMP, has amended its articles of incorporation increasing its stock from 100 to 300 shares of no par value stock.

*WIS, Columbia, S. C., dedicated a minute of silence to the memory of Robert W. Cain, prominent local business man, who was killed in an auto accident.*

Norbert Alexis, Notre Dame junior, has joined WBRY, New Haven, as announcer, replacing Lee Johnson, who took a leave of absence.

## RADIO PERSONALITIES

• No. 40 in the Series of Who's Who in the Industry •

**R**ICHARD MASON, General Manager of WPTF, Raleigh, Eastern Carolina's dominant station. Only 29 years old and one of radio's youngest executives. Has devoted past 10 years to promotion of WPTF and now can regard the station as one of the Tar Heel state's most prosperous and most popular. Gifted in almost every phase of the work, he has served as announcer, continuity writer, vocalist and production manager. Following this thorough apprenticeship, was promoted to the top office.



*Encourages individual initiative among staff.*

Worked with H. K. Carpenter, now of WHK in Cleveland, during station's pioneer days. Succeeded Carpenter as manager when Cleveland called him to the fold. Under Mason's direction, WPTF has increased its wattage to 5,000, constructed a new transmitter, won the endorsement of sponsors who remain on the air continuously for years, and rated so favorably nationally that few NBC commercials fail to be heard via its air-lanes.

Is young, handsome, modest, enthusiastic, and in off-moments is devoted to two hobbies—amateur movies and horses. Believes secret of his success and that of any executive is to assign definite tasks to staff members and allow each member to interpret those duties, applying individual initiative.

### KANSAS CITY

**E**LLIS DE LONG, associated with WDAF some years ago, when he first entered radio, has rejoined the station as announcer.

Edward Aylshire of H. W. Kastor & Co., agency for Lambert Pharmaceutical Co., was a guest of WDAF for the premiere airing of the Fatty Lewis show being used for Listerine Brushless Shaving Cream.

V. S. Batton, assistant manager of WDAF, is on a two-week vacation in the Ozarks.

KMBC arranged a special broadcast from the Indianapolis Speedway for Marshall Auto Stores of K. C., with Paul Henning, whose brother built three cars for the race, at the mike.

Beulah Karney, KMBC home economist, will have a 45-minute inaugural program June 7 when The Happy Kitchen, participating program, goes before a visual audience in quarters now being enlarged by K. C. Power & Light Co.

Robert Caldwell of the WHB program department and Mrs. Caldwell have left on a two-week vacation to Mexico. Jack Grogan, WHB announcer, leaves Sunday for Chicago to spend his vacation.

Jim Simmons, KCMO program director, has returned from a vacation spent at Joplin, Mo.

In connection with a campaign being conducted by the Daily Kansan and the KCK Chamber of Commerce for first-run movies in that city, E. E. Horton, radio editor of the Daily Kansan and publicity director of KCKN, will take the air three times weekly.

### SEATTLE

**L**OU CONNOR, local sportsman, is conducting a new "Sports Flashes" program over KOL on Thursdays.

"Know Your Neighbor" has been inaugurated over KVI by Tacoma Railway & Power Co. to promote better public and private relations.

Jim Wallace, chief engineer of KVI, was chairman at the Seattle-Tacoma Institute of Radio Engineers' clam-bake at the new KVI broadcasting station at Point Meyer on Vashon Island in Puget Sound.

### OMAHA

Ray Olson, formerly with WNAX at Yankton, S. D., as an announcer and production manager, has joined the staff of WOW here, replacing Announcer Bill Baldwin, who has gone to WGN, Chicago.

Ray Suber, with Central States Broadcasting Co. the last five years in dramatic roles, has gone to WLW, Cincinnati.

Arthur H. Faust, dramatic director of KOIL, is vacationing in Hollywood.

Paul Hamman, formerly an advertising solicitor for The Omaha Bee-News, has joined the Central States Broadcasting Co. sales staff.

### KMOX Aerial Broadcast

St. Louis—With the use of an "air-radio-car," mobile ground unit carrying two-way radio equipment, KMOX broadcast highlights from Lambert Field during the International Aerobatic Contests and St. Louis air races over the week-end. Josephine Halpin, KMOX commentator, and Harry Flannery, KMOX news man in charge, handled interviews.

## Philadelphia

WFIL production staff adds Irene Harding, former NBC organist, to handle continuity.

Frank Wilson, baritone, appearing as soloist with the Morley Singers, heard Thursdays over WIP.

Taylor Grant has officially replaced Roger Griswold as observer for Bill Dyer at the baseball games aired by WCAU.

Newest WIP staff member to succumb to the bite of the love bug is Marian Black, recent addition to the program department. She will be married in October to Granville Klink, Jr., engineer at WDAS.

Arthur Hinett, KYW swing organist, has collabed with Al Mimkon for a new tune, "One Little Tear." Ditty will be premiered this week on Hinett's NBC-red spot.

Teddy Fairfax, youthful Harmonica King, inaugurates a series of programs of jazz and ballad music over WTEL.

Chris Seiter, the "Lonesome Widow Delighter," as he was called on the old popular S. S. All In Fun participating show heard on local airlines, returns via WDAS with a daily spot for his comedy song interpretations.

Dorothy Guinan, secretary to Jeff Keene, managing editor of the Philadelphia Daily News, is doing a "Women's Page of the Air" stint as Janet Morris over WDAS daily.

Janet Lane, fashion and shopping authority for KYW, hangs on the same family tree as Benjamin Franklin, six generations removed.

Rhythm-Aires, program featuring the KYW orchestra under the direction of Jan Savitt, is being carried daily by the entire NBC red network.

Allen Kearney, WIP staff artist, who masters the ceremonies for the station's "Quakertown Varieties," begins an engagement at the Little Rathskeller, local niterie. Spot has a WIP wire, airing the music of Jack Griffin.

Bonnie Stuart, popular personality singer on KYW, who has been making big strides on the variety shows pumped by the station to NBC-red, has been given a program of her own on Tuesdays at 7:30 p.m.

Bob Street, WCAU general manager, is back at his office after a week in Chicago.

Billy James, pianist for the juvenile stars of the WCAU Children's Hour, has just completed several new songs that will shortly be published by one of the Broadway music houses.

### Disk Children's Series

Springfield, Mass.—A series of children's programs on discs has been completed by Mrs. Olive Rice and Mrs. Charles Freeman. Bob White of WBZA here did the announcing. Transcribing was done by the Remy Recording Studios of Springfield. Mrs. Freeman is the wife of Charles Freeman, advertising manager of Springfield Fire & Marine Insurance Co.

**Radio Daily special**

---

**Chicago Convention**

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**editions will cover**

---

**the big NAB pow-wow**

---

**with characteristic**

---

**Radio Daily Service**

---

**--- and by the way we**

---

**hope to see you there**

---

## MAJOR BOWES REGAINS CROSLLEY RATING LEAD

(Continued from Page 1)

was on a Sunday hour over the NBC-Red network.

Next to Major Bowes on the latest Crosley ratings is Jack Benny, followed by Fred Allen, Lux Radio Theater, Bing Crosby and Eddie Cantor.

## FCC Appoints Kaufman For Segal-Smith Case

(Continued from Page 1)

attorney in the disbarment proceedings.

Segal and Smith last month were charged with misrepresenting themselves in applying for permission to practice before the FCC and other charges including organization of dummy broadcasting companies and tampering with FCC records. Up to last night neither Segal nor Smith had filed any brief or statement regarding why they should not be disbarred from practice before the FCC. They must file a reply before June 19.

## Place Disked Film Previews

Boston—Scott Furrers Inc., Boston, Providence, Portland and Hartford, have started a series of 15-minute disked film previews of current features over one local station in each of these cities. Deal was handled by Kasper-Gordon Studios, Inc., Boston program producers and transcription house.

Scott will also use "Hollywood Spotlight," disks featuring Bob Burns, Phil Harris' orchestra, Three Radio Rogues, et al. This series also placed through Kasper-Gordon. Edwin Kasper is announcer and emcee.

## Switch Macfadden Repeat

Macfadden Publications Inc., effective July 16, will shift the time period of the repeat broadcast to KDYL, KOA and the five Pacific coast stations to 11:30-12 midnight. Program, "True Story Court of Human Relations," is now heard on the NBC-Red network, Fridays, 9:30-10 p.m., with the repeat at 12:30-1 a.m.

## Mason Joins Agency in Detroit

Detroit—William H. Mason has joined the local offices of the John B. Woodward, Inc., advertising agency.

## ONE MINUTE INTERVIEW

CARL HOFF

"Every radio band leader should make at least one personal appearance a year if he intends to keep his hand on the public pulse. Too many leaders adopt one style and fail to note that changing times call for different styles. Fan mail is no conclusive proof of what the fans want. Many fans haven't time to write or else they just don't care to comment."

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 39 of a Series

### KWK—St. Louis

1350 Kc.—5,000 Watts Day, 1,000 Watts Night

**ROBERT THOMAS CONVEY, President**  
**CLARENCE COSBY, General Manager**

**K**WK, progressive St. Louis outlet for two networks, the National Broadcasting Company (Blue) and the Mutual Broadcasting System, is owned and operated by Thomas Patrick, Inc. KWK was founded on March 17, 1927, by the late Thomas Patrick Convey, and only recently observed its tenth anniversary, a decade of service to the St. Louis area.

Upon the death of Thomas Patrick Convey in 1934, his son stepped in at the helm of the rapidly rising station. Under the leadership of Robert Thomas Convey, KWK continued the progress and growth outlined for it by the far-sighted vision of the founder, who was one of the pioneers in the radio field, having conceived, built and headed KMOX, the Voice of St. Louis.

The studios of KWK occupy the entire ninth floor of Hotel Chase, in fashionable West End St. Louis. On Aug. 28, 1936, KWK's new transmitter was dedicated at Baden, near the city limits, five miles from the studio location. The installation of construction of the new Western Electric 5 kilowatt transmitter, new and modernistic building, and the latest type 390 foot Blaw Knox vertical radiator, forms sufficient evidence that KWK is truly in step with the trend of modern broadcasting.

KWK's staff is headed by Clarence Cosby, general manager; Jimmy Burke, chief engineer; Ray Dady, studio supervisor; Allen Anthony, chief announcer; John Conrad, director of public relations, and Sterling Harkins, program director.

## NEW BUSINESS

### San Francisco

KFRC: Lever Bros. (Lifebuoy), through Ruthrauff & Ryan, N. Y.; Dodge Bros., through Ruthrauff & Ryan; Nu-Made Mayonnaise, through Lord & Thomas, L. A.; Scholl Mfg. Co., through Donahue & Coe, N. Y.; Oregon State Highway Commission, through Botsford, Constantine & Gardner.

KYA: Hollywood Health & Beauty Publications, through Frank Cox & Staff; Crazy Wells Water Co.; Dr. J. C. Campbell, through Solly Barusch; Polytechnic College of Engineering; Anglo California National Bank; Oakland Speedway.

KGO: Chevrolet, through Campbell-Ewald Co.; Scholl Mfg. Co., through Donahue & Coe, Inc.; Interstate Co., through Drury Co.

### WBT, Charlotte

Allis Chalmers All-Crop Harvester, through Bert Gittins Agency; Chevrolet, through Campbell-Ewald, Detroit; Castleberry's Food Co., through Groves-Keen Co., Atlanta.

### WOOD-WASH. Grand Rapids

Dodge Bros., through Ruthrauff & Ryan; H. J. Heinz Co., through Maxon Inc.; Swift & Co., through Stack-Goble Agency; Walgreen Drug Stores; Michigan Brewing Co., through John L. Wierengo & Staff.

### WMCA, New York

Chevrolet, World Broadcasting System disks renewal; Book Store of the Air, "The Messenger," through Wesley Associates.

### WNEW, New York

Pacific Radio, Ted Webbe's Variety Show, through Scheer Adv'g Agency, Newark; Buno Co. Inc., "Make Believe Ballroom."

### Chicago

WAAF: Puritan Mills (Py-O-My), Children's Cute Sayings with Zola Haynes and Eddie Simmons.

WGN: Walgreen Drug Co., time signals, through Dade B. Epstein.

WBBM: Refrigeration & Air Conditioning Institute of Chicago, new series, Crusaders novelty quartet, through Critchfield & Co.

### KCKN, Kansas City, Kas.

Dodge Bros., Frank Morgan disks, through Ruthrauff & Ryan, N. Y.; Chevrolet "Musical Moments," renewal.

### WOR, New York

Calo Products Co. (dog food), Oakland, Cal., disks "Dog News," through Emil Brisacher and Staff, San Francisco; Standard Air Conditioning Inc., Gabriel Heater, through Arthur Kudner Inc.; also renewals by American Gas Machine Co. and Alfred W. McCann Laboratories.

### Kansas City

KXBY: Sears - Roebuck, King Motor, Willys Co., Fred Kahn Motor Co., Harzfelds department store, last four through Earle Bachman.

KCMO: Lambert Pharmacal Co., Listerine Brushless Shaving Cream test campaign, also 4-Way Cold Capsules, through H. W. Kastor & Sons.

WDAF: Wildwood Homes Inc.,

## HEARST LOSES APPEAL IN WMAL STOCK SUIT

(Continued from Page 1)

shown the details were never worked out and some heirs withdrew their approval of the stock sale. Thus the Appellate Court held there never was a binding contract for the sale of the Leese estate interests and that a contract performance suit was out of order.

## New Fast Air Service Available to NAB Meet

(Continued from Page 1)

the NAB convention in Chicago, June 20-23.

New non-stop fast service has been placed in effect between New York and Chicago, while two-stop service on a 12-hour basis is available from both Los Angeles and San Francisco. Thus NAB delegates can leave as late as the evening of June 19 and get to the opening convention ceremonies on time.

Special Mainliners also will be placed in service by United for groups and parties wishing to travel together.

show featuring Germain Haskin and Joseph Wildgens.

### KOIL, Omaha

Union Pacific Stages, half-hour in Musical Clock.

### WLBC, Muncie, Ind.

Pennzoil and Kuhner Packing Co.

### WMAS, Springfield, Mass.

International Motor Car Co., West Springfield; Agawam Breeders and Racing Ass'n.

### KFOX, Long Beach, Cal.

Chevrolet disks, renewal, through Campbell-Ewald Co.

### KFRU, Columbia, Mo.

Missouri Westinghouse Refrigerator dealers, "The Westinghouse Party," thrice weekly.

### WHN, New York

Technicians' Institute, through Winer Co. agency; Adam Hats, weekly boxing bouts.

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
THU	FRI	SAT	

June 3  
Greetings from Radio Daily

to  
Jan Peerce            Hugh Studebaker  
Joe Kelley            Herman Larson  
Joe Nash





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 82

NEW YORK, N. Y., FRIDAY, JUNE 4, 1937

FIVE CENTS

## P&G Renews Eight NBC Programs

### FIVE-YEAR LICENSE BILL OPPOSED IN FCC LETTER

By GEORGE W. MEHRTENS  
RADIO DAILY Staff Correspondent  
Washington—In a letter to the House Interstate Commerce Committee, the FCC has registered its definite opposition to Congressman Anderson's bill providing for five-year licensing period for broadcasting stations. "No legislation similar to that proposed in HR. 5038 has received approval of House or Senate committee," FCC states in letter signed by Chairman Anning S. Prall, "and the Commission has heretofore made no recommendation on the question. At present, the Commission has no authority to suspend licenses or impose penalties for violations of its  
(Continued on Page 3)

### Himber-Studebaker Show Is Set for Fall Return

The Studebaker show, which faded from the NBC network last Monday, will return to the air again next fall with the same program set-up. Richard Himber and his band have already been signed for the series that will be aired over either NBC or CBS, according to time available.

### "Hit Parade" on NBC Renewed for Summer

American Tobacco Co. (Lucky Strike cigarettes) through Lord & Thomas has signed a 13 week renewal for the "Your Hit Parade" on 73 NBC-Red network stations, Wednesdays, 10-10:45 p.m., effective June 30. This completes the renewals contract on all Lucky Strike cigarette radio shows on CBS and NBC and scotches the reports that sponsor planned to curtail summer radio expenditures.

### Radio Family

Chicago—The whole Crusinberry family is going radio. Jane writes "Story of Mary Marlin" for NBC. Jim, her husband, is sports editor at WBBM. Now daughter Patricia, Northwestern U. co-ed, and three friends have sold WIND a script about college life. The girls will play the leading parts, with airing to begin this month.

### New Wrinkle

Chicago—Sach's store, sponsoring a Sunday amateur program over WENR, has started something new by paying for a band to entertain its studio audience in the lobby of the Merchandise Mart while waiting for opening of the studio doors.

Band plays numbers requested by the ticket holders, who sing them out.

### LIGGETT-MYERS MOVING 2 SHOWS TO THE COAST

Liggett & Myers (Chesterfield cigarettes) will switch both the Wednesday and Friday broadcasts to the coast by the end of this month. The Friday program, now airing over a CBS hook-up of 79 stations, 8:30-9 p.m., with a repeat over 14 stations, 11:30 p.m.-12 mid., will keep the same band, Hal Kemp, but will drop Kay Thompson and her choir and will  
(Continued on Page 3)

### M. H. Peterson Resigns As Hearst Sales Mgr.

M. H. Peterson, sales manager of Hearst Radio Inc., has resigned. Curtis Wilson of the sales staff is filling the post temporarily. Peterson came to Hearst Radio shortly after it was formed in 1934. He was at one time radio director of Blackett-Sample-Hummert Inc., Chicago.

Resignation of Peterson gave new life to the Transamerican-Hearst tie-up which Emile Gough, Hearst vice-president, denied a few days ago.

## Membership for Each Station Is Proposed for NAB By-Laws

### Campana Reserves Time For Fall Variety Show

Chicago—Campana Corp. has reserved a half-hour on NBC-Blue at 8:30 p.m. Mondays starting Oct. 11 for new musical variety show, which will probably feature a commentator, comedian and orchestra. Cal Tinney, Eddy Duchin and Ruth Etting among names submitted.

## Signs for 52-Week Renewals Effective June 28—Four Other NBC Shows Running Until June 25

### RAYMER TO REPRESENT McCLATCHY STATIONS

Paul H. Raymer Co., effective August 15, becomes national station representative for the McClatchy chain in California. Stations comprising net are KFBK, Sacramento; KERN, Bakersfield; KWG, Stockton; KMJ, Fresno. Joseph McGillvra, in the east, and Walter Biddick, on the west coast, are currently representing the group.

### NewsCast Spot Demand Brings KGY Rate Boost

Olympia, Wash.—Demand for spots in newscasts of KGY recently forced a sharp rise in the station's rates to prevent overloading newscasts with commercials.

KGy pioneered the idea of financing newscasts with spots insofar as the Pacific Northwest is concerned. The station started its newscasts with spots intermingled with news in October, 1934. The idea clicked and within two months as high as 18 spots were sold for an evening 30-minute news period. From two-a-day the broadcasts were increased to three, a noon period being added to the original morning and evening.

From the puny Press-Radio report the station switched to Transradio  
(Continued on Page 3)

Procter & Gamble Co., with the exception of the Women's Magazine of the air program on the NBC-Red Pacific network, the Barry Wood program on WJZ, WBZ-WBZA, and two "Vic and Sade" programs, one on WEA, WNAC, and WMAQ, and the other on the NBC-Red network Friday nights, has signed 52-week renewals for all other programs on NBC networks, effective June 28. The other four shows terminate on June 25.

Under the new contract the "Gospel"  
(Continued on Page 3)

## CBS APRIL BILLINGS 46% ABOVE LAST YEAR

Although showing the usual slight seasonal drop from March and April, gross billing for CBS for the month of May totaled \$2,552,374, highest May in the network's history and 45.9 per cent above May, 1936. The total tops both January and February of this year.

Cumulative total for the five  
(Continued on Page 3)

### Standard Brands Signs NBC-Blue Network Spot

Standard Brands Inc. has placed a 15 week contract with NBC for the coast to coast Blue network on Wednesdays, 9-9:30 p.m., beginning Sept. 22. Talent not selected for period as yet, nor has the product been disclosed. J. Walter Thompson Co. placed the account.

### Midnight Pep

Seattle—Having in mind that most parties begin to languish at midnight, Announcer Allan Botzer of KOL staged a one-man show of perking up parties so that a social affair needing a spot of entertainment around the witching hour could have him as "life of the party" simply by dialing KOL.



(Registered U.S. Patent Office)

Vol. 1, No. 82 Fri., June 4, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Thursday, June 3)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167	166 $\frac{1}{4}$	166 $\frac{7}{8}$	+
Crosley Radio				
Gen. Electric	53 $\frac{1}{2}$	52 $\frac{5}{8}$	53 $\frac{1}{2}$	+
North American	26 $\frac{1}{4}$	25 $\frac{3}{4}$	26	+
RCA Common	8 $\frac{7}{8}$	8 $\frac{3}{4}$	8 $\frac{7}{8}$	+
RCA First Pfd.	68	67 $\frac{3}{4}$	67 $\frac{3}{4}$	+
RCA \$5 Ffd. B.		(75 Bid)		
Stewart Warner	18 $\frac{1}{4}$	18	18 $\frac{1}{4}$	+
Zenith Radio	33 $\frac{1}{8}$	33 $\frac{1}{8}$	33 $\frac{1}{8}$	

### NEW YORK CURB EXCHANGE

Hazeltine Corp.				
Majestic				
Nat. Union Radio	1 $\frac{7}{8}$	1 $\frac{7}{8}$	1 $\frac{7}{8}$	+

### OVER THE COUNTER

	Bid	Asked
CBS A	53 $\frac{1}{4}$	55 $\frac{1}{4}$
CBS B	52 $\frac{5}{8}$	54 $\frac{1}{4}$
Stromberg Carlson	13 $\frac{3}{4}$	14 $\frac{3}{4}$

### Horswell Leaving WHBL

Sheboygan, Wis. — Bert Horswell, director of WHBL, has resigned, effective about the middle of this month, to accept another radio connection. Before coming here, Horswell served in various capacities at WTMJ, Milwaukee; WIBA and WISJ, Madison, and KWCR, Cedar Rapids.

### Rose Marie in New Series

Rose Marie (formerly Baby Rose Marie) will be featured on the new Mutual network series originating in WOR Newark studios, Mondays 3-3:30 p.m. Fred Hillebrand will be master of ceremonies and Nat Brusiloff will conduct a 16-piece orchestra. Show is called "Spotlight," and will trot out various WOR talent on different shows.

### MARTÍN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE  
1250 Kc.

10 TO 11 A. M. □ 6 TO 7:30 P. M.

### Expecting Big Turnout At Radio Parts Meeting

Chicago—A record turnout is expected here next week for the three-part conclave involving the annual convention of Radio Manufacturers Ass'n, annual National Radio Parts Manufacturing Trade Show and Institute of Radio Service Men, at Stevens Hotel. RMA meet runs June 8-9, and the trade show and service men's meet June 10-13.

### Zenith Radio Planning Coast-to-Coast Series

Chicago—Zenith Radio Corp. plans a coast-to-coast series this fall to promote its 1938 line. Network and time not yet decided. Program will be a brand new idea in broadcasting, it is said, and may originate here. E. H. Brown agency is handling.

### Leo Reisman to Spend Six Weeks Over There

Leo Reisman, the Schaefer Beer-WOR and Waldorf-Astoria maestro, who sails the latter part of the month for France, will spend six weeks between Paris and down by the Riviera. His principal mission abroad is to appear at the Paris Exposition.

### Woollcott from Hospital

Last night's broadcast by Alexander Woollcott, "The Town Crier", on CBS, 7:30-7:45 p.m., was put on the air from Room 911 in Doctors' Hospital. Woollcott has been confined there for several days with bursitis of the shoulder. The bell ringing which usually opens the program had to be discontinued because it might awaken other patients. Granger pipe tobacco sponsors the quarter-hour.

### Mueller Series to Recess

C. F. Mueller Co., Jersey City (macaroni) terminates its spring campaign tonight on seven NBC-Blue stations, but will return to the air Sept. 6 over the same stations at the same time.

Program will again feature Crosby Gaige in the "Kitchen Cavalcade" series. New series is signed for 13 weeks through Kenyon & Eckhardt Inc.

### Whiteman Signs Golidaro

Chicago—Al Golidaro, New Orleans sax player, is the first to be signed by Paul Whiteman for the 110-instrument orchestra he plans to introduce in September. Also reported seeking Eddie Dunstetter. After playing a week at the Palace here, Whiteman returns to New York, thence to Texas expo.

### CBS International Series

CBS will inaugurate a new series of international programs June 20 at 5 p.m., aired weekly to the entire CBS chain, Canadian outlets and Latin-American stations over CBS's new short wave transmitter W2XE.

### Sponsor and Station Sharing Survey Cost

Probably for the first time in radio history, a prospective sponsor will share the cost of a 3,000 phone call survey when Macfadden Publications and WMCA make a joint research as to the audience held by "Good Will Hour," directed by John J. Anthony. Show is aired Sundays 10-11 p.m. and is the station's successor to "Good Will Court."

Survey on the program's audience will be done by Ross Federal and if it proves okay Macfadden will sponsor the show for one of the publications, tentatively True Story Magazine. According to WMCA, the program is drawing more audience and applicant mail than the late "Good Will Court" and is now averaging 600 to 700 letters per broadcast.

### Top Orks Desert Frisco As Hotel Strike Lingers

San Francisco — With hotels here still rigidly strikebound by employees, the band situation is growing worse—if possible. Paul Pendarvis, waiting impatiently at Lake Merritt Hotel, Oakland, is ready to pack his grips at the drop of a baton. When and if he goes, there won't be any biggies left here.

Dick Gasparre, New York society maestro, who thought he had a contract with the Mark Hopkins starting June 2, arrived in town to learn differently. When things do open up, it is likely Freddie Nagel, Bob Saunders, Noel Thomas and Bill Vaughn may step into spots that pay their leaders more than \$200 a week.

Latest threat by strikers is to close Class B hotels and niteries.

### All Studio Audiences Eliminated by WHBL

Sheboygan, Wis.—All studio audiences have been eliminated by WHBL. Visitors will be permitted to watch shows from studios not in use, however, hearing them via monitors. The audience problem became acute when demands for tickets to the Hog Hollow Meetin' Nights grew too rapidly. Rather than disappoint some listeners, station decided to admit none.

### Alka-Seltzer Polish Series

Miles Laboratories Inc., Chicago (Alka-Seltzer) has signed for a quarter-hour Polish program, six days a week, on a three station hook-up (KFAB, New York; WELI, New Haven; WNBC, New Britain). Program is keyed out of New York and was placed by Wade Advertising Agency, Chicago, through Norman Furman Inc., New York.

### Lenwood and Grey on NBC

Lucille Lenwood and Lanny Grey, song and patter team currently heard over WNEW, will do a special broadcast over the NBC-Red network Tuesday, 3:15-3:30 p.m. They have also been scheduled for appearances on the Fred Allen show. Ernest Cutting set the deals.

## COMING and GOING

RALPH WONDERS is expected back from his mid-western trip early next week.

AL SHAYNE leaves today for a three-day engagement in Philadelphia and will return Monday.

HARRY LINK, head of the Irving Berlin music publishing company, flies to Boston today on business.

NADINE CONNER leaves for Hollywood today and will vacation there for a month, rejoining the Show Boat program July 8 on the Coast.

RAYMOND R. MORGAN, head of the Morgan agency on the Coast, has left Los Angeles on his periodical eastern trip to contact clients.

KAY KYSER'S Willys Surprise Party will be aired from Richmond, Va., over MBS on Sunday.

CAROL WEYMAN, NBC singer, will tour New England and the South during July and August, doing concert work.

PIETRO YON, organist, sails June 13 to visit his native Italy.

PHIL BAKER leaves for Hollywood the first week in July.

BIDU SAYAO, Brazilian opera singer, sails tomorrow for Buenos Aires.

EMANUEL ROSENBERG, executive vice-president of Transamerican Broadcasting & Television Corp., returned to his desk yesterday after a western trip.

SYLVESTER Q. CANNON, executive of KSL, Salt Lake City, is in New York.

BOB EDGE, WOR fishing expert, will accompany an expedition into the Gulf Stream tomorrow, remaining until Wednesday in effort to snare rare specimens. He will report the findings each night through Transradio Press.

GENE BUCK, president, and LOUIS D. FROELICH, Ascap counsel, returned yesterday from Lansing, where they talked before a joint session of the State legislature against the pending anti-Ascap measure.

ARTHUR DALY, NBC program director, sails for Bermuda tomorrow for a two-week holiday.

### WNEW Wins Poll Honors

In a popularity poll conducted among 2,000 East Orange High School students, WNEW's "Make Believe Ballroom" was rated second best musical program on the air. Earl Harper was rated second best sports announcer, and WNEW came in third as favorite station.

### Max Schmeling Cancelled

Max Schmeling, whose scheduled fight was called off last night, was supposed to have been heard over an NBC-Blue network at 8 p.m. Network officials insisted upon censoring the script before Schmeling went on the air. Schmeling refused to use the censored script and a standby orchestra was heard instead.

THE SONGBIRD OF THE SOUTH

KATE  
SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

## EIGHT NBC PROGRAMS RENEWED BY P. & G.

(Continued from Page 1)

Singer" program (Edward MacHugh) will be heard in the east over the Blue network but in the west he will be aired over the Red network. Details as to time and stations have not been announced.

Renewals include: "Ma Perkins", "Vic and Sade", "Personal Column", "The O'Neills", "Story of Mary Marlin", "Pepper Young's Family", Jimmy Fidler and the "Guiding Light". Compton Advertising Inc., H. W. Kastor & Sons Advertising Co., Blackett-Sample-Hummert Inc., and Pedlar & Ryan Inc., share the P. & G. radio accounts.

### VIEWPOINTS

#### Himber Says Exploitation Is Needed in Radio Field

"While radio as an industry likes to be classified in equal terms with any other phase of amusement enterprise, the sponsors and networks still have a great deal to learn from the stage, screen and outdoor fields of theatrical endeavor. The single item which appears to me to be lamentably deficient is 'exploitation,' which should call attention to and attract definite interest in important radio shows.

"The movie moguls spend very high percentages of the production cost of their 'stupendous' offerings on advertisements, advance material, and other means of bringing the attention of the public to the movies. Show-wise heads have always realized the value of publicity in connection with their presentations, and are in this respect in full confidence that the returns are in keeping with the costs of exploitation.

"A few of the wiser radio sponsors have adopted the procedure of screen and stage by advertising extensively throughout the country, centering the publicity on the broadcasting of their programs. After all, radio shouldn't be a hit or miss dial for school-boys and girls, it should be a tool in the hands of knowing listeners who must be shown in print where to find 'it.'" — RICHARD HIMBER.

## NEW PROGRAMS—IDEAS

#### WFBC "Parade of Progress"

Among programs that have built up a wide following over WFBC, Greenville, S. C., is the "Parade of Progress" disk feature, a salute program in which Goodrich Silvertown pays tribute to various civic and commercial interests of the city. Program is diversified from a musical standpoint, features prominent singers, George Hall's orchestra, and a guest vocal group. A representative from the firm or civic institution being saluted makes a brief address on the program.

Another show that draws a large studio audience, according to Program Director Frank Blair, is the county-wide Spelling Bee, produced in cooperation with city and county boards of education. Vanity Slipper Shop sponsors the program, with Prof. L. H. Swain of Furman University as spelling master.

#### Cultivating Girl Scouts

WLBC, Muncie, Ind., is building the younger generation of listeners among girls by developing a Girl

#### Newscast Spot Demand Brings KGY Rate Boost

(Continued from Page 1)

with 17-hour teletype service. Regularly scheduled flash periods, six-a-day, were added to the three half-hour newscasts.

In the latest move, two of these flash schedules have been extended to full 15-minute periods, taking their place with the earlier three as regular editions of the KGY News of the Air. Throughout the entire period the station has maintained in addition a 15-minute daily broadcast of Christian Science Monitor commentaries, entirely free from commercialism.

From the beginning extensive local news coverage along with wire news has been the outstanding feature of the main newscasts, being responsible for their popularity.

The two recently added editions, 7:30 a.m. and 9 p.m., are building up rapidly with new spots while an arbitrary limit of 10 commercials has been placed on the 9:30 a.m., 12:30 p.m. and 6:30 p.m. half-hour newscasts. The station also is experiencing frequent demand for spots on the flash periods at 11 a.m., 2:30, 4:30 and 10:30 p.m.

Two other daily sponsored features of the station feature "News for Women" at 10:30 a.m., with a feminine announcer, and a 15-minute sport-cast at 7:15 each evening.

Sam L. Crawford, KGY's news editor, who compiled, edited and announced KGY's first commercial newscast on Oct. 10, 1934, is still doing the three daily half-hour newscasts, having passed the 2,500 mark in number of broadcasts early in May.

Scout program. Each week a Girl Scout troop is invited to hold a meeting in the studios. The meeting is broadcast, with pop, mom and the girls all getting a big kick out of the program.

#### "The Gossip Girls"

"The Gossip Girls" is the title of a new series on WELI, New Haven. Programs concern the struggles and successes of two optimistic shopgirls. The two new comediennes are Ruth Small and Priscilla Towers, both of the Yale University Theater. Stewart Bosley is in charge of script.

#### Describing Local Taxes

Thomas G. Young, city tax collector of Baltimore, this week inaugurated a new series of programs, "Your Taxes," over WBAL, at 6:15 p.m. In the course of these programs, which will be heard every Tuesday at this same time, Young will explain how the city operates—the various departments and just how taxes are used to operate these departments.

#### Liggett-Myers Moving 2 Shows to the Coast

(Continued from Page 1)

star Alice Faye. Show has been devoted to light music, aimed at colleges.

The Wednesday airing, currently featuring Lily Pons with Andre Kostelanetz's orchestra, will switch to a lighter vein during the summer, with Miss Pons dropping from the series and Frank Parker set to replace. The change becomes effective June 30. Program is also heard over a CBS network of 93 stations, 9-9:30 p.m. Newell-Emmett has the account.

#### CBS April Billings 46% Above Last Year

(Continued from Page 1)

months of 1937 gives CBS \$12,318,505, an increase of 27.2 per cent over the same period a year ago.

#### "Pleasant Valley" Fading

Crown Overall show entitled "Pleasant Valley Frolics" fades from Mutual web on July 1. Program originates in WLW studios, Thursdays 7:45-8 p.m., and is heard on WOR, WGN, WLW and CKLW.

#### Horace Heidt Resuming

Horace Heidt and his orchestra will resume their Alemite programs Monday, 8-8:30 p.m., over CBS. During the band's vacation, Ted Weems and his orchestra have substituted.

#### Softball Games on WHBL

Sheboygan, Wis.—WHBL has set a series of softball games to be aired three nights a week, two games each night, with Jack Foster announcing.

## FIVE-YEAR LICENSE BILL OPPOSED IN FCC LETTER

(Continued from Page 1)

rules. The only punitive action available is revocation, deletion through denial of a renewal of license or recourse to criminal proceedings." These measures, Prall points out, have been found to be severe in most instances of delinquency. Commission, however, he states, has been able to exercise a degree of control through consideration of application for renewal license every six months.

"The art of radio broadcasting is rapidly changing," Prall stated to the committee. "At a later date conditions in industry may become more stable. It is conceivable that adoption of the bill would tend to 'freeze' existing conditions. Adoption of five-year minimum license period would recognize in principle that allocation of frequencies has achieved proper equilibrium. It has been the experience of the Commission that changes in allocation of frequencies may be expeditiously accomplished under short term licenses."

Prall emphasized that power to suspend license for short periods or to assess penalty for violating rules is definitely associated with the problem presented by proposed legislation.

"The Commission may desire to suggest inclusion of such authority in proposed amendment," Prall concluded.

#### Separate Memberships Proposed for Stations

(Continued from Page 1)

clared Arthur B. Church of KMBC, Kansas City, in a letter to James W. Baldwin, managing director of NAB, "that certain owners of more than one broadcasting station have attempted to ride along in NAB carrying membership in only one station. This, I feel, might become a constantly increasing evil practice which I am sure neither such owners as referred to would, upon careful thought, wish to continue, nor members owning only one station would tolerate."

NAB officials said the necessary amendment would be submitted at the convention.

## BIRTHDAYS

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

June 4-5-6

Greetings from Radio Daily

to

Betty Ito Erno Rapee  
Carlton E. Morse Marvin Kirsch

Herbert Pettey Merle Pitt

Tony Cabooch

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and KOOL CIGARETTES

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

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

## AGENCIES

ERWIN, WASEY & CO., INC., has been appointed to handle the Borden's Farm Products radio production, "Special Edition," it is announced by John Dobson, advertising manager for Borden. John T. Adams will be account executive.

MONIE HELLINGER, formerly of WHN, takes over the position vacated by Billy Hillpot in the New York office of Lord & Thomas. Hellingner's appointment becomes effective immediately.

WALTER C. HELLMAN, until recently associate manager of the Philadelphia office of Erwin, Wasey & Co., has been placed in charge of the New York offices of the Philadelphia Advertising Co.

### Signs Third Star Program

Star Radio Programs has sold its third program service to KCKN, Kansas City, Kas., with the addition of "Good Morning, Neighbor" to the station's schedule. "Morning Bulletin Board" and the Star Commercials were previously signed by KCKN, which used big newspaper advertising on the "Bulletin Board."

Latest to sign for the Star commercial announcement service are KGKB, Tyler, Tex., and WGRC, Louisville.

### WLTH Airing Inventions

Gadgets and gimmicks will be the subject of serious discussion over WLTH tomorrow at 12:15, when a preview of the Inventors Congress, which opens in the Hotel Edison on June 7, is aired. Featured on this special broadcast from the WLTH Radio Theater Studios will be four or five inventors of national prominence, interviewed by Roy C. Burns, an official of National Inventors Congress.

### F.T.C. CASES

In a stipulation with the Federal Trade Commission, Welch Grape Juice Co. has agreed to discontinue advertising inferentially or otherwise that Welch's Grape Juice is a cure for excess weight and that the product alone or in connection with any system of exercise and diet will enable one to control one's weight; that it protects one against anemia, will correct acidosis, and is the only grape juice that is certified as pure and pasteurized.

Borg-Warner Corp., Chicago, selling the Norge Rollator Refrigerator, has entered into a stipulation with the Federal Trade Commission agreeing to cease representing that tests of such refrigerators, conducted by Norge dealers, were all under the supervision of public officials; that the benefits and savings of a Norge refrigerator are as great during cold winter months as in summer, and that the mechanism of the Norge improves with use, unless such representation is limited to the three moving parts of the Rollator alone and does not refer to all the mechanism of the refrigerator.



● ● ● Everett Marshall has been signed to star with Rubinoff on the Chevrolet show when it returns to New York...No band has been signed for the Jell-O show...Jack Haley phoned Abe Lyman long-distance to conduct the Log Cabin show next fall...Peter Van Steeden replaces Al Goodman on "Hit Parade" July 3...Rudy Vallee, who closes at the Astor July 4 and then goes to Texas for two weeks at the Pan American, will start a two-day stand at Manhattan Beach tomorrow...(Baby) Rose Marie has been set for Chevy transcriptions...William Farmer and his crk. with Gloria Whitney chanting, will record the tunes from "Artists and Models" and "Broadway Melody" next week for Blue Bird...Farmer's theme song from the Sunken Gardens in Radio City will be—"Farmer in the Dell".

● ● ● Walter Framer (*The Hollywood Show Shopper*) and his wife, Nan Grayson (*Cinema Lady*) are producing 30 programs weekly over Pittsburgh stations, which isn't a bad record for a couple of free-lancers...Miss Grayson does six shows herself... Among shows handled by this prolific pair are: *Pittsburgh Backstage and Men on the Street* via WCAE, *Blessed Eventer*, *Footlights and Sawdust*, *Curbstone Cash*, *Kiddie Show*, *Community Songfest* and *Cinema Lady* via WWSW, and *Hollywood Show Shopper* on KDKA...Incidentally, Framer was responsible for the "pet peeves of Pittsburghers" airing over WCAE recently...Friendly rivalry between Russ Winnie and Charlie Nevada, handlers of two separate sport flashes via WTMJ, Milwaukee, amounts to a little Alphonse-Gaston act...Neither wants to step on the other's toes in the matter of guests on their shows...Charlie calls Russ and says he's got the boxing commissioner "for my show, if you don't mind", which prompts Russ to remark that it's oke with him, since he plans to have Joe Louis on HIS show—and will Charlie lay off—"if you don't mind!"

● ● ● Kay Thompson and her choir fade from Chesterfield after the June 25 airing and Hal Kemp will leave for the coast to carry on from there—with Frank Parker starting the first or second week in July... Jack Osterman's "click" the other night on Broadway, was really "a star REbcn" with Bob Goldstein and other radio execs hoping that Jack will be ready for a network show shortly...Lucille Linwood and Lanny Grey, two youngsters who started with Alan Courtney on WNEW, replace the "Airbreaks" on NBC today...Songplugger Johnny Green, former pugilist, took Lou Ambers, lightweight champ, on an inspection tour of NBC the other day introducing the fighter to various people, who made a fuss over the battler...Ambers was introduced to Bill Young of the production dept., who, after Lou turned his back, asked a neighbor, "what FIRM is he with?"

● ● ● Capt. Roy A. Goode, former flying ace in the war and flicker stunt man, visited Columbia, Mo., and KFRU with his *Devil Drivers' Thrill Show*. George Guyan of the station, wanted to air-interview Roy and decided it would be better if he went up in the air first...Captain Goode took George up and flew him through a burning hoop. When they landed and were ready for the interview—something happened—and George was being cross-examined by the flyer on how it felt to get stunt-flown...WWJ, Detroit, aired Dr. George W. Carver, famed Negro scientist of Tuskegee Institute, during a special program devoted to the progress of science...WGY, Schenectady, kept a skeleton crew pumping kilowatts into the air, while everyone went out to a picnic entertaining George McElrath, ass't chief engineer of NBC. At the soft ball game, Manager Kolin Hager, excelled as a pitcher and Ralph Nordberg did all right for the opposing team.

## PROMOTION

### Combine Entertainment, Culture

As the call letters so conveniently indicate, KUOA, Siloam Springs, Ark., has as one of its goals the ideal of becoming the "University of the Air." In general the advertiser has a subzero opinion of such a station, and realizing this, KUOA knew it must keep its listeners to show the advertisers that such an educational station is worth advertising money. The education just couldn't go "high-brow." From another angle educational stations in general operating with no eye to revenue have degenerated to sloppy schedules, poor equipment, limited service, and bone dry programing. This was an extreme to be avoided.

KUOA believes its represents a distinct movement combining deliberate commercialization and education. Such a program of development makes it necessary for the educational programs to be of entertainment value as well as cultural. Commercial programs require strict adherence to public demand and program interest.

The station has equipped itself with a 5 kw. transmitter of latest design, a 450 foot antenna, and entirely new speech equipment. There is no composite equipment from microphone to antenna. This in itself is a departure, because education in radio and composite equipment in radio are practically synonymous.

### KVOR Summer Piece

A folder pointing out the extra summer spending power to be found in its area has been put out by KVOR, Colorado Springs. "When It's Playtime in the Rockies" is the title.

Duke University's sixth consecutive season of carillon recitals will be inaugurated over WDNC Sunday afternoon at 4:30 p.m. with Anton Brees, celebrated carillonneur, again featured in the summer series. The unit comprises 50 perfectly tuned bells placed high in the University Chapel. Its range covers just over 4 chromatic octaves, the bells weighing from 10 to 11,200 pounds each, and having diameters from 8 inches to 6 feet 9 inches.

### WTMJ 10th Anniversary

As the first step in a big splurge on its tenth anniversary celebration next month, WTMJ, Milwaukee, launched a promotion drive in the Milwaukee Journal. Promotion takes the form of one column ads three times weekly, written in breezy, gossipy style and called "Inside Dope on WTMJ". Ads are designed to whip up public interest in station's new equipment.

### Contest by Power Co.

Missouri Power & Light Co., sponsoring "Adventures in Electricity" over KFRU, Columbia, Mo., has started a \$500 contest of the completion type, ending June 19.

## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

**E**VE ARDEN, terpsichorean who won sartorial honors, will audition for a fashion column of the air within the next few days. . . . Benay Venuta's reply was NO to proposition that she head an orchestra and conduct it. . . . Peg La Centra's not superstitious or anything, but she refuses to be weaned away from a dilapidated two-dollar bill which brings her good luck or something. . . . Patti Chapin solves the hot weather problem by brandishing a small fan whenever necessary. . . . Helen Gleason, the lass who warbles, reported pleased to have Helen Gleason, the filly who'll canter in the 1939 Kentucky Derby, named for her by owner Capt. Jefferson V. Cohn. . . . The Kay Thompson bevy boasts only one New Yorker, Bee Wain. . . . The other dozen gals all hail from western places, with emphasis on Texas and Oklahoma. . . .

Screenland's featuring a series of NBC stars as clothes models, in early numbers, with Jean Dickenson heading the list. . . . WNEW's Sammy Spergle, electric guitarist, is kept busy looking at and listening to himself these days. . . . He's in the currently popular flicker "Hit Parade" . . . . Songbird Vivian Della Chiesa has affixed her signature to a piece of paper providing for a second season with the Chi City Opera Co. . . . Muriel Draper inaugurates a series of sophisticated interludes on "It's a Woman's World" on Tuesday. . . . Renee Long begins today to improve the gals along sartorial and cosmetic lines through her analyses over WJZ. . . . Anna Lindsay of NBC news and special events dept. is Europe-bound for vac reasons. . . .

Patricia Cook, WICC one-gal show, shifts her schedule to a 7:45 p.m. spot tomorrow. . . . The Cook lass satirizes the young matron in something significantly titled "Angel Child", which inaugurates a new series debuting tomorrow. . . . Mabel Besthoff of that station, whose extra-ethereal occupation is running the Brookfield Tavern, switches back to a 5:30 p.m. period Thursday afternoons. . . . A chariot of standard make but 1930 vintage deposits Mrs. Peter H. Meize at the WNBC continuity dept. entrance every day, having carried her all the way from her home at Lake Besick in Middlefield. . . . Doris Peck, that station's swing-song girl, has concluded her beauty shoppe commercials over WTIC. . . .



### Freddie Mack

A young fellow with plenty of bright ideas, originality, individuality and a personable manner is this chap Freddie Mack, maestro and emcee. Caught yesterday at 3 p.m. over WABC-CBS, he served a musical course which, though sub-titled for young ideas, is a treat for the elders as well. Mack doesn't just grind out music, but sort of tells stories via musical arrangements. A cavalcade of the Roosevelt regime, starting with his election in 1932 and depicting the highlight events of succeeding years, was the outstanding item on yesterday's bill.

### Dragonette-Kullmann

Although "The Only Girl," presented Wednesday night over WABC-CBS in the Palmolive musical series, was another popular operetta that suffered somewhat by being cut down to half-hour size, the work of the principals, Jessica Dragonette and Charles Kullmann, was enjoyable as usual. Miss Dragonette and Kullmann have developed into one of the

most likeable romantic duets on the air. Kullmann has more dramatic flexibility than most good male singers possess, and consequently can act as well as sing a part.

### "Hit Parade"

Mark Warnow injected a new style in this program of straight dance tunes Wednesday night. His arrangement of the Bolero was one of the best heard on the networks as played by any orchestra. In addition to the "Hit Parade" winners, Warnow has been featuring distinctive arrangements of the semi-classical favorites during his current run on the show. Warnow has proved to be the best outfit yet employed by the cigarette makers.

### NBC Minstrels

Gene Arnold's minstrel show over the NBC-Blue on Wednesday night was one of the best to date in the new series. The way that baritone sang "Lonesome Road" was the program's highlight.

## ORCHESTRAS - MUSIC

**F**LETCHER HENDERSON brings his band to the Grand Terrace, Chi, June 10.

Shep Fields and ork have signed with the Surfside Club, Atlantic Beach, for a six-week period, exclusive of Sunday nights. Fields retains the right to take his boys to Radio City for their Woodbury commercial.

Witmark has added Solly Cohen to its professional staff.

Maestro Vincent Travers inaugurated his 18th month at the world's largest theater-restaurant when he launched the June 1 evening performance by raising his baton at the French Casino Folies. His current contract runs until Sept. 1.

KFOR picked up both Kay Kyser and Henry Busse orks when the pair played the Turnpike Casino, Lincoln, Neb. Kyser set the Casino's record for attendance and Busse came in second. J. B. Lake handled the mike for the ether link.

Edwin Gershefski's modern orchestral composition, "Test-Tubes", recently introduced in a Music Week concert by the Bridgeport Symphony Orchestra, was a feature of a broadcast by the orchestra Wednesday over WICC. The composition, in three movements, portrays a mechanized description of a modern laboratory.

"Happy Birthday to Love" is the moniker of Norwalk's Stanley Jose-

loff's first popular ditty under the Billy Rose aegis. It's being composed specifically for the new Rose "Aquacade" at the Cleveland Great Lakes Exposition.

Dave Blum is delegated to fill the vacancy as Chappel's music representative in Philadelphia.

Johnny Bolden's band, from the Roseland Cafe, Philly, is the newest to join the WDAS remote dance parade heard nightly.

Macklin Marrow, American conductor who batoned the series of Continental Concerts in New York the past season, will conduct the NBC Concert Orchestra in a broadcast on June 19, at 6:35-7 p.m., over the NBC-Blue network.

Anson Weeks takes over Ted Weems' spot on Sunday on the Mutual "Varady of Vienna" broadcast. Weems opens at the Claridge Hotel, Memphis, tomorrow for a fortnight. Following Sunday Bernie Cummins will do the broadcast. Cummins opens the Edgewater Beach beachwalk June 12, with a CBS line.

Griff Williams takes over the Chi Aragon ballroom on Saturday, with a Mutual wire.

Bill Carlsen and the Milwaukee band he batons will open at the Chi Trianon on Saturday, with a Mutual wire.

## NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,081,904—Sound Transmission and Reproduction. Lindsay M. Applegate, Seattle, Wash., assignor, by mesne assignments, to Collins Radio Co.

2,081,914—Electrostatic Condenser. Jennings B. Dow, Washington.

2,081,942—Cathode Ray Tube. Harry R. Lubcke, Los Angeles.

2,081,987—Electrical Control System. John W. Dawson, East McKeesport, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,082,036—Translating Apparatus. Peter E. Stogoff, Wilkinsburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,082,042—Radio System. Irving Wolff, Merchantville, N. J., assignor to RCA.

2,082,093—Television System. Alda V. Bedford, Collingswood, N. J., assignor to RCA.

2,082,096—Radio Transmission System. George H. Brown, Haddonfield, N. J., assignor to RCA.

2,082,120—Electron Discharge Device. Victor L. Ronci, Brooklyn, assignor to Bell Telephone.

2,082,123—Circuit Control Arrangements. Arthur L. Samuel, Orange, N. J., assignor to Bell Telephone Laboratories, Inc.

2,082,165—Gaseous Discharge Rectifier. James D. Le Van, Belmont, Mass., assignor to Raytheon Production Corp.

2,082,187—Radio Receiving Apparatus. Sydney A. Stevens, London, England, assignor by mesne assignments to Union Switch & Signal Co.

2,082,268—Getter Cartridge. Samuel H. Varian, San Francisco, assignor to Farnsworth Television Inc.

2,082,317—Electrical Apparatus. Alfred W. Barber, Flushing, N. Y.

2,082,327—Current Generator and Converter. Allen B. Du Mont, Upper Montclair, N. J., assignor to Allen B. Du Mont Laboratories, Inc.

2,082,339—Television System. Herbert E. Ives, Montclair, N. J., assignor to Bell Telephone Laboratories, Inc.

2,082,347—Radio Direction System. August Leib and Hans Scharlau, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,082,472—Oscillation Generator. Harry Tunick, Rye, N. Y., assignor to RCA.

2,082,478—Electric Wave Reception. George L. Beers, East Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,082,492—Modulation Measurement. Henri Grumel, Paris, France, assignor to Compagnie Generale de Telegraphie Sans Fil.

2,082,517—Thermionic Valve Amplifier. Noel M. Rust and Francis M. G. Murphy, Chelmsford, England, assignors to RCA.

2,082,587—High Frequency Circuit. Herbert E. Mienema, Chicago, Ill., assignor to Johnson Laboratories, Inc.

2,082,595—Inductive Tuning System. Vladimir J. Polydoroff, Chicago, Ill., assignor to Johnson Laboratories, Inc.

2,082,602—Thermionic Cathode. Harry C. Steiner, Scotia, and Orrin W. Livingston, Schenectady, assignors to General Electric Co.

2,082,627—Feedback Amplifying Circuit for Light Sensitive Devices. Raymond R. Haugh, Chicago, assignor to General Electric Co.

2,082,638—Electrical Discharge Device. Kenneth H. Kingdon, Schenectady, N. Y., assignor to General Electric Co.

2,082,644—Electric Valve Translating Circuit. Harold W. Lord, Schenectady, assignor to General Electric Co.

2,082,651—Electric Discharge Apparatus. Otis W. Pike and Thomas A. Elder, Schenectady, assignors to General Electric Co.

2,082,767—Radio Receiving System. Winfield R. Koch, Wilkinsburg, Pa., assignor to Westinghouse Electric Mfg. & Co.

### Duke's Organist on "Magic Key"

Marcel Dupre, master organist who played the wedding march for the Duke of Windsor's marriage yesterday in Monts, France, will be heard Sunday on the "Magic Key of RCA" at 2 p.m. over the NBC-Blue network.



**M.** LEWIS GOODKIND, radio service manager and publicity director of Lord & Thomas, Chicago, has resigned. After a vacation, he expects to launch a new radio enterprise here Aug. 1. Miss Holly Shively will handle publicity. Service manager job has not yet been filled.

Trans-American Broadcasting and Television Corp. expects to add a writing and production unit here shortly.

Alice Green, copy writer for Tom Fizdale, has retired to housekeeping for husband Ben Green, local publicist.

Russ Hodges, WIND, Gary, sportscaster, has moved into Chicago. He had to come in every day anyway for his baseball broadcasts from local ball parks.

Mercedes McCambridge, who plays lead in NBC's "Guiding Light," was graduated from Mundelein college this week.

Billy Spears, who used to broadcast "Speed Buggy Trips" for Stewart-Warner, has been appointed regional sales manager for Highway Tours, Inc.

Sympathy being extended to Maxine Garner (Nelson), free lance radio actress, on death of mother.

Announcer Norman Ross has set up a writing, production and program development agency in Merchandise Mart. Staff includes Jesse Alexander, Ralph Andre and Elizabeth Onderdonk.

Skyland Scotty's (Wiseman) new song "I'm in the Dog House Now" gets a coast to coast airing on Alka Seltzer National Barn Dance tomorrow.

Chicago Roosevelt Steamship Co., operating lake steamers from June to September, is considering a radio campaign. Used WBBM last season with a man-on-the-boat interview program.

Socony-Vacuum making plans for football broadcasts in fall on WBBM if suitable schedule can be arranged.

Gene McDonald, president of Zenith Radio Corp., to Sioux City, Ia., on business.

Fayette Krum, author of NBC's "Girl Alone," will gather local color when she takes over job as reporter and columnist on the Pontiac, Ill., Daily Leader for a month starting Monday. Pontiac is her home town.

Mary Jane Walsh, songstress who started out with Ted Weems and later joined Seymour Simon's band, is getting rave notices in London.

Jane Crusinberry, who pens "Mary Marlin," departing June 10 for a vacation at Mamaroneck.

Jack Holden almost burned at the microphone the other evening while announcing Uncle Ezra. It was a lighted cigaret in his coat pocket.

Samuel Insull, general manager of the Affiliated Broadcasting system which folded last fall, in court for

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 39 in a Series

### WTAR—Norfolk

780 Kilocycles—1,000 Watts Unlimited.

### CAMPBELL ARNOUX, General Manager

**E**STABLISHED in 1922 by The Reliance Electric Co., WTAR has grown a hundred-fold from its original 10 watts of 15 years ago. Surviving a number of stations that have come and gone in the Tidewater territory in the past years, WTAR today is the only station carrying complete NBC red and blue service to its area.

Under the guidance of Campbell Arnoux, who was appointed general manager in 1934, WTAR has increased its operating schedule to 17½ hours daily.

Just completed are the new transmitting facilities in Glen Rock, Princess Anne County, embodying new directional antenna, which delivers a signal equivalent to 4000 watts in the station's service area.

Studios and offices are in the National Bank of Commerce Building at Norfolk, approximately four miles from the transmitter.

While commercial programs headline the WTAR program listings, particular interest is shown in the many public service features the station presents locally. Included among them are the "Do You Need a Job" programs, "Education in the Air," "The Tidewater Tourist," "The Voice of the Weather" and complete weather and shipping reports, of great value to the shipping center of Norfolk.

Situated near a favorite summer playground, Virginia Beach, network listeners have heard many of their favorite bands through the facilities of WTAR, as well as the Hampton Institute Singers for the past three winter seasons.

Owned and operated by the Ledger-Dispatch and Virginian-Pilot, Norfolk's two daily newspapers, WTAR keeps its listeners informed as to last minute news happenings seven days a week, in four news broadcasts daily, supplemented by two popular commentators from the papers.

Campbell Arnoux is general manager; Jack Light, assistant manager, and J. L. Grether, chief engineer. WTAR is represented by Edward Petry & Co.

### BOSTON

"Mac and Moore," on WBZ-WBZA daily for the past 13 weeks for Packard Paint & Varnish, have been signed by a new sponsor, Ice Manufacturers of Massachusetts. Will follow same schedule for 13 weeks, every week-day morning on WBZ-WBZA at 8:15. "Mac and Moore" are Carl Moore and Malcolm McCormick. Account handled by Dowd-Ostreicher.

Arthur Edes, WEEI program director, on vacation trip to Mexico. Will stop off at Havana.

Jack Marchard and his orchestra open summer season on Ritz Carlton roof. WEEI will make a nightly pick-up.

Ice, Inc., is sponsoring a Radio Almanac over WJAR, Providence. Program will be on six mornings weekly at 7:45 starting Monday. Southern Abbott will announce the Almanac, which is written by Roger Wheeler of WEEI. Deal was made by Dowd-Ostreicher Advertising of Boston.

testimony in a deposition being taken because of his advanced age and likelihood that suit involved would not come to trial for some time.

Nancy Nelson, lately with Kay Kyser's orchestra, not working for several weeks because of grave illness of her mother. She is constantly at her side at Woodlawn hospital.

C. L. Menser of NBC handling production of "First Nighter" just returned here. Fred Ibbett, who looked after it in Hollywood for Aubrey, Moore & Wallace, remains west for several weeks.

### SAN FRANCISCO

A new series, "Big Brother," dealing with activities of the Big Brother Bureau here, is being presented Thursdays over the NBC-Blue Pacific Coast network. Chief of Police William J. Quinn is featured as narrator. David Drummond is writing the scripts.

Roland P. Wendt, formerly associated with Botsford, Constantine & Gardner agency, now representing Hearst stations outside of California as well as Orange network.

Don Steele, KYA Orange net songster, has opened an engagement at the Greenwich Village nite spot. Lyle Daniels and Norman Hawes make up the rest of the swingy trio.

Bud Chamberlin now on Hearst payroll doing announcing in KYA's Oakland studio.

KYA was off the ether lanes nine hours Tuesday, when the water cooling system at the new transmitter broke down. A plane had to fly to L. A. and back for the broken part.

### Ray Perkins in New Series

First of a new series of summer shows over WOR-Mutual, featuring Ray Perkins, premieres June 20, to be heard Sundays 9-10 p.m. thereafter. Perkins will be assisted by Joe Browning, vaudevillian and material writer, making his radio debut. Sid Gary, Willard Amison, Helene Daniels, the Key Men and the Embassy Trio will be heard from time to time.



**D**ON CLARK, who wrote and produced the Leslie Howard program for Heinz, and more recently writer and producer on the California Hour (chain store program to fight legislation), is the new program director for the Earl C. Anthony stations, KFI and KECA. He takes the place of Glen R. Dolberg, who has been with the stations for the past seven years. Clark started in radio at WGY in Rochester in 1925, and has been writer, producer and manager for some of the big eastern shows and stations.

Johnny Green, who takes over the Packard show for the summer, has opened a suite of offices near NBC studios, taken on two new arrangers to cope with the heavier work of an hour's music show.

Francia White has held up plans for her Eastern trip, screen testing for a part in a screen version of an opera reported under consideration by one of the major studios.

Raymond R. Morgan, head of the Morgan agency, left for the East on his periodical client contacting trip.

Bert Gottschalk and Mrs. Gottschalk, Elektro Vox recordings, left their air checking to the staff technicians over the holiday weekend and took their first vacation in a long time over Memorial Day. Saw the Golden Gate Bridge and San Francisco Fiesta.

Hal Bock, NBC publicity chief for Hollywood, back at his desk after two weeks vacationing in Arizona and San Francisco.

Sol Lesser, Principal Productions, has just bought screen rights to "Katzen Musik," European best seller which has been translated into 19 foreign languages, for Bobby Breen's next story, to be screened under title, "Lucky Star." Marion Claire, Basil Rathbone and Henry Armetta in supporting cast.

KMTR starts Sunday with "The Mormon Church" program, featuring 40-voice choir, half hour Sunday afternoons.

Standard Radio chartered a yacht to bring Dick Jergens and his entire band over from Catalina Island to do a series of 16 tunes for the library service. Don Allen, assistant to Jerry King, flew over, made arrangements, flew back, chartered the yacht, and on Wednesday, worked the gang in the RCA studios, rushed them by bus and yacht, to get back for their nightly dance engagement and broadcast that night.

### June Bug Bites NBC

John Baxter of the NBC Artists Service will be married to Patrice J. McCormick of J. Walter Thompson Co. tomorrow.

George Sax of the same department marches to the altar with Eleanor Chascione on June 13.

Gerard Wolke, assistant head of the guest relations department, recently married Eloise Dawson.

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## WBBM Engineers Build Portable Transmitter

Chicago — WBBM engineers Joe Novy and Bill Fligel have constructed an experimental ultra short wave rebroadcast transmitter to operate on the 30-40 megacycle or eight meter band. Contained entirely in one suitcase weighing less than 40 pounds, the station, W-10-XAL, will have 20 watts output, nearly 10 times as powerful as the average pack transmitter used for special events broadcasts.

Capable of operation for six hours from two ordinary automobile storage batteries, the transmitter may be installed in an automobile, boat or airplane in less than five minutes when used for emergency "spot news" broadcasts.

Frank B. Falknor, WBBM's chief engineer, selected the suitcase type transmitter in preference to a mobile unit or short wave truck because its portability made it adaptable to all rebroadcast conditions and permitted its use in many spots not rapidly accessible to automobiles.

## WTMJ Engineers Busy

Milwaukee — Sandwiched in between work on the new 400-foot tower, the short-wave truck and the new 5000 watt transmitter, WTMJ engineers are finding time to construct two new experimental transmitters. Actually W9XAJ is a rebuilding job. Refurbished, it will operate at 50 watts on 31 to 41 megacycles. Entirely new will be WAHB, also a 50-watt, tuned to 20000 kilocycles. These two units will handle the ultra-high and medium-low relay broadcasts on the new truck.

## 'Gadget' Gellerup

Milwaukee—When Dan Gellerup was in the navy, his shipmates called him "Gadget" because he was always taking his transmitter apart and adding new gadgets to it. As WTMJ's technical supervisor, Dan recalls his navy nickname with a doleful smile, and says, "If my buddies could only see me now!" He is supervising WTMJ's intensive improvement program which includes installation of new tower, truck, volume limiter, planning for new transmitter, rebuilding four relay transmitters and general modernization of studio and power equipment. These days Dan sometimes gives the impression of a man jumping on his horse and riding off in all directions.

## Two Big Events by Television

London—Success of outdoor television here has induced sponsors to arrange for the first broadcasts in history of this summer's Henley Regatta on June 30 and the Wimbledon Tennis Tournament, June 21.

England's highest salaried star, Gracie Fields, recently made her first television appearance from Alexandra Palace and scored a big hit.

Latest tabulation by the BBC on the number of persons who viewed the Coronation broadcasts indicate that the number was more than 60,000, and that the pictures were sent as far as 63 miles from the transmitter.

## Repair WDBJ Damage Caused by Thunderstorm

Roanoke, Va.—During a severe thunder storm recently, lightning struck the 312-foot vertical radiator of WDBJ. The flash found its way into the concentric transmission line and melted the inside copper tube and brazed it to the outer copper tubes thereby causing a short which put the station off the air.

This happened at 7:05 p.m. The storm continued in such intensity that it was not possible to approach the tower to start investigation until about 8 o'clock. After numerous tests, the trouble was discovered, and it was necessary to build an overhead transmission line 550 feet long before the station could get back on the air. A crew of mechanics and engineers worked all night erecting the temporary line, adjusting and tuning, in order to get the transmitter on the air at 8 o'clock next morning.

The four hours and 55 minutes that WDBJ was off the air was the longest loss of time ever experienced by the station. Exact location of the trouble in the transmission line was determined by special test instruments and was found to be about 10 feet from the foot of the tower. Replacement parts were ordered and the transmission line was repaired and put back into service. During the time repairs were being effected, the temporary over-head transmission line was used.

## New Tuning Discovery

Chicago — Stewart-Warner has developed an entirely new type of tuning equipment for receivers which will be publicly demonstrated for first time at annual distributors and dealers convention here early in July, F. A. Hiter, vice-president, has announced. Engineers in charge of the development state that it will not only make possible greater selectivity but will eliminate the fuzziness often accompanying reception based on ear tuning and will enable listeners to find desired stations instantly.

## Two New WBBM Studios Are Nearing Completion

Second major unit in the new \$300,000 WBBM-CBS Chicago studio and office plant will be completed and in service by June 15 under final plans announced by Frank Moore, CBS New York supervising architect, who has been in charge of the Chicago construction for the past three months. Majority of the remodeling program was completed last November, when an entire floor of offices and studios and the 300 seat WBBM Air Theater auditorium were opened in the Wrigley building.

The second unit includes two large orchestra-dramatic studios and a large artists' reception "green room" located adjacent to the audience theater on the first floor of the Wrigley building. Studio No. 1, 26 feet by 43 feet, will house the most elaborate network dramatic and musical productions not using the audience theater, studio No. 10. Studio No. 2, 18 x 31 feet, slightly smaller, includes a small observation booth.

Both studios will be a refinement of Columbia's "live-end, dead-end" type of acoustical construction, featured throughout the CBS New York, Chicago, and Hollywood studios. Unusual modern decorative treatment includes surfacing walls with rubber tile, and liberal use of wood panelling, aluminum, and large panels of bright colors.

## Station Improvements

Altoona, Pa.—WFBG has applied to FCC for license covering construction of new transmitter and vertical antenna.

Texarkana, Tex.—License to cover CP for changes in equipment and increase in power has been asked by KCMC.

Colorado Springs, Colo.—KVOR has asked the FCC for CP covering new transmitter.

Bismarck, N. D.—KFYR has been granted CP for move of transmitter, changes, in equipment and installation of vertical radiator.

Ketchikan, Alaska—Granted mod. of CP covering authority to change

## Mallory Puts Out New Six Volt Power Supplies

Indianapolis — To provide portable power for radio transmitters, P. A. equipment and similar apparatus, P. R. Mallory & Co. Inc. has introduced a line of six volt power supplies, called Vibrapacks, which are designed to give dependable service in heavy duty applications.

The two high voltage models of Vibrapacks have a maximum rated output of 300 volts 100 m.a. of easily filtered, rectified D. C. with three lower voltages of 275, 250 and 225 volts instantly available at the turn of a convenient tap switch. The variable voltage is obtained by means of taps on the transformer windings so that maximum efficiency is always obtained.

The lower voltage models of the Vibrapacks deliver 200, 175, 150 and 125 volts output and are ideal for converting 110 volt A. C. receivers for 6 volt battery operation.

Mallory Vibrapacks are manufactured in both synchronous or self-rectifying types, and in interrupter or tube rectifying types; the latter being required only when B- can not be at ground potential. All Vibrapacks are supplied complete with long-life vibrators, designed specially for this particular application.

Mallory-Yaxley distributors have an interesting free circular on this device.

## KFAB-KFOR Air-Cooled

Lincoln — Comfort came to the workers in studios of KFAB-KFOR this week when an air conditioning unit was installed. All announcer cubbyholes, transcription rooms, and the master control rooms will be fed the chilled air.

transmitter site, install vertical radiator and new equipment, and decreasing day power to 1 kw.

Middlesboro, Ky. — WLMU has been granted mod. of CP to make changes in equipment and increase power to 100 watts night, 250 watts day, 1210 kc. unlimited. Order effective July 20.

Authority to install new automatic frequency control equipment has been granted to WTAD, Quincy, Ill., and WIBU, Poynette, Wis.

## MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH  
Electrical Lighting Equipment of Any Kind  
FOR RADIO STATIONS

244-250 WEST 49th STREET  
New York City Tel. CHic. 4-2074

## GUEST-ING

JAMES BARTON, on Kate Smith Band Wagon, June 10 (CBS, 8 p.m.).

CHARLES WINNINGER, on Jack Benny next to last broadcast of the season, June 20 (NBC-Red, 7 p.m.).

HUGH HERBERT, return date on Jack Oakie program, June 8 (CBS, 9:30 p.m.).

BILLY LYNN and FLORENCE REED, added to Joe Cook Shell Show lineup for tomorrow (NBC-Red, 9:30 p.m.).

## Disking Specialized Series

General Transcription Features Inc., which recently opened offices at 505 Fifth Ave., has started production of a series of five-minute and one-minute programs designed for specialized trades. At present, clothing, jewelry, loans, bakery, furniture, drug and optical programs are being recorded. Others will be added as scripts are obtained.

## WWL Events Department

New Orleans—WWL, with a newly inaugurated special events department under the direction of Henry Dupre, plans to go in for topical broadcasts on a substantial scale. A comprehensive airing of Louisiana State University graduating exercises at Baton Rouge initiated the new service.

## Betty Allan Joins McCune

Betty Allan, swing vocalist, has joined Bill McCune and his 14-piece orchestra at the Marine Roof of the Hotel Bossert, Brooklyn. McCune continues to double at the Persian Room of the Plaza during cocktail hours.

## Seek Foreign Representation

Boston — Kasper-Gordon Studios Inc., program and transcription producers, are reported negotiating for foreign representation. Object is to promote use of their transcriptions and to translate scripts of shows already produced into foreign languages for production abroad.

## ONE MINUTE INTERVIEW

KAY KYSER

"In its early years, the development of mechanical and electrical apparatus was the important thing in broadcasting. Talent was often neglected. Now, artistic rather than scientific development is the basis of most radio experimentation. It must be done carefully, so that one phase of experimentation doesn't suffer because of the other."

## ★ Coast-to-Coast ★

THREE summer series of two-people shows have just been released by The Script Library. They are: "Oh, Jenkins," comedy; "Murder In the 400," mystery, and "Love Is a Word," romance.

Paul Mall leaves the Chicago environs for Hollywood late this month to start on a contract at KFI.

Shields Djerikiss, member of the sound department at WXYZ, Detroit, and Margaret McAuley plan to be married Aug. 21.

John O'Donovan, baritone of Norway, makes his debut tonight on WICC, Bridgeport.

Andy and Virginia Mansfield, known to the coast as "Andy and Virginia," are now on a coast-to-coast Mutual hookup every Tuesday noon.

Approximately 15,000 students competed in the third annual Spelling Bee conducted by WHIO, Dayton. Winner received a five-day all-expense tour to Washington, besides holding the title of champ speller of Miami Valley.

Benny Kyte, John Osgood Hart, and Emmet Leib, all of the staff of WXYZ, Detroit, have bought new homes recently. Kyte also has been shopping for a cradle.

Two Mutual net shows will end their run over WRVA, Richmond, on June 20. Shows are "Fun In Swing-time" and Willys-Overland.

Two voices are being used in "The Parents' Forum," weekly feature on WHBL, Sheboygan—a man and a woman, both appearing anonymously in the 15-minutes of help for troubled parents.

Elbert Haling, formerly with WFAA, Dallas, as continuity writer and publicity director, is now with WBAP, Fort Worth, in same capacity. Before going with WFAA, Haling was with the Southwest Broadcasting System.

Larry Rowell, former movie actor, is new emcee on the Light Crust Doughboy's program heard daily over Station WBAP, Fort Worth, and the Texas Quality Network. Rowell succeeded Eddie Dunn, who returned to WFAA, Dallas. J. Walter Thompson handles the Light Crust account.

Phil Brook of the WGY (Schenectady) announcer staff, has returned to his duties after two weeks' vacation spent with his parents in Orlando, Fla.

Gertrude C. Peeples, chairman of the artists' auditions committee of Buffalo Broadcasting Corp., and Radcliffe Hall, announcer and director

of the WGY Players, are now Mr. and Mrs. Hall served as announcer and production man with the Buffalo broadcasting organization before coming to Schenectady. Mr. and Mrs. Hall will reside at 1330 Union St., Schenectady.

Bob McGuire, news editor at WICC, Bridgeport, will wed Marie Halpin on June 12.

Harriet Bortle, soprano, is back with a Saturday afternoon program on WELI, New Haven. Sylvia Feldman and Rosaline Spector are sponsored in a new WELI commercial, twice weekly direct from Mettler Piano Show Room.

Jack Foster is airing six softball games each week over WHBL, Sheboygan, under sponsorship of Kohler Co., Kohler, Wis., and Vollrath Co., Sheboygan.

Harriet Linehan of WTMJ, Milwaukee, made her coast-to-coast debut on Kay Kayser's Mutual network commercial program broadcast from the Modernistic ballroom May 30.

"Sunshine Swing," a new 15-minute weekly program featuring dance music and vocal numbers, opens Sunday over WISN, Milwaukee, under sponsorship of Winnebago Auto Replacement Co.

Harold Newcomb, manager of WRJN, Racine, Wis., is vacationing in northern Wisconsin.

Raymond Johnson, headliner on a number of NBC shows, is slated to address the graduating class of the Kenosha high school June 10.

Clem McCarthy, picked for the third time to do the blow-by-blow of a boxing match sponsored by Buick Motor Co., will have the assistance of another personage, yet to be picked, for comment between rounds at the Braddock-Louis encounter in Chicago on June 22. The fight will be short waved to foreign countries.

The New Haven Women's Choral Society will feature two choral arrangements by members of the Yale Music School staff on their June 6 broadcast from WICC over the Colonial network, under the direction of Hugh Smith.

E. P. H. James of NBC is being visited by his parents, Mr. and Mrs. P. F. James of London, who arrived this week on the Aquitania for an indefinite stay.

Arch Obeler's original radio playlet, "Trouble Night", will be presented on Sunday's "Magic Key of RCA" over the NBC-Blue, with Katherine Locke and Jules Garfield in the leads.

## Coming Events

Today: Actors Equity Ass'n annual election.

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

June 5: Annual meeting of the Texas Broadcasters Ass'n, Texas State Hotel, Houston.

June 8-9: Radio Manufacturers Ass'n annual convention, Hotel Stevens, Chicago.

June 10-13: Radio Parts Manufacturing Trade Show and Institute of Radio Service Men, Hotel Stevens, Chicago.

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

June 13-16: Pacific Coast Advertising Club convention, Hotel Utah, Salt Lake City.

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

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

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

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

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

July 12-17: International Congress of Short Waves, Vienna.

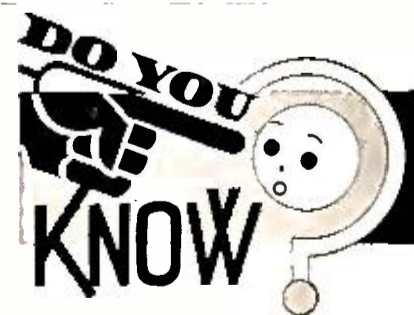
Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

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

## Lunke Opens Producing Office

Seattle—J. R. Lunke, lately with the NBC and Strang & Prosser agency, has opened Weco Radio Productions at 315 Seneca St., where he will be national representative for Seattle Recording Studios, Inc., of which Orin B. Johnston is president. Associated with Lunke in the new radio productions concern is Dudley E. Williamson, who has returned to Seattle after being connected with radio and advertising agencies in the East.



That Jack Jenney is heard weekly on 17 commercials?





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 83

NEW YORK, N. Y., MONDAY, JUNE 7, 1937

FIVE CENTS

## Hot ET Competition at NAB Meet

### BIG 6-UNIT CAMPAIGN ON WHB ANNIVERSARY

Kansas City—WHB's 15th Anniversary Celebration, which ran all last week, closed Saturday night in a blaze of glory as a result of a promotion campaign consisting of six different units, designed to reach varied classes of people. Of interest to other stations planning anniversary (Continued on Page 3)

### Spud Cigarette Account Switched to 3rd Agency

Axton-Fisher Tobacco Co., Louisville, has appointed Lawrence Gumbinner Advertising Agency here to handle the Spud cigarette account, effective immediately. Max Geller is the account executive. Media plans are not completed as yet.

This is the third agency to handle the Spud account within the past year. Kenyon & Eckhardt resigned from the account last fall. Young & Rubicam took it over and hired Ed Wynn to exploit the product via NBC and got a fair rating of around 15 with the show. Wynn signed off the air last month.

### WCKY's Increased Power In Effect Within Month

Cincinnati—Work of installing WCKY's new 10 kw. RCA transmitter has been placed under way, and station expects to be on the air with its 100 per cent power increase by July 1.

Coincident with the power step-up, L. B. Wilson, president and general manager of WCKY, has appointed Lloyd George Venard to the post of sales and merchandising director. Venard was sales promotion manager at WGAR, Cleveland, for the past three years.

### Televisé "Thriller"

Berlin—"Detective Inspector Jenkins", a thriller by Adolf Weber, was televised recently in all "television cinemas" of Berlin and Potsdam. Trembling gangsters, thieves going into jail, murderers on the electric chair were clearly reproduced from the television transmitter at Witzleben on the screens before the tele receivers at more than a dozen localities.

### No Summer Dullness at WLBC

Muncie, Ind.—WLBC has hung out the "Sold Solid" sign on its announcement schedule. The local independent station is sold out on spot business from 5:30 a.m. to 11:30 p.m. every day, Sundays included. Not a single spot is available for the rest of this month, according to Frederic W. Ayer of the Merchandising Department.

### ANOTHER SPORT EVENT IS SNATCHED BY CBS

Continuing its sweep of the sports field, CBS over the week-end signed exclusive right to broadcast the Poughkeepsie Regatta, the annual rowing classic, on June 22, paying over \$1,000 for the privilege.

Hitch comes in that CBS contract is exclusive only in that they will (Continued on Page 8)

### Settlement is Reached In \$15,000,000 Suit

The \$15,000,000 triple damage suit brought by National Union Radio Corp. against RCA, General Electric and A. T. & T. was withdrawn Saturday from the U. S. District Court, with the exception of the action against ATT. Plaintiffs were sued under the Sherman anti-trust law for alleged violations through which National Union claimed losses of \$5,000,000 in its radio tube manufacturing business. Cash terms, if any, were not disclosed, but settlement involved adjustment of mutual obligations and court costs.

Federal Judge Samuel Mandelbaum sat in on the settlement and Javits & Javits, attorneys, represented National Union Radio.

## ★ THE WEEK IN RADIO ★

... P. & G. Comes Through

By M. H. SHAPIRO

PROCTER & GAMBLE'S 52-week renewal of eight shows on NBC definitely does things for the NBC daytime revenue . . . and not to be overlooked is the unqualified endorsement of the script type of program . . . P. & G., however, did a little figuring ahead on what may seem lesser items than the network time . . . naturally everybody connected with the various casts and script writing were amenable to playing ball with such a grand outfit. . . .

The CIO air campaign contemplated for the Fall got a rise out of the CIO officials, but nothing officially denied to date . . . Membership for each station was proposed by the NAB as an amendment to its by-laws at the coming convention . . . where members own more than one station, it is proposed that the owner must make application for each outlet . . .

Chairman Anning S. Prall of the FCC opposed the five-year radio station license bill in a letter to the House Interstate Commerce

(Continued on Page 2)

### Barrage of New Ideas in Disks to be Shown at Convention

New ideas in electrical transcription programs are being promised by the various ET manufacturers, particularly those specializing in the library type of service, the new ideas in question being readied in time for the forthcoming NAB convention in Chicago. NBC's Thesaurus expects to have selling points other than the worn out method of manufacture such as vertical or lateral cut, hill and dale, etc., believing that the broadcaster is now past that stage (Continued on Page 8)

### NBC GROSS LAST MONTH JUMPED 25.5 PER CENT

Gross receipts booked by the NBC networks last month totaled \$3,214,819, an increase of 25.5 per cent over the corresponding month last year. Red network gross revenues are up 37 per cent with a dollar volume of \$2,261,344 and the Blue figures, \$953,475, are up 4.6 per cent compared with May, 1936.

Total for the first five months is \$16,944,720, up 23.3 per cent against the same period in 1936. This is the eighth successive month, and tenth time in the network's history, that the combined NBC network billings have been over three million.

### Tele-Film Projector Shown at Paris Expo

Paris—A newly developed device combining a film projector with a "picture-catcher" tube is included in the German Post Administration's display of television activities in the (Continued on Page 8)

### KOB Celebration

Albuquerque, N. M.—For the dedication of its new 10,000-watt RCA transmitter and in celebration of the station becoming NBC's New Mexico outlet, KOB is bringing Rita Rio and her all-girl orchestra here June 14 for a program of dancing and entertainment.

Event will be held in the University gymnasium.

# RADIO DAILY



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

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## FINANCIAL

(Saturday, June 5)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167	166½	167	.....
Crosley Radio	.....	.....	.....	.....
Gen. Electric	54¾	54¼	54¼	- ⅛
North American	25¼	24¾	25	- ¼
do pfd.	53¼	53¼	53¼	+ ¾
RCA Common	9⅞	8⅞	8⅞	- ⅛
RCA First Pfd.	68¼	68¼	68¼	- ¼
RCA \$5 Pfd. B.	.....	.....	.....	.....
Stewart Warner	.....	.....	.....	.....
Zenith Radio	33¾	33¾	33¾	.....

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	15¼	15¼	15¼	- ¾
Majestic	3	3	3	.....
Nat. Union Radio	.....	.....	.....	.....

### OVER THE COUNTER

	Bid	Asked
CBS A	54	56
CBS B	53½	55½
Stromberg Carlson	14	15

### Wickendon Sells First Novel

Dan Wickendon of CBS trade news staff has sold his first novel, "The Running of the Deer," to William Morrow & Co. It is due to be published next fall. Wickendon has had short stories published in Stage and Story magazine, but this is the first novel he has attempted.

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
7	15	9	13
8	16	10	14
9	17	11	15
10	18	12	16
11	19	13	17
12	20	14	18
13	21	15	19
14	22	16	20
15	23	17	21
16	24	18	22
17	25	19	23
18	26	20	24
19	27	21	25
20	28	22	26
21	29	23	27
22	30	24	28

June 7  
Greetings from Radio Daily  
to  
Alois Havrilla

## THE WEEK IN RADIO

... P. & G. Comes Through

(Continued from Page 1)

Committee . . . one of the grounds mentioned by Prall is that revocation of license was the only punitive measure available . . . Van Cronkhite Associates absorbed the foreign language station rep organization of Roseler & Howard Inc. . . . NBC issued separate rate cards for Red and Blue networks, effective July 1 . . . station rates the same with one exception and of course 19 outlets have been added to the webs since last card came out . . .

CBS reorganized its special events and talks department . . . Hearst Radio denied reports that Transamerican was to take over the national station representation biz . . . Emile Gough, v.-p., said he had merely talked over with John Clark the possibility of Transamerican adding revenue to Hearst Radio . . . NBC came out with a letter in which the Social Security angles were clarified as much as possible . . . preliminary para-

graphs virtually repeated the recent RADIO DAILY story anent the chaotic condition . . .

Major Bowes again leads the one-hour shows in the Co-Op Analysis Reports . . . FCC appointed Samuel F. Kaufman of New York as special attorney in the disbarment proceedings against two radio attorneys, Paul F. Segal and George T. Smith . . . Hearst Radio Inc. lost its appeal in the suit whereby it hoped to obtain majority of the stock of WMAL . . . United Air Lines announce special fast service to NAB Chi Convention . . .

CBS May gross billing revealed an increase of 45.9 per cent over May, 1936 . . . Paul H. Raymer Co. becomes national representative for McClatchy chain of stations in Cal., effective Aug. 15 . . . Liggett & Myers (Chesterfield) moves two shows to the Coast the end of this month . . .

### J. E. Pearson Handling KWTO-KGBX Nat'l Biz

Springfield, Mo.—John E. Pearson, who came to KWTO last November as head of a promotion department, has been elevated by Sales Manager Ralph D. Foster to the newly created post of manager of national accounts for KWTO and KGBX. Pearson formerly headed the KWTO-KGBX news and market departments, which he organized, for six years.

Carl Ward is assistant in charge of promotion, with Terry Moss in charge of NBC traffic.

### KGVO Acquires Location For Expanded Quarters

Missoula, Mont.—KGVO has bought a two-story building next to the projected new million-dollar hotel here and will remodel it into larger quarters, to be ready for fall occupancy.

### Turnout for 8 a.m. Show

Last Saturday morning's broadcast of the "Morning Almanac" was staged from the CBS Radio Playhouse before a full house. Program is aired from 8-9 a.m. over WABC only. Visitors jammed 45th Street at 7:30 a.m. waiting to get in.

Stunt was a one-time shot to test the program's pull. Over a period of two weeks, eight announcements were made offering free tickets to the broadcast. A total of 2,974 requests were received. House only holds 1,000. One group came from Philipsburg, N. J., about 60 miles from New York.

Phil Cook is the star of the show, with Orrie Hancock handling the production. Lew White and the Funnyboners also are in it.

### "Spotlight" Cast Changes

"Spotlight Revue," new Rose Marie program starting at 3:30 p.m. today over WOR, will have Benny Davis as emcee and Leo Freudberg's orchestra, instead of the emcee and orchestra previously announced. Leo Fuld and Beatrice Joyce also are to be on the first show.

### Art Gentry Wins Spot

Art Gentry will become a permanent feature of the CBS Theater Matinee program, heard Thursdays, 3-3:30 p.m. His experimental emceeing proved so satisfactory it was decided to retain him.

## COMING and GOING

CECILE CUMMINGS of the NBC program desk has sailed for a six-week stay in Europe. She will include Dublin, London and Paris in her stops.

BLEVINS DAVIS, who covered the Coronation as special commentator for NBC, returns today on the Queen Mary.

JOSEPH J. WEED of Weed & Co. spent the week-end in Toronto, expected back at his desk today.

ROBERT STEPHAN, radio editor of the Cleveland Plain Dealer, is in town stopping at the St. Moritz.

UNCLE EZRA and the Hoosier Hot Shots arrive in Cleveland today and will broadcast from Radioland at the Great Lakes Exposition.

RAY WINTERS, WOR announcer, has left for a two-week vacation. He will motor through the South, visiting Virginia and Georgia.

LAURETTE PETERSON, secretary of WOR's Special Feature division, is embarking on a cruise to Havana and will be gone eight days.

DAN GELLERUP, technical supervisor of WTMJ, Milwaukee, was in New York last week for a conference with Bell Laboratories.

DR. ALBERT A. EPSTEIN, president of Advertising Corp. of America, arrives today from England aboard the Queen Mary.

PAULA O'BRIEN of Music Corp. of America is in Montreal for one week on business.

CHESTER LaROCHE, president of Young & Rubicam, and PAT WEAVER of the radio production staff arrived back in town from Hollywood.

BILL GOODHART, vice-president of Music Corp. of America, is on a one-week cruise and will go direct to Louisville for the convention there next week.

### KCKN News Periods Offered to Sponsors

Kansas City, Kas.—After presenting news hourly since Jan. 1 on a sustaining basis to develop listeners, KCKN is now offering the periods to commercial sponsors for the first time. Station has UP service, airing 17 times daily, with Olaf Soward at the mike.

### Paul Frank Joins Weed

Paul Frank has joined the New York office of Weed & Co., station reps. Frank is well known in Detroit and New York advertising circles and for the past four years has been advertising manager of Spirits, trade publication in the wine and liquor industry. Prior to that, he was on the staff of Paul Block & Associates, and for three years managed the Detroit office.

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and KOOL CIGARETTES

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

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

## BIG 6-UNIT CAMPAIGN ON WHB ANNIVERSARY

(Continued from Page 1)

events, the six units as mapped by Don Davis, president of WHB Broadcasting, and John T. Schilling, general manager, were:

1—Radio Listeners: Special anniversary programs by WHB all week long, including an interview with E. J. Sweeney, station's founder; dramatized highlights from WHB history; description of daily "balloon ascension" releasing 15 helium-filled balloons bearing gifts and party tickets; "Sidewalk Reporter" questions regarding radio and WHB history; bulletins on the Celebration by Newscaster John Cameron Swazey; special anniversary announcements on each "station break" every quarter hour, etc.

The special anniversary programs were well advertised in advance, the promotion including daily page ad in the K. C. Journal-Post, with which WHB is affiliated. Building where studio is located was decorated with flags, as were the studios and the stores of many WHB advertisers, while the streets of downtown Kansas City were bedecked with flags and banners. Publicity stories went to all papers in the area and to national radio editors. A "Remembrance Contest" invited listeners to send in old press clippings and souvenirs relating to early days of WHB.

Community party was held Saturday night in the main arena of the new \$6,000,000 Municipal Auditorium. WHB fed this party coast-to-coast over Mutual. WOR and other stations during the week gave salutes to WHB.

2—Local Advertisers: Party at Municipal Auditorium was a direct tie-up with the stores of WHB's retail advertisers, through free ticket distribution at stores. Station gave them a dinner. To prospective advertisers, WHB mailed a souvenir book and an eight-page advertising reprint.

3—National Advertisers and Agencies: Received reprints of station's advertising material, with national clients invited to the party. A studio party was staged at 9 a.m. Saturday for out-of-town bigwigs, followed by a luncheon, golf, dinner and the evening party.

4—Broadcasting Industry: Celebration material mailed to all American and Canadian stations, networks, FCC, et al.

5—Club Mailings in K. C.: One of

### Handy

Kansas City—Hearing a demonstration by striking hotel workers on the street in front of the Pickwick Hotel, whose top floors are occupied by KMBC, Special Events Announcer Neal Keehn and Publicity Chief M. F. Allison lowered a mike on an extension cable above the crowd and aired nearly 10 minutes of the fracas.

## NEW PROGRAMS—IDEAS

### Typical Father Search

A search for the ideal American father has been launched by Richard Brooks, WNEW news commentator, in cooperation with the National Father's Day Committee. Listeners are invited to nominate names in public life. Letters will constitute ballots to be totaled by the Committee several days before "Father's Day", June 20.

### Junior Vox Pop

"Vox Pop, Jr." designed for the kids, as the title indicates, has been launched over KDYL, Salt Lake City. Programs come from the city's amusement center for youngsters, Liberty Park.

Same station has another very popular Saturday program for juveniles, "Kangaroo Artists' Revue", also aired from Liberty Park. Show is staged on the park's outdoor auditorium like a real vaudeville show. Title of program is an outgrowth of an older series, "Kangaroo Club", which started on KDYL 11 years ago.

### WCBS "Bus Broadcaster"

Broadcast direct from the Union Bus Terminal, Springfield, Ill., the

### Husing to Cover Golf Meet

Ted Husing will cover the National Open Golf Championship for CBS, when that network broadcasts a series of six programs in connection with the tournament June 10, 11 and 12. A complete staff of sport experts will assist Husing, who has also set arrangements to interview the winner of the meet immediately following the prize presentation. Program is one of the special sport features set by CBS as regular broadcasts for their 1937-38 schedule.

Husing also airs the annual Princeton Invitation Track and Field Meet, June 19, over CBS at 5-6 p.m.

### New AT&T Patent Counsel

DeWitt C. Tanner, associated with Western Electric in a legal capacity for nearly 36 years, including 27 years as general patent attorney, has been made consulting patent counsel of A. T. & T. Franklin T. Woodward, assistant general patent attorney, succeeds him. Joel C. R. Palmer, patent attorney of W. E., has been appointed contract counsel of Electrical Research Products.

the most unique stunts was a series of mailings to all members of local business organizations. Letters were written by a club member to fellow club-members, and enclosed the eight-page ad reprint and two tickets to the Party.

6—Mailings to WHB Alumni, Mutual network associates, etc.: All former WHB artists and graduates were sent souvenirs, and some attended the staff dinner Thursday evening as a preliminary to Saturday's Party.

"Bus Broadcaster" brings to the radio audience of WCBS an interesting slant on the street broadcast idea.

People from all over the country are interviewed, giving their opinion on timely topics and stories of their various travels.

Colorful effects are made possible through the cooperation of the local bus attendants, including the arrival and departure of buses, the calls and adventures of the Red Caps.

Various and attractive prizes are offered on the program for the best questions which questions the staff of WCBS attempt to answer—sometimes in vain.

### WCOA Nocturne Wins Favor

With Roland Nuttrell at the console of the Wurlitzer organ at the Parkway Theater, Baltimore, WCOA is now presenting a Nocturne half-hour from Monday to Friday. The program goes on at 11:15 p.m. and the station has received many expressions of appreciation from its listeners. Charlie Purcell officiates at the mike, injecting select bits of philosophy at intervals as the organ's strains fade into an appropriate background.

### NBC Exhibit at Education Meet

NBC will have an exhibit at the National Education Ass'n convention in Detroit, June 26-July 3. Display to show the assembled educators how broadcasting works. The display will be built in three sections, one showing the RCA Building in Radio City; another, a photo montage, all the possible points from which programs are transmitted, and the third, the receiving end, including school listening groups, home receivers, and others.

### Baker Renews Writers

Sam Perrin and Arthur Phillips have been given new two-year contracts by Phil Baker, who has been signed for another year by Gulf Refining. The scribes start at \$1,400 weekly and will get raises every six months to \$2,300 a week. Baker also is taking them west for his picture, "Goldwyn Follies."

### Radio Talk at AFA Meet

A "Breakfast Clinic" on radio is on the program of the Advertising Federation of America convention in the Hotel Pennsylvania, June 20-23. Jacob Albert of the Detroit News will conduct the discussion, at 8:30 a.m., June 22. This is the only radio topic on the program.

### S. F. Postal Auction on NBC

San Francisco—The San Francisco Post Office's annual auction of packages unclaimed or undelivered during the preceding year, to be held Wednesday under the supervision of Postmaster William H. McCarthy, will be broadcast over the coast-to-coast NBC-Blue network, 11-11:15 a.m. PST.

## NOR'WEST GOODWILL TOUR BEING AIRED OVER WCCO

Minneapolis—A series of special remote broadcasts, covering the forthcoming Goodwill Trade Tour of the Minneapolis Civic and Commerce Association to South Dakota, during June, will be carried by WCCO. Eight broadcasts from towns in South Dakota will be staged June 14, 15 and 16, with a send-off program here June 13 just before the train departs. This will be the first time in the history of Northwest radio that a station has followed the progress of a Civic and Commerce Trade Tour.

Engineers and other representatives of WCCO will accompany Minneapolis business leaders to stage the eight broadcasts. Pick-ups will be made in each of the towns by WCCO, at the scene of the meetings.

Civic and state representatives in the various South Dakota towns to be visited will be heard over WCCO in this series. The broadcasts will enable Northwest listeners to follow the highlights of the good-will tour and will also give leading citizens of South Dakota an opportunity to address their remarks to the entire Northwest.

WCCO officials have inaugurated the series to increase the cooperation between South Dakota and Minneapolis, felt to be increasingly important in view of the rapid business come-back being staged by South Dakota.

### Bond Presto Disk Users

As a result of recent letters sent to radio stations and instantaneous recording studios by a coast firm advising that the use of coated disks for such recordings infringes on U. S. Patent 2,008,092, Presto Recording Corp. has signed a contract whereby Chicago Lloyds, insurance firm, is to assume liability for damages which may be claimed in event of a court decision against Presto or any of its clients.

The infringement claims were investigated by James & Franklin, patent attorneys for Presto, and were reported as being without foundation. This opinion was confirmed by attorneys for National Patent Corp., who will issue certificates of protection to users of Presto disks.

## BARRY MCKINLEY

Griffin "ALL-Wite"

Tic Toc Review

Management

NBC Artists' Service

Personal Representative

James L. Saphier

## ORCHESTRAS MUSIC

**H**UGHIE BARRET and his Tavern-on-the-Green ork, currently heard on the Griffin "Allwite" program, begin to air from the Tavern via WOR tonight at 11:15-11:30. Jean O'Neill, who co-stars with Hughie on the "Allwite" program, will be his guest on his first broadcast. Effective June 12, the Tavern-on-the-Green music will be heard regularly at 7:15-7:30 p.m. on Saturdays and at 11:15-11:30 p.m. on Wednesdays.

Mike Riley's orchestra and the Don Bestor musical outfit have been signed for Warner Vitaphone shorts through a deal worked out by Fan-  
chon & Marco and CRA.

Billy Swanson, Boston society orchestra leader now being featured at the Hotel Edison Green Room, begins a twice weekly broadcast via CBS at the end of the month. The Swanson ork features a "sax sextette", probably the largest saxophone unit being used by any of the important bands.

Charles Stenross and his band, recently aired via KDKA, have been set by CRA for the hot months at the Deshler-Wallick Hotel, Columbus. They succeed Billy Baer and ork.

Shep Fields and the boys remote from Surfside, Atlantic Beach, L. I., Wednesdays and Fridays, 11:30 p.m., via WABC and the CBS network.

Maestro Leo Reisman and his Waldorf-Astoria Orchestra, after playing three weeks at the Paris Exposition at the invitation of the French government, will also perform for three weeks at the Monte Carlo Casino in Monte Carlo before returning to the Waldorf Roof late in August.

Abe Lyman and his musical aggregation begin their annual summer tour with a one night engagement at Washington and Lee College, Lexington, Va., June 11, with several other cities throughout the South and Mid-West scheduled for one night engagements in the Lyman itinerary. Lyman returns to New York each week to conduct his "Waltz Time" program and then resume his road activities.

Lou Blake and the band are scheduled for a summer engagement at the Plantation Cafe, McCordsville, Ind.

Ted Lewis and his lads are ethered Tuesdays, Wednesdays, Thursdays and Sundays via NBC from the Chez Patee, Chicago. Ruth Daye, contralto, and the Radio Aces, trio, are featured with the Lewis orchestra for all of their broadcasts.

Ozzie Nelson and the ork open at the Astor Roof on Aug. 2.



### PETTY CASH VOUCHER Week ending June 4th

● ● ● **Saturday**... Police officer delivers a bench warrant to the house—because we took Vincent Travers' advice and didn't answer a dollar parking summons.... We drive out to the Hollywood in Jersey to hear Al Shayne and Marty May, then drive through a fog to Lindy's which is as deserted as a Jack Benny broadcast.... Tommy Dorsey, Benny Goodman, Mickey Alpert, Russ Morgan, Eddie Elkins and Jack Bregman get into an argument about paying our check—as we pick it up and leave!

● ● ● **Sunday**... Drive with Alpert to the Riviera, which is still in the construction stages—but, truly a madman's dream for a club.... Then to Tuckahoe, where the starter goes on the car and begins burning. A state trooper assists in overpowering the blaze. "Is the car insured?".... On learning that it was, he said we should have let it burn!

● ● ● **Monday**... A letter from Roy Brant of KFYZ, Bismarck, N. D., saying that we should be about ready for a "meal ticket" on that expense account.... Go to see the "guy" about fixing the warrant—but he wasn't in—so we decided to forget about it—because, after all, the Almighty Power of the Press, is able to cope with anything legal.... Meet Joe Rivkin, former agent, who went with Hal Roach and is now with Columbia Pictures.... Joe is nice to the fellows he met on the way up.

● ● ● **Tuesday**... Wire from coast correspondent relating how Scott Weakley, KROW, Oakland, production manager, discovered a boner on a commercial which had been written by an agency: "your children won't like it one bit more than you do," which should have read: "You'll enjoy it as much as your children".... From Chicago's WAAF comes word that Rev. Father Charles EPSTEIN of the St. Henry's Roman Catholic church is conducting talks via the station Sundays.... We hear that WFBM, Indianapolis, is "infested with love bugs" because the station waived their "no visitors in studio" rule during the late hours, permitting lovers the privilege of billing and cooling to the music of name bands. The other night, a couple had been marooned for the night when the station closed its doors!

● ● ● **Wednesday**... Among other things, attend the Buddy Clark farewell party at the Tavern and note that no one asks Clark to speak.... Buddy leaves for Hit Parade airing and the party continues upstairs in an apartment—with Rocco Vocco and Jonie Taps rattling the cubes in hot style.... Then to Jack Osterman's opening with Bob Goldstein where we meet the usual Broadway crowd.... Osterman's performance was so good—that we discovered he has his name on too many contracts already for air appearances.... Later we meet Milton Pickman with Judy Starr.

● ● ● **Thursday**... We arise too late to answer the "warrant," so we attend the Rudy Valle rehearsal and hear that Oshins and Lessy may return to Totem Lodge in the Catskills.... At the Kate Smith rehearsal we discover the dynamic Ted Collins, sweating to get the show in great form—which he succeeds in doing!.... That night Al Shayne calls for us and we dine with Harry Link—who takes us to a music store to hear some records—but we "sell" him on Ruth Etting's chanting of "A Message from the Man in the Moon," which is tops in vocalizing.

● ● ● **Friday**... A cop awakens us and takes us before the judge (who is a pal of a friend of ours!).... We're fined ONE dollar for parking and TEN bucks for contempt of court—not answering the warrant!.... After telling the judge who we are, he banged the gavel—as though to raise the fine!—so we paid off and left!

TOTAL EXPENSES.... Eleven dollars court fees!

AUDITOR'S REMARKS.... Request denied—you should have paid him the DOLLAR—and given him the car!

## ★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED  
National Broadcasting Co., New York. CP for new relay station and license to cover same. 1606, 2022, 2102, 2758 kc., 100 watts.

KMAC, San Antonio. Vol. assignment of license to W. W. McAllister and Howard Davis d/b as Walmac Company.

APPLICATION RETURNED  
William C. Smith, Bogalusa, La. CP for new station. 1470 kc., 100 watts, daytime.

HEARINGS SCHEDULED  
June 7: WRBC, Inc., Cleveland. CP for new station. 880 kc., 1 KW., unlimited.

June 8: WTBO, Cumberland, Md. Transfer control of corp. to Delaware Channel Corp., 800 kc., 250 watts, daytime.

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

June 9: WWL, New Orleans. CP for change in power to 50 KW., 850 kc., specified.

June 10: WRVA, Richmond. CP for change in power to 50 KW., 1110 kc., unlimited.

Johnson City Broadcasting Co., Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Knoxville Journal Broadcasting Co., Knoxville. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Richard M. Casto, Johnson City. CP for new station. 1200 kc., 100 watts, 250 watts LS., 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. to Harry Dahl. 1380 kc., 1 KW., unlimited.

June 28: Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts.

George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

L. L. Coryell & Son, Lincoln, Neb. CP for new station. 1450 kc., 250 watts, 1 KW. LS., unlimited.

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

WDSU, Inc., New Orleans. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

June 30: W. W. Luce, Lauderdale, Fla. CP for new station. 1050 kc., 1 KW., daytime.

Zenith Radio Corp., Chicago. CP for new high frequency station. 42000, 56000, 60000, 86000 kc., 1 KW., unlimited.

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

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

Sept. 16: Leonard A. Versluis, Grand Rapids. CP for new station. 830 kc., 500 watts, daytime.

EXAMINER'S RECOMMENDATIONS  
KIEM, Eureka, Cal. CP for increase in power to 1 KW. 1450 kc., unlimited, be granted.

WMBO, Auburn, N. Y. Transfer control of corp. be denied. 1310 kc., 100 watts, unlimited.

Isadore Goldwasser, Anniston, Ala. CP for new station be denied.

H. W. Wilson & Ben Farmer, Wilson, N. C. CP for new broadcast station be granted.

CALL LETTERS ASSIGNED  
A. Frank Katzentine, Miami Beach. New broadcast station. WKAT.

Crosley Radio Corp., Cincinnati. Relay station call letters changed to WLWB.

Iowa Broadcasting Co., Des Moines. New high frequency station. W9XTB.

Minnesota Broadcasting Corp., Rose Township. New high frequency station. W9XTC.

### Emil Mogul Joins Austin

Emil Mogul, well known broadcasting executive, has joined the Alvin Austin Co., New York advertising agency. Mogul originally conceived the idea of the possibility of building a large retail clothing business through the use of radio exclusively, and sold the idea to Barney's Clothes. Barney's ("Calling All Men") is today one of the largest users of radio time, for a single retail clothing establishment, in the entire world.

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**KAY PARSONS**, self-styled "Girl O' Yesterday", off the ether pro tem, proves her claim to modernity by taking over once more directorship of showboat cruises she inaugurated five years back on S.S. Bear Mountain... Much pow-wow concerning a network wire for the craft... Kay and Buddy Arnold are putting it to the listeners-in as to whether their program continues along present informal lines or hews to the line taken by others of a similar type... The voting is being done via Uncle Sam's post... Nautical addenda... Party in the cocktail bar of the Hotel White on Thursday, in honor of Mayor La Guardia's new municipal bark, the "Mary Murray", was emceed by Cliff Newdahl with Radio Row further represented by John Uppman, Evelyn Case, who adds visual to vocal appeal, and Shannon Day, ex-chorine radio scriptist...

▼ ▼  
Pauline Alpert, WOR's "Whirlwind Pianist", goes numerical with "A Million Stars Can't Be Wrong", her first go at popular composition... The Alpert lass has written a dozen instrumental numbers including "Dream of a Doll", her theme song... Frankie Basch, WMCA's "Roving Reporter", will interview Jane Worth, Daily Mirror fashion columnist tomorrow over that station... Anice Ives and husband Lou Ancker, now convalescing in Mt. Sinai Hospital, became long distance godfather and godmother respectively last Saturday for baby Anice Jacquilin Koetz, in Chi, with vows taken via the Bell System... Edith Holder, once of WOR, to throw an engagement party June 13...

▼ ▼  
Gretchen Davidson of Heinz Magazine of Air's "Trouble House" has added a miniature gold can with the mystic number 57 on it to her charm bracelet... John Reed Kennedy, announcer for that program, is pinch-hitting vocally for Bill Adams, now enjoying a fortnight's vac at Sea Island, Ga... Ann Goodman and Alma Graef, both WMCA gals, leave for Mexico on June 17... Bob Edge has left on an experimental fishing trip somewhere in the Gulf Stream... Which naturally brings us to the subject of Lorna and Julia, flutists of "The Hour of Charm", and the lesson Billy the Oysterman gave them in cooking lobster on a General Electric range...



**FERDE GROFE**

Group of American Banks  
WABC-CBS network, Fridays,  
10-10:30 p.m.

The Wessel Company  
**GROFE CONDUCTS PLEASING OWN ARRANGEMENTS OF LIGHT OPERA AND CONTEMPORARY WORKS.**

For the next 10 weeks, associated bank group in cooperative sponsorship replace the heavy symphony programs with lighter fare. Guest speakers will not be heard during the period and, apart from opening commercial, there is no interruption until the closing line of credit.

With Grofe on this series are Mary Kendall, soprano; Edward Ellington, and the Ed Smalle group of voices. Vocals are pretty well interspersed, probably too much so. Musically the program is very digestible and included a Victor Herbert medley; Rube Bloom's "Song of the Bayou"; Friml's "Giannina Mia" from "The Firefly"; "Parade of the Wooden Soldiers" and "Mardi Gras" from Grofe's "Mississippi Suite." Soloists and choral work was excellent, particularly the former. Grofe has the type program that fits his work and should click.

**Vallee Varieties**

In a repeat appearance, Joe Laurie Jr. provided the highspot of last Thursday evening's Rudy Vallee show on NBC-Red network. Laurie told a "human interest" story about some Bronx flies. It was choice humor, and Laurie again demonstrated that he is a swell bet as a mike personality.

Dramatic feature of the program, Erin O'Brien-Moore and Frankie Thomas in "The Breaking Point," wasn't especially hot. It just proved once more the ultimate futility of trying to crowd much-condensed dramatic playlet into a program where the mood is "variety," which connotes preferably light entertainment. In a two- or three-hour show, the inclusion of a bit of heavy drama is more feasible—although even in the heyday of vaudeville the dramatic playlets were nearly always regarded as so much poison. Miss O'Brien-Moore and young Thomas are good thespians and acquitted themselves well in the brief time allotted them. But the playlet's climax—the conversion of a motherless lad to liking his father's future wife, whom the kid has hated all along—was made to happen too quickly to be convincing.

On the same program, Julie Oshins and Ben Lessy, night club comedians, did not quite live up to the high touting given them as new finds. Perhaps it was because they haven't been sufficiently acclimated to the mike. They seemed to have style, though some of their gags were pret-

ty old. Their Russian-English foolery, however, was very enjoyable.

Mary Small sang a rather over-arranged concoction off the "Mr. Paganini" tree in her usual good delivery, while Walter O'Keefe added some of his equally diverting comments.

**"Show Boat"**

Ben Bernie added the title of "assistant show boat captain" to his radio, stage, movie and other accomplishments last Thursday night, when he guested with Lanny Ross on the latter's CBS program. The old maestro did a nice job, giving the show a touch of something different, yet never taking anything away from the program's regular entertainers, including Nadine Conner, Margaret McCrea, Thomas Thomas, Molasses and January, and Captain Ross, not forgetting Al Goodman's orchestra.

**Briefly**

The "Hollywood News" program sponsored by Noxema on WABC-CBS has worked up into about the most interesting quarter-hour of its kind. Not only does the commentator cram an amazing amount of news into his time, but the items are all of unusual interest, in good taste and handled in original style. Del Casino, Milton Herth and Ray Block's orchestra are other excellent parts of the program.

"The Listener Speaks," over WOR on Friday nights, presents a vast number of viewpoints on a varied array of subjects. Program nearly always has a highlight, though some of the tyro speakers read off their pieces in a way that would easily put folks to sleep at that late hour.

Charlie Ruggles injected a good deal of fun into the Bing Cosby show last Thursday over the NBC-Red. Incidentally this program, noted for its informality, is by way of letting that informality get out of hand, resulting in a rather loose show. Just a little something to watch.

Pauline Lord and Kenneth MacKenna were especially fine in "The Mariners" on the Kate Smith "Band Wagon" Thursday night over CBS.

**Industrial Series on Colonial**

Boston—Colonial Network (WAAB here) will air a series of luncheon conferences on the subject of the "Industrial Situation" under auspices of Chamber of Commerce. Today's speaker is Senator David I. Walsh. William Green, A. F. of L. head, and Colby M. Chester, chairman of General Foods, are to speak later.

**GUEST-ING**

JOE LAURIE JR. for third successive week on Rudy Vallee program, which also will have DOCK ROCKWELL and CROSS & DUNN, June 10 (NBC-Red, 8 p.m.)

BERT LAHR, interviewed by Nellie Revell, tomorrow (NBC-Red, 5 p.m.)

HARRIET HILLIARD, DOUGLAS FAIRBANKS JR. and WILLIAM FRAWLEY, on Bing Crosby show, June 10 (NBC-Red, 10 p.m.)

JACK OSTERMAN and MARION MARTIN, on Jack Eigen's Broadway Newsreel, tomorrow (WMCA, 9:30 p.m.)

TED HAMMERSTEIN, JAMES McCANN and HY GARDNER, on Chamberlain Brown program, today (WMCA, 1:20 p.m.)

MARIO KURENKO, Russian soprano, on "Music and You," June 10 (WOR, 8 p.m.)

JOSEPHINE ANTOINE, on final Ford Sunday Evening Hour, June 13 (CBS, 9 p.m.)

FRANK FAY, on Jack Oakie College, June 22 (CBS, 9:30 p.m.)

**AD AGENCIES**

ALBERT W. SHERER, formerly vice-president of Lord & Thomas, has been appointed assistant to F. K. Montgomery, vice-president of National Biscuit Co. Sherer will assist in the management of the sales and advertising departments. Appointment is to take effect immediately.

COWAN & VAN LEER, INC., advertising agency, have been appointed by the government of Venezuela to handle its tourist and development advertising. In the campaign, radio will be included, being spotted throughout the country. No station list is available as yet.

JOHN WARD, formerly associated with the Atherton & Currier Advertising Agency, has been elected secretary of the Vox Company of Advertising.

**Schloss Elected V.P.**

Andrew Schloss, manager of the Hal Goodman Advertising Agency, has been elected a vice-president of the company.

**FRANK  
DEGEZ**

CUSTOM CLOTHES

46 WEST 48 ST.  
NEW YORK

BRyant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up

## NEW BUSINESS

Signed by Stations

## WOAI, San Antonio

Renewals: General Mills, through Blackett-Sample-Hummert, Chicago; Burrus Mill & Elevator Co., Fort Worth, through J. Walter Thompson, Chicago; Bewley Mills, Fort Worth; Dodge Bros., disks, through Ruthrauff & Ryan, Detroit; Chevrolet, disks, through Campbell-Ewald, Detroit; Crazy Water Co., through Rogers & Smith, Dallas; Folger Coffee Co., Kansas City, through Blackett-Sample-Hummert, Chicago.

## WCKY, Cincinnati

Pabst Beer, one spot before Louis-Braddock fight, through Sears & Ayer, Chicago; Chevrolet, disks, renewal, through Campbell-Ewald Inc.; Scholl Mfg. Co., through Donahue & Coe, New York.

## Los Angeles

KEHE—Johnson, Carvell & Murphy, for Kellogg's Ant Paste, Friday participation spot of 15 minutes, "Listen Ladies" W. A. Ingoldsby, agency. Goes full Orange net.

## WNBH, New Bedford

Procter & Gamble (Crisco), through Compton agency; Chevrolet "Musical Moments"; DeWolf & Vincent, "Dupont Paint Parade," ET.

## Texas Quality Network

Morton Milling Co., "La France Friendly Frolics," three 15-min. programs weekly, through J. Walter Thompson, Chicago.

KHJ—Chevrolet, "Musical Moments", disks, through Campbell-Ewald Co., 26 broadcasts, twice weekly. (Use full Don Lee net).

## KFEL, Denver

Studebaker, through NBC, half-hour weekly program; Maytag Home Equipment Co., four spots weekly.

## KDYL, Salt Lake City

Kool Cigarettes, seven half-hour programs, through BBD&O.

## WOR, Newark

Post Institute Inc. (Ultrasol), through Hirshon, Garfield, Inc.

## Dick Foran Winds Up

West Coast Bureau, RADIO DAILY  
Los Angeles—Dick Foran, baritone on the Burns and Allen show, is being withdrawn by Warners after tonight's show in order that he may devote his time to a new musical film, "Opera Goes West". Foran is under contract to the Warner studio. Tony Martin, former vocalist with Burns and Allen, joins them again June 14.

## Armstrong Series Ending

The Louis Armstrong all-colored show sponsored by Standard Brands (Fleischmann yeast) on the NBC-Blue network, Fridays, 9-9:30 p.m., fades after the June 25 broadcast.

## RADIO PERSONALITIES

No. 41 in the Series of Who's Who in the Industry

ONE of the best known radio engineers in the country is John V. L. Hogan, founder of WQXR, New York, who started his work in radio as an amateur 35 years ago.

From his original coherer type receiving set, which he built in 1902, Hogan began experiments which led to his developing something like a hundred new methods and devices for the improvement of radio and broadcast transmission and reception, and, later to the establishment of WQXR, one of the most unusual broadcasting stations in the U. S.



Proponent of quality and cultural programs.

In 1906 and 1907, Hogan worked with Dr. Lee deForest, sometimes called "the father of radio," as chief laboratory assistant in the development of the audion and the radio telephone. Together they operated what was perhaps the first radio telephone "broadcasting" station, transmitting phonograph music by wireless on frequent test schedules. Hogan, shortly thereafter, received permission to operate his own station atop the Times Building

in New York, then one of the tallest buildings in the city.

While a student at Sheffield Scientific School of Yale University in 1909, Hogan took honors in physics and mathematics and used the graduate physics laboratory for radio experimentation. During the war, he was active in designing and producing radio outfits for submarine chasers, "Eagle" boats and aircraft. In 1920, he was elected president of the Institute of Radio Engineers. He is the author of innumerable scientific papers pertaining to radio and has lectured at many important universities and organizations on his subject.

In 1928, Hogan received the original construction permit for an experimental television-sound station, the sound track for television experiments which engaged his attention at that time. A transmitter was erected in Long Island City, and W2XR came into existence, as Hogan's personal experimental station.

It was Hogan's purpose, at that time, to establish a radio station which would combine fine transmission with fine programs. The first programs sent over the air by the new high fidelity method were recordings and transcriptions of the world's greatest music by the finest orchestras. The listeners developed through these early broadcasts for a few hours each day brought WQXR, the commercial station, into existence in 1936.

Today, Hogan is president and controlling stockholder of Interstate Broadcasting Co. Inc., owner and operator of WQXR. He is recognized as having proven that radio can be used as a means for the transmission of quality and cultural programs. His experiments are continuing in the field of facsimile and television.

## Programs That Have Made Station History

No. 7—WSJS' Dr. Carlton's Health Talks

ON May 31, WSJS, Winston-Salem N. C., celebrated the seventh anniversary of its oldest continuous program. Every Monday evening at 8 o'clock since June 1, 1930, Dr. R. L. Carlton, head of Winston-Salem's City Health Department, has brought to the community a personal message on the subject of individual and public health or has presented some outstanding figure in the field. The program on May 31 was his 364th.

One of the principal reasons for the ever-increasing success and influence of the health program is the

fact that Norris O'Neil, general manager of WSJS, has never exercised censorship on the doctor's remarks, believing that the station's audience has a right to hear frank discussions of any and all health problems, and that radio is the best means of bringing these discussions to it.

All opportunities to sponsor the program are turned down. Dr. Carlton's Health Talks are strictly a public service.

Dr. Carlton's radio anniversary comes shortly after WSJS's seventh birthday, celebrated on April 17.

## PROMOTION

## KDAL Movie Tieup

KDAL, Duluth, dresses up its evening movie parade with musical introduction and close, giving the otherwise ordinary commercial a lively tone. Music used is pressing of Paramount newsreel's exciting opening and closing orchestral build-up. Movie parade is handled in straight announcements of "minute previews" of current pix at Minnesota Amusement Co. theaters in Duluth. Tie-up gives KDAL trailer advertising in all Minnesota Amusement theaters. Trailers are advantageously spotted in flicker houses, showing immediately after feature pix.

## Nedick Contest

A Ford V-8, three Philco radios and 12 crates of oranges are among awards to be given in a radio contest by Nedick's Stores Inc., sponsors of Vincent Connolly, newscaster, who starts the contest over WOR at 6:45-7 p.m. today. To be considered for the weekly awards, listeners merely have to visit one of the 115 Nedick outlets (orangeade stands) in the Metropolitan New York area and New Jersey and write on an official entry blank obtained at any one of the above stores the approximate total number of customers making purchases during the week.

The number will be determined by a staff of accountants who will check sales slips weekly and all decisions will be final.

## KLZ Seasonal Circular

In an attractive folder titled "Where Business Goes in the Summertime", KLZ of Denver points out the advantages of radio advertising at this season of the year in the part of the country where an unusual number of folks are to be found vacationing.

"While they're cooling off in Colorado, don't let them cool off on you!" is the circular's sage advice.

## WCBS Coverage Data

A new coverage data folder has been issued by WCBS, Springfield, Ill. The information is briefly presented with map, tabulations and other matter.

## Ferris Incorporates West

Earle Ferris' new coast publicity offices have been incorporated in California under the name of Earle Ferris Radio Feature Service Inc., located in the Taft Bldg., Hollywood, with Ferris as president-treasurer; Irving Parker, vice-president and general manager, and George Lesall, secretary. Roberta Woodburn, account executive, and Connie Vance, former publicity director for KNX, also are among the coast personnel.

## "Flying Dutchman" Back

"Flying Dutchman," William Stoess' program from Cincinnati, returns to WHN on Wednesday, 8:45-9 p.m.

## Coming Events

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

June 8-9: Radio Manufacturers Ass'n annual convention, Hotel Stevens, Chicago.

June 10-13: Radio Parts Manufacturing Trade Show and Institute of Radio Service Men, Hotel Stevens, Chicago.

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

June 13-16: Pacific Coast Advertising Club convention, Hotel Utah, Salt Lake City.

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.

June 26-July 3: National Education Ass'n Convention, Detroit.

July 12-17: International Congress of Short Waves, Vienna.

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

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

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

### Equity Results Today

Results of the general election of Actors' Equity are expected to be announced sometime today, it being understood that the Frank Gillmore regime remains fairly intact. Nothing new was brought up at the annual meeting Friday regarding organization of radio actors.

### NBC Golf Tournament

NBC Athletic Ass'n will hold a golf tournament at the Rockland Country Club, Sparkill, New York, on Wednesday. Golf committee consists of George Engles, John F. Royal, Dan S. Tuthill, Mark Woods and A. Frank Jones, chairman.

### Latin Program Resuming

"The Other Americas", with Edward Tomlinson, commentator, resumes tomorrow as a regular Tuesday feature over the NBC-Blue network at 10-10:30 p.m.

### New Charles P. Hughes Show

Chicago—Charles P. Hughes has a new show, "Summer Melodies", in the interests of 42nd Street facial cream, over WAAF six mornings weekly. McGovern-Charles is the agency.

## RADIO EDITORS' FORUM

### We Need More and Better Publicity

By MARY LITTLE

Radio Editor, Des Moines Register & Tribune

AS one of the big ten among American newspapers from the standpoint of liberal space to radio, The Des Moines Register & Tribune makes use of a large amount of publicity received from networks, advertising agencies and independent press agents. From our standpoint, therefore, we must disagree with Dorothy Mattison when she urges cutting down the publicity output. We need not less publicity and fewer press agents but more of both. However, we do need better press agents in the business. Publicity that constitutes news, too, is desirable for radio columns. Here is where some press agents fall down. Having, obviously, no newspaper training, they lack the newspaper slant, write fan magazine stuff rather than newsy or human interest material for newspaper radio columns. But that is no indictment of the publicity system in general. There are men in many occupations who don't belong. It is up to the radio people who hire press agents to select those with background and ability to write in both newspaper and magazine mediums. In some cases artists refuse to pay a proper wage and therefore get just about what they're paying for.

We find surprisingly little duplication of effort among publicity sources. Networks, advertising agencies and independent press agents may all write about the same program and star, but there is a difference in methods of handling, highlights featured and material included. Where networks and agencies usually feature a program and have only incidental material on artists, the independent press agent will take the opposite tack—and both groups are welcome here.

As for lack of time to read publicity material sent in and therefore tossing everything into the waste basket, I don't think that's customary

in most newspaper radio departments. Perhaps we get less material than is received by Miss Mattison's office, though even that is doubtful, but we've developed a speedy, efficient system for checking material, using the most notable and newsworthy quickly, throwing away the utterly impossible and saving the material that might complete our already large files on radio people for a day of dearth.

As for listening to the radio, we manage to do that rather conscientiously. We have a radio in our office and make it a point to tune in on shows we should check and review. The total of new shows is never so tremendous that an editor can't get a day's work done and listen to programs, too.

One aspect of publicity most press agents might develop further is the photographic. In our case, we use a hundred pictures a week and can always use more photos.

But we have no complaints when an advertising agency sends out a greater amount of publicity than we can actually use. If it's well done, we welcome it. We don't expect others to write our column for us; we have a blue pencil and know how to use it. And if some of the material sent to us doesn't get in today's column, it's still good file stuff for future consideration.

Perhaps it's all in the attitude, but radio is a department of the newspaper, it strikes us, that resembles the newspaper in general. A newspaper editor doesn't throw out one wire service because it covers the same stories handled by another service. He doesn't throw out both services because he has a reporter covering the same story. The radio column like the newspaper itself is a process of selection gauged by news and human interest value.

### CHICAGO

VIVIAN DELLA CHIESA has signed to appear with the Chicago City Opera company this fall.

Robert Griffin, leading actor of "Mary Marlin" and "Today's Children," is turning baritone on the latter show these days.

Gladys Butler has replaced Phyllis Norton as singing lead in Gold Medal's "Modern Cinderella" and Clark Dennis supplanted Eddie Dean as male warbler. Dave Gothard is the speaking voice for this part.

Ralph Andre, brother of Pierre Andre, free lance announcer, is writing scripts for Blakett-Sample-Hummert.

Muriel Stafford, handwriting analysis expert, is readying a show for Mutual auditioning.

Jack Fulton of Wrigley's "Poetic Melodies" planed to St. Louis to guest at KMOX.

### LOS ANGELES

E. D. BEDELL, who has been second in command of the firm's affairs, last week took over the general managership of Radioaids, following a meeting of the board of directors called after the resignation of M. J. Mara. Bedell says the firm will continue its policy of producing five minute commercial disks as selling aids to the various industries, and will handle custom built transcriptions.

Bobby Breen and Deanna Durbin set to remain on the Cantor Texaco summer show for two more weeks. Igor Gorin, originally set to start with the summer series, will join the cast the third week.

Bill Price ork replacing Val Lightner at Monte Carlo Gardens, airing by remote for two night broadcasts over KMTR.

## San Francisco

Muriel Elstrom, soprano, will be featured in an Orange CRS net show, "Casino de Paree," written and produced here.

Charles E. Peck, relief operator, will fill in at KYA during the vacation period of the technical department.

NBC's Vera Vague, Leo Cleary, Ken Gillum and Charley Marshall and Mavericks entertained RCA Manufacturing Co. moguls at the Hotel Oakland.

Milton Samuel, NBC press ace, has been hosting Harry Brundrige, St. Louis Star roving reporter, who came up from H'wood to do stories on John Nesbitt, Meredith Willson, and members of "One Man's Family."

Bernie Milligan, former L. A. radio editor and now radio production man, still in town after his trip here for Golden Gate Fiesta.

Ethel Cotton, well-known for her nationwide broadcasts of the "Art of Conversation," back to her native Frisco and huddling about cutting discs for Lord & Thomas.

Herb Caen, radio ed of S. F. Chronicle on vacash in Movieville while Howard Needham, former ed, pinch-hits.

Ralph Richards, NBC pianist, has left for Chicago to study with Rudolph Ganz with whom he won a scholarship.

Langendorf United Bakeries, about to junk Bennie Walker's amateur show, decided to save the vehicle and injected new blood in it in the form of Reg Code, veteran S. F. showman. Amateur standards will be raised and Code will book show into district theaters and handle all outside promotion.

### Vitalis Series Starts On WLW Line Tonight

Bristol-Meyers (Vitalis) begins its new series over the WLW line tonight, from 8:30-9. The series, set for a 13-week run, will originate at WHN studios and will be aired over WFIL and WLW. Programs, entitled "For Men Only," will feature Ray Sinatra's orchestra and Joey Nash. Guest stars will also be used each week.

New series is the first national advertiser to buy time on the newly organized wire. The service, which also includes KQV, has already received orders for time from other national time buyers, but programs are not set to begin until the fall.

Pedlar & Ryan, agency handling the series, has set Bert Acosta, Alec Morrison and Estelle Taylor for the first airing.

### Libby Hall in New Spot

Libby Hall, now featured soloist with Dick Messner and orchestra, also vocalist with Julian Woodworth's orchestra, will be heard in a new WMCA spot, Fridays at 7:15 p.m., starting this week.

## HEAVY ET COMPETITION SEEN AT NAB MEETING

(Continued from Page 1)

and wants a drastic departure from the cut and dried library.

While NBC is out to present a revision of its type of continuity and program setups, it will also offer the subscriber a comprehensive service to go with the disk series that goes commercial, a complete guide book that does not stop with the broadcaster, but continues to help, including the sponsor. More 15-minute programs will also be an NBC specialty

Standard Radio is heralding a surprise, having done unusually well with its new features each season to date, including the series of sound effects and local color to fit various type shows. World Broadcasting System, somewhat in a different position than most organizations, will also be on the job with new features. WBS's method is considered by many as an ideal plan and as having the custom field pretty well sewed up.

Vinylite (Associated Music Publishers subsidiary) will also be represented at the NAB, having made vast strides the past two seasons with the cream of selected stations, and again offering unusual recordings. Several coast organizations are expected to be present in Chicago, including the San Francisco and Hollywood contingents.

### Universal's Plan

Considerable interest is expected to be centered on the plans of the Universal Radio Corp., making its debut at an NAB meet. Universal will offer a complete service of series, distinctive and protected in each locality and range of station coverages. Innovation in distribution is planned in key cities for better and exclusive service, the distributing method being worked out along the lines of motion picture exchanges.

In addition to what is believed to be a record breaking low price, Universal's scripts and music combined, will lean greatly toward the non-royalty and license stuff, yet freshly treated in every manner.

Due to the stronger competition this season and the fact that broadcasters have had an opportunity to try out all types of service, majority of stations using two or more serv-



## Coast-to-Coast



**F**ORMATION of a network in Australia, whereby the Commonwealth Broadcasting Corp. of Brisbane has absorbed, among others, the J. B. Chandler & Co. radio activities, will result in The Script Library, formerly handled in Australia by Chandler, having its material broadcast over the entire dominion chain of 12 stations. Stuart F. Doyle, Australian theater magnate, holds the major interest in the Commonwealth network.

Bob McKee, announcer of WCAE, Pittsburgh, receives his A.B. degree at the University of Pittsburgh on Wednesday.

WVFW, Brooklyn, will have Stan Shaw, the Milkman, and Allen Courtney, the ad lib artist, as special guests on its sports program June 10 at 5 p.m. Yesterday afternoon Jack Dempsey appeared along with the Italian Golden Glovers. Another recent guest luminary was Frank Straface, international golfer.

The Chernovetz Trio of New Haven, a family affair composed of Paul, Nellie and Michael, will be heard Tuesdays at 7:15 p.m. over WICC, Bridgeport.

Charley Rowe of WCAE, Pittsburgh, recently became the daddy of a girl.

Joseph Sampietro and his KOIN (Portland, Ore.) vocal and instrumental ensemble have a half-hour weekly broadcast over the CBS Pacific network, featuring Dorothy Rolfsness, contralto, Walton McKinney, tenor, and Geraldine Peterson, viola.

Bill Steele, who finished a month's engagement at the Club Mayfair in Boston, is playing a week at the Metropolitan Theater.

Neal O'Hara, columnist, and Joe Toye, editorial writer of the Boston Traveler staff, took part in commercial audition at WEEI. Great secrecy surrounds the sponsor's name.

Larry Collins, trick trombone player, has been signed by NBC Artists Service. He will guest on various variety shows.

Charles A. Schenck Jr., who has been connected with CBS and NBC, and who originated the "Time" and many other programs, had a birthday on Saturday.

ices, keen selling will be needed if stations are to be urged to take more than one or two brands of stuff. Fact that renewals are up for many subscribers is another incentive to present "something new."

Delegation of ET men will probably be the biggest to date. NBC has already announced several men to attend its exhibit in addition to Lloyd Egner, head of Thesaurus, and

"Red-Head Baker," drama by Albert Maltz, originally scheduled to be presented by the Columbia Workshop over CBS on June 13, has been postponed to June 20 at 7 p.m.

Del Casino, CBS tenor, will be formally presented with a commission as "Ambassador of Song" to the Pan-American Exposition opening in Dallas on June 12, during his broadcast tomorrow on the WABC-Columbia network at 5 p.m. Notification of his appointment was received by Casino in a personal telegram from Governor James V. Allred, honorary director general of the 142-day fete.

David Penn, formerly news commentator at WHIO, Dayton, has been added to the staff of WCOL, Columbus, as news commentator.

WSPD, Toledo, broadcast the Inverness Invitational Golf Tournament June 3-6, using a "pack transmitter" for the first time in Toledo.

Hal Nichols of KFOX, Long Beach, Cal., seeing that summer transient visitors are increasing, signed the Villa Riviera, Long Beach's largest ocean front hotel and apartment house, to take to the air in a bid for guest trade.

Lady Sunshine, Old Man Happy's chief assistant at WPTF, Raleigh, N. C., takes over the Children's Birthday Party, giving Gordon Meriwether, regular custodian, a well-earned vacation.

H. K. Carpenter, Manager of WHK, Cleveland, and former manager of WPTF, will visit in Raleigh June 27-July 4, renewing old acquaintances with whom he is one of radio's most popular personalities.

Lee Johnson, who is replaced on the WBRY (New Haven) announcing staff by Norbert Alexis, has connected with WOC, Davenport, as musician.

Charlie Purcell, of WCAO, Baltimore will officiate at the Century Theater at the public tests of local talent for the discovery of candidates for Hollywood. As master of ceremonies, Purcell will present the candidates as well as the representatives of M-G-M Studios.

Joe Lopez and Dick Voynow of WICC, Bridgeport, went to Providence for the WEAN 15th Anniversary Dinner Saturday.

Frank Chizzini, his right-hand man. M. E. Tompkins and Loren Watson of Vinylite will be on hand, also Herbert Ebenstein, Universal Radio Corp.; Jerry King and Milton Blink and assistants, Standard Radio; Percy Deutsch and Bill Hoppes, World; Clarence Venner, Conquest Alliance, and others, including the phonograph recording concerns eyeing and breaking into the custom field.

## ANOTHER SPORT EVENT IS SNATCHED BY CBS

(Continued from Page 1)

be able to have their microphones at the official starting and finish posts and along the route. Anybody can cover the event from the air or from the banks of the Hudson River. NBC and Mutual plan to do just that. Graham McNamee, Ben Grauer and Bill Stern will handle the assignment for NBC, with Dave Driscoll and Jerry Danzig doing the Mutual job. It is assumed that Ted Husing will do the splicing for CBS.

In bidding for the radio rights to the Regatta NBC was first, filing a three-year bid. CBS asked whether the collegiate rowing associate would approve of its covering the event via airplane, and was told that it was for sale. Through some "leak" CBS found out what the NBC bid was and topped it. In fact CBS filed two bids, one for the coming event and the other covering the next three engagements.

In the meantime Mutual obtained a prospective sponsor and entered a bid, later withdrawing when sponsor decided not to go through with the deal. Lawrence Lowman, CBS vice-president in charge of operations, set the deal for CBS.

## Tele-Film Projector Shown at Paris Expo

(Continued from Page 1)

German Pavilion of the newly opened Exposition Internationale. The "Bildfanger" or "picture-catcher" may be exchanged against another one without interruption or phase regulation, so films and open-air scenes may be alternately televised by interchanging the picture-catcher established on the roof of the pavilion and another such instrument placed in the hall.

### Lyman Cooley at WHO

Des Moines—Lyman Cooley, Radio's Rolling Stone, has joined the staff of WHO artists and will present his travelogs Sundays and Thursdays.

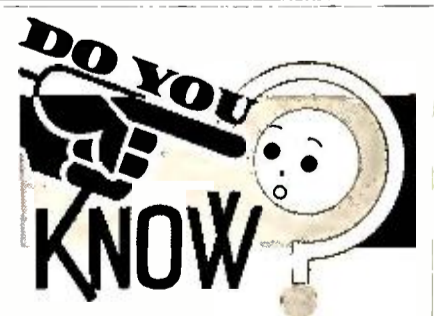
### Hubbell Joins WQXR

Richard W. Hubbell has been added to WQXR's announcing staff.

## ONE MINUTE INTERVIEW

### MARY EASTMAN

"When I started to study singing I learned one lesson I'll never forget. 'Smile when you sing,' an old professor advised me, 'and you'll get that smile into your voice.' I was training for the concert stage at the time and I was taught the importance of injecting personality into a song. Of course the fans can't see you smile over the air but believe me they'll be able to 'hear' that smile."



Andre Kostelanetz at the age of 5½ gave a concert with his piano teacher in Russia before the late Czar Nicholas.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 84

NEW YORK, N. Y., TUESDAY, JUNE 8, 1937

FIVE CENTS

## Mason Dixon Group Shifting Control

### TAY GARNETT OF FILMS NOW RADIO PRODUCER

West Coast Bureau, RADIO DAILY

Los Angeles—Tay Garnett, top bracket director-producer, today set a precedent for successful film makers when he announced his entry into radio production. His statement that he plans to launch an extensive producing unit here follows only by a few weeks his declaration that he would go into the business of producing pictures instead of only directing them. At that time United Artists made a deal with a group of motion picture leaders for pictures to be made under the banner of Renowned Artists. Garnett, one of the founders of Renowned, now

(Continued on Page 3)

### Foreign Language Field Attracts More Sponsors

American manufacturers are becoming more and more conscious of the foreign language market and the results to be obtained through radio programs directed to this field, according to Norman B. Furman, who recently established his own firm, Norman B. Furman Inc., spe-

(Continued on Page 3)

### Three Network Programs Recessing for Summer

Last performance of the Lux Radio Theater on CBS, Mondays, 9-10 p.m., will be heard on July 5. Show will return again in the fall.

Liggett & Myers Tobacco Co. (Granger pipe tobacco), with Alexander Woolcott, will sign off the air after the July 6 broadcast.

Robert Ripley, scheduled to begin a new series for General Foods

(Continued on Page 3)

### New Station on Air

Corsicana, Tex.—A new radio station, KAND, is now operating on a daylight schedule here. Owned and operated by Frederick Slauson and J. C. West, under the name of Navarro Broadcasting Ass'n, it has a frequency of 1,300 kilocycles and power of 100 watts. Russell D. Becker is manager; Thomas Bruce, production manager, and C. H. Cannafax, commercial representative.

### MOVIE FIRMS TO CURB STARS IN RADIO WORK

Major film producers and distributors are in agreement with the exhibitors that there are many evils to be corrected in connection with the appearances of film stars on the air, and the movie firms plan to correct such evils, it was stated yesterday by Walter Vincent, chairman of the Motion Picture Theater Owners of America. Each company is to act individually, Vincent said. He declined to go into details about the steps to be taken beyond saying that film stars must possess radio personalities before they are allowed to go on the air.

### Hudson Motor Program On CBS Coast Network

West Coast Bureau, RADIO DAILY

Los Angeles—Hudson Motor Co. will go on the air over CBS coast net with a half-hour variety show to start June 15, at 8:45-9:15 p.m. PST, under a contract just placed through the Brooke, Smith & Friend agency. Lud Gluskin and a 20-piece orchestra,

(Continued on Page 3)

### Eastern Radio Chain Asks Permission of FCC to Transfer Control to J. H. and J. F. Steinman

Washington Bureau, RADIO DAILY

Washington—Six eastern stations now controlled by Mason Dixon Radio Group Inc. have applied to the FCC for authority to transfer control to J. Hale Steinman and John F. Steinman.

The stations are: WDEL and WILM, Wilmington, Del.; WAZL, Hazelton, Pa.; WEST, Easton, Pa.; WGAL, Lancaster, Pa., and WORK, York, Pa.

### AAAA NAMES OFFICERS FOR SECTIONAL CHAPTERS

Officers and governors of the sectional Councils and Chapters of the American Association of Advertising Agencies have been elected for the year ending March 31, 1938. New officers and governors, and those continuing in office, are:

New York Council, Chairman: B. C. Duffy, Batten, Barton, Durstine & Osborn; Vice-Chairman: Theodore L. Bates, Benton & Bowles; Sec.-Treas.: Everett W. Hoyt, Charles W. Hoyt Co.; Governors (in addition to above): Ted Patrick, Young & Rubicam; Chas. Dallas Reach, Newark; V. O. Schwab, Schwab & Beatty.

New England Council, Chairman: Ernest V. Alley, Alley & Richards Co., Boston; Vice-Chairman: A. E. Greenleaf, Greenleaf Co., Boston; Sec.-Treas.: Mason L. Ham, Mason L. Ham, Advertising, Boston; Governors (in addition to above): Henry B. Humphrey, H. B. Humphrey Co., Boston; J. L. Lavin, Lavin & Co., Boston.

Atlantic Council, Chairman: Rowe Stewart, (Continued on Page 3)

### WJBK Signs Auto Union For One-Year Contract

Detroit—United Automobile Workers Union announces it has signed a one-year contract with WJBK for 15-minute programs daily plus a 30-minute Sunday morning shot. UAW says broadcasts will include addresses on unionism, labor news events, talks on workers' education and labor musical programs. Organizer Richard T. Frankenstein will be in charge of programming. Date of first broadcast will be announced later.

### MUTUAL MAY BILLINGS 2.7% ABOVE YEAR AGO

Mutual gross billings for the month of May totaled \$133,431, an increase of 2.7 per cent as compared with May 1936. Accumulated revenue for the first five months of the year is \$917,185, up 16.2 per cent over the same period a year ago.

Discontinuance of the Feen-A-Mint and Father Coughlin programs within the past few weeks has seriously affected MBS billings.

### NBC Scout to Look Over Summer Theater Talent

J. Ernest Cutting, NBC Artists Service talent scout, will comb the summer theaters this season, with a view to unearthing motion picture possibilities as well as radio talent. This is one of the first ventures of its kind by the networks.

### Old CBS Shares Are Called In Under Two-for-One Exchange

In accordance with increase in capitalization voted at the annual and special meeting of stockholders in March, CBS yesterday sent notices to stockholders that certificate effecting such change was filed with the Secretary of State on Friday and

the corporation is now authorized to issue one share of new \$2.50 par value for each \$5 share held.

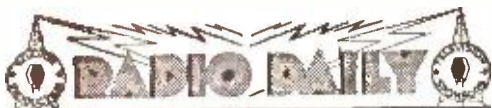
Stockholders are requested to bring or send the old shares to the corporation's transfer agent, New York Trust Co., Corporate Trust Dept.

### Ale Hounds

Kansas City—A 32-word announcement preceding Walt Lochman's KXBY sports chat, offering six bottles of Red Top Ale free to all who phoned within 30 minutes, brought so many replies that telephone company called quits. Station handled 156 calls, while 600 more couldn't come through because lines were tied up, phone company reported.

### Wins Without Trying

Dallas—WFAA's "Quest for Talent" program turned out to be a quest for announcers when the program of KFRO at Longview was placed on the Dallas station. After hearing KFRO's Earl Kalusch announce, WFAA offered him a job here, and he accepted. Travis Cabiness, formerly of WBAP, joined KFRO to succeed Kalusch.



(Registered U.S. Patent Office)

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

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# FINANCIAL

(Monday, June 7)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168	167 1/2	167 1/2	+ 1/2
Crosley Radio	20 1/2	20 1/2	20 1/2	- 1/2
Gen. Electric	54 3/4	54 3/8	54 3/4	- 1/2
North American	25 3/8	25 3/4	25 3/4	- 1/4
RCA Common	9	8 3/4	8 7/8	.....
RCA First Pfd.	69	69	69	+ 3/4
RCA \$5 Pfd. B.	(93 Bid)		105	Asked
Stewart Warner	18 3/8	18 1/2	18 1/2	- 1/4
Zenith Radio	33 1/2	32 3/4	32 3/4	- 1

## OVER THE COUNTER

	Bid	Asked
CBS A	55	56 1/4
CBS B	54 1/2	55 5/8
Stromberg Carlson	14 1/4	15 1/4

## CBS Stations to Get Peak Volume Limiter

CBS will attempt to increase the signal intensity of its stations when the Automatic Peak Volume Limiter is installed on the control panel of the transmitters of WABC, WBBM, WCCO, WBT, WJSV, WEEL, WKRC, KNX and W2XE the latter part of this month. It is believed that the new "Ghost Engineer" will provide the stations with an increased signal intensity almost double the present power of the outlets.

The Automatic Peak Volume Limiter has been developed by the Bell Telephone laboratory engineers. The installation by CBS will be its first commercial tests.

**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 June 5, 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
It Looks Like Rain (Joe Morris Music Co.)		31
Never in a Million Years (Robbins Music Corp.)		30
Carelessly (Irving Berlin, Inc.)		27
September in the Rain (Remick Music Corp.)		26
They Can't Take That Away From Me (Chappell & Co.)		26
Sweet Leilani (Select Music Co.)		24
There's a Lull in My Life (Robbins Music Corp.)		21
They All Laughed (Chappell Music Co.)		21
Where Are You (Leo Feist, Inc.)		21
Was It Rain (Santly-Bros.-Joy, Inc.)		20
When Two Love Each Other (Joe Davis, Inc.)		19
Johnny One Note (Chappell & Co.)		18
Let's Call the Whole Thing Off (Chappell & Co.)		18
Sailboat in the Moonlight (Crawford Music Corp.)		18
Blue Hawaii (Famous Music Corp.)		17
Love Bug Will Bite You (Santly Bros.-Joy, Inc.)		17
On a Little Dream Ranch (Shapiro, Bernstein, Inc.)		17
Turn Off the Moon (Popular Melodies)		17
Where or When (Chappell & Co.)		16
It's Swell of You (Robbins Music Corp.)		15
Swing High, Swing Low (Famous Music Corp.)		15
The You and Me That Used to Be (Irving Berlin, Inc.)		15

## WMT Staff Additions

Cedar Rapids, Ia.—With the coming of graduation in Iowa colleges, Doug Grant, program director for WMT, Cedar Rapids-Waterloo, has added two new members to the staff here.

Harriet Blake, graduate of Cornell college at Mt. Vernon, takes over the duties of continuity chief, while John Palmer, present continuity writer, moves to the sales staff.

Starr Yelland, formerly with WSUI in Iowa City, joins the announcing staff of the Cedar Rapids studios. He will be heard with Bert Puckett on the baseball games and will take some of the daily news broadcasts. WMT now carries a Western League game every night with the play-by-play beginning at 9:30 p.m.

## WHBF Airs "Tin Can Derby"

Rock Island, Ill.—The unique "Tin Can Derby" sponsored by the Davenport Junior Chamber of Commerce and held at the Mississippi Valley Fair Grounds, was aired exclusively by WHBF and created a good deal of interest. This derby was limited to Model-T Fords racing over a 75-mile course. Event furnished thrills and comedy. Roy Maypole observed and announced from a 50-foot flagpole, while Woddy Magnuson, WHBF's second announcer, assisted in interviews.

## "Flood Waters" Song Premiere

Ralph Story's song of the recent Mississippi disaster, "Flood Waters, Don't Knock on My Door," dedicated by E. H. Marks, publisher, to the Federal Theater Project for "its splendid service in sending theater troupes to the stricken area and keeping up the morale of the people," will have its radio premiere tonight in "Serenade at 9," presented by the Radio Division of the Federal Theater on WMCA, 9-9:30 p.m.

## WFBR 15th Anniversary

Baltimore—Featured by the dramatic re-enactment of many early radio features, WFBR celebrated its 15th anniversary on the air Saturday night with a one-hour program. Raymond Tompkins, well known for his "Light on the News" program, Gas & Electric Co. feature over the station, acted as narrator. The station is said to have been the first to broadcast a speech by a President of the U. S. when the late President Harding visited Fort McHenry to dedicate a statue in 1922. The station also is said to have been the first to broadcast a parade, that of the Moose Lodge in 1923, announced by Stuart Kennard, who is still at WFBR.

## Radio Bingo on WFAS

White Plains, N. Y.—Sponsored by George W. Loft Markets Inc., a giant weekly Radio Bingo Party will start June 17 over WFAS, under arrangements negotiated by B. M. Middleton, commercial manager of the station.

Anyone requesting a "Bingo Card" at the Loft Markets will be given one without cost or obligation. Listeners will check their cards against numbers called over the air during the weekly Loft broadcast. All listeners who score a Bingo will receive a handsome cash prize when submitting their cards within 48 hours to the George W. Loft Markets in White Plains or New Rochelle.

**WE CAN'T GO ON THIS WAY**  
A TORCH BALLAD THAT CAN BE SWUNG  
**ROY MUSIC CO.**  
1619 BROADWAY, NEW YORK, N. Y.

## COMING and GOING

GEORGE SCHER of Lennen & Mitchell returned from a three-week trip yesterday. Visited Miami Beach and the gulf.

BENAY VENUTA flies to Chicago immediately following her broadcast June 13. Will audition for an agency on the following day and return to New York the middle of the week.

H. V. KALTENBORN will appear before the Rotary Club of Winston-Salem, N. C., June 15.

RALPH WONDERS arrived yesterday from Cleveland and Chicago.

SYLVESTER Q. CANNON, president of the board of KSL directors, has left Salt Lake City for an eastern business trip.

A. A. SCHECHTER, NBC director of news and special events, was scheduled to leave for Bermuda this morning aboard the Bermuda Clipper.

WILBUR B. LEWIS and DOUGLAS COULTER, CBS director of broadcasts and his assistant, respectively, left town over the week-end for Hollywood.

SAM COOK, head of WFBL, Syracuse, is a New York visitor.

CECIL D. MASTIN and HARRY TRENNER, manager and commercial manager of WNBZ, Binghamton, will be in town today.

F. C. EIGHMEY, manager of KGLO, Mason City, is in town.

VANCE BABB, NBC manager of press, returned yesterday from a week on the road.

F. W. BRYANT, WBS Chicago station relations man, is in town visiting WBS offices.

WILLIAM HOPPE, head of WBS station relations department, is on the road. He is expected back by Wednesday.

RAYMOND R. MORGAN, head of Raymond R. Morgan Co., Hollywood, is in New York visiting clients.

TOM MARTIN of Rockwell-O'Keefe Inc. returns from New Orleans and Dallas today. DICK INGRAM of that office leaves for Pittsburgh on business the latter part of the week. BILL BURTON departs the early part of next week for Boston, to conduct a campaign in connection with the Bob Crosby opening at the Ritz-Carlton Hotel, July 8.

## Testimonial for Weiss

West Coast Bureau, RADIO DAILY

Los Angeles—Lewis Weiss, general sales manager of the Don Lee network, who heads east on June 15, his first stop being the NAB convention, will be tendered a testimonial luncheon in Chicago by Percy L. Deutsch, WBS president.

After the convention Weiss will go to New York to confer with Mutual officials regarding fall programs to emanate from the west coast. Weiss will be accompanied by Wilbur Eichelberg, manager of KFRC, San Francisco.

## The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB

158 W. 48th St. Toots Shor

## TAY GARNETT OF FILMS NOW RADIO PRODUCER

(Continued from Page 1)

also becomes a radio producer as well.

His first show, "World Cruise," has just been cut by Columbia Broadcasting System and offers a highly dramatic series of complete episodes which transpired when the Garnett expedition were en route around the world aboard the 100 foot S. Y. Athene.

Garnett plans to have his second show ready for audition within the next two weeks. It has been prepared for a 52-week series of 15-minute shows. It differs from the first in that it has cinematic background and atmosphere.

Robert White, widely known Chicago staging expert and producer, is connected with the Garnett company, which is under the supervision of Douglas Hodges. Others attached to the staff to date include Christopher Craig, James Vandevere and Jack Mulcahy.

## Foreign Language Field Attracts More Sponsors

(Continued from Page 1)

cializing in foreign language radio advertising.

Among accounts whom Furman already has convinced to use foreign language programs are Miles Laboratories (Alka-Seltzer), D. Wroblewsky & Co. (Kalvariski Vino, tonic), Guardian Loan Co., Borden Ice Cream Co., Raisen & Levine (Puritan Brand Dairy Products), David's Fifth Ave. Inc. store, and others.

Pointing out that New York City alone has three-quarters of a million Jews as well as large proportions of Italian, German, Polish and other families, where English is little understood by the parents who constitute most of the purchasing power, Furman says that programs directed to these potential buyers in languages that they understand are bound to bring excellent results.

## Jewish Market Specialist

Advertisers Broadcasting Co., specializing in Jewish programs for the past five years, has found this field very profitable, the company reports. Leading American advertisers, through their agencies, make up the clientele, and WMCA is the station. Programs are designed to reach the whole Jewish family, young and old, and while entertainment is Jewish in content, the vehicle is the English language, with a commercial in Yiddish appended.

Sponsors who have used the pro-

### Donald Peterson

PRODUCING

THE ST. ANTHONY HOUR

SUNDAY, 9:30 A.M.

WHN, WIP, COLONIAL NETWORK

## NEW PROGRAMS—IDEAS

### WTAX Bees for Civic Clubs

There have been all kinds of spelling bees, but WTAX, the Jay A. Johnson station in Springfield, Ill., has started one that promises to be of unusually wide interest and productive of good results.

The station has organized a spelling match between civic clubs, such as the Lions, Kiwanis, Optimists, ABC, etc. Opening session, last Friday at 7:30-8 p.m., went over in a big way. Every participant entered into the spirit of the thing in such a hilarious way that it made exceptionally good listening. The Lions Club and the American Legion Post were first participants, and Roy Rhoades, assistant county supt. of schools, acted as master of ceremonies.

This program will be sponsored by A. Dirksen & Sons, local furniture house. It will take approximately nine weeks to get to the finals. A local jeweler has donated a handsome loving cup for the winning team.

### "Air-Conditioned" Schedule

Down in Missouri, where the summer sunshine is really hot and the nights are cool, listeners of KFRU in Columbia are experiencing what the station's Program Board has designated as being an air-conditioned program schedule. Believing that music, especially in the lighter mood, is the "coolest" thing to listen to, the Program Board members revised programs to conform with this philosophy. A predominant feature of KFRU's daily schedule is "Unbroken Melodies," straight musical shows minus the usual introductions. The KFRU Saturday Nite Club, 10 p.m. to 12 midnight, features two solid hours of dance melodies with announcer breaking in only on the quarter-hours with program and station acknowledgments.

### "Literature on Parade"

Literary minded of Southern California dial to KFOX, each Tuesday night at 8:30 when "Literature on Parade" takes the air. Sponsored by

### Hudson Motor Program On CBS Coast Network

(Continued from Page 1)

Virginia Verrill, Three Hits and a Miss, and Clark Ross, tenor, already signed. Producer, scripters and program details not yet set.

### "Prof. Quiz" at New Hour

Kelvinator on July 3 will switch the present "Prof Quiz" CBS program to the 9:30 p.m. Saturday spot, leaving the repeat as is at midnight. New spot is made available by the folding of the Nash Speedshow.

grams include Postum, Diamond Crystal Salt, Ralston, Bond Bread, Maxwell House Coffee, Silver Dust, Forhan's Tooth Paste, International Salt, Hecker's Flour, Jell-O and others.

a local book store, the program brings in-the-flesh interviews with nationally known authors. Newsy comment and publication notes and forecasts on books and writers supplements the actual interview. Among the famous authors who have appeared on "Literature on Parade" are: Lloyd C. Douglas, Eleanor Wilson McAdoo, G. B. Stern, Edwin Corle, Clifford Knight, Harold McCoy and Don Blanding.

### WTMJ's "Kut-up Kollege"

A new comedy show, "Kut-up Kollege," has gone on the air at WTMJ, Milwaukee. Show features some plain and fancy fun led by WTMJ's venerable "Professor" Harry Ford, Ph. D. D. (Droll Doctor of Philosophy). His hecklers are drawn from the station's tried and tested comic staff... Russ Leddy as Tim O'Brien, Maurice Kipen as Ginsberg, Jean O'Day as Goldie Twitch and Chris Axelsen as Olaf Yonson. The dizzy Park Avenue Hillbillies form the "Kut-up Kollege Band." Walter Grebe, director of the "band" and Droopy Stark, washboard stylist, also have parts in the show. This curious class will convene Monday nights at 10:15, when all good little kiddies should be in bed.

### Disked Musical Salutes

WFBL, Syracuse, has inaugurated a series of musical salutes by various communities in Central New York, presented by special electrical transcriptions made with its portable transmitter and recording equipment. The outfit is mounted in a covered wagon trailer, which visits the various villages and "cans" the programs for future use. Greetings from the mayor or representative of the town visited are included in each broadcast.

### Library on the Air

Public Library of Long Beach, Cal., has started a trio of broadcasts over KFOX, offering book discussions in informal conversation. Members of the library staff and a newspaper-woman hold the talks.

### Three Network Programs Recessing for Summer

(Continued from Page 1)

(Huskies) July 16 on the NBC-Blue network, will air the final Bakers Broadcast for Standard Brands on June 27. Latter program, with Ozzie Nelson orchestra, will probably return in the fall. J. Walter Thompson has the account.

### RECORDINGS

Productions -- Transcriptions

Sound Reproductions Corp.

17 West 46th St.  
New York City

Telephone  
BR 9-8265

## AAAA NAMES OFFICERS FOR SECTIONAL CHAPTERS

(Continued from Page 1)

Stewart-Jordan Co., Philadelphia; Vice-Chairman: M. E. Goldman, Aitkin-Kynett Co., Philadelphia; Sec.-Treas.: W. M. Ecoff, Oswald Advertising Agency, Philadelphia; Governor (in addition to above): Joseph Katz, Baltimore.

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Washington Chapter, Chairman: R. P. Milne, Milne & Co., Seattle; Vice-Chairman: Warren E. Kraft, Erwin, Wasey & Co., Seattle; Sec.-Treas.: C. P. Constantine, Botsford, Constantine & Gardner, Seattle; Governors (in addition to above): W. H. Horsley, The Izzard Co., Seattle; Norton W. Mogge, J. Walter Thompson Co., Seattle; William T. Prosser, Strang & Prosser Advertising Agency, Seattle; A. H. Syverson, Syverson-Kelley, Inc., Spokane.

### Maude Eburne for Radio

West Coast Bureau, RADIO DAILY

Los Angeles—Maude Eburne, stage and screen character actress, makes her radio debut soon in a serialized version of "Beacon Lights", originated and dramatized by Harrison and Jon Slott. Jon Slott, co-author of this feature, also is scripting "White Fires" for CBS.

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

### APPLICATIONS RECEIVED

D. E. Kendrick, Louisville. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Sherman V. Coultas, Milton Edge & Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited.

### EXAMINER'S RECOMMENDATIONS

The Bend Bulletin, Bend, Ore. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited, be granted.

Curtis Broadcasting Corp., Indianapolis. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified, be denied.

WKBV, Richmond, Ind. Mod. of license to 1500 kc., 100 watts, unlimited, be denied.

### Weco Plans Branch Offices

Seattle—Weco Radio Productions, recently formed by J. R. Lunke to specialize in building of transcribed radio programs for spot broadcasting, plans to open offices soon in San Francisco and Los Angeles. Headquarters are at 315 Seneca St. here. Dudley E. Williamson is production manager.

The firm also is national representative for Seattle Recording Studios Inc., disk makers.

### WSPR Celebration

Springfield, Mass.—WSPR has just celebrated its first year on the air. Salutes from Mutual, Colonial and Yankee networks, and the airing of a special "March of Progress" program depicting chief events of the year, were part of the celebration.

Aunt Patty's Children's Hour, conducted over WSPR by Norah Adamson, also celebrated its first birthday Saturday.

### B. H. Darrow Joins WBEN

Columbus—B. H. (Uncle Ben) Darrow, founder and director of the Ohio School of the Air, joins WBEN, Buffalo, on Sept. as educational director under a three-year contract. Darrow will teach radio education at Southern Methodist University, Dallas, during the summer.

### Shell Show to Recess

Shell Eastern Petroleum Products (gasoline) sponsor of the Saturday night Shell Show on NBC-Red network, will fade for the summer after the June 26 program. Series will probably return to the air in the fall. J. Walter Thompson is the agency.

### WDBO Appoints Raymer Rep.

Orlando, Fla.—WDBO, the CBS outlet here, recently appointed Paul H. Raymer Co. as its national representative.



● ● ● Jack Lavin, who after resigning as Paul Whiteman's mentor, announced that he would vacation before announcing future plans—has been drafted from "retirement" by Ben Marden—and will attend to the destinies of Mickey Alpert's orchestra exclusively...Ray Henderson and Lew Brown will return to the music publishing business together... Though Stuff Smith and band are en route to the coast and "52nd Street", they will be notified that they aren't in the flicker and that the spot had been given to a piano-pounder...Charles Carlisle auditioned for Young & Rubicam...Barry Wood has been set for some Chevy Transcriptions... Irving Mills' son, Richard, had the knot tied Sunday to Shirley Heller, Jackie's singing sister, in Pittsburgh. They will reside in Brooklyn...Dave Rubinoff's daughter, Ruby, will wed Bob Clayman, Pittsburgh ork leader... Attorney David J. Wolper will wed Sylvia Sirota at the Savoy-Plaza tonite... Vincent Travers, who leaves the French Casino shortly, phoned his fiancée, Olive Mallett, trans-Atlantic yesterday a.m.... Lily Pons' "comic" number in her next flicker will be "The Widow in the Little Grass Skirt".

● ● ● Baseball fans torn between the desire to listen to the double-header baseball games on WHIO, Dayton, O., and the thrilling finish of the Indianapolis Speed Classic, had "their cake and ate it"... The finish was flashed during the ball game and fifteen minutes later a transcription made at the close of the race, covering the finish, interviews, etc., was aired between the ball games... Continuing the baseball theme here, Ernie Smith says Claire Morrison, KYA, Frisco technician, was the first radio man to announce a play-by-play description. This was in 1925 when Claire did the Coast league games in Frisco's old recreation park... A. E. Nelson, manager of KOA, Denver, didn't let Breen and DeRose, "Sweethearts of the Air", who were visiting the city, get off without giving the pair a real western goodbye with a program promoted from Union Depot and some of the station talent aiding in the show.

● ● ● Patricia "Honeychile" Wilder has been signed to be the "comic relief" on the Jack Haley-Log Cabin show... Has it been printed that Louise King (one of the King sisters) and Alvino Rey, also with Horace Heidt's band, were married?... Ozzie Nelson's vocalist, Shirley Lloyd, has been optioned by Joe Rivkin at Columbia Pictures. Also optioned is Jean Dillon, cute singer at the Paradise... Benay Venuta's trip to Chi next week is to audition for a Chi agency the 14th... Vivian Ray is under CBS contract... "Sharkey's Bananas", the swing band in the Village bought by Ted Husing, is being acclaimed around town as the hottest swingsters here... J. Ernest Cutting, NBC talent scout, will take the air Saturday night, talking on "The Search for Talent" and how raw material must be handled for perfect development. In addition to Cutting, top-notch NBC artists will also be heard on this show... The Grace Moore-Vincent Lopez show for Nash fades the 26th... At the shake-up in that music firm, an exec will resign to form a new company with one of the biggest men in personal representative field.

● ● ● WWVA, Wheeling, W. Va., learned that their audience recognized announcers by the following tag-lines... "West Va.'s Most Powerful Voice of the Air" means Walter Patterson... "In the Heart of the Thriving W. V. Panhandle District" identifies Wayne Sanders... Bill Thomas is known by "The Friendly Voice from out of the Hills of W. V."... Paul Myers via "At 1160 on Your Dial"... Paul Miller breaks with "West Virginia's Friendly Voice", but Cliff Allen tops the list with "Your Friendly Broadcasting Service to the Tri-State District".

## PROMOTION

### Free Radio Scripts

KFOX, Long Beach, Cal., in cooperation with Mountain View Dairies is giving away free radio scripts as a promotion scheme for the program of Hal Nichols and His Mountain View School Kids, heard daily except Sunday at 6:30 p.m. Program informs listener he may have copy of the script by purchase of one quart of Mountain View ice cream. Script is actual copy of one to be used in a future broadcast and contains all the items of commercial announcements, sound effects and cast lines.

Many of the program's fans are children, so invitation is extended for them to get a script, produce their own program, then tune in to the actual broadcast of the show and compare their production ideas with those of the station.

Max Becker Agency reports very satisfactory results on distribution.

### WDNC Airs Popeye Club

In a tieup with the Carolina Theater, Durham, N. C., WDNC each Saturday morning broadcasts a 15 minute session with the weekly convened Popeye enthusiasts directly from the stage of the theater. Contests are held and prizes awarded each week and, with interest running unusually high among the local kiddies, the morning matinees are bidding fair to become a week-end highlight in the Durham entertainment field. Following each broadcast, Manager Noble Arnold presents a complete screen program designed especially for the children and featuring Popeye shorts and cartoon novelties. Joe Edmondson, assistant manager of the theater, has acted in the past as emcee for the programs.

## GUEST-ING

LESLIE HOWARD, in "Monsieur Beaucaire", on Lux Radio Theater, June 21 (CBS 9 p.m.).

PAT O'BRIEN, HENRY FONDA and MARGARET LINDSAY, in "SLIM", on "Hollywood Hotel", June 25 (CBS, 9 p.m.).

BUNNY BERIGAN and orchestra, RUTH BRADLEY, SANDOR SVED, MARGARET BRILL and THE SOUTHERNAIRES, on Magic Key of RCA, June 13 (NBC-Blue 2 p.m.).

EILEEN CREELMAN, N. Y. Sun movie editor, on "Movie Pilot", June 11 (WEAF, 7 p.m.).

LILLIAN GISH, on Show Boat, June 10 (NBC-Red, 9 p.m.).

ALFRED KREYMBOURG, on "Exploring the Seven Arts", June 9 (WQXR 9:45 p.m.).

ALAN ROBERTS, tenor, on Katzman's Dinner Music, today (WINS 5:30 p.m.).

DR. W. E. AUGINBAUGH, on "Vanishing New Yorker", tomorrow (WMCA 8:45 p.m.).

HI-FIDELITY

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**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**O**SA JOHNSON said she'd rather "face a herd of wild elephants than the mike"....That was before her rehearsal for a guest shot on the Shell show.... The little lady who so compactly combines courage of a virile variety with a de luxe order of femininity "upped" to that infernal device and tamed it, as was anticipated....After her next African jaunt, scheduled to begin the end of June, and the new jungle flicker, Osa plans to take the ether in large doses, via a commercial program....She's not sure whether it will be of the lecture type, or a dramatic serial, replete with native singing, and spine-chilling adventures with jungle beasts....It might even consist of recipes for exotic dishes, of which she has a large collection, garnered in the various quarters of the earth, or bestowed by the lions she's encountered in drawing rooms instead of in the wilds....Sponsor could easily be any one of several food products companies....According to Mrs. J., all the canned and tabloid comestibles used are American in origin and manufacture.... She has pictures to prove it....Claims she'd like radio because it would mean a restful period at home....Which is what you'd expect a cosmopolite who nonchalantly tackles the jungle in smartly tailored English slacks and satin lounging pajamas for the P.M.s to think of a mere civilized contraption....

▼ ▼  
Jack Dempsey's will be the scene of a Colorado "Old Home Week" celebration come Thursday, with May Singhi Breen and Peter De Rose, newly returned from that state, in attendance, and Jean Dickenson, a Denver lass, representing her natal town....The menu to be typically Coloradan, with a Pike's Peak confection for dessert....Janice Gilbert, teens-age thespienne, did such a swell job on Thursday's Floyd Gibbons show she'll do a repeat this Thursday...A flicker contract is being dangled before Janice's nose and she or her manager will probably sign....

▼ ▼  
Marguerite Powers, of KOL's continuity dept., is busy guest-conducting the "Washington Woman's Radio Hour" over the Seattle station Mondays through Fridays....Ruth Ferry, concluding her WICC broadcast season June 29, has piled up a record of 280 new ditties presented since her 1935 debut, and 66 single repetitions..

**RADIO PERSONALITIES**

No. 42 in the Series of Who's Who in the Industry

**B**. T. (BEVO) WHITMIRE, manager of the Greenville News Piedmont Company's NBC station, at Greenville, S. C., the textile center of the South, has had an interesting career. He graduated into radio from the newspaper field after education at the Georgia School of Technology,



Uses self as barometer of what's interesting.

Atlanta, and Columbia University, New York. Whitmire entered newspaper work as a reporter and took up the press camera as a sideline. He was recommended by his editors for the Pulitzer journalism prize for spectacular coverage of a tornado disaster at Six Mile, S. C., and in the course of 12 years in journalism handled everything from police court to state legislature. Once his photography nearly cost his life. Taking a picture of an aquaplanist, he was thrown from the deck of a speedboat and was caught by the whirling propeller. Another time he was passenger in an automobile that plunged at 70 miles per hour off a boat landing into the waters of 15-foot deep Waccamaw river in Georgetown County. Although injured, he got out of the car and then dived back to the sunken machine five times successfully rescuing his three companions from the submerged vehicle. For this he has been recommended for a Carnegie Hero Award.

As a reporter and as assistant city editor of the Greenville Piedmont, he had an unflinching nose for news. He used himself as a barometer. If a group of facts interested him, he reasoned they would be interesting to the general public. It worked. When he assumed executive control of WFBC in 1933, he applied the same line of reasoning. If a program interested, amused or entertained him, it would be interesting to the general public. Again the plan worked. Unique special events broadcasts have caught and held much public interest. News programs are among the most important offerings of WFBC and have been since the station first went on the air May 20, 1933. WFBC was a pioneer in this connection, and discovered long ago that radio news, properly handled, increased newspaper circulation for the papers owning and operating the station. Since Whitmire has been with WFBC it has grown from a 100-watt independent to a 5,000-watt full time affiliate of NBC. Revenue has increased five fold.

**ORCHESTRAS - MUSIC**

**G**LENN MILLER and the boys will take over the Roosevelt Hotel in New Orleans, June 17, following Lenie Hayton.

Al Goodman, "Hit Parade" baton-eer, has been appointed honorary musical adviser to the President Players at Swan Lake, N. Y. He'll be consulted on each musical production presented there.

Ray Sinatra and the band have been signed to star in a picture for Republic.

MCA is arranging a series of one-nighters in Northern California for Paul Pendarvis with the okay of Palace Hotel in Frisco who will re-book the band as soon as the city's hotel strike ends.

The summer evening popular concert to be given by the Associated Glee Clubs of America in the Great Stadium on Randall's Island, N. Y., will be aired June 12 at 10-10:45 p.m. over the NBC-Blue. One thousand glee club men, representing various organizations in the East will compose the male chorus in the Spring Sing, New York's first "pop" concert. Carol Deis, NBC soprano, will be heard in several solo numbers as

the only feminine note in the otherwise all-male concert.

Frank Du Bord, erstwhile pianist with the Paul Whiteman outfit, has signed with the Greater Texas and Pan-American Exposition, opening in Dallas, June 12, to appear with the show "Road to Rio".

Nano Roderigo and ork, heard over NBC at various times in the past few months, will have a permanent 8 o'clock spot Mondays over WJZ, effective next week.

Henry Busse and his lads are the newest in the parade of bands now aired via WHN over the WLW Line from Cincinnati. They're heard Thursdays, 8:30-9 p.m.

Benny Fields, whose option has been taken up by Jack Mills, has just made two more Variety Recordings: "Image of You", "Happy Birthday to Love", "You're My Desire", and "What a Fool I've Been".

Buckeye Lake, Ohio summer spot, will feature name bands during the summer, booked through the Cleveland office of CRA. Scheduled list of attractions includes Austin Wylie and ork, July 11-16; Les Brown and

**AGENCIES**

**R.** H. CROOKER, executive vice-president of Campbell-Ewald Co., has been named acting president, due to the continued illness of Henry Ewald, president.

GEORGE WEBER JR., vice-president of the Pacific Coast agency of MacWilkins & Cole Inc., has been placed in charge as resident Seattle manager. He succeeds at Seattle Wayne R. Leland, who has returned to Portland headquarters in order to specialize in production and copy of the agency. Considerable expansion in Seattle is planned.

MARY PENTLAND ADVERTISING AGENCY of Portland, Ore., has been merged with The Izzard Co., national ad agency at Seattle, although present offices of the former will be maintained in the Fenton Building while operating under the Izzard name. Harold R. Stone of the Izzard staff is being dispatched to Portland to be co-manager there with Miss Pentland.

BAXTER M. EASTBURN, former advertising manager for several department stores and at one time associated with the Sparrow Advertising Agency has opened an agency in Atlanta under the name of Eastburn & Spiegel.

**Will Welcome Ad Men**

An address of welcome to the delegates by Mayor Fiorello La Guardia is being planned for initial meeting of the Advertising Federation of America convention to be held in New York, June 20-23. An official reception and an address by Grover Whalen are also scheduled. A "Breakfast Clinic" to discuss radio will be held at 8:30 a.m. on June 22, with Jacob Albert of Detroit presiding.

his Duke Blue Devils, July 19-24, and Blue Barron and his boys, July 25-27. Deal handled by Stan Zucker, manager CRA Cleveland office.

Maestro Eddy Duchin, playing at the Chi Palmer House, has a clause in his contract which says he may have four days off around the first of July to flit to New York. Marjorie Oelrichs, his wife, is expecting an heir or heiress about that time

Art Shaw and the band, now featured at the Willows, Pittsburgh spot, and airing via WEAf, have been held over two weeks.

Ferde Grofe, American composer of note, will conduct NBC Symphony Ork in a program of his own most characteristic compositions June 15, during a short wave broadcast to Italy, to be heard by American listeners at 4:05 p.m. over the NBC-Blue.

**ADOLF SCHMID**

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

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New York City



## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 40 of a Series

### WFBC—Greenville, S. C.

1,300 Kc.—5,000 watts day, 1,000 watts night.

**B. T. WHITMIRE, Manager.**

**W. S. LINDSAY, Commercial Manager.**

**W**FBC has had one of the fatest growths of any station in America. On May 20, 1933, it went on the air with 100 watts power, serving all the limited area that 100 watts will serve. Owned and operated by the Greenville News and Piedmont Company, publishers of South Carolina's leading newspapers, the small station received valuable publicity and had unlimited resources at its command.

Frequent newspaper broadcasts and a fair degree of program showmanship put WFBC into the good graces of its service area within a short time. Its frequency was 1,200 Kilocycles; equipment RCA all the way. One year later growing pains set in. The FCC granted application for 1,000 watts day power and 250 watts night on 1,300 Kilocycles. A new RCA type 1-D transmitter was installed.

Hardly six months more elapsed before the night power was increased to 1,000 watts. Before the third year of WFBC's operation became history, an application was granted for 5,000 day and 1,000 night power.

Then, on March 1, 1936, WFBC made its greatest stride forward. It became an optional outlet for the National Broadcasting Company. The most recent stride forward, which came about simultaneously with WFBC's fourth birthday, was an announcement from NBC that WFBC would no longer be an optional station, but a full-fledged member of the Southeastern group.

Thus WFBC has hung up this record: 100 watts independent, May 20, 1933. Four years and three transmitters later, a 5,000-watt NBC station with a new RCA high fidelity transmitter, a full half-wave Truscon vertical radiator, and a full half-wave all copper ground system, broadcasting from a new modernistically designed transmitter building located three miles South from the city of Greenville and serving one of the most thickly populated of the South's markets.

Hall Johnson choir, Leon Leonardi's orchestra and an array of talent, on a program to welcome the arrival of Congressman Gazagan and Executive Vice-President Walter White of the National Association for Advancement of Colored People, in a half hour program Friday.

Syd Dixon, sales chief of NBC's Hollywood offices, will use electrical transcriptions to make the sales talk for Los Angeles as the 1938 convention city for the Pacific Advertising Clubs Association. Dixon has arranged with Lum and Abner, Jimmy Fidler, Mayor Shaw and Chamber of Commerce officials to make a recorded plea for the convention for next year. Recordings, Inc., doing the waxing.

Herb Caen, San Francisco Chronicle radio ed, here visiting the studios.

Lewis Witter out from the Eastern offices of The Buchanan Co. (formerly Hanff-Metzger) to represent the agency on the Cantor summer show.

Pinky Tomlin has a new tune, "You're Priceless," which Santly Joy and Select will publish.

John Dolph, assistant vice-pres. on the coast for CBS, home with the flu.

Hanley Stafford, winner of the Freeman Lang trophy for radio's best speaking voice four years ago, back from New York, and spotted in on the staff of Union Oil's "Thrills" program, Frederick C. Dahlquist, producer.

Ed Lindsey added to sales staff of American Radio Features, program and transcription firm.

Transcription Co. of America will enlarge present quarters, July 1, adding a group of four executive offices

and reception suite. During summer months, staff will ready the fall output of transcriptions in script form, start recording in September.

Lorena Lowery, Radio programs division, Walter Biddick Co., leaves June 23 on the Mariposa to visit radio stations in Honolulu, Australia and New Zealand.

May transcription sales for Earnshaw Radio Productions, Hollywood, included 13 short stories to KERN, Bakersfield, and WDEL, Wilmington, Del., and 13 Crazy Quilt disks to KTSM, El Paso, Texas.

Station 3HA, Melbourne, Australia, has bought Green Valley Line transcriptions from Walter Biddick Co. Leonard Kapner, of WCAE, Pittsburgh, visiting Ford Billings, California net chief.

Howard Way, formerly with WOR and WEAJ staffs in New York, goes on at KMPC as vocal director, Leo Tyson, general manager announces. He will work with Oliver Alberti, station's musical director, in producing a new style series of ensemble singing.

When Bing Crosby opens his Del Mar Turf Club on July 3, NBC will put 45 minutes of it over the nationwide Red net, starting at 3:45 p.m. PST. Clem McCarthy will be brought out from New York to handle the mike, and Hollywood friends, in both radio and movies, will be on hand to help Bing get the new venture off to flying colors.

KFI-KECA building a new office for use of announcers. Heretofore, they have had desk space here and there around the studio. The new set up will give them privacy to study scripts, work on their announcements.

Table Products Company has



**W**GN's variety show, "Melodies from the Sky," with the Harold Stokes orchestra, Kay Nelson, Phyliss Novak, Pete Johnson, Arthur Wright, the Four Shades of Blue and a Glee Club, return to the visible show schedule tomorrow night. It's a Mutual network show.

Tom Shirley, announcer and actor, added to cast of CBS "Romance of Helen Trent."

John Harrington starting a nightly news review at 6 p.m. over WBBM edited by Arch Farmer. John, like Pat Flanagan, his fellow broadcaster, must make a swift dash from the ball parks where they broadcast each afternoon to the studios after the game.

MacDonald Carey gets the role of the First Nighter in Campana's show of that name. Don Briggs played it in Hollywood but movies kept him in the west when the show moved back here.

Lee Hassell and Sally Foster of the WLS Barn Dance crew both going to have their tonsils out at the same time soon.

Cy Pitts, former Carnation Contented tenor here, coming out from New York this week to get the rest of his duds. He has a job singing at Radio City for NBC.

Mel Merkley, formerly with Horace Heidt and lately with Fred Waring, handling publicity for the Drake Hotel.

Eddie Conrad, the Russian of "You Can't Take It With You" cast, auditioned as the "mad maestro" at NBC with support by Sylvia Clark, Clark Dennis and Roy Shield's music.

William W. Durgin is new copywriter at Lord & Thomas. Came from Thompson-Toth, Cincinnati.

Agnes Seward of NBC press department on vacation — motoring down Kentucky way.

Happy Jack Turner set something of a record other night at the Peru (Ill.) Country club by playing requests—200 of them—from 11 p.m. to 7 a.m. Then he told his hosts that he would have to shuffle back to Chicago for his 10:30 a.m. broadcast for Meyercord's. Program has shifted from WENR to 10:30 a.m. Thursdays on WMAQ.

signed for 13 weeks on KNX and KSFO for a share of the Monday and Thursday Fletcher Wiley participating program, to advertise Duchess Salad Dressing.

"Hollywood in Person," General Mills noon time daily program which used a trailer studio to broadcast from the movie lots, will fold Friday of next week.

KEHE will put Los Angeles radio editors on the air as a weekly interview feature in "Listen Ladies" program. Bernie Milligan (Ray-D. O. Fan byline) on the Examiner will start the series June 14.

**M**UTUAL net figuring on using Hollywood talent, and originating more programs out of KHJ this fall, according to Lew Weiss, general manager for Don Lee Mutual, who heads East June 15 to take in the convention in Chicago, after which he will confer with Mutual officials with reference to the expansion program for the fall. With Weiss will go Wilbur Eischelberg, manager of KFRC, San Francisco.

Harry R. Lubcke, Don Lee television chief, went on his vacation this week, taking his new baby daughter to San Francisco to see her grandparents for the first time.

William Peck has been appointed field representative for Electro Vox and Air Check, in downtown Los Angeles. Bert Gottschalk, owner, will continue to watch over the Hollywood field.

James A. Tierney, from the New York offices of Texas Co., here to supervise the commercials and represent the Texas company for the summer Cantor show, taking the place of George Vos, who has gone East while Tierney is here. Vic Knight here to assist Cantor in producing.

Sophie Tucker, Gus Edwards, George Jessel, Eddie Peabody and a group of other stars not yet announced will strut their stuff in a radio studio—but their entertainment won't go out on the air. KFVB has given the use of its studio theater to The Helping Hand society for Tuesday, and the artists will help the charitable organization raise funds at the show which will be a benefit.

Frederick Stark, Don Lee maestro, heading for Yosemite for a two week vacation, with David Broekman taking over the Stark baton for the Friday pop concert and the Sunday evening Hall of Song.

Union Pacific Stages has launched a three times weekly Aloha California program, using the portable microphone to interview passengers departing from California by bus. Master of ceremonies plants his mike at the bus 15 minutes before departure time, picks travelers to ask where they're going, why, and other questions intended to give a human interest slant. Program aired over KEHE, placed by Beaumont & Hohman, out of Chicago.

Drawing from the personal record library of the store's president, Music Shop of Hollywood has started an hourly program, five days a week, over KFAC, to bring unusual local and foreign concert hall music not ordinarily heard over the air.

John Livingston, formerly with Free, Peters & Co., station reps, and E. L. Bengston of KLZ, Denver, joined sales staff of KEHE and California net.

Lew Weiss, Don Lee net manager, moved to a swank new Georgian home in Westwood Village.

Clarence Muse was m.c., with the

# ★ Program Reviews and Comments ★

## "SPOTLIGHT REVUE"

Sustaining

WOR, Mondays, 3-3:30 p.m.

**BRIGHT VARIETY PROGRAM ALONG FAMILIAR LINES AND ENTERTAINING.**

Though in no way departing from the general run of variety shows, this new half-hour made its bow yesterday with enough informal liveliness and entertainment value to make it welcome. Benny Davis, songwriter and discoverer of talent, fills the emcee spot satisfactorily. Leo Freudberg's orchestra provides the musical background very capably.

Different guests are to be presented weekly, and the first show had Rose Marie, grown up from "Baby", who did nicely with "The You and Me That Used to Be" and "I've Got Rhythm"; Leo Fuld, whose singing of "Come Back to Sorrento" in Italian was grand, and Beatrice Joyce, former Radio City Music Hall prima donna, who also registered well. Harry Mack is the announcer.

## "Downbeat on Murder"

Latest presentation of the Columbia Workshop, aired Sunday at 7-7:30 p.m. over WABC and the CBS network, was an uncomfortable melodrama by Charles Tazewell. Written especially for radio, it told about a German musician who is henpecked and heckled by his wife and poaching relatives until he is driven to murdering them. A musical score by Bernard Herman accompanied the drama, the sounds being employed to whoop things up to the climax.

Despite some commendable elements of experimentation, the Columbia Workshop isn't likely to get far with drama of this type. First of all, it is not sufficiently down to earth to interest and hold a wide audience. Secondly, in this particular case, the German accents made it hard to understand all the dialogue without more straining than can be expected of listeners. Third, the radio can take a hint from the stage on the limited appeal of drama that is fantastic, deeply psychological, depressing or ultra-novel in technique. The Columbia Workshop may be said

to correspond to the arty branch of the stage—the Little Theaters, which went in for the more or less high-brow drama, and which never got to first base in general public favor.

The Columbia Workshop has demonstrated that it can do some fine things, but unless it intentionally desires to cater to a limited audience it will have to present stuff that is more within the scope of popular appeal.

## Shell Show

A couple of artists who should be heard more on the radio appeared in Saturday night's Joe Cook Shell Show over the NBC-Red network. Chief of these was Mrs. Martin Johnson, who told a little of her African film-making adventures. Mrs. Johnson not only has a vast treasure of colorful, exciting and unusual experiences to relate, but she also has the voice, personality and charm to make a highly interesting job of it.

Another individualist on Cook's program was Emil Boreo, the continental entertainer with a style that is different and refreshing. Louise Massey and Her Westerners also contributed musical enjoyment to the program, and among others gracing the occasion with their talents were Florence Reed and Billy Lynn.

## Eddie Stanley

Taking over the head comedian spot while Eddie Cantor vacations, Eddie Stanley did a commendable job on Sunday's Texaco Show over the CBS network at 8:30-9 p.m. Stanley works in the smooth, assured style of a seasoned trouper. He doesn't go in for dialect, but has a likeable personality of his own which keeps the proceedings bright and moving along at a nice clip. So long as he gets a break in the way of material, he should have no trouble clicking.

Saymore Saymore did well in comedy crossfire with Stanley. Bobby Breen did a repeat of "Eili Eili," while Pinky Tomlin sang his new song, "Tetched in the Head."

Jimmy Wallington, Jacques Renard's orchestra and other mem-

bers of the show also were up to snuff.

Due to operating difficulties, first six minutes of the program was not heard in the east.

## Walter Winchell

A new feature was initiated by Walter Winchell in his program Sunday over the NBC-Red network at 9:30-9:45 p.m. He made citations of the best film work of the week, best Broadway play, best song, book, radio program, etc. No information given as to the elements entering into making the selections, the implication being that they represent Winchell's own opinions. At any rate, picking "bests" has always been a popular stunt and Winchell no doubt can make his count for something. In the radio end, he said the week's favorite in his household was Russ Morgan's music, followed by "March of Time."

## "Chase & Sanborn Hour"

This Sunday night stanza maintains the high standard of entertainment since its recent inauguration when Don Ameche, Edgar Bergen, Werner Janssen, W. C. Fields and Dorothy Lamour went on the show, plus weekly guest stars. Last Sunday Constance Bennett and Ameche offered a dramatic excerpt from "Candlelight," with Fields later ribbing Miss Bennett in his inimitable manner, and of course the feud between Fields and "Charlie McCarthy" is still on.

Ray Middleton, dramatic baritone, with both concert and dramatic stage background, supplied the vocal highlight with his rendition of "Glory Road," a type of spiritual that seems written to order for this fine singer. In such numbers, as in the case of "All Points West," Middleton's fine dramatic ability stands him in good stead. Vocally, his voice is sure-fire and fills a definite need in radio. The closing musical number, a bit of Gilbert & Sullivan, was presented in novel fashion, with Bergen's "McCarthy" kibitzing on the sidelines.

## "Bughouse Rhythm"

Emanating from San Francisco, this batch of rhythm and humor presided over by Jack Meakin is a delectable dish. The edition caught Friday night over the NBC-Red was the final coast airing of the present series. This week Meakin will do his spot from New York before taking a recess. Program has an unctuous commentator who chats amusingly between servings of the rhythm, which also has a style of its own. Nice nonsense.

## Dick Fishell

Recently passing his first year's mark doing the 6:30 p.m. Sports Resume over WMCA for Wheaties (Knox-Reeves agency), Dick Fishell has developed one of the best little programs of its kind. It is clear-cut, well compiled and covers plenty of ground. Baseball, racing, tennis, etc., all are embraced by Fishell in his summaries these days, and during the fall he will be at his best on football — Dick having been an All-American at Syracuse and a professional pigskin artist here.

## Charlotte Buchwald

Among the always interesting WMCA programs is Charlotte Buchwald's "The Playgoer," wherein she presents and interviews leading personalities of the theater world. Last Friday afternoon's subject was picked from close to home, the subject being Alfred Hall, WMCA's own program director, who had quite a few interesting things to say about this business of entertaining the public.

## Vincent Connolly

One of the more pleasant-voiced newscasters, Vincent Connolly, took the Nedick's Stores Inc. sponsorship banner on WOR last night for a Monday-Wednesday-Friday airing at 6:45-7 p.m. Program is the usual news compilation, getting its touch of difference from Connolly's style of handling.

Tied in with the new series is a contest wherein Ford cars, Philco radios and crates of oranges are given away weekly.

## WSGN Local Rate Changes

Birmingham—Frequency discounts on local contracts constitute the major changes in the new rate card recently issued by WSGN, Birmingham News & Age-Herald station, T. O. White, production manager, explains. There were no increases in national rates.

The changes were made to bring WSGN local rates more in line with competing stations, and at the same time to result in greater revenue needed for recent investments in new and more efficient mechanical equipment.

## Booking Montclair Hotel

Rockwell-O'Keefe Inc. will book attractions for the Hotel Montclair, effective next week, when Ralph Hitz takes that hostelry over.

## Texas Expo Appointments

Dallas—James W. Crocker, director of radio for the Greater Texas and Pan American Exposition opening here June 12, has appointed Jack Lyman program director for the exposition. Announcers include Ray Lackland, Fred L. Edwards, Fritz Kuler, Gene Heard and John Hughes. Harry S. Keith, technician with the Texas Centennial last year, is chief of operations.

## Plan Stratosphere Broadcast

Chicago—Ken Fry of NBC special events department is working on plans to air the stratosphere flight of Prof. Jean Piccard under auspices of U. of Minn. next week.

## McDermott, Morton in Denver

Denver — Gerard McDermott, in charge national NBC spot sales, and Oliver Morton, manager NBC Chicago local spot sales, were here last week. They held several conferences with A. E. Nelson, KOA manager, listened to more than 100 auditions of Denver talent, and were entertained at several luncheons.

## R-O'K. Chi. Opening July 1

Rockwell-O'Keefe Inc. officially opens its new Chicago office at 32 W. Randolph Street, July 1. Tom Thatcher will be in charge, with George Hillman as assistant. Both were formerly associated with Kenneway Attractions and Consolidated.

## Columbia Bureau Bookings

Columbia Artists Inc. has made the following bookings: Robert Gibson to appear on Hammerstein Music Hall, June 22; Margaret McCrea Repeats on Show Boat this Thursday, and H. V. Kaltenborn to the Rotary Club of Winston-Salem, June 15. First two deals were set by Mack Davis.

## Test Show to Chicago

Kansas City—"Across the Breakfast Table", daily script show sponsored by Household Finance over KMBC here the past 13 weeks, has been moved to Chicago by the same company for a 13-week test campaign. Arthur Church of KMBC made the deal.

## San Francisco

DWIGHT NEWTON, KYA's "Uncle Harry," out with chicken pox, so Doug Montell is batting for him.

Robert Stevens, NBC tenor, guested on "California Concert" show Sunday night.

David Vaile, announcer-producer with KYA for nearly a year, made "studio supervisor," to keep tab on mikemen, skeds and important office routine.

John Nesbitt, "Passing Parade" commentator, has enrolled in voice training and speech courses in the University of California summer session. Will also work with Irving Pichel, the actor, in Greek theater productions.

Natalie Park, NBC actress, now playing comedy role in "Carefree Carnival."

Jeane Cowan, NBC song stylist and actress, leaves L. A. to rejoin her family June 19. She will continue her role in "Hawthorne House" for a while, commuting by plane or train.

Armand Girard, NBC baritone, ends his Friday night song spot on KPO for "Tums," sponsored by Lewis-Howe Co., on June 11. Bennie Walker's Saturday morning "Tillamook Kitchen" for Tillamook Creameries bows out July 2.

Ned Tollinger, "Carefree Carnival" emcee, got a card from Van Fleming, NBC producer of the show, stopping at Panama on a nervous break-down cure trip.

Dick Deasy went to work yesterday at KYA, which plugs the gap left by Linn Church's leaving. Deasy formerly was at KSFO as operator-announcer.

### WNOX Promotions, Additions

Knoxville—R. L. Anderson of the WNOX sales staff has been promoted to continuity chief. He will also do some commercial announcing along with his new post.

New personnel added to the station payroll include Paul Allison, announcer, and Harry Grimes, secretary to O. L. Smith, commercial manager.

## ONE MINUTE INTERVIEW

### A. RALPH STEINBERG

"Today, an entire radio show of up to a half hour can be recorded on one side of a single 12-inch or 16-inch record. And this is not our limitations. But a few weeks ago we demonstrated before the Franklin Institute in Philadelphia a record 12 inches in diameter that played one hour, two minutes and forty seconds on one side! Some day, even longer periods of time will be played on one record. Maybe an entire opera, novel or drama."

## ★ Coast-to-Coast ★

GRADY COLE has started a new thrice weekly program over WBT, Charlotte, as the Castleberry Commentator, sponsored by Castleberry Food Products.

"Rhythm in Song," new program going over the WLW Line from Cincinnati, is reported meeting with fine response. Talent includes Jeannine Macy, Four Modernaires, Three Spades, a girls' sextet and a boys' octet.

WDNC, Durham, N. C., which on Saturday gave the first airing of the Duke University commencement exercises, this week does the same with University of N. C.

Jack Howell of the sales staff of KRLD, Dallas, is vacationing in New Orleans.

Louise Hill Howe, director of the Radio Playhouse, KSL, Salt Lake City, is back on the job after a 10-day illness.

Baltimore's Gavel Club will be aired weekly starting today at 6:35 p.m. over WBAL. Club members are presidents and secretaries of the city's leading clubs.

WIRE, Indianapolis, had to call off its broadcasts from the Marion County Jail when the county sheriff refused to let prisoners participate.

Ralph Nelson, director of special events at KCKN, Kansas City, Kas., is handling the newly added Star Radio script show, "Good Morning, Neighbor," which is tied in with community happenings as much as possible.

WLW Radio Revels, which made a hit with Cincinnati theatergoers recently, have been booked for two more weeks of personal appearances, at the Colonial, Dayton, starting Friday, and the Lyric, Indianapolis, week of June 18. Fritz M. Witte directs the show, with cast including Frim Sisters, Tommy Riggs, Helen Nugent, the Virginians, Carl Freed

and his harmonica lads and Brown County Revelers. Red Barber, WLW sports announcer, will appear at the Dayton run. Joseph Ries, educational director, plans to be in the Indianapolis engagement.

Following the recent lead of Manager Frank Jarman and Engineer Bob Stratton, at least two other members of the staff of WDNC, Durham, N. C., plan to middle-aisle it during vacation. They are Al Harding and Lew Brown.

WBT, Charlotte, tonight will broadcast the 100th anniversary of Davidson College, one of the oldest Presbyterian schools in the country.

Thompson Bartlett, CBS announcer, is commuting between Chicago and Milwaukee to act as master of ceremonies for the amateur shows presented from the stage of the Riverside theater in Milwaukee each Monday night. Al Buettner, who has been conducting the tryouts, leaves shortly for the coast. Bartlett was formerly with WISN, Milwaukee.

LaRange and Margery Jarvis, Rhinelander, Wis., are now broadcasting daily over WEAU, Eau Claire, as the "Rambling Cow Girls."

Douglass W. Merservey, formerly in charge of advertising for a division of the du Pont Co., will join NBC in an executive capacity with the program department on July 1.

Palmer Greer, formerly of WHIO's engineering staff, has joined WKRC, Cincinnati, in a similar capacity.

Among out-of-town guests at Saturday night's ball in the Municipal Auditorium to wind up WHB's full-week celebration of its 15th anniversary were John Henry, KOIL; Reggie Martin, KFAB; Mr. and Mrs. Clarence Cosby, KWK; Tams Bixby Jr., KBIX; Martin Munzer Jr., Luckey-Bowman, N. Y. Mr. and Mrs. Jess Kirkpatrick, WGN; and Herb Hollister and Jack Todd of KANS.

## PITTSBURGH

One of the most ambitious tie-ups ever made in Pittsburgh is current with the Stanley Theater's showing of the locally broadcast Wilkens Radio Amateur Hour winners.

WWSW will broadcast the outdoor Pop Concerts of Victor Saudek's Little Symphony orchestra from the lawn of the Hotel Schenley this summer.

KDKA's Strollers Matinee was received so well over the NBC network that they will feed the program twice weekly.

Special additional radio space has been allotted on Wednesdays and Saturdays to Si Steinhauser, Press radio editor. Radio features fill extra columns.

## BIRMINGHAM

Bill McCane, commentator for WBRC, is now in charge of this station's "Movie Broadcast" program, a daily feature of the "question and answer" nature.

Fred Smith, for many years layout man for The Birmingham News & Age-Herald, in the composing room, recently signed with WBRC to handle the "B. C. Sports Review," daily feature. Smith will continue his regular work with the newspaper.

Don Campbell, time salesman for WBRC, was recently elected to the board of directors of the Birmingham Lions Club.

Evelyn Culverhouse, one of Alabama's outstanding vocalists, has signed a contract with WBRC, and is heard at 5 p.m. Tuesdays.

## New Orleans

P. K. EWING, general manager of WDSU, is due back here this week after a hearing in Washington in which WDSU is asking for authority to operate another station on 250 watts. WDSU has network ambitions again, planning to join one of the two majors in the fall and if so it apparently does not wish to lose the local business and is preparing for a supplementary station accordingly.

WSMB, present outlet for both NBC networks, is also reported after another station wavelength, and Vince Callahan, general manager of WWL, was to be in Washington this week where it is expected that this CBS outlet's request for an increase to 50,000 watts may come up.

WBNO is asking the FCC for full time on its present band, while WJBW's present owner, Charles Carlson, is asking for full time for his station, which shares time with WBNO.

Not to be outdone, Southern Broadcasting Co., claiming a managerial contract with Carlson to run WJBW, is reported to have an application with the FCC to get Carlson's power and run a station of its own.

## KANSAS CITY

KXBY recently added a Sunday night narrative feature, "Adventures of a Leatherneck", in which Sergeant Whitehouse of local U. S. Marine recruiting station tells his war experiences.

A heavy electrical storm put WDAF off the air for about 15 minutes one day last week.

John Lewis Wood, who recently came from KFAB to join KXBY, is airing a daily quarter-hour of pop songs and range tunes.

With exception of a quarter-hour inquiring reporter program and a news airing, KXBY's entire Saturday night time, 7 to midnight, has been turned over to dance music.

Jerry Burns, formerly of WHAS, has joined the staff of KXBY to replace Jim Banon as special events and news announcer. Banon resigned to go to the coast. In addition, KXBY has added T. J. Coffey to the sales staff.

**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**

"Miracle Music"  
JESSE CRAWFORD  
and his  
ORCHESTRA  
Featuring Helen Crawford  
Opening Congress Hotel, Chicago  
June 10th—NBC Network.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 85

NEW YORK, N. Y., WEDNESDAY, JUNE 9, 1937

FIVE CENTS

## Radio Set Sales Up 17%

### WCKY RATE INCREASE STARTING NEXT MONTH

Cincinnati—New rate schedule for WCKY will go into effect the first week in July, advertising agencies have been advised in a telegram from L. B. Wilson, president and general manager.

The boost will follow the station's step-up to 10,000 watts day and night. New specially built RCA transmitter is expected to be in operation about June 25.

### Wage Increases Granted RCA-Victor Employees

Camden, N. J.—Wage increases ranging from 3 to 5 cents an hour for 8,500 employes of the RCA-Victor Co. are announced by Robert Shannon, vice-president

Harry P. Harmer, president of United Electrical & Radio Workers Union, claimed his organization was responsible for the rise, as did Harry Kline, president of the Employees Committee Union. Harmer asserted the rise was in accord with negotiations made last July after a strike.

### A. F. M. May Tighten Up On Synchronized Music

New major item of importance to be brought up at the convention of the American Federation of Musicians in Louisville, opening June 14, is a proposed tightening up on movie synchronization, with the hope of a concession from the theater end of the industry whereby musicians would be returned to some extent to theater pits. Threat of a ban of  
(Continued on Page 8)

### Prophetic Program

East St. Louis, Ill.—Woody Klose, program director of WTMV, who has been writing and broadcasting a morning program under the title of "Family Man", will hereafter know whereof he writes and talks. The other day Mrs. Klose, who is the former Mary Virginia Taylor, presented Woody with a nine-pound son.

### Hits That Missed

As part of his new summer dance music hour which starts tonight, replacing the Fred Astaire show, over the NBC-Red network, Johnny Green will present starting next Tuesday 9:30 p.m., "Hits That Missed", devoted to tunes which their famous composers felt sure would land in the money class but didn't. George Gershwin will get the first salute.

### SHAKESPEARIAN SERIES STARTS JULY 12 ON CBS

The CBS Shakespearian series will begin on July 12 in the 9-10 p.m. spot which becomes vacant on July 5 when the Lux Radio Theater suspends for the summer. Program will use first string talent from the stage and screen to play the leads.

Wilbur Lewis, CBS vice-president, is now in Hollywood arranging for some of the talent to be used. Walter Huston and John Barrymore are two stars who have been rumored as leads for some of the programs.

In what order the plays will take  
(Continued on Page 3)

### Eddie Simmons Joining WGN Production Staff

Chicago—Eddie Simmons, for seven years program director of WAAF, next week joins the WGN production staff. He is the fourth WAAF man in a year to move to WGN. Others were Norman Boggs, Russ Young and Edward Allen.

## Ascap Situation May Cause Split in Ranks of the NAB

### Collier Agency Acquires "Tarzan" Radio Rights

West Coast Bureau, RADIO DAILY  
Los Angeles—Robert Collier Agency yesterday acquired exclusive sales rights to Edgar Rice Burroughs' new "Tarzan" radio series. Robert Thompson will do the scripts. J. Donald Wilson is to direct a selected cast under the author's personal supervision. Negotiations are on for territorial sponsorship by several national advertisers.

## RMA Sees 9,000,000 Sets Sold This Year—Labor Troubles Blamed on Congress at Chi. Convention

### AIR 3-MINUTE ECLIPSE AFTER MONTHS OF WORK

A description of the longest total eclipse of the sun in 1,200 years was given over the NBC-Blue network at 3 p.m. yesterday by George Hicks from little Canton Island in the South Seas, 7,000 miles from New York, climaxing months of intensive planning and preparation for an event that lasted only a little more than three minutes.

There was clear reception over the complicated radio hookup arranged by NBC. Hicks told of the approach  
(Continued on Page 8)

### Brown-Williamson Spot Neal O'Hara Over WEEI

Brown & Williamson (Kool and Raleigh cigarettes) has signed a thrice weekly spot to plug its Avalon brand over WEEI, Boston, with Neal O'Hara, Boston Traveler columnist, featured. Show is on Mondays, Wednesdays and Fridays at 7:30-7:45 p.m., starting today.

Other live talent shows for B. & W. will be added as times and personalities are lined up in various cities.

Batten, Barton, Durstine & Osborn Inc. is the agency.

Chicago—Sales of radio sets are up 17 per cent, and total sales of 9,000,000 sets, a boost of 2,000,000 over 1936, is expected this year, it was stated at yesterday's session of the Radio Manufacturers Ass'n annual convention in the Hotel Stevens. More than 125 manufacturers and 4,000 jobbers, dealers and service men were on hand for the convention and the accompanying trade show of parts and accessories.

In a bitter denunciation of the Wagner Labor act, John W. Van  
(Continued on Page 3)

### 14 BIG SPORTS EVENTS FOR NBC EXCLUSIVELY

NBC program department, through John F. Royal, vice-president, has virtually contracted for a monopoly on all track, heavyweight boxing and automobile racing broadcasts, it was disclosed yesterday. Radio rights to 14 sporting events have been sold to NBC to be aired exclusively by  
(Continued on Page 8)

### CBS Gets Exclusive On Lewisohn Concerts

Contract for the exclusive radio rights to broadcast the Lewisohn Stadium concerts over the coast-to-coast CBS network has been signed by the network and the Lewisohn Stadium Concerts Inc.

Starting date and network period  
(Continued on Page 3)

### WEAF Clipper Beacon

The Bermuda Clipper, inaugurating deluxe airline service between New York and Bermuda yesterday, used WEAF, NBC station, as a navigating beam. Clipper's navigating officer set his dials at the beam of WEAF until reception was at a minimum, and this was used along the route as a navigating beam.



(Registered U.S. Patent Office)

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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Tuesday, June 8)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel. ....	168	167	168	+ 1/2
Crosley Radio .....				
Gen. Electric .....	54 1/2	53 3/4	54 1/8	+ 3/8
North American .....	24 3/4	24 1/4	24 5/8	- 1/8
RCA Common .....	9	8 7/8	8 7/8	
RCA First Pfd. ....	68 1/8	68 1/8	68 1/8	- 7/8
RCA \$5 Pfd. B. ....		(91 1/8 Bid)		
Stewart Warner ....	18 5/8	18 3/8	18 5/8	+ 1/8
Zenith Radio .....	33 3/4	33 1/2	33 3/4	+ 1

### OVER THE COUNTER

	Bid	Asked
CBS A .....	27	28 1/2
CBS B .....	26 1/2	28
Stromberg Carlson .....	14	15

### CRA Booking Rice Hotel

Consolidated Radio Artists Inc., has tied up the Rice Hotel, Houston, on exclusive booking basis, also the Beverly Hills Club, at Newport, Ky. Bookings set for the Rice Hotel are: Don Bestor contract extended to July 6, with the band then opening at Peabody Hotel, Memphis, July 7, remaining until July 27 and then to the New Penn Hotel, Pittsburgh, July 30. Reggie Childs follows Bestor at the Rice and then goes to Elitch's Gardens, Denver, July 27; Jack Denny, now at the Drake, Chicago, opens at the Rice, July 23.

CRA has also booked Clyde Lucas for the Paramount theater, New York for two weeks opening June 24.

## CLAUDE SWEETEN

### Frank Hawks a Musician, Too

Greensboro, N. C.—Frank Hawks, besides being a champ speed flyer, radio artist and motion picture star, is a musician, too, he revealed while on a stopover here en route to New York. Hawks left Birmingham Sunday at 5:45 p.m. with Austin Igleheart, president of General Foods Sales Co., and flew 600 miles to this city to keep a dinner engagement with Major Edney Ridge, director of WBIG. After dinner he played a number of popular hits on his newly acquired accordion. With six weeks' practice between speed flying feats, Frank can now render "The Bee".

### Amateur Announcers Color Co-op Program

Hartford, Conn.—Norbert O'Brien, commercial manager, and Ray Markey, sales representative for WHTT, believe that they have concocted a new idea in the presentation of a cooperative commercial program. Amateur announcers bring the messages of the various sponsors to the listeners. Radio audience is asked to vote for the announcer they consider the best. Winners are selected each week, a recording being made of their voices. While the idea of amateur announcers is not a new one, it is believed this is the first time it has been used in connection with a cooperative program, the East Hartford Hour, and cooperating merchants are well pleased with the way it is being received.

### Cheerio to Take Vacation

Cheerio, who has been broadcasting continuously for more than 10 years on NBC, leaves Saturday for a vacation on his Vermont farm. Of the other members of the cast, Russ Gilbert and his wife will go to their Pennsylvania farm, "Jerry" Riegger will work on other NBC programs and Pat Kelley continues as NBC supervisor of announcers.

The program returns Sept. 27 over the NBC-Red network, 8:30-9 a.m.

### Amos 'n' Andy to Chicago

Amos 'n' Andy (Freeman F. Gosden and Charles J. Correll), who have been broadcasting from the coast since January, will air from NBC's Chicago studios June 21-25, while in the Windy City to see the Braddock-Louis fight. They return to Hollywood following the Chicago visit.

### Sign Ted Malone, Vivian Ray

Ted Malone and Vivian Ray, singer, have been signed to exclusive contracts by the Columbia Artists Inc. Malone has been set to resume his poetry reading over the CBS network early in July.

### James Riser Joins WBIG

Greensboro, N. C.—James C. Riser, Jr., formerly of WJEJ, Hagerstown, Maryland, is a new addition to the staff of WBIG here in the capacity of announcer.

### Whiteside Joins WOR

Arthur Whiteside, formerly of WBT, Charlotte, N. C., has been added to WOR-Mutual announcing staff.

### Zeke Manners Now Doing Three Series on WMCA

Zeke Manners is now heard on WMCA in three different series of broadcasts, at 10 a.m. daily and at 10:15 each night, as well as in a new series of noontime half hour broadcasts each Monday, Wednesday and Friday.

This is besides his WNEW shows.

### Stock Registration in Effect

Washington Bureau, RADIO DAILY

Washington — Registration statement of International Radio Corp., Ann Arbor, Mich., offering 31,400 warrants at \$10 has become fully effective, the S.E.C. announces. Issue is unsubscribed but may be sold and will be used to repay Federal Deposit Insurance Corp. loan, replenish working capital, etc. Charles R. Verschoor is president of the company.

### Try Out Kreymborg Play

"Commencement," a play by Alfred Kreymborg, associate director of the radio division of the WPA Federal Theater, and which won the University of Chicago's \$500 prize for the best unproduced play of 1936, will be given a Hollywood tryout tomorrow by Edward Gringe, director of Modern Stage.

### Taplinger's London Director

Robert S. Taplinger Inc., with publicity offices in New York, Hollywood and Chicago, announces that T. J. L. Crane, has been appointed director of its foreign offices at 102-05 Shoe Lane, E. C. 4, London.

Crane is an Englishman but has spent a number of years in the U. S. in both advertising and publicity.

### Garrett Joins WNEW

Joe Garrett, formerly of WIP and KYW, Philadelphia, has been added to the WNEW staff as assistant production manager, this week.

### Attending NAB Meet

East St. Louis, Ill.—William H. West and Woody Klose, executives of WTMV, will attend the NAB annual convention in Chicago, June 20-23.

### RALPH KIRBERY

"The Dream Singer"

70 WEEKS

LIPTON'S TEA

N.B.C.

## COMING and GOING

JOHN NEW, WTAR, Norfolk, sales manager is headed for Washington for the balance of the week to service several accounts.

RAY SAUNDERS, WHN announcer, is vacationing in Havana this week.

BOB DEAN, manager of KOBH, Rapid City, S. D., is back home after a visit to New York.

BILL SMITH, manager of Jan Savitt's orchestra, is in town from Philadelphia for a few days.

JOHN G. PAINE, general manager of Ascap, sails today on the Queen Mary. He will attend the International Congress of Performing Rights Societies in Paris, opening June 14, and will visit other European capitals before returning.

PAUL ROSS of the CBS sales department has left for the coast to be gone two weeks.

EDDIE DOWLING is scheduled to sail for Europe some time next month.

SIR HARRY LAUDER sails for England on Friday.

BEN BYERS of the west coast office of Radio Guide, now in New York, returns to his home office tomorrow night.

HARRY ELLIOTT, CBS San Francisco publicity head, is in New York.

LESLIE LIEBER of the CBS magazine department is in Milwaukee visiting his mother, who is ill.

### Thomas, Nadine Conner Signed for Two Years

Thomas L. Thomas, baritone, and Nadine Conner, soprano, have been signed for two years and will appear on the Maxwell House Showboat beginning July 8, when the program starts its Hollywood emanations. Both are under contract to NBC Artists Service.

### Sue Over Song Sheets

New Orleans—Seven newsstands here are being sued in Federal Court by five New York song publishers—Santly Bros.; Donaldson, Douglas & Gumble; Southern Music Publishing, Schuster & Miller and Select Music—charging sales of words to copyrighted music in booklet form without permission of copyright owners. Total damages of \$105,000 asked.

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTES

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

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

# ASCAP SITUATION MAY CAUSE SPLIT IN NAB

(Continued from Page 1)

kicked around" by the so-called low watters.

Unofficial web spokesman pointed to the anti-Ascaph measures which may be a source of strong irritation to Ascaph but eventually destined to place the brunt of the performing rights license fees on the shoulders of either the webs or the stations remaining in territory which has no anti-Ascaph law. Agreement between the nets and Ascaph plainly states that Ascaph can withhold licenses on networks supplying programs to a non-licensed station. Web legal staffs have conferred with Ascaph on this angle, but it is not believed that the society will do anything to add to the webs' woes.

High watters claim that eventually radio will have to pay for the litigation which is now costly to Ascaph and which will probably continue to cost plenty.

Meantime, Ascaph itself has the only hope of testing the constitutionality of each state law as it is passed by the legislature and signed by the governor, or after the respective dates of the laws going into effect.

### Legislation Status

State legislation as it confronts Ascaph directly or indirectly follows:

**MONTANA, WASHINGTON and NEBRASKA**, practically identical anti-Ascaph laws passed. Constitutionality of the Montana bill contested by Ascaph on April 27 and tried in a three-judge Federal Court at Helena. Decision expected soon. Nebraska bill to be tested when it becomes effective. Gene Buck, president of Ascaph was in Lincoln yesterday decrying the fact that the state was usurping the Copyright Law. Washington has same Ascaph move awaiting date for hearing.

Anti-Ascaph bills pending in Legislatures of **TEXAS, ILLINOIS, FLORIDA and MICHIGAN**. Florida action considered especially unfavorable by Ascaph.

Anti-Ascaph taxing bills pending in various states as follows: **TENNESSEE**, \$5,000 per annum per county—now being contested in Tennessee state courts.

**LOUISIANA**—\$5,000 per annum per Parish—Ascaph technically operating from outside of state limits and Statute is not being enforced.

**GEORGIA**—\$1,000 per annum per county. Litigation has construed that the payment of a tax on one county is sufficient to cover the entire state.

**MISSISSIPPI**—\$1,000 per annum for each agent representing copy-

# NEW PROGRAMS—IDEAS

### Popular KOBH Features

One of the most popular programs on KOBH, Rapid City, S. D., takes place at 2:45-3:45 p.m., ordinarily considered by stations as the least valuable air time. KOBH has worked up a unique show for this spot. It's called the "Do You or Don't You Hour," sponsored by a local theater circuit, and provides a radio forum for the likes and dislikes of listeners in the matter of popular tunes. If fans want a certain tune banned from the air, and their registered disapproval is greater than that of persons in favor of the number, the tune is taken off. Tune Traffic Cop Frank Crilly and Holly Squad Car Reporter Archie Hall are featured on the program.

Among other leading KOBH shows are "Living Granite," presented Sundays, giving historical facts about the Black Hills country; the "Kiddie Club Revue," emceed by nine-year-old Billy Goodhope and aired from a local theater with a dairy as sponsor, under the direction of Frank Crilly, and "Court of Cars," originated by Newscaster Archie W. Hall, who plays the part of Judge Weather N. Rodes.

"The Radio Scout" is starting this week, with the Scout just walking into a department store, bank or what have you and putting both customers and employees on the air.

"Poems for Sale," airing the best works of aspiring Black Hills poets each Sunday, has hit a home run and gone commercial.

right owner. No Ascaph agents residing in State.

**FLORIDA**—City of Miami local ordinance license fee \$2,500 per annum for any copyright group enforcing rights within city. Ascaph not operating there.

**MISSOURI**—St. Louis municipal tax \$2,500 per annum for any group of copyright owners enforcing rights in city limits. Ascaph not operating there and not amenable to license fee.

**WISCONSIN**—A proposal to increase the 5 per cent tax to 25 per cent pending.

**COLORADO**—General monopoly bill pending, not directly aimed at Ascaph, but which might adversely effect it. Prospect of legislature adjourning without enactment.

**MAINE**—State of Maine vs. Ascaph in anti-trust action, suit not presently on the calendar.

U. S. A. vs. Ascaph et al, still pending.

Apart from this, no information available on Alabama; Indiana legislature adjourned; Ohio bill died in Committee; Iowa legislature adjourned; Minnesota legislature, adjourned.

### Copyright Bills

In Washington, several copyright bills are still pending. Important is the Duffy bill with its elimination of

### Softball Games on WTMV

On Friday night, WTMV, East St. Louis, will inaugurate a series of softball broadcasts from the East Side Softball park. Played under lights at night three evenings each week, the games are fought by eight men and eight girls' teams under auspices of the East St. Louis Softball Ass'n. Because rivalry is keen and public interest intense, WTMV will broadcast three games each week. Paul Wills, sports announcer, is assigned to splicing task, aided by Jimmy Duncan, boy prodigy announcer.

### For Hay Fever Victims

WNEW will render a special service to hay-fever sufferers starting today, when Ted Webbe, chief announcer, initiates a daily report on the pollen content in the New York atmosphere for the summer sneezers. The nose-tickling information will be broadcast in cooperation with the WPA-Department of Health-Air Pollution Project, Mondays through Fridays at 9:30 a.m.

### Current Events Reading

WDAF, Kansas City, this week starts the first of a series of Public Library programs to be known as "Your Library and The World Today." On an evening spot, the quarter-hour discussions will be designed to suggest interesting reading in connection with current events, and seasonable reading for adults and children. Library officials will conduct the programs.

the \$250 minimum infringement fee. May come up shortly. Also provides for U. S. becoming party to Berne Convention. (S. 3047).

Daly bill (H.R. 10632) amends and consolidates Copyright Act—covers works especially prepared for radio broadcasting, etc.

Guffey bill (S. 2240) also amends and consolidates Copyright Act, touches on fac-simile, television, wired radio, etc.

Sheppard bill (S. 2031) limits liabilities for infringements, also to station originating program, etc.

Sirovich bill (H.R. 11374) again seeks to amend and consolidate the Copyright Act in a measure sought to please everybody.

### CBS Gets Exclusive On Lewisohn Concerts

(Continued from Page 1)

are still unsettled. Concerts are given nightly and it is possible that CBS may air more than one concert a week from the stadium. Vladimir Golschmann and Fritz Reiner, conductors, will lead the orchestra during the season.

For the past several years WOR-Mutual carried the concerts, and this is the first time CBS has aired them.

# SALES OF RADIO SETS INCREASE 17 PER CENT

(Continued from Page 1)

Allen, general counsel of the Radio Manufacturers Ass'n, addressing the radio industry leaders, assailed Congress for its failure to control labor union intimidation and coercion of employees and employers. Though business and industry are strictly regulated, the Wagner act fails to regulate or control Union operations, Van Allen told the RMA men, and subjects minority employes—and employers—to unbridled acts of outside pickets who "hate all forms of government and all laws and are experts in the art of discontent."

Election of officers and the annual banquet are scheduled for today. Leslie Muter of the Muter company of Chicago is president, and Bond Geddes of Washington as executive vice-president, is in charge of the show.

### Shakespearian Series Starts July 12 on CBS

(Continued from Page 1)

the air is still unsettled. Series will run for eight weeks and shows will emanate from both Hollywood and New York, depending on location of the lead. Brewster Morgan will commute from coast to coast to direct the series and a large symphony orchestra will be hired to furnish the musical support.

**WMCA**  
NEW YORK'S OWN STATION

leads in  
**PROGRAM PLANNING**

**BRIDGE ROUND TABLE**  
with the **4 Aces**

8:30 P.M. TUESDAY

"Wheaties Champions of Harmony"

**KAY & BUDDY ARNOLD**

Sponsored by General Mills

WMCA 2:30-5:30 Daily

## AGENCIES

RUTHRAUFF & RYAN, Chicago office, has elevated Ros Metzger to midwest radio director, in connection with the expansion of the radio department in that city. Metzger was formerly in charge of production. Arden (Buck) Bucholz assumes the later post, while Dale Perrill succeeds Bucholz in charge of the Penn Tobacco account. There are now 16 on the R. & R. Chicago radio Staff.

HOLLY SHIVELY, formerly writing radio publicity, at Lord & Thomas, Chicago, has been named to replace Lew Goodkind, resigned, as manager of radio service and director of publicity in that city. Miss Shively was formerly in press department of CBS in Chicago, and prior to that had been a reporter on the Herald & Examiner.

TOMMY LABRUM has filed a petition to operate an advertising agency in Philadelphia in his own name, bringing to an end the partnership with Jerry Crowley, who takes over the Crowley-Labrum office here.

SIDNEY GORCHOV of the Harvey Best Agency, Philadelphia, has written a series of articles entitled "Why Advertising," which will be published in the Philadelphia newspapers.

### WDEL Signs Earnshaw Series

Charles Michelson, eastern representative of Earnshaw Radio Productions, has placed the Earnshaw "Radio Short Stories" series on WDEL, Wilmington, Del. This makes an even 50 stations throughout the country now using "Radio Short Stories."

### Stuart Allen Set

The signing of Stuart Allen by American Tobacco Co. for the Lucky Strike Hit Parade broadcasts was officially confirmed yesterday. Allen will replace Buddy Clark effective with the June 12 broadcast, and will be heard as the male vocalist on both the NBC and CBS shows.

### Sperry Flour Shifting

Speery Flour on June 23 will shift to a Friday 3:15-3:30 p.m. (PST) spot on the CBS Pacific coast network.

1	9	3	7
SUN	MON	TUE	WED
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			

June 9  
Greetings from Radio Daily

to  
Paul B. White  
Fred Waring  
Charles Webster  
Joe Bivlano



● ● ● Jack Lavin, plans to open his own office about Aug. 1, handling a limited number of name acts as personal representative.... he will leave on a four-week vacation trip within a few days....Marx Brothers' appearance on "Hollywood Hotel" Friday night will serve as a "public audition" for three sponsors—one being the Victor Moore-Helen Broderick biscuit maker!...Don't be the least bit surprised to find Francia White "answering the love call" of Frank Parker on the Chesterfield show, sharing duet-notes!...Martin Freed, Al Jolson's personal musical director, is slated for an air show all his own emanating from the coast....Peter Van Steeden's contract on the Ipana show will be renewed effective July 7....Haven MacQuarrie has just been signed by the William Morris office and will return in the fall (which we stated many editions back) with "Do You Want To Be An Actor"....Literary dept....Benny Fields and Blossom Seeley have authored a script based along domestic strife in which they portray the principal characters. Two agencies have shown interest in the contemplated show by requesting a reading...Joseph Julian, who is heard on the Myrt and Marge and Floyd Gibbons programs, has written a play about flicker distribution called "All the People" which will be tried in summer stock....Haven't heard of a writer writing anything lately, have you?

● ● ● During its anniversary celebration last week, WHB, Kansas City, revived several transcriptions made at various times during the station's 15 years on the air. One was a disk recording the activities at the 1925 Radio and Electrical Show held at the now razed convention hall. Among the voices heard on this recording are those of Bill Hay, John T. Schilling, general manager of WHB; Leo Fitzpatrick, who then was manager of WDAF, Lamdin Kay and Harold Hough....John Adamy, the ice man of WCAO, Baltimore, has aroused the jealousy of other announcers at this station by securing assignment to the refrigerator program for the summer season....John says, whatever the temperature, he expects to spend a cool summer!

● ● ● John Nesbitt has been renewed on his "Passing Parade" for ONE year as of June 15....Sharri Kaye, former swingster for Al Donahue at the Rainbow Room, will be reviewed by picture scouts tonight....Ed Sullivan is being offered to agencies via an air show called "A Star Is Born" in which he is to present "comers" in all branches of the amusement field....Frank Kelton won't take up his duties as head of exploitation for Campbell Connelly, Ltd., until July—because of the grave condition of his mother....Ben Marden sent for newspapermen from Boston, Pittsburgh and Philly to attend the Riviera opening last night....Leah Ray auditions for a big air show from the coast this week....CBSlinger Andre Baruch desires that we deny the report that he is married—but definitely!...William Farmer will have a twice-weekly NBC wire from the Sunken Gardens in Radio City after his opening the 15th.

● ● ● Ronald "Dutch" Reagan, former WHO, Des Moines, announcer, who quit the mikes for the cinema, has been undergoing some drastic alterations in his personal appearance since he arrived at Warners in Hollywood recently....A tailor has designed "Dutch's" coats to make the sportscaster's manly shoulders appear less broad....Shirts have been especially patterned to enlarge the appearance of his head on the screen....And as the last straw, make-up artists have decreed that Reagan's heavy, masculine eyebrows be plucked!....More than 25 different characters have been portrayed by Hal Nichols and Foster Rucker in the rural drama, "Small Town Hotel," via KFOX, Long Beach, Cal....All parts are played by the boys with as many as seven variations appearing in a single show!...WTMJ, Milwaukee, had a special announcers' "show-up" for the salesmen.... Seems the sales force never met the slingers, so the latter were paraded under lights via a police line-up!

## GUEST-ING

DOROTHY STONE, interviewed at 3 p.m. by Powell Clark on "Grandstand and Bandstand," today (WMCA, 2:30-5:30 p.m.)

BURGESS MEREDITH, in special one act play, "Decision," by Robert Newman; DOC ROCKWELL, CROSS and DUNN and JOE LAURIE, JR., on Rudy Vallee program, tomorrow (NBC-Red, 8 p.m.).

EDYTH WILSON and THE CHARIOTEERS, on Louis Armstrong "Harlem" program, June 11 (NBC-Blue, 9 p.m.)

JOAN BLONDELL, RICHARD RODGERS and LORENZ HART, on Chase & Sanborn Hour, June 13 (NBC-Red, 8 p.m.)

ANN HARDING and JAMES STEWART, in "Madame X," on Lux Radio Theater, June 14 (CBS, 9 p.m.)

HERMAN BING, on "Broadway Melody Hour," today (WHN-WOR, 8 p.m.)

ROCHELLE HUDSON, on Walter Winchell program, June 13 (NBC-Blue, 9:30 p.m.)

GILBERT ROLAND, HELEN MACK, LIONEL ATWILL and DOROTHY LAMOUR, in "The Last Train from Madrid," on "Hollywood Hotel," June 18 (CBS, 9 p.m.)

DAVE DRISCOLL and JERRY DANZIG on Ed Fitzgerald's Variety Show, today (WOR, 10 a.m.)

ETHEL WATERS, on Ben Bernie's American Can program, June 29 (NBC-Blue, 9 p.m.). Booked by Herman Bernie.

NANCE O'NEIL, on "Hammerstein Music Hall," June 15 (CBS, 8 p.m.)

FAY BAINTEK, in "Michael Strogoff," on Kate Smith's "Band Wagon," tomorrow (CBS, 8 p.m.)

### Junior Legion Tieup

WTAQ-WHBY, Green Bay, Wis., have made arrangements whereby their weekly news magazine, "Radio Beacon," will be distributed every Friday by members of the Sons of the American Legion, Boy Scouts and the Sea Scouts. The city is divided into 12 areas for distribution purposes.

## F. T. C. CASES

### Cease and Desist Orders

Sparks-Withington Co., Jackson, Mich., under a stipulation signed with the Federal Trade Commission, will discontinue representations that Sparton radio tone control makes reception possible under any condition, and that by use of the Sparton, programs are received clearly and distinctly from all American stations or from various foreign countries or from outpost stations in remote parts of the world.

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**R**OSALINE GREEN of the lush vocal personality likes her job because it's difficult....Because the organized resistance to femme announcing aroused the old "I'll show 'em" spirit in her.... Although she gets a kick out of trail blazing, she really prefers acting on the air, as a profession....Was in stock and did one Shubert show....Has turned down innumerable flicker and theater bids...Rosaline's been in radio 13 years, having entered it via WGY, Schenectady, when she was at N. Y. State College.... Asked Joe Barnett, then at WOR, for her first radio job in N. Y. C....She didn't get the job....P.P.S....She's been Mrs. Joe for a year and a half....In 1927 did a half-hour broadcast that held a foretaste of television, a stunt called the Ray-foto process, idea being to transmit still pictures....Wrote script, directed and acted, with a cast each member of which is currently a "theater" or "radio" name, at a collective salary not large enough to cover their present taxi-fare appropriations....

Doesn't know whether she prefers her work on the "Hour of Charm" program to her efforts on the Mrs. Roosevelt broadcasts....Says she enjoys the former as much as any program she's ever done, partly because the other gals love it so....With regard to the latter, insists that contact with the First Lady is an inspiration, and the lady herself a grand human being....Was genuinely thrilled to lunch at the White House last week, but regretted the President's absence....Although the possessor of a creamy voice that makes other lasses' vocal efforts sound like skimmed milk, believes there are plenty who can do what she's done....

Tim and Irene in process of organizing an ex-vaudevillians club, with all the "in-the-money" teams as charter members, object being to extend the well-known helping hand to less successful brethren....Weed & Co.'s Grace Walsh (she's sec to Joseph J. Weed, prexy) and Wm. Hennesey, v.p. of the European-American Travel Bureau, are honeymooning in Bermuda, the nuptial contract having been sealed June 5....The hillbilly ranks are being swelled, with Elton Britt of the Zeke Manners gang proudly announcing the June 7 arrival of an 8-pound lad....The name of Will McCune's new vocalizing attraction is Betty Allen, and she hails from out San Diego-way....



**"FOR MEN ONLY"**

Bristol-Myers, Inc.  
WHN (WLW Line) Mondays,  
8:30-9 p.m.  
Pedlar & Ryan, Inc.

**FAST VARIETY SHOW WITH BUT ONE WEAK SPOT—A SACRIFICE FOR A NAME ACT.**

Vitalis show, formerly originating in WLW studios, resumes from the New York end of the WLW Line. Permanent talent is Ray Sinatra and orchestra; Joey Nash, tenor, and Paul Sullivan, news commentator. Among guests were Bert Acosta, flyer, who told of his Spanish civil war experience and did it well in so far as delivery was concerned at least; Patrick Ryan, who won \$150,000 on the recent Irish Hospital Sweepstakes, telling his story in a swell brogue, and Estelle Taylor, who offered a dramatic piece from "A Family Affair" in which she played

the daughter of Judge Hardy. Miss Taylor probably was nervous and couldn't compete with the work of the one in the role of her father. Bradley Barker offered animal sound imitations, second to none in his line, and Alex Morrisson golf pro, whose work is familiar to radio listeners, did nicely as usual. Alex was worked into a sort of testimonial, but it wasn't poorly done.

Sinatra did well with the ork selections and accompaniments and Nash seemed to be in especially fine voice. Sullivan is first-rate as a commentator, and all of the program was coordinated in a manner that made for speed and entertainment. Perhaps in spots there was too much of a rush. From the opening gun, Fred Uttal gave it the works, outdoing Floyd Gibbons, if anything. Credits were along the 60-second workout biz and against the oily patent leather look of the average hair slicker.

**NEW BUSINESS**

**WBAP, Fort Worth**

Dodge Bros., disks, through Ruthrauff & Ryan, N. Y.; Brown & Williamson Tobacco, "Baron Munchausen" disks, through BBDO, N. Y.; A. J. Krank Co. (lather creme, etc.), through McCord & Co., Minneapolis; Allis - Chalmers; Ralston - Purina, through Gardner Adv'g Agency, Chicago; Burrus Mills (flour), through J. Walter Thompson, also over Texas Quality Network; Crazy Water Co. (Crazy Crystals), through Rogers Smith Agency, Dallas; Cosden Oil Co., through Advertising Business Co.

**Boston**

WEEI: New England Tel. & Tel., through Doremus & Co.; Little Tree Farms, through Harry M. Frost Co.; T. Noonan & Sons, through Doremus & Co.

WNAC: Calo Food Products, Oakland, Cal., through Emil Brisacher and Staff. San Francisco; Colgate-Palmolive-Peet, through Benton & Bowles (also on 12 other Yankee network stations).

WAAB: Little Tree Farms, New England Tel. & Tel.

**San Francisco**

KPO: Standard Oil of Cal., through McCann - Erickson; Sperry Flour (Gen. Mills), through Westco Adv'g Agency, S. F.

KGO: Best Foods, through Benton & Bowles; Table Products, through Lord & Thomas; Kraft - Phenix Cheese, through J. Walter Thomp-

son; Allis-Chalmers, through Bert S. Gittins, Milwaukee.

**WMCA, New York**

Grace Donahue Inc. (beauty preparations), through Redfield-Johnstone Inc.; Trutonophone Inc. (hearing aid), through Klinger Adv'g Corp.; Unity School of Christianity, Kansas City.

**WJBK, Detroit**

Pet Milk Co., St. Louis, renews Polish Varieties Hour for six months, through Gardner Agency, St. Louis.

**WTAR, Norfolk**

7-Up, "Man in the Street," featuring Jeff Baker, with giveaway tieup.

**WOW, Omaha**

Quaker Petroleum, "Mid-Day Melodies," handled by Program Manager Harry Burke.

**WBT, Charlotte**

Allis-Chalmers, disks; Chevrolet, "Musical Moments" renewal.

**WRVA, Richmond**

Gulf Refining, "Gulf Varieties" programs.

**WSYR, Syracuse**

Le Roy Casper (Ford and Lincoln distributor), "Sons of Pioneers," disks.

**★ F. C. C. ★  
ACTIVITIES**

**APPLICATIONS GRANTED**

Lincoln Memorial University, Middlesboro, Ky. CP for new station. 1210 kc., 100 watts, unlimited.

WLMU, Middlesboro. Mod. of CP to make changes in equipment and increase power to 100 watts, 250 watts L.S. 1210 kc., unlimited.

KALB, Alexandria, La. Mod. of license. 1210 kc., 100 watts, unlimited.

**EXAMINER'S RECOMMENDATIONS**

West Texas Broadcasting Co., Wichita Falls. CP for new station. 1380 kc., 1 KW., unlimited, be granted.

Wichita Broadcasting Co., Wichita Falls. CP for new station be denied.

Faith Broadcasting Co., Inc., Wichita Falls. CP for new station be denied.

KFPL, Dublin, Tex. App. for vol. assignment of license to WFTX, Inc., be denied.

WFTX, Inc., Wichita Falls. CP for change in frequency be denied.

Beaumont Broadcasting Association, Beaumont, Tex. CP for new station. 1420 kc., 100 watts, unlimited, be granted.

WMBH, Joplin, Mo. CP for change in frequency, power, be denied.

**APPLICATIONS DENIED**

J. Leslie Doss, Sarasota, Fla. CP for new broadcast station.

Northern Broadcasting Co., Traverse City, Mich. CP for new station.

Power City Broadcasting Corp., Niagara Falls, N. Y. CP for new station.

Niagara Falls Gazette Publishing Co., Niagara Falls. CP for new station.

National Television Corp., New York. CP for new visual broadcasting station.

**WTMV Expands News Bureau**

East St. Louis, Ill.—WTMV has enlarged its news bureau, adding two high speed INS printers that also carry Universal Service, the night wire.

**Viewpoints**

**Screen Names Lack Punch As Entertainers on Radio**

"In commercial radio, which is the backbone of the industry, a great many clients are buying top-heavy cinema talent, staking larger sums on the box-office of screen names. In most cases the picture stars contracted do not do the job of selling through the loudspeaker that is done on the screen. They seem to lack a spoken punch that they deliver before the camera. All this time, top-notch radio actors have been standing idle in New York stations. It's no far cry to assume that we are in a talent cycle that will bring network shows back to New York."—JOHN MAYO.

**CLYDE BARRIE  
CBS**

Thursday 6:15 P. M.



**H**AROLD STAFFORD is handling production and Richard Kress is director for the old fashioned community sings being aired each night this week over WLS from the auditorium of Chicago Historical Society in connection with celebration of "Historical Chicago Week."

Ken Fry, NBC special events director, on annual vacation at McCormick Creek State Park down in southern Indiana this week.

George Kercher of Edward Petry & Co. taking his annual vacation. He's spending it moving to new house in Evanston.

Norm Gregg has supplanted Julian Bentley as press agent on Carnation Contented account. Gregg was formerly with Erwin Wasey.

Fort Pearson, picked by Campana to do the announcing on "First Nighter" now that it's back here.

Marjorie Hannan of "Bachelor's Children" script show is laid up by influenza.

Connie Osgood, free lance actress, back in town after six months in Hollywood where she worked on Lux show which is going off for the summer.

Reinhold Schmidt, bass-baritone of the Continentals quartet of the Carnation Contented hour has been engaged by Chicago Grand Opera for the fall season.

## BOSTON

John F. McNamara, Program Director of WBZ-WBZA, sails for Europe on June 19 for a six-week vacation trip.

John A. Holman, General Manager of WBZ-WBZA, commuting between here and Washington, New York and Springfield on the desynchronization of the two stations.

Charle Phelan, Yankee Network sales manager, has gone to Pittsburgh to be present at his son's graduation from Kiski prep school.

## BALTIMORE

Zell Motor Car Co., Packard distributors, has started a series of variety shows over WBAL on Sunday afternoons.

WCAO is aiding the city in a tax collecting drive by granting time to City Collector Thomas G. Young for brief talks.

WBAL is the outlet for a new series of programs by the Maryland Congress of Parents and Teachers.

Weekly band concerts from Patterson Park will be aired over WBAL starting tomorrow. City Park Band and Municipal Band will alternate weekly.

## ORCHESTRAS - MUSIC

**K**AY KYSER and ork are continuing their one-nighters until June 21, on which date he opens at the Ritz-Carlton Hotel, Boston. He appears at Washington & Lee University tonight and tomorrow. He makes music at the June German of the Carolina Cotillion Club, Rocky Mt., N. C. on June 11. Last week he played in 7 different states in the same number of days.

*Chick Webb and his orchestra will be booked exclusively through the William Morris office, effective immediately.*

Teddy Hill and the band have been signed for the Palladium in London, following their Paris engagement at the Cafe des Ambassadeurs.

*Norfolk and Virginia Beach are featuring name band attractions this year, with emphasis on one-night stands. Jimmy Lunceford headed the line-up with a date at the Hollywood, sepia nitery, about a month ago. Paul Whiteman launched the season at Virginia Beach with a May 29 booking at Seaside Park. Fats Waller played the Hollywood yesterday; and two more beach bookings are for Hal Kemp tomorrow and Tommy Dorsey on the 16th.*

Lee Grant's Champion Ork, heard over WMCA, presents two ditties of identical title, "That Southern Hospitality", one of which is from the current flicker "Turn off the Moon"; the other was a favorite in 1915. They'll both be heard on the "Grandstand and Bandstand" show at 5 p.m. tomorrow.

*Paul Specht is back in the lime-light, batoning a new ork at Benny the Bum's, in Philly.*

Joe Landy and ork are set for the summer season at the Bala Inn, Bala, Pa.

*Bob Kay and his band do a repeat*

*at the Martinique Cafe, Wildwood, N. J., for the summer season.*

The Summer Jubilee Orchestra, headed by batonist Charles Stone, is being featured at College Inn, with a WBBM-CBS wire.

*Freddy Martin, now road-touring, starts a fortnight's engagement at Claridge Hotel, Memphis, June 18.*

Mickey Familant, whose orchestra has been making merry at the Silver Lake Inn, leaves the Philly roadhouse for the Beach Club at Wildwood, N. J.

*Program of the NBC Music Guild, featuring Marcel Dick and Yella Pessl, will offer a newly discovered sonata for the viola and harpsichord by Wilhelm Friedemann Bach, son of Johann Sebastian Bach, Friday, June 18, from 2-2:30 p.m. over the NBC-Red. Introduction and allegro movements are scheduled to be heard.*

The Columbia Symphony Orchestra will attempt to capture the spirit of India, Provence and Spain, in presenting three tone poems on "Everybody's Music", over the WABC-CBS network on Sunday, 3:30-4 p.m. Howard Barlow will direct the orchestra. Henry M. Neely, the "Old Stager", will comment in his usual fashion. "La Peri", an oriental study by Paul Dukas, "Pavane pour un Enfante Defunte", by Maurice Ravel, an antique slow dance in the Provençal tradition, and "Iberia", by Claude Debussy are the selections to be played.

*Among the alumni of the Irving Aaronson ork are Bunny Berigan, Art Shaw, Lou Bring and Hal Hixon.*

The Fred Ebener musical aggregation has moved from Chez Paree in East Omaha to Krug Park in Omaha, replacing Dusty Rodes, and are heard over the Chez Paree.

## ★ ★ ★ QUOTES ★ ★ ★

**HELEN MENKEN:** "The pace of the theater is comparatively leisurely, but in radio the maximum effect must be achieved in a minimum amount of time. The ear is less patient than the eye. Radio drama, both in writing and acting, must be stripped of non-essentials; it must be direct and proceed from its fundamental premise to a logical conclusion without loitering along the way. A radio actor's every word must paint its picture and advance the action of the play."

**PETER J. TESTAN:** "As general manager of an independent station I find that the outlets, not affiliated with chains, can do much toward furthering civic interest in the city or town which houses them. Time

not allotted commercially can be filled with entertainment, talks, etc., by representatives of active city groups. Many worthwhile features can be aired thereby while you acquaint listeners with the value of each department in its relation to city or town government. WBBM has given free time to many organizations, and listener interest is proven by heavy mail response."

**HUGO MARIANI:** "I believe that swing music can be woven into many of our other styles of rhythm, and made more popular in this fashion. For example, I am at present working on a modern interpretation of the tango, to be done in smart, swing manner."



**A**NDY DEVINE,, after being busy for a month in films, returns to the Jack Benny program next Sunday.

Every member of the Benny cast is now engaged in film work, including Mary Livingstone, Kenny Baker, Don Wilson, Phil Harris and Benny himself.

The Jane Froman-Don Ross program which will carry on for Jell-O during the summer vacation of the present stars will have a new orchestra under the direction of D'Artega, noted Spanish-American theatrical conductor and arranger. His full name is Alfonso Armando Fernandez D'Artega.

CBS installing fancy audience clocks and neon signals in new Vine street theater. Clocks will be 27 inches high, on panels six feet long, along which "Stand By" and "On the Air" signs will flash to inform audiences.

## Phillips Lord Case Delayed

Federal Judge John C. Knox, yesterday denied the application of Phillips H. Lord (Seth Parker) to place his \$50,000 damage suit against Pathe News on the June 21 calendar. Judge Knox ordered the case to a jury trial on the calendar of Oct. 11, 1937.

Action grew out of an agreement alleged to have been made between Lord and Pathe on July 26, 1933, wherein Lord was to sail around the world and take pictures, with Pathe supplying technicians and a director and defraying 50 per cent of the costs, Lord in turn to receive 50 per cent of the net proceeds. Lord avers that Pathe dropped out of the picture and that he was forced to use another concern.

## Coming Events

**Today:** Radio Manufacturers Ass'n annual convention, Hotel Stevens, Chicago.  
**June 1-10:** Radio-television exposition, Moscow.

**June 10-13:** Radio Parts Manufacturing Trade Show and Institute of Radio Service Men, Hotel Stevens, Chicago.

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

**June 14-19:** International Congress of Performing Rights Societies, Paris.

**June 13-16:** Pacific Coast Advertising Club convention, Hotel Utah, Salt Lake City.

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

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

## Philadelphia

Esther Durkin, who worked in the WIP production department for five years and then with the Solis Cantor Ad Agency, has joined KYW as secretary to James Begley, program manager.

Mt. Sinai Hospital "Question Box of Health," heard Saturdays over KYW, marks the 100th consecutive broadcast on June 12.

John Parson, WIBG announcer, is doubling his splicing abilities at the track meets in Norristown, Pa.

For the first time, Donald Withcomb, WFIL general manager, fails to make the NAB convention, held to his desk due to the pressure of increased summer business.

Iowa Soap Co. (Magic Washing Powder) drops its sponsorship of the "Question Box" over KYW for the summer.

Van Wallen, radio director and continuity writer, addresses the Youth Drama Group at the Art Alliance on "Radio Experiences" at their weekly Thursday forum.

Virginia Hackett will conduct radio religious services for shut-ins over WCAM on a thrice weekly schedule.

Murray Arnold, WIP public relations director, takes top ranking honors in the amateur tennis tourney.

Joe Nassau now doing his news and sports commentating seven days a week over WIBG.

The Singing Parson, heard daily over WCAU, makes his last broadcast on Friday for the summer season, set to return early in September.

Ruth Howlett, who formerly conducted the Children's Theater of the Air over WFIL, stages a radio review this week at Mercantile Hall, featuring Bonnie Stuart, KYW-NBC singing star; Charles Hogg, boy tenor on WIP; Jean Meiers, the "Lullaby Lady" on WIBG; and Roy Allen, from WPG, Atlantic City.

Ed Wallace, WIP production chief, airing a gossip column nightly.

Sandy Guyer, who assists Jack Barry on the WIP baseball broadcasts, chalks up his 200th consecutive games aircast this week-end.

Carolyn Ann Cross, director of the WIP Homemakers' Club, inaugurates a new feature for her weekly visual show. Each week she will bring in a WIP staff member for an interview about the person's life before joining the WIP staff. First assignment goes to Howard Jones, announcer.

Jack Steck, WFIL emcee, is arranging a two hour vaudeville show as the high spot of the WFIL Women's Club picnic at Woodside Amusement Park on June 30.

Norman Jay back at the WFIL studios for his commentating after attending the National League of Masonic Clubs convention in Cincinnati. His local show carried on from Cincinnati through the WLW line.

W. Fred Ford, WCAU sports commentator, is spending the week at Faraway Farms.

Horace W. Feyhl, production chief

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 41 of a Series

### WFLA—Tampa-Clearwater, Florida

620 Kc.—5,000 Watts Day, 1,000 Watts Night

#### W. WALTER TISON, General Manager

**W**FLA, as it is known today, grew out of a combination of stations and ideas dating back to the hectic "boom" days in Florida, when WGHB made its bow at Clearwater. However, WGHB was a "boom" station. It was conceived by a real estate developer, one George H. Bowles, who induced W. Walter Tison, former WSB technical man in Atlanta, to bring down to Florida a discarded WSB 500-watt transmitter. This transmitter is now part of the Smithsonian Institute's radio exhibits, courtesy WFLA-WSUN. With this ancient transmitter, Tison started off, as well as managed the new Florida station. Thus arranged, the station ran for many years and finally new equipment was installed, WGHB was sold to the City of Clearwater, and the call letters were changed to WFLA. The year 1930, found WFLA leased to Florida West Coast Broadcasting Co., who immediately started NBC network service, announced a new 16-hour schedule and general technical improvement for WFLA.

In this progressive step forward, WFLA continued under Tison's management until recently, when the station was sold by the City of Clearwater to its former operating company, a Florida Corporation, headed by Clearwater's former Mayor, Hon. H. H. Baskin, as president, W. Walter Tison, first vice-president, and Fred J. Lee of the Clearwater Chamber of Commerce, second vice-president.

Under this new setup, WFLA started as a 500-watter. Time passed, power was raised and frequency changed each time bettering the facilities, until today WFLA is one of Florida's outstanding stations operating a 5 kw. transmitter at Bayview, near Tampa.

It may be of interest to point out also, that WFLA exploited America's first directional antenna system, proving to the satisfaction of the industry that directional broadcasting is not only practical, but expected as well.

Today, too, WFLA occupies the unique position of serving with studios not only in Clearwater, but with large modern air-conditioned studios in the Tarr Building, Tampa, from which the majority of all programs now originate.

In St. Petersburg, WFLA has a staunch ally in WSUN thus creating, on Florida's West Coast, one of the strongest radio combinations in the South.

Some additional interesting firsts, along with being the first station to use a directional antenna, can be credited to WFLA, as follows: first full-day schedule in Florida, first air-conditioned studios in Florida, first vertical radiator in the state, and many other firsts in programs and production.

Finally, WFLA today dominates the Tampa trade territory with a steady, clear signal, dependable service and an exceptionally well balanced arrangement of NBC and local programs of popular public acceptance.

## Programs That Have Made Station History

### 8. Fred Hoey's "Hello Everybody" on WAAB and Colonial Network.

**P**ROBABLY without equal in the U. S. is the daily audience of some 10,000,000 baseball fans who listen to Fred Hoey's familiar "Hello Everybody" in his daily broadcasts of the home games of the Boston Bees and Red Sox over Station WAAB, Boston and some 15 stations of The Colonial Network.

In addition to the New England coverage of six states, the Boston

at WCAU, is announcing the Children's Hour over WABC, New York, on Sundays. He uses the name of Horace Blue, same as when announcing "Pageant of Youth" over NBC.

Harold Higgins, Boake Carter's official engineer, leaves with the Philco commentator for the company sales convention this month at White Sulphur Springs.

broadcasts are received in the Maritime Provinces, parts of Quebec, northern New Jersey and parts of New York City, the latter reception coming from the strong WICC, Bridgeport, Conn. station.

For ten years The Yankee Network, and now The Colonial Network, has had no competition in this field. Eleven years ago a Boston newspaper fostered a broadcast with Ted Husing at the mike. When that station changed hands it also forfeited its rights to broadcast the games. Since that time Fred Hoey, one of the pioneers of baseball broadcasting, with 11 years' experience, has had the exclusive rights at both Boston ball parks.

One of the thrills of Hoey's career at the mike was in 1927 when he announced every 15 minutes during the Braves game the progress of

## San Francisco

Doug Montel has been battling for Dwight Newton, who conducts the Uncle Harry program along with other shows on KYA, during the latter's illness.

Johnny O'Brien's harmonica group gets three spots weekly starting tomorrow, and later may go coast-to-coast.

Jimmy Doyle handled the mike for the KJBS-KQW airing of the fourth annual Madrone Rodeo on Sunday.

Arthur Peterson, Tizzie Lish imitator on Dean (Budda) Maddox's amateur show, in Reno for an engagement.

Ray Harrington is directing Jack Meakin's airshows now that the maestro is vacationing.

KYA and Orange net now airing music featuring Don Steele and Dixie Marsh, vocalists, from the "Greenwich Village" supper club. Lyle Daniels supplies the swing.

KROW Notes: Herb Allen, sports-caster, confined to home after a nervous collapse. Ernie Smith, KYA, subbed for him the other night, but Otto Eggenberger, former KLX, will temporarily take over Herb's work.

Production Mgr. Scott Weakley's contract with Federal Emergency Education bureau teaching radio technique renewed for another term. Dudley Manlove, announcer, vacationing for two weeks in Cinemaville.

## SAN ANTONIO

The Simpson Sisters, popular San Antonio singing trio, who have appeared on many WOAI broadcasts, are joining an orchestra in New York.

Edna June Bump, WOAI staff pianist, who has discovered many local artists, is now featuring a 16-year-old torch singer, Nancy Gay.

Tune Wranglers have been booked solid every night at dances and other social events in South and West Texas.

Paul Girrard, formerly of KTAT, Fort Worth, is now the new program director at KTSA, succeeding Corwin Riddell, resigned.

Monte Magee is back on KONO doing a quarter-hour program nightly.

Announcer and Home 'Town Editor Walter Beck is back on deck at KTSA from that vacation.

Nell Semann, dance instructor, has a new Tuesday spot on KMAC.

Bobby Millar and his Olmos Club Band are airing nightly via KABC.

Charles Lindbergh in his famous hop to Paris.

Incidentally—on rainy days when the games are called, WAAB and the Colonial Network broadcast the feature races from Suffolk Downs with Nelson Churchill at the mike.

## AIR 3-MINUTE ECLIPSE AFTER MONTHS OF WORK

(Continued from Page 1)

ing darkness and the confusion among the great black frigate birds as they settled on the island, the luminous gases enveloping the plant as the thin crescent of the sun disappeared altogether behind the moon, and the rest of the strange phenomenon until the totality ended.

NBC had the cooperation of the U. S. Navy-National Geographic Society Expedition.

CBS broadcast an eye-witness account of the eclipse at 6-6:30 last night when William Perry, CBS staff announcer, gave a description of the phenomena from Casma, Peru. At the Hayden Planetarium's Grace Peruvian expedition, where the sun was blotted out for 3½ minutes, Perry also interviewed Hans Christian Adamson of the Hayden Planetarium. Perry's description climaxed the most ambitious scientific project ever attempted by CBS, the network having shipped delicate equipment 3,100 miles to a spot 10,000 feet high in Casma, 300 miles from Lima. Ray Newby, engineer, supervised the transportation of the equipment on an expedition which left on May 14.

## A. F. M. May Tighten Up On Synchronized Music

(Continued from Page 1)

some sort is expected to bring the producers and theater owners around.

Other major item, as already mentioned, is the ban on recordings on the air. While these two resolutions are definitely set to be brought up at the Tuesday afternoon sessions when the business of the convention is scheduled for the week, many other important proposals are also on tap. President Joseph N. Weber and numerous delegates have already left for Louisville.

## Summer Radio Course

Lafayette, Ind.—Planning and production problems of radio programs will be covered in detail in a unit course on radio broadcasting that will be offered at Purdue University, June 17-July 8, as part of the regular summer session.

## ONE MINUTE INTERVIEW

### DONALD DAVIS

(Head of General Mills)

"Because radio advertising is available EVERY day, and because stations are so located that individual markets can be reached at will, there is a high degree of flexibility in radio advertising which permits almost INSTANTANEOUS change of attack to meet new conditions in any given markets as they arise."

## ★ Coast-to-Coast ★

**BOB POOLE**, self-styled plow-handle deserter from Stoneville, is back on the Early Morning "Monotony," featured morning program over WBIG, in Greensboro, N. C. Bob has received more pencil-written postcards than any one man in the south, most of them admitting that he is the craziest man on the air. His original "heart-to-heart" talks during the early morning hours between 6 and 7 o'clock have produced some very ridiculous situations and have made many friends for WBIG. This program features everybody from the janitor to visiting celebrities.

**Bob Martineau**, announcer at WTHT, Hartford, and **Abby Allen** are now Mr. and Mrs. The wife beat Bob to the punch in going coast-to-coast by appearing on **Ed Fitzgerald's** variety program.

**Jay Crum**, formerly with KTUL, has joined WTMV, East St. Louis, as announcer to replace **Alex Buchanan**, who is summering in Europe.

**Peoples Radio Guild** has started a Sunday summer series over KIRO, Seattle, offering a course in union labor history.

**Emil Wachter** and **Bud Doelling**, singers at WTMV, East St. Louis, have signed for the St. Louis Municipal Opera summer season.

**Ed Sprague**, sports announcer at WCAE, Pittsburgh, is doing a bit of sales work during spare time.

**Chuck Gussman**, formerly at WHB, Kansas City, and recently at WLW, Cincinnati, while in K. C. for a vacation, filled in at the mike Saturday afternoon while regular WHB announcers were rehearsing the station's birthday party program.

WBIG, Greensboro, N. C., aired highlights of various college commencement activities, and among speakers were **Roger Babson**, Governor **Clyde R. Hoey** of N. C. and **Josephus Daniels**, ambassador to Mexico. At the annual encampment of the N. C. department of the Veterans of Foreign Wars, WBIG aired the addresses of **General Smedley Butler** and **Senator Robert R. Reynolds**, as well as carrying the feature events of the meet.

**Alan Roberts**, tenor, will be heard at a new hour over Station WMCA, starting today, broadcasting at 7:15-7:30 p.m. He will be accompanied by **Carl Fenton** and his orchestra.

**KOBH**, Rapid City, S. D., broadcasts six hours of news daily. Assistant Manager in Charge of Programs **Archie Hall**, is newscaster.

Vacation schedules at WTAR, Norfolk, have been worked out by Gen-

eral Manager **Campbell Arnoux** so that no two department heads leave at the same time. Promotional Director **Ralph Hatcher** heads the list, with **John Carl Morgan** (announcer) next, followed by **Shirley Hosier** (programs), **Vaughn Bradshaw** (production), **Lee Chadwick** (copy), and **Jeff Baker** (announcer). Engineering staff will be scheduled later after completion of new transmitter location.

"Virginia Beach on the Air," a summer series for the past few years on WTAR, Norfolk, has signed again for the season. **Irene Lukas** of the WTAR salestaff closed the deal. Half-hour thrice weekly.

"Fortune Calls," aired over WISN, Milwaukee, and sponsored by **Julian Goldman**, has been renewed for 26 weeks.

**Johnny Olson**, heard weekly over WTMJ, Milwaukee, has returned from the north woods itching to get back to work—the result of mosquito bites.

**Alun Williams** of WMCA now has a daily morning commercial, "Morning Meditations," under the sponsorship of the Unity School of Christianity of Kansas City.

**Chuck Thorndike**, interviewer on the "Man Behind the Cartoon" weekly series over WINS, has arranged an unusual broadcast for tomorrow night at 8:45 p.m. He will bring to the microphone the man who is responsible for the ideas behind most of the recent cartoon contests that have been sweeping the country.

**Johnny** and **Joe**, Hawaiian act at WTMV, East St. Louis, have opened another music studio, enlarging their string to two. Main studio is in St. Louis, and the new school in Granite City, Ill.

NBC Guided Tours will get a lay-out soon in an issue of *Life* magazine as a result of 15 *Life* reps taking the tour.

**John H. MacDonald**, NBC director of the budget, will address the delegates at the convention of National Office Management Association, in Chicago, June 9.

**Bill Bailey**, NBC announcer who was rushed to the Mt. Sinai Hospital in Philadelphia, for an emergency appendix operation is reported as coming along nicely.

**Brian Elliott**, KLZ announcer, is subbing as the sidewalk Denver's Inquiring Reporter, while **Wesley Battersea** is vacationing in the South.

**Jack Fitzpatrick**, newscaster at KLZ, Denver, is now on his fourth year with a daily sports review.

## 14 BIG SPORTS EVENTS FOR NBC EXCLUSIVELY

(Continued from Page 1)

the web, either this year or next, while some 40 other events also will be aired. List of exclusives include:

The next heavyweight fight between the winner of the Braddock-Louis fight, which NBC has already sold to Buick, and **Schmeling** in September has already been contracted for by the net. Both the **Roosevelt Raceway** event on July 3 and the **Indianapolis Memorial Day** races are tied up, the latter event for the next three years. In the track field, all A. A. U. meets, two a year, indoor and out, and the **ICAAA** track and field meet are contracted for until the 1940 Olympics.

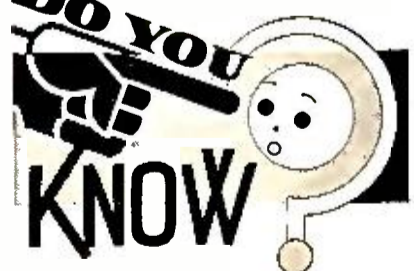
Other exclusives are the **International Open Gold Golf Stakes** at Belmont, Mass., the richest stake in golf, \$12,000; the **National Air Races** at Cleveland, date to be decided.

Exclusive horse races are the **Pimlico Preakness**, the opening of the new **Delaware Park Race Course** at Wilmington on June 26 (KYW will carry the Saturday races from the track), the **Foxcatchers National Steeplechase** on Sept. 11 from **Fair Hill, Md.**; the **Maryland Hunt Cup** race in April; the **Delmar Handicap** on July 3 from the new **Bing Crosby** track near San Diego.

Other special events NBC plans to cover, not necessarily on an exclusive basis, are the **Harvard-Yale** boat race, June 25; the **Poughkeepsie Regatta**, June 22; **International Yacht** races, starting July 31; **Hambleton Trotting Stakes**, Aug. 11, from **Goshen**; the **Futurity** on July 31 from **Arlington**; **The Ascot Gold Cup** race on June 17, through the **BBC**; **Wimbledon** Tennis matches from England starting June 21, with **John R. Tunis** announcing; the **Sugar Bowl** game from **New Orleans**, and the **Rose Bowl** game from **Pasadena**, along with a long list of other collegiate games.

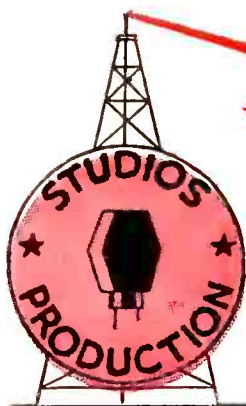
Within a few days CBS will announce another list of exclusives. NBC is now negotiating for a number of other sports events.

**DO YOU  
KNOW**



Benay Venuta was once a ballet girl in Grauman's Oriental Theater in Hollywood with Myrna Loy.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 86

NEW YORK, N. Y., THURSDAY, JUNE 10, 1937

FIVE CENTS

## Civic Groups Want Time

### TIME AND NETWORKS SET ON TWO P. & G. SHOWS

Procter & Gamble has set the time and network for two of its daytime shows which were recently renewed for 52 weeks.

"Mary Marlin," dramatic sketch, moves to 10 a.m. on the NBC-Blue network and will be heard over WJZ, WBZ, WBZA, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WXYZ and WLS.

The Gospel Singer will be heard at 11:45 a.m. on the NBC-Red network, but will drop the following stations from its present line-up: KWK, WMT, KSO, KOIL, KLO, KGO, KECA, KFSD, KEX, KJR and  
*(Continued on Page 3)*

### Pioneer Coast Disk Firm Now Under New Control

West Coast Bureau, RADIO DAILY

Los Angeles — Radio Recorders, pioneer Hollywood dishing firm, this week effected changes in personnel and ownership, with Lou Winston's interest purchased by his former associates, and Winston withdrawing to assume sole ownership of Radio Producers of Hollywood, which has  
*(Continued on Page 3)*

### Allan M. Wilson Joins Conquest Alliance Co.

Allan M. Wilson has joined the Conquest Alliance Co., international radio firm, as assistant to the president, C. H. Venner, Jr. Wilson, who recently arrived from the coast, is well known there as an author and a radio and advertising agency executive. With Conquest, he will su-  
*(Continued on Page 3)*

### Dramatic Class

Cleveland—A class limited to 30 students picked by the Speech Department of Cleveland College will be given laboratory instruction in radio dramatics at WHK-WJAY studios this fall. Gene LaValle, dramatic director of United Broadcasting Co., will be instructor. Students will take part in sustaining shows.

### Road Test

Adopting the policy employed by theatrical productions headed for Broadway, Ray Sinatra, whose "For Men Only" program made its debut this week over WHN and the WLW line, is taking his show on a "road tour" of the smaller stations in order to test material as to its suitability for larger hook-ups.

### THREE CBS PROGRAMS WIND UP IN FEW WEEKS

Atlantic Refining Co., Knox Gelatine and Sinclair Refining Co. have served notice on CBS that they will terminate their programs within the next few weeks. Knox signs off June 24, Atlantic the following day, Sinclair on July 9.

First sponsor is heard Tuesdays and Thursdays, 11:15-11:30 a.m. with Ed East and Ralph Dumke. Atlantic is on the air Mondays through Fridays, 7:15-7:30 p.m. with a script show entitled "Pa and Ma." Sinclair  
*(Continued on Page 8)*

### Zenith Radio Corp. Net Is Biggest In Its History

Net profit of Zenith Radio Corp. for the year ended April 30 was \$1,904,074, the largest in the company's history. Profit was equal to \$3.86 a share on the common stock, against \$2.46 a share in the previous year.

As a result of continued business  
*(Continued on Page 8)*

## Socony Again Gets Yale Games, For Yankee Network and WMCA

### Joe Weber in AFM Talk Over NBC-Blue Sunday

Joseph N. Weber, president of the American Federation of Musicians, will be heard Sunday night over the NBC-Blue network in a talk on the aims of the AFM, the address coming from Louisville, coincident with the Federation's annual convention next week. A concert performance  
*(Continued on Page 8)*

## Educational Leaders in Nationwide Move for Evening Spots on Three Major Networks—Calling on FCC

### L. F. MUTER REELECTED PRESIDENT OF R. M. A.

Chicago—Leslie F. Muter, president of Muter Co., this city, yesterday was reelected president of the Radio Manufacturers Ass'n, in convention at the Stevens Hotel. R.M.A. also voted amendments increasing directors from 18 to 25.

Reelected directors were David Sarnoff, RCA; James M. Skinner, Philco; Paul V. Galvin, Motorola Co., Chicago, and Arthur T. Murray, United American Bosch Co., Springfield, Mass., representing set manufacturers; David T. Schultz, Raytheon, New York; Arthur Moss, Solar Co., New York, and Phil C. Lenz,  
*(Continued on Page 3)*

### New Television Schedule Inaugurated by Don Lee

West Coast Bureau, RADIO DAILY

Los Angeles—New sight-sound television broadcasts announced by Don Lee Television Division include: Monday, 9-10 a.m. (PST), Tuesday, 10-11 a.m.; Wednesday, 11-noon; Thursday, noon-1 p.m.; Friday, 1-2 p.m.; Saturday, 2-3 p.m. Evening broadcasts daily 6:30-7:15. The images are televised on 45,000 kilo-  
*(Continued on Page 3)*

By NORMAN WEISER

A nationwide movement, instigated by leaders of educational and civic organizations, is now under way in what may eventually lead to a complete revision of policy by the three major networks. An attempt will be made by these organizations, through the Federal Communications Commission, to force the NBC, CBS and Mutual to give currently sponsored time to the organizations for the purpose of presenting unbiased and un-  
*(Continued on Page 8)*

## TOM MIX RETURNS SEPT. FOR RALSTON-PURINA

Ralston-Purina Co., St. Louis (cereal), has signed a 52-week contract with NBC for the return of the Tom Mix program to the air on Sept. 27. Series will be heard over 23 Blue network stations, Mondays through Fridays, 5:45-6 p.m., with a repeat for listeners in the mid-west at 6:45 p.m. Gardener Advertising Co., St. Louis, placed the account.

## McCosker to Get Degree For His Service in Radio

Alfred J. McCosker, president of the Bamberger Broadcasting Service (WOR), will receive an honorary degree of Doctor of Law at the John Marshall College of Law on June 16. Similarly honored that day will be  
*(Continued on Page 8)*

### Summer Tryouts

Harmon J. (Hi) Alexander, scripter for "Blubber" Bergman and other comedians, is taking a leaf from the stage by trying out some of his fall shows in his own theater at Camp Copake, Caryville, N. Y. With a complete musical comedy cast of 35 and a full orchestra, Hi is playing with program ideas and with three types of comedians.



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Wednesday, June 9)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168 <sup>3</sup> / <sub>4</sub>	168 <sup>1</sup> / <sub>2</sub>	168 <sup>3</sup> / <sub>4</sub>	+ <sup>3</sup> / <sub>4</sub>
Crosley Radio				— <sup>7</sup> / <sub>8</sub>
Gen. Electric	54 <sup>1</sup> / <sub>8</sub>	53 <sup>1</sup> / <sub>4</sub>	53 <sup>1</sup> / <sub>4</sub>	— <sup>1</sup> / <sub>4</sub>
North American	24 <sup>7</sup> / <sub>8</sub>	24 <sup>1</sup> / <sub>8</sub>	24 <sup>3</sup> / <sub>8</sub>	— <sup>1</sup> / <sub>4</sub>
RCA Common	8 <sup>7</sup> / <sub>8</sub>	8 <sup>7</sup> / <sub>8</sub>	8 <sup>7</sup> / <sub>8</sub>	— <sup>1</sup> / <sub>8</sub>
RCA First Pfd.	67 <sup>3</sup> / <sub>8</sub>	67 <sup>3</sup> / <sub>8</sub>	67 <sup>3</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>8</sub>
RCA \$5 Pfd. B.	(92 Bid)	105	Asked	
Stewart Warner	18 <sup>7</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>4</sub>	18 <sup>1</sup> / <sub>2</sub>	— <sup>1</sup> / <sub>8</sub>
Zenith Radio	34	33 <sup>1</sup> / <sub>2</sub>	34	+ <sup>1</sup> / <sub>4</sub>

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	3	3	3	
Majestic	3	3	3	
Nat. Union Radio				

### OVER THE COUNTER

	Bid	Asked
CBS A	27 <sup>1</sup> / <sub>2</sub>	29
CBS B	27	28 <sup>1</sup> / <sub>2</sub>
Stromberg Carlson	14	15

## G. E. Group is On Tour Introducing 1938 Radio

A group of men representing the General Electric radio division has left on a two-week cross-country tour to make presentations of 1938 General Electric radio receivers to distributors throughout the country and to outline advertising and promotion plans to them. Party included E. H. Vogel, manager of General Electric radio set division; C. M. Wilson, sales manager of the radio set division; A. Brandt, advertising manager of the division; C. T. Wandres, sales manager of the radio tube division; P. B. Zimmerman, general sales manager of the appliance division; T. K. Quinn, president of Maxon, Inc., and Tom Erwin, Maxon account executive.

## 11 Daily News Periods Now Scheduled by WSGN

Birmingham—News broadcasting has been given a boost by WSGN, the number of periods being increased to 11 a day.

## Unusual Mail Response

Louisville—It isn't news to read that radio fans write in for gifts, but it's news when they write to the tune of 1,204 in one day from 14 states, including 203 counties in the proven primary listening area of any 50,000-watt radio station. And that's the story told by WHAS for the four days ending June 5.

On June 1, during the "Early Morning Jamboree", heard over WHAS 7-8 a.m. Monday through Saturday, the emcee offered a fan picturing the ten young people who make up this lively program. The mail count on June 2 numbered 71. On June 3, requests jumped to 471. On June 4, that number doubled, and June 5 found the mail bags stuffed with 1,204 fan requests.

Both the product and the talent are newcomers to WHAS. "Early Morning Jamboree" was heard for the first time April 26, and consists of Sunshine Sue and her Rock Creek Rangers, musicians and singers; the Texas Rangers, four male voices, and the father and child appeal, Little Betty and Gordon Sizemore. The sponsor (Stuart's Dyspepsia Tablets) took the air May 17 offering a trial package of their product. On the sample offer and the fan offer for the three weeks' period the total mail count ending June 5 was 2,354. Stuart's shares the hour with three other products of the Consolidated Drug Products.

The answer: Good Talent. Build your programs to suit the hours, and don't let your listeners down on your product.

## Radio Club Will Witness Technical Demonstration

A discussion and a demonstration of the technical side of radio will feature the regular monthly meeting of The Radio Club of America to be held at the WOR studios tonight at 8. Included among the members of the club are such important engineers as Charles Horn, director of research and development at NBC; A. B. Chamberlin, chief engineer of CBS; J. R. Poppele, chief engineer of WOR; Professor E. H. Armstrong, Columbia University, and Professor Louis Hazeltine, Stevens Institute.

Poppele will speak on the general aspects of "Broadcasting Studio Operating Equipment and Technique," and will be followed by other members of the WOR engineering staff, each of whom will discuss in more specific fashion the activities of his particular department. They will be P. B. Harkins, traffic engineer; E. J. Content, equipment engineer; Harold Hadden, master control supervisor; Shirley Davis, maintenance engineer; Charles Singer, supervisor of the transmitter, and Ray Lyon, recording engineer.

Following the talks the members will attend the "Music for Today" broadcast, featuring Morton Gould, and view an actual demonstration of technical operation. The symposium will conclude with an open meeting for questions.

## Mutual System to Air Dallas Expo Opening

A complete description of the opening day of the Greater Pan-American Exposition, Dallas, will be aired over Mutual System on Saturday at 8-9 p.m.

Mutual also has arranged to broadcast several of the big sporting events scheduled in connection with the exposition.

KMA Gets Contract After Test  
Shenandoah, Ia.—After a six-week test with five 15-minute programs weekly over KMA to test this market, Armour & Co., through its Omaha office, has signed for an additional 13 weeks over the station.

## Swing Club Celebration Gets Overtime on CBS

CBS will keep its entire network open one-half hour overtime Saturday when a special anniversary program of the Swing Club is aired from 12 mid.-1:30 a.m. This marks the first time in the history of the web that a regular sustaining feature has been allowed to air past the regular sign-off period. Pick-ups from all over the country have been planned for the broadcast, with the high-spot a pick-up of a swing band from France. Special preparations have been made to accommodate an audience for the show, and many of the swing acts will be heard from the CBS playhouse in New York.

## Winchell Set Through '38

Walter Winchell renewed for another year by his sponsor, Andrew Jergens Co., will continue his Sunday evening broadcasts through December, 1938. Winchell is currently heard over an NBC-Blue network of 37 stations at 9:30-9:45 p.m., with a repeat for the west coast at 11:15-11:30 p.m. over 14 stations.

Winchell, now in his fifth year of broadcasting for the same sponsor, has, in the past, vacationed during the summer months. Under his new contract, however, the columnist is scheduled for a straight 52 weeks of broadcasting with no time off. The program is currently originating from the Hollywood studios of NBC, with Lennen & Mitchell Inc. as the agency.

## 17<sup>1</sup>/<sub>2</sub> HOURS TO CALIFORNIA

United flies you fast, direct to either LOS ANGELES or SAN FRANCISCO . . . visit both . . . no extra charge. 3 daily coast-to-coast flights, including luxurious overnight Mainliner at 5:55 p.m. CHICAGO: 3 non-stop flights daily.

UNITED AIR LINES

## COMING and GOING

SAM PICKARD, CBS vice-president and lessee of WGST, Atlanta, is in New York.

DON GODDARD, NBC news and special events division, and JAMES COSTELLO, of the continuity staff, are in Washington today arranging details of the Boy Scout Jamboree broadcast. They will return to town on Saturday.

SAM HENRY, WBS sales promotion director, leaves tomorrow for a two-week training period with the National Guard.

A. A. SCHECHTER, NBC news and special events director, arrived back in New York yesterday afternoon from Bermuda aboard the flying boat Bermuda Clipper.

EDWARD A. KLAUBER, CBS executive vice-president, returned to his desk yesterday after an extended vacation.

PAUL WHITE, CBS director of Public Affairs, and BOB TROUT, CBS special events announcer, will arrive in town late this afternoon from France aboard the Manhattan.

JOSEPH N. WEBER, president of the American Federation of Musicians, arrives tomorrow in Louisville for next week's AFM convention.

NELSON GAGE, sales manager for the Chrysler Corp., arrives tonight on the Manhattan from abroad.

MRS. MORTON DOWNEY, the former Barbara Bennett, is another passenger on the Manhattan.

MRS. MARTIN JOHNSTON is en route to Hollywood.

MATTY ROSEN and WILLIAM MILLER of Artists Syndicate of America, leave today for Chicago to be gone a week.

HARRY G. OMMERLE of the program service department of CBS leaves Saturday for Hollywood, where he will produce the new Chesterfield series beginning July 2.

PHIL BAKER leaves for Hollywood on July 5. MARTIN SPECTOR left for Montreal on business last night.

LANNY ROSS will be in Pittsburgh on Saturday where he will be honored guest at the Music Festival that night.

ABE LYMAN and orchestra leave for Lexington, Va., for a one-nighter at Washington and Lee College.

ANDREW DUQUES, soloist of the NBC symphony, sails today aboard the De Grasse for Europe.

NORMA JEAN TWIGGER, whose father is news commentator on WCAE, Pittsburgh, sails Saturday for England to be gone two months.

HERBERT R. EBENSTEIN, president of the Universal Radio Corp., planes to the coast tomorrow to confer with studio executives on programs now in the course of production. He will be gone several days.

E. P. H. JAMES, sales promotion manager of NBC, is in Lancaster, Pa., today addressing Rotary Club luncheon. He returns tomorrow and leaves over the week-end for Salt Lake City to talk at Pacific Coast Advertising Club convention.

JEAN MASSON, French manager of Station Luxembourg, arrives today from the coast and sails tomorrow from Boston on the Samara for France.

# JERRY COOPER

HOLLYWOOD HOTEL  
CBS

FRIDAYS 9 P. M. EDST.

## "TIME" A HIT ABROAD; MASSON'S NEW STYLE

Cabled reports on the acceptance of the "March of Time" program on Radio Luxembourg are to the effect that the first show was a tremendous success and as much an innovation to the station's vast audience as the program is here.

Recordings here were supervised by Jean Masson, French manager of the station whose official title is: Redacteur en chef De Radio Luxembourg. He is also "envoye special de Paris-Soir" (special correspondent).

Masson's method of recording programs regardless of what type was a revelation here. His procedure is to record on the spot a piece here and there on separate wax and then make the master recording off the various other disks, speeding it up and arranging his continuity accordingly. Experts who watched his method declare the finished product a great improvement as to final effect.

## Time and Networks Set on Two P. & G. Shows

(Continued from Page 1)

KGA. Twenty-two stations remain on the hook-up at that airing.

A repeat broadcast, to be inaugurated for the first time on this program, will be heard from 4:15-4:30 p.m. on the same web. Stations to carry the repeat include KSD, KSTP, WHO, WOW, WDAF, KOA, KDYL, KPO, KFI, KGW, KOMO and KHQ. KGIR will carry the repeat on Monday, Wednesday and Friday.

## Pioneer Coast Disk Firm Now Under New Control

(Continued from Page 1)

some 35 disk series programs in use around the world.

The new setup for Radio Recorders puts F. H. ("Shag") Winter as president; Jack Brundage, vice-president; L. K. Menkler, secretary; Erny Dummell, treasurer, and J. J. Sameth, sales and production manager.

For the time being Winston will retain quarters at the old location, but indicated that he had expansion plans which he will announce soon.

## Universal Radio to Add Names

Well-known screen and stage personalities will be added to the casts of forthcoming Universal Radio Corp. productions as a result of deals to be made by Herbert R. Ebenstein, president, who leaves tomorrow for the coast to confer with studio executives on shows now in course of production.

## Stanley Succeeds Brusiloff

Bob Stanley, violinist in Nat Brusiloff's orchestra, has been selected to take over the orchestral duties of Brusiloff, who recently resigned from WOR. Brusiloff is free-lancing, but will retain one of his WOR programs, "Jazz Nocturne."

## NEW PROGRAMS—IDEAS

### WCCO's "Vacation Varieties"

Minnesota's vacation attractions will be cleverly promoted during the summer months in a new series of broadcasts over WCCO, Minneapolis, featuring George Bradley, head of the Minnesota State Tourist Bureau, and sponsored by the Fitger Brewing Co. through the Leo Burnett Agency.

The broadcasts, heard over WCCO on Fridays at 9:30-10 p.m., will also present a varied musical group. "Vacation Varieties" is the listing.

Each week, Fitger will award four first prizes and four second prizes to the persons catching the largest muskie—the largest wall-eyed pike—the largest northern pike and the largest bass. First prize in each classification is three cases of Fitger's Beer. The contest applies to fish caught in Minnesota, Wisconsin, North and South Dakota.

Contestants will have their fish weighed and measured at any Fitger dealer. Bradley will be the sole judge for the prizes.

WEBC, Duluth; WMFG, Hibbing, and WHLB, Virginia, will also carry the broadcasts which originate at WCCO.

### New Community Sing Slant

What is believed to be an entirely new idea in the field of radio is now being presented on the "Easy Iowa Song Fest" heard over WMT, Cedar Rapids, Ia., every Sunday afternoon from the stage of the Paramount Theater in Cedar Rapids.

During the community singing portion led by Doug Grant, Benne Alter takes a portable mike and walks through the crowd holding the mike in front of someone who is singing. At the same time he gives the singer a ticket with a number on it and re-

## New Television Schedule Inaugurated by Don Lee

(Continued from Page 1)

cycles (6-2/3 meters) with sound broadcast on new frequency of 54,300 kilocycles (5 1/2 meters) with new transmitter of latest grid-modulated design reproducing sound frequencies from 40 to 10,000 cycles.

### News Features Adds to Staff

News Features Inc. has added William McAdams, formerly of Scripps-Howard and later associated with Tom Fizdale in Chicago, to its staff. At the same time William Haworth, president of News Features, announced that Emile Desvernine has been added to the editorial staff, bringing the number of writers now employed by the syndicate to 12. A west coast office is scheduled to begin operations by Sept. 1.

### Bernie Cummins to Pinch Hit

Bernie Cummins will pinch hit for Ted Weems, who is vacationing on the Varady of Vienna program over Mutual System on Sunday.

lays that number to the WMT studios where a judge is listening to the program. The judge listens to the various voices during the community singing and picks the winner. At the close of the show the winner is called up on the stage and presented with a \$5 bill.

"Smiling" Bob Leefer is also featured on the show presenting an entire new array of young radio performers. Frank Voelker, radio's blind organist, presents two solo numbers during the program from the organ and a "Question Man" broadcast with Benne Alter asking the crowd questions, are some of the highlights on the show.

Program is now being spotted right after the first show on Sunday afternoons which not only gives the station a large audience to work with but increases the "take" for the theater.

### Negro Amateur Hour Clicks

A program that has more than doubled the mail at WSGN, Birmingham, is the all-negro amateur hour which has now had four performances at 9 o'clock each Wednesday night.

Broadcast from the Cotton Club, negro night spot, with cash prizes for the winners, this idea has brought out some fine talent and has proved a feature listened to by people in every walk of life.

While one other Southern city is broadcasting a negro amateur contest, we believe that WSGN is the first Southern station to originate such a program as the other one mentioned originated in a theater and was picked up later by the radio station.

## Allan M. Wilson Joins Conquest Alliance Co.

(Continued from Page 1)

pervise production of all domestic transcribed programs and work out special merchandising features. Concern's new production schedule and a new distribution method will be announced at the forthcoming NAB Convention.

### Join NBC Technical Staff

Edwin J. Kostello, maintenance engineer, formerly Rockefeller Center sound technician, and before that inspector for RCA Photophones, and Joseph A. Miller, transmitter engineer, retired from the Navy as chief radio man, have joined the NBC engineering staff.

## DON KERR

MASTER OF CEREMONIES  
GENERAL MILLS SPORTS PARADE  
WMCA

2:30 to 5:30 P. M. DAILY  
36 COMMERCIAL HOURS WEEKLY

## WEBS NECK AND NECK ON DAYTIME REVENUE

Daytime revenue figures for the first five months of the year as released by NBC and CBS finds them running neck and neck. CBS reported an increase of 83.8 per cent with NBC a shade behind with 83.5 per cent.

Gross daytime receipts for the five-month period are \$4,688,884 on the combined NBC nets and \$3,426,450 on CBS.

For the month of May CBS billed \$708,261 in daytime business, an increase of 141.8 per cent over May 1935. NBC had a May increase of 65.3 per cent as compared with the same month a year ago.

Revenue derived from evening bookings are up 16.9 per cent at CBS and 6.5 per cent at NBC for the Jan.-May period. For the month of May, NBC evening receipts increased 12.8 per cent over a year ago with CBS reporting a 5.4 per cent increase.

## L. F. Muter Re-elected President of R. M. A.

(Continued from Page 1)

Lenz Electric Co., Chicago, representing parts manufacturers.

Seven new conditionally elected members, subject to approval of action increasing directors, are P. S. Billings, Belmont Radio, Chicago; S. T. Thompson, Pilot Radio, Long Island City; Ernest Alschuler, Earla Radio, Chicago; H. E. Osmun, Central Laboratories, Milwaukee; Ray F. Sparrow, P. R. Mallory Co., Indianapolis; Jerome J. Kahn, Standard Transformer Co., Chicago, and Samuel J. Cole, Aerovox Co., New York.

Bond Geddes, Washington, continues as executive vice-president and general manager, and Fred D. Williams as treasurer.

About 1,200 new models in sets are ready to go on the market, Dr. O. H. Caldwell, editor of Radio Today and former federal radio commissioner, declared in a broadcast last night in connection with the R.M.A. convention. Some are in the form of book-ends, others hang on the wall, and others fit into bars, bookshelves, etc.

## BARRY WOOD

Presented by

DRENE

WJZ

EVERY THURSDAY 7:45 P. M.

Personal Manager

MATTY ROSEN

## AGENCIES

LENNEN & MITCHELL yesterday auditioned singers to replace Frank Parker on the Woodbury show, heard Sundays at 9-9:30 p.m. over an NBC-blue network of 37 stations. Parker, scheduled to take over the Wednesday evening Chesterfield program on June 30, will probably drop from the "Rippling Rhythm Revue" June 27. Singers being auditioned by the agency include radio names which have been associated with network sustaining shots in the past and unknowns.

DAN GREENE, formerly advertising manager of the Advertising Club News, has resigned that position to become associated with the Albert Frank-Guenther Law, Inc., advertising agency, in an executive capacity.

WILLIAM B. HAWKINS has become an account executive of the J. Clement Boyd, Inc., advertising agency in Montclair, N. J. Hawkins was formerly associated with the Abbey Press of Orange, N. J.

TALBOT JOHNS has been appointed director of radio publicity of Batten, Barton, Durstine & Osborn Inc., succeeding Doug Connah resigned. Johns was Connah's assistant and prior to this New York post he was connected with the agency's Boston office for five years. He is the son of William H. Johns chairman of the agency's executive committee.

## 11 International Airings Sets NBC Day's Record

NBC engineering department established a record Tuesday by handling 11 international broadcasts. The take-off of the Cavaliers from Bermuda, relayed to England for BBC; the Cavaliers in flight, for NBC and BBC; their arrival at Port Washington, for BBC and NBC, short-waved via W3XAL; three eclipse broadcasts from Canton Island and a two-way conversation between London and Canton Island; the usual short wave news broadcast for Argentina and Brazil; a broadcast from Warsaw, Poland, the regular South American program, "Man About Town," and a news summary for Central and South America, the latter two short-waved over W3XAL, comprised the list.

## No Strips on Radio

New Orleans — Television may still be slightly farther than around that corner, but a strip tease artist succeeded in canceling a nightly broadcast from a country night club. The LaPlace Club at LaPlace, La., took a WWL wire nightly until the seven-veiler began peeling her veils. Whereupon station canceled and WDSU took the line. WWL is owned by the Jesuit Fathers.



● ● ● Bing Crosby's Kraft Music Hall remains on the airlines throughout the summer—with the crooner taking a month's vacation during the hot spell and leaving the emceeing job in the hands of Bob Burns . . . Hal Le Roy's wife only had a cold—but it was reported as a more serious matter—which it wasn't. She's well again! . . . Helen Young, singer on the WMCA's "Grandstand and Bandstand" show, has been signed by Warners. . . . Harry Link's daughter, Elaine, graduates from Friend's Academy today. . . . One bandleader who has been boasting that he would never take a cut—has. Emery Deutsch has been separated from his tonsils. . . . At the Riviera opening, William Farmer's vocalist, Gloria Whitney, obtained a promise from Judge Al Lieberman of New Jersey to officiate next September when she hopes to marry a Pittsburgh food dealer.

● ● ● "Do You Need a Job," regular Monday nite feature via WTAR, Norfolk, drops out this week in order to give local politics more time to wrangle. . . . Opponents will line up against each other in four quarter-hour spots, one following the other. Battle is on for many city offices. . . . What makes this a paragraph is the fact that Bob Coates, who conducted "Do You W. A. J.," is running for City Treasurer—and he hasn't an agent! . . . Elmer Willrich, WTMV, East St. Louis, bill collector extra-ordinary, not only collects from but also sings for at least one advertiser. On his monthly visit to the Old English Inn, the owner, who is aware of Elmer's excellent baritone voice, insists that he croon for the customers before his bill is paid!

● ● ● Fred Lightner has been given a two-appearance contract on the summer Jell-O show—with options. . . . (Baby) Rose Marie has been booked back at the Hollywood Country Club in West End for the sceigty-eighth time this week-end. . . . Henry M. Neely, "The Old Stager" on CBS, is achieving international recognition for his unusual candid camera photos which are appearing in class mags here and abroad. . . . Rubinoff may not be in for his New York appearance the 20th—because of flicker complications. . . . Tim Healy fades for Procter & Gamble this month. . . . Blevins Davis returned from the Coronation with 200 volumes on the event for the Yale University Library. . . . Henny Youngman encountered Milton Berle the other dawning and the latter asked if Henny was still on the air! . . . To which Youngman answered in the affirmative and said: "I heard you Sunday, Milton—and you should have Edgar Bergen put funnier words into YOUR mouth!" . . . Last night a smash premiere was held in Hollywood on "New Faces" and Berle was acclaimed as a new comedy sensation.

● ● ● Two champs met in the studios of WBIG, Greensboro, N. C., recently—one being the greatest of all—Jack Dempsey. . . . Jack met Raymond Constantine Mutulewicz of Duke University, who holds the National Intercollegiate light-heavy title among others. . . . Connie, his coach, Ad Warren, and Ted Mann, sports p. a. for the college, knew that Dempsey was slated to speak over the air via WBIG, so they came up, and a conference between Jack and R. C. M. was held on the air during the sports review. . . . Congrats to Station Supervisor Joseph Lopez of WICC, Bridgeport, on his 6th year there—assigned to the task of ruling the station's destinies since it was admitted as a member of the Yankee Network in June, 1931.

## Coming Events

Today: Radio-television exposition, Moscow.

June 10-13: Radio Parts Manufacturing Trade Show and Institute of Radio Service Men, Hotel Stevens, Chicago.

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

June 13-16: Pacific Coast Advertising Club convention, Hotel Utah, Salt Lake City.

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

June 14-19: International Congress of Performing Rights Societies, Paris.

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.

June 26-July 3: National Education Ass'n Convention, Detroit.

July 12-17: International Congress of Short Waves, Vienna.

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

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

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

## New WMCA News Series

A new series conceived and arranged by Dick Fishell, special events director, covering sports, theater and night clubs, starts Monday at 8:55-9 a.m. on WMCA, with Powell Clark (Buddy Cantor) as commentator.

## F. T. C. CASES

### Cease and Desist Orders

The Federal Trade Commission has ordered Kolynos Co., New Haven, Conn., to cease and desist from making certain false and misleading representations in connection with the interstate sale of Kolynos tooth paste. Among representations prohibited in advertising are that Kolynos tooth paste conquers bacterial mouth allegedly caused by germs which attack tooth and gum; cleans and polishes teeth down to the naked white enamel and erases and removes tartar; gives teeth a double cleansing not to be obtained with ordinary or other dentifrices, and restores all teeth to sparkling or natural whiteness.

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

WITH "Myrt and Marge" on the verge of fading from the ether, Benton and Bowles are busy as anything auditioning five or six shows with a view to selecting a successor... A versatile lass,yclept Ellen Rose Dickey, once WLS home economics director, scriptist, cook book authoress and dramactress, is on the New York scene, auditioning opus 'titled "Prattling Parkers," with tentative cast including Walter Tetley, Elsie Mae Gordon, Roy Sheldon and Ellen herself, also Ina Grange... La Grange captured coronation stamps as current contest prize and goes Gimbel-ward to collect the booty sometime this week, with well-wishers hoping that Ina, who's shy, is obliged to make a speech... Uncle Sam's second greatest baby specialist, Dr. Josephine Kenyon, who last year thumbs-downed radioffer, is exercising the ancient femme prerogative... A script's being built around her.

Happiest woman in Jersey this week is an ex-school marm on account of she won Steinie Bottle Co. prize of two round-trip tickets to coast... Her medico had ordered change of climate, but the where-withal was lacking... Rachel Carlay, Gallic songbird with bird-of-paradise exterior, begins a week of warbling at Detroit's Fox Theater the 18th... The flicker talent scouts'll get Rachel if she doesn't watch out... Elspeth Eric of the "Dead End" cast is heard in "Big Sister," opposite Alfred Corn, one-time child actor who's been promoted to romantic roles.

Gabriel Heatter entertained WOR's Bill Maloney at his attractive home last week-end... According to Bill, the Heatters are regular... Daughter Maida, who paints, and son Buddy, who writes, surprised the clan by leaping into their Packard and departing for Mexico and adjacent spots, to be gone a month... Pontiac's commentating Kathryn Cravens is down in Washington unearthing interesting facts about the Capitol... WNBC's Doris Peck's Monday and Wednesday spot is now 2:30-2:45, change necessitated by racing pick-ups... Ruth Ferry, WICC lass, omitting this week's broadcast to attend Mount Holyoke alumnae reunion in Massachusetts... Virginia Smith, singing and dancing gal of Parade-on-Broadway fame, has been set for a Columbia flicker test..



**"PEGGY WOOD CALLING"**

Sustaining  
WJZ-NBC-Blue Network,  
Mondays, 2:45-3 p.m.

**TALENTED STAR IN FAIRLY ENJOYABLE AFTERNOON PROGRAM.**

Being a writer and a singer of ability in addition to her accomplishments as an actress, Peggy Wood has the qualifications for giving radio satisfaction. Initial program, while not reaching any great heights dramatically or otherwise, was fair enough and nevertheless indicated good possibilities.

First episode in Miss Wood's series embraced a dramatized incident in connection with an auto trip which she made from New York to Hollywood and during which she had some exciting experiences.

Program is designed to be flexible, allowing for guest stars, commentating, dramatic readings, song recitals, playlets, etc., on subsequent broadcasts.

**Johnny Green**

Replacing the Fred Astaire-Charlie Butterworth combo finds Johnny Green and ork remaining (NBC Red 9:30-10:30 p.m.) with a group of soloists, including Trudy Wood, blues singer; Jimmy Blair, baritone; Billy Wilson, tenor; and others, including a mixed vocal chorus. Offhand, the program sounded somewhat like a tired sponsor who heard so many auditions he couldn't pick any of the prospects and lapsed into the inevitable band and singers. Anything finally to hold on to the time (and get the discount).

Opening portion of the program didn't help matters very much, what with lackadaisical introductory business and Green being no orator, ex-

cept with the baton, perhaps. Miss Wood did her share nicely and Blair was okay. As a one-hour proposition, however, even some of the better Green arrangements and renditions are apt to get lost and mixed up with an ordinary sustaining from a night spot, which aren't bad these days.

Credits by Ken Carpenter, and the one dramatized, stressed the easy payment plans for Packard models. Show itself, sold as a dance hour, needs a more positive tempo and more selling by Carpenter, not Green.

**Sam Hayes**

Sam Hayes, original Richfield Reporter and pioneer among big time Western newscasters, made his debut under a new sponsor this week, doing nightly news flashes over CBS California stations for Bank of America. No tempermental movie queen could have wished for better billing than he got. Sponsors name was mentioned twice — and Sam Hayes' name five times during the 15-minute period. Program opens with telegraph clickers instead of Richfield fanfare. Runs same fast-talking period with lots of fresh news packed in. Goes on at same hour that Richfield's team of newscasters air their version.

**S. F. Post Office Auction**

An interesting and amusing shot was aired from San Francisco yesterday at 3-3:15 p.m. over the NBC-Blue network in the form of an auction conducted by the San Francisco Post Office to clear its premises of unclaimed merchandise sent via mail. It was quite amusing as well as novel.

**NEW BUSINESS**

**Chicago**

WJJD: Drug Trade Products, through Benson & Dahl; Utilities Engineering Ins., through First United Broadcasters; Sears-Roebuck, through Dade B. Epstein; Scholl Mfg. Co., through Donahue & Coe, N. Y.; M. M. Fisher Associates, 312 yearly spots on Federal Housing; Evans Fur Co., through Auspitz Lee.

WIND: Refrigeration & Air Conditioning Institute, through Critchfield & Co.; Chicago Roosevelt Steamship Co., through McJunkin Adv'g Co.; Stony Island Motor Co., through E. H. Brown.

WBBM: Procter & Gamble (Lava soap), "Houseboat Hannah" disks, through Blackett-Sample-Hummert; Bristol-Myers Co., "Lucky Girl" serial, through Young & Rubicam.

WMAQ: Refrigeration & Air Conditioning Institute, Chi.

WLS: Western Growers Protective Ass'n, through J. Walter Thompson,

**WDSU, New Orleans**

Dr. Pepper Musical Clock, spots; Milwaukee Beer, disks.

**KMA, Shenandoah, Ia.**

Armour & Co., through Omaha office, 13 weeks of 15-minute weekly programs.

**WMCA, New York**

Victor H. Lindlahr, 52 weeks, through Klinger Adv'g Agency; Madison Personal Loan, addition time, through Klinger; Christian Science Radio Committee, 52 weeks.

**GUEST-ING**

JAMES BARTON, in "Burlesque," postponed to June 24, on Kate Smith Band Wagon (CBS, 9 p.m.)

JOE PENNER, on Jack Oakie College, June 15 (CBS, 9:30 p.m.)

RUFE DAVIS, MARIO CHAM-LEE, BILLY LYNN, DR. RAYMOND L. DITMARS and GEORGE FRAME BROWN, on Joe Cook Shell Show, June 12 (NBC-Red, 9:30 p.m.)

PAT O'BRIEN, KATHERINE De MILLE and JOSE ITURBI, on Bing Crosby show, June 17 (NBC-Red, 10 p.m.)

CONWAY TEARLE, added to "Madame X," on Lux Radio Theater, June 14 (CBS, 9 p.m.)

HENRY HULL and SHIRLEY BOOTH, on James Melton Sealtest Party, June 13 (NBC-Red, 10 p.m.)

ROSE MARIE, repeat engagement, on "Spotlight Revue", June 14 (WOR, 3-3:30 p.m.)

JAN PEERCE, on Ben Bernie's American Can program, July 6 (NBC-Blue, 9 p.m.). Booked by Herman Bernie.

RUTH CROSS, on Heinz Magazine of the Air, July 5 (CBS, 11 a.m.). Also signed for same program: Antoinette Donnelly, July 7; Capt. Erskine Loch, July 9; Claudia de Lys, July 12; Alice Marble, July 16; Carolyn Wells, July 19; Crosby Gaige, July 21; Dorothy Giles, July 23; Channing Pollock, July 26; Sarah Lockwood, July 28; Dale Carnegie, July 30.

LEW AYRES, added to "Last Train from Madrid" film preview, on "Hollywood Hotel," June 18 (CBS, 9 p.m.).

**Complete Jell-O Summer Plans**

Plans for the Jell-O summer series have been completed by Young & Rubicam, agency handling the airings. In addition to Jane Froman and Don Ross, the Tune Twisters have been set for the entire series, and guest comedians will be used each week. D'Artega's orchestra will supply the music. Fred Lightner, comedian, may also appear during the run of the show.

San Francisco; Colonial Hotel, Rochester, Ind., through Earle Adv'g Agency, Chi.; Northwestern Yeast Co., renewal, through Hays MacFarland.

THE SONGBIRD OF THE SOUTH

**KATE  
SMITH**

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS



## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 42 of a Series

### WFBM—Indianapolis, Ind.

1,230 Kcs.—5,000 Watts Day, 1,000 Watts Night

**ROY E. BLOSSOM, Manager**

**FRANK O. SHARP, Program Director**

**W**FBM made its bow on Election Night in November, 1924. It was presented as a public service to the citizens of Indianapolis by the Merchants' Heat & Light Co. of that city. WFBM has since been owned and operated by the successor to the M.H.&L. Co., the Indianapolis Power & Light Co. In its early years WFBM was outstanding in civic, educational and religious broadcasts, and even with the arrival and growth of commercial broadcasting it has continued to devote a large part of its schedule to community service.

In 1926, the Indianapolis Chamber of Commerce, recognizing the important part played by WFBM in the city's civic activities, suggested the use of its own slogan, "At the Crossroads of America", as an identification of the radio station. In the ensuing years, WFBM, Indianapolis, "At the Crossroads of America", has become a household phrase to Hossier home-keepers.

The month of March, 1929, saw WFBM become a member of the Columbia Broadcasting System. Today WFBM is one of the pioneer basic outlets of the CBS network.

WFBM was inaugurated as a 500-watt broadcasting station. The passing of years has seen the station grow and expand, increasing its power and perfecting its equipment in step with the progress of the industry itself. Today, WFBM boasts of a complete, up-to-the-minute RCA High Fidelity studio transmitter equipment. The station's 420-foot vertical radiator antenna system brings an intense, high quality signal to the well-populated urban and rich rural districts of Central Indiana.

As progressively substantial in its commercial policy as in its technical establishment, WFBM was one of the original members of the NAB and one of the first radio stations to refuse its facilities to persons or products of questionable integrity. As a result, WFBM enjoys the respect and confidence of its listeners who know a dial to 1230 will bring only the highest caliber of Radio Production of local or network origin.

Roy E. Blossom has been station manager of WFBM since July, 1931. Until March 15 of this year, Blossom divided his radio administration duties with those of merchandise manager of the parent company, the Indianapolis Power & Light. Since March 15, Blossom has maintained offices in WFBM's new studios in the WFBM Building, Indianapolis. Now, full-time activity at the studio offers Blossom ample opportunity to expand many ideas toward the goal of making WFBM an even greater and more powerful broadcasting unit in Indiana.

Under the supervision of Blossom, the following department heads operate and conduct their activities with the same view of expanding and improving WFBM's position: Frank O. Sharp, program director; Walter H. Reuleaux, musical director, and Martin R. Williams, chief engineer and technical director.

## Programs That Have Made Station History

### 9. WNEW's "Make-Believe Ballroom"

**W**HEN a local radio program can sell one million dollars' worth of merchandise for its sponsors in a year, that program has made not only station, but radio history.

WNEW's twice-daily "Make-Believe Ballroom," conducted by Martin Block, has performed amazing selling jobs for every one of its many sponsors. This participation music, with the hearty good will and cooperation of leading recording orchestras, is broadcast six days a week, from 10 to 11 a.m. and 6 to 7:30 p.m.

Without offering to give anything away, WNEW's "Ballroom" program pulled 114,274 votes in a two-week orchestra popularity poll. Evidence of the recording orchestra's gratitude to Martin Block can be seen in the fact that every Thursday night the "Make-Believe Ballroom" comes to life with the name bands, broadcasting in person.

When the "Ballroom" celebrated its second year on the air with a

huge birthday party the notable guests who appeared on the program to wish it continued success represented every who's who in radio.

The million-dollar sales figure was arrived at by WNEW's accounting department in cooperation with the various sponsors of one year. The admitted totaled sales by the sponsors actually passed the million dollar mark.

These two-and-a-half hours of showmanship and music are about the only program in radio to boast of an S.R.O. sign for its sponsors. During the Winter months, at times, more than five sponsors have waited for their turn to capitalize with WNEW's "Make-Believe Ballroom."

About two-and-a-half years old, this program has skyrocketed Martin Block into enviable fame, popularity, and financial brackets which make him one of the highest paid announcers in the industry.

The "Make-Believe Ballroom" is unique as a sales medium because it



**J**ACKIE HELLER back in town and will be heard regularly as male vocalist on Club Matinee over NBC on Tuesdays and Thursdays. Johnnie Johnston will continue on Mondays, Wednesdays and Fridays.

Bob Elson, the Man on State Street, and Tom, Dick and Harry, harmony trio, have started a radio feud by calling each other "wackles" on the air. Word has not yet been defined.

Marjorie Gibson, Fanfare reporter at WLS, and John M. Thornburn, Chicago lawyer, to be married June 15. Miss Gibson will continue her broadcasting.

Louise Massey and Westerners set for four guest appearances on WLS National Barn Dance (Alka-seltzer), their alma mater, June 19, 26 and July 3, 10.

Bud Glenn (Arthur Hoerig) of WJJD Melody Kings entertaining his father who is en route to west coast from New York. They hadn't seen each other in seven years.

John Lair, manager of WLS musical library and authority on folklore, about to start on three-week vacation into Kentucky mountains to add to his folksong collection.

Evans Fur Co. "History in the Making" folded last Sunday on WBBM, but firm is auditioning for a new show.

Virginia Payne (Ma Perkins) is entertaining friends from Roaring Gap, Va., where she formerly directed the Children's Theater.

William L. Klein, for ten years conductor of the German Hour on WIND, departing on annual tour of Europe next week with 150 listeners in the party. Klein will gather new music and voices while abroad.

Gilbert McClelland, who handles pictures for NBC press department, back at work after a weekend of fraternizing with alumni at Wabash College, Crawfordsville, Ind.

can and has sold almost every product merchandised by radio. The list of the products Martin Block has sold would resemble the index of a Sears-Roebuck catalogue. They include all electrical appliances, windshield wipers, silverware, automobiles, personal loans, floor coverings, cigars, jewelry, coke, homes, cigarettes, radios, storage and moving, clothing and furs, cosmetics, health aids, shoes and hosiery, wines and beers, flowers and plants, etc.

The sales success of the WNEW "Ballroom" is credited to the salesmanship of Martin Block. Never using commercial copy, Block does all his radio selling in an enlivened, heart-to-heart manner. None of his sales talks sound like recitations or magazine ads. With a friendly manner and honest speech, Block has more than proved the success of frank selling via the air.

**A**NOTHER program which will seek to give new talent opportunity to reveal itself is announced by KMPS. Program will be a Saturday night half hour, titled "Gino Severi Presents." First program set Aida Mulieri, harpist, in a featured solo. Severi and ensemble, with Francis Leveque, baritone, used to round out the period.

Federal Theater Negro Chorus, under direction of Sherman T. Walker, now airing on two nets, with "Deep in the South" over KHJ and Don Lee net, and in "Louisiana Hayride" over KHJ and Mutual, nationwide.

Frederick C. Dahlquist, producer of "Thrills" for Union Oil, leaving late in June on a motor trip to contact radio editors and stations that release Union Oil program from San Diego to Vancouver, B. C.

Radio Transcription Co. of America, Hollywood, has started to record two extra programs to supplement the usual system of bloc sales. Programs are "Jerry of the Circus," written by Virginia Kand and Bob Payton, to run on a three a week schedule and "The Cinnamon Bear," written by Glan Heisch, to run six days a week from Thanksgiving Day to Christmas.

Tom Hanlon had been added to KNX staff as Night Supervisor, to take active part in production work as well as announce on special programs.

## BOSTON

Major Bowes' International Revue opens at the Metropolitan Theater today. The unit is like a traveling League of Nations, being made up of representatives of eight different countries.

Over 150 Yankee Network officials, station representatives, agency men and city officials were present at the 15th Anniversary dinner of Station WEAN in Providence. It was an unusual banquet in that there were no speeches. Instead, the usual after dinner interim, was taken up with musical entertainment by a group of Yankee Network artists.

At the head table were John Shepard Jr., chairman of the Board of Directors of the Shepard enterprises; John Shepard 3rd., president of the Yankee and Colonial network; Robert Shepard, vice-president of the Shepard Stores; Sheldon B. Hitchcock Jr. of NBC, and the mayors of Providence, Woonsocket and Fall River.

WCOP now doing an evening pick-up six times weekly from the Club Sunbeam in Swampscott, fashionable North Shore spot.

Lew Whitcomb, WEEI publicity chief, much improved. Still sticking to the bed, but he says he hopes to be back in two or three weeks.

## ORCHESTRAS MUSIC

**D**AVE OPPENHEIM, Henry Tobias and Leo Edwards are responsible for an original score for the Kay Parsons' Showboat offering on the S.S. Bear Mountain, which begins plying up and down the Hudson tomorrow. Boat will probably have a network wire.

The Ripley program will reunite B. A. Rolfe, his ork and the Men-About-Town trio, consisting of Phil Duey, Jack Parker and Scrappy Lambert with their accompanist and arranger, Will Donaldson, beginning July 16, when the "Believe-it-or-Not" broadcast shifts from its Sunday spot to a Friday eve airing at 9 p.m. over the WJZ-NBC network. They were all included when Ripley presented his dramatized and living believe-it-or-nots in 1933.

Nick Dann, second sax-wielder in the Johnny Green musical aggregation heard Tuesday evenings over NBC-Red, has just completed his medical exams, and will be adorning his name with the official M.D. any day.

Maestro Charlie Agnew and ork have been set by CRA, through Leo Salkin, manager of the Chicago office, to debut at the Log Cabin, Omaha, June 12.

Jerry Johnson and the band he batons are signed for a four-week engagement at Guyon's Paradise Ballroom, Chi.

The list of dance bands aired via WHN now includes those of Deacon Moore, Lang Thompson, Jimmy Van Orsdell and Ben Young.

Roger Wessman and the boys, who are ethered regularly over WNBC, New Britain, are shifting to Friday evenings at 8.

Batonist Larry Lee and ork, until recently at the Casino Park Ballroom near Forth Worth, Tex., have signed a contract with Billy Rose which makes them the second orchestra for Casa Manana, the Fort Worth Frontier Fiesta music hall, the main musical contingent being Paul White-man's.

The Chick Webb-William Morris tie-up for booking purposes relates only to theaters. CRA will handle that outfit's tour commitments.

Mike Riley of "Music Goes Round and Round" fame will be heard on Jack Bennett's WINS "Noonday Frolic" today in a program composed of his own recent recordings and some live work on the trombone. Several soloists from his band are part of the offering.

"Love Is Not Laughter", a musical confession, is the latest on Judson

## RADIO PERSONALITIES

No. 43 in the Series of Who's Who in the Industry

**G**EORGE ENGLS, NBC vice-president and managing director of the NBC Artists Service, was born in Albany in 1889, and has traveled throughout Europe and America as the guiding star of such famed artists as Paderewski, Madame Schumann-Heink, Dusolina Giannini and more recently as the head of his nationwide talent bureau which supplies artists to every branch of the entertainment industry.



Has guided destinies of famous artists.....

Engles' life story would have made a welcome subject for Horatio Alger. As a stage-struck boy he got his first job at Proctor's Theater on 58th Street and Third Ave. in New York. Dressed in a lively colored uniform, he went out between the acts and changed the cards on either side of the stage, announcing the next vaudeville act. A few months later he became assistant treasurer of the theater and held this post until he was appointed executive assistant to Walter Damrosch. In 1920 he managed the affairs for the tour of Walter Damrosch and his New York Symphony orchestra through the whole of Europe. It was during the same year that

Engles organized a concert bureau of his own. A few years later he was one of the most influential men in the field. In 1928 the New York Symphony Orchestra merged with the New York Philharmonic and Engles was invited to organize an artists bureau for NBC.

In the nine years that he has been associated with broadcasting, Engles has negotiated many expansions of his company's talent activities. Now, besides being a department of NBC, the Artists Service is also affiliated with the Civic Concert Corp. Consolidated Radio Artists and Sol Hurok Inc. There are also branches of the department in Boston, Cleveland, Chicago, San Francisco and Hollywood.

Home life also plays its part in Engles' life, and he has a couple of sons worth bragging about.

## VIEWPOINTS

### Television Won't Affect Leaders of Orchestras

"The effect of television upon the orchestra leaders of today will be almost nil. The only new changes which television could possibly demand from the orchestra leader is a background of showmanship. Radio orchestras today have had the experience of night club and motion picture work with background and showmanship of the 'eye' sense, which will make the television game nothing new. It is the individual leaders whose music is not entirely responsible for the success of the band, who will have to 'work' at television. The personality of a bandleader has been reflected over the airwaves, but the band itself has never been able to show more than their music. The music will continue to be as good where it has shown itself in the past, but where the audience 'rating' has depended

LaHaye, WICC program director's list of popular compositions. Vocalist Ruth Ferry introduced it on the ether.

Dave Winstein, clarinet and sax player of note, has gone maestro and batons his own ork at New Orleans' Club Plantation. Spot has a WDSU wire.

on the individual leader, a new era will dawn."

—Ralph Watkins.

### Studio Audiences Raise Doubts About Listeners

"The widespread growth in the use of the studio audience, while adding color to the broadcast, has a tendency to introduce a worrying thought to the comedian. This little worm of doubt is: 'Are the folks back home getting as much kick out of the program as the people here in the studio?' Of course, with the excitement of seeing a broadcast, plus the influence of the comedian's physical personality, it is not very difficult to secure laughs from the studio audience. However, that is not a sure-fire indication that the listener-in is having such a hilarious time, and, after all, it is the listener-in who actually pays for the performance."

—Bob Hope.

In a survey just completed by De Paul University of Chicago, to find out what radio audiences think about programs, Rubinoff was selected as first choice in the classification of preferred musicians. Jascha Heifetz and Albert Spaulding placed second and third, respectively.

## PROMOTION

### Inducing Auto Dialers

By way of encouraging listeners to tune in while they are out riding in their cars, WHIO, Dayton, O., recently had a large ad in the Dayton Daily News, presenting a map of the area in which WHIO could be heard as clearly as in Dayton homes.

Copy accompanying the ad read, in part:

"Get the habit of tuning your car radio dial to 1260. A moonlight drive with your car radio bringing in the sweet tunes of a famous band of the Columbia Broadcasting System, is one of the swellest combinations yet invented. And then there's the possibility of picking up a thrilling news flash—WHIO through its affiliation with The Dayton Daily News is prepared to flash important news events a few seconds after they happen."

### New Firm to Specialize In Writers and Idea Men

East Coast Radio Features, Ltd., newly organized by Hugh C. Ernst, will not go into the general radio production field but will specialize in writers and idea men. Ernst plans to keep open house for anyone with an idea and unable to develop it by himself. East Coast is installing latest Fairchild-Proctor recording equipment and has full facilities for auditions as well as transcribing programs.

Among the first features to be brought out is a new type of children's program under the East Coast's "protected idea" division which will handle and develop copyrighted material on an exclusive basis. Both live talent and electrical transcriptions will be produced.

### Bob Murray in New Program

Bob Murray is the featured vocalist in a new program going on the air today over WHN at 3-3:30 p.m. under the title of "To the Ladies". Don Albert's orchestra provides the musical background, with all numbers designed for feminine appeal.

## ST. LOUIS

John Conrad, director of public relations and special events for KWK, recently married Margaret Russell, non-professional.

Ray Churchill Schroeder, who has had a long run on WIL as "Mr. Fix It," has left radio work to take a position on the copy desk of the St. Louis Post-Dispatch.

Jimmy Burke, KWK chief engineer, has gone in for aviation in a big way.

Public affairs department of KMOX, starting June 13, will present a 15-minute broadcast every Sunday from the Municipal Opera dress rehearsal stage.

Mike Zuzenak, KMOX music arranger, has gone northeast for a vacation.

## GROUPS TO DEMAND TIME FOR EDUCAT'L PROGRAMS

(Continued from Page 1)

solicited programs of educational value to the average American radio owner. Time requested will be between 7 and 9 p.m., hours when the entire family is ordinarily intact and programs reach a maximum amount of persons.

First intimation of organization leaked out last May when John W. Studebaker, Commissioner of Education, fired the opening guns at a convention of educators in Ohio. The Writers' Congress, which officially recognized radio for the first time at their annual meeting last Sunday, has approved the movement. William Hinckley, chairman of the National Council of American Youth Congress, has expressed a willingness to co-operate with the leaders of the movement. American Federation of Churches, National Advisory Council on Radio in Education, National Committee on Education by Radio and the Progressive Education Association, one of the most powerful organizations in existence, have all been contacted, and plans to organize them are now being formed.

Leaders of the movement have stated that their demands will be presented to the FCC as soon as the present organization is perfected. Their three-way platform is as follows: Time on the three major networks on a sustaining basis, programs of an educational and spiritual nature and minimum of expense to be paid.

### Zenith Radio Corp. Net Is Biggest In Its History

(Continued from Page 1)

improvement, Zenith resumed dividend payments by declaring two dividends of 50 cents each. None had been paid since 1929.

### CBC Program on Mutual

Tonight's "Evening Prelude", Canadian Broadcasting Corp. eastern network program, will also be heard in the U. S. via Mutual System. Eileen Waddington and Roland Todd, organ-piano duo, are heard in the program, aired at 6 p.m.

## ONE MINUTE INTERVIEW

STAN SHAW

With the cost of time continually on the upgrade, I see all radio stations in the near future capitalizing on the wee hours of the morning. Surveys have repeatedly astounded station and agency officials with amazing figures on the actual and potential audience to radio programs between the hours of 2 and 7 a.m.

## ★ Coast-to-Coast ★

**T**HE annual convention of the National Education Association, to be held June 26 to July 1 at Detroit, will be marked by five broadcasts over the NBC networks. Originating in the studios of WWJ and WXYZ, NBC affiliates in Detroit, the program will include talks by noted educators attending the convention and a dramatic presentation by the Antioch College Players. NBC activities at the convention will include an address by Dr. Franklin Dunham, NBC educational director, before the seventh general session, July 1, on "Radio Education in America," and the display of an NBC exhibit, the first at an educational meeting, on the technique of sending and receiving broadcasts.

WNBC, New Britain, Conn., has started a daily two-hour Sports Program, 3-5 p.m., featuring actual running descriptions of the horse races at Agawan Park, Springfield, Mass. Hal Goodwin conducts and peels off sports flashes in between races via Transradio's teletype and WNBC's sports department. American Airlines' John Owen Briggs switches over to 7:15 p.m. Tuesdays, with New Haven chiming in on the aeronautical proceedings.

Bob Maguire, newsman at WICC, Bridgeport, will be a benedict when he returns from vacation, which starts Saturday.

New Canaan's Andy Weuhrer is back at WICC from a Canal cruise to accompany Clarence Sherwood on varying schedules.

Al Jolson will feature an original dramatic sketch, "Redemption," written for him by Ray and Beth Buffum, on his next Tuesday show over the CBS network.

Betty Garde and Ray Collins, who won anonymous glory this season as

### WTNJ Adds Trans-Radio News

Trenton—Four news broadcasts featuring Trans-Radio Press flashes will be broadcast daily by WTNJ starting June 14, at 8 and 9:45 a.m. and 5 and 7:30 p.m. The Fischer Baking Co., whose Children's Opportunity Contest concludes June 13, will be the sponsor for 26 weeks. Neff-Rogow Inc. is the agency.

This, with Graeme J. Meisel's news comment for a Trenton jeweler, will give WTNJ five news broadcasts daily. Meisel's comments are strictly state and city editorialisms.

### Carol Bruce With Ork.

Carol Bruce has been signed as featured vocalist with Lloyd Huntley's orchestra and will be heard with that band over the Mutual network beginning tonight. MCA set the deal.

supporting players with eminent stage and screen guest-personalities, are to be made stars in their own right by Kate Smith on her Bandwagon program of June 17 over the WABC-CBS network. They will make their respective bows as "big-league" kilocycle names in a play called "The Boss."

Morris Goldman, commander of the Veterans of Foreign Wars, Kings County, in an address over WVFW, launched the "Battleship for Brooklyn" campaign. Each week outstanding members of the campaign committee, composed of prominent persons, will appear on WVFW in connection with the campaign.

Frank Siedel, newcomer to the writing staff at WCAE, Pittsburgh, wrote and edited 12 NBC network shows under the title of "Men Who Made America."

Holly Smith of the team of "Just the Two of Us," heard over WBT, Charlotte, is the proprietor of a camera supply business which he opened recently. Holly, in addition to being an expert photographer and a much-in-demand radio entertainer, also is a good carpenter.

Mrs. Lillian Overholt, sister of Evelyn Ross and Maybelle Alberti (Do-Re-Mi trio), died a few days ago at Coventry, Conn. Tom Overholt, husband, also survives.

Harry Dority, control manager of WICC, Bridgeport, on leave for a few weeks, took in the Annapolis commencement.

Paul Block, newspaper publisher, was heard over WWSW yesterday from the graduation exercises of St. Francis College, Loretto, Pa., where the honorary degree of Doctor of Literature was conferred upon him.

### WSGN's Model Airplane Contest

As a feature of the National Air Carnival held in Birmingham on June 5-6, WSGN, The Birmingham News-Age Herald station, promoted a contest between boys who made their own motor propelled model planes. Entries from all over the State of Alabama were on hand Sunday morning at 10 o'clock to compete for the silver cup offered by Evans Motor Co. of Birmingham. The contest was full of thrills, one model plane crashing into the facade of the Administration Building at the Municipal Airport.

### Hanson to Leave Hospital

O. B. Hanson, NBC chief engineer, is recuperating nicely from his appendicitis operation and is expected to leave the Norwalk Hospital on Monday.

## SOCONY GETS YALE GAMES FOR YANKEE NET, WMCA

(Continued from Page 1)

with Bob Hall furnishing the color. Opening broadcast will be heard on Oct. 2 when Yale meets Maine. Sponsor, however, has agreed to allow two of the games to be aired over the networks as sustainers—the Princeton and Army games. W1XER, the 500-watt station owned by Shepard in Boston, will carry the games to Yale graduates in foreign lands.

Last year Atlantic Refining had the rights to the games in the New York area and used WOR. Atlantic still holds an option for Saturday afternoon time on WOR, but is undecided what games will be broadcast over the station.

Socony-Vacuum station contract calls for a minimum of seven games. J. Stirling Getchell Inc. has the Socony account.

### Three CBS Programs Wind Up in Few Weeks

(Continued from Page 1)

is featuring Babe Ruth in a series of baseball stories on Wednesdays and Fridays, 10:30-10:45 p.m. Series started in April and is folding right in the middle of baseball season.

### McCosker to Get Degree For His Service in Radio

(Continued from Page 1)

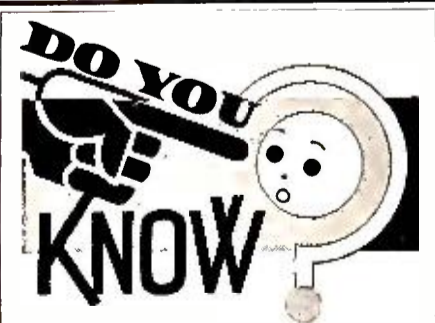
Mrs. Franklin D. Roosevelt and Orwin W. Kays.

McCosker will be cited as "one who with able direction and incalculable force for the spreading of knowledge has united in his experience the two most far-flung instruments in education—press and radio."

### Joe Weber in A.F.M. Talk Over NBC-Blue Sunday

(Continued from Page 1)

by the Louisville Civic Orchestra under the direction of H. Leopold Spitalny, NBC conductor, also will be heard on the program, which is scheduled for 10-11 p.m. EDST.



Radio receiving sets in Cuba rose from 595 in 1926 to 34,673 in 1936.





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 87

NEW YORK, N. Y., FRIDAY, JUNE 11, 1937

FIVE CENTS

# Transradio Suit Settled

## NAB ANNOUNCES ITS CONVENTION PROGRAM

Washington Bureau, RADIO DAILY

Washington—NAB yesterday announced first formal program for the annual convention to be held in Chicago June 21-23. The opening address will be made by Mayor Kelly of Chicago sharply at 9:30 a.m. Immediately following will be addresses by C. W. Myers of KOIN, Judge Eugene O. Sykes, chairman of the broadcast division of the FCC, Harold Hough of WBAP and James W. Baldwin, director of the convention. NAB will issue its reports.

(Continued on Page 3)

## Universal Radio Corp. Changes Name to Atlas

Due to confusion in various states where similar names have been in use, Universal Radio Corp. has changed its name to Atlas Radio Corp. Officers of the organization remain the same, with Herbert R. Ebenstein, president; Lou R. Winston, vice-president in charge of production, and Harold C. Hopper, secretary and treasurer.

Main offices at 1540 Broadway, New York

(Continued on Page 3)

## Lottridge is Appointed KOMA Commercial Mgr.

Oklahoma City—Buryl Lottridge, who resigned last month as general sales manager of Central States Broadcasting System, Omaha (KFAB, KOIL, KFOR), has been appointed commercial manager of KOMA and assistant to Neal Barrett, manager of the station.

In addition to his three years with...

(Continued on Page 3)

## WMCA-Hotel Tieup

WMCA has made a deal with four leading New York hotels, the Waldorf-Astoria, Park Central, New Yorker and Lexington, whereby WMCA programs will be carried over the hotels' master-control systems. In exchange, station will publicize current activities at these hotels in its morning "Today's Doings" program.

## 1,000 for "Ma"

Chicago—"Ma Perkins" will broadcast its 1,000th program in behalf of Oxydol on June 16 over more than 60 NBC stations. Virginia Payne and Charles Egelston, who have played the leading roles since the program started, will hold an impromptu celebration with George L. Fogle, director; Lee Gebhart, author, and Dick Wells, announcer. Blackett-Sample-Hummert Inc. is the agency.

## NAB APRIL FIGURES REVEAL INCREASES

Washington Bureau, RADIO DAILY

Washington—Although national network and national non-network business declined in volume, regional network and local network advertising experienced gains and total broadcast advertising during April amounted to \$11,309,319, the NAB report revealed here yesterday.

Total sales were 28.1 per cent ahead of level as registered during April, 1936. Gross time sales for the month

(Continued on Page 8)

## Electric Auto-Lite Signing Ted Husing

Ted Husing is expected to sign contract within the next day or two providing for a program which will inaugurate a new idea in sports commentating, with parts of the broadcast devoted to dramatizations. Program will have two 15-minute

(Continued on Page 3)

## Court Rules Against Artist In Broadcasting of Records

## European Music Society Acquires American Works

Society of European Stage Authors & Composers Inc., which functions along the lines of ASCAP, has notified radio stations and other establishments that it now controls exclusively, in addition to the musical catalogs already licensed for performance, the copyright and performing rights to all musical pub-

(Continued on Page 3)

## \$1,700,000 Action Against NBC, CBS, AP, UP, INS, Et Al, Adjusted—Transradio Recognized as News Agency

## BRADDOCK-LOUIS BOUT HURDLES COURT ACTION

Final obstacles in the James Braddock-Joe Louis fight were overcome yesterday, and the fight will definitely be fought June 20 in Chicago, with the Buick Co. sponsoring a blow-by-blow description over 126 stations of the NBC networks as previously announced. The U. S. Circuit Court of Appeals cleared the matter up yesterday when it affirmed a decision of the Federal Court in New Jersey refusing to restrain Braddock from going through with his scheduled battle. The Madison Square Garden Corp. had filed an application at Newark to restrain the champion from meeting any other

(Continued on Page 3)

## Montgomery-Ward Disks Being Released June 15

Chicago—Montgomery-Ward's new transcribed "Neighbor Jim" will be released to 71 stations about June 15, according to William Howard, retail advertising manager. New show is being placed locally through M-W retail store managers on a three-a-week basis. Lord & Thomas is handling production.

A satisfactory adjustment has been made between Transradio Press Service, National Broadcasting Co. and the Columbia Broadcasting System in connection with the controversy growing out of arrangements for broadcasting news inaugurated in 1934. These arrangements and subsequent modifications will be continued and the networks recognize Transradio as a regularly established news organization.

The suit instituted by Transradio against the broadcasters, The Asso-

(Continued on Page 8)

## HEARST RADIO SIGNS TRANSAMERICAN DEAL

Transamerican Broadcasting & Television Corp. and Hearst Radio Inc. have signed their special affiliation contract, virtually the same deal Transamerican has with all of its stations.

The Booth Tarkington radio serial, "This Boy Joe," in which Leon Janney is starred, will probably be the

(Continued on Page 3)

## Marcellus D. Smith Dies in Birmingham

Birmingham—Marcellus D. Smith, president of WBRC, died Wednesday night in a local hospital following a brief illness. He was 45 years old. WBRC is the CBS outlet here.

## WMC Promotions

Memphis—Promotion of Bill Fielding to merchandising director in charge of local sales, with William H. Ramsey being elevated to production manager in Fielding's place, is announced by H. W. Slavick, managing director of WMC, as part of expansion activities. At the same time, Earl Moreland was made chief of announcers.

(Continued on Page 8)



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Thursday, June 10)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 <sup>1</sup> / <sub>4</sub>	169 <sup>1</sup> / <sub>4</sub>	169 <sup>3</sup> / <sub>8</sub>	+ <sup>5</sup> / <sub>8</sub>
Crosley Radio	.....	.....	.....	.....
Gen. Electric	53 <sup>3</sup> / <sub>4</sub>	53	53	- <sup>1</sup> / <sub>4</sub>
North American	24 <sup>1</sup> / <sub>2</sub>	23 <sup>3</sup> / <sub>4</sub>	23 <sup>3</sup> / <sub>4</sub>	- <sup>5</sup> / <sub>8</sub>
RCA Common	8 <sup>7</sup> / <sub>8</sub>	8 <sup>3</sup> / <sub>4</sub>	8 <sup>3</sup> / <sub>4</sub>	- <sup>1</sup> / <sub>8</sub>
RCA First Pfd.	.....	.....	.....	.....
RCA \$5 Pfd. B.	(93 Bid)	105 Asked	.....	.....
Stewart Warner	18 <sup>1</sup> / <sub>4</sub>	18 <sup>1</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>4</sub>	- <sup>3</sup> / <sub>8</sub>
Zenith Radio	34	33 <sup>1</sup> / <sub>2</sub>	33 <sup>3</sup> / <sub>4</sub>	- <sup>1</sup> / <sub>4</sub>

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	15	15	.....
Majestic	3	3	3	.....
Nat. Union Radio	.....	.....	.....	.....

### OVER THE COUNTER

	Bid	Asked
CBS A	27	28 <sup>1</sup> / <sub>2</sub>
CBS B	26 <sup>1</sup> / <sub>2</sub>	28
Stromberg Carlson	14	15

## WHK and WGAR to Boost Network Rates on Shift

New network rates set for WHK and WGAR when they switch networks on Sept. 26 will be upped. WHK is now a CBS station with an hour rate of \$300. When it goes to the NBC-Blue rate will be \$340.

WGAR's present rate on the NBC-Blue is \$280. New rate on CBS will be \$300.

### WPG Adds to Staff

Atlantic City—As a result of increased commercial activities and the addition of several remote controls, WPG has taken on two new announcers, Jack Webb and Benny Bishop. Others on the announcing staff are George Foster, chief announcer; Ray Morgan and Ralph Shoemaker.

## MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE  
1250 Kc.

10 TO 11 A. M. ☐ 6 TO 7:30 P. M.

## Mutual Airing Premiere Of Shirley Temple Film

World premiere of Shirley Temple's new 20th Century-Fox picture, "Wee Willie Winkie", will be aired by Mutual from the Carthay Circle Theater, Hollywood, on June 25 at 12:30-1 a.m. EDST. George Fischer will emcee the exclusive broadcast, which will include Shirley Temple, Victor McLaglen, Barbara Stanwyck, Robert Taylor, Simone Simon, Tyrone Power, Joan Blondell, Walter Winchell, Jack Haley, Don Ameche, Alice Faye, Jane Withers, Loretta Young, Sonja Heinie, and music by David Broekman's orchestra.

## NBC Thesaurus Making Bigelow-Sanford Disks

Bigelow-Sanford Carpet Co., Inc., has placed an order with the NBC Thesaurus for two series of 36 five-minute transcribed programs, one of which is musical and the other dramatic. Possibility of a third series based on Thesaurus library music is also possible. Samples of the disk will be out in time for the Bigelow-Sanford sales meet in Chicago early in July, at Merchandise Mart.

Time for the series will be placed by local dealers. Newell-Emmett agency has the account; Paul Hartley is account executive.

## Prall Denies Rumors

Washington Bureau, RADIO DAILY

Washington—Locally published rumors that he would soon resign as FCC chairman are denied by Anning S. Prall. Reports said there would be a big shakeup among FCC officials and that Prall would quit. T. A. M. Craven and others were mentioned as possible successors.

## Keep After Tax Bill

Washington Bureau, RADIO DAILY

Washington—Federal Communications Commissioner George Henry Payne and Congressman Boylan are doing everything possible to schedule hearings on the wattage tax bill, Payne told RADIO DAILY yesterday. It is still hoped to obtain a hearing this session.

## 2 Sponsors Auditioning

San Felice cigar and the American Rolling Mills during the past few days have auditioned programs at CBS. The "Westerners" were the talent auditioned by San Felice.

## Sixth Year for Frankie Basch

Frankie Basch, the Roving Reporter of WMCA, celebrates her sixth year on the air this Sunday. She began her radio career on WHOM, Newark, later going to WAAT, Jersey City, and then to WMCA.

## Bob Becker Joins WAAT

Jersey City, N. J.—Bob Becker has arrived here from Chicago to take over new duties as announcer for WAAT.

## Songwriters, Publishers Deadlocked on ET Issue

Conference yesterday between the music publisher and song writer committees on the question of the electrical transcription music license fees ended in an impasse, with the music men refusing to grant the writer 50 per cent of the ET license fees. Publishers held to their last offer of 40 per cent. a 10-year contract and the elimination by the writers of their SPA by-law section IX.

Music publishers are holding a meeting of their own next Tuesday to talk the thing over and make a decision on whether or not they will continue to take songs for publication from unsigned writers, since the latter insist on retaining at least 50 per cent of the fees and administration rights to license.

## NBC Station Managers Convene at NAB Meet

A meeting of all NBC owned and operated station managers from coast to coast will be held in Chicago during the NAB convention, Alfred H. Morton, NBC manager of owned and operated stations, said yesterday. After the convention, Morton will continue his western trek, visiting NBC owned and operated stations.

## U. P. Series for Esso On WHAM, Rochester

Standard Oil of N. J. (Esso) will start a new series of 10-minute United Press news reports, four a day, seven days a week, on WHAM, Rochester, beginning July 1. In order to balance the radio budget, sponsor is going to cancel the present series of five-minute UP reports on WEAJ until possibly next fall. Last program on WEAJ will be aired June 30. Marschalk & Pratt Inc. placed the account.

## Loria Brothers Back to Mexico

The Seven Loria Brothers, child-musicians who have been featured as the guest artists of Joe Cook and Lanny Ross, depart for their native Mexico from Hollywood tomorrow. They had been appearing in "New Faces" with Milton Berle and other radio performers. The Lorias return to New York for more radio work in mid-July.

## Gilbert Forbes at WFBM

Indianapolis — Gilbert Forbes, recently of WKBB, Dubuque, Ia., and before that with WIL, St. Louis, has reported for work at WFBM here as news commentator. He succeeds Frederic Winters, who has joined the regular announcing staff of Indianapolis' CBS outlet.

## Script Library's Foreign Plans

To secure a more thorough coverage for its radio script service in Europe, Marjorie Mueller of The Script Library staff leaves June 20 for an extensive tour of the continent in the interest of The Script Library.

## COMING and GOING

MARJORIE MUELLER of the Script Library sails June 20 for a business trip abroad.

DONALD FLAMM, president of the Inter-City Network, sails tomorrow for Europe and will be gone two months viewing the central European stations and searching for new talent.

HAY McCLINTON of the N. W. Ayer agency and ED CASHMAN of CBS have arrived back from Dearborn, Mich., where they attended the special Al Pearce show.

SAM WOODWORTH, manager of WKBL, Syracuse, was in town yesterday for a brief look-see.

RALPH HARMON, chief engineer of the radio broadcasting division of Westinghouse, Manufacturing Co., will arrive in New York today.

VICTOR RATNER, CBS sales promotion head, returns to his desk on Monday after a three-week vacation in the west.

GUSTAVO URIBE, owner of Station HJ3ABF, Bogota, Colombia, sails today on the "Santa Maria" for South America.

## New WRC-WMAL Studios Ready Early Next Month

The new WRC-WMAL, Washington studios will be ready for occupation shortly after the first of July, it is expected. Staff will begin to move in then, with the official dedication ceremonies to be held on July 22. Two days before, the press will be invited to view the set-up, with advertising agency and radio clients invited on the following day.

## Confer on WBZ-WBZA Change

Ralph Harmon, chief engineer of the radio station division of Westinghouse Mfg. Co. will arrive in town this morning to confer with Alfred H. Morton, NBC manager of owned and operated stations, and Charles Horn, director of research for the network, over the WBZA de-synchronization from WBZ application which is pending before the FCC. Technical hearing before the commission is slated for Monday.

## Spy Serial on WINS

"Captain Tim's Spy Stories," new spy serial featuring Captain Tim Healy, starts Tuesday at 3:30 p.m. over WINS and the New York Broadcasting System. Scripts are by Vernon Radcliffe, radio production manager of the WPA.

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTES  
WJZ-10 P. M. E.S.T.—Friday  
NBC Network

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

## LORD & THOMAS GETS LADY ESTHER ACCOUNT

Chicago—Lady Esther Co. (cosmetics) has placed its entire account with Lord & Thomas here, effective Sept. 1. For many years the account was with Stack-Goble Agency, coming there from Hays McFarland.

Firm will continue with Wayne King orchestra, having renewed into next year recently. Bess Johnson is the voice of Lady Esther, with Phil Stewart as announcer and also handling production. Estelle Mendelsohn, who writes the commercial copy, is moving from Stack-Goble to Lord & Thomas. Steve Horton has handled the account at Stack-Goble.

## Universal Radio Corp. Changes Name to Atlas

(Continued from Page 1)

York, will be retained. Studios are at 930 N. Western Avenue in Hollywood.

The first of the franchises for the distribution of Atlas Radio's product has been granted to Criterion Radio Productions Inc. for New York State and Northern New Jersey. Arrangements for the granting of other franchises for nationwide distribution coverage are pending. Criterion will be located at 1540 Broadway, New York.

Atlas, all of whose product is on disks, has completed its 1937-38 line-up consisting of 27 series encompassing the dramatic, mystery, comedy and musical fields. Releases on all subjects will be ready for distribution by Sept. 1. The organization will be represented at the NAB Convention in Chicago, where formal announcements of plans, policies and organization will be made.

## "Question Box" on WINS

A "Question Box" program, sponsored by Towne Publications, premieres Sunday, 10:45-11 over WINS, to be heard regularly on that day for a period of 13 weeks. Questions will relate to motion pictures and screen personalities. Best answers to five questions will receive a tour of New York City, including visits to points of interest, transportation in the city and a trip to a night club, as prizes. David Loue is the announcer.

## Dallas Expo on NBC-Blue

Tomorrow's opening of the Greater Texas and Pan-American Exposition in Dallas will be aired over the NBC-Blue network at 1-1:30 p.m. Governor Allred, Mayor Sprague of Dallas, Senator Tom Connally and others will be among the speakers.

**RECORDINGS**

Productions -:- Transcriptions

**Sound Reproductions Corp.**

17 West 46th St. Telephone  
New York City BRY 9-8265

## Wedding Bells Salute

Lily Pons and Andre Kostelanetz, now heard Wednesday evenings on the Chesterfield hour, will present a special broadcast June 16 at 12:50-1 a.m. over the entire CBS network. The program will be dedicated to Jeanette McDonald, in honor of her wedding to Gene Raymond. Special wires will be installed at the wedding scene in order for the bride and groom to hear Miss Pons. Kostelanetz will be leading a CBS orchestra for the airing which will consist of Miss Pons singing Miss McDonald's favorite song. Every station on the CBS nationwide hook-up is expected to pick up the broadcast.

## NAB Announces Its Convention Program

(Continued from Page 1)

and committees will be appointed. There will be no afternoon session scheduled, but remainder of the day will be turned over to committee meetings. June 22 will be devoted to election of officers, report of the resolutions committee as well as report of the election committee. The afternoon session will be turned over to report of engineering committee and an address by J. H. DeWitt of WSM.

Wednesday's morning session will begin with introductory remarks and explanation of the commercial section organization. H. K. Carpenter, of WHK will give a report of sales managers division, Lewis H. Avery of WGR will report committee national sales methods and costs, and M. Carl Everson of WHK, Arthur Pryor, Jr., of BBD&O, Arthur B. Church of KMBC, John J. Gillen, Jr., of WOW, Marvin Oreck, Oreck, Inc., and Martin Campbell of WFAA will report on other committees and activities. Addresses will be followed by presentation, discussion and vote on resolutions pertaining to commercial section. Afternoon session will be turned over to panel discussions by members. At 7 p.m., following installation of officers at the conclusion of the afternoon session, the annual NAB banquet will take place together with entertainment and presentation of the Broadcasting trophy to the winner of the golf tournament.

C. W. Myers, president, has appointed the following as local convention committee; Glenn Snyder, chairman, Leslie Atlass, Ralph Atlass, H. C. Corowell, Gene T. Dyer, W. E. Hutchinson, Quin A. Ryan, F. A. Stanford, Niles Trammel, Clinton R. White, all of Chicago.

## Braddock-Louis Bout Hurdles Court Action

(Continued from Page 1)

fighter before fulfilling a contract to fight Max Schmelling.

The broadcast will be handled by Clem McCarthy and Edwin C. Hill. Arthur Kudner has the account.

## Electric Auto-Lite Signing Ted Husing

(Continued from Page 1)

spots a week over CBS and will premiere early in August. Sponsor is Electric Auto-Lite Co. United States Advertising Corp. is the agency.

## Big Publicity Campaign On "Tarzan" Radio Series

West Coast Bureau, RADIO DAILY

Los Angeles — When Edgar Rice Burroughs' new Tarzan radio series takes the air in the fall, it will be backed by a supporting campaign of screen, air and printed publicity such as few radio shows have had, the Robert Collier Agency, owner of the sales rights, announces.

The campaign will include co-operative and supporting promotion on the screen through trailers, display space and intensive radio exploitation of the forthcoming Tarzan productions which Sol Lesser of Principal Productions is making to be distributed through 20th Century-Fox.

Burroughs personally will supervise the writing and direction of the script series, with a selected cast of Hollywood radio and film artists.

## Transamerican-Hearst Consummate Their Deal

(Continued from Page 1)

first show to be heard on the Hearst outlets through this arrangement. Program is to be sponsored shortly by a national account and is set for most of the Transamerican affiliates.

Stations concerned in the Transamerican-Hearst deal are WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee; KOMA, Oklahoma City; KYA, San Francisco; KEHE, Los Angeles; KTSA, San Antonio; KNOW, Austin, and WACO, Waco, Tex.

Emile Gough, vice-president of Hearst Radio, said that none of the Hearst stations would become affiliated with the WLW Line. Most of them are already associated with either NBC or CBS.

★ THE SONGBIRD OF THE SOUTH ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

★

## SHERWIN-WILLIAMS CO. BACK ON AIR IN FALL

Sherwin-Williams Co., Cleveland (paint products), will again be on the air this fall with the "Metropolitan Auditions of the Air." Series will start Oct. 3 on the coast-to-coast NBC-Blue network, Sundays, 5-5:30 p.m. Cecil, Warwick & Legler Inc. has the account.

## Lottridge is Appointed KOMA Commercial Mgr.

(Continued from Page 1)

KFAB, KOIL and KFOR, Lottridge was formerly associated with WMT, Waterloo; the Willott Co., Chicago and Kansas City; KFH, Wichita; KCRC, Enid, Okla., and as announcer, artist, producer, etc., for the "Show Shop" over Chicago stations.

At the 1935 NAB convention he originated and helped form the Sales Managers' Division, and has served as its chairman and a member of the NAB Commercial Section since that time.

## European Music Society Acquires American Works

(Continued from Page 1)

lications in the catalogs of the following American publishers:

Chart Music Publishing House, De Vaignie Music Corp., Franklin Earl Hathaway, National Music Co. (Albright Music, H. W. Fairbank, Hart Music, Select Music, Windsor Music) and W. H. Sajewski, all of Chicago; Paul A. Schmitt Music Co., Minneapolis, and J. A. Parks Co., York, Neb.

## KSFO Signs UP Service

Newest station to sign for United Press radio reports is KSFO, San Francisco, the CBS affiliate which began to take the service this week.

## AMERICAN MICROPHONE CO., INC.

Efficient Repairing  
Dynamics, Velocities, etc.

Recognized Technicians  
Modern New Equipment

### CAREFUL TEST and EXAMINATION

Send us your microphone for a complete overhaul.

STUDIO STANDS: Latest design. Insulated inner rod. Positive or slip lock. Fittings available for all makes of microphones. Special stands built to specifications.

### DYNAMIC MICROPHONES

for studio and remotes

Write for Catalogue No. 26.

1915 South Western Ave., Los Angeles

## PROMOTION

## Music Festival Recorded

During the week of the State Music Festival held at the University of Iowa, WMT of Cedar Rapids-Waterloo fed the festival to the Iowa network stations, KSO and KRNT, Des Moines.

In order to carry certain portions of the festival, Charles F. Questin, technical supervisor for WMT, recorded the music and it was re-broadcast later in the day when time could be cleared. This also gave the students who competed an opportunity to hear themselves just as they sounded over the air.

At the time of the festival letters were sent out to High School Superintendents calling their attention to the broadcasts. As a result many schools held special assemblies in order that the students might hear their fellow classmates broadcast.

A tie-up was completed by Doug Grant, program director, wherein these recordings were taken to the schools and played before their assemblies by Leo F. Cole and Ray Cox who became speakers for these occasions. The records were then presented to the school as a permanent record of the school's 1937 entry in the State Music Festival. This affair attracts an average of 6,500 students annually to Iowa City.

## UBC Sales Book

United Broadcasting Co., which recently issued a comprehensive sales folio on WHK, Cleveland, has similar booklets on the presses for WJAY, Cleveland; WHKC, Columbus, and WKBN, Youngstown.

## Community Activity

In a full-page ad titled "Serving the Community" appearing in last Sunday's Kansas City Kansan, KCKN listed some of the persons who have spoken on the station since Jan. 1, as well as some of the special community programs presented in that time. Both lists are long and impressive.

## Wrapped in "Sell Appeal"

With an outer cover of cellophane and a subheading of "Wrapped in 'Sell Appeal'," Transamerican has put out an interesting little booklet on The WLW Line.



• • • Reported that Henry Ford has offered (or has already paid!) \$175,000 for the exclusive rights to broadcast the World Series games next Fall—from wherever they take place!... Edwin C. Hill has just been signed to "color" the Braddock-Louis fite between Clem McCarthy's word-pictures... Lucille and Lanny auditioned for Ruthrauff & Ryan yesterday... Eddy Duchin starts a commercial the first week in September... Benton & Bowles are auditioning 15-minute script shows... Harry Von Zell will SING on the Gulf show!... Victor Moore-Helen Broderick show, which fades the 27th, will definitely return in September... Lum and Abner have been signed for 14 weeks of p. a.'s... Two music publishing execs with the same firm have contacted a big agency talent man—and offered him a proposition to head a talent office on the scale of Rockwell-O'Keefe, Consolidated Radio Artists and William Morris firms... The men are not the same we referred to a few editions ago!

• • • Since midget auto racing opened in Kansas City, leading racers have been interviewed on the air by sports announcers of all stations there... As might be anticipated in a Mark Hellinger yarn, most of the drivers were afraid of the mike... So, in retaliation for razzing from the wordslingers, the drivers dared the boys to take the wheels in a special race arranged for them... Ralph Nelson, sports announcer and director of special events for KCKN, won the 5-lap race, finishing half a lap ahead of Walt Lochman, baseball news flasher for KXBY... Runner-ups were Dick Smith of WHB (the station celebrates its 15th year this week) and Jack Starr, KMBC, trailing the fold.

• • • New Amsterdam theater on Forty-second Street is the latest site being considered by Bill Weisman of WMCA to house the offices and studios of the main outlet in the Inter-City chain... Theater reached peak during Ziegfeld era... Joe Keit has left Mills Music for Joe Morris... Mimic Arthur Boran and Author Max ("Enjoyment of Laughter") Eastman have formed an air partnership to do a series called "Snap Shots of Comedians," with Eastman doing the explanation as Arthur exemplifies... George Hicks and Bill Stern will be assisted by Kenneth S. M. Davidson, international yachting expert on the NBC description of the America Cup Race, July 31... Bert Lahr leaves the airlines very soon... Elton Britt, Zeke Manners' yodeling hillbilly, who on learning that his wife had presented him with an eight-pound boy in Canada the other day left New York to see the Little Shaver, will be shocked on his arrival there—to learn that his wife died as he left here.

• • • "Dog-gone" is a common enough word to be sure, but "doogoone"—well that's something else again, as has been proven to Bob Drake, the twelve-voiced, one-man show via WHAS, Louisville, Ky., who is heard as "The Jackson Family"... Back in his childhood, Bob tried to imitate an old Negro and thus formed the habit of prolonging the pronunciation of the word, which happened to be the ol' Negro's byword... A chum, Vertie Webb, after many years a neighbor, moved away from the homestead and Bob went into a Minstrel Show, etc... A few weeks ago, Vertie, now Mrs. E. H. Scott, was in Louisville and decided to make a permanent residence there... One afternoon while seeking radio programs she chanced to dial WHAS—when the Jackson Family was on the air... When Bob pulled the "doogoone" during the show, Vertie recognized the expression of her former neighbor—and made a call to the station leaving her phone number—without name... Bob phoned and the two were united after a long lapse!

★ F. C. C. ★  
ACTIVITIES

## APPLICATIONS GRANTED

WTFI, Atlanta. Mod. of CP to move studio site locally and increase day power to 1 KW.

Valley Electric Co., San Luis Obispo, Cal. License to cover CP for new station. 1200 kc., 250 watts, daytime.

Estate of Wilbur C. Hawk and Gene A. Howe, Lubbock, Tex. Auth. to transfer control of KGNC to Globe News Publishing Co., Inc.

WTAR Radio Corp., Norfolk. CP for new high freq. relay station. 31100, 34600, 37600 and 40600 kc., 1 watt.

## SET FOR HEARING

Southern Broadcasting Corp., Bogulusa, La. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Seaboard Broadcasting Corp., Savannah. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Martin R. O'Brien, Aurora, Ill. CP for new station. 1240 kc., 250 watts, daytime.

State Broadcasting Corp., New Orleans. CP for new station. 1500 kc., 100 watts, unlimited.

Radiotel Corp., San Diego. CP for new station. 920 kc., 1 KW., unlimited.

## APPLICATIONS RECEIVED

WWPO, Inc., Pittsburgh. CP for new station. 1120 kc., 250 watts, unlimited.

Florida Capital Broadcasters, Inc., Tallahassee. CP for new relay station. 1622, 2058, 2150, 2790 kc., 40 watts.

Gila Broadcasting Co., Safford, Ariz. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Donald B. MacMillan, Provincetown, Mass. CP for new relay station. 12855 kc., 100 watts.

National Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

## APPLICATIONS RETURNED

Earl A. Nielson, Phoenix, Ariz. CP for new station. 1210 kc., 100 watts, unlimited.

McHenry Tichenor, Harlingen, Tex. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

## EXAMINER'S RECOMMENDATIONS

Hearst Radio, Inc., New York. Mod. of station licenses of fixed public press service, be granted.

Clarence A. Berger and Saul S. Freeman, Couer d'Alene, Idaho. CP for new station. 1200 kc., 100 watts, daytime, be granted.

## WMC "All-Girl Minstrel"

Memphis—A new program, one of the few if not the only one of its kind on the air, has been introduced by WMC under the title of "All-Girl Minstrel". Interlocutor of the troupe is a male, Igor Ivan, formerly with a Major Bowes unit. There are six girls in the group, offering regular minstrelsy fare, sponsored by Leo Kahn Furniture Co. for a half-hour spot weekly.

## AGENCIES

H. H. SHARMAN, formerly associated with Erwin, Wasey Co., Inc., has joined the Van Sant, Dugdale & Co., Inc., advertising agency of Baltimore. Sharman succeeds C. M. Buchanan, who has become an account executive at the same agency.

KLINGER ADVERTISING CORP. has moved to 19 West 57th St. Offices formerly were at 1776 Broadway.

M. IRENE OVIATT has been appointed an account executive of Campbell-Lampe Inc. Oviatt was formerly with "Arts & Decoration".

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

June 11  
Greetings from Radio Daily

to  
Fred Gropper  
June 12  
Priscilla Lane  
June 13  
Bob Bailey  
Jack Fulton

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**M**ADGE MARLEY, NBC Contralto, did a guest shot on the Ford Show.... Was so good they signed her for the tour.... The Marley lass landed in N. Y. about three years ago without the proverbial sou, her wardrobe in an overnight bag.... Lived on cereals and beans, adding 50 pounds to her weight, most of which has disappeared by dint of diet.... Due for a big build-up.... Dot Haas, en route with the Al Pearce gang, sending exuberant wires to the stay-at-homes from Columbus.... Meeting many radio editors, laboring in the publicity vineyards, and having a swell time.... Lee Williams, Al Pearce's smooth-looking sec., joins the gang in Chi on Tuesday.... WMCA's Anice Ives will have June 24 dedicated to her by her Philly Women's Club.... They'll call it "Friendship Day".... Frankie Basch of that station celebrates her 6th either anniversary Sunday by offering a "Shut-In" day program, in conjunction with the Daily Mirror and I. J. Fox, from the hospital at Welfare Island.... Frankie will pow-wow with patients and Maxwell Lewis, hospital superintendent.

*Eve Love, still convalescing from her recent illness, closes her office for the summer, June 15.... She'll rest in Connecticut for a fortnight, then go coast-ward for the duration of the hot weather.... Kay Cornelius contributes her pianofortitude to the Will McCune Ork musicmaking at the Bossert's Marine Roof.... Woody Herman, who's never featured a gal vocalist before will add one to the ensemble when he opens at the Pittsburgh "Willows".... The look of dejection on George Frame Brown's face is on account of his cow Bessie, the pride of Saugerties, has passed on to greener pastures.*

Evelyn Gardiner, femme director of the KDKA Home Forum, assumes the presidency of the Pittsburgh branch of the Home Economics in Business Group of the American Home Economics Association.... Jeanette D. Herwitz, erstwhile WFBM pianist, enters the commercial ranks with the opening of a sheet music dept. in the Indiana Piano Co. Store in Indianapolis.... M a u d e A d l e r, Sid Schwarz's dynamic amanuensis, looking forward to her July 23 departure for Tennessee and vacation days.... Patricia Cook will satirize the party girl in "Too, Too Divine" on her Saturday WICC broadcast.



**"Vanishing New Yorkers"**

This WMCA series, presented Wednesdays at 8:45-9 p.m., has more possibilities than are realized in some of the scripts. This week's program, presenting Dr. W. E. Auginbaugh, world traveler, adventurer and author, dealt with the ox-cart driver. Dr. Auginbaugh is supposed to be the only one left in New York.

Musical fanfare gave the program a slow start, and the subject of ox-cart driving was not gone into very thoroughly. Instead, topic led away to where oxen are used today. Nothing was said about what oxen eat, how do they compare with a horse for work, their habits, are they as lazy as they look, where did they originate, who used them first, do they have to be trained to draw a cart, etc. Travel shorts by the hundreds have shown the public where ox-carts are still used, but no data has been furnished about oxen.

A program of this type requires considerable research to make it right. The idea, however, is there.

**WQXR Inventors' Program**

A series dedicated to inventors and potential inventors starts July 7 over WQXR. Titled, "Can It Be Done," the program features Ray Gross, practicing inventor with many inventions and patents to his credit, and will include practical suggestions to inventors, each week, interviews with several amateur inventors, and is designed to point out to manufacturers and consumers the inventive ideas which Gross believes every person possesses. Alice Pentlarge, WQXR commentator, will attempt to express the viewpoint of the typical consumer on the inventions and ideas originated through the program. Guests, including Dorothea Brande, author of "Wake Up and Live," will appear on the broadcasts from time to time.

**Talent for Shut-in Day**

Jack Coombs, assistant program director of WMCA, has lined up the following talent who are to appear in shut-in homes in Greater New York on National Shut-In Day, Sunday: Lou Saxon, Don Kerr, Billy Glason, Barnacle Bill and Ray Murray, all emcees; Bob Parker, Jerry Baker, Tempo King, Michael May, Roger Coleman, Eddie Marshall, Burt Raeburn, Jack Barrie, Dan Rowland, Betty Barnes, Sylvia Walters, Helen Young, Lorraine Barnett, Ann Stewart, Kay Wells, Lois Leonard, Gloria Manners, Margie Nicholson and Carrie Lillie Gang.

**"To the Ladies"**

Titled and musically designed to catch the feminine attention, this program over WHN at 3-3:30 p.m. yesterday was highlighted by the singing of Bob Murray with Don Albert's orchestra supplying the music. While somewhat routine, it made pleasing afternoon fare. Murray, who has a good voice and mike style, sang "You're Looking for Romance—I'm Looking for Love," "There's a Lull in My Life" and "So Rare," doing justice to all. Charles F. McCarthy was the announcer, with Long Island Outfitting Co. as the commercial element.

**"Healani of the South Seas"**

Off the beaten path, engrossing as well as musically entertaining, and presented in an effectively amiable manner are the programs of "Healani of the South Seas." Wednesday night's WJZ-NBC Blue network broadcast included a little historical narration about the early settling of Hawaii by Spanish sailors. The story was nicely told, with appropriate music woven around it.

**Fred Allen Film Delayed**

Fred Allen and his wife, Portland Hoffa, who will spend the summer in Maine before traveling to the west coast for a picture, were to have left for Hollywood immediately after his present air series concluded, but the filming has been postponed until Oct. 1. At present it is doubtful whether the comedian will return to the air in the fall. Allen has not stated definitely what his plans will be for the next season, but it is fairly certain that he will not return to the networks for his present sponsor.

**Radio Events' Script Tryouts**

Radio's equivalent of the summer theater tryout of a show previous to its Broadway premiere will be a Radio Events experiment with productions this Summer. By special arrangement with stations of chain caliber, Radio Events will present new programs as a test of untried scripts. When possible, the players, as cast and rehearsed in Radio Events' New York studios, will appear before the out-of-town stations' mikes in the try-out rendition of the original scripts.

**WPG Adds News Periods**

So that the huge throng of summer visitors may keep posted on last minute happenings, WPG in Atlantic City has augmented its news broadcasting schedule. Supplementing special events bulletins and network news, WPG has assigned 12 p.m., 1 p.m., 4 p.m., 5:45 p.m., and 11 p.m. for last minute Transradio News bulletins.

**GUEST-ING**

FRITZ LIEBER, in "Father Damien," on Joe Cook Shell Show, tomorrow (NBC-Red, 9:30 p.m.).

ARTHUR GODFREY, on Walter King's "Song Contest," today (WINS, 12:15 p.m.).

TEDDY HART, guest of Powell Clark, on "Grand Stand and Band Stand," today (WMCA, 4:15 p.m.).

PHILLIPS HOLMES, interviewed by Radie Harris, today (WHN, 8 p.m.).

A. J. LAW, miniature shipbuilder, on "Hitching Your Hobby", June 15 (WMCA, 11 a.m.).

PIETRO DI DANATO, on "Exploring the Seven Arts", June 16, (WQXR, 9:45 a.m.).

BENNY FIELDS, on the "Broadway Melody Hour", June 16 (WHN, WOR, 8 p.m.).

MAY ROBSON, on the Chase & Sanborn show, June 20; Sonja Heinie, on the 27th (NBC-Red, 8 p.m.).

TALLULAH BANKHEAD, FANNIE BRICE, MITZI GREEN and JOE LAURIE JR., on Vallee show June 17 (NBC-Red, 8 p.m.).

**Talent for Expo Broadcast**

Talent to be heard on Mutual's one-hour broadcast on the opening day of the Texas and Pan-American exposition in Dallas tomorrow night will include the orchestras of Ted Fiorito, Lou Harris and Jack Crawford, a 176-piece band from Altus, Okla., an Inca tribe dramatization, Borrah Minnevitich and his Harmonica Rascals, Art Jarrett, Marion Eddy; Chuck Bedell, champ barker; Guillermo Perez, commissioner from Venezuela, and Ray Fox, emcee. Program will originate through Mutual's Dallas affiliate, WRR.

**BOSTON**

John A. Holman, general manager of WBZ-WBZA, has been elected a member of the board of directors of the Boston Advertising Club.

Neal O'Hara, in his new show called "The Neal O'Hara Radio Gazette", being sponsored by Brown & Williamson over WEEI, will have the assistance of Joe Toye, editorial writer for the Boston Traveler, and Edson B. Smith, State Street financial writer.

**TED HUSING says:**

"The Telephone Secretary is one of my best investments. Busy radio artists find it invaluable for those quick contacts."

NATIONAL RADIO REGISTRY  
415 Lexington Ave., at 43rd, N. Y.  
Vanderbilt 3-8157  
Telephone Secretary—Doris Sharp



**DUMORS**, printed and otherwise, that NBC was to take on a new blue network outlet to replace KECA are denied by Harrison Holloway, manager of KF1 and KECA, who said he felt it was time the rumors should be noticed and squashed. "We have a contract with NBC for five years more, and the contract is going to remain in effect" he said. "What improvements are to be made, and how, is a matter to be taken care of in Washington."

Don Ricardo and his rhumba orchestra will give early California musical atmosphere to San Fernando's yearly week-long Fiesta starting tomorrow. Arrangements are being made for broadcasting the picturesque fete from the old San Fernando Mission, and perhaps an hour or half hour will go out on a transcontinental net.

Bert Phillips, who handles the Junior Chamber broadcasts, is negotiating with Huntington Library and Leslie Howard, planning to use one of the original Shakespeare manuscripts for a 30 minute transcontinental airing of the poet's own version of a scene from one of his plays.

Jerry O'Conner, public relations and special events man for KFVB, is back from a three-week stay in Panama.

Jack Dolph, assistant to Donald W. Thornburg, CBS vice-pres. on the Coast, is back at his desk after a siege of flu.

Guerdon Mosser has been added to the accounting division of KEHE as chief assistant.

Standard Radio has added CFCY, Charlottetown, Prince Edwards Islands, and WSYR, Syracuse, to its list of library subscribers.

Andy Potter of KOH, Reno, is a Los Angeles visitor this week.

Jerry Mohr, formerly with the Theater Guild, and with NBC and CBS offices in New York, has joined Don Lee's KHJ announcing staff.

Leonard Lake, formerly with KGFJ and KFI has joined KFVB as announcer.

L. O. Ricketts of KFBK, Sacramento, and later of KMJ, Fresno, is visiting friends in Los Angeles, readying to return to KFBK sales division after his outing here.

Herewith the week's best for press agent's cautious accuracy. Jose Rodriguez releases: "Bill Bryan, KFI-KECA announcer, and Trudy Wood, his wife, are snatching a brief vacation in Texas, accompanied by their inseparable companion Lupe, whose mother is a Scottie."

## ORCHESTRAS - MUSIC

**MAESTRO EMERY DEUTSCH** and **ORK** open at the New York Paramount on July 7, through the courtesy of the Rainbow Grill. Deal was set by Rockwell-O'Keefe Inc.

*Glenn Miller and his band have plattered a series of popular numbers, new and old, for Brunswick. Ditties are "Time On My Hands", "I've Got Rhythm", "Sleepy Time Gal" and an original composition titled "Community Swing".*

Jeno Bartal, whose orchestra is being featured in the Georgian Room of the Hotel Piccadilly, has added the Singing Strings, violin-playing trio, to his musical ensemble.

*Don Nichols and the boys inaugurate a series of broadcasts via WHN tonight, 9-9:30 p.m., from the Rose-land Dancehall in New York City.*

Russ Lyon's ork has been signed by Bill Green for his outdoor spot. Band will be aired via WCAE, Thursdays 1-1:30 a.m., Fridays at 11:30 and Saturdays at 1 a.m.

*Batoneer Jack Denny and his band play a two days' engagement at the Orpheum Theater, Madison, Wis., before opening in the Silver Forest of the Drake Hotel in Chi. Denny is currently purveying music to the Gold Room clientele in that hostelry and has been signed for four weeks in the Silver Forest.*

CRA has signed an exclusive contract obliging them to furnish music during the summer months at Waco pavillion, Seymour, Ind., summer spot. First band on the schedule is the Lee Bennett outfit, July 9-22; Maurie Sherman follows on July 23; and August 6 "Tweet" Hogan moves into the lake resort spot.

*Maestro Ran Wilde and his musical aggregation begin making music at the Adolphus Hotel, Dallas, June 23. Rockwell-O'Keefe Inc. made the arrangements.*

Russ Morgan and the lads go collegiate when they play the Bowdoin College Commencement Dance in Brunswick, Me.

*Members of the Casa Loma Orchestra gave Glen Gray a surprise birthday party last Monday with all the gang contributing merriment at Lucy's, Hollywood rendezvous.*

The Donald Duck version of "Marie" introduced by George Thomas on a recent dance parade program is just the Tommy Dorsey recording of "Marie" played fast. The idea originated accidentally when the record was played too fast by mistake. The Donald Duck versions have spread to such recordings as "Ride, Red, Ride", "The Merry-Go-Round Broke Down", "Shine", and "I'm Gonna Play in the Varsity Band".

## ★ ★ ★ QUOTES ★ ★ ★

**AL DONAHUE:** "There seems to be a lot of talk that radio has its cliques and that only certain musicians can obtain employment. This is a misconception. Leaders are always seeking new talent—but it must be good. That's why the Manny Kleins and the Mickey Blooms work on as many as fifteen commercials a week. Some leaders decry the fact that they can't obtain their services. If others, equally talented were obtainable, they would be grabbed quicker than they can hope for."

**WILBUR HATCH:** "Now that prosperity is on the way and people are adopting a gayer attitude, I look for a flood of blues songs and torch songs, such as reigned supreme in the twenties, before the depression. It's odd, but true, that in good times, people like to hear 'moanin low' numbers, while in eras of economic stress, the taste runs to cheerful and bright tunes."

**ALAN ROBERTS:** "Language singers may not be the most important factors in radio, but there is cause to be certain that these singers make the rendition of other songs more interesting to all concerned. The United States has over one hundred and twenty-six million potential radio listeners, and it is a best bet that these dialers aren't all of the same tongue. Even if they

were, the language singer certainly would have an appeal to more than one fifth of them. French, Spanish, Italian, Russian, German and Hebrew seem to be the most popular languages for foreign songs."

**PAUL WHITEMAN:** "The Radio public is pretty select in its preferences of music. Whereas on the stage or in the pictures, the public goes to the bandleader, radio has the bandleader going to the public, and as such presents a wide variety of music for the public's fancy. I have found, in my experience, that radio dialers between the ages of fifteen and thirty will invariably tune to the popular and swing tunes, between the ages of thirty and fifty the popularity goes towards the Modern American Music and the elder ages choose symphonic and classical music. This is not infallible, but presents a rough estimate of the 'leanings' of the public."

**PETER KENT:** "Introducing a new song hit over radio is now a difficult problem to the radio singer. Consider the numerous radio stars who also are motion picture and stage stars. These vocalists become identified with their songs and make the public recognize the song as 'theirs'. This complicates the straight radio singer because he is limited in the



**RED NICHOLS** and his Pennies taking over the Trianon band stand with WGN-Mutual wire on June 19.

Gordon T. Hughes, Des Moines radio director, author and actor, has joined NBC production staff here. Hughes has been in radio since he was 12 years old. In Des Moines he directed the Community theater.

Reis and Dunn, song and piano team, to make a guest appearance on NBC Jamboree tomorrow night.

Eddie and Fannie Cavanaugh, who have been interviewing celebs on the air 15 years now, submitted to their first air cross examination yesterday by Harry Bigelow and Frances A. McCarvell, local high school grads of the week. Youngsters were chosen as guest gossipers for the Gaelic Twins in connection with WBBM's High School day.

Tom Thatcher, formerly with Consolidated Radio Artists, all set to head the new Rockwell-O'Keefe office being opened here July 1.

City Club of Chicago is opening a new series by civic, business and social leaders over WJJD at 7:15 p.m. tomorrow. First speaker will be Dr. Anton J. Carlson, chairman of public health committee and head of physiology dept. at University of Chicago Medical school.

selection of his new selections. A solution to this might be to have announcers stop the practice of crediting the song to the original introducer, and crediting it to the writer."

**PHIL REGAN:** "Many of radio's singing stars have risen to sensational heights because they were the novelty of the moment. Soon after they found themselves out of popular favor, because they hadn't changed with the times. Radio stars can take a tip from the stage and screen lights who realize that the popular fancy of the public changes from day to day, and that they must change with it. The selection of songs, accentuation on humor and other factors should enter in here, if the highlights want to keep shining."

**THE O'NEILLS:** "Radio script-shows are in a problematical situation at present. The youth's programs are finding trouble keeping up fooling the kids with 'Tails of Terrible Tommy Cat' and the mystery hours are going bats trying to find out why the public doesn't like to follow up murders on the air. But the script shows have finally found that the 'down to earth' 'human interest' script still goes over well. The story of a typical New York family, its struggles, joys, setbacks, and successes is still holding fast the interest of the wide radio public."

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## New Features Devised For KNX-CBS Center

Photo-electric signal devices, built-in sound effects, invisible control-room windows, inverted studio walls and cavernous reverberation chambers—these are some of the features which the country's leading engineers, architects and acousticians have devised for the new KNX-Columbia broadcasting center in Hollywood.

Construction work has progressed rapidly since the ground-breaking ceremony in April, and CBS officials expect the studios to be ready for a dedicatory broadcast by December. While workmen are completing the foundation for the structure, which is to cover an entire city block, experiments to produce new refinements in radio architecture are being directed by William Lescaze, modernist architect responsible for the design; Earl Heitschmidt, assistant in charge of Hollywood construction; Dr. Verne Knudsen, University of California acoustical engineer and consultant to CBS, and CBS engineering heads in New York and on the west coast.

In New York, Columbia has built an experimental laboratory-studio for testing new ideas in radio acoustics, lighting effects, and other construction details.

In the matter of acoustics, Dr. Knudsen has employed what is known among sound experts as the "flat curve" principle. Under ordinary conditions, studio walls absorb too few of the sound waves of low pitch, too many of the high frequencies.

To achieve a "flat curve" in the sound absorption graph (equalize the absorption rate for high and low note), Dr. Knudsen and his engineers have designed inverted studio walls, tapering outward from base to ceiling at a scientifically determined angle. In addition, he has selected for wall material a synthetic product known as "acoustipulp" which is manufactured from sugar cane fibre.

In sound effects, innovations as important to radio as the revolving stage to the theater have been worked out for the new Hollywood broadcasting center. Equipment, recognized after a decade of network

### Get Clarion Name

Chicago — Local interests have bought the radio trade name "Clarion" and plan to bring out a set line under that title. New Clarion corporation has offices in the Pure Oil Bldg.

## Station Improvements

Tuscaloosa, Ala. — WJRD has applied to the FCC for a construction permit to install a new transmitter and increase power to 250 watts.

Albuquerque, N. M.—Authority to install new automatic frequency control has been asked by KGGM.

West Palm Beach, Fla.—License to cover CP for changes in equipment and increase in day power has been asked by WJNO.

Ponca City, Okla. — WBBZ has asked the FCC for license covering CP for new equipment, changes in antenna and increase in day power.

Winston-Salem, N. C.—CP to make changes in transmitting equipment and increase power to 1 kw. has been requested by WAIR.

Shreveport, La.—KTBS will change frequency from 1,450 kc. to 620 kc. and install directional antenna for day and night use upon receipt of CP from the FCC.

Valley City, N. D.—KOVG has applied for CP to make changes in equipment and increase power to 250 watts day.

Decatur, Ill.—Transmitter and studio of WJZ will be moved from Tuscola to Decatur upon receipt of CP from the FCC.

Phoenix, Ariz. — Authority to install automatic frequency control has been asked by KOY.

Los Angeles — Changes in equip-

broadcasting as essential, will be incorporated permanently into the studio, thus eliminating most of the portable sound-effects gadgets which are carried from studio to studio to meet varying program demands.

In the new CBS studios, when a script calls for the effect of feet trodding on turf, gravel, mud or snow or any of a long list of footings, the sound effects engineer will merely lift up a section of the floor. Performers will actually trod the special boards so uncovered to produce the desired effects.

For moulding the voice to the manifold purposes of drama and for producing new effects in serious music, the basement of the new studios will incorporate a number of permanent sound-reverberation chambers.

### Buy "Salt-Shaker" Mikes

Cleveland—A dozen Western Electric "salt-shaker" microphones have been bought by WHK-WJAY.

ment, new vertical antenna and increase in power are covered in a CP application filed by KFVD with the FCC.

San Francisco — KGGC has asked for CP to make changes in equipment, increase power to 250 watts day and change frequency to 1,370 kc. from 1,420 kc. contingent upon granting of KRE's application for change in frequency.

San Bernardino, Cal.—KFXM has applied for CP to make changes in equipment.

Petersburg, Va.—CP to install a new transmitter, erect a directional antenna for day and night use and increase power to 1 kw. unlimited, has been requested by WPHR.

Gadsden, Ala.—WJBY has applied for CP to make changes in transmitting equipment, install vertical antenna, increase power to 250 watts day and move transmitter and studio.

Kilgore, Tex.—Construction permit to make equipment changes and increase power to 250 watts day has been asked by KOCA.

Fort Worth—KTAT has applied for license to cover CP for new transmitter and antenna.

Indianapolis — Authority to install new automatic frequency control has been asked by WIRE.

### New Economy Flashlight

Freeport, Ill.—Modern streamlining and new mechanical improvements are outstanding features of the new Economy line of flashlights announced by Burgess Battery Co.

Ratchet locking focus, compartment for spare lamp, lamp-protecting bumper block, foolproof switch, and seamless brass barrels, nickel-plated, are the new quality features. The new construction, with a removable headbridge, permits lodged cells being released from both ends of barrel.

### Booklet on P.A. System

Western Electric Co. has put out a 12-page illustrated booklet on its High-Powered "Bull Horn" Public Address Equipment. The brochure gives a general description of the equipment and of the installation at the Roosevelt Raceway, Westbury, L. I.

## Portable Transmitter Put in Service by WSGN

Birmingham—WSGN, the Birmingham News-Age Herald station, inaugurated the operation of its portable transmitter WAXD with a broadcast from an airplane over the Municipal Airport, which was one of the scheduled performances of the National Air Carnival held here June 5-6. Announcers Bob McRaney and Joe Ford, Chief Engineer Paul Cramm, Engineer James Evans, and Glenn Messer, pilot of the plane in which the transmitter was installed, not only brought the highlights of the air carnival but carried on three-way dialogues between the station in the Tutwiler Hotel, the public address system on the field and the plane.

On Sunday afternoon, the second day of the Carnival, WSGN installed its transmitter in a Stinson cabin plane owned by H. F. Wood of the Wood Chevrolet Co. and presented more air flashes.

WSGN was the only Birmingham station covering the Air Carnival, with interviews by Frank Hawks, internationally known speed flier, Captains Len Povey, Alex Papan and Guiteras of the Cuban Air Force; Fay Cox, parachute jumper and others from the field and in the studio as well as furnishing the entertainment for the Air Carnival banquet.

### Join NBC Chicago Staff

Chicago — Frederic C. Shidel, Joseph Alusic, Raymond C. Bierman have been added to NBC engineering staff. Russell B. Sturgis, studio engineer, has been named control relief supervisor.

### Ohio Sound Corp. Chartered

Toledo—Ohio Sound Corp. has been chartered by Herbert G. Sell, Edward G. Harris and Roger J. Shelles to act as a sound equipment and radio jobbers' representatives.

### Bob Connelly Married

Bob Connelly, who handles a regular operating trick at WHAT, Philadelphia, is now a benedict. He married Elizabeth Hoffman.

### 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. CH. 4-2074

## SETTLEMENT IS MADE IN TRANSRADIO SUIT

(Continued from Page 1)

ciated Press, United Press, International News Service and the American Newspaper Publishers Association and certain individuals, has been discontinued.

Total sum sought for damages against the 17 defendants was \$1,700,000. Case has been on the court calendar for over two years and charged restraint of trade.

## NAB April Figures Reveal Increase

(Continued from Page 1)

were 2.7 per cent below the level recorded for last month, the usual seasonal decline. The principal gain over last year occurred in national non-network field, the volume in this field rising 53.8 per cent. Electrical transcriptions continued to show principal gains of any type rendition compared to preceding month. Transcriptions rose 8.0 per cent in the local field. Live talent business rose 45.1 per cent over previous April, announcements rose 25.3 per cent, transcriptions up 24.1 per cent and records were up 12.5 per cent.

The following sponsor groups showed principal gains as compared with last month; National network, soap, kitchen supplies and tobacco advertising; regional network, toilet goods and financial advertising; national non-network, tobacco advertising and local, household equipment advertising. As against last April, principal increases occurred in the following groups; National network, household equipment, financial, soap and kitchen supplies; regional network, foodstuffs, beverages and confections; local, foodstuffs, department store and tobacco advertising. Retail broadcast advertising was \$1,252,430, an increase of 6.4 per cent over last month and a gain of 14.5 per cent as compared with April, 1936.

Compared with March, non-network advertising in South Atlantic, South Central area rose 7.8 per cent, non-network in New England, middle Atlantic and Pacific and Mountain areas declined 4.8 per cent and 2.7 per cent respectively.

## ONE MINUTE INTERVIEW

CARLTON KADELL

"Within the few brief years of its existence, radio has managed to set up its own Gallery of Immortals. Just as Helen Hayes, Katharine Cornell, Judith Anderson and Lunt and Fontanne are enshrined as the idols of the stage, so are Jack Benny, Fred Allen, Ed Wynn, Phil Baker and Eddie Cantor permanently established in the category of radio stars whom the audiences can never forget."

## ☆ Coast-to-Coast ☆

**C**LETE ROBERTS, announcer is pinch-hitting at KIRO, Seattle.

*Thompson Bartlett, CBS announcer, formerly with WISN, Milwaukee, is now directing the amateur shows presented Monday nights at the Riverside Theater in that city.*

Frederick Jagel will spend the summer at Buck Hills Falls, Pa.

*The Boardwalk Studio of WPG, Atlantic City, will be abandoned for the summer and Steel Pier studio originations, including Ethel Rattay's Tea Time Topics, will originate in the Ocean Studio, the only broadcasting studio in the world located nearly a half mile out over the ocean. It is from this point that the Breaking of the Waves is frequently picked up.*

"The Calamity Couple, Jack and Jessie," is a new Sunday afternoon program over KOL, Seattle. The comedy team is supported by Don Isham and his Musical Stylists.

*Dan Gellerup, technical supervisor of WTMJ, Milwaukee, has returned from a visit to the Bell Laboratories in New York where he conferred relative to the housing of the station's new 5000-watt transmitter.*

Phyllis Koppel, 11-year-old Milwaukee school-girl who made her bow as a vocalist over WISN's dedication program, made such a hit that she will be a regularly featured station artist with her own program in the near future.

*Edgar A. Thompson, The Milwaukee Journal radio editor, is now on the air five times weekly, answering listeners' questions about radio stars and programs over WTMJ.*

Paul Hodges, emcee and announcer at WNBR, Memphis, scooped the other stations in that city by being first to interview Postmaster General James A. Farley on his recent visit there. Hodges also caught James Roosevelt, son of the President, while en route to Fort Worth.

*Regis Toomey, film star who is in Memphis for a week to appear in a stage presentation of "The Front Page" by the Memphis Newspaper Guild, made a series of guest shots over WMC and WNBR.*

The special program featuring the "Lord's Prayer" prepared by the Ave Maria Radio League players will be presented at 6:30 p.m. Sunday, over WMCA and associated stations as a tribute to Father's Day, June 21.

## ★ ★ San Francisco ★ ★

John B. Hughes, KFRC-Don Lee news commentator, back from L. A. where he flew Sunday to broadcast the General Motors concert from Hollywood Bowl. They sponsor his newscast.

Arthur Van Horn, (real name Honnold) newest bay region news commentator, is airing KSFO's newly-acquired U. P. press service.

Zella Layne, soprano, will do a guestee tonight on "Feminine Fancies," emceed by Mel Venter, over Mutual-Don Lee chain.

Byron Mills subbing for vacationing Andy Love in NBC's continuity dept.

Gene Grant, NBC sales dept., autoing around state on vacation.

Armand Girard, NBC baritone, will sing at Stanford University's com-

mencement exercises Sunday.

Philip G. Lasky, KSFO manager, leaves today for Salt Lake City to attend the Pacific Coast Advertising Club's convention and later the NAB convention in Chicago. Mrs. Lasky goes with him as far as Salt Lake.

Lindsey Spight, Manager of John Blair & Co., also will attend the Ad Club meet in Salt Lake.

Henry Jackson, sales manager of the CBS Northern Division, and John K. Craig, Manager of Radio Sales Co., will be NABing.

CBS ready to begin construction of new studios for KSFO in Palace Hotel.

Archie Presby, NBC announcer, cutting five records for a dog food manufacturer.

## Sues Over Stock Deal

Lorenzo Cailino, attorney, has filed suit in N. Y. Supreme Court for \$38,600 against the National City Bank, Edwards & Smith, Nicholls & Co., Inc., Myron S. Hall & Co., and the Development Associates Inc., it was revealed yesterday, when the defendants filed a motion asking that Cailino be precluded from using as evidence in the trial of the action matters which he refused to submit, in a bill of particulars, at the defendants' request. Cailino charged that

the Development Associates Inc. was organized to purchase in behalf of the other defendants the stock of Brooklyn Broadcasting Corp., U. S. Broadcasting Corp., Paramount Broadcasting Corp., International Broadcasting Corp. and Voice of Brooklyn Inc. He further alleges that on Feb. 27, 1932, he was engaged to negotiate purchase of the broadcasting corporations' stock, and was to receive 10 per cent of purchase price as commission, plus expenses. He asserts he bought the desired stock for \$384,000.

## BROADCASTING RECORDS UPHELD BY U. S. COURT

(Continued from Page 1)

through general counsel Maurice J. Speiser of Philadelphia and New York, while counsel for the RCA-Victor Co. defended the suit.

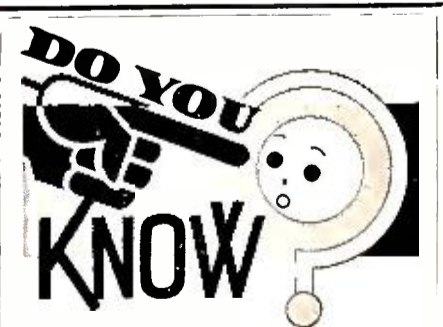
Judge Sweeney, in his memorandum, said in part "that Noble made a series of 24 records for RCA, under a contract dated Jan. 14, 1935, and under his agreement surrendered the right to sell, lease or otherwise dispose of, or to refrain therefrom, throughout the world, records embodying the performances to be recorded hereunder upon such terms as the company may approve . . . and all rights in and to the matrices and records upon which are reproduced the performances to be made hereunder." Judge Sweeney further said that, while the rights surrendered were broad in grant, the plaintiff (Noble) could have had protection against the reproduction of his records outside of the home if the RCA company had seen fit to place such a limit upon the uses.

Court also ruled that the precedent of Waring vs. WDAS could not be cited as a comparison, because Waring had stipulated with the RCA-Victor that his records were not to be used for broadcast purposes. At the Hotel Vendome, the patron uses a table phone to request his favorite record and later it is heard on the loud speaker.

According to interpretation placed on the memorandum, it remains for disk artists to specify what uses are to be made of the records in question and a different type of contract arranged. Apparently no label on the Victor disk mentioned for what uses the record in question could or could not be made.

## New Connie Miles Program

Connie Miles, conductor of the popular WOR-Mutual feature, "Jazz Nocturne," has been given an additional program over that network starting July 2. Program, to be heard 1:15-1:30 p.m., will be called "At Home With Connie Miles," and will consist of the deep-voiced commentator discussing topics of human interest. Series will be heard on a weekly basis.



Robert Emmet Dolan entered Loyola College when he was thirteen years old and worked his way through by teaching piano.





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 88

NEW YORK, N. Y., MONDAY, JUNE 14, 1937

FIVE CENTS

## 40-Hour Week, Pay Boost for WMCA

### PROMOTIONAL DISPLAY IS ADDED TO NAB MEET

Washington Bureau, RADIO DAILY  
Washington—Injecting a new phase into this year's convention to be held June 20-23 in Chicago, the NAB will for the first time present a display of outstanding printed promotional material which has been used by agencies or clients or stations.

In an effort to get as complete a  
(Continued on Page 3)

### McIntosh Firm Casting For 100 Celebrity Disks

West Coast Bureau, RADIO DAILY  
Los Angeles—R. V. McIntosh & Associates has begun casting and finishing final details before starting production on a series of 100 dramatized biographies of national and international celebrities. The disks will run 13 minutes, carry music and dramatic high spots in the lives of the celebs. Company expects to sell the series for use on release, with rights to file them for use when death or chance bring the characters into the headlines. First series of 100 will be followed with a second, it is expected.

### Patterson Seeks to Buy KGGC in San Francisco

San Francisco—S. H. Patterson, former owner of KVOR, Colorado Springs, who was hired a few days ago as manager of KGGC on a year's contract, is now negotiating for purchase of the station, owned by Golden Gate Broadcasting Co., of which Rev. R. G. Craig of the Glad Tidings Temple and Bible Institute is chief stockholder. Patterson would buy it through his newly-formed Golden Gate Broadcasting Corp., of which he is only stockholder.

Former manager W. N. McGill will continue on staff in some capacity.

### Classics With Coffee

Chicago — Local suburbanites want their Bach, Beethoven and Brahms before breakfast, according to Norman Ross, who runs the Suburban hour for Chicago and North Western R. R. from 7 to 8 every morning on WMAQ. A survey revealed early morning tuners are pushovers for the classics, so he gives them 75 per cent highbrow recordings and only 25 pop. On Saturdays it's all long haired.

### AMER. HOME PRODUCTS RENEWS 3 NBC SHOWS

American Home Products today will renew three of its NBC-Red network script shows "John's Other Wife," "Just Plain Bill" and "Mrs. Wiggs of the Cabbage Patch" for another 52 week run. All are heard coast-to-coast Mondays through Fridays. Blackett-Sample-Hummert Inc. has the account.

### KSTP Vocational Series Becoming School Course

St. Paul—With KSTP's new vocational guidance series for youngsters, aired twice weekly under the title "Job Wanted," bringing in a heavy response from listeners and winning the station 42-point headlines in local newspapers, work already is under way toward elaborating the series and designing it as a listening-in course for school children of Minneapolis and St. Paul.

The new series, now in the making  
(Continued on Page 3)

### Agreement Negotiated Through Guild is Similar to CBS—Provides for \$42 Weekly Minimum Scale

### A. F. OF M. MAY MODIFY STAND ON RECORDINGS

New Orleans—Resolutions to be introduced by the New Orleans delegation at the American Federation of Musicians convention in Louisville this week, to prohibit members from making electrical transcriptions, phonograph records or sound films, may not be as severe as originally expected, according to remarks of G. Pipitone, local union's president.

Pipitone, before leaving with Charles Rittner and John DeDroit for Louisville, indicated the delegation was not too tightly bound by its instructions and voiced confidence in AFM president Joe Weber. The N.O. group has been instructed to introduce legislation curbing activity in the disk and sound film fields. "But our union has never been immovable when a reasonable doubt may exist as to the right or wisdom of its course," said Pipitone.

### B. S. Moss Bringing Television Equipment

B. S. Moss, theater man, returning today on the Normandie from abroad, where he surveyed latest developments in television, is bringing back with him a complete broadcasting and receiving equipment of the latest type.

A 40-hour week and pay boosts for the WMCA staff will become effective immediately, it was announced by Donald Flamm, president, before sailing Saturday for Europe. The agreement runs to Jan. 1, 1938, with provisions for a three-year renewal.

All announcers and producers will get salary increases, with a provision in the announcer's agreement that provides for what amounts to a guarantee that the announcer will receive commercial assignments to income.  
(Continued on Page 3)

### ATTENDANCE OVER 750 EXPECTED AT NAB MEET

Attendance at the NAB convention in the Hotel Sherman, Chicago, June 20-23, will probably top 750 for a new record, according to advance indications. The Braddock-Louis fight in that city on June 22 is serving as a stimulus. A partial list of those who already have signified their intention of being present follows:

CBS—Victor Ratner, John Karol, Her-  
(Continued on Page 3)

### Wash. State Ascaph Law Up for Hearing June 29

Seattle—Federal court has set June 29 for argument on the question of constitutionality of the Washington State anti-Ascaph law. Test case brought by Ascaph will be heard by three judges of the U. S. District Court.

### Pays for Working

Struggling and suffering radio actors who toil without pay on sustaining programs—and sometimes even on shows where commercial spots are sold—were topped last week at a Connecticut station, where one of the announcers was reported to be paying the station \$5 a week for the privilege of being on the staff.

## ★ THE WEEK IN RADIO ★

... Receiving Set Sales Jump

By M. H. SHAPIRO

RMA annual convention in Chicago last week resulted in fodder for the sales promotion manager, what with receiving set sales up 17 per cent, making approximately 9,000,000 sets as this year's estimated sales... L. F. Muter, re-elected as prez... Transradio \$1,700,000 action against NBC, CBS, press associations, et al, was settled out of court... with Transradio emerging with official recognition as a news agency...

Transamerican officially closed its deal with Hearst radio organization... NBC and CBS both revealed siz-

able increases for May gross revenue as compared to same month last year... MBS also up... CBS, in accordance with its recent board of director vote, made its two-for-one swap of stock, issuing two shares of new \$2.50 par value for each \$5 share now held...

Developments indicated a record-breaking attendance at NAB convention in Chicago next week with NAB making but one change from the usual routine, that of holding the election of officers on Tuesday instead

(Continued on Page 2)

### Using Noodle

Cleveland—Lang, Fisher & Kirk ad agency put over a nice idea for Zone Cab Company. Taxi firm wanted to get in on airing of baseball games, which are tied up by a station. However, knowing that no Sunday or holiday games are allowed on air agency bought one-minute chain breaks on WGAR to air scores on "prohibited" days.



(Registered U.S. Patent Office)

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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Saturday, June 12)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167 1/4	167	167 1/4	...
Gen. Electric	52 1/4	51 3/8	51 1/2	- 7/8
North American	23	22 3/4	23	...
RCA Common	8 5/8	8 1/2	8 1/2	- 1/8
Stewart Warner	18 3/8	18 1/4	18 1/4	- 1/8
Zenith Radio	32 1/4	32 1/4	32 1/4	- 3/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	15	15	...
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### OVER THE COUNTER

	Bid	Asked
CBS A	27	28 1/2
CBS B	26 1/2	28
Stromberg Carlson	14	15

### Crumit to Emcee Ford Show

Ford Motor Dealers have signed Frank Crumit to emcee the new Universal Rhythm series which makes its debut on the Sunday night spot June 20. Program, to be heard 9-10 p.m. over CBS network, will also feature Richard Bonelli, Alec Templeton, Carolyn Urbanbeck and Rex Chandler's orchestra. N. W. Ayer & Son has the account.

### Equipment Firm Changing Name

Name of Motion Picture Lighting & Equipment Corp. will be changed to Charles Ross, Inc. effective July 1.

## ★ THE WEEK IN RADIO ★

... Receiving Set Sales Jump

(Continued from Page 1)

of Wednesday... This will see many attendees pulling stakes many hours earlier than usual... webs and independent high-watters are squawking that the NAB has no great interest for them since various happenings the past year... say they would resign but don't want to create wrong impressions about this and that... Ascap situation has the web officials bothered again... figure they are due to take it on the chin... whatever the stations duck, they will cop...

Major film producers and distributors again conferring anent curbing film stars in radio... which will probably never get near enough to first base to steal second... Webs did a little scientific biz on covering the total eclipse of the sun, down under... sports events and special events both continued active as to arrangements for coverage... some exclusive and some open... still seems to be a question of policy with station management on what to do when the op-

position puts on an event it has sewed up exclusive... Bill Shakespeare gets a break on CBS beginning July 12 as a sustaining... if commercial, sponsor would probably not like his material at the audition...

Al McCosker, WOR and Mutual official, to be honored Wednesday with a degree from John Marshall College of Law... Federal court in Massachusetts ruled against the plaintiff in an action to stop a hotel playing his phonograph records over the amplifying system in a public room... RCA Victor defended the suit for the hotel... NAB figures on April national biz show an increase of 28.1 per cent over same month in 1936... Songwriters and publishers deadlocked on question of who will do the transcription licensing... publishers hold to their offer of 40 per cent top for general run... Civic group wants time on the air; not being bashful, they will take anything between 7-9 p. m....

### New KVI Management

Seattle—Reorganization of Puget Sound Broadcasting Co., Inc., operators of KVI of Tacoma and Seattle, at the annual meeting of the stockholders, resulted in Mrs. Vernice Doernbecher Boulianne being named president and general manager. Other officers are J. T. S. Lyle, vice-president, and Dorothy Doernbecher, secretary and assistant manager. Directors for the year include Mrs. Boulianne, Lyle, Miss Doernbecher, Judge John C. Kendall and Howard Gregory.

Mrs. Boulianne and Miss Doernbecher are daughters of the late Edward M. Doernbecher, president and general manager of Puget Sound Broadcasting Co. since its inception in 1929 until his death in April of this year.

### Services for M. D. Smith

Birmingham—Funeral services for Marcellus D. Smith, majority stockholder of the Birmingham Broadcasting Co. and president of its station, WBRC, were held Friday morning. Smith was a pioneer in the development of radio in Alabama. He became interested in WBRC in 1928, some three years after it was founded. Surviving are the widow, one son, one daughter and a brother.

### Fitzpatrick Is Proud Uncle

Leo Fitzpatrick, vice-president and general manager of WJR, Detroit, was in New York over the week-end to attend the graduation of his nephew Tom Powell, of San Francisco, from West Point on Saturday and his marriage yesterday. Fitzpatrick was best man at the wedding.

### Mutual Passes Up Regatta

Mutual will not cover the Poughkeepsie Regatta on June 22 as previously announced because network cannot clear time on a number of stations.

### Quiz's Record Mail

Prof. Quiz received 25,215 letters submitting questions last week, which establishes some kind of a record. The CBS program changes its time from 8:30-9 to 9-9:30 effective July 3.

### Amusement Chatter on WNEW

WNEW has effected a tie-up with New York Amusements, whereby Norman Winter, editor and head reviewer, will broadcast reviews every Tuesday at 8-8:15 p.m. starting tomorrow. Program will also feature amusement gossip.

### Heatherton for CBS Spot

Ray Heatherton now appearing on Broadway in "Babes in Arms," will replace Buddy Clark on the latter's CBS sustaining broadcasts. Clark, who has gone to the coast for films, will not be heard on the air from the coast according to present plans.

### Palmolive to Continue

Colgate-Palmolive-Peet, sponsor of Palmolive's "Beauty Box Theater" with Jessica Dragonette, Charles Kullman and Al Goodman's orchestra, heard Wednesday nights over CBS network, will continue the program through the summer. Benton & Bowles is the agency.

### McKesson-Robbins Adds WEA

McKesson & Robbins Inc. (Calox tooth powder) today will add WEA to its network of WNAC, Boston, WTIC, Hartford and WTAG, Worcester. Program "Girl Interne," is heard Mondays through Fridays, 2:45-3 p.m. Brown & Tarcher Inc. is the agency.

### Ralph Kirbery on Vacation

After 72 continuous weeks of broadcasting for Thomas J. Lipton Inc. over NBC, Ralph Kirbery (The Dream Singer) leaves today in his airplane for a summer vacation.

## COMING and GOING

MAJOR LENNOX R. LOHR, NBC president, has returned east from the coast.

FIBBER McGEE and MOLLY return to Chicago this week from Hollywood.

GARDNER COWLES, owner of KRNT, Des Moines, and LUTHER HILL, station manager, are in town for a few days.

JOHN THORWALD, managing director of WRR, Dallas municipal station, now the Mutual outlet, is touring the midwest looking over the latest studio installations, business and production setups. He will take in the NAB meet in Chi.

WILLIAM A. SCHUDT, Jr., general manager of WBT, Charlotte, will take in the NAB meet and Braddock-Louis fight in Chicago next week.

LEONARD BUSH, vice-president of Compton Advertising Inc., leaves for the west coast late this week. Will be away from the New York office until about July 20.

JOHN F. PATT, vice-president and general manager of WGAR, Cleveland, arrives back at his desk this week after a Bermuda vacation.

JOHN McNAMARA, program manager of WBZ, Boston, sails June 19 for Europe aboard the Transylvania.

EDWARD MacHUGH ("Gospel Singer") arrives in Chicago today to take up residence there while broadcasting for Proctor & Gamble.

JACK JENNY and the wife, KAY THOMPSON, leave June 26 for Bermuda to be away two months.

MR. and MRS. DAVID J. WOLPER left Saturday for Bermuda on the Queen of Bermuda and will remain on their honeymoon for one month.

ROCCO VCCCO of the Warner music firms left Friday for Hollywood and will return with BUDDY MORRIS in two weeks.

EDITH LORAND, orchestra leader and violinist, sailed Saturday for Europe to give a series of air concerts there.

MAURICE SIGLER and ARTHUR JOHNSON, songwriters for Gaumont-British, also sailed Saturday on the Champlain.

BENAY VENUTA flew to Chicago yesterday to fulfill an engagement at the Drake Hotel there and will then rejoin her husband, Dr. Kenneth Kelley, in San Francisco.

THOMAS L. THOMAS and NADINE CONNER will leave New York immediately after their July 1 "Show Boat" airing for Hollywood, where the future shows will emanate.

B. S. MOSS returns today on the Normandie from England abroad.

JOHN SHEPARD 3rd, president of Yankee and Colonial networks, will go to the NAB Convention in Chicago.

MARIO COZZI, NBC baritone, was in Cleveland on Saturday and yesterday to appear as a future of the Exposition's Metal Day.

GIORGIO POLACCO, maestro; GIACOMO RIMINI, baritone, with his wife, ROSA RAISA, and maestro GIUSEPPE STURANI, all of the Metropolitan, sailed Saturday for Italy.

BILL HOPPE, sales manager of World Broadcasting System, back from week-end at West Point, where he rated a salute with the rest of the alumni in attendance. Hoppes emerged a shavetail from the military academy 10 years ago.



June 14

Greetings from Radio Daily

to

George Hall Major Edward Bowes  
John McCormack Benny Fields  
Loretta Lee Marcella Shields  
Rowena Williams

IT IS COSTING ME . . . . .

# \$10<sup>00</sup>

TO INVITE YOU TO LISTEN  
TO MY SUSTAINING PROGRAM  
TODAY—3-3:30

(EDST)

WABC—COLUMBIA  
NETWORK

COLONEL JACK MAJOR

## 40-HR. WEEK, PAY BOOST GIVEN TO WMCA STAFF

(Continued from Page 1)  
crease his salary by at least 20 per cent.

Two weeks vacation with full pay is provided for employees who have been with the station a year or more. Two weeks full pay in event of sickness and two weeks notice in event of discharge also are in the agreement.

The Radio Announcers Guild represented the employees in the negotiations.

Roy S. Langham of the AGRAP issued the following statement in behalf of the guild regarding the WMCA agreement:

"The agreement is the result of negotiations by and is made with the WMCA chapter of AGRAP. It provides, in effect, for a \$42 a week minimum scale, which is the highest minimum for any station of WMCA's size in the country. In effect, the five-day week is the same as that at CBS in that announcers are allowed to work more than five days if commercial commitments require. The agreement is only temporary until Jan. 1, 1938, and is designed to tide over the period of absence on vacations of station executives."

## Attendance Over 750 Expected at NAB Meet

(Continued from Page 1)

bert V. Akerberg, Arthur Hayes, Arthur Kemp, Howard Meighan, Edwin S. Reynolds, John G. (Jap) Gude, Lincoln Dellar and Harry C. Butcher.

NBC — Frank Mason, Reginald M. Brophy, Clay Morgan, E. P. H. James, Alfred H. Morton, Lloyd Egner, Frank Chizzini, A. L. Ashby, Keith Kiggins, Jesse Butcher, Gus Reininger, Robert W. Friedheim, C. W. Horn, Otto Brandt, Sheldon B. Hickox, Jr., J. Richard Anderson, Lee Wailes and Reginald Thomas.

WOR-Mutual — Alfred J. McCosker, Theodore Streibert, Fred Weber, and G. W. (Johnny) Johnstone.

WRC-WMAL—Frank M. Russell, Kenneth M. Berkeley.

WTAM—Vernon H. Pribble.

WGY—Kolin Hager.

WBZ-WBZA—John A. Holman.

KYW—Leslie Joy.

KOA—A. E. Nelson.

KDKA—Harry A. Woodman.

Don Lee network—Lewis A. Weiss.

KFRC—Wilbur Eichelberg.

WMCA—Bertram Lebar Jr.

WBT—William A. Schudt, Jr.

WRR—John Thorwald.

WNOX—Robert Westergaard.

Scripps-Howard Radio—Jack Howard, J. C. Hanrahan.

New York State Broadcasting System—Burt Squire.

Hearst Radio—Edwin M. Spence, manager of WBAL, will be the official representative.

Free & Peters—H. Preston Peters, Russell Woodward.

Edward Petry & Co.—Edward Petry, Henry Christal.

Weed & Co.—Joseph Weed.

Transamerican Broadcasting & Television Corp.—John L. Clark, Emanuel Rosenberg, Virgil Reiter.

Paul H. Raymer Co.—Paul H. Raymer, Fred Brokaw, Peirce Romaine.

Ferguson & Aston — Seaton Wasser, James Wade.

John Blair & Co.—Murray Grabhorn.

Transradio — Herbert Moore, Turner Parkinson.

United Press—Edward M. Williams, Tom Curran, Webb Artz, Jack Bisco, Alfred Harrison.

International News Service—Walter E. Moss.

World Broadcasting System—Percy L. Deutsch, William Hoppes.

## NEW PROGRAMS—IDEAS

### WGAR Interviews Graduates

WGAR, Cleveland, is pulling a novel interview series. Four colleges and universities of the city had commencements between June 5 and June 20.

Announcers Carl George and Graves Taylor took the station's 100-watt short wave transmitter to each of the schools and interviewed in each case representative seniors and the president of each institution. Questions asked dealt with what the student had gotten from his four years of college, what specialized courses had he pursued, whether or not he had a job and what would he say about his school during a one-minute period. Results were excellent and interesting.

### WGAR "Vox Pop Jr." Renewed

Cleveland—After leaving the air for the summer due to seasonal demand for its product, Curtiss Candy Co. renewed its "Vox Pop Jr." on WGAR through the summer on a once weekly basis. Action was prompted by the fact that two other companies were after the program, which was originated last summer by John F. Pratt, g.m. of WGAR. Regular series will be resumed in the Fall.

### Three New Programs on KFOX

Three new programs of general interest to all listeners have been initiated on KFOX, Long Beach, Cal., by Hal Nichols, head of the station. "Cabbages and Kings," short conversational scripts of unusual projects

### Ascap Sues to Enjoin Recent Nebraska Law

Lincoln—Suit in behalf of Ascap has been filed in federal district court here by Dean L. J. TePoel of the Creighton University law school seeking to enjoin enforcement of the law passed in the recent legislature banning Ascap from Nebraska.

### NBC Personnel Additions

Ashton Dann has been added to the NBC personnel department, and E. J. Miller, former Rockefeller Centre, Inc., employee, is now on the NBC engineer maintenance staff.

Conquest Alliance Co.—Clarence Verner Jr., Allen Wilson.

Associated Music Publishers—M. E. Tompkins.

Colonial and Yankce Networks—John Shepard 3rd.

Street & Finney—Edythe Melrose.

Batten, Barton, Durstine & Osborn—Arthur Pryor Jr., C. E. (Ned) Midgley Jr.

Young & Rubicam—Jack Latham.

Ruthrauff & Ryan—Elizabeth Black.

WJR—Leo Fitzpatrick, G. A. Richards.

WGAR—John Patt.

KOIN—C. W. Myers.

WBAP—Harold Hough.

WHK-WJAY—H. K. Carpenter.

WSM—Edward Craig, John H. DeWitt Jr.

KMBC—Arthur Church.

WFAA—Martin Campbell.

WOW—John J. Gillen Jr.

WGR-WKBW—Lcwis H. Avery.

WTMV — William H. West, Woody Kloss.

FCC—Judge Eugene O. Sykes.

Radio attorneys—P. J. Hennessey Jr.

and personalities adapted from items in Look magazine, is aired Monday and Wednesday mornings at 10, featuring Foster Rucker and Frank B. Goss.

"Inside Stuff From Hollywood" brings movietown gossip to the air each Tuesday and Thursday at 10 a. m. Items are adapted from Liberty magazine.

"Stamp Man" will appear Tuesday, Thursday and Saturday evenings at 7:15 in a program claimed to be one of the most fascinating on the air. General hints on stamp collecting, stories behind stamps, romance of the hobby, adventures in world history, are all found in this philately feature which appeals to the novice collector, the seasoned veteran, and rank outsiders who don't know a perforation gauge from a watermark detector.

### KOBH Gives Staff a Chance

In a new series of studio programs started last week, members of the staff of KOBH, Rapid City, S. D., are given a chance to show their other talents. Initial program had Program Director Archie Hall doing a bit of Hamlet, while Frank (Traffic Cop) Crilly crooned, Kathryn Walpole vocalized, and various others contributed selections.

Another newly inaugurated KOBH program is "Animal Crackers," designed to appeal to children, with Adalyn Hall as narrator in the role of Gretchen Goose. Archie Hall writes and directs the show.

### Mathes, Inc. Re-Appointed On Milk Campaign

New York State Bureau of Milk Publicity has re-appointed J. M. Mathes Inc. to handle its advertising campaign. Legislature has increased the appropriation to \$300,000 which will be spent for spot announcements on 18 radio stations and a large list of newspapers. Charles O'Donnell is the account executive.

### Stuart Gracey in NBC Series

A new sustaining series featuring Stuart Gracey, baritone, premieres Thursday at 2:30 p.m. over the NBC-Blue network.

### Star Radio Signs CJAT

CJAT, Trail, B. C., has been signed by Star Radio Programs for the "Morning Bulletin Board." Star is now supplying eight Canadian provinces with its syndicated scripts.

WHBC, Canton, O., has added the "Bulletin Board" to its service from Star Radio.

### C. P. MacGREGOR

Hollywood

### AT the CONVENTION

Room 423  
Sherman Hotel

## PROMOTIONAL DISPLAY IS ADDED TO NAB MEET

(Continued from Page 1)

display as possible, the NAB sent a memorandum to all station representatives, networks, agencies and members requesting that material should arrive at Chicago on or before tomorrow. Meanwhile it was learned that interest in convention activity is growing more acute and, according to NAB here it is expected attendance will set a record.

## KSTP Vocational Series Becoming School Courses

(Continued from Page 1)

for the opening of the Fall season of the schools, will be completely prepared and in outline form for presentation to the departments of education of Minneapolis and St. Paul late this Summer when curricula for the coming year are mapped out.

The programs handled by Thomas D. Rishworth, the station's educational director, and aired in the nature of round-table discussions between school children and professional and educational leaders, were one broadcast old when the National Youth Administration for Minnesota volunteered to participate and aid in the future preparation of the programs.

NYA, in addition to helping in lining up professional leaders for the casts, has blanketed the state with publicity on the series, the first story bringing the station front-page publicity in more than 100 papers of the state.

Present experimental series, which will run through graduation time, is a realistic treatment of the job situation, with an industrial leader or professional man interviewed by three youths on the particular merits or demerits of that field. This series is designed for young men and women who cannot continue their educations but who must find work at once.

The new Fall series will be planned for youths who will continue their educations but are not yet "sold" on what field to enter. They will learn from the series the status of every profession today.

★ ★ ★ ★ ★ ★ ★

**RAY**

**MIDDLETON** ★

Now Appearing

★ NEW CHASE AND SANBORN SERIES ★

★ UNDER CONTRACT ★

★ TO ★

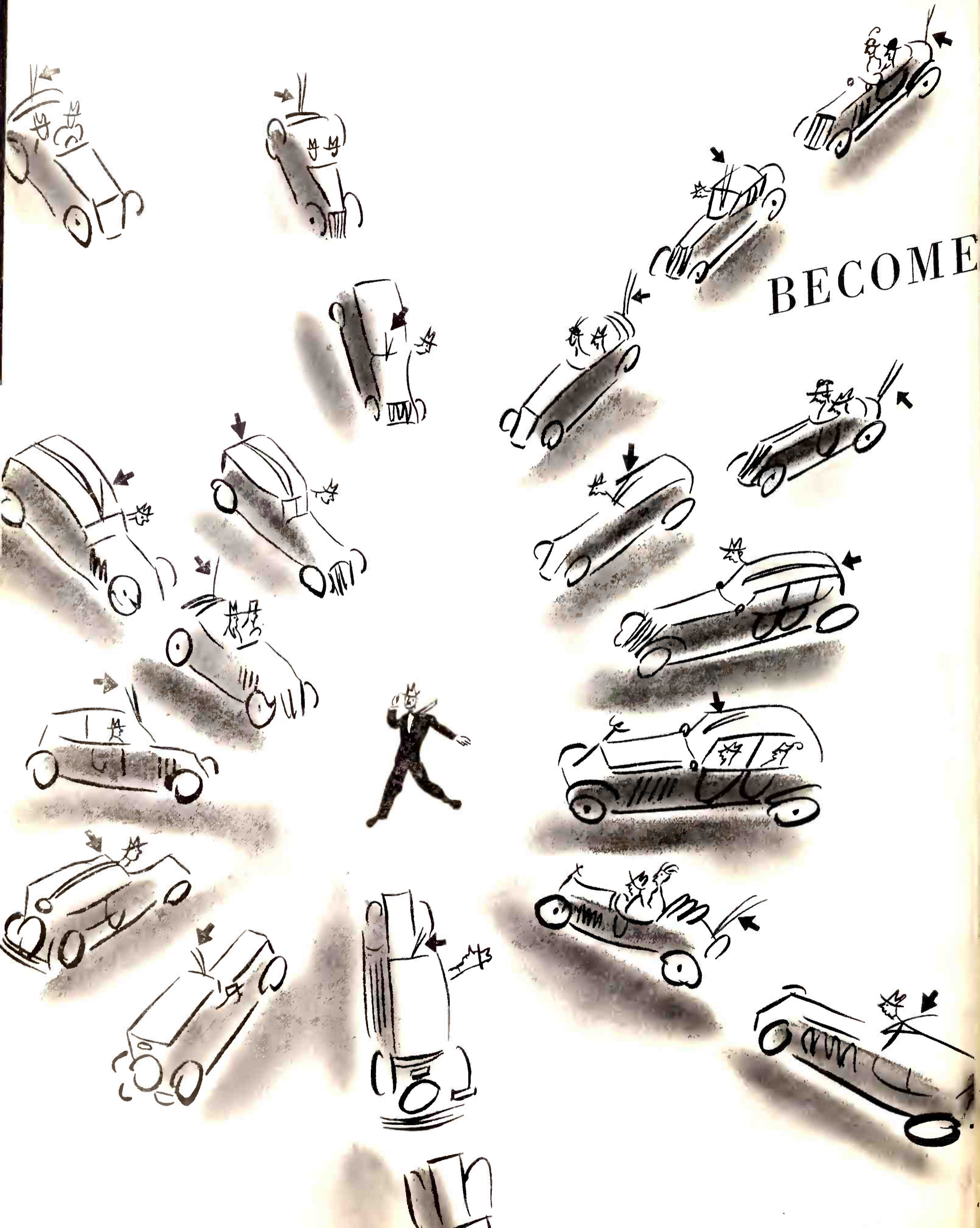
★ PARAMOUNT PICTURES ★

★ Management ★

★ COLUMBIA CONCERTS CORP. ★

★ OF COLUMBIA BROADCASTING SYSTEM ★

★ ★ ★ ★ ★ ★ ★



BECOME



# RADIO STATISTICIAN

**N**ext time you're stymied in traffic, look before you leap. Count the new cars with "outside" radio antennas. You'll need an adding-machine before you're through. There are now 5,000,000 automobile-radio families in the United States; one for every five passenger cars. The percentage, of course, is much higher among new car owners: the richest advertising market in the world! But it's just one of radio's many "bonus" and point-of-use markets.

RADIO IN 1937, published by Columbia, shows how radios on the road have *tripled* since July, 1934. It also gives the who, when, where and how of "at home" listening. Everybody knows "everybody" listens. RADIO IN 1937 gives exact figures. Write Columbia for details.

# THE COLUMBIA BROADCASTING SYSTEM

## F. C. C. ACTIVITIES

### APPLICATIONS RECEIVED

Four Lakes Broadcasting Co., Madison, Wis. CP for new station. 830 kc., 100 watts, daytime.

Larry Rhine, San Francisco. CP for new station. 980 kc., 250 watts, daytime.

### HEARINGS SCHEDULED

June 14: WBZA, Springfield, Mass. CP for change in frequency and hours of operation to 550 kc., unlimited, 1 KW.

June 15: Robert E. Clements, Huntington Park, Cal. CP for new station. 1160 kc., 250 watts, daytime.

Key City Broadcasting Co., Kankakaa, Ill. CP for new station. 1500 kc., 100 watts, unlimited.

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

Earle Yates, Las Cruces, N. M. CP for new station. 930 kc., 500 watts, daytime.

June 16: El Paso Broadcasting Co., El Paso. CP for new station. 940 kc., 1 KW., unlimited.

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

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

Tribune Co., Tampa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

Hickory Broadcasting Co., Hickory, N. C. CP for new station. 1370 kc., 100 watts, daytime.

June 17: WKBH, La Cross, Wis. Auth. to transfer control of corp. to Harry Dahl and renewal of lic. 1380 kc., 1 KW., unlimited.

June 18: Clark Standiford, L. S. Coburn & A. C. Sidner, Fremont, Neb. CP for new station. 1370 kc., 100 watts, unlimited.

J. K. Patrick & Co., Athens, Ga. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

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

June 28: Earl Weir, St. Petersburg. CP for new station. 1370 kc., 100 watts, unlimited.

L. L. Coryell & Son, Lincoln. CP for new station. 1450 kc., 250 watts, 1 KW. LS., unlimited.

KCMO, Kansas City. CP for change in frequency and power. 1450 kc., 1 KW., unlimited.

KFOR, Lincoln. CP for change in frequency and power. 1450 kc., 1 KW., 5 KW. LS., unlimited.

KRE, Berkeley, Cal. CP for change in frequency and power. 1440 kc., 500 watts, 1 KW. LS., unlimited.

July 1: Fall River Herald News Publishing Co., Fall River. CP for new station. 1212 kc., 100 watts, 250 watts LS., unlimited.

July 2: Centennial Broadcasting Corp., Dallas. CP for new station. 1500 kc., 100 watts, daytime.

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

Colonial Network, Inc., Providence. CP for new station. 720 kc., 1 KW., Ltd., daytime.

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



● ● ● Johnny Trotter, formerly with Hal Kemp's band, has been named successor to Jimmy Dorsey on the Bing Crosby show—and will also become head of the coast's CBS music dept....Dorsey will be in New York at a hotel spot—one block away from Brother Tommy....Floyd Gibbons has had his contract renewed as of July 8....Sealtest show will come from Cleveland July 11....Bunny Berigan opens at the Pavilion Royal on July 8 and will remain there until Sept. 11....Buddy Morris is fully recovered and will be back on the job within two weeks....Lennie Hayton's dad is very ill....Harry Gray becomes musical director for Republic Pictures....Woody Herman replaces Art Shaw the 24th at the Willows in Pittsburgh....Bettie Glenn has resigned from Publicity Associates to make her job as Mrs. Jack Fraser a full-time affair.

● ● ● To Billy Pooler, red-haired office boy of KSTP, St. Paul, goes the honor of perhaps being the first slavey to speak at a luncheon meeting of big execs....Billy was conscripted for the job of addressing the Rotary Club of St. Paul by Stanley E. Hubbard, prexy and general manager of the station, when a U. of Minn. speaker failed to show up for a scheduled take before the big-wigs....Hubbard walked out of the meeting, grabbed Billy in the hotel lobby, hauled him before the audience and said "Talk"....Billy, once on the station's kiddie programs, talked for nearly an hour and the big boys listened....A group of WINS artists will entertain the blind tonight at the "Lighthouse" on East 59th St....Announcer Martin Weldon will emcee the show.

● ● ● Jean Sablon, the NBC French singer, will become a permanent feature on "Magic Key" after the July 4 airing....Benton & Bowles have bought time on NBC starting July 16, at 9-10 p. m., and will air a comedy show from the coast—splitting the time between two clients....until Jack Haley starts for Log Cabin in Oct....Frank Novak auditions this week for a thrice-weekly NBC show (now on the air) with a band....Miriam Graham auditions on NBC Wednesday....Jerry Cooper has sent for Joan Mitchell to come to Hollywood—so she must be there by this edition....Milton Berle's gagster, Irving Brecker, will delay his trek to Warner Brothers and Mervyn Le Roy—to write the next "Ziegfeld Follies" for Harry Kaufman...."New Faces," the Berle-Joe Penner flicker, will play Chicago in July—and on the stage and "In Person" will be Henny Youngman—who hopes that Berle is so good that the picture and HE will be held over another week!

● ● ● KDYL, Salt Lake City, obtained a scoop on the finding of the cracked-up Western Air Express luxury liner, missing since December 15, on Lonely Mountain peak about 25 miles south of Salt Lake City....Within a half hour after discovery of the plane, a KDYL crew arrived at the scene with a truck especially equipped with a short-wave transmitter....Myron Fox, station announcer, climbed the peak, packing a mike and equipment, thus shortly relaying a first-hand description of the wreckage, most of which was still buried in 50-foot snow banks....The two men who first uncovered the debris were interviewed later in the day at the station's studios....Sam Taub will again be at the WHN mikes tonite to give a word-painting of the bout between the lightweight boxers Eddie Brink and Roxy Berger.

● ● ● Passengers on the Conte di Savoia sat in their cabins Saturday at 2 p.m., as the ship steamed out to sea, and heard their voices in gang-plank interviews broadcast over WMCA....Using special portable recording apparatus, WMCA recorded the interviews just before sailing, and later the record was broadcast....WMCA prexy Donald Flamm was among the passengers.

## ORCHESTRAS MUSIC

**N**ORMAN CLOUTIER, ork conductor, recently of Hartford, is now with the Radio City music division of NBC.

Lebert Lombardo, of the Lombardo band, will be married today to Helen P. Healey, Bradford, Pa., at St. Patrick's Cathedral. Maurice Gaffney, CBS director of trade news division, is married to the bride's sister.

Blue Barron and ork, featured at the Southern Tavern, Cleveland, and aired via WTAM and the NBC Network for the past nine months, open at Pittsburgh's Westview Park today. Deal was set by CRA.

Orchestra of Bud Wallen & Co., formerly featured over KFYZ, Bismarck, N. D., is now heard over KOBH, Rapid City. Vocalizing is by Bud Wallen, Harry and Jack Turner and Cy Monley, aided and abetted by Oley Gunderson.

Johnny Hamp and ork are added to the list of dance bands now airing weekly over WHN through the WLW Line. They're ethered Thursday eves, from Cincinnati.

Morton Gould is in the throes of musical composition. He's writing a symphony for Stokowski.

Frank Foti and the Bridgeport Symphony Orchestra are marked for two WICC Casts Wednesday with one of a series programmed at 2:15 p. m. and a portion of a public "pop" concert at Central High School broadcast at 9:15 p. m.

Robert Emmet Dolan, maestro of the NBC Sunday Night Party, is moving to Greenwich, Conn., for the Summer. One of his neighbors will be Walter O'Keefe, who was born in Dolan's home town, Hartford.

Barney Rapp, long missing from the New York air waves, returns via WHN Thursday evenings from Cincinnati.

### Leslie Brooks Promoted

Jackson, Tenn. — Leslie Brooks, WTJS announcer, has been promoted to studio director.

## ONE MINUTE INTERVIEW

### BEN GREENE

"All outstanding radio performers have been helped to their success by recordings. Mistakes show up for what they are and no yes man can talk an artist out of the belief that he's been wrong when that error exists recorded for all the world to hear. Radio artists know that and appreciate it."

# FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.  
NEW YORK

BRyant 9-9746

Outfitter to some of the best Radio Bands on the air. Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**V**AUGHN DE LEATH, radio's trail blazer, believes the rewards are not for the pathfinder...Started with De Forest 17 years ago, before there were broadcasting stations...Everything was experimental and the audiences were amateurs and ships at sea...Still loses her breath when she views Radio City and the other symbols of radio's amazing growth... Believes that although it's out of swaddling clothes it's still only a precocious child...That the level of entertainment is being slowly raised because of audience demand...Also that it would benefit by more courage in innovation and less imitativeness...Prefers to work in intimate type of program, featuring sidelights and vignettes, the kind of thing she does best...Wishes people wouldn't think she's off the air because her program which airs over the Western NBC-Blue Network has no New York outlet...Is busy making recordings, featuring her own arrangements, and composing songs, many of which are being published...Would love to conduct an orchestra, into which she'd like to inject the same punch and nuances of interpretation she gets into her ditties...

Elsie Mae Gordon scored the other day when, while auditioning "The Audition," she made the hired help weep...She'll go Ruth Draper June 26 when she's scheduled to present monologues for a women's club in Atlantic City...Jack and Loretta Clemens have just finished a fortnight's birthday celebration...They have natal days within a week of each other...Gov. Alfred of Texas to-day expresses his appreciation of Kathryn Craven's efforts in behalf of the Pan-American Exposition by going Winchell...He's sending orchids from the Mexican jungles by plane...

Julia Lowry, WIS, Columbia, S. C., reception sec will march up an aisle to the strains of "Lohengrin" June 19...Maybelle Hinton, WBRY's continuity chief and femme "Lord High Everything Else," after several days spent in New York, has left for Mt. Holyoke to attend a class reunion...Rita Johnson, formerly of the NBC "True Story of Human Relations" cast, has been signed by M-G-M to complete the late Jean Harlow picture "Saracoga." Film is being rewritten to fit Miss Johnson...



**"Hollywood Hotel"**

Illness of Lew Fields again deprived "Hollywood Hotel" of broadcasting Weber and Fields last Friday night over CBS. So the gang of celebs who had foregathered in the studio to pay homage to the famous comedy duo chipped in some of their talents and aired a choice batch of entertainment in tribute to the veterans, who were listening in. George Jessel, Gus Edwards, Al Jolson, the Marx Brothers and others joined in with Jerry Cooper, Igor Gorin, Frances Langford and the rest of the regular "Hotel" cast to put on a sparkling show.

Jessel handled the emceeing expertly. Jolson did a song specialty and engaged in some fast repartee with Jessel. The Marx trio, assisted by Margaret Dumont, Alan Jones, Maureen O'Sullivan, etc., in bits from their career and their new film, "A Day at the Races," took up most of the second half of the hour. The comedy excerpts from the film, performed by Groucho and Chico, were quite good.

Raymond Paige's orchestra did its usual swell job musically.

**Vallee's Varieties**

Doc Rockwell was easily the comedy highlight of last Thursday evening's Rudy Vallee show over the NBC-Red network. He stole the show from Joe Laurie Jr., whose

sentimental humor wasn't anywhere near as good as the previous week. Rockwell has the qualifications for a sock radio comedian. Burgess Meredith scored in a dramatic skit. When radio drama comes into its own, Meredith is one actor who can be at the top in it.

**"Show Boat"**

Lillian Gish, last Thursday's guest of Lanny Ross on "Show Boat," displayed talent as a comedienne as well as in the Sir James Barrie drama, "Quality Street." Miss Gish is another of those gifted actresses whose radio appearances are all too few.

**"Today I Am a Poet"**

As a novelty program, this new WHN series at 10-10:15 p.m. Fridays has various angles of interest and entertainment. The participants are amateur poets, who submit verses and then are called upon to read them before the mike, despite the inevitable mixed quality of the poetic efforts as evidenced on the first broadcast. Each amateur poet, before reading his verse, is required to spiel off a limerick for which he has supplied the last line. The commentator also asks the tyro poets some personal questions about themselves.

Audience vote determines each week's best poem, for which the author gets \$10 cash prize.

**Filming KCKN Shows**

Kansas City, Kas. — Outstanding KCKN programs will be filmed as a feature of a sound picture being made here with local talent, under sponsorship of Fox Kansas Theaters Co. in cooperation with KCKN and the Kansas City Kansan newspaper. General Film Corp. is producing the film, with James De Camp as director. Karl Willis, KCKN program director, is tentatively set for the lead.

**David Banks Joins WTJS**

Jackson, Tenn.—David Banks, formerly of KARK, Little Rock, has joined WTJS here as publicity director and announcer. While attending Ark. State College, Banks was connected with KBTM, Jonesboro.

**WOR Revue is Revised**

"Spotlight Revue," now heard over WOR every Monday at 3-3:30 p. m., will change its title today to "Stardust Revue," and will feature Rose Marie, the former child star, with Benny Davis emceeing the show.

**Alice Frost With O'Keefe**

Alice Frost will be chief stooge for Walter O'Keefe when he takes over Fred Allen's spot in "Town Hall Tonight" over NBC-Red network on July 7.

**KFVD Power Boosted**

Los Angeles—KFVD's increase in power from 250 to 1,000 watts recently went into effect, along with completion of a new 250-foot quarter wave vertical radiator. A Western Electric 304-A transmitter is used.

James K. Brown, former Don Lee System recording engineer, has been added to the staff under James H. Brown, chief engineer. They are not related.

**Hopkins Made WRR Sales Head**

Dallas—Phil Hopkins, sports commentator and newscaster at WRR, has been appointed sales and merchandising manager of the station by John Thorwald, managing director. Hopkins will continue his duties as news editor and commentator. His turf program, nearly four years old, is one of the first of its kind.

**New WMCA Series**

"Dream Boat," featuring organ and soloists, is a new WMCA midnight show on Sundays and Fridays at 12-12:30 a.m. Jack Ward is at the organ, with John Early and Frances Saunders as soloists on Sunday and Bob Parker and Rita Whiteman vocalizing Friday.

Harriet Brent, contralto, also is now being heard Monday nights at 7:15 with Carl Fenton's orchestra.

**GUEST-ING**

LESLIE HOWARD and COLIN CLIVE, in "Monsieur Beaucaire," on Lux Radio Theater, June 21 (CBS, 9 p. m.).

MITZI GREEN, on "For Men Only" program, tonight (WHN, 8:30 p.m.).

ALINE MacMAHON, on Sealtest Party, June 20 (NBC-Red, 10 p.m.).

IRENE RICH, interviewed by Nellie Revell, tomorrow (NBC-Red, 5 p.m.)

PATSY KELLY, on Jack Eigen program, tomorrow (WMCA, 9:30 p.m.)

CORNELIA OTIS SKINNER, on "Show Boat," June 17 (NBC-Red, 9 p.m.)

**Jewish-English Shows  
Bringing Good Results**

Three of the leading makers of so-called Jewish products who have concentrated a large part of their advertising in Jewish programs, delivered in English, over WMCA, report very good results.

Companies are I. Rokeach & Sons, world's largest makers of Kosher food and household products, which has been on WMCA for six years with a variety show; Horowitz-Margareten, second in the matzoth industry, presenting community singing for the same length of time, and Zion National Kosher Sausage Co., presented a serial for the past two years.

Programs have been prepared and produced by Advertisers Broadcasting Co., with the idea of interesting the younger generation as well as the old. Many leading American advertisers also have gone in for the policy.

**AD AGENCIES**

CHARLES GRAKELOW was re-elected to succeed himself as president of the Poor Richard Club, Philadelphia group of admen.

WESLEY A. GILMAN, vice-president of N. W. Ayer & Son, Inc., was elected to the board of directors of the Automobile Club of Philadelphia, A.A.A., at its annual meeting. He is also a director of the St. Davids Country Club and a member of the Union League.

**BARRY MCKINLEY**

Griffin "ALL-Wite"  
Tie Toe Review

Management

NBC Artists' Service

Personal Representative

James L. Saphier



## ★ Coast-to-Coast ★



**MAJOR LENNOX LOHR** came to Hollywood and returned to New York without making a decision on the site for the new NBC studios. With Don Gilman, in charge on the coast, he visited sites under consideration, has a picture of them in his mind, and is to make his decision in New York. The Sunset and Vine site, near the new CBS studios, and the site across from the new KMTR studios were among the possibilities mentioned.

George Hamilton's ork, reopening the Florentine Room at the Beverly-Wilshire, will remote nightly except Mondays over KNX and the CBS Coast net.

KMTR has signed to air the Hollywood American Legion fights Friday nights. To get the crowd color and comments from the movie and other celebrities who attend, they will use portable mike on the floor between rounds.

Al Pearce and his Gang will start broadcasting from Hollywood July 6.

Edward Everett Horton was on Elza Shailert's NBC interview series Saturday. Hedda Hopper set for June 18, Bobby Breen for June 25.

Fibber McGee and Holly will finish their Coast airings tonight and return to Chicago.

Hal Berger, scripter on KHJ's "In Laws," is building a \$25,000 home in the San Fernando Valley.

Gertrude G. Frashen and Jeanette Andring, execs from the New York office of Midwest Recording, are here for a short stay.

Dr. Mark L. Gerstle Jr., son of the president of Associated Cinema Studios, and George D. Roberts, director in the organization, are down from San Francisco for the week.

CBS sent a mystery audition program to New York last week, with potential sponsor and agency unnamed. Program titled, "Thar She Blows."

Gertrude Niesen is getting some relaxation via deep-sea fishing off Catalina Island before starting work as vocal star of the new Richfield Oil air series starting June 30 on NBC with Olsen and Johnson as comedy stars.

**TOM HUSSEY**, announcer at WNAC-WAAB, Boston, took the fatal step Saturday, with Margaret Hutchinson. They plan a Nova Scotia trip later.

*Leonard Kapner, manager of WCAE, Pittsburgh, gets back from a coast vacation this week. Betty Wills, head of the station's traffic staff, is Chicago-bound on her vacation.*

Hugh Shields, back from Indiana, resumes his schedule on WICC, Bridgeport, June 28.

*Larry and Sue, harmony duo, replace Spic and Span, comedy team, on WHN, Monday to Friday.*

Park Avenue Hillbillies, with Harry Ford, heard over WTMJ, Milwaukee, now have a sponsor—the Air Conditioning & Refrigeration Institute.

*Merrill Bennion is conducting the weekly broadcasts of the Community Sing from an open-air pavilion at Liberty Park, Salt Lake City, over KDYL.*

Wage increases of 2 to 11 cents an hour have been granted at the plant of the United American Bosch Corp., Springfield, Mass.

### SAN FRANCISCO

General Mills, for "Wheaties," planned Art Gleason from L. A. here to take over announcing the Pacific Coast League baseball games and re-creations for Herb Allen, sick.

Ward Ingram, KFRC sales manager, off on a short vacation.

George Tolin, KYA mikeman, drew the announcing sked for the six-day bike races which started Wednesday night.

NBC auditioning Lois Clark, Paul Pendarvis ork's canary, and Zella Layne, to find a vocalist to fill Jeane Cowan's shoes. Lucky singer will fall into several shows, among them Meredith Willson's transcontinental.

"Contrasts," Mutual's variety show here, got a studio audience Saturday. Two new singers on show—Bill Mercer and Frances Dale.

### KANSAS CITY

Dick Sheidker of the KXBY continuity staff has resigned to go to the coast.

John Frank, formerly of WDAF and now doing dramatic work for NBC in Chicago, was a visitor here last week.

Dan Paul, WDAF announcer, to St. Louis on vacation.

Virginia Wallace has taken over the KCKN publicity work due to E. E. Horton, publicity director, doing daily air programs besides his daily newspaper radio column.

*WBT bits: Clair Shadwell, maestro of the "Musical Clock," is vacationing at Pawley's Island, S. C. Lee Kirby is filling in. Reginald Allen, announcer and Esso newscaster, has returned from his up east vacation, during which Caldwell Cline subbed. Dewey H. Long, sales manager, has been on a trek to Chattanooga, Knoxville and Atlanta.*

Chauncey Parsons ("Your Singing Neighbor"), recently of Hollywood, has started a new thrice-weekly program over WFAA, Dallas, for Mercantile National Bank, Ratcliffe Advertising Agency has the account.

*Major Bowes has an amateur unit in the Magnolia Show at the Dallas Exposition.*

Miriam Lax and Leo Timmans will be featured in "Serenade at Nine" presented by the Radio Division of the WPA over WMCA tomorrow at 9 p.m. Karl Schulz directs the program.

*Bob Maguire, newsman at WICC Bridgeport, was given a bachelor party send-off last week.*

Sid Goluboff has resumed his "Listeners' Nightmare" burlesque of air headliners on WELI, New Haven, with discontinuance of "First Offender" for the summer.

### PHILADELPHIA

WIP's tennis team has arranged a match with WFIL for the championship of local radio row. WIP team includes Murray Arnold, Helen Kiley, James Allen and Betty Vanne-man. WFIL has Joe Connelly, Al Stevans and others.

Christine Murdoch Kendrick, WIP songstress, has married Dr. Craig Wright Muckle.

Music used on the European tour of the Philadelphia Ballet, directed by Catherine Littlefield, was orchestrated by Albert Boss, staff saxophonist of the WIP studio orchestra.

Three members of Clarence Fuhrman's studio band at WIP leave the station June 25, having accepted outside summer engagements. Milton Schatz, saxophone and clarinet, and bass fiddler Burt Allen leave for the Beavertail Country Club, Jamestown, R. I. Pianist John Carlin goes to the exclusive Watch Hill colony, near Newport, R. I. Replacements filled by Gabriel Gelinias, former NBC staff saxophonist; and pianist Lou Hirschorn and bass fiddler Jack Gorodetzer, formerly with the Roxy-Mastbaum Theater orchestra.

Wayne Cody, WFIL juve entertainer, is reviving an old ditty from his former vaudeville routine, "The Wedding of the Clocks."

An extensive radio program is planned by Mrs. Gertrude Sharkey, who has assumed command of the local Federal Theater project.

TUNE IN ON

# ROSE MARIE

"THE DARLING OF  
THE AIR"

WOR

COAST-TO-COAST

MONDAY 3 TO 3:30 P. M.

BIGGER—BRIGHTER—BETTER

STARDUST REVUE

STARDUST REVUE

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTES

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

Dir. A & S LYONS Inc





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 89

NEW YORK, N. Y., TUESDAY, JUNE 15, 1937

FIVE CENTS

## AFM to Push Disk Ban

### NBC SIGNS BARRYMORE IN SHAKESPEARE WAR

Following the plans of CBS to offer a series of eight Shakespearian dramas in one-hour versions, starting the middle of next month, NBC yesterday completed negotiations with John Barrymore for his appearance in similar series to run during approximately the same weeks.

The NBC presentations will be 45 minutes long and are tagged "streamlined Shakespeare". Six plays will be offered, starting with "Hamlet" on June 21 at 9:30-10:15 p.m. over the NBC-Blue network, and followed on succeeding Mondays by "Richard

(Continued on Page 8)

### Pacific Coast Admen Convene in Salt Lake

Salt Lake City—Annual convention of the Pacific Advertising Clubs Ass'n got under way here yesterday with preliminaries occupying most of the first day. Sessions wind up tomorrow. Cooperating with Frank B. McLatchy, general chairman of the conclave, KSL is broadcasting as much of the proceedings as practicable.

### Better Programs Seen By Joyce, RCA Ad Chief

West Coast Bureau, RADIO DAILY

Los Angeles — With sale of radio sets this year topping 1936 and totaling close to 9,000,000, a higher general quality of programs is predicted by Tom Joyce, RCA ad chief, here for a brief stay.

"The outlook for better broadcasting is extremely encouraging," he said. "Net income for the first four months of this year was 22.8 per cent

(Continued on Page 3)

### Miami Radio Guild

Miami—Radio Guild of Miami has been organized by radio dealers and service men in this area. Membership is by invitation only, and it is the aim of the group to include only members who are thoroughly capable and have proper equipment. A program of advertising, listing names of Guild members, has been launched.

### Little Ironies

Having been stung by a street-corner peddler who sold him a gadget which is supposed to eradicate static and other noises from radio sets, Dr. Kurt Hessler of WMCA's "Home Talk" program exposed the fake over the air. As Dr. H. gave the gyp the works, another peddler of "static-eradicator" gadgets turned on his demonstrator and regaled the ears of his sidewalk crowd with the unexpected lowdown.

### TEXAS BROADCASTERS ELECT TAYLOR PREXY

Houston—O. L. Taylor of KGNC, Amarillo, was elected president of the Texas Broadcasters Ass'n at the annual convention here. Other officers are: Martin Campbell, WFAA, Dallas, vice-president; James R. Curtis, KFRO, Longview, secretary-treasurer. Directors are Frank Smith, KXYZ, Houston; Ralph Bishop, KFJZ, Fort Worth; Hugh Half, (Continued on Page 3)

### Good Will Tour of Colo. For Admen's Delegation

Denver—Chartered for the first leg of a good will tour of Colorado, "The City of Denver," streamlined train, leaves Chicago Saturday with 50 national advertising executives who will be the guests of KLZ in Denver and KVOR in Colorado Springs. Promotion of Colorado as a national mar-

(Continued on Page 8)

## Invasion of Foreign Radio Time By U. S. Advertisers Up Sharply

Invasion of foreign radio time by American advertisers to date has increased more than 300 per cent over the entire year of 1936, and at the rate of new contracts being signed the current year will see more European and South American programs for U. S. products than the combined total of the four years previous.

According to Jean Sasson, manager of the French language activities of Radio Luxembourg, all desirable time has been sold out and a large waiting list is on tap. Sunday, devoted

## President Joseph N. Weber in Annual Report Sees National Action to Curb Electrical Transcriptions

### GENERAL MOTORS SETS 2 COAST NET SERIES

West Coast Bureau, RADIO DAILY

Los Angeles—General Motors is going on the Don Lee coast network starting this week with a half-hour musical show, "Presenting David Broekman," signed for a year.

The program is a revision of "Thomas Lee Presents" which used Broekman's band. The new program will go on the air Friday nights, using Stafford Sisters and Jimmy Newell as vocalists to supplement the band. There is a strong possibility that the program will go coast-to-coast in the fall.

General Motors, on behalf of Cadillac also will start a new air series on the Coast tonight over Don

(Continued on Page 8)

### Look Magazine to Air Network Show in Fall

The Cowles interests, owners of KRNT and KSO and publishers of newspapers and the magazine Look, will go on the air with a coast-to-coast hook-up on a major chain early next fall to plug the picture magazine. Program will be titled "Stop, Look and Listen," and will be com-

(Continued on Page 7)

Louisville—Only national effort can bring success in the efforts of organized musicians to curb the use of electrical transcriptions on the air, said Joseph N. Weber, president of the American Federation of Musicians, in his annual report to the convention, which got under way here yesterday and will continue throughout the week.

Weber lauded the Chicago musicians' local headed by James C. Petrillo for taking the first steps in curbing disk work on the part of its members. The Chicago action was taken with the full knowledge of

(Continued on Page 8)

## NAB CONVENTION LIST KEEPS GROWING LONGER

Another batch of delegates yesterday reported their intentions to attend the NAB convention at the Hotel Sherman, Chicago, June 20-23. Among them are:

Major Edney Ridge, director of WBIG, Greensboro, N. C., who also will be at the ringside of the Brad-dock-Louis fight; Arthur Church and

(Continued on Page 3)

## "Good Will Hour" Survey Gives Show High Mark

In the first survey undertaken to determine the popularity of WMCA's Sunday night 10-11 p.m. "Good Will Hour," directed by John J. Anthony as the successor to "Good Will Court," the tabulated report by Ross Federal

(Continued on Page 8)

### KXBY Resumes Tele

Kansas City—KXBY has resumed its series of daily quarter-hour broadcasts in connection with experimental television broadcasts made by First National Television School, which owns and operates the radio station. Broadcasts were temporarily discontinued a month ago when station moved to new studios in the Fidelity Bldg.

(Continued on Page 3)



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending June 12, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 10 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Table with 3 columns: Selection, Publisher, Times Played. Lists songs like 'September In The Rain', 'Carelessly', 'Where Are You (Leo Feist Inc.)', etc.

New Coast Disk Firm

West Coast Bureau, RADIO DAILY Los Angeles—Gerald King, president of Standard Radio, and J. S. Glenn, New York capitalist, have formed a new firm to be known as Radio Features Inc. to make custom-built disks to order and to produce programs on their own for sale to sponsors or agencies.

Initial production will be a series of 60 songs by Donald Novis and 40 orchestrations, together with continuity and a card index. This program has already been taken for Australian rights by Broadcasting Service Ass'n Ltd. of Sydney, through Ralph L. Power, local agent.

WBIG Producing 4 New Shows

Greensboro, N. C.—Program Director Ernie Smith of WBIG has in production four new shows, including "The Walk of Life," a 15-minute vox pop broadcast from the National Theater here; "Continental Nights," a musical half-hour; "See America First," a 30-minute musical program of Americana, and "Live and Learn," a new question program. The famous WBIG Dinner Bell Hour, a rural program, is being revamped by Smith.

WDNC Airs Novelette

Durham, N. C. — "Superstitious Mountain," 18-chapter action novelette inspired by old Arizona's strangest story and written by Oren Arnold, will be previewed in playlet form over WDNC on June 23 coincident with the start of the serial in the Durham Sun next week. Frank Jarman, Jr. did the radio adaptation.

WBOW Appointments

Terre Haute—Horace Capps, who started at WBOW in 1930 and more recently has been with the artists staff of WLW, Cincinnati, has been appointed program and production head at WBOW here, effective July 1, it is announced by W. W. Behrman, director. Capps resigned as head of the music department of the Clinton County (O.) schools to take the new position.

Wendell Siler, formerly at WSVA, Harrisonburg, Va., has joined the WBOW announcing staff, and Wilfred MacDill has assumed charge of the merchandising department.

Kullman Turns Down Offer

Having been signed for another 13 weeks on the Palmolive program with Jessica Dragonette over CBS, Charles Kullman has had to turn down an invitation from Arturo Toscanini to sing at the Salzburg Festival in Austria. It marks the first time in four years that Kullman will be unable to sing at the Festival.

O. B. Hanson Leaves Hospital

O. B. Hanson, head of the NBC engineering department, left the Norwalk Hospital yesterday. He'll rest at home for a few days before returning to the job.

COMING and GOING

NORMAN LONG, British Broadcasting artist, arrives today in New York on the Aquitania.

CHARLES K. WOODBRIDGE, former prexy of the International Advertising Association, and MRS. WOODBRIDGE also are among the arrivals today from abroad.

FORD BILLINGS, California Radio chain chief, is en route to Florida, after which he comes to New York to confer with Hearst Radio execs.

RUBINOFF and his violin finished airing from the Coast on Sunday and left for New York, from which point their future airings will originate.

JOE MORRISON is in town for personal appearances.

BENNY MEROFF is in town on a business conference with the Rockwell-O'Keefe office.

WEBB ARTZ of United Press left Saturday and will be gone two weeks.

CHESTER RACKEY, NBC audio facilities engineer, is back from his vacation.

FATHER O. L. ABELL, top executive of WWL, New Orleans, is in New York.

PAUL LOUIS of Columbia Concerts Corp. leaves town on Thursday for a month's vacation in Florida.

JOHN F. ROYAL, NBC vice-president in charge of programs, returned to New York late yesterday afternoon, completing a round trip flight to Bermuda aboard the Bermuda Clipper.

BILL HEDGES of WLW is in town for few days.

JOHN VanCRONKHTE, president of VanCronkhite Associates Inc., Chicago, is expected in New York today.

T. K. QUINN, president of Maxon Inc., and his family sail for Europe on the Normandie tomorrow to be gone about six weeks. A farewell party was tendered Quinn by Phil Spitalny and the "Hour of Charm" orchestra on Monday evening.

New Shows on WROL

Knoxville—"BGO Revue," sponsored by Beeman's Laboratories of Atlanta, started a daily series of recorded hillbilly music over WROL. "The Whole Town's Talking," sponsored by Scott-Popejoy Motor Co. (Willys Motor Cars), and "The Old Mountaineer," sponsored by J. L. Caton, publisher, also are new WROL programs.

Donald Ewert Joins NBC

Daytona Beach, Fla. — Donald Ewert, formerly chief engineer of WMFJ, has resigned to join the technical staff of NBC in New York. Webster Ellenwood, chief operator, was promoted to fill the vacancy, while Don Fitch was added as an operator.

FINANCIAL (Monday, June 14)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists Am. Tel. & Tel., Crosley Radio, Gen. Electric, etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Hazeltine Corp., Majestic, Nat. Union Radio, etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists CBS A, CBS B, Stromberg Carlson, etc.

Government Spending \$150,000 Yearly on Air

Washington Bureau, RADIO DAILY Washington—Office of Education, Dept. of Interior, spent \$54,962 in preparation of educational radio programs in the fiscal year ended June 30, 1936, and the Resettlement Administration spent \$28,615 for electrical transcriptions, according to the report of the Brookings Institution made public yesterday by Senator Byrd, chairman of the Senate investigatory committee. Report, also covering government expenditures for films, says some \$150,000 is being spent annually for radio activities.

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

WE CAN'T GO ON THIS WAY A TORCH BALLAD THAT CAN BE SWUNG ROY MUSIC CO. 1619 BROADWAY, NEW YORK, N.Y.

The Tavern RADIO'S RENDEZVOUS MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB 158 W. 48th St. Toots Shor

## U. S. SPONSORS USING MORE FOREIGN AIR TIME

(Continued from Page 1)

been using the outlet for some years. Gustavo Uribe, owner of HJ3ABF, Bogota, Colombia, who also sailed for home last week, stated that U. S. business has encouraged the South American radio stations to install better equipment. While here, he bought considerable up-to-date apparatus, also subscribed to NBC Thesaurus library service. South American outlets are on their toes, ready to handle electrical transcription or live talent shows for American clients, majority coming through Conquest Alliance Co.

South American situation has reached the point where advertisers disregard the "summer time," the comparable hot weather period there being in reverse to that in the U. S. The regular season there starts in April and continues through August. In September the weather period corresponds to May in the Northern hemisphere. Contracts being signed now carry through the former South American slump period.

### Foreign Advertisers

Current contracts for Central and South America, Cuba and Hawaii include:

Carter Medicine Co., through National Export Advertising Service, five stations in Costa Rica; HP5B-HP5C in Panama; KGMB, Hawaii; nine outlets, plus 20 stations on the Yellow and Green network in Brazil; 20 stations in Cuba; HCB and HCRB, Ecuador; TGX, Guatemala; WNEL, Puerto Rico; four outlets in Venezuela and two in Peru. A far jump to Alaska is included in Carter's pills, which account also uses three stations in Alaska.

American Tobacco Co., through Lord & Thomas, via CBS, has "Hit Parade" until end of July and Edwin C. Hill until end of October on two Hawaiian stations.

Kolynos Co., through John F. Murray agency, 78 quarter hour transcriptions on five stations in Colombia; two in Hawaii; series of 26 ET shows over nine outlets in Brazil.

Fougera & Co., through Small & Keiffer, placed 26 ET shows on WKAQ, Puerto Rico. Mrs. Winslow Syrup, through International Advertisers, 206 spots on CMCY, Cuba.

West India Oil Co., through McCann-Erickson, Inc., 52 half-hour live talent shows on TGX, Guatemala.

Cardui Company, through U.S.A. Corp., dramatized spot announcements on four stations in Colombia, four in Cuba, HIZ, in Dominican Republic, TGX, Guatemala, HRN, Honduras and two outlets in Venezuela.

Colgate-Palmolive-Peet Co., through Benton & Bowles, series each of 156 and 104 announcements of 50 and 100 words on KGMB and KHBC, Hawaii; 39 quarter-hour disks (Colgate dental cream); 39 announcements of 100 words in Japanese on KGMB and same contract in Filipino, also for dental cream.

Anacin Co., 78 quarter-hour disks of "Easy Aces" on KGMB and KHBC, through John F. Murray Agency.

Knox Co. (Cystex) through Allen C. Smith agency, 28 ET quarter-hour programs on TGX, Guatemala.

Richard Hudnut, three 15-minute weekly shows for 26 weeks, live talent dramatizations on five stations in Cuba, also two 15-minute musical shows live talent over same

## NEW PROGRAMS—IDEAS

### Interview the Zoo

St. Paul—KSTP, Twin City independent station, made monkeys out of its announcers the other day. Spotting a special events program for the opening of the zoo, the station sent two of its announcers, Brooks Henderson and Roch Ulmer, to the zoo, where they walked right into the so-called "monkey island" to visit with the Simians and to tell listeners just what the quarters were like behind the bars. The show developed plenty of comedy angles, with Ulmer and Henderson interviewing a polar bear on how it feels to be a polar bear in a temperature of 100; talking with the lions to determine what a lion thinks about in a cage, etc. Many freak angles were worked into the 15-minute stanza.

### Air Station in the Making

A new series of weekly programs depicting a radio station in the making will be aired over WFIL, Philadelphia, from the 18th floor of the Widener Building where WFIL's new studios are rapidly nearing completion. Announcers Al Stevens and Vernon Crawford, equipped with portable short wave pack transmitters, will tread their way through the maze of wires, lumber, iron, brick and mortar that covers the vast floor, interviewing the various artisans as they bend to their task and in general describing the picture that unfolds before them. Each week, chief engineer Frank Becker, who is supervising the construction work, will take a turn at the microphone to point out the progress made since the preceding broadcast.

### KSTP Airs University

Most citizens look upon their universities as just a place where guys get educated, but, to destroy that illusion and to show that its university does something else, too, KSTP, St. Paul, put its mobile unit into action to show just how the University of Minnesota's college of agriculture is devoting a lot of time to building new industries for the state. Particularly apropos was a shot from two sand caves on the west bank of the

outlets for Hudnut's Face Powder. Through Export Advertising Agency.

Wm. R. Warner Co., through Export Advertising Agency, strip across the board of quarter-hour baseball and other sports with commentator, on five Cuban stations, contract runs 26 weeks.

Pro-Phy-Lac-Tic Brush Co., through National Export Advertising Service, daily dramatized spots on three Cuban stations, contract runs until end of 1937.

Lambert Pharmaceutical Co., same agency as above, daily spot announcements on Panama, Cuban and Puerto Rican stations.

Zonite Products Corp., through Gotham Advertising Co., 52 quarter-hour transcribed music programs on WKAQ, Puerto Rico and 26 quarter hours of live talent over HRN, Honduras.

Procter & Gamble (Crisco), through Compton Advertising Co., 117 spot announcements on two Hawaiian stations.

Borg-Warner Co. (Spark plugs), 104 dramatized spot announcements on CMW, Cuba.

Lady Esther (cosmetics), transcribed music

Mississippi where the dairy division of the university, after three years' experimentation has begun the production of a roquefort type cheese, turning it out now in commercial quantities of about 20,000 pounds per annum. Show also told of many other research angles being developed at the "U" to stimulate new business for the state.

### Midwest "Neighbor" Program

KFAB of Lincoln and Omaha, a Central States Broadcasting Co. station, is making a hit with its "Howdy Neighbor" program, aired for a half hour each Saturday at 1:30 p.m. CST. Sponsor is the Interstate Transit Lines, Union Pacific subsidiary.

Plot is for a KFAB crew to invade a new Nebraska or Iowa town each Saturday. Local talent from the "honor city" is aired, Man-on-the-Street John Shafer interviews local bigwigs and Dalton Norman, with the Stage Hands, provides the musical background. The program is wired in directly from the honor city.

### Air New Employee's Curiosity

Zelle Wade, newest addition to the staff of KVOR, Colorado Springs, got to put her curiosity about radio on the air. Coming from dramatic work at the Colorado Springs Fine Arts Center, Miss Wade was green about the "whys" and "wherefores" of the radio business, so she prepared a list of simple questions. Then, on the regular Monday morning "Sincerely, KVOR" program, she asked the questions of Wauhilla LaHay, program director, and Eustace Taylor, chief engineer. Miss LaHay and Taylor gave her the answers in understandable phraseology. The novel program got quick response.

Miss Wade's job is to assist on continuity and programs.

### Pecht's WBAL "Week in Review"

Baltimore—Jerry Lee Pecht has been added to the staff of WBAL with his own Sunday program, "The Week in Review," in which he will gather news stories, boil them down and present the gist of the news of the week at 11-11:15 A. M.

of Wayne King, 26 half hours on HP5B-HP5C, Panama.

Procter & Gamble (Oxydol), through Blackett-Sample-Hummert, 260 quarter hour transcriptions of "Ma Perkins," two Hawaiian stations. Other Hawaiian biz includes Pond's cold cream, through J. Walter Thompson agency, 26 half-hours; also Servel Inc., through BBD&O, using "March of Time" for 13 half-hours and more time reserved.

Conquest Alliance Co. cleared accounts mentioned above and has in all some 128 contracts extant.

## RECORDINGS

Productions :- Transcriptions

Sound Reproductions Corp.

17 West 46th St.  
New York City

Telephone  
BRV 9-8265

## TEXAS BROADCASTERS ELECT TAYLOR PREXY

(Continued from Page 1)

WOAI, San Antonio, and Carl Wyler, KTSM, El Paso.

Convention talks were made by Harold V. Hough, WBAP; James W. Baldwin, NAB secretary, and Graham Robertson of New York. Association passed a resolution praising Hough for his services as NAB treasurer and urging his renomination at the Chicago convention.

## NAB Convention List Keeps Growing Longer

(Continued from Page 1)

J. Leslie Fox, KMBC, Kansas City; Donald Dwight Davis, John Schilling, Henry E. Goldenberg and Norvell Slater, WHB, Kansas City; T. L. Evans and A. F. Schliecker, KCMO, Kansas City; W. A. Bailey and Ellis Atteberry, KCKN, Kansas City, Kas.; H. Dean Fitzer, WDAF, Kansas City; Wyn Esch, WMFJ, Daytona Beach, Fla.; Mr. and Mrs. Earle J. Gluck and W. C. (Bill) Irwin, WSOC, Charlotte; "Bevo" Whitmire, WFBC, Greenville, S. C.; Karl Wyler and Roy Chapman, KTSM, El Paso; Ralph Brunton and C. L. McCarthy, KJBS-KQW, San Francisco.

## Better Programs Seen By Joyce, RCA Ad Chief

(Continued from Page 1)

up over corresponding period of last year. This means major broadcasting chains have more money for sustaining programs as well as for special features. National radio advertisers have increased their budget for talent, and we can expect finer programs than ever before.

"Phonograph record sales for the first four months of this year were more than 575 per cent ahead of corresponding period of 1933."

### Jane Pickens In Opera Aria

Jane Pickens, soprano, will appear with the Philadelphia Symphony orchestra June 22 at Robin Hood Dell. Ferde Grofe is guest conductor of the orchestra that evening. The concert is for the benefit of the Philadelphia Milk Fund. Miss Pickens will sing an operatic aria before an audience for her first time.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR-6:30 P.M.

M.W.F.

## PROMOTION

### KFOX Newspaper Publicity Swap

A unique trade deal on swapping of publicity was made between KFOX, Long Beach, Cal., and the Long Beach Shopping News, local weekly advertising sheet with circulation of more than 70,000. Shopping News, which is entirely an advertising paper containing no news items other than household hints, and gardening tips, or notice of a civic event, gives KFOX a radio chatter column each week devoted exclusively to KFOX activities. The station in return plugs the Shopping News over the air, pointing out particular bargains being advertised.

Present plan is for KFOX to run a picture of an artist or announcer each week, then broadcast the fact and urge each listener to get his copy of Shopping News and obtain the picture. Out-of-towners may write for copies.

### Fan Magazine Tieup

Radio Press, Philadelphia fan magazine, in effecting a reciprocal advertising deal with WDAS, uses the air time for daily sidewalk interviews as a circulation promoter. While Ed Robertson, staff announcer, conducts the street quizzing, sheet's workers distribute sample copies to the crowd that congregates, thus saving mailing expense on the giveaways. And to make the direct selling job complete, subscriptions are solicited on the spot.

### WHO Tall Corn Sweepstakes

WHO, Des Moines, has announced the first WHO National Tall Corn Sweepstakes to find the tallest stalk of corn grown in the United States and Canada during the 1937 growing season. Cash prizes aggregating \$275 will be awarded by WHO, including a first prize of \$100, second prize of \$50, third prize of \$25, five prizes of \$10 each and ten prizes of \$5 each.

### Hopping on Headlines

Taking advantage of a Des Moines Sunday Register banner headline, reading "Iowa Again Leads in Farm Income," and another story about the coming bumper wheat crop. KMA of Shenandoah, Ia., obtained extra copies of the paper, placed stickers on them with an arrow pointing to the prosperity stories and asking "Have You Arranged With KMA to Get Your Portion?"

### Youngman Wins Pilot Award

Henny Youngman, comedian on A.&P. Band Wagon program over CBS has been named as the winner of the Pilot Radio Weekly Award of Merit.



● ● ● Kansas City and environs are still talking about the big seven-day WHB 15th Anniversary Celebration put over by Prexy Don Davis and Gen. Mgr. John T. Schilling... Windup of the event was a Saturday night party in the Arena of K. C.'s new \$6,000,000 Municipal Auditorium... There were no free admissions—and not a line of advance newspaper advertising was used on the party—yet more than 15,000 persons jammed the Arena for the event... The crowd was as big—or bigger than—those drawn by Ben Bernie, Bob Burns, Rubinoff, Veloz and Yolanda and other top names at K. C.'s widely publicized "Jubilesta" last fall... and it was the first time such a big crowd had ever been assembled in K. C. through radio promotion alone.

● ● ● Prof. Quiz's mail for the five days ending last Friday totaled 28,193 pieces by actual count... Allen Scott, popular WROL, Knoxville sports announcer and commentator, who ordinarily keeps other sportsmen in the headlines, made the headlines himself the other day when he won the News-Sentinel Hole-In-One golf match... The most surprised person of all was Allen... Newsman Bob Maguire had a radio wedding at WICC, Bridgeport, with Larry Cruza as usher and Jud LaHaye chauffeuring the bride to the church while station execs and aircasters were in attendance... Irving S. Strouse, who resigned from the publicity dept. of J. P. Muller agency, will shift to Artists Management and the Paul Whiteman interests... Three KCKN programs received front page publicity in the June 11th issue of the Kansas City "Kansan."

● ● ● E. Phillips Oppenheim's "The Amazing Partnership," which was placed on wax as an audition for A. & P., is being road-toured by the sponsor to get the reaction of branch store managers... Kay Kyser will be in a N. Y. spot shortly... Jack Osterman is going to Rudy Vallee's throat specialist for vocal chord treatment... Bob Haring is the new house conductor at WOR—for two weeks—and will be followed by Al Roth of St. Louis... Shep Fields is wearing a slipper—because of an ingrown toe nail... Benny Meroff is in town to arrange for an out-of-town spot with a wire... With all the people auditioning for the Frank Parker spot on Woodbury, Joey Nash may be the selection... Al Shayne is booked into the Pavilion Royal... Afterthought: The Boswell Sisters (who were at one time the "adored" of the critics) originated the "over-arrangement" of numbers which is now causing Kay Thompson consistent rebukes.

● ● ● Russ Morgan was called to the coast for picture work by a "two-name" firm and it isn't Warner Bros... Mickey Alpert's absence from the Riviera tonite is caused by his trek to Boston to attend his sister's wedding... Bert Lebhar's appearance at the NAB convention depends on Mrs. Lebhar's condition... Skinny Ennis, drummer and vocalist in Hal Kemp's band will form an aggregation of his own... Eadie Lang, sister of Bing Crosby's deceased guitar player, Eddie, is considered a Martha Raye type of singer at the Mirador... A fellow rushed up to Bob Goldstein with the news that he had just signed a SEVEN YEAR contract with an insignificant station (no pay). To which Bob inquired, "Who broke a mirror for you?"... Bill Engle of the WMCA engineering dept and Don Kerr, announcer and emcee, are leaving for a short fishing trip... and will bring back the longest lies you ever saw.

## ORCHESTRAS MUSIC

AL DONOHUE and ork, now featured at the Rainbow Room, N. Y. C., and originally scheduled to remain there until October, will leave that spot in August, to return for the winter season, October to January.

Prince Waln and his Waikiki serenaders inaugurated a period of Hawaiian and American rhythm at the Atlantic City Ambassador on June 26. Deal was set by Rockwell-O'Keefe.

Art Shaw and the band open at Hunt's Plaza, Wildwood, N. J., July 3, through arrangements by Rockwell-O'Keefe.

Lee Authier's musical aggregation, airing over WSPR, Springfield, Mass., Sunday afternoons, now features Irma Serra and Eddie Martin, vocalists.

Nancy Martin, WCAE vocalist, has turned songsmith. The search for a theme melody for her commercial on that station having proved futile, she proceeded to pen a ditty called "Give Me a Melody" which is now heard Tuesdays and Thursdays at 12:30 p.m.

Dance numbers played by Worthy Hills and his boys, at the Pavilion Royale, Savin Rock, Conn., will be fed via WELI to WNCA and the Inter-City Network on Wednesdays, Saturdays and Sundays thereafter.

Robert Emmet Dolan, Sealtest Sunday Night Party batoneer, has added two harps to his outfit. One is played by Casper Reardon, swing specialist. Dolan has the only band in radio with two harps.

With numerous name bands appearing in Atlantic City this summer, CBS has arranged with Station WPG for three pick-ups weekly from the Steel Pier so that the bands may be heard by the CBS coast-to-coast audience. Programs are scheduled Tuesdays and Thursdays 11:30-12 midnight and Saturdays 5-5:30 p.m. First band to be aired is Red Norvo's.

Blaise Pasque and ork will music-make for the new Edgewater Club at Lafayette, La.

Will Holland and his band open at the Glass Hat in the Congress Hotel, Chi., with an NBC wire, at an early date.

### AD AGENCIES

JOSEPH C. HAUCK, formerly account executive with the United States Advertising Corp., has joined Vredenburg-Kennedy Co. Inc. in the same capacity.

FORREST U. WEBSTER has resigned as merchandise sales manager of Cutler-Hammer, Inc., Milwaukee, to join the staff of Lord & Thomas in New York.

NRC

HI-FIDELITY

**SOUND SYSTEMS**

Maintained and Installed

NATIONAL RECORDING CO.

2 W. 46th St., N. Y. C. Tel.: ME-3-3860

NRC

**WITH THE  
★ WOMEN ★**  
By ADELE ALLERHAND

**S**HARRI KAYE is the chanteuse selected by Woody Herman for his Willys opening... date being June 25... Helen Gahagan of Broadway and Hollywood fame to concert tour under NBC Artists Service management... She'll vocalize next month at the Prague Opera House, then give a recital in Salzburg... Returns in August in time for a guest appearance with the L. A. Symphony Ork in the Hollywood Bowl... Muriel Draper, now heard regularly on "It's a Woman's World," will probably lecture under the same management next season... Mrs. Roosevelt attacks a problem with universal appeal in discussing the "Housing Bill" on her June 23 broadcast.

▼ ▼  
Lydia Todd, fashion expert at WBAL, Baltimore for the last three years, will be able to give her listeners first-hand information on Fall modes in the fashion centers of Europe as well as in America when she returns from her foreign trek in September... Before sailing, June 18, Miss Todd also will inspect the Fifth Avenue and other N. Y. style shops. Lynn Martin who's gone network went visiting her pals at WTMJ last week... She was playing a Chi theater engagement and couldn't resist the temptation to check up on the old crowd... Lynn's been auditioning for a West Coast network show.

▼ ▼  
Virginia Vallance, formerly a feature of the General Mills program, becomes a bride June 26, the fortunate gent being Francis M. Randolph... WROL's swing-songbird, Gracie Ridenous, hospitalized as the result of an auto accident, with several stitches taken in her nose... Mrs. Marjorie Fitzgerald, sec to WHO's sales manager, planning an Omaha vacation, reason being her parents live there... Cathryn Cunningham, KSL "Charm School of the Air" hostess, has been invited to teach during a summer school course at Oakland, Cal... Course to epitomize material she's been presenting over KSL... She'll be aired several times over KYA, through the management of Gordon Owen, affiliated with that station... Her brochure, "The Challenge of Charm," will be the course textbook... Rhea Diamond of WMCA press department received an animated birthday greeting from Larry Nixon yesterday in the shape of two little turtles whose collective shells bore the inscription "Happy Birthday".



**"THE QUESTION BOX"**

Towne Publications  
WINS, Sundays, 10:45-11 a.m.

**MOVIE QUERIES TIED IN WITH GOSSIP PROGRAM ON BEHALF OF THEATERS.**

This is not a quiz in the same category as the current well-known question bees, but rather a quarter-hour of Hollywood and Broadway chatter, with the inclusion of five questions and prizes for listeners who supply the right response. Questions deal with film facts and personalities, and apparently are designed to incidentally publicize New York's Roxy and Paramount theaters and attractions, the sponsors being publishers of theater programs.

There is also a neighborhood store tieup, listeners being advised to call on the listed stores for question blanks on which to send their answers, although the use of these blanks is not compulsory. Awards to winners are a "free day in New York for two," the free stuff including two shows (Roxy and Paramount), sightseeing and meals.

David Lowe is the commentator, doing a satisfactory job.

**"Magic Key of RCA"**

Helen Hayes' Broadway stage hit, "Victoria Regina," finally was sampled by "Magic Key of RCA" listeners Sunday, with Miss Hayes playing her original role, assisted by Vincent Price and George Macready. Instead of cramming a condensed version of the entire drama into the quarter hour or so, wisdom was exercised in presenting only a special sequence from the play. It went off smoothly and crisply, proving one of the choicest dramatic morsels heard on the air in some time.

Another highlight of the NBC-Blue network broadcast was the vocalizing of Wynn Murray, a torch singer whose pipes and style should take her places.

**"Presenting David Broekman"**

It would be unfair to review "Presenting David Broekman" on its first airing for General Motors, Don Lee Pacific Coast net. The faults were so blatant that they were almost certain to be corrected. Broekman's orchestra, one of the best in America, was grand as usual. Stafford Sisters were swell, and Jimmy Newell's solos gracefully sung and fine. But the commercials—too long, too many, and so noisy that they tore down the mood that Broekman built up. Softer, more leisurely voice needed—and pare 'em down in length, and omit the preview of next week's show to make room for one more musical number! Then the show's worth putting transcontinental, which is in the works for the fall.

**NEAL O'HARA**

Brown & Williamson  
(Kool, Raleigh cigarets)

WEEI, Boston, Monday-Wednesday-Friday, 7:30-7:45 p.m.

**BATTEN, BARTON, DURSTINE & OSBORN  
SNAPPY PROGRAM OF COMMENT AIMED CHIEFLY FOR MALE INTEREST.**

"Four men for men" seems to nicely sum up the new Neal O'Hara's Radio Gazette aired thrice weekly over WEEI. The show has been primarily built for male appeal, which seems a bit incongruous as although it is plugging a cigarette there are plenty of the "gentler sex" who have the smoking habit.

In addition to a radio version of O'Hara popular Boston Traveler column, "Take It From Me," there is Joe Toye, editorial writer for the same newspaper, Edson Smith, financial writer and adviser, and Jay Wesley giving the current sport slant.

The program is peppy with a good pace and not too much ad plugging. Should go places either for this present sponsor or any other. The night the show was caught O'Hara did make an attempt to include the listening ladies.

**Chase & Sanborn Hour**

Two things in particular are cutting down the rating of this recently launched Sunday night NBC-Red network show. One is the invariably draggy first-half of the program. It smacks too much of killing time and purposely holding W. C. Fields back so he can be utilized completely to buck the Texaco show at 8:30-9 p.m. on CBS. Second is the over-exuberance of Don Ameche, the emcee, who is the loudest laugher at Fields' remarks and whose dialogue frequently overlaps that of the comedian, thereby often killing a good line or at least blurring it.

Also of minor irritation is the shouting tone used by the announcer on the commercials. And, reverting to that initial half of the show, the dramatic skits presented in this period are nearly always pretty bad. Ameche plays the male lead in these sketches, opposite a guest star. Added to his emceeing, his singing, his straightman work for Fields, etc., it is just too much to expect Ameche to be good all over the place.

**"Today's Doings"**

This new five-minute WMCA sustaining, which started yesterday as a Monday-through-Saturday shot at 8:55-9 a.m., tells what's going on and coming in the way of theater, night club, sports and other entertainment, giving hints to listeners on doing something different. At least, that's the intention. Dick Fishell is re-

★ **F. C. C.** ★  
**ACTIVITIES**

Hearings Scheduled

July 6: Southwest Broadcasting Co., Prescott, Ariz. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited. W. P. Stuart, Prescott. CP for new station. 1500 kc., 100 watts, unlimited.

Arthur Lucas, Savannah. CP for new station. 1310 kc., 100 watts, unlimited.

Utica WUTK, Inc., Utica. CP for new station. 1420 kc., 100 watts, unlimited.

WDNC, Durham, N. C. CP for change in frequency and power. 600 kc., 1 KW., unlimited.

WBNS, Columbus. CP for change in power. 1430 kc., 1 KW., 5 KW. LS., unlimited.

July 7: E. B. McChristy, Brownwood, Tex. CP for new station. 630 kc., 250 watts, daytime.

Galesburg Broadcasting Co., Galesburg, Ill. CP for new station. 1500 kc., 250 watts, daytime.

July 8: KPQ, Wenatchee, Wash. CP for change in frequency and power. 1360 kc., 1 KW., unlimited.

Sept. 23: KDON, Del Monte, Cal. CP for change in frequency and power. 1400 kc., 250 watts, 1 KW. LS., unlimited.

Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc., 250 watts, daytime.

WHOM, Jersey City. CP for increase in power. 1450 kc., 250 watts, 1 KW. LS., unlimited.

Sharon Herald Broadcasting Co., Sharon, Pa. CP for new station. 780 kc., 250 watts, daytime.

Allen T. Simmons, Mansfield, Ohio. CP for new station. 780 kc., 1 KW., daytime.

KADA, Ada, Okla. Mod. of lic. 1200 kc., 100 watts, unlimited.

Sept. 30: Johnson City Broadcasting Co., Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Richard M. Casto, Johnson City. CP for new station. 100 watts, 250 watts LS., unlimited.

Knoxville Journal Broadcasting Co., Knoxville. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

CALL LETTERS ASSIGNED  
Gulf Broadcasting Co., Corpus Christi, Tex. KRIS.

Harold F. Gross & Edmund C. Shields, Saginaw. WHAL.

sponsible for program creation, while Powell Clark (Buddy Cantor) is the commentator. First airing suggested possibilities.

**Stage Understudies**

The variety shows put on Sunday night over the NBC-Blue by a group of stage understudies was something different and most enjoyable. These are the boys and girls who seldom get their chance. Being given it on this occasion, they displayed plenty of ability in singing, dramatics and otherwise. Graham McNamee emceed the trick very capably. There ought to be some more of the same.

**Texaco Program**

Due to Deanna Durbin being tied up by film work, Maureen O'Connor was drafted to fill her spot in Sunday's Texaco program over CBS. Miss O'Connor is another youngster with a remarkable voice and the ability to use it. Eddie Stanley, comedy headliner of the show, gets better as he goes along. Bobby Breen did his farewell stint of the season on this program. Pinky Tomlin and Saymore Saymore also contributed enjoyably. Next week Ella Logan and Igor Gorin join the cast, while Bobby and Miss Durbin vacation.



**OLSON** and **JOHNSON** are making audition disks at Electro-Vox, for new Richfield Oil show (Hixon-O'Donnell agency) planned for a half hour feature on one of the chains soon. Sam Kerner is producing.

Patricia Kay (Mrs. Max Henry in private life), staff singer on KEHE, and Jack Owens, staff tenor, both announce arrivals in their homes. Miss Kay's new daughter weighed 8 pounds, named Patty Joe. Young John Owens is a boy, 7½ pounds.

Lew Weiss, Don Lee chief, week-ended in San Francisco to arrange for broadcasts to originate on the Exposition Grounds. Several Don Lee sponsors wish to air from the fair while the big show is on.

Understood that Shirley Ross is leaving the Campbell show, with F. Wallis Armstrong agency auditioning for a successor.

S. M. McFedrics has moved from sales department to producer for Frederick Dalquist's American Radio Features organization, and Ed Lindsay becomes director of sales.

Pomona College Glee Club of 200 voices making this year's graduation exercise music permanent by recording the numbers, waxing and pressing records for sale to students. Radio Recorders doing the job.

NBC adding Jack Wormser as fourth member of its sound department.

Ken Carpenter, announcer on the Crosby, Packard and other big NBC shows, has just finished making a commercial short for the C. G. Conn Musical Instrument Co.

### Coast Track Meet on Mutual

San Francisco—The N. C. A. A. track and field championships, one of the nation's most important track meets, will be aired from Berkeley, on Saturday, the second day of the meet, at 2:30-4:30 p.m. PST via KFRC and a nationwide Mutual network, Doug Montell doing the miking.

### KSL Staff Assignments

Salt Lake City—Lennox Murdock, director of KSL, has made the following changes in staff assignments:

Ralph Hardy to continuity and production; Wayne Richards, announcer, added to press bureau news staff; Roy Drushall added to informal time announcer's staff.



June 15  
Greetings from Radio Daily  
to  
Jacques Renard  
Max Stuart

## ★ Coast-to-Coast ★

**CLINTON "BUDDY" TWISS** will revive that perennially popular radio feature "Behind the Mike" with Snoopy, Ye Olde Eavesdropper, when he begins a new series over KPO, San Francisco, next Sunday at 8:15 p.m. PST. News behind the radio news, interviews with air celebrities and broadcasting executives and employes will be regular features with Twiss, who now announces some of the most important programs originating in the Hollywood studios of NBC. Twiss will fly to San Francisco each Sunday to do "Behind the Mike," which is sponsored by Pacquin Laboratories, makers of hand cream.

*Bob Griffin, announcer at WHO, Des Moines, is vacationing in the north woods of Minnesota.*

**KVOR** (Colorado Springs) Chat: Gilbert Hodges, formerly of KVOD, Denver, has replaced Don McCaig on KVOR's news staff. McCaig left Colorado Springs to re-enter newspaper business in Alliance, Neb.... Bob Freed of Pueblo has joined the announcing staff, replacing Bob Harris who is on the staff of KOA, Denver.... Tom Loritz, salesman, is the proud father of Renee Cecile Loritz—KVOR's first baby since the station reorganized under the management of E. K. Gaylord and Associates last November.... CCC Camp 3810 has a rhythm unit now appearing weekly over KVOR.... KVOR's artist bureau furnished talent for the Colorado Dentists convention here last week. Artists included Byron Jorgenson, Pike's Peak Melodeers, Peggy Keyes and Jack Taylor.

*Howard Peterson, publicity director of WOW, Omaha, is back from a visit to San Francisco and Los Angeles.*

Radio's Rolling Stone (Lyman Cooley), who recently started a twice-weekly program over WHO, Des Moines, has evoked a quick and heavy mail response.

*Marion Talley, in concluding her present series for Ry-Krisp on June 27, over the NBC-Red network, will offer an all-request program. Miss Talley will vacation until September, when she returns for the same sponsor.*

Bob Keller celebrates the completion of his first year on the air when he presents another original Elmer and Elsie monologue today on the program of the Strollers Matinee, emanating from KDKA, Pittsburgh. Val Varr and Jack Hammerschmidt will do the vocal numbers. On Thursday's program, Madeline Ward and Charles Grayson will be soloists, with Dale Jackson in more English comedy.

**KONO, San Antonio, has the following new series of daily programs: Monday, "Birth of the News"; Tuesday, "Machine Age"; Wednesday, "Men Behind the Classics"; Thursday, "World in Review"; Friday, "Radio News Briefs"; Saturday, "World in Review."**

The Dr. Pepper Dixie Network next Sunday afternoon will present its Pepper-Upper Light Opry group in a raw drammer of life in the hills. Music will be furnished by the 21-piece Pepper-Upper Orchestra under the direction of Alexander Keese. The Trace-Lock-Dawson Inc. agency of Dallas handles the account.

*John Fitzgerald, staff organist of WHDL, Olean, N. Y., has been chosen by Warner Bros. Pictures to represent it in the national organ contest to be held in Cleveland in September. The winner will get a contract to make Vitaphone shorts and organ recordings for W-B theaters.*

Carroll E. King is no longer connected with WRBL, Columbus, Ga., managed by J. W. Woodruff Jr.

*WHO, Des Moines, is airing weekly talks by prominent citizens promoting the Citizens Military Training Camps. Programs are on Friday nights.*

Philip Keith Palmer has resigned as junior announcer at WMAS, Springfield, Mass.

*Dewey Lee Drum, emcee of "Early Riser's Club" on WSOC, Charlotte, has another son, christened David Lawrence.*

Ottis Roush of Jackson, Tenn., has joined the announcing staff at WLBC, Muncie, Ind. He succeeds Jack Bush, who resigned to go to New York and try for opera.

*Arthur R. McCreary, who built and owned WOQ, first radio station in Kansas City, and later was a radio supply dealer, died last week at his home, Pacific Beach, Cal.*

Ed Sims, commercial manager and sports announcer at WMFJ, Daytona Beach Fla., was appointed state commissioner of the Florida State Semi-Pro Baseball Tournament which opened Saturday.

*WSOC, Charlotte, had a flock of staff birthdays last week, including Earl J. Gluck, president and manager; Dick Faulkner, Dewey Lee Drum*

Bessie Evelyn Paine, who wrote most of the scripts for the WPA Player's group program over WSPR, Springfield, Mass., is now conducting a variety hour program as a sustainer over the same station.



**THOMPSON BARTLETT**, CBS announcer, journeyed from Chicago to Port Washington, Wis., last week for an annual fish fry participated in by three other friends for the past six years.

Henry Busse now carrying along a femme vocalist, Edith Lane.

Sheila Barrett opened last week at Continental room of Stevens Hotel.

The Prairie Ramblers at WLS are on a vacation. Hired Hands is crew filling in.

Everett Mitchell, head NBC announcer, and wife off for fortnight's vacation in Estes Park, Colo.

Leo Salkin, head man at Consolidated Radio Artists, has been named to Mayor Kelly's Charter Jubilee committee and is taking a hand in mapping entertainment for lake front festivities.

### Weed to Survey Canada

Joseph J. Weed, head of Weed & Co., station reps, and Mrs. Weed, will make an extended tour of the Canadian stations on the firm's roster. Leaving here on 19th, NAB convention will be first stop. After that, trip will take in eight provinces in the Dominion.

Purpose of the trip is to observe business and marketing conditions as well as to make a study of broadcasting in the areas served by the Weed stations. Weed will return to New York about Aug. 1.

### One-Hour Expo Show on Mutual

Mutual Broadcasting System will stage a one-hour show on June 28 at 10-11 p.m. when the complete show of the Casa Manana at Fort Worth will be presented. Several musical organizations including Paul Whiteman and the Dixieland Jazz Band, as well as motion picture and other stars in the four-part show staged by Billy Rose, depicting the year's four best sellers will be heard. Production has a cast of 300 people.

### Kyser from Hotel New Yorker

Kay Kyser's Willys Surprise Party on Mutual will be heard Sunday night from the grand ballroom of the Hotel New Yorker. Originally it was intended to give the performance from the Mutual Playhouse, but the 800 seating capacity fell short of the tickets already distributed. New Yorker room holds about 1,500.

### NBC Steals a Trick

CBS paid for the exclusive rights to broadcast the National Open Golf tournament last week, but it was NBC that brought the newly crowned champion, Ralph Guldahl, to the mike for an exclusive interview. Usually anyone signing a sporting event presents the winner on the air.

**NEW PATENTS**

**Radio and Television**

Compiled by

**John B. Brady, Attorney**

Washington, D. C.

Re. 20,400. Short Wave Converter. Harold M. Lewis, Great Neck, N. Y., assignor to Hazeltine Corp.

2,082,812. Selective Antenna. Robert H. Worrall, Washington.

2,082,813. Oscillation Generator Comprising Electron Discharge Devices. George M. Wright and Noel M. Rust, Chelmsford, England, assignors to RCA.

2,082,820. Antenna Arrangement. Paul Bouvier and Raymond Villem, Paris, France, assignors to Compagnie Generale de Telegraphie Sans Fil.

2,082,825. Radio Communication System. Thomas L. Eckersley, Danbury, England, assignor to RCA.

2,082,839. Filament Structure for Electron Discharge Devices. Nils E. Lindenblad, Port Jefferson, N. Y., assignor to RCA.

2,082,848. Stem for Electron Discharge Devices. George M. Rose, Jr., Orange, N. J., assignor, by mesne assignments, to RCA.

2,082,851. Electron Discharge Device. Newell R. Smith, Bloomfield, N. J., assignor, by mesne assignments, to RCA.

2,082,935. Radio Receiving System. Edwin H. Armstrong, New York.

2,082,941. Counting Apparatus Operated by Radiant Energy. James H. Burnside, New York.

2,082,961. Automatic Gain Control. Winfield R. Koch, Camden, N. J., assignor to RCA.

2,082,992. Molded Base with Contacts. Wilford B. Wallace, Bloomfield, N. J., assignor, by mesne assignments, to Westinghouse Electric & Mfg. Co.

2,083,025. Automatic Gain Control Circuit. Winfield R. Koch, Merchantville, N. J., assignor to RCA.

2,083,026. Automatic Gain Control Circuit. Winfield R. Koch, Merchantville, N. J., assignor to RCA.

2,083,107. Thermionic Tube. Felix L. Yerzley, Ithaca, N. Y., assignor to RCA.

2,083,170. Radio Receiving Set. Virgil Needham, Osceola, Ark.

2,083,190. Welding Apparatus. John W. Dawson, Wilkinsburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,083,196. Heating Element for High-Voltage Cathodes. Gerhard Liebmann, Berlin, Germany.

2,083,198. Braun Tube. Siegmung Loewe, Berlin, Germany.

2,083,202. Arrangements for Generating Tilt- ing Oscillations. Kurt Schlesinger, Berlin, Germany.

2,083,203. Braun Tube. Kurt Schlesinger, Berlin, Germany.

2,082,204. Braun Tube. Kurt Schlesinger, Berlin, Germany.

2,083,205. Safety Means for Television Tubes. Kurt Schlesinger, Berlin, Germany.

2,083,209. Braun Tube. Manfred von Ardenne, Berlin, Germany.

2,083,232. Automatic Selectivity Control System. Winfield R. Koch, Camden, N. J., assignor to RCA.

2,083,239. Tuning Control. Ekko Oosterhuis, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,083,241. Oscillator Tube. John J. Rogan, Brooklyn, assignor to Hygrade Sylvania Corp.

2,083,242. Method of Direction Finding. Wilhelm Runge, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,083,243. Automatic Gain Control and Noise Suppression Circuit. Otis H. Schade, West Caldwell, and Francis H. Shepard, Jr., Rutherford, N. J., assignors to RCA.

2,083,246. Electronic Musical Instrument. Gilbert Smiley, Brighton, Mass., assignor, by mesne assignments, to G. Willard Rich.

**GUEST-ING**

JOHN CHARLES THOMAS, XAVIER CUGAT, KAY THOMPSON and MARGALO GILLMORE, on "Magic Key of RCA," June 20 (NBC-Blue, 2 p.m.).

KITTY CARLISLE, on the Phil Baker Show, July 11 (CBS, 7:30 p.m.) BETTINA HALL, on the same show, July 25.

JAMES BARTON will appear in a radio adaptation of "Burlesque" on Kate Smith's Bandwagon June 24 (CBS, 8 p.m.).

**Look Magazine to Air Network Show in Fall**

(Continued from Page 1)

posed of music and guests each week. A definite tie-up with the guests will be effected by using the artist whose life story appears in pictures in the magazine as the guest on the air. First star to be heard will be Alice Faye.

**"Thrills" Renewed Again**

West Coast Bureau, RADIO DAILY

Los Angeles — Union Oil's NBC coast "Thrills" program, so successful that Union Oil broke a precedent and renewed at the end of the first 13, now is assured of a third series, with the signing of a new contract by Lord & Thomas agency. Frederick Dahlquist produces, using March of Time technique in dramatizing historic and current thrill episodes, with background of David Broekman's symphony orchestra.

**Ted Woodward to WMFO**

Birmingham—Ted Woodward, formerly manager of WJRD, Tuscaloosa, Ala., has been transferred to WMFO, Decatur, Ala., in the same capacity, it is announced by J. R. Doss, Jr., operator of both stations.

Woodward came to Alabama from Chicago a number of months ago.

**Gets Chaser Account**

Birmingham—Sparrow Advertising Agency here has been appointed to handle the advertising of the Eureka Chemical Co., of Sylacauga, Ala., manufacturers of "King Bee Ant Chaser," a bottled liquid for killing ants. E. L. Sykes is account executive. A test radio campaign is planned.

**WWVA Studio In Park**

Wheeling, W. Va.—WWVA has arranged to install a regular broadcasting studio in Oglebay Park, the state's largest natural park, near here. The Tri-State Farm & Home Hour will originate daily from the park starting June 21. Other regular features also are planned.

2,083,260. Radiating System for Electromagnetic Waves. Paul F. Godley and Edmund A. Laport, Montclair, N. J.

2,083,292. Divasion. Aloysius J. Cawley, Pittston, Pa.

2,083,330. Electron Discharge Device. Vivian L. Holdaway, Brooklyn, assignor to Bell Telephone Laboratories, Inc.

2,083,335. Electric Protective System. Clifford L. Lpudon, New York, assignor to Holmes Electric Protective Co.

2,083,336. Modulation. Frederick C. Lunnon and Harold J. H. Wassell, Chelmsford, England, assignors to RCA.

2,083,346. Electronic Discharge Device. Victor L. Ronci, Brooklyn, assignor to Bell Telephone Laboratories, Inc.

2,083,357. Mutual Conductance Meter. Loy E. Barton, Collingswood, N. J., and Carl C. Chambers, Lansdowne, Pa., assignors to RCA.

2,083,402. Electrode Mounting for Pool-Type Discharge Devices. Hobart E. Rowe, Schenectady, assignor to General Electric Co.

2,083,416. Radio Direction Finding System. Charles B. Aiken, New York, assignor to Bell Telephone Laboratories, Inc.

2,083,420. Coupling Means for Piezoelectric Crystal Elements. Charles H. Atchisson, St. Louis, assignor to Electrical Research Products, Inc.

2,083,474. High Frequency Receiving Apparatus. Ernest Y. Robinson, Enfield, England, assignor to General Electric Co.

2,083,501. Automatic Gain Control. Wm. Cobb Lane, Jr., Clifton, N. J., assignor to Hygrade Sylvania Corp.

★  
**WHO READS  
RADIO DAILY**

- ★
- STATIONS**
  - SPONSORS**
  - STARS**
  - ADVERTISING AGENCIES**
  - RADIO EDITORS**
  - MUSIC PUBLISHERS**
  - RADIO ENGINEERS**
  - PROGRAM PRODUCERS**
  - TALENT AGENCIES**
  - MOTION PICTURE EXECUTIVES**
  - EQUIPMENT MANUFACTURERS**
  - SONG WRITERS**
  - BAND LEADERS**

★  
**EVERY DAY**  
★

## A. F. OF M. TO PUSH BAN ON RECORDINGS

(Continued from Page 1)

the AFM president, Weber said. The local enacted rules as to just how records could be made in its jurisdiction and provided that they could not be used in the jurisdiction of any other local unless a number of local musicians also were employed when so used. The result may be that finally no records will be made in Chicago, declared Weber.

Winning of the fight to regulate transcriptions will take a long time, the AFM chief pointed out, due to the extensive catalogs of recordings now available and which users of such music can draw upon. Speaking of court suits in connection with unauthorized use of recordings without the consent of musicians, Weber said that so far every test case had been won. As a result of the organization's efforts, he added, Congress may eventually pass a law giving AFM property rights in the duplication of records.

Following open discussion of the ET subject, probably starting today, recommendations and resolutions on procedure are expected to result.

### Amendment to Radio Laws

Weber suggested that the first paragraph of Sub-Section 2-D, Section 2, Article X, page 64 of the organization Radio Laws be amended to read as follows:

"Traveling orchestras or orchestras which play out-of-town engagements may fill engagements for their radio sponsor in the jurisdiction of any local, but are not permitted to function as a studio orchestra."

Also:

"Such orchestras must pay a tax of 50 per cent on the engagement figured from the price of the local in whose jurisdiction they play same," etc.

Nothing in the change of rules as above suggested will interfere with the opportunity of a sponsor to select a local orchestra in preference to a traveling or out-of-town orchestra for a sponsored engagement, Weber pointed out.

### Foreign Talent Restriction

Warning against permitting foreign musicians from coming into this country and working in competition with American artists, Weber cited the proposed U. S. engagement of Pietro Mascagni and his Milan La

## NEW BUSINESS

### Chicago

WMAQ: Scholl Mfg. Co., through Donahue & Coe.

WENR: Scholl Mfg. Co.; Lawndale-Ogden Motor Co., through Schwimmer & Scott.

WGN: Union Pacific R.R., through Caples Co., Los Angeles; Procter & Gamble (Oxydol).

WBBM: Lincoln Life Insurance Co., through Critchfield & Co.

### KSL, Salt Lake City

Sears-Roebuck local branch, daily newscast starting June 19, through W. E. Featherstone; Zion's Cooperative Mercantile Institution, thrice weekly; Certon, disks.

### WIP, Philadelphia

Pennsylvania-Reading Seashore Lines, through Al Paul Lefton Agency; Journal of Living, through Serutan.

### General Motors Sets Two Coast Net Series

(Continued from Page 1)

Lee net. Luther King, rising young colored tenor, Frederick Stark's orchestra and Walter Schumann's choristers will furnish music. Program titled "Royal Troubadour." McMannus, Johns & Adams, Detroit, is agency.

### John Fox Altar-Bound

John Fox, CBS sales promotion department, will be married to Rose Bigman, Walter Winchell's Girl Friday, sometime next month.

### Cycle Races on WTAQ

Green Bay, Wis.—WTAQ will air two broadcasts Saturday and Sunday from the scene of the American Motorcycle Ass'n annual meeting at Shawano.

Scala Orchestra. Explaining the AFM opposition to allowing the Italian aggregation to work here, Weber said that the organization would not object to Mascagni and his orchestra coming into the country as an artistic organization to give concerts in Carnegie Hall, but objected to the orchestra playing a sponsored radio network series in competition with American musicians. Protest to this effect was recently filed with the Commissioner of Immigration by Weber in behalf of AFM.

Television also came in for comment by Weber, who said the new art is still so beset with difficulties that it is impossible to forecast its effect on musicians, though he believes it will reduce theater attendance.

Regulation of musical recording in the motion picture field also was discussed.

### WOR, Newark

Drums Inc. (cleaning preparation), Detroit, through Winningham Inc., Detroit.

### WPTF, Raleigh

American Oil Co., through Joseph Katz Co., Baltimore; Goldston's Beach (resort).

### WBIG, Greensboro

Norge distributors, renew "Sunday Serenade," 15-minute program with Gwendolyn Farrell, soprano.

### WMAS, Springfield, Mass.

American Oil Co., six disk flashes weekly; Crisco, temperature report, 10 times weekly.

### WNEW, New York

Lake Hiawatha, spots, through Radio & Film Methods Corp.; S. & G. Theaters Inc., participations, "Scrap Book."

### Good Will Tour of Colo. For Admen's Delegation

(Continued from Page 1)

ket and to celebrate the completion of extensive building programs at KLZ and KVOR, is the purpose of the good will tour.

On arrival here Sunday, the good will tour will proceed to Colorado Springs to inspect KVOR and to be entertained at the home of Spencer Penrose, Colorado multi-millionaire mining man.

Executives making the tour include Herbert V. Akerberg, C. J. Baker, F. S. Berend, Osborne B. Bond, B. B. Brewer, L. T. Bush, N. J. Cavanagh, W. J. Davis, Herschel Deutsch, Ted Enns, E. A. Fellers, Elmer Froehlich, Gene Fromherz, Carl Georgi, Jr., Max Hacker, Frank Hakewill, H. E. Hendrick, Maxwell R. Hott, H. H. Hudson, H. L. Hulsebus, George Johnston, R. D. Marvin, John F. Mayer, Paul C. McCormick, George McGivern, Robert McNell, R. Metzger, George Pearson, R. J. Potts, E. S. Pratt, N. H. Pumpian, Allen Russell, John R. Sarles, Ray G. Simmons, C. P. Simpson, G. L. Trimble, F. C. Weber, Harry Walsh, Ralph Bateman, Morris Beck, Fred Bell, George Brett, Lowell Jackson, Eugene Katz and S. L. Katz.

### Forming WLBC Dramatic Group

Muncie, Ind.—Bill Davies, new production head of WLBC, is organizing a group of dramatic players to go on the air shortly.

### C. P. MacGREGOR

Hollywood

### AT the CONVENTION

Room 423  
Sherman Hotel

## NBC SIGNS BARRYMORE IN SHAKESPEARE WAR

(Continued from Page 1)

III", "Macbeth", "King Lear", "Richard II" and either "Winter's Tale" or "Cymbelline".

CBS previously announced "Hamlet", "Macbeth", "King Lear", "Twelfth Night", "As You Like It", "Taming of the Shrew", "Henry IV" and "Much Ado About Nothing". Burgess Meredith has been mentioned as likely to appear for CBS.

NBC pioneered in the broadcasting of Shakespeare, having presented its first play, "Macbeth", on Sept. 8, 1929. Since that time, more than 60 performances from Shakespearian works have been aired by NBC.

### "Good Will Hour" Survey Gives Show High Mark

(Continued from Page 1)

Research Corp. shows that of the persons contacted by phone and who were able to identify station or program to which they were listening, 41.42% reported that they were listening to "Good Will Hour." Next most popular station had 20.42% of the audience; third most popular station, 19.14%; fourth, 9.28%; fifth, 7.88%; all other stations, 1.86%.

Total of 3,041 completed calls were made in the New York area between 10 and 11 p.m. June 6. Those who were tuned to stations other than WMCA were asked the question "Have you ever listened to the 'Good Will Hour' broadcast on WMCA?" and 57.19% of the listeners interviewed definitely remembered listening to the program at some time or other—42.49% of these stating that they had heard "Good Will Hour" as recently as one or two weeks previously.

Same question was asked of persons who were not listening to the radio at the time the phone call was made. Of this larger group, 50.73% recalled having heard "Good Will Hour." Of this group, 42.86% said they had listened either one or two weeks previously.

Survey was made at instigation of the publishers of a popular magazine who are considering sponsorship of the program.

## ONE MINUTE INTERVIEW

### EILEEN BARTON

"West Coast radio studio audiences are more responsive to the ethics of studio broadcasting than those of any other section of the country. While Milton Berle broadcast from Hollywood, he was given every consideration from the audience which permitted his MUGGING and still did not disrupt the airing and appreciation of the show for the dialers."

## CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO. 3-3580  
CLEVELAND · CHICAGO · DALLAS · HOLLYWOOD

America's Leading Radio and Dance Orchestras



BAND OF THE WEEK

BARNEY RAPP

and his  
New Englanders  
with Ruby Wright  
BEVERLY HILLS COUNTRY CLUB  
Newport, Ky.  
WLW, Cincinnati—NBC Network





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 90

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

FIVE CENTS

# Ascap Invited in AFM

## Looking On ... AND LISTENING IN

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

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

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

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

Many interesting potentialities suggest themselves here.

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

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

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

**Pushing Sales**

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

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

## PHILCO GIVING CARTER COAST-TO-COAST AIRING

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

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

## Jeanette MacDonald Set For Vick's New Series

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

## Sunoco Test Program In Foreign Language

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

# Radio Dizzy from Surveys, PACA Convention is Told

## New Campaign Planned By Wash. State Apples

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

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

**Slur!**

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

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

That Ascap would probably provide  
*(Continued on Page 3)*

## STATE OF PENNSYLVANIA PREPARING CBS SERIES

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

## WIND Gets Exclusive On U. of Chi. Football

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

## NEW H'WOOD STUDIOS FOR DON LEE NETWORK

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

## VanCronkhite Adds Five Members to Staff

Five staff additions, including some celebs, have been made by VanCronkhite Associates Inc. and its Radio Features division. Johnny Evers, of "Tinker to Evers to Chance" baseball fame has joined.  
*(Continued on Page 8)*

**WJNO to Celebrate**

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



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Tuesday, June 15)

### NEW YORK STOCK EXCHANGE

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

### NEW YORK CURB EXCHANGE

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

### OVER THE COUNTER

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

## CBS and Library Ass'n In Shakespearian Tieup

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

## Edwards Quits CRA

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

"Wheaties Champions of Harmony"

## KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

## 17-Hour Show for One Sponsor

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

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

## LOOKING ON

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

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

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

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

## Earl Bachman Returns From K. C. Assignment

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

## WBNX Russian Program

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

## Lowell Thomas Airs Prince

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

## Graves Taylor a Daddy

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

## WIRE Market Reports

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

## NBC Hollywood Studios Having Ticket Headaches

West Coast Bureau, RADIO DAILY

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

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

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

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

## 2 New CBS Series

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

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

## Walter P. Burns Moves

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

## RALPH KIRBERY

"The Dream Singer"

MANAGEMENT  
WILLIAM MORRIS AGENCY  
BILL MURRAY

## COMING and GOING

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

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

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

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

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

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

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

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

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

## Goldman Concert Series Over NBC-Blue Network

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

## Paley Cancels Sailing

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

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

## "Headlines and Melodies"

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

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTES

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

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

## ASCAP-AFM AFFILIATION IS SEEN AS LIKELIHOOD

(Continued from Page 1)

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

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

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

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

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

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

### More Disk Suggestions

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

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

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

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

## NEW PROGRAMS—IDEAS

### WLTH Answers Questions

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

### Musical Novelties

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

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

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

### "All-Sports Forum" Clicks

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

### Socony Baseball on WCAX

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

### Dental Hygiene

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

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

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

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

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

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

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

### Little Known Local Facts

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

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

### Teller County Telling World

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

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

C. P. MacGREGOR

Hollywood

AT the CONVENTION

Room 423

Sherman Hotel

## MORE DELEGATES SET FOR NAB CONVENTION

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

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

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

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

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

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

### Mutual's Press Breakfast

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

### KGVO Enlarging Studios

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

HARRY SALTER

CONDUCTS THE

LUCKY STRIKE HIT PARADE

NBC RED NETWORK

WEDNESDAYS: 10 P. M. EDT

CLAUDE SWEETEN

## PHILCO GIVING CARTER COAST-TO-COAST AIRING

(Continued from Page 1)

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

## WIND Gets Exclusive On U. of Chi. Football

(Continued from Page 1)

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

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

## Amer. Home Products Renews 2 CBS Shows

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

## CBS Sets Record Web For Shakespeare Cycle

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

## GUEST-ING

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

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

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

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



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

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

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

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

## STATE OF PENNSYLVANIA PREPARING CBS SERIES

(Continued from Page 1)

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

## Jeanette MacDonald Set For Vick's New Series

(Continued from Page 1)

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

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

## Renewing Al Pearce

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

## Fels-Naptha Shifts Time

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

## ST. LOUIS

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

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

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

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

June 16

**Greetings from Radio Daily**

to

Tom Howard	Grace Albert
Stuart Allen	Al Lewelyn

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

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

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

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



**"GOLDEN MELODIES"**

Sustaining

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

**VARIED MUSICAL PROGRAM OF GOOD VOCAL AND INSTRUMENTAL QUALITY.**

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

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

**"CAPTAIN TIM'S SPY STORIES"**

Sustaining

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

**SUSPENSEFUL DRAMATIZED INCIDENTS OF ESPIONAGE IN WARTIME.**

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

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

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

**Radio to Finance Plays**

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

**Dr. Hutchins on NBC**

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

**WFIL Mail Jumps**

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

**Bide Dudley Back**

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

**Petrillo Esquired**

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

**Slovan Music Group on WLTH**

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

**Inventors on WSGN**

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

**Boston Radio Trade Show**

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

**Candid Camera Club**

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

**★ F. C. C. ★  
ACTIVITIES**

**APPLICATIONS RECEIVED**

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

**APPLICATIONS RETURNED**

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

**EXAMINER'S RECOMMENDATION**

Valley Broadcasting Co., Youngstown. CP for new station. 1350 kc., 1 KW., unlimited, be denied.

**Television Forum**

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

**WBIG Aiding In Art Center**

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

**BOSTON**

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

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

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

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

**CLYDE BARRIE**

**CBS**

Thursday

6:15 P. M.



## ★ Coast-to-Coast ★



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

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

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

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

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

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

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

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

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

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

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

### Chevrolet Recess

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Philadelphia

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

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

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

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

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

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

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

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

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

Corlys La Mar is the new receptionist at WDAS.

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

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

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

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

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

## ORCHESTRAS - MUSIC

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

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

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

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

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

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

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

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

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

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

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

girl vocalists, to the musical ensemble.

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

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

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

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

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

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

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

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

### KANSAS CITY

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

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

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

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

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

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

### PITTSBURGH

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

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

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

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

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

## San Francisco

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### Renews 7th Year

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

## RADIO IS SURVEY-DIZZY COAST ADMEN ARE TOLD

(Continued from Page 1)

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

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

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

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

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

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

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

The launching of the CAB.

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

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

1933—The CBS Vertical Study of Radio

## ★ PROMOTION ★

### KANS Puts Over Drive

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

### NBC Sales Disk

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

### Packard After New Talent

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

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

### "Musical Answer Man"

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

ownership, giving breakdowns by income classes.

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

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

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

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

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

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

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

### WTNJ Kids' Contest Draws

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

### "They Testify"

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

### Philco Dealer Meetings

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

### Joe Bolton for Films

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

### Daily Airplane Arrival

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

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

NBC and WOR, published by Columbia University.

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

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

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

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

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

## VAN CRONKHITE ADDS 5 MEMBERS TO STAFF

(Continued from Page 1)

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

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

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

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

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

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

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

### Still at Odds on ET

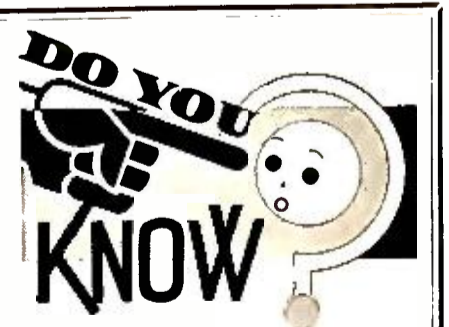
Group of music publishers who met yesterday at Ascap offices came to no agreement as to procedure regarding the demands of the Song Writers Protective Ass'n wherein the members seek control of ET licensing and at least 50 per cent of the proceeds.

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

## ONE MINUTE INTERVIEW

B. A. ROLFE

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



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





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 91

NEW YORK, N. Y., THURSDAY, JUNE 17, 1937

FIVE CENTS

# Setback for Radio Probe

## DUPONT IS SWITCHING FROM DRAMA TO MUSIC

The du Pont "Cavalcade of America" program will be revised for the summer. Musical stint will replace the current series of historical dramatizations. Programs are heard on CBS, Wednesdays, 8-8:30 p.m. Batten, Barton, Durstine & Osborn Inc. has the account.

## WQXR Wins Recognition In N. Y. Times Listing

WQXR has been given full program listing in all editions, Sunday and weekday, of The New York Times. This marks more than a year of intensive effort on the part of the outlet to obtain such a listing. Station has achieved considerable reputation as purveyor of classical music via highest type of recording and high fidelity transmission. Understood that the Times carried out a survey before capitulating to the listing.

## New Arde Bulova Station Starts Operation Today

With the call letters of WBIL, the new Arde Bulova station supplanting WLWL on the dial will begin operating at 6 p.m. today under the direction of John Iraci, president of International Broadcasting Corp. The WLWL transmitter at Kearney, N. J., will be used for WBIL, and for the present the programs will come from the WOV studios. WBIL will follow the same program policy as its sister station, WOV.

The new entry will function on a power of 5,000 watts on a wave length  
*(Continued on Page 2)*

### WMCA Regaling Cards

St. Louis Cardinals will tune in on WMCA at 3 p.m. today and listen to Lee Grant and his orchestra play George M. Cohan's march dedicated to the Cardinals, titled "March of the Cardinals". It will be the premiere airing of the song, and will welcome the Cards to town for their series with the Giants.

### Handles All Media

Merced, Cal. — Local Merchants Ass'n, planning to promote "Merced Dollar Days" on July 9-10, placed its entire appropriation with KYOS. The station will have charge of the entire promotion, even to the buying of newspaper space and window streamers.

## YMCA IS NOT JOINING CIVIC RADIO MOVEMENT

Following RADIO DAILY'S exclusive story last Thursday that civic and educational groups were banding together to demand time of the FCC to present programs on the major networks, it was learned yesterday that the YMCA, one of the strongest organizations representing adult and juvenile educational and civic activities, has refused to sanction the demand.

Claiming that the YMCA will be completely out of the movement, Henrietta Harrison, head of the YMCA radio division, pointed out  
*(Continued on Page 3)*

## Skelly Radio Program Coming Up in August

Chicago—Recommendations for a Skelly Oil Co. radio program will not be submitted until mid-August, according to O'Neill Ryan, vice-president of Blackett-Sample-Hummert Inc., which has just taken over the account, formerly handled by the Ferry-Hanley agency of Kansas City.

Ryan said no auditions had been set, and recalled that the account had used radio successfully in the  
*(Continued on Page 2)*

## Mrs. Elliott Roosevelt Buys Controlling Stock in KFJZ

### Mich. Anti-Ascap Bill Is Favorably Reported

Lansing — Michigan's copyright measure, Senate Bill No. 331, has been favorably reported out of committee. The measure is designed to regulate activities of Ascap.

## Death of Congressman Connery, Author of Resolution for Broad Inquiry, Dims Chances This Session

### WASEY PRODUCTS SIGNS NBC PROGRAM FOR FALL

Wasey Products Corp. has signed Carson Robison and his Buckaroos for a new series to begin on the NBC-Blue network Oct. 4. Program, to be heard every Monday, Wednesday and Friday at 4-4:15 p.m., will be over a coast-to-coast network of 45 stations. Erwin Wasey & Co. is the agency.

### WHK and WJAY Adding Studio Audience Shows

Cleveland—Several new studio audience shows are in preparation for the United Broadcasting Co. stations, WHK and WJAY. Details will be revealed in a few days by Mendel Jones, new program director, successor to Mary O'Kelley, who resigned to be married.

A number of shows specially designed for summer also have been approved by Production Manager John T. Vorpe, the list including a series of civic programs, a sports show featuring Jack Graney and Gil Gibbons, a series featuring the country's outstanding photographers giving tips to camera fans, and a variety program for a late evening spot. Bev Dean is assisting Jones.

*Washington Bureau, RADIO DAILY*  
Washington—Death of Representative William P. Connery late Tuesday will not affect the technical status of his radio industry probe resolution before the Rules Committee, it was stated yesterday at the office of Chairman O'Connor, but insiders believe that the Congressman's death together with pressure of Congress and the fact that the House rarely conducts such investigations tend to make the launching of the probe this session extremely unlikely.

Connery, as chairman of the House  
*(Continued on Page 3)*

## MORE DELEGATES HEAD FOR NAB CONVENTION

On the basis of reservations at Chicago hotels and estimates of the National Association of Broadcasters headquarters in Washington, attendance at the annual convention to be held at the Sherman Hotel, Chicago, June 20-23, is expected to run above previous estimates of 750.

In addition to delegates whose  
*(Continued on Page 3)*

## Emerson Radio Boosting New Advertising Budget

With bookings running considerably ahead of last year, the Emerson Radio & Phonograph Corp. will launch an increased advertising campaign late in August or early in September. Plans as yet are not  
*(Continued on Page 2)*

### Bi-Product

Chicago — "Today's Children," Irna Phillips serial which does its 1,300th broadcast on its "wooden" anniversary tomorrow, not only has sold the product of its sponsor, Pillsbury, but the NBC network show also has brought the sponsor sales of more than 250,000 copies of the novel, "Today's Children," at 50 cents a clip.

Ft. Worth, Tex.—Mrs. Elliott Roosevelt, daughter-in-law of the President, has bought the majority of stock of Fort Worth Broadcasters Inc., which owns and operates KFJZ, from Ralph S. Bishop. While contract is being submitted to the FCC, Bishop continues to operate station  
*(Continued on Page 3)*



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Wednesday, June 16)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165½	164¾	165½	+ ½
Crosley Radio	19	19	19	—
Gen. Electric	51¾	50½	50¾	— ¼
North American	22½	21¾	21¾	— 1
RCA Common	8¼	8	8	— ½
RCA First Pfd.	64¾	64¼	64½	+ ¼
RCA \$5 Pfd. B.	177	177	177	—
Stewart Warner	17¾	17¼	17¼	— ¾
Zenith Radio	31¼	30½	31	— ¾

### NEW YORK CURB EXCHANGE

Nat. Union Radio	1¾	1½	1½	—
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### OVER THE COUNTER

	Bid	Asked
CBS A	27	28½
CBS B	26½	28
Stromberg Carlson	12½	14

## Varady Renews WMCA

Varady of Vienna (cosmetics), originally slated to sign off WMCA for the summer, has renewed with the station and will continue right through the warm months. Program, featuring Ted Weems orchestra, is heard Sundays at 1:30-2 p.m.

## WMCA Inventors' Program

"Your Invention", presented by Sam Hammer, starts Monday at 7:30 p.m. as a new half-hour weekly feature over WMCA. Program will be devoted to little known inventors and their inventions. Famous idea men also will participate.

## Ed Wynn's New Bride

Ed Wynn and Frieda Mierse, ex-Follies girl, were married Tuesday at the Municipal Building Chapel.

## DON KERR

MASTER OF CEREMONIES  
GENERAL MILLS SPORTS PARADE  
WMCA

2:30 to 5:30 P. M. DAILY  
36 COMMERCIAL HOURS WEEKLY

## Lang-Worth Programs Introducing New Library

A new script library, augmenting its recorded musical library and making available hundreds of program combinations for all types of sponsorship, will be introduced at the NAB convention by Lang-Worth Feature Programs Inc. Ralph Wentworth, president, and C. O. Langlois, general manager, have reserved the Rose Room in the Hotel Sherman, Chicago, for their display room.

After the convention, Lang-Worth will go into a heavy summer and fall recording schedule, adhering to its present policy of presenting music that is free from all copyright entanglements.

## Fight Program on Yankee Net

Boston—Piped in from Chicago, the Kellogg Sports Program tomorrow night at 7:30 o'clock over WNAC and the Yankee Network will be devoted to eye-witness reports from the training camps of Joe Louis and James J. Braddock. Bill Cunningham, Kellogg sports commentator, who has been visiting the camps, will be aided on the program by guests from each of the two fight quarters.

## First Issue on Trends

First set of loose-leaf pages of "Trends and a Few Opinions" to be released in 1937 by the Script Library, a division of Radio Events, has been issued. Pages include an analysis of Fall trends in radio, a sales promotion idea for a radio program, new script listings for the Script Library Catalog, and a page of notes on Script Library authors' activities.

## Two Signed by R.-O'K.

Rockwell O'Keefe has signed Tamara and Virginia Valley to exclusive management contracts.

The same organization has booked Evelyn Chandler and Bruce Mapes for the Winterland Casino and Radioland at the Great Lakes Exposition in Cleveland, also Myron Roman and Nelson's Boxing Cats for Radioland.

## Offers Radio Course

St. Louis—City College of Law and Finance will add a radio course to the curriculum next September. Every phase of local and network broadcasting, including writing, acting, directing, casting, etc., will be taught. Classes will be held Monday nights.

## Radio Congress in Paris

Paris—First international congress of L'Union d'Art Radiophonique will be held at the Sorbonne, July 8-10. The congress is under auspices of the ministry of posts, and will be devoted to artistic as well as technical topics.

## Technicians-CBS Meet

Kendall Davis, president of the Association of Columbia Broadcast Technicians, yesterday had another meeting with CBS executives which lasted until late afternoon, but nothing was forthcoming as to whether any progress was made.

## Emerson Radio Boosting New Advertising Budget

(Continued from Page 1)

definite, but radio will be included in the appropriations.

Emerson also has announced that it has established uniform list prices throughout the country. Sets are to range in price from \$14.95 to a combination radio and phonograph set priced at \$750. The "Miracle Tone Chamber" will be featured in the advertising campaign.

Grady & Wagner, Inc., is the agency handling the account.

## Television Report Issued

West Coast Bureau, RADIO DAILY

Los Angeles—Developments in television over the past year, together with prospects of further progress, including the promise of a considerably larger screen, are contained in the second report on television by a committee appointed by the Academy of Motion Picture Arts & Sciences. The information is chiefly for the guidance of movie people interested in the new visual art.

## WCKY Expands "Women Only"

Cincinnati—"For Women Only," conducted by Mary Jane Dunphy, which has been a weekly sustaining feature over WCKY, this week became a five-a-week broadcast, Monday through Thursday at 9 a.m. and on Friday at 9:30 a.m. EST. Mary Jane on each broadcast devotes her chat to some subject of especial interest to women, covering the range of beauty, fashion, the home, Hollywood gossip and "human relations."

## WHN Signs Candid Cameraman

WHN publicity department yesterday announced the addition of Norman Kaphan to the staff as official photographer for the station. Kaphan is regarded as an expert candid cameraman, and was formerly associated with M-G-M. With the installation of the new department, WHN will use pictures extensively for promotion and advertising purposes.

## McGlynn Joins J. P. Muller

Edward McGlynn, formerly connected with the advertising department of a publication, has become an account executive with the J. P. Muller & Co.

## Flagstaff Powwow on NBC

The Flagstaff (Ariz.) Powwow, the southwest's biggest all-Indian show, will be aired July 3 at 11-12 p.m. EDST over the NBC-Red network and short-waved to at least seven European broadcasting systems.

## COMBO BIZ AND FUN!

Fly United's "Main Line" to either LOS ANGELES or SAN FRANCISCO. Enjoy scenic wonders, 3 fast flights daily. Overnight Mainliner lvs. New York 5:55 p.m.—breakfast in CALIFORNIA! CHICAGO: 3 non-stop flights daily.

# UNITED AIR LINES

## COMING and GOING

SAMMY FAIN and IRVING KAHAL, song-writers of the Greater Texas and Pan-American Exposition in Dallas, returned to New York yesterday from a two-week stay there.

DON SHAW, assistant to H. K. McCann, president of McCann-Erickson, returns to his desk today after a road trip.

JOHN W. ALICOATE, publisher of RADIO DAILY, leaves this week-end for Chicago to attend the NAB Convention.

VLADIMIR GOLDSCHMANN, orchestra conductor, returns today from Europe aboard the Ile de France.

JOHN VanCRONKHTE is on his way back to his Chicago headquarters after arranging details regarding the eastern offices of Van-Cronkhte Associates, Inc.

MARVIN KIRSCH, business manager; ARTHUR SIMON, advertising director, and M. H. SHAPIRO, associate editor of RADIO DAILY leave today to attend the NAB Convention in Chicago.

STANFORD ZUCKER and LEO B. SALKIN, Cleveland and Chicago managers, respectively, of Consolidated Radio Artists, are in New York for a conference at Consolidated home offices.

CHARLES E. GREEN, president of Consolidated Radio Artists, leaves Saturday for a visit to the Dallas and Hollywood offices of CRA. While in Dallas he will hop into Fort Worth as guest of Amon Carter (WBAP) and Paul Whiteman.

## Skelly Radio Program Coming Up in August

(Continued from Page 1)

past, with the transcribed "Adventures of Jimmy Allen" as the last show. Skelly operated from Colorado east through Illinois, exclusive of Chicago, and from the Canadian border to Texas.

## New Arde Bulova Station Starts Operation Today

(Continued from Page 1)

of 1,100 kilocycles, operating every evening except Sunday from 6 to 8 p.m., Sundays from 3:15 to 4:30 and 8 to 9:15 p.m., and Fridays from 2 to 3 p.m.

## Gibbons Show Renewed

The Floyd Gibbons "Your Adventure" program on 57 CBS stations, Thursdays, 10-10:30 p.m. has been renewed for another 13-weeks, effective July 8. Colgate-Palmolive-Peet Co. (Colgate tooth paste) is the sponsor. Benton & Bowles, Inc., is the agency.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

# KATE SMITH

A &amp; P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

## RADIO PROBE SETBACK IN CONNERY'S DEATH

(Continued from Page 1)  
Labor Committee, was author of the resolution, which demands a sweeping investigation of the entire radio industry. Chairman O'Connor and Congressman Wigglesworth of Massachusetts are among leaders personally favorable to the probe idea.

## More Delegates Head For NAB Convention

(Continued from Page 1)  
names already have been published in the last three issues of RADIO DAILY, yesterday brought reports from New Orleans that the contingent from that city will include Ed Wheelahan, manager of WSMB; Vince Callahan, head of WWL, accompanied by Jimmie Willson and J. D. Bloom Jr.; Joe Uhalt and Denny Hines of WDSU, and possibly P. K. Ewing of the same station.

From San Antonio will go Hugh A. L. Half, manager of WOAI, who plans to stop over at St. Louis on the way, and Manager Eugene Roth of KONO.

C. P. MacGregor will be among the delegates from Los Angeles.

Additions to the list of equipment and program firm representatives include:

Western Electric Co.—H. N. Willets, L. F. Bockoven, E. W. Thurston, H. F. Scarr, G. W. Davis, Will Whitmore.

Graybar Electric Co., Inc.—A. J. Eaves, R. G. McCurdy, D. B. McKey, J. W. Lamarque, F. H. McIntosh, W. E. Henger, G. E. Brown, C. C. Ross, R. J. Saffer, K. S. Deichman.

Bell Telephone Laboratories—W. L. Black, E. L. Roci, C. J. Baker, R. E. Polle, H. E. Mendenhall, F. W. Cunningham, Mr. Hoovgard, W. H. Doherty.

E. V. Brinkerhoff, Inc.—E. V. Brinkerhoff, maybe.

Presto Recording Corp.—Ralph C. Powell, Norman B. Neely, Richard F. Brock.

Wilson-Robertson, Inc.—Graham A. Robertson, Fred Ahlrich.

Collins Radio Co.—William J. Barkley, Fred Muller.

Johns-Manville Sales Corp.—W. J. Hodge, J. Y. Dunbar.

Lang-Worth Feature Programs, Inc.—C. O. Langlois, Ralph Wentworth, James King.

Amperex Electronics Products, Inc.—Sam Norris.

William G. Rambeau—Robert Buckley, Richard Buckley.

Craig & Hollinbery, Inc.—Norman Craig, Jeanne Craig, F. E. Spencer, Jr.

## Baldwin Leaves for Chicago

Washington Bureau, RADIO DAILY  
Washington—James W. Baldwin, NAB managing director, left here late yesterday for Chicago to make advance arrangements for the convention. Baldwin will deliver an address before the assemblage on the general radio situation, and is expected to touch briefly on copyright.

## NEW PROGRAMS—IDEAS

### KYOS "Market Basket"

The "Market Basket", co-operative sponsorship program, on KYOS, Merced, Cal., makes the shopping center of Merced a side-street. Each day during this informal contest program the owner or clerk of a sponsor's establishment goes to the studios and reads an announcement. The first woman, encumbered with the management of a home or husband, to phone KYOS the name of clerk and place of employment wins a "Market Basket" filled with \$1 merchandise articles donated by each of 12 sponsors. Announcer Charlie Foll answers all phone calls and his conversations are broadcast.

Secret of program success from a result standpoint is that many, many women visit the sponsors' stores to learn names and voices of clerks. This feature has made L Street more of a shopping center than more strategically located business streets. Local telephone company office reports that its entire switchboard goes red.

### Knowledge Gristmill

Radio fans around Detroit enjoy taking part in WWJ's new show, "The Gristmill of Knowledge," which consists of unusual questions and their equally unusual answers, submitted by the listening public. Each time the program goes on the air, the most interesting question is chosen, and its sender receives, as a prize, a pair of tickets to a Detroit Tigers game at Navin Field. Victor Linfoot asks the questions, and Bob Stanton turns the "Gristmill" to produce the answers. Kennedy's Clothes, of Detroit, is the sponsor for two

shots a week during the summer months. Beginning in September it will go on five times a week.

### "Voice of the Listener"

At last there is a chance for Mr. and Mrs. John Q. Listener to tell a radio station what they think of it, and have the letters read on the air. Suspecting a need for a "Voice of the Listener" on the air, WIP, Philadelphia, inaugurates a new series of programs called "Dear WIP," in which letters to the station are read on the air. Show, heard each Friday, is under the guidance of Marx Loeb, assistant program director.

### "School for Wives"

"School for Wives", a new type of service program for women listeners, was aired for first time over WAAB, Boston, and Colonial Network this week. Will be heard five times weekly, Monday through Fridays at 11:15 a.m.

Prof. Carl Drake, authority on marriage and child psychology, will head the "school," which dramatizes day-to-day problems that every woman faces in her home.

### Real Estate Clinic

WCOP, Boston is presenting something new in programs. Starting Saturday night, will broadcast the Real Estate Clinic of the Air. To be heard on subsequent Saturdays 6:30-7:15 p.m., program will consist of participations by real estate companies and a series of talks by Arnold Haartman. He will discuss real estate values, developments, mortgages, and subjects of similar interest.

## ★ PROMOTION ★

### Talent Contest

Using showmanship in its bid for business and audience, KYOS, Merced, Cal., last week inaugurated its "Search For Talent" program, 1:30-2:30 p.m. on Fridays. Grand prizes will be awarded winners in the finals, 13th week. Sponsors were obtained in 12 different towns, Madera, Chowchilla, Dos Palos, Los Banos, Gustine, Newman, Turlock, Livingston, Atwater, Merced, Snelling and Mariposa. Each week there is an entrant from each of these communities and a winner selected for the final by the mail vote of the audience.

### Fishing Program Contest

In connection with his "Let's Go Fishing" twice-weekly 15-minute program over WJW, Akron, Sports Announcer Bill Griffiths conducts a contest offering prizes for the largest bass and blue-gill caught in the surrounding five counties.

Griffiths' program gives dope on the best fishing spots in and around

Akron, water conditions, the week's best catch, etc.

### Vacation Literature

Literature on nearby resort towns described in each Friday's "Chuckles and Oddities in the News," morning program over WOAI, San Antonio, is offered to listeners by Pat Flaherty, star of the program. Only one announcement is made each week regarding this material, with several hundred persons calling weekly. A one-dollar bill also is offered to listeners sending in an original oddity or unusual happening, provided it is used on the program.

**C. P. MacGREGOR**  
Hollywood  
AT the CONVENTION  
Room 423  
Sherman Hotel

## MRS. ELLIOTT ROOSEVELT BUYS CONTROL OF KFJZ

(Continued from Page 1)  
and the personnel is to remain the same. The radio company is capitalized at \$31,500. Purchase was made in the name of Mrs. Ruth Googins Roosevelt. Her husband is connected with Hearst Radio, Inc., which operates four Southwestern stations.

## YMCA Is Not Joining Civic Radio Movement

(Continued from Page 1)  
that the YMCA is now actively engaged in the broadcasting world. Facilities of the networks and independent stations are now open to it, and though the time cleared for special broadcasts by the YMCA is not always the best, the organization feels that through its extensive use of the facilities offered it is covering a majority of persons now.

With the YMCA removed from its ranks, leaders in the movement for sustaining time on the networks will be retarded in the present drive. It is believed that the organization heads will not approach the FCC now until every available member has been definitely signed, and when the demand is made, concrete proof of backers will be available.

## SAN ANTONIO

John Alderman is a new member of the KABC announcing staff.

Johnny Boyer was recently added to the announcers at KTSA.

Walton Blanton, KABC wordslinger, is back at the mike after a brief illness.

Theil Sharpe, operator at WOAI, threw a big party for the whole staff on the occasion of his eighth wedding anniversary.

Low Valentine of the WOAI production department vacationed in New Mexico, while Vernon Mallory of the operating staff is relaxing in St. Louis.

## BARRY WOOD

Presented by

DRENE

WJZ

EVERY THURSDAY 7:45 P. M.

Personal Manager

MATTY ROSEN

## NEW BUSINESS

Signed by Stations

## Boston

WNAC: Procter & Gamble (Lava soap), through Compton Adv'g Co., N. Y.; American Oil, through Joseph Katz, Baltimore; Sterling Products, through Blackett-Sample-Hummert, Chicago; H. P. Hood & Sons (milk products), through BBDO, N. Y.

WEAN: Procter & Gamble (Crisco), through Compton; Raytex Clothes, Providence; New England Tel. & Tel., through Doremus & Co., New York.

WAAB: See Breeze Cafe, Nantasket, through Harry M. Frost Co.; Haywood Wine & Liquor Co., through David Malkiel.

## WOAI, San Antonio

Baldwin Laboratories (Dwin Insecticide), through Young Adv'g Co.; The American Liberal, Peter Molyneaux, Dallas; Greater Texas Pan-American Exposition, through Tracy-Locke-Dawson, Dallas.

## WHO, Des Moines

Montgomery - Ward, "Neighbor Jim," thrice weekly 15-minute program.

## SAN FRANCISCO

Lee Hoagland, KROW announcer, has resigned, effective shortly, to head for L. A.

Leon Livingston agency auditioned a show called "California Tapestries" at NBC t'other day with Robert Lampson, Berkeley author, and Archie Presby, announcer. John Rippe produced.

Diesel Power United Engineering School started six-weekly weather reports via KGO Sunday, to continue for 26 weeks.

Cornelia Burdick, wife of Hal "Night Editor" Burdick, did a dramatized commercial plug on "One Man's Family" last eve via the country's NBC net.

Irving Kennedy, NBC tenor, resigned. Heads for Yosemite, Shaver Lake and San Diego.

KROW, taking over station's "Johnny Jump-Up" program, spot vacated by Norm Loebel. Will broaden show's age interest from 4 to 9 up to 16-year-old dialers. Will use hobbies, contests and other angles to attract older kids.



• • • Ted Collins has taken a 90-day option to PURCHASE Sherman-Clay, music publishing firm... Collins, having mastered other branches of the amusement field, feels that a music firm would just about round out his career... At his Carnegie Hall concert on Oct. 14, Ferde Grofe, with a 75-piece symphony ork, will introduce "Cowboy Ambassador" dedicated to memory of Will Rogers... Paul Whiteman is reported eliminating his strings and adding more brass to his orchestra... Joe Keit has resigned from Joe Morris... Ozzie Nelson's manager, Billy Kent, now handles Jack Osterman, who after his throat treatments, goes on the Rudy Vallee hour—which will serve as an audition to succeed Bert Lahr on Merry-Go-Round... Lew Brown, Ray Henderson and Peter Arno have approached RKO to loan them Milton Berle to appear in their forthcoming Broadway musical.

• • • Announcers around KSTP, St. Paul, are developing a nose for news... Brooks Henderson, senior wordslinger at the Twin City indie, got up at dawning the other day, found a crippled bird on his porch, called the humane society as to what should be done... They informed him that it wasn't under their jurisdiction but that there was "an old fellow on the west side who treats crippled birds as a hobby"... Brooks, sensing a story, followed through with the news department, landed the man, Otto Eckle, 70-year-old shoemaker, for a special events broadcast right from Eckle's bird-filled shop... The stanza turned out to be one of the best human interest features of months... Chilly Doyle, Sun-Telegraph baseball writer, gave the staff members of Pittsburgh's WCAE this definition: "a social security sandwich—a hamburger without onions."

• • • Yacht Club Boys, who clicked big in their audition for Jell-O (but didn't get the show because of the change of policy for the summer) are readying another comedy show... Vincent Travers leaves the French Casino July 17, when it closes for six weeks... Harry Cohn will write the Walter O'Keefe shows for Ipana... Vicki Joyce has left Jimmy Dorsey's band on the coast to concentrate on dramatic work there... When Teddy Powell presses the button of his new La Salle, the tune played will be "Boots and Saddles"—the song he wrote which made the car possible... Morton Gould will head the Educational department of Mills Music, and being only 23, this makes him the youngest to ever hold such a position.

• • • A. L. Stephenson, Yankee Network publicity director, discovered a copy of the first network show aired... In Jan. 5, 1923, the Boston Post records that "radio fans were given a unique programme last night for three hours, beginning at 8, broadcast from the AT&T's station in N. Y., officially known as WEA, which was connected up by direct telephone wires with the Shepard Stores station WNAC, the two stations broadcasting simultaneously... It was the first time an experiment of this nature was attempted, and it involved most delicate adjustment and connections to shut off the ordinary noise from the telephone circuits, especially over so great (?) a distance... It was a high class program and was heard distinctly by amateurs in Greater Boston"... The show put on which was classed a "high class program" by the Boston Post then, included music by the Ambassador Orchestra. Edward Avis, bird mimic; Raymond Freemantle, baritone, and Devera Nadwaring, contralto.

★ F. C. C. ★  
ACTIVITIES

APPLICATIONS GRANTED  
Florida Capitol Broadcasters, Inc., Tallahassee. CP for new relay station. 1622, 2058, 2150, 2790 kc., 40 watts.

SET FOR HEARING  
Capitol Broadcasters, Inc., Raleigh, N. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Gerald A. Travis, La Porte, Ind. CP for new station. 1420 kc., 250 watts, daytime.  
J. T. Griffen, Oklahoma City. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts, 1 KW. LS., unlimited.

ACTION ON EXAMINER'S REPORTS  
Owensboro Broadcasting Co., Owensboro, Ky. Granted CP for new station. 1500 ks., 100 watts, unlimited.

Harold M. Finley & Mrs. Eloise Finley, LaGrande, Ore. Granted CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Edwin A. Kraft, Petersburg, Alaska. Denied CP for new station. 1420 kc., 100 watts, unlimited.

Okmulgee Broadcasting Corp., Okmulgee, Okla. Granted CP for new station. 1210 kc., 100 watts daytime.

WHBB, Selma, Ala. Granted vol. assignment of license to Selma Broadcasting Co., Inc. Also granted mod. of license to change hours of operation to unlimited. 1500 kc., 100 watts.

APPLICATIONS RECEIVED  
WAVE, Inc., Louisville. CP for new station. 610 kc., 250 watts night, 500 watts day, unlimited.

Roberts-McNab Co., Livingston, Mont. CP for new station. 1310 kc., 100 watts night, 250 watts day, unlimited.

APPLICATIONS RETURNED  
Bryant Motor Co., Henryetta, Okla. CP for new station. 620 kc., 500 watts, daytime.

HEARINGS SCHEDULED  
July 9: Great Lakes Broadcasting Corp., Cleveland. CP for new station. 1270 kc., 1 KW., 5 KW. LS., unlimited.

Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

July 12: Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

Petersburg Newspaper Corp., Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

John Stewart Bryan, Petersburg. 1210 kc., 100 watts, 250 watts LS., unlimited except Sunday night.

Richard Field Lewis, Oakland, Cal. CP for new station. 1160 kc., 1 KW., daytime.

Radio Station WFNC, Fayetteville, N. C. CP for new station. 1210 kc., 250 watts, daytime.

Harry Schwartz, Tulsa. CP for new station. 1310 kc., 250 watts, daytime.

July 13: Walker & Chapin, Oshkosh, Wis. CP for new station. 1010 kc., 250 watts, unlimited.

John P. Harris, Hutchison, Kas. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Genesee Radio Corp., Flint, Mich. CP for new station. 1200 kc., 100 watts, 250 watts LS., specified.

July 14: WBNO, New Orleans, vol. assign. of license to WBNO, Inc.; WJBW, New Orleans requests facilities of WBNO and renewal of license, and Southern Broadcasting Corp., New Orleans, requests CP for new station to operate on 1200 kc., 100 watts, 250 watts LS., unlimited and also requests facilities of WBNO and WJBW.

Standard Life Insurance Co. of the South, Jackson, Miss. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

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

## CBS Airing Tax Hearings

Robert Horton, CBS commentator, will broadcast a special series of programs consisting of summaries of the happenings at the U. S. Senate investigation of tax dodgers. Program will originate from Washington.

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
7	15	9	13
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14	22	16	20
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16	24	18	22
17	25	19	23
18	26	20	24
19	27	21	25
20	28	22	26
21	29	23	27
22	30	24	28

June 17  
Greetings from Radio Daily  
to  
Charles Howard

**WITH THE  
★ WOMEN ★**  
By ADELE ALLERHAND

**A**NICE IVES of WMCA's "Every-woman's Hour" has been in radio six years; on the N. Y. station one season . . . Originated the first social club of the air in Philly over WIP. . . Began by subbing for domestic economist. . . She presented recipes, but couldn't cook. . . "Everywoman's Hour" began as "Every-woman's Club" on Philadelphia's WFIL, with Anice at the helm. . . Has been on the Woodbury program for 5 years, having used her own name originally . . . Now calls herself Janet Parker on that program. . . Loves her work and contact with other human beings which her type of program entails. . . Winning success on the air is the biggest thrill radio has given her. . . 25 per cent of her fan mail is from men. . . Walter Winchell is her favorite radio personality (she's interviewed 'em all) but she adores Burns and Allen, Rubinoff, Rudy Vallee, and Benny and Livingstone. . . Thinks imitation the bugbear of radio. . . Says it's thievery, not flattery. . .

The kitchen takes stage center, with Ida Bailey Allen, the culinary queen, penning a three-act comedy, based on letters from American housewives, using that spot as the mise-en-scene . . . Jean Ellington, NBC singer, decided to visit the Ellington clan, not having seen them since last year when she left Frisco. . . There being a two-day lull in programs, she boarded a plane headed west Monday evening at 5; reached the coast Tuesday a.m. at 8:30; spent the day with her family; at 7:30 that night embarked in a United Airliner and was back in N. Y. for Wednesday rehearsals and broadcasts. . .

Mitzi Green's warbling of "The Lady is a Tramp" on Rudy Vallee's program tonight marks the first time she'll vocalize as herself. . . her previous ether efforts were all impersonations of stage, flicker and radio stars. . . Patricia Kay, KYA lullaby lady, has begun to sing lullabies in her off-the-air moments. . . Reason being, she became the mother of an eight-pound girl baby at Hollywood's Good Samaritan Hospital t'other night. . . Patty Jo is the young damsel's name. . . Virginia Holman of the Holman Sisters, two-piano team, and Betty Jane are busy practicing and pow-wowing with NBC regarding Frisco radio appearances. . .



**"Roving Reporter"**

One of the most interesting presentations in this WMCA series conducted by Frankie Basch was aired Tuesday evening, when Bayard Kendrick, author of "The Last Express," a book about a blind detective who used a seeing dog to catch the villain, and Elliott S. Humphrey, who trains the seeing eye dogs for blind persons, were interviewed. Some rather fascinating facts, touched with human interest, were elicited by Miss Basch.

**Terri Franconi**

A vocal troubadour with a different touch in his renditions as well as in his voice, Terri Franconi is worth a better spot than the 12-12:15 p.m. period on which he was caught yesterday, over WJZ-NBC Blue network. Of course, he's the singing type with femme appeal, but like Jean Sablon

his draw can take in a bigger sphere if he is accorded the spot.

**Briefly**

"Don Winslow of the Navy," NBC-Red network serial, continues one of the best and most wholesome in the action and thrill category for juvenile listeners.

That three-hour daily "Grandstand and Bandstand" program on WMCA seems to grow on listeners, like an amiable family of next-door neighbors.

"Meet the Orchestra," originating at San Francisco and caught over the NBC-Blue network yesterday at 5:45-6 p.m., sounded like a good idea.

Programs of "The Movie Pilot" on WEAJ continue on a rather mediocre plane.

★ **Coast-to-Coast** ★

**A**NATION-WIDE campaign to awaken the Little Theaters throughout the country to the possibilities of Radio as an extension of their efforts is being initiated this fall by The Script Library, a division of Radio Events.

Bernard Levine, recently representing KGDM, Stockton, Cal., has joined the sales promotion staff of KYOS, Merced, Cal.

KSTP in St. Paul landed with a timely sock on the second of its "Listener Talks Back" series, during which Val Bjornson, the station's editorial commentator, turns tables on listeners once a week, lets them do the talking. Morning of the second cast, which happened to be the day of the Duke of Windsor-Wally Simpson nuptials, a Minneapolis woman called up, wanted to talk about Eddie and Wally, asked for a spot that night on the new evening feature. Because of the timeliness, Bjornson agreed. The woman Mrs. Maude Kebker, 50-year-old housewife, airing her side of the Wally-Windsor cause celebre, complained "I'm tired of all this glorification and over-romanticizing of the 'greatest love affair in history,'" then went on to air sharp criticism of the American press, the radio commentators and other "sentimentalists" as she called them. And her stanza drew a heavy mail response, too.

A play-by-play description of the Shriners Convention Parade in Detroit, as it moves past the Detroit City Hall, will be offered by Joe Gen-

tile and Art Sutton, over WOR and the Mutual Network, June 22 at 11:15-11:45 a.m. They'll discuss the marchers, the celebrities present, and the bands, of which there will be 50.

Fred Raphael, program director for WHN, celebrates his fourth wedding anniversary tomorrow.

Leonard "Len" Taylor, oldest announcer at WJW, Akron, recently married to June Washart, returns to work next week after a honeymoon at Cook's Forest, Pa. At a reception before leaving for their trip, Mr. and Mrs. Taylor turned up handcuffed—to make it impossible for the WJW staff to separate them.

New broadcaster at WICC, Bridgeport is Evelyn Sargent of New Haven.

The Gospel Broadcasting Ass'n program, heard over the Don Lee Network, via KHJ, 11-12 noon on Sundays, is about to undergo a change in program. Instead of the Rev. Charles E. Fuller, an "old fashioned revival" will be presented.

WHKC, Columbus, has added another sports program to its daily news service, supplied by United Press leased radio wires, and presented at 7 p.m. with Fred Joyner, night studio supervisor of the station, heard in the role of sports commentator.

Gilbert Shoe Co. is sponsoring five Spelling Bees over WBNS, Columbus, with local fraternities, sororities,

**GUEST-ING**

JACK DEMPSEY, BRUNA CASTAGNA and BILLY LYNN (third appearance in successive weeks), on Joe Cook Shell Show, June 19 (NBC-Red, 9:30 p.m.).

ELISSA LANDI, with Leslie Howard and Colin Clive in "Monsieur Beaucaire," on Lux Radio Theater, June 21 (CBS, 9 p.m.).

ROBERT HALLIDAY, COBINA WRIGHT, BOBBY GIBSON and TERRI FRANCONI, on Hammerstein Music Hall, June 22 (CBS, 8 p.m.).

JAMES BARTON in "Burlesque," on Kate Smith Band Wagon, June 24 (CBS, 8 p.m.).

LOUIS D'ANGELO, on Hit Parade, June 26 (CBS, 10 p.m.).

MRS. HERBERT WITHERSPOON, pres. of Met. Opera Guild, on "Music and You" June 24 (Mutual 8 p.m.).

ANITA LOUISE, on "Hollywood Whispers," June 19 (Mutual, 10:15 p.m.). JOHN BOLES, same program, June 26.

JOHNNY GREEN, on season's final Jack Benny program, June 27 (NBC-Red, 7 p.m.).

**Another Roosevelt Chat**

President Roosevelt has announced his intentions of delivering another fire-side chat over the radio within the next two weeks. No definite time has been set as yet by the networks.

**BOSTON**

Starting Sunday, WEEI will continue its broadcasting schedule through to 1 a.m. Monday, adding one hour to its Sunday schedule. This is effective on Sundays only. Extra hour will feature dance pickups from CBS.

WCOP will broadcast the Trotting Races from the Metropolitan Driving Club's track starting today. Gerry Slattery, manager of WCOP, arranged the series. Jim Donovan will be the mikeman.

A new daily series of agricultural programs presented under the auspices of the U. S. Department of Agricultural Economics will be started over WAAB and the Colonial Network on July 1.

high schools and business colleges participating for cash prizes. The last of the series of five bees will be held June 29th.

**JERRY COOPER**  
HOLLYWOOD HOTEL  
CBS  
FRIDAYS 9 P. M. EDST.



**GENERAL ELECTRIC** (not Gen. Motors) is the sponsor of "Presenting David Broekman," which recently had its initial airing on Don Lee coast net and is scheduled to go coast-to-coast in near future. Stafford Sisters and Jimmy Newell also in the show.

Walter Cassel, Warner Bros. baritone who has been singing on the Rubinoff Chevrolet series during the coast airings and who will follow the troupe East to finish the series, is expected to be set in on recorded programs series while in the east. Troupe leaves here after June 20 airing.

Has-Baruch and Los Angeles Bureau of Power & Light have renewed "House Party" for a second 13 weeks, through Dan B. Miner agency, airing over KHJ Tuesday afternoons. Show is staged at Palomar, with an hour for audience only, followed by an hour over the air.

Frank Gill, Jr., who writes for the Cantor show, became the proud father of a baby girl born this morning at the Cedars of Lebanon.

C. P. and Mrs. MacGregor are combining a vacation with their convention trip, planning to take in the Chicago event, then entrain for Canada and vacation.

San Diego's KGB is originating a new "Air Adventure" program to run 15 minutes daily over the Don Lee net. Show will take one thrilling air adventure each week, dramatize it in nightly installments, with personal appearances of some of the aerial heroes. Dave Young producing, Percy Crandall is author. Sud Fuller, station manager, originated the idea.

#### Newsboy Yelling Contest

New Orleans—WVL is planning a "loudest yelling newsboy" contest, to be broadcast from a street corner by Henry Dupre.

#### CINCINNATI

Durward Kirby, announcer at WSAI and WLW, has left here to join NBC in Chicago.

Bill Clark, formerly of WCPO, has moved to WIRE, Indianapolis.

Reports are current that the Zoo Opera season will be aired this year.

WCPO is moving its newsroom from the Sinton Hotel to Walnut St. next to the Keith Bldg. There will be a minimum of 14 newscasts daily, and visitors will be permitted at the broadcasts.

"Stories by Camera," new idea employing photoplay technique for radio drama, starts tomorrow over WLW. "Lucrezia Borgia" is the first offering.

Carl Freed and his harmonica troupe have received nice notices on their personal appearances at the RKO Colonial, Dayton, this week. Tomorrow they open for a week at the Lyric, Indianapolis

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 43 of a Series

### KOB—Albuquerque, N. M.

1,180 Kcs.—10,000 Watts

#### J. C. McCRANE, Commercial Manager

**KOB** is one of the oldest broadcast stations in the United States, having been born in 1920, the same year that KDKA first began transmitting. However, KOB was sending messages to the listening audiences even before that year. Shortly after the war, when the government lifted the ban on amateur and commercial radio operation, amateur license 50X was granted to Dean Goddard. This formed the base of what eventually became KOB. Prior to 1920 messages were transmitted in code only, but during that year a 50-watt transmitter was installed and actual broadcasting of musical and educational features began.

KOB has made great strides forward since 1920. Now, in its 17th year, it is soon to observe a double celebration, the affiliation of the station with the National Broadcasting System, and the dedication of its new transmitter, a specially designed and built 10-Kw. RCA broadcast plant which is located in the township of Alameda, 8½ miles from Albuquerque.

In 1931, after 11 years of broadcasting from a remote studio in El Paso, KOB received permission from the FCC to transfer the station from the State College to Albuquerque. On Oct. 5, 1932, KOB went on the air from that city under a lease agreement with the Albuquerque Journal. Its power, 10,000 watts, and the frequency, 1180 kc., was retained. The Journal continued to operate KOB until August, 1936, when its present owners, The Albuquerque Broadcasting Co., purchased KOB. In January of the present year the station was moved to new quarters and new Remler and RCA studio equipment was installed.

Present KOB transmitting equipment includes a new transmitter which is now being installed, feed-back apparatus to completely counterbalance any distortion or noise which might arise in generating the radio power, and a General Radio Transmission monitoring assembly. This laboratory testing equipment provides an instant check on any deficient operating condition. Studio equipment includes the latest type Remler 71-A amplifying system which gives uniform reproduction between 30 and 11,000 cycles, two separate broadcasting and monitoring units to insure continuous service, RCA Inductor mikes, RCA 70-A, 33 r.p.m. turntables, and Western Electric synchronous 78 r.p.m. turntables.

## ORCHESTRAS - MUSIC

**MIKE RILEY** and the "Music Goes Round and Round"ers have been set by CRA for an engagement at Mountain View House, Port Kent, N. Y., beginning July 3. Band is appearing currently at the New Penn Club, Pittsburgh, with nightly broadcasts over KDKA. The same outfit will play a single date at Pleasure Beach Park, Bridgeport, Conn., while en route to the Lake Champlain summer resort spot.

*Benny Goodman and ork will be aired via WHN tomorrow, broadcasting from Cincinnati over the WLW line, beginning at 12:15 a.m.*

A new series of remotes began over WMCA yesterday when Worthy Hills and his Pavilion Royale Orchestra broadcast from the Pavilion Royale, Savin Rock, Conn. They'll offer three half-hour periods a week, Wednesdays and Saturdays at 12 midnight and Sunday nights from 12:30-1 a.m. Broadcasts will be fed to WMCA and the Inter-City via WELI, New Haven, Conn.

*Dick Dickerhoff of the Paul Pen-darvis band has named his newly arrived son and heir John Charles Dickerhoff.*

The Radio Division of the WPA Federal Theater is now cooperating with the Federal Music Project in

the latter's productions over WNYC, a substantial share of the station's programs. Ira Ashley of the Radio Division of the WPA Federal Theater, is supervisor for the Federal Music Project's radio programs. Paul Reese has been appointed production director.

*Not more than 40 miles from the base of the Ozarks in location, KFRU, Columbia, Mo., offers Ozark folk music to its listeners, songs of the prairie or hill-billy variety. The "Rural Ramblers" are the official hill-billies of the station; and in addition, the station supplements its "live" group with daily special transcribed programs of "Sons of the Pioneers," "Ranch Boys," "Field and Hall Mountaineers," "Oklahoma Outlaws," etc.*

Jean Sablon, who becomes a permanent feature of the RCA Magic Key Program on June 27, has the distinction of being the first radio personality to be featured continuously on that program. He offers a special arrangement of "You're My Desire" tomorrow over WEA. Dave Torbett, Ben Bonnell and Joe Lilley are responsible for arrangements.

*"Give Me a Moment Please," Rubinoff's theme song for seven years past, and one of the oldest theme*



**CARLTON KELSEY**, musical director of CBS "Poetic Melodies," is polishing off an entire symphony on American Industrial life. It was inspired by the Gary Steel mill district, scene of so much CIO disturbance currently.

Truman Bradley, who has commuted by air for three years each week to Detroit to announce the Ford show had to take a train home Sunday night, last show of the series. Ceiling zero did it. Also it was the night of June 13.

Henry Klein, radio director of BBDO, leaves Tuesday for Eagle River, Wis., for annual sales meeting and outing of Household Finance Corp.

Dick Marvin, radio director of J. Walter Thompson, has been re-elected chairman of the radio committee of the western council of the American Ass'n of Advertising Agencies. Marvin is just back from a business trip to Omaha.

Will Hollander's ork replaces Gentlemen of Rhythm at Congress Glass Hat room tomorrow.

Olga Albani (Mrs. Wallace Caldwell) back home to Oak Park after a trip to New York.

Jean Ellington paused here between planes en route back to coast after a swift trip to New York.

C. P. Jaeger, Transamerica head here, and Loretta White, radio actress, are honeymooning.

Helen Wing back to Needham, Louis & Brorby from Hollywood, where she helped produce Fibber McGee and Molly.

"Eleanor," Lum and Abner's theme song, is being brought out in sheet music form.

Margaret Sangster, author of "Hope Alden's Romance," is visiting Anne Seymour of Mary Marlin and other shows.

*songs on the air, will be published in Radio Mirror for August.*

"My Little Heaven of the Seven Seas," ditty penned by Jack Scholl and M. K. Jerome of "My Little Buckaroo" fame, will be released by M. Witmark & Sons. It's a ballad with a Hawaiian flavor.

*Carol Deis, Celia Branz, George Rasley and Alden Edkins introduce a new vocal series 'titled "Lieder-singer" over the NBC-Blue network, June 18 at 10:40-10:45 p.m., to be heard every Friday at that time.*

Jesus Maria Sanroma, distinguished concert pianist, will be soloist with the Boston "Pops" Orchestra, under the direction of Arthur Fiedler, during the pop concert on June 24 at 8:30-9:30 p.m., over the nationwide NBC-Blue network.

## BBC Television

**EDITOR'S NOTE:** Because of the imminence of television, a timely description of the studios and visual broadcasting activities of British Broadcasting Co. in London, where television has reached a practical stage, is presented herewith.

London—Built into the south-east corner of Alexandra Palace, a North London landmark and pleasure resort of more than 60 years, is the BBC's new television station. From a hill 306 feet above sea level, it dominates London and a large portion of the Home Counties.

The height of the station is of great importance, for under normal conditions the range of the ultra short waves used for television is extended as the height of the transmitting aerial is increased. A tapering lattice mast rises to a height of 220 feet above the reconstructed East Tower itself 80 feet high. Thus the aerial array for vision transmissions, which is mounted at the summit of the mast, is more than 600 feet above sea level. Immediately below the vision aerial is the aerial for the accompanying sound transmissions.

The new cable that has been laid in the centre of London especially for television purposes brings within the reach of Alexandra Palace centres of national interest and entertainment such as Buckingham Palace, Westminster Abbey, Whitehall, Piccadilly Circus, Hyde Park Corner and Marble Arch.

### TRANSMITTERS

The new station fulfills the recommendations of the Television Advisory Committee appointed to consider the development of television in Great Britain. In its main essentials, the equipment comprises a television studio with an associated control room and ultra short-wave television transmitters and, in addition, an ultra short-wave sound transmitter.

About 220 members of the BBC staff work at the station—producers, stage attendants, clerical staff, 80 or more engineers, a catering staff of 20, commissionaires, stage managers, make-up artists and messenger boys. They contribute to the production of two programs each day, from 3 to 4 p.m. and 9 to 10 p.m. The ratio of rehearsals to transmissions is about six to one. Rehearsals for a recent thirty-minute broadcast, for example, lasted for three and a quarter hours.

### THE TRANSMITTER FLOOR

The Marconi-EMI television transmitter operates on a frequency of 45 mc/s per second (wavelength: 6.67 metres). All the apparatus at the station is finished in grey cellulose and chromium. Next is the sound transmitter hall which accommodates an ultra short-wave installation of orthodox design for radiating speech and music accompanying the vision signals. Its operating frequency is 41.5 mc/s per second (wavelength: 7.23 metres).

### MINIATURE CINEMA

A film projection theater, or miniature cinema, adjoins the sound transmitter. Here film excerpts can

## RADIO PERSONALITIES

No. 44 in the Series of Who's Who in the Industry

**EDWIN K. COHAN**, CBS director of general engineering, started out to learn about radio back in 1912 when he took up wireless telegraphy as a hobby. As it often happens when one becomes over-enthusiastic with a hobby, Cohan found himself making a living out of his radio knowledge.

In 1918, he went to the Panama Canal zone and South America as a radio engineer for the Panama Canal Commission. Later that same year he returned to this country to staff the Naval Radio Laboratories at the request of the Navy Dept.

From 1922-25 Cohan was engaged in various branches of the radio industry. In June 1926, he joined WOR's engineering staff, leaving in 1930 to become associated with the newly formed CBS network as chief engineer and technical supervisor for the web. Under his present title, director of general engineering, which is the top post in the department, Cohan is directly in charge of all the network's technical work in both the radio broadcasting and television fields.



His hobby developed into his career.....

be selected and timed for inclusion in the transmissions. At least 30 people can sit in this miniature cinema and watch films in comfort. At the south-west extremity of the BBC section of the Palace is a large area intended either for scenery construction or for televising such objects as motor cars and animals, which cannot be brought into the studio or televised outside. A large opening in the roof enables it to be lighted, and if necessary televised, from above. Lifting tackle can pick up sceneries and properties weighing a ton through a trap-door in the roof of the second dock, twenty-five feet above.

On the terrace outside is the ramp, or sloping runway, down which the television camera can travel to a concrete 'apron,' approximately 1,700 feet square, forming a platform for televising open air performances or special experimental programs.

### INSIDE THE STUDIO

Improvements are being made in studio facilities at Alexandra Palace, but at present the main studio measures approximately 70 by 30 feet with a height of 25 feet; it is divided into two stages, of which the larger gives an acting area of approximately 24 feet square. It is equipped with two sets of tableau curtains. Lining the studio on two sides are hanging velvet curtains, running on two tracks, the front curtains being black and the back ones white to allow for interchange of background. Each stage has separate lighting controlled from a central switchboard. Emitron instantaneous television 'cameras' are used. Across the middle of the studio runs a steel lighting bridge which will allow additional lights to be trained on either stage.

High up in the west wall, a large plateglass window indicates the position of the control room, where the producer and the engineering assistants operate. The floor is covered with thick, black linoleum, and the walls are acoustically treated with an asbestos compound.

While the light signals on the studio wall—'Vision On; Sound On'—

are shining, standing somewhere on the cable-strewn floor will be Mary Allen, BBC make-up expert, or one of her assistants, ready to repair any damage to complexions that the heat of the arc lamps may have caused. These complexions are no longer the fearsome combinations of yellow eyelids and black lips that once were necessary; today, the make-up that Miss Allen applies to television artists is only a intensified form of the ordinary open air make-up of the modern woman. But human faces are not necessarily Miss Allen's only responsibility. She has to meet many queer calls upon her services. The oddest (and the biggest) job that she has undertaken up to date was the 'making-up' of Sir Malcolm Campbell's famous racing-car, 'Bluebird.' When 'Bluebird' was televised some time ago, it was found that light reflection from its bodywork was affecting the picture and Miss Allen was called upon to do something about it. She took out the 'high lights' with face powder—and needed a keg-full to do it.

Such incidents, it seems, are a part of life at the London Television Station. It's a life, they say, that is full of unique thrills. One can well believe it.

### FIRST OUTSIDE BROADCAST

On Coronation Day, a very successful outside broadcast was made of the Coronation procession as it passed Apsley Gate, Hyde Park Corner, on its return journey from Westminster Abbey. This marked an important step forward in the progress of television by extending the scope of programs beyond the confines of the studios and the immediate vicinity of Alexandra Palace. The broadcast began with views of the Park and crowd scenes between Stanhope Gate and Hyde Park Corner. Three cameras were used, two being fitted with telephoto lenses to pick out the head of the procession as it approached down East Carriage Drive. From then until the last horsemen had passed through Wellington Arch to Constitution Hill, the whole of the two-mile procession was shown

## Coming Events

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

June 14-19: International Congress of Performing Rights Societies, Paris.

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.

on the television screen. The third camera provided close-ups of the Royal Coach and other important parts of the procession as they passed through Apsley Gate.

The new mobile television unit consists of three vehicles each about the size of a large motor coach. The most important of these is a mobile television control room containing all the equipment necessary for the operation of three television cameras. Special multi-core flexible cables, which can be up to 1,000 feet in length, connect the Emitron cameras with this control room. The cameras themselves are similar to those installed at Alexandra Palace.

The apparatus in the mobile control room is mounted on racks along the sides of the vehicle, leaving clear a centre passageway for the engineers operating the equipment. Two picture-monitors are mounted at one end of the van, and while one of these is used to monitor the picture which is being transmitted, the other allows the picture incoming from the second camera to be inspected to determine its suitability for transmission.

In addition, the vehicle is equipped as a small sound control room with all the necessary 'faders' and amplifiers to deal with the four microphones which pick up the voice of a commentator and sounds associated with the scene being televised. The sound control room was linked with Alexandra Palace by ordinary underground telephone land-line.

Two methods of conveying the picture signals to the television station at Alexandra Palace were available. The normal channel was a special television cable having characteristics suitable for the transmission of the very wide band of frequencies which were involved. This cable was laid by the Post Office from Hyde Park Corner to Broadcasting House and from Broadcasting House to Alexandra Palace, and formed part of a television cable at present being laid in the centre of London passing points of interest from which television broadcasts may be carried out later on. The alternative channel was provided by the second vehicle which contained a complete ultra short-wave vision transmitter having a power of 1 kw. for use with which a small, easily erected, aerial system has been designed.

## ☆ "Quotes" ☆

LOUIS PRIMA: "Television will find radio artists and producers ready for any type of novel and new effects it might have upon this form of entertainment. The answer for this is seen easily when we consider that radio talent has been developed in the last few years with an eye and ear for personalities which can also make their way on the stage and on the screen."

JAMES MELTON: "A concert singer has a definite place on the radio. There is too much of the popular music on the air for the welfare of even the popular music publishers. The consistent plugging of new songs obviously kills the taste of the listener for the song, and all popular songs in general. With an intermittent trend of light-operatic music, radio might solve the problem which has been steadily causing the sheet music of the day to become less and less profitable."

FRANK DAILEY: "Eastern radio enthusiasts demand the light, springy music which has been popularized in such songs as 'I Feel Like A Feather in the Breeze', 'I'm Young And Happy', etc., but western radio fans like the open road, range songs which were popular here in the East three or four years ago. This presents a new difficulty for the coast-to-coast orchestra leaders, who must satisfy their Eastern public and also keep the Western fans in step."

RAY BLOCK: "Radio has done one thing for the general public that no other single agency could ever hope to accomplish—it has made the man in the street a fairly good judge of music. In creating this body of critics, radio has increased the labors for its own artists. It is no longer possible to select just any old song and let it go over the air. At one time that was sufficient. Today, however, the selection, arrangement, and background for a tune require more painstaking planning and effort than the actual presentation of the number."

## ONE MINUTE INTERVIEW

SHEP FIELDS

"In no other phase of entertainment does a performer have such obstacles to overcome in selling himself. It's just like the house-to-house salesman who must try to convince a prospect through a closed door. Radio stars are absolutely self-made. The ear alone is much more difficult to please than the eye and ear combined."

## Programs That Have Made Station History

No. 10—WTMJ's "Heinie and His Grenadiers"

CLOSE to the hearts of Milwaukeeans, as the beverage that made their city famous, is the distinctive band of "Heinie and His Grenadiers." Twice a day over WTMJ, for the past five years, their lilting Wiener Blut, Der Lustiger Kupferschmid and other old tunes have flooded Milwaukee homes with the semi-classical music of the old beer garden. Their string of consecutive daily broadcasts is believed to be the world's record for any sustaining program.

The rise of "Heinie and His Grenadiers" on the air has been almost sensational. Coming to WTMJ in March, 1932, the band was placed at a 5 o'clock period, considered in radio at that time as one of the hardest times in which to get an audience because of competing children's broadcasts. Heinie clicked immediately, however, and the listener demand became so insistent that WTMJ moved his broadcast to an evening time.

Network programs followed, adding a half-hour a week over NBC to Heinie's WTMJ broadcast. The daytime audience complained because they had lost him at the 5 o'clock time, so a noon-time program was begun, giving the "Grenadiers" two periods over WTMJ every day, with the exception of Sundays.

The music on Heinie's programs is played absolutely straight. The comedy is all in the repartee between Heinie and the boys. In the early days of the program Heinie presented a monologue in dialect, portraying then (as he does now) an earnest, sincere German band leader, ever intent on the performance of the band. He announces his own program and comments on the proceedings in his own style of dry humor. It is his sincerity, friendliness and genuineness which have won Heinie a host of friends.

William Benning, musical director of WTMJ, has always paid earnest attention to the quality of music and rendition of "Heinie and His Grenadiers." It is because of these high standards of performance that, even though much of their material is pure folk music, the "Grenadiers" listeners throughout the middlewest have named the program their favorite. Many of the old scores have been especially imported from Germany, Austria, Hungary, Switzerland, Czechoslovakia and Scandinavia for the exclusive use of the "Grenadiers". No other band in America plays music like it.

Slim, dapper Heinie (whose real name is Jack Bundy) came to WTMJ out of vaudeville, although he had had several years of radio experience in addition at WMDC, WGHP and WXYZ in Detroit and at WBEN in Buffalo, where he starred in a big commercial program. Coming to his home town, Milwaukee, for a visit in 1932 he dropped in at station WTMJ and was auditioned for his

present role of Heinie, the band leader with a German accent. For the first few weeks the feature was on the air over WTMJ, Heinie played a solo role. Then it was discovered that certain members of the band had a flair for dialect comedy and Heinie began developing a staff of stooges.

The original company is still intact. "Villie"—played by Frank Rauch, the trumpet player—is a lovable dumkopf who talks before he thinks. "Valter"—played by Walter Grebe, saxophonist—is the cocky ladies' man. "Droopy"—the king of bad jokes—is Harold Stark in real life. He is the band's trombonist. An Italian dialect part is played by Alex Mayr, clarinetist, whose air name is "Giuseppe Funny-pantsiola."

Other members of the twelve-man band play minor roles in the simple continuity which runs through the program. The interesting thing about the characters which have been developed is that the men who play them were and are primarily musicians without previous experience in speaking parts.

"Heinie and His Grenadiers" are in constant demand for personal appearances throughout the State of Wisconsin. They have played literally hundreds of engagements at theaters, dances, concerts, ball games, parades, conventions and community celebrations of all kinds. For the past two summers they have made successful tours through Wisconsin, Michigan and Northern Illinois, playing to capacity crowds wherever they appeared. For the five years that they have been playing outside engagements, they have traveled thousands of miles and have appeared before a million and one-half people, conservatively estimated. There is scarcely ever a week in the year during which Heinie has not two or three personal appearances scheduled. These appearances are booked through WTMJ's Artists Bureau. To see and hear the band in person is to like it. Thus, the station feels that these outside engagements add more and more people to the vast legion of listeners to Heinie's programs on WTMJ.

Another proof of the drawing power and popularity of "Heinie and His Grenadiers" is the annual charity Christmas party held by Heinie at the Milwaukee Auditorium. About 20,000 people pack the Auditorium halls each year for this affair.

Until a year ago WTMJ observed the stern policy of allowing no visitors in the studio during Heinie's broadcast, but the demand became so imperative for admittance to these programs that the bars had to be let down. Now the studios are filled to their audience capacity for both Heinie programs every day and reservations are now on the books for programs weeks in advance.

The Heinie features have been excellent revenue producers for the

## Viewpoints

### Sees Colleges as Source Of Gag Material Writers

"Radio should look to the American colleges for its development of future gag writers. The most sparkling and original gags are born in the institutions of higher learning.

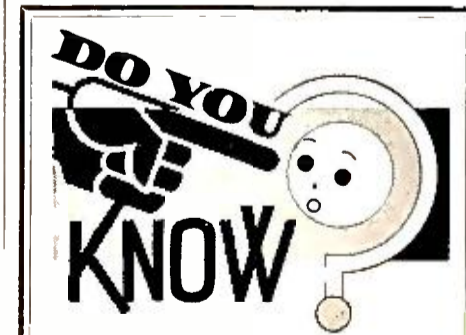
"Sponsors and broadcasting companies go to extremes to develop every department except the one that needs most attention. Radio's crying need is a supply of comedy script writers who can provide original material, but under the present structure it's much too difficult for an aspiring gag writer to get a break.

"Radio comedy has come in for more than its share of kidding. Comedians are accused of using old gags. From where, may I ask, are these gags stolen? Nine times out of ten the answer will be 'the college comics'. Why not then go after this talent?

"There are nearly 100 first-rate humor magazines published by the college undergraduates themselves. That means more than 100 potential gag writers graduate every June. Where do they go? Few can be found in big-time radio and that is just where they do belong. For the sake of the not too indulgent public which is fed up with gags it has heard before, I suggest that these young writers be recruited and trained for radio."—TED LEWIS.

station. They are participating programs. The noon program has been sold out all Winter. It carries a top quota of twelve announcements. The evening programs, with their higher rate and shorter period on the air, have been carrying an average of six announcements per program.

"Heinie and His Grenadiers" have made history for station WTMJ and judging from the ever mounting popularity of the feature, as indicated by all radio polls and listener surveys made within the last four years, they will continue to break the long-run record for some time to come.



The full name of Hal Nichols, president-owner of KFOX, Long Beach, Cal., is Hallie George Washington Button Nichols.





# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 92

NEW YORK, N. Y., FRIDAY, JUNE 18, 1937

FIVE CENTS

## Radio-Tele Bldg. at World Fair

### SOCIAL SECURITY BOARD RULES ON MUSICIANS

Washington Bureau, RADIO DAILY  
Washington — NAB's pre-convention bulletin, issued yesterday, contains an official ruling of the Social Security Board regarding employment of musicians, orchestrators and orchestra leaders on sponsored programs. The board ruled: "Orchestra leaders, 'contractor,' orchestration writers and musicians are all employees of the sponsor. They are employees and are distinguished from independent contracts because they are members of a voluntary union, which requires a specified amount of compensation and regulates the conditions of employment, and because they perform services subject to the direction of the sponsor or its agents."

### Drano Script Series Starts Aug. 4 on NBC

The Drackett Co., Cincinnati (Drano), on Aug. 4 will begin a series of dramatic script shows over the basic NBC-Blue network (except WSAI, WIRE and WDEL) each Wednesday and Friday at 11:45-12 noon. Contract is signed for 52 weeks through Ralph H. Jones Co., Cincinnati.

### David Botsford Elected To AAAA Executive Board

David M. Botsford, president of Botsford, Constantine & Gardner, Portland, Ore., has been elected member-at-large of the executive board of the American Association of Advertising Agencies, for one year, to fill the vacancy caused by the resignation of Don Francisco, executive vice-president of Lord & Thomas, Los Angeles.

### Carrier Pigeon Link

What is believed to be the first use of carrier pigeons as a link in getting news for radio broadcast was employed yesterday by Bob Edge, WOR fishing commentator. From a fishing cruiser 73 miles out at sea, a report on fishing conditions was flown by pigeon to Lakehurst, relayed by phone to the station, and aired shortly thereafter.

### AAAA COAST CONVENTION IS SET FOR OCT. 21-22

This year's Pacific Coast Convention of the American Ass'n of Advertising Agencies will be held Oct. 21-22 at the Hotel Del Monte, Del Monte, Cal.

Edmund M. Pitts of J. Walter Thompson Co., San Francisco, chairman of the Northern California Chapter of the association, has been appointed chairman of the Committee on Program for the Convention. He will be assisted by the chairmen of  
*(Continued on Page 3)*

### Whipple Musical Series Is Spotted Over WJZ

Harvey Whipple Co., Springfield, Mass. (mastercraft oil burner) will be heard in a new series of musical programs on WJZ, New York, beginning Sept. 7 at 6:35-6:45 p.m. Program, entitled "Castles of Romance", will feature Alice Remsen, George Griffin and Al and Lee Reiser. Series will run for eight weeks. Willard G. Myers placed the account.

### RCA to Erect Structure Covering All Branches of Broadcasting--New 441-Line Television Shown

### PLENTY ENTERTAINMENT FOR NAB CONVENTIONITES

Chicago — Delegates to the NAB convention, which holds forth at the Hotel Sherman, June 20-23, will find plenty of entertainment lined up for them, according to the program announced by Glenn Snyder, manager of WLS and president of the Chicago Broadcasters' Ass'n.

In addition to the Sunday morning golf tournament, for which Sen Kaney of NBC is handling arrangements, all networks and studios are extending invitations to tour their offices, studios and plants.

World Broadcasting System will have open house for agency men and radio executives in its new \$200,000 plant. WGN is bidding visitors to attend nightly broadcasts in its 600-seat auditorium.

NBC will give a cocktail party preceding the banquet Wednesday night in the Sherman exhibition hall. Mutual throws a breakfast at the  
*(Continued on Page 3)*

### CBS Will Carry Talk Of New NAB President

CBS will broadcast the acceptance speech of the new president of the National Association of Broadcasters on June 23 at 10:45-11 p.m. over a coast-to-coast hook-up. The new prexy will be elected to office that day.

David Sarnoff, RCA president, and Grover Whalen, president of the 1939 New York World's Fair, yesterday in the NBC television studios signed an agreement whereby RCA will construct a building at the fair which will cover all branches of radio and television.

Signing of the agreement was televised to the New York area through the NBC television transmitter, W2XBS, in the Empire State Building. The voice transmission was sent out over the NBC-Blue network. This is the first time the signing of a contract has been televised and the first time the sound which accompanied the picture has been sent out over a national network simultaneously with the televised broadcast.

It was also the first time that the press had witnessed the new 441-line television picture and all agreed  
*(Continued on Page 3)*

### ET ACTION BY A. F. OF M. LEFT TO SPECIAL PARLEY

Louisville—All action by the American Federation of Musicians concerning electrical transcriptions, sound recording, etc., has been referred to a special meeting of the executive board to be held in New York not later than 30 days from the close of the convention here tomorrow.

Delegates authorized the board to take up these matters and legislate according to the best interests of the Federation as embodied in various resolutions.

## United Drug Co. Disk Series Being Tested on 7 Stations

### New Salina Station Is Formally Dedicated

Salina, Kas.—Salina Journal's new station, KSAL, which recently made its debut on the air, held formal opening and dedication exercises on Wednesday. Located on the top floor of the Journal's quarters in the old  
*(Continued on Page 3)*

United Drug Co., through Street & Finney agency, is buying time on seven outlets for a series of 26 electrical transcription programs, twice weekly for 13 weeks. Programs start week of July 6, more or less as a preliminary series, and will feature "The Lady of Charm." Entire show, continuity and charm lessons, is being written by Edythe Fern Melrose,  
*(Continued on Page 3)*

### Close Shave

Grover Whalen, president of the 1939 World's Fair, scheduled to go on the air both by sound broadcasting and television in yesterday's RCA ceremonies at 4:15 p.m., arrived in the television studios at just 4:14:30 p.m. Program got off on time and went over without a hitch, however, despite lack of rehearsal.

### Guest Producer

If the guest-star idea is good, the guest-producer ought to work out okay, too, according to Donald Peterson, producer of "Junior G-Men" on WOR. So he arranged for Phil Lord of "Gangbuster" to be his first guest producer, on July 9. Plan is to have a guest once a month. Neff-Rogow is the agency.



(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Thursday, June 17)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 <sup>7</sup> / <sub>8</sub>	164	164 <sup>7</sup> / <sub>8</sub>	— <sup>5</sup> / <sub>8</sub>
Crosley Radio	19 <sup>1</sup> / <sub>4</sub>	19	19 <sup>1</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>4</sub>
Gen. Electric	52	49 <sup>3</sup> / <sub>4</sub>	52	+ 1 <sup>3</sup> / <sub>8</sub>
North American	23	21	22 <sup>3</sup> / <sub>4</sub>	+ 1
RCA Common	8 <sup>1</sup> / <sub>8</sub>	7 <sup>7</sup> / <sub>8</sub>	8	—
RCA First Pfd	64 <sup>3</sup> / <sub>8</sub>	63	64 <sup>3</sup> / <sub>8</sub>	— <sup>1</sup> / <sub>8</sub>
RCA \$5 Pfd. B				
Stewart Warner	17 <sup>5</sup> / <sub>8</sub>	17	17 <sup>1</sup> / <sub>2</sub>	+ <sup>1</sup> / <sub>4</sub>
Zenith Radio	30 <sup>5</sup> / <sub>8</sub>	30	30 <sup>1</sup> / <sub>2</sub>	— <sup>1</sup> / <sub>2</sub>

### OVER THE COUNTER

	Bid	Asked
CBS A	26 <sup>1</sup> / <sub>2</sub>	28
CBS B	26	27 <sup>1</sup> / <sub>2</sub>
Stromberg Carlson	11 <sup>1</sup> / <sub>2</sub>	12 <sup>1</sup> / <sub>2</sub>

### Pontiac Program from Coast

Pontiac Motor Co.'s program, "News Through a Woman's Eyes," moves to the west coast on July 5. Kathryn Cravens, commentator on the show, leaves for Hollywood by plane July 2, and will remain on the coast for three weeks. At the conclusion of that time, the show will return east. Program is now heard Monday, Wednesday and Friday over a CBS network of 47 stations at 2-2:15 p.m.

### WHIO Salutes Ohio State Station

Dayton—When WOSU, Columbus, Ohio State University Station, celebrated its 15th anniversary, WHIO the Dayton Daily News Station, broadcast a salute program featuring Tommy Dunkelberger and Lester Spencer. The latter, program director of WHIO, started his radio career at WOSU.

### MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE  
1250 Kc.

10 TO 11 A. M. ☐ 6 TO 7:30 P. M.

### \$250,000 Radio Plant Given to Dallas Expo

Dallas—The radio plant built last year on the grounds of the Greater Texas and Pan-American Exposition at a cost of \$250,000 by Gulf Oil Corp., is now the property of the Exposition. The radio station, the "singing towers" which enable programs to be heard anywhere on the exposition grounds, and all equipment were presented to the Exposition officials by Madison Farnsworth, assistant district manager of Gulf Oil, in a ceremony heard over local stations.

### CBS Network to Air All-Star Ball Game

The All-Star baseball game to be played July 7 will be aired over the entire CBS network. The broadcast will begin at 2:30 p.m. and continue through the conclusion of the game. Program will originate at Griffith Stadium, Washington, D. C., with France Laux of KMOX, Bill Dyer of WCAU and Arch MacDonald of WJSV doing the announcing. Event is an annual affair and features a picked team from the National league opposing the stars of the American league. Program will be aired as a sustainer.

### Steinberg on Fair Committee

Colonel A. Ralph Steinberg, president of Radio & Film Methods Corp., at a meeting of the board of directors of the Broadway Ass'n this week in the Hotel Astor, was appointed chairman of a special committee on the World's Fair. Work of the committee will be to coordinate the activities of the members of the association with the schedule of the fair. Col. Steinberg was appointed by Dr. John A. Harriss, president of the Broadway Ass'n.

### B. A. Rolfe Plays Host

B. A. Rolfe, orchestra leader on the "Heinz Magazine of the Air" and Mrs. Rolfe gave a cocktail and supper party for the cast of the "Heinz Magazine" and executives of the Maxon Agency at their 25 Central Park West residence yesterday afternoon and evening.

### Margo and Brown in New Spot

Margo and Brown, piano team, will be featured with tenor Joe Martin over WHN on a new series of weekly programs starting this Monday at 8:15-8:30 p.m.

### "Orphan Annie" to Recess

Chicago—"Little Orphan Annie", sponsored by Wander Co. for Ovaltine, fades July 9 for the summer. Sketch returns Sept. 27 over the NBC-Red.

### Rockwell-O'Keefe Signs Two

Rockwell-O'Keefe have signed Connie Gates, radio vocalist, and Tito Coral to exclusive management contracts.

### Americanism Series On N. Y. State Network

WINS and the New York Broadcasting System tonight inaugurates a new series featuring Gerald L. K. Smith, ordained minister, under sponsorship of The Committee of 1,000,000, an incorporated educational institution whose purpose is "to combat the subversive influences undermining the traditional American form of living."

Program will be heard every Friday at 8-8:30 p.m.

### McCracken to Supervise B. & B. Coast Radio Work

Chester McCracken, assistant to Tom Revere of the Benton & Bowles advertising agency, left last night to supervise the radio work for that agency on the west coast. He will probably remain west for the next few months. Betty Buckler, script girl on the "Show Boat" broadcasts, leaves today to work on the new series which will originate from the coast. Helen Strauss, publicity director of the agency, returns Monday from a business trip to the Benton & Bowles headquarters on the coast.

### New NBC Music Series

"Whither Music?" a new series in which John Tasker Howard, distinguished American composer and author, will survey today's music and speculate on what tomorrow will bring, starts June 26 at 6:35 p.m. over the NBC-Blue network. Joseph Littau will conduct the NBC concert orchestra on the programs.

### New WBRY Variety Shows

New Haven—Jack Henry has planned two new variety shows from the New Haven WBRY studios, Mondays and Wednesdays at 9 p.m. to replace network programs. One will include Lillian Kaye, blues singer, at present also on a WINS commercial and with WTIC and WDRG laurels as well; the Three Naturals, a trio with plenty of air credits around the State, and Peter Bomba, a comedian with a new Polish dialect, whom Henry hails as a find.

Believing negro talent and negro audience as yet largely unexploited. Henry has planned another show as a "Fantasy in Tan," with Don Raphael and his swingsters, Leona Garner and Richard Pettway, vocalists new to the airwaves, and a series of dramatized episodes in the lives of outstanding negroes.

### De Filippi Winding Up Series

Arturo de Filippi will wind up a 13-week series of 15-minute recitals over WQXR on June 25. Program is heard Fridays at 6:45 p.m.

C. P. MacGREGOR  
Hollywood

AT the CONVENTION  
Room 423  
Sherman Hotel

## COMING and GOING

ROBERT SWINTZ, commercial manager of WSBT, South Bend, is in New York.

C. T. LUCY and BARRON HOWARD, manager and assistant manager, respectively, of WRVA, Richmond, are visitors in New York.

MARTIN CAMPBELL, managing director of WFAA, Dallas, will attend the NAB convention in Chicago.

HARRIET HILLIARD NELSON has returned to New York from Hollywood.

JANE CRUSINBERRY, author of the "Mary Merlin" radio shows, departed this week from Chicago for Mamaroneck, N. Y., where she'll spend the summer writing a few new shows.

CHESTER MacCRACKEN, assistant to Tom Revere at Benton & Bowles, left last night for Hollywood.

BETTY BUCKLER, also of Benton & Bowles, leaves for Hollywood today to work on "Show Boat".

HELEN STRAUSS of the Benton & Bowles publicity department returns from the west coast Monday.

BENJAMIN BUXTON, radio editor of the Springfield (Mass.) Republican, has sailed for Havana where he will spend his vacation.

IVAN STREED, production manager of WKBF, Rock Island, Ill., is en route to Canada and then to New England, New York and Washington.

TED COLLINS leaves New York on Monday for Chicago to attend the NAB convention there.

HOWARD LONDON of the editorial staff of RADIO DAILY flies out to Chicago tomorrow to attend the NAB convention.

BILL BURTON of the Rockwell-O'Keefe office leaves for Pittsburgh today.

### 36 RCA Mfg. Members Off to NAB Convention

Additions yesterday to the eastern contingent headed for the NAB convention in Chicago included 36 members of RCA Manufacturing Co. Frank Conrad, radio time buyer for McCann-Erickson, and Ted Collins, manager of Kate Smith, also joined the list. The RCA group includes:

F. R. Deakins, J. L. Schwank, L. M. Clement, M. C. Batsel, J. B. Coleman, John Vassos, J. W. McNabb, I. R. Baker, T. A. Smith, C. M. Lewis, H. C. Vance, S. W. Goulden, P. V. Lutz, L. Brodton, W. H. Hoffman, W. L. Lyndon, L. J. Anderson, A. N. Curtiss, J. E. Young, B. W. Robins, H. Belar, J. E. Eiselein, V. E. Trouant, T. D. Cunningham, B. Adler, R. P. May, D. A. Reesor, A. R. Hopkins, R. A. Wilson, A. Josephsen, W. H. Beltz, E. Frost, W. M. Witty.

In Baltimore, it's  
**WFBR**  
NATIONAL REPRESENTATIVES  
EDWARD PETRY & CO.

## RADIO-TELE BUILDING AT N. Y. WORLD'S FAIR

(Continued from Page 1)

it was a definite improvement over the 343-line image of a year ago. RCA gave a demonstration for the Institute of Radio Engineers some weeks ago, but that was a private showing.

The building to be erected at the Fair will be of ultra-modern construction and will be linked directly with the NBC television transmitter in Manhattan. Outstanding fair events will be televised and shown to the visitors for the first time in radio history.

In making the announcement of RCA participation, Sarnoff said that Lenox R. Lohr, NBC president, would be in charge of the RCA family's participation in the fair. Lohr was formerly head of the Chicago Century of Progress Exposition.

After the ceremonies were televised, Lohr stated that when television is perfected no actors will be allowed to read from scripts. Sarnoff, Lohr and Whalen all read their speeches from paper and as a result only the tops of their faces were visible to the reporters present.

Lohr also estimated that RCA would spend over \$1,000,000 for the fair building and equipment. The building will be known as the "World of Tomorrow." Some of the press representatives present were under the impression that the conclave was to be a television demonstration, but Lohr denied that it was. He said that the television receivers which picked up the program in the NBC board room and O. B. Hanson's office were hurriedly wired together at Camden and sent to New York for this occasion.

Betty Goodwin, NBC television announcer, opened and closed the television ceremonies.

### WMCA Airing AFA Meet

Opening luncheon session of the Advertising Federation of America's annual convention at the Hotel Pennsylvania will be aired Monday at 1:30-2:15 p.m. by WMCA. Dr. James Shelby Thomas, president of the Chrysler Institute of Engineering, and De Loss Walker, associate editor of Liberty Magazine, have been added to the list of speakers.

### WHBI Staff Changes

Newark, N. J.—With the acceptance by Ed Laux of a post on WOR, there have been two recent changes at WHBI here. Laux's place as all-night announcer has been taken by Rod Davies, formerly of the day staff, and the vacancy is being filled by a new man, Bob Miller.

## NEW PROGRAMS—IDEAS

### Give Local Actors Chance

The Friday night performances of the WHBF Players over WHBF, Rock Island, Moline and Davenport, offer all tri-city actors an opportunity for radio dramatic experience. Auditions for participation in the weekly half-hour sketches are arranged through Roy A. Maypole, head of WHBF's dramatic department.

The weekly studio performances draw good-sized crowds, and local people active in little theater work have welcomed the opportunity for radio experience. A regular performer on the Friday night shows is now playing the title role in a 15-minute daily commercial skit over Station WHBF.

A playwriting contest to be sponsored by the station will give awards for the best half-hour dramas contributed by amateur authors. The plays will be produced and presented by the WHBF Players during the coming winter.

### "Radio Riddles" on WMT

Another version of the quiz program has made its bow over WMT, Cedar Rapids-Waterloo, Ia. under the title of "Radio Riddles," and response

### AAAA Coast Convention Is Set for Oct. 21-22

(Continued from Page 1)

the other three Coast Chapters, namely:

August J. Bruhn of McCann-Erickson, Los Angeles, chairman Southern California Chapter; Ray Andrews of Botsford, Constantine & Gardner, Portland, chairman Oregon Chapter, and R. P. Milne of Milne & Co., Seattle, chairman Washington Chapter, and by the Board of Governors of the Northern California Chapter: James C. Knollin of Gerth-Knollin Advertising Agency, San Francisco; Alvin Long of Long Advertising Service, San Jose; Fred T. Weeks of Brewer-Weeks Co., San Francisco, and John Whedon of Lord & Thomas, San Francisco.

O. H. Blackman of Palo Alto, Cal., formerly of The Blackman Co., New York, and then active in affairs of the association, has been engaged as convention executive to handle arrangements for the convention, with the assistance of Douglas G. McPhee, business writer, San Francisco, formerly editor of Western Advertising.

At approximately the same time as this regional meeting on the Pacific Coast, two other regional mid-year meetings of the Association will be held—one for agencies in the Central states in Chicago and the other for the Eastern seaboard in New York. These will be announced soon.

to the first airing indicates that the new show is off to flying start.

Benne Alter emcees the show which offers Frank Voelker, radio's blind organist, furnishing the music.

The sponsors of the show are giving a quart of ice cream to the person who sends in the correct answer on each question and audience is given three minutes in which to call the station with the correct answer.

A telephone has been installed in the studio, with calls being taken while on the air. Listeners were asked to call directly into the studio but succeeded in tying up every connection on the board with every telephone in the station being used to take calls.

Telephone company reported several thousand calls which they were unable to complete.

### Cool Contest

City Ice & Fuel Co., Columbus, is sponsoring a program over WBNS called "How Well Do You Know Columbus," patterned after Professor Quiz's question box.

A prize of 1,000 pounds of ice and a lovely lamp are given away by the ice company to the winners of first and second prize.

### Plenty Entertainment For NAB Conventionites

(Continued from Page 1)

Sherman on Monday morning for the press, with Fred Weber officiating.

Alex Robb, NBC Artists Service, is arranging a special show for the banquet, with ample feminine pulchritude and other flash acts—a television rather than a radio show.

At 3:30 Tuesday afternoon there will be a style show for the ladies in Marshall Field's English Room. Bertha Curran, Chicago Broadcasters secretary, assistant to Judith Waller, NBC educational chief, has been named official hostess and is arranging other events for the hundred women expected.

A few 17th row \$27.50 fight tickets are available, but the cheaper tickets are poor.

James W. Baldwin, NAB managing director, arrived yesterday.

### DON COSTELLO says:

"My shows are on the increase since belonging to the Telephone-Secretary."

### NATIONAL RADIO REGISTRY

415 Lexington Ave., at 43rd, N. Y.

VAnderbilt 3-8157

Telephone Secretary—Doris Sharp

## UNITED DRUG TO TEST SERIES ON 7 STATIONS

(Continued from Page 1)

radio director of Street & Finney, who is also making the recordings at RCA Victor studios.

Stations for the Tuesday and Thursday cosmetic programs will be: WMBD, Peoria; KFH, Wichita; WOWO, Fort Wayne; WESG, Elmira; WFBL, Syracuse; WSM, Nashville, and WSB, Atlanta. Exact time depends upon the time cleared.

Merchandising tie-in includes at least one lesson in charm weekly at the point of sale, with one purchase as low as 50 cents for one of the cosmetic preparations. An ensemble, complete \$5 package, will entitle buyer to complete course at once. Newspapers and store window displays will also be used.

Rush for "charm school" programs followed the revelation that some \$7,000,000 annually is expended by American women for charm school lessons. Miss Melrose, considered a leading authority on the charm biz, has included such titles for lessons as: "What Men Admire in Women," "How Do You Register," "The Charming Hostess," "Things That Make People Like You," etc.

Product to be used on the program is not exactly set, but it is believed that it will be the established line of "Adrienne" cosmetics, which recently won the prize for best package.

### New Salina Station Is Formally Dedicated

(Continued from Page 1)

post office building, it operates with 250-watt power and has a 190-foot vertical type radiator.

A. E. Crockett is general manager of the station, with Wendell Elliott, program director; N. E. Vance Jr., chief engineer; Paul Roscoe, special events announcer, and Sidney Tremble, Bruce Robinson and Carl Eberhardt, announcers.

**Jazz Nocturne,**  
one of those sustain-  
ings that stands out  
against most com-  
mercials, by com-  
parison, like a dia-  
mond in a coal bin.  
(WOR—8:15)

Daily News, June 15

A show with built audience  
ready for sponsorship

**WOR**

### RECORDINGS

Productions — Transcriptions

Sound Reproductions Corp.

17 West 46th St.  
New York City

Telephone  
BR Y 9-8265

## NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,083,626—Amplifying Circuits. Rene P. Wirix, Eindhoven, Netherlands, assignor to RCA.  
 2,083,722—Automatic Radio Tuning System. Joseph La Via, Long Island, N. Y.  
 2,083,747—Signaling System. Wilhelm Runge, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.b.H.  
 2,083,755—High Frequency Amplifier and Frequency Multiplier. Rinfe H. van Minnen and Pierre J. H. A. Nordlohne, Eindhoven, Netherlands, assignor to RCA.  
 2,083,901—Selective Coupling Circuits. Paul O. Farnham, Boonton, N. J., assignor, by mesne assignments, to RCA.  
 2,083,926—Screen Grid Oscillator. Henry Shore, Elizabeth, N. J., assignor to RCA.  
 2,083,945—Apparatus for Indicating Velocity. Earl R. Evans, Washington, D. C., assignor to George L. De Mott.  
 2,083,995—Television. Francois C. P. Henroteau, Ottawa, Canada, assignor to Electronic Television Co., Limited.  
 2,084,004—Method and Apparatus for Producing Special Electric Fields. Bindo Riccioni, Rome, Italy.  
 2,084,135—Amplifier Circuits. Gaylon T. Ford, Fequannock, N. J., assignor to Bell Telephone Laboratories, Inc.  
 2,084,157—Generator. Miles A. McLennan, Riverton, N. J., assignor to RCA.  
 2,084,163—Electric Discharge Device. Caid H. Peck, Schenectady, N. Y., assignor to General Electric Co.  
 2,084,172—Electron Tube. Electron Tube. Paul G. Weiller, Bloomfield, N. J., assignor, by mesne assignments, to RCA.  
 2,084,180—Radio Signaling System. Loy E. Barton, Collingswood, N. J., assignor to RCA.  
 2,084,181—Radio Signaling System. Loy E. Barton, Collingswood, N. J., assignor to RCA.  
 2,084,186—Photocell Amplifier. Rene A. Braden, Collingswood, N. J., assignor to RCA.  
 2,084,205—Means for Selecting Radio Programs. Russell C. Lane, Dayton, O., assignor, by mesne assignments to RCA.

## Air Conditioning School Places WJZ Test Shot

The Refrigeration & Air Conditioning Correspondence School on Monday, 10:30-10:45 a.m., will broadcast a one-time test program over WJZ. Account was placed by National Classified Advertising Agency, Youngstown, O.

## Bob Howard Back on WHN

Bob Howard, back from England where he was a featured artist with the British Broadcasting Co., will return to the American airwaves via WHN for a new series starting Monday at 12-12:15 a.m. Howard will be heard every night thereafter at midnight.

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

## Greelings from Radio Daily

to

June 18

Clayton Collyer

June 19

Emil Coleman      Martin Gabel  
 Dickson McCoy    Andy Donnelly  
 Alden Edkins      Ed Thorgersen  
 Charlotte Harriman



● ● ● Fireworks before the Fourth is anticipated in the music biz when the Music Publishers' Protective Ass'n meets in a few days to tear into publishers "buying" air plugs... Kate Smith refused \$10,000 a week to appear in Texas... Roy Bargy, Paul Whiteman's chief arranger, married Jane Vance, a singer, 24 hours ago... Benny Fields just finished a series of recordings for Master... Lennie Hayton's dad died the other day and was buried yesterday when Lennie rushed back from the coast... Bee Walker went fishing the other day for the first time—and nearly fell out of the yacht drawing in a—snail... Ted Hammerstein has bought a farm in Great Barrington, Mass... Lester Lee's wife had her tonsils yanked in Stamford yesterday... Russ Morgan's tuba player asked him for a raise and when Morgan inquired why he felt he should have one at this time, in view of the fact that the work isn't any harder, the musician replied: "I know I don't work more—but I carry more instruments."

● ● ● On Tuesday morning a window awning on the Safety building in Rock Island, Ill., caught fire. This, directly below the WHBF studios... Announcer Woody Magnuson, who was then putting on a Mississippi Valley news program, leaned out of the window and broadcast a first-hand description of the fire from a distance of 12 feet—cracking flames, screams of stenos, truck sirens, gathering of crowd and all... Blame was first tossed on Woody, thinking that he might have tossed a ciggie out of the window—so as to obtain a scoop!... Carl Kalash, NBC-Frisco violinist and candid camera fiend, was on the air Tuesday noon when informed that his wife, Olga Yaffe, also a fiddler, had just given birth to a son... Carl finished playing "Ave Maria" at 12:12 and dashed to the hospital... There, behind glass, he saw his son. Without losing a second, the musician aimed his trusty candid camera and "shot" his son—15 minutes after entry into the world.

● ● ● Bing Crosby will come east in August (two weeks after his track opens) and spend two weeks watching the nags at Saratoga with Ben Bernie and Al Jolson... Mrs. Franklin D. Roosevelt bows out July 14... "Romance of Helen Trent," CBScript show, has been renewed for 13 weeks... Don Voorhees, has just been named musical director of "Virginia," Lawrence Stallings' extravaganza to be at the Center Theater in the Fall... Roy Gost, crime expert and inventor of the "Jury Box" game, is peddling a crime series to the agencies... Bert Gordon, the mad Russian of the Berle show, and the top dialectician, has a grand "Russian" idea for guesstar shots... Inside stuff: Milton Berle did not have his nose bobbed on the coast. Effect is created by the shaving of his hair from the forehead and the change of hair comb!

● ● ● Hal Makelim, KXBY, Kansas City general manager, thought the addition of a few Ph.D.s and Phi Beta Kappas might improve the cultural tone of the station and advertised in the Sunday papers for five college boys to learn radio... But the "want-ad" clerk got it five "colored" boys and 150 sepia radio aspirants of all ages and sizes formed a dark cloud about his door next morning. When the error was discovered a 100-word explanation was slipped into the schedule and a request for paler hued apprentices was aired... Col. Bill O'Toole, dean of Baltimore's WCAO announcers, in an official communique, declares that Snowball W. Sloss, who aids him in the daily children's hour, has exchanged his heavy winter ear muffs for the cellophane kind in anticipation of the early opening of the—watermelon season... Snowball, by the way, is one of some 30 characters that the Colonel introduces to the audience in the course of his various shows.

## Coming Events

Today: American Federation of Musicians annual convention, Louisville.

June 14-19: International Congress of Performing Rights Societies, Paris.

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.

June 22-23: Annual Radio Show Trade sponsored by Radio Wholesalers Club Inc., Hotel Statler, Boston.

July 8-10: L'Union d'Art Radiophonique first international congress, at the Sorbonne, Paris, France.

June 26-July 3: National Education Ass'n Convention, Detroit.

July 12-17: International Congress of Short Waves, Vienna.

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

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Oct. 21-22: American Ass'n. of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

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

## BOSTON

Larry Thornton, Boston radio singer of popular songs, is now appearing at the Club Mayfair. Lou Bonick's orchestra is featured for dancing.

A radio preview of "A Day at the Races", starring the Marx Brothers, was presented by Scott Furriers over WMEX the night before the screen hit opened at the Loew's houses in Boston.

A host of friends, admirers and relatives were aboard the Transylvania to give John F. McNamara, program director of WBZ-WBZA, a rousing farewell and bon voyage party when he sailed for Europe. In Dublin McNamara will be guest of the Abbey Players, who will welcome and entertain him while in that city. Following his visit to Ireland and England, McNamara will fly to Paris where his itinerary will take him to several large cities of Europe. In London he will also be the guest of Edward C. Gamage, former D'Oyly Carte Opera tenor, who is coming over to join WBZ as staff soloist next September.

## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

**JESSICA DRAGONETTE**, prima donna of international appeal, whose warbling on the Palmolive series provides ear-balm for listeners on a 68-station CBS network, numbers among her fans New Zealanders, Canadians, Scotsmen, East and West Indians, and South Americans and Europeans of assorted nationality. . . . Has been in radio 10 years, during nine of which she's broadcast every Friday night on the Cities Service and Philco programs. . . . Never repeated a selection in less than six months. . . . Knows her audience as well as her music.



*La Dragonette prefers Victor Herbert, partly because she introduced his operettas to the air-waves in her early radio days. . . . Would enjoy varying the broadcasts, by producing an operetta in condensed form on one occasion, in her present manner, and a program of concert, operatic or dramatic selections, on another. . . . Looks forward to opening the Maine Festival in Sydney, Me., at the request of the Federation of Music. . . . Has no strong reaction to audiences at broadcasts. . . . Plays to the unseen one, disregarding the visitors, who, she believes, understand the situation. . . . Radio, according to Jessica, is a romantic medium. . . . Believes poetry (she writes it) has a place on the air. . . . Also that drama, music and poetry will one day all be written directly for the ether. . . . Retains an open mind with regard to television. . . . Her last experiment along tele lines was for the radio commission in Washington. . . . Believes it's a kinder medium than movies because of the luminosity and the lesser importance of camera angles. . . . Continues the rigorous routine of vocal, dramatic and terpsichorean training of her childhood, assured her televisual appeal will be as great as her purely auditory one.*



"Hour of Charm"-ers to open at Boston's Metropolitan Theater, week of July 8. . . . The July 12 broadcast to emanate from WNAC. . . . Barbara Stanwyck on the verge of being signed for a new commercial on the coast. . . . That Helen King would like to be triplets on account of she can't decide whether to yes a bid for Chl, one for Canada, or one for Detroit, with three separate sponsors waving contract blanks.

## ORCHESTRAS - MUSIC

**MAESTRO** Gus Arnheim, originally signed for four weeks at the New Yorker, remains indefinitely, according to arrangements made by Rockwell-O'Keefe Inc.

Bob Crosby and ork follow Joe Venuti into the Great Lakes Exposition Aquacade in Cleveland on Aug. 17, to remain for nine days. Glen Gray and his musical contingent take over in that spot on Aug. 28.

Johnny Hausser and the band inaugurate a weekly broadcast from the stage of the Grossinger Playhouse, Grossinger, N. Y., on Monday at 4:30 p.m., to be aired via WOR-Mutual.

Nano Rodrigo and his lads, currently featured on an NBC sustainer, open at Ben Marden's Riviera, Fort Lee, N. J., on June 29, for CRA.

Lee Grant and the outfit he batons are more uncertain as to the number of tunes they'll be called on to play than any band on the air, reason being, the "Grandstand and Bandstand" program broadcasts the inning by inning baseball returns and on rainy days Grant and the boys are expected to play for more than two and one-half hours of the schedule.

Batoneer Charley Agnew and ork began a series of half-hour broadcasts from Bill Green's club on WCAE, yesterday at 1 a.m.

Singing Sam will sing four ditties during his 12:45 program over WCAE on Monday. "Toodle-Oo," "My Little Buckaroo," "Meet Me in St. Louis" and "Because" are the preferred numbers.

Charlie Dornberger and his orchestra inaugurate a period of rhythmic music at the Peabody Hotel, Memphis, on the 22nd, succeeding Clyde McCoy, who moves on to Detroit for a Graystone Ballroom engagement.

Jolly Coburn and his musical aggregation, currently heard at the Claremont Inn, New York, are set for a Victor recording date June 24. Arrangements made through Ed Kirkeby of CRA.

The Edwin Franko Goldman series of NBC broadcasts will be heard on Mondays, the Sunday schedule having been eliminated.

Paul Whiteman inaugurates two new series of broadcasts from the Frontier Fiesta, Fort Worth—a Wednesday series, beginning June 30 at 11:30-12 midnight on the NBC-Blue network, and a Saturday series, premiering July 3 at 10:30-11 p.m. on the Red. Both series are expected to run for about three months.

The "Hour of Charm" Orchestra, batoned by Phil Spitalny, will offer "The Flight of a Bumble Bee," on their "Hour of Charm" program at an early date, with eight violins all buzzing like the well-known insect.

Les Brown and his Duke Blue Devils take over at Castle Farms, Cincinnati, June 22, according to arrangements made by CRA.

Bob Weems has been signed to take charge of bands in the Chicago office of Rockwell-O'Keefe Inc.

## Programs That Have Made Station History

No. 11—KUAO's "Cathedral of the Ozarks"

**K**UAO, Siloam Springs, Ark., originates a program to the Oklahoma network every Sunday morning. The sponsor is the John Brown Schools Organization. The program lasts an hour, being placed at 8 a.m. CST. A talent group from the staff and student body of John Brown University furnish the music, and John E. Brown, president and Founder of the Schools, gives a short inspirational talk. In many ways the program is similar in content to the Ford Sunday Evening Hour, direct commercials being avoided. The talent array is made up of the University Mixed Octette, accompanied and assisted by Vibraharp and organ, the KUAO gospel singer, and Reginald Martin, well-known composer and organist. The University Octette is a daily talent feature on the "University of the Air" programs of KUAO, and is known there as the "Harbor of Harmony."

The program is planned as a quiet,

enjoyable Sunday Morning hour, which is held "early so as not to interfere with the regular church-goers in their attendance." John E. Brown, who personally conducts the God's Half Hour Program on KUAO, is a well known radio figure. His program has been on the air daily for five years over KMPC, Beverley Hills, Cal., and in addition the program has had contracts on KNX, KFOX, KFAC, KGER, WHO, KOMA, KTAT, KWKH, KFPW, KLRA, KARK, KGHI, and recently the John Brown Schools have contracted for a weekly quarter-hour on the Don-Lee Mutual.

The Oklahoma network of eight stations is a recent addition to the Mutual's middle west net. The Cathedral of the Ozarks is planned carefully to boost the Ozarks region, as well as to be a broadcast service in the nature of institutional advertising.

## NEW BUSINESS

Signed by Stations

### WFAA, Dallas

Brown & Williamson Tobacco Co. (Avalon cigarettes), newscasts, through Batten, Barton, Durstine & Osborn; B-C Headache Powders, station breaks, through Harvey-Massengill; Spry, station breaks; American Liberal Magazine, Peter Molyneaux; Southwest Greyhound Buses, station breaks, through Beaumont & Homan agency, Dallas; Morten Milling Co. (La France Flour), "Friendly Frolics"; Dodge Motor Co., Frank Morgan disks.

### WMAQ, Chicago

Simoniz Co., renewal of "Sunshine Hour" for year, through George H. Hartman agency; S.O.S. Co., renews "See Our Stars" radio gossip for year.

### WCBS, Springfield, Ill.

Montgomery-Ward & Co., "Neighbor Jim", disks, three times weekly, 26 weeks.

## GUEST-ING

JACK NORWORTH and COLLINS BRIGGS, on Fred Allen program, June 23 (NBC-Red, 9 p.m.)

THOMAS L. THOMAS, with Jessica Dragonette and Charles Kullmann in "Sari," on Beauty Box Theater, June 23 (CBS, 9:30 p.m.)

GENE BUCK and AL WOODS, on Chamberlain Brown program, June 21 (WMCA, 1:45 p.m.)

NAT PENDLETON, interviewed by Radie Harris, tonight (WHN, 8 p.m.)

GRISHA GOLUBOFF, violin prodigy, on Chase & Sanborn Hour, June 20 (NBC-Red, 8 p.m.)

EDWARD KANE, tenor, on "Heinz Magazine of the Air", July 2 (CBS-11 a.m.).

COL. KILPATRICK, MARY MARTIN, PAUL SULLIVAN and LOUIS SOBOL, columnist, on "For Men Only" broadcast, June 21 (WHN, 8:30 p.m.).

JANE FROMAN, on NBC Jam-boree, tomorrow (NBC-Red, 8 p.m.).

## THE NEW CRY OF THE OLD WEST



GENE O'FALLON, Manager  
Suite 922—Hotel Sherman  
(during N.A.B. Convention)

Rep. by JOHN BLAIR & CO.

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Gove Vertical Mixer Is Placed on Market

Cleveland—The vertical faders developed for WHK and WJAY studio control work by E. L. Gove, United Broadcasting Co. technical supervisor, several years ago, are now being manufactured for general distribution among other radio stations.

Gove has turned manufacture of the faders over to the Tech Laboratories of Jersey City, N. J. The faders are to be marketed under the trade name "Gove Vertical Mixer."

First of the newly-manufactured mixers were received last week at WHK-WJAY studios. They are mounted neatly in laminated iron boxes. These particular mixers were made especially for remote amplifiers.

Others for studio control work are being manufactured now. The mixers simplify control work. They are used in place of the conventional dials seen elsewhere. With two hands the control operator can manipulate as many as five or six controls of the vertical type simultaneously instead of merely two of the dial type.

## J. R. Duncan Appointed Midland Television Chief

Kansas City—J. R. Duncan, formerly with RCA and until his recent resignation assistant to the chief engineer of Philco Radio & Television Co., has been appointed chief engineer of Midland Television Inc. by G. L. Taylor, president of the newly established television school. Taylor will arrive in Kansas City to take over his new duties today.

Assisting Duncan in television research will be Karl Martin, formerly with RCA in the transmitter division.

## Floyd Jones on Vacation

Bridgeport, Conn. — Floyd Jones, operator at WICC, is off on a two-week vacation.

## KYOS Reaches Out

Merced, Cal. — KYOS is currently carrying 112 accounts in cities and towns other than Merced. Seventy-one of these are retail accounts beyond the 50 miles radius

## Station Improvements

Grand Forks, N. D.—KFJM has asked FCC authority to install new automatic frequency control.

Spokane—License to cover CP for changes in equipment, increase in power and move of transmitter has been requested by KHQ.

Rapid City, S. D.—KOBH has been granted authority to install new equipment and increase day power to 250 watts.

Devils Lake, N. D.—CP to move transmitter and install vertical antenna has been granted to KDLR.

Sioux Falls, S. D.—CP to erect new vertical antenna has been granted KSOO.

Winona, Minn.—Modification of CP approving transmitter and studio, installation of new equipment and vertical radiator have been granted KWNO.

Indianapolis — WIRE has been granted authority to install new automatic frequency control equipment.

Phoenix, Ariz.— Authority to install new automatic frequency control has been granted KOY.

Providence—CP to make changes in equipment and increase day power to 5 Kw. has been granted WJAR.

## RCA Television Tubes Installed at KC Plant

Kansas City—Four RCA electronic television tubes and equipment, to make the newly established 441-line television station here the first to be so equipped west of Philadelphia, have been installed by Midland Television Inc.

Midland's station will be used in connection with the school opening in the fall, but eventually will be employed by KMBC when commercial television makes its bow.

## WSMB Tower Finished

New Orleans — WSMB has completed its new tower, the first part of its construction job at the transmitter point, located near the naval station at Algiers, La. The job, put up by the Truett Construction Co., is said to be the only one of its type in the vicinity and is causing some interest in radio circles. New transmitter house is to be ready within four months.

## KTSM Enlarges

El Paso, Tex.—Need for more room for the rapidly growing "Voice of El Paso" forced KTSM to add three more offices to the staff. A modernistically furnished audition room was added to the two already in use by the station's salesmen.

## ET Operating Manual

NBC Electrical Transcription Service will introduce a complete operating manual for transcription libraries at the NAB convention next week. Manual will be available free to all visitors at the Thesaurus exhibit along with a portfolio of NBC recorded programs.

## Program Amplifier Is Put Into Service

First program amplifier, known also as the ghost engineer or robot engineer, put out by Bell Laboratories has been placed in use at the WOR transmitter in Carteret, N. J.

The device regulates programs within prescribed limitations and increases program levels. This is the first amplifier of this type to be used commercially by any radio station in the entire country. The new equipment is currently in operation and according to Charles Singer, supervisor of the WOR transmitter, the amplifier now makes it possible to fully modulate the transmitter making use of the full capabilities of the carrier-wave.

Singer further stated that it eliminates the infinite necessity of checking on program levels between the studio and the transmitter. It also works as a safety factor since it will avoid any overloading of the transmitter and maintains the utmost in high fidelity.

## Summer Bargain Flyer

Wholesale Radio Service Co., Inc. of New York has released its Summer Bargain Flyer for 1937, a handsomely prepared 12-page circular which carries a complete listing of replacement parts, test instruments, auto receivers and parts, electrical appliances, radio receivers for the home and Public Address and Amplifier equipment. All items are priced for summer clearance.

## Joseph Whitehouse Laid Up

Mason, O. — Joseph Whitehouse, chief transmitter engineer for the WLW plant here, has been laid up by a mild case of scarlet fever. Shirley Lantzer, daughter of Floyd Lantzer, assistant chief transmitter engineer, also has it.

## All Colonial Stations Getting New Amplifier

Boston — Following a trial this week on WAAB, key station of the Colonial Network, the new Western Electric 110A model Program Amplifier will be installed as soon as possible in the three remaining stations owned and controlled by John Shepard 3rd. These are WNAC, Boston, key station of the Yankee Network; WEAN, Providence, and WICC, Bridgeport.

Irving G. Robinson, chief engineer, and Paul De Mars, technical director, of the Yankee and Colonial Networks, are enthusiastic with the results obtained with the new amplifier which definitely stops any possibility of over-loading on the station signal and yet increases the volume at the reception point due to the fact that it operates at the peak at all times.

## WBIG Orders Amplifier

Greensboro, N. C. — WBIG has placed an order for the latest development of the Bell Telephone Laboratory, a program amplifier, number 110A, from Western Electric. The new equipment will increase the signal level and is equal to doubling the carrier power.

In addition, WBIG is making a survey for a new antenna site with a view to installing a new half wave radiator.

## George Ing A Father

San Antonio—George Ing, chief engineer at KONO, is the father of a nine-pound girl.

## Larger Tele Screen

London — Scophony Ltd., which already has developed a home television receiver giving 24 x 22 inches of a quality comparable with that of the average home movie, is now at work on receivers that will give even larger pictures. The company's directors consider that the size of the pictures is among the most important items to the commercial success of television. Firm recently received its first commercial order, from the Soviet government for the Moscow television station.

## 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

**Viewpoints**

**Radio Unites the Country  
on Its National Holidays**

"Radio performs an invaluable service by uniting the country on a national holiday. Radio is an important influence on a day such as Independence Day.

"All those years before the advent of radio, America celebrated its holidays with a purely local flavor. Podunk had its Fourth of July and Indianapolis had its. Now, through nation-wide broadcasts, it can observe its anniversaries with a solemn unity entirely befitting the occasion. In other words, the United States can unite to commemorate the deeds that actually contributed to its unity.

"We will tune in our radios and become impressed by the amount of time dedicated to the occasion. We know that throughout the land, in the Podunks and the Indianapolises, fellow-countrymen are listening and that, in a sense, America is rallying around the receiving set. It gives us an increased sense of patriotism and should indeed contribute greatly to perpetuate the event we gather to observe on this day."

—BENNY FIELDS.

**No Musical Craze Can Ever  
Supplant Waltz in Popularity**

"So much has been said about swing and kindred forms of modern music that I, as a proponent of the waltz, must cry out in protest. Folks seem to forget, in their enthusiasm over a new craze, that nothing has ever approached the waltz in popularity since three-quarter time was born centuries ago. And anyone who thinks an overnight sensation is going to supplant such a firmly established favorite is slightly 'off key'.

"Even the great Richard Wagner included waltz movements in his operas. Mozart and Brahms, too were partial to this form and contributed importantly to its popularity. The Minuet was the waltz in its earliest form and a passion of George Washington's. In fact, minuet was another name for the waltz—just as swing is for jazz.

"I mention these several items to show what a substantial background the waltz has. You never heard anyone say that the waltz was on the wane, did you? No form of jazz can rival its charm and beauty, its soothing effectiveness, its warmth to the ear and its joy to the heart. In it are all the memories of yesterday, all the promises of tomorrow. That is why it will live forever.

"Thanks, in behalf of the waltz, for this space. In the mad hustle of today people don't say much about the waltz, but the faster the world's tempo, the more it will be loved."

—ABE LYMAN.

☆ **"Quotes"** ☆

CONRAD THIBAUT: "Radio has contributed an outstanding benefit in establishing a definite recognition of American-born singers. Not so long ago, no vocalist could hope to become famous unless he bore a French, Italian or German name. Now, many of our foremost singers are native sons and daughters—Grace Moore, Lawrence Tibbett, John Charles Thomas, Gladys Swarthout, Helen Jepson and Marion Talley, to name a few."

ED EAST and RALPH DUMKE: "Radio comedy is the most difficult type in the world to get across. Both on the stage and on the screen, comics have the advantage of visual effects, combined with the aural. In radio, we have to depend solely upon the spoken word. Situations that might be screamingly funny if the audience witnessed them often fall completely flat when used on the air."

JACK ROBBINS: "Hollywood has very little to offer the public in the way of radio tunes. This statement may be realized clearer when we consider that the dearth of picture songs are numbers written exclusively for picture 'situations' and more often as not fail to click on radio unless the same 'situation' is re-built. The songwriter under contract to the studio is not the 'inspired' writer who free-lances and writes only when he has something to write."

BARRY McKINLEY: "It is swell to note how radio has destroyed that ugly duckling called Temperament. There is no room or time for it on the air and many haughty artists were quickly brought to realize the fact. For which—hurrah. Radio, with its split second policy, cannot bow to unfair demands of any artist. And these people, realizing the importance of the time element, have cooperated very nicely. Opera may well take a few hints from radio. It might solve many of its problems."

★ THE SONGBIRD OF THE SOUTH ★

**KATE SMITH**

A & P BANDWAGON  
THURSDAYS  
CBS NETWORK 8-9 P.M., E.S.T.  
EXCL. MANAGEMENT TED COLLINS

★

**JACK ALICOATE  
M. H. SHAPIRO  
HOWARD LONDON  
MARVIN KIRSCH  
ARTHUR SIMON**

are on their way to

**CHICAGO**

to cover the big

**N A B  
CONVENTION**

for

**RADIO DAILY READERS  
EVERYWHERE**



**N**EGOTIATIONS to turn over the lease on the NBC Hollywood studios to Don Lee Mutual chain, now under way, will, if completed, remove the last cause for delay in starting the new, enlarged NBC Coast studios. Lew Weiss, Don Lee manager, said he is all prepared to take them over, if the price is right. Otherwise, he will start negotiations for purchase of Hollywood property and construct new studios to take care for an expanding program of Mutual system's coast originations, which will be the subject of a conference when Weiss arrives in New York next week.

Lewis TeeGarden, former chief announcer for KEHE, steps up this week to the post of production manager. Al Poska, whose "Musical Clock" has been an important station feature, moves to the chief announcer's spot. Clinton Jones moves from news department to continuity, replacing Carlos Riveroll, resigned.

Don Hastings, manager of KDB, Santa Barbara, and owner of some 20 police, fire and other badges, added another to his collection this week, having been sworn in as Santa Barbara police officer.

Jimmy Tolson and his Superior Macaroni "Funfare" variety program wound up their first series on KFAC Tuesday night, with Advertising Arts agency unsettled on whether Superior will continue on the air for the summer over another station, with the same type of show, or whether new show plans will be worked out.

When Jeanette MacDonald makes her radio debut in the fall for Vick's, she will continue with the same type of program launched in the Vick's Open House series two seasons ago, with Grace Moore and with Nelson Eddy.

Georgie Stoll has been signed to return to the Oakie College hour when it resumes in the fall.

Associated Oil signed to sponsor

## ONE MINUTE INTERVIEW

BERNE W. WILKINS

"Successful commercial stations throughout the country are stations which definitely cater to a 'type' audience. Stations, for example, whose program set-up caters to audiences interested in either classical music, popular music, sports, symposiums, debates, etc. In this manner can an advertiser use radio most effectively; by allotting his appropriation to the station catering to the type of audience he desires."

## ★ Coast-to-Coast ★

**I**T takes all kinds of programs to make a radio station, opines John J. Corrigan, program director of WCBS, Springfield, Ill. To prove it, WCBS recently regaled its listeners with a description of the highlights of the National Convention of the Phi Tau Omega Sorority held in Springfield. The same station co-operated in the Bottle-Baby Ice Fund campaign put on by the Springfield Kiwanians.

*Carl Lambert, musical director of WFAA, Dallas, is back on the job after a three-week vacation in Yellowstone Park.*

WHBF, Rock Island, Ill., broadcast an interesting public service program the other day in the community tribute to John Deere, inventor of the steel plow and founder of Moline's foremost industry. The public ceremony was held in the Scottish Rite cathedral, Moline, in observance of John Deere centennial year. Another unusual program aired this week by WHBF was the formal opening of the new plant of the Welcome Baking Co., Davenport. Station talent, including Lucia Mae Thompson and Alberta Morehead, furnished entertainment for the luncheon.

*The June issue of The Blue Diamond, publication of the Kansas City Athletic Club, contains an article about the business of radio broadcasting authored by Ellis Atteberry, general manager of KCKN. Incidentally, a KCKN program, "The Movie Man", landed a front-page editorial in the Kansas City Kansan the other day.*

two track meets, the first airing from Berkeley Friday (19th) and the second, Pacific Coast Big Ten meet in the Los Angeles Colliseum June 26, with Frank Bull at the mike. Both will be aired over the Don Lee coast net.

KFI-KECA are adding a new portable short wave transmitter, for handling of sports and other special events. New equipment will have the call letters W6XCI, will operate on four frequencies, 31,100; 34,600, 37,600, and 40,600, with 2 watts of power and a five mile range. George Curran, stations' research engineer developed the new equipment which will be available on the scene broadcasting from "anywhere a man can walk, climb or crawl." Feature will be a built in receiver.

Walter McCreery, Allied Advertising Agencies, back from San Francisco working out enlargement plans for San Francisco offices. While away he signed Glen Krischer, formerly with KFSO, as retail display and promotion man.

Lorraine De Wood, blues singer, is a new addition to the WTMJ, Milwaukee, staff. She has been engaged to fill in on the daily "Tune-smiths" show while Paul Skinner is on his vacation.

*The Harmony Boys program over WHBL, Sheboygan, has been lengthened from a half hour to 45 minutes.*

Mary Ann LeMay, woman commentator and well-known dramatic artist of WISN, Milwaukee, is leaving in July for a vacation in New York.

*Russ Winnie conducted an unusual feature broadcast over WTMJ, Milwaukee, this week when he descended one of the 150-foot deep wells at the newly constructed filtration plant and by means of a portable mike described his reactions and workmanship on the project.*

Freddie Lightner, younger brother of the celebrated lady clown, Winnie Lightner, and himself a headlining funster of the stage and screen, is definitely set as the first of a series of guest comedians to appear on the summer shows starring Jane Froman over the NBC-Red network on Sunday nights at 7 EDST, beginning July 4. Baritone Don Ross, Andy Love's NBC tune twisters and D'Artega's orchestra will be the permanent cast supporting the songstress who is succeeding the Benny troupe for a three-month cycle.

*Frankie Basch, WMCA's Roving Reporter, has been elected an honorary member of the Woman's World War Veterans Association.*

## SAN FRANCISCO

Harry Cody and Fred LaFrance made their debut this week as new end men on the Orange Network's California Minstrels.

Jimmy Doyle handles the mike describing Gilroy's annual rodeo tomorrow over KJBS-KQW.

Bennie Walker, NBC emcee, will be interviewed by Buddy Twiss on the latter's new program which debuts June 20.

Scott Weakly, prod. mgr. of KROW, who is taking over the station's "Johnny-Jump-Up" program, recently vacated by Norm Loebel, will use hobbies, contests, etc. to attract children up to 16 years.

Louise Landis, NBC feature writer, came back a day after her vacation was supposed to end. Reason—she tangled with an automobile. Nursing facial bruises.

Herb Allen, KFRC's all-around announcer, and Jane Kaspar to altarize their lives this summer.

Barbara Jo Allen and Walter (Nickey) Paterson reappear in "One Man's Family," temporarily at least, Sunday.

M. J. Mara is the newest addition to the KJBS sales staff.



**H**ARRY GILMAN, father of Lucy Gilman, who at 12 is rounding out five years of commercial broadcasting on "Today's Children" this week, and a former WGN executive, here from New York visiting young daughter who lives with grandmother. Gilman is planning to take elder daughter Toni to Hollywood for screen test. Toni played comedienne in "Moon Over Mulberry Street" last season.

Roderick Cupp is new production man at WLS. Formerly wrote the Barnsdall series for CBS and for past three years has been at KTUL, Tulsa.

Willard Klinger is new announcer at WGN. Came from WSAZ, Huntington, W. Va.

Herb Morrison, WLS announcer of Hindenburg fame, flew to his home at Morgantown, W. Va., Monday and returned yesterday.

W. A. Baldwin, KOY president, Phoenix, Ariz., and Jack Williams, program director, are visiting WLS. Burrige Butler, WLS president, has an interest in KOY.

New signature song of NBC's Night Club broadcast is titled "Night Club" and is from the pen of Dave Rose, NBC pianist-arranger.

Steven Chapin has transferred the Greek Hour from WJJD to WHFC on Sunday afternoons.

Mary Wright, WLS home advisor, attending Nat'l Home Economics convention at Kansas City, Mo.

Shaindel Kalish and husband Charles Freeman visiting here en route from the coast to New York where she is going into a play.

Jan Garber visiting in the city. Blonde Evelyn Schubert is a new songstress on the WJJD Mid Morning Jamboree.

Niles Trammell, NBC v. p. back yesterday from New York.

Carlos Molina's tango band to follow Lou Bring at Stevens hotel June 25.

Jane Froman will open at the Palace today.

Joe Lewis at the Palace the same week but more radio execs will see Joe Louis at Comiskey park next Tuesday.

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTES

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

Dir: A & S LYONS, Inc





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 93

NEW YORK, N. Y., MONDAY, JUNE 21, 1937

FIVE CENTS

## 5 Major Issues Face NAB

### \$1,000,000 Expansion Program Is Mapped by Transradio Press

Transradio Press Service will spend \$1,000,000 in an expansion program to extend over the next three years, it is announced by Herbert Moore, president. The move is described as "the beginning of the second major phase" in the development of Transradio, which was formed just over three years ago.

With the recent amicable adjustment—  
(Continued on Page 12)

### DOZEN AFM RESOLUTIONS AFFECTING RADIO FIELD

Louisville—About a dozen resolutions which would affect radio were introduced at the American Federation of Musicians convention which wound up Saturday. All matters were referred to an executive board meeting to be held in New York within 30 days. Resolutions included:

1. That commercial recordings shall be made only under license by AFM.
2. That no records or ET's be made unless manufacturers agree with AFM that their productions shall not be used

(Continued on Page 15)

### St. Paul Branch Studio Is Dedicated by WDGY

Minneapolis — WDGY, of which George W. Young is owner and general manager, extended its service to the public of the northwest last week, when it opened branch offices and studios at 34 East Sixth Street, St. Paul.

The event was heralded by a full—  
(Continued on Page 16)

#### Official "Listener"

Columbia, Mo.—To more fully determine how to satisfy likes and dislikes of radio fans, KFRU has appointed Sherman P. Lawton, radio instructor at Stephens College, official "listener".

### IKE LEVY WARNS NAB TO STAY WITH ASCAP

Philadelphia—Although he never made good the threat of organizing another association of broadcasters, Isaac D. Levy bobs up again as the NAB goes into annual conclave. From his executive office at WCAU here, the former NAB vice-president on Friday sent out a four-page personal letter to every station manager in the country, saying that although

(Continued on Page 19)

### Elaborate NBC Coverage On Boy Scout Jamboree

Coverage by NBC of the National Boy Scout Jamboree in Washington, June 30-July 9, will be the most elaborate undertaken by the network since President Roosevelt's inaugural. Broadcasts will begin over the NBC-Blue network on June 21, ten days ahead of the jamboree's opening. A special studio is being

(Continued on Page 14)

## NAB Advance Registrations Set Record of 165 First Day

### John Blair & Co. Forms Production Service Unit

Chicago—Formation of a new affiliate, Blair Productions, to make available outstanding station-tested features to regional and national advertisers, serve as a program idea clearing house for Blair stations and originate spot campaign ideas both to pre-

(Continued on Page 19)

### Taxation, Legislation, Ascap and Amendmends to By-Laws Among Topics to Feature Annual Convention

#### BIG LIST OF SPEAKERS FOR AFA CONVENTION

An imposing list of nationally known speakers has been lined up for the program of the 33rd annual convention of the Advertising Federation of America, which gets under way today at the Hotel Pennsylvania and continues through Wednesday.

Mayor LaGuardia, originally scheduled to address the opening general session luncheon today, has postponed his appearance until Wednesday. Others who will talk at today's luncheon are Frank W. Lovejoy, sales manager of Socony-Vacuum; Clayton Rand, president of National Editorial Ass'n; E. H. McReynolds, AFA president, and De Loss Walker of Mac-

(Continued on Page 18)

### 2 Leading KFRC Shows Shifting to Hollywood

San Francisco—Two of the best locally produced shows on KFRC, Mutual-Don Lee outlet, are to be shifted to Hollywood about the end of this week. They are: "Feminine Fancies" and "Morning Merrymakers." Mel Venter, Bob Bence and Bill Davidson, featured performer-producers, will go along south.

Lew Weiss, g.m. of the web, plans—  
(Continued on Page 13)

By M. H. SHAPIRO

Chicago—With an outward appearance of calm routine business session on tap, the fifteenth annual convention of the National Association of Broadcasters opens officially today, apart from the several committee meetings scheduled throughout yesterday afternoon. Consensus of opinion is that the fireworks, if any, will develop on the floor of the convention from unexpected quarters.

Main issues confronting the broadcasters and which will be threshed out are: prospective taxation on the

(Continued on Page 19)

### WABC ENGINEERS VOTE CIO UNIT AFFILIATION

At a special session of the executive committee of the Association of Columbia Broadcast Technicians which broke up at 6 a.m. Friday, the WABC engineers voted to join the American Radio Telegraphists Association, a CIO affiliate. ACBT is

(Continued on Page 18)

### Hage Eastern Director For VanCronkhite Firm

Maxwell Hage has been appointed director of the Eastern Division of Van Cronkhite Associates, Inc., headed by John VanCronkhite. Hage is leaving United Press Service, where he has been radio production manager. He will be located at the firm's

(Continued on Page 19)

#### Copyright Hearings

Washington Bur., RADIO DAILY  
Washington—Though no date has been set yet for hearings on pending Duffy Bill and other copyright measures now before Senate Patents Committee, it is stated at the committee's offices that hearings are expected to take place some time after July 1. Persons interested will be accorded time to testify.

#### Another Dues Fight

Chicago—A proposed 50 per cent increase in NAB dues is again expected to provoke a floor fight at the convention. The proposal is drawn up and ready for a vote. A similar move was defeated at last year's convention, and the same fate is expected this time. Sentiment regarding the proposal amongst advance delegates indicates almost unanimous opposition to a boost in fees.

**RADIO DAILY**



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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**NAB Convention Program**

**MONDAY**

9:30 a.m.—Call to Order.  
 Address of Welcome: Edward J. Kelly, Mayor, City of Chicago.  
 Address of the President: C. W. Myers, KOIN, Portland, Ore.  
 Address of Chairman, FCC Broadcast Division: Judge Eugene Octave Sykes. "The Duty and Responsibility of the Broadcaster."  
 Address of Treasurer: Harold Hough, WBAP, Fort Worth, Tex.  
 Report of the Managing Director: James W. Baldwin.  
 Report of the Nominating Committee: Appointment of Committees; Announcements; Adjournment.  
 No Afternoon Session Scheduled.  
 Committee Meetings (at call of chairman):  
 Commercial Committee, Parlor M.  
 Resolutions Committee, Room 118.  
 Engineering Committee, Parlor L.

**TUESDAY**

9:30 a.m.—Call to Order; election of Officers; Report of the Resolutions Committee; Report of the Elections Committee.  
 2:00 p.m.—Call to Order.  
 Report of the Engineering Committee: J. H. DeWitt, WSM, Nashville.  
 9:30 a.m.—Call to Order.

**WEDNESDAY**

Introductory Remarks and Explanation of the Commercial Section Organization: H. K. Carpenter, WHK, Cleveland.  
 Report of the Sales Managers' Division: Lewis H. Avery, WGR, Buffalo.  
 Report of the Committee on National Sales Methods and Costs: Carl Everson, WHKC, Columbus.  
 An Agency Man Looks At Broadcasting: Arthur Pryor, Jr., Batten, Barton, Durstine & Osborn Inc., New York.  
 Report of the Committee on Radio Research: Arthur B. Church, KMBC, Kansas City.  
 Report of the Committee on Radio Promotion: John J. Gillin Jr., WOW, Omaha.  
 A Retailer Makes An Appraisal of Radio: Marvin Oreck, Oreck's Inc., Duluth, Minn.  
 Report of the Committee On Standardization of Sales Forms: Martin Campbell, WFAA, Dallas.  
 Presentation, discussion and vote on Resolutions pertaining to the Commercial Section.  
 2:00 p.m.—Call to Order.  
 Panel Discussion—H. K. Carpenter, WHK, Chairman.  
 How Should a Station Service Its Local Accounts?: Marvin Oreck, Lewis H. Avery.  
 How Can We Simplify Our Rate Cards?: John J. Gillin Jr., Martin Campbell.  
 How Can Our Present Methods of Securing National Spot Business Be Improved?: John J. Gillin Jr., Arthur B. Church.  
 How Can Creative Selling Be Encouraged?: Arthur Pryor Jr., Arthur B. Church.  
 What Information Should Stations Release with Respect to their Circulation?: H. K. Carpenter, Martin Campbell.  
 What Is Your Definition of the Term "Merchandising"?:  
 Installation of Officers.  
 7:00 p.m.—Annual NAB Banquet. Entertainment.

**COMING and GOING**

DAVID SARNOFF in Chicago today to attend wedding of Ruth DeYoung, Chicago Tribune woman's editor, and Herbert V. Kohler of Kohler Co.

JACK STAPP of the CBS production department returns today from a vacation spent in the old home state of Georgia.

W. G. QUISENBERRY of Transradio Press left New York last week-end for Chicago to attend the NAB convention.

JIMMIE SAVO left Saturday for Hollywood.

JACK CURTIS of the Curtis & Allen office sailed Saturday on the Normandie for Europe.

MARCIA DAVENPORT, music critic and air commentator, also sailed for Europe aboard the Normandie on Saturday.

JOHN A. KENNEDY, owner of WCHS, Charleston, W. Va., was in New York last Friday.

C. L. BAILEY, commercial manager of WHP, Harrisburg, was in town over the week-end.

EASTON C. WOOLLEY, former manager of WWJ, Detroit, is in town.

ABE SCHECHTER, NBC director of news and special events, arrives in Chicago today from Milwaukee where he has been arranging for NBC's coverage of the A. A. U. track meet. Schechter is in Chicago to handle the details of the Braddock-Louis fight which Buick is sponsoring over NBC.

HARRY A. WOODMAN, g.m. of KDKA, Pittsburgh, left for the NAB convention.

C. L. THOMAS, KFRU, Columbia, Mo., in Chicago for the conclave.

OLGA ALBANI comes to New York from Chicago for a guest shot on Bicycle Trades show Thursday.

JULIUS TOLDI, Viennese composer, arrives today aboard the Queen Mary.

**FINANCIAL**

(Saturday, June 19)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 3/8	164 1/2	164 1/2	- 1/2
Crosley Radio	20	19 1/2	19 1/2	...
Gen. Electric	53 1/8	52 1/2	52 1/2	- 1/2
North American	23 1/2	23	23 1/2	- 1/8
RCA Common	8 1/8	8	8	- 1/8
RCA First Pfd.	64 1/8	63 1/2	63 1/2	- 1
Stewart Warner	17 3/4	17 5/8	17 3/4	+ 1/4
Zenith Radio	31	31	31	...

**OVER THE COUNTER**

	Bid	Asked
CBS A	26 1/2	28
CBS B	27	28 1/2
Stromberg Carlson	12 1/2	13 1/2

**NBC Signs Earhart**

Amelia Earhart, who has completed approximately half of her around-the-world flight, was signed Saturday by NBC for two exclusive broadcasts over that network.

First airing will take place when Miss Earhart lands in Honolulu and the other at the completion of the flight in San Francisco.

**CBS Files Stock Registration**

Washington Bureau, RADIO DAILY

Washington—CBS has filed with Securities & Exchange Commission application for registration of 949,026 shares of \$2.50 par value Class A stock, issued; 12,420 shares of \$2.50 Class A, unissued, and 758,924 shares of \$2.50 Class B, issued, on the New York Stock Exchange.

SEC also announced registration statement of International Radio Corp. effective June 5.

**Wester in WHBY Sales Post**

Green Bay—W. C. Wester, formerly of the commercial staff, has been appointed director of radio sales for WHBY Inc., owner-operator of WHBY and WTAQ, it is announced by Rev. James A. Wagner, managing director.

**TOMMY PARKER G-SCOUT!**

Now ready! A thrill-packed, new kid serial that has everything, including strong sales pull. Write or wire for details on this hit. Audition, \$3.

**ELECTRO-VOX RECORDING STUDIOS**  
 5546 MELROSE HOLLYWOOD

**MORE POWER**

to

**N. A. B.**



**EAST COAST RADIO FEATURES, Ltd.**  
 71 West 45th Street New York

**America's BEST FOREIGN LANGUAGE STATION**



**WBNX NEW YORK**  
 1000 WATTS DAY AND NIGHT

**In LOS ANGELES**

(for Southern California coverage)

IT'S

Warner Bros.

**K F W B**

# WELCOME TO THE NAB

OFFICE OF THE MAYOR  
CITY OF CHICAGO

EDWARD J. KELLY  
MAYOR

May 21, 1937

Mr. James W. Baldwin  
Managing Director  
National Association of Broadcasters  
National Press Building  
Washington, D. C.

Dear Mr. Baldwin:

As the time for the meeting of the National Association of Broadcasters in Chicago approaches, I want to send you my cordial greetings and assure you that it will be a real pleasure to extend my hearty welcome to your group when it convenes in our city on June 20.


Chicago deeply appreciates the honor of having our city selected for the 1937 convention of your association, especially in view of your having met here last year.

I shall greatly appreciate your advising the members of the National Association of Broadcasters that Chicago will again expend every last reserve of hospitality in doing whatever we can to make your members' stay here most interesting, enjoyable and comfortable.

It is my earnest hope that you will be able to attend the June convention personally. It will be a real pleasure to greet you in person.

With kindest personal regards and my best wishes for a most enjoyable and successful convention, I am

Sincerely yours,

  
Mayor

## In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

## RALPH KIRBERY

*"The Dream Singer"*

MANAGEMENT

WILLIAM MORRIS AGENCY

BILL MURRAY

## ★ THE WEEK IN RADIO ★

... AFM and Disk Dilemma

By M. H. SHAPIRO

WHILE the delegates to the annual convention of the American Federation of Musicians sought to adjust the controversy over electrical transcriptions and other kindred matters which they believe helps to keep musicians out of work, the ET men, with a heavy investment, were not without their worries . . . From Louisville, where the musicians were in session, came disturbing elements of news, showing that the ET men were not all wrong in their anxiety . . . also, there was the angle of the AFM tieup with ASCAP . . . which angle is really being considered by the writers and publishers . . .

WMCA joined the stations operating on a 40-hour week, signing an agreement with the AGRAPA . . . comprised of announcers and production men . . . Texas broadcasters elected O. L. Taylor president . . . Pacific Advertising Clubs Ass'n met in Salt Lake City and, among other talks, heard several on radio . . . Harry Anderson of NBC coast sales read a speech by E. P. H. James in which he revealed how well radio has been surveyed as a medium . . . mentioning both NBC and CBS projects . . .

Invasion of foreign time by American advertisers showed a 300 per cent increase, a figure predicted, by the way, in the initial issue of RADIO DAILY . . . Shakespeare war between the two big webs developed and grew into a first rate battle . . .

William S. Paley and David Sarnoff both scheduled to sail for Europe, deferred their sailings . . . for the time being at least . . . YMCA went on record as not being among the civic groups, recently reported as seeking time on the air . . .

Mrs. Elliot Roosevelt bought controlling stock in KFJZ from Ralph S. Bishop . . . another link between Hearst radio is thus seen in Texas . . . Unexpected demise of Congressman Wm. P. Connery will probably hold up any fast delving into radio, etc. . . . as Chairman of the House Labor Committee, Connery was author of the resolution demanding a sweeping investigation of entire radio industry . . .

RCA will erect a building devoted to all branches of radio and television at the 1939 New York World's Fair . . . AAAA Pacific Coast convention set for Oct. 21-22 at Del Monte, Cal. . . . Social Security Board rules that musicians, orchestrators, etc., on sponsored shows are employees of the sponsor . . .

## Helen Yanke on WMCA

Helen Yanke, contralto, vocalized yesterday over WMCA at 9:30 to 9:45 p.m., accompanied by Carl Fenton and his orchestra. Miss Yanke, now appearing at Le Mirage, was formerly heard on a network program for Bayer Aspirin and has been on the staff of WLW, Cincinnati.

## New WINS-Harmony Duo

WINS has a new harmony duo, Darrow and Dell, on Saturdays at 5:30 p.m.

Neysa Nourse, formerly heard on Saturdays over WINS, will now be featured on Louis Katzman's Swing Session every Sunday at 5.

## Gene Morgan Screen-Tested

Gene Morgan, a member of the cast of "Myrt and Marge," CBS network show, was screen-tested by Paramount late last week.

## NBC Frisco Changes

San Francisco—Andrew C. Love, head of NBC continuity acceptance dept., goes to Hollywood in a similar capacity July 1, it is announced by Don E. Gilman, v.p. in charge of western division. This creates a new department in Hollywood. Byron Mills succeeds Love here. Dorothy Brown will be transferred to the continuity acceptance dept. and Lois Lavers replaces her as secretary to Frank Cope, production manager. Grace Davis succeeds Miss Brown as secretary to William J. Lavers, supervisor of announcers.

Lloyd E. Yoder, western press division manager, has added Lee Strahorn, formerly of Lord & Thomas, to his staff.

## Tilden as Commentator

CBS has signed William "Bill" Tilden, tennis star, as commentator on the Wimbledon championship matches, June 21-July 3.

## AGENCIES

J. BALDWIN ROBINSON, Brazilian manager for N. W. Ayer & Son Inc., has been appointed manager of Ayer's export division with headquarters in Philadelphia. Robinson joined Ayer in Brazil in 1933 after spending several years in merchandising work in foreign countries.

E. B. MCGOVERN and Leo Weisfield of Seattle, Eric Johnston and James C. Cluskey of Spokane, Frederick Mercy of Yakima, and Chapin D. Foster and Charles Larrabee of Bellingham are members of a seven-man advertising commission appointed by Governor C. D. Martin of Washington to administer the \$250,000 advertising fund voted by the last session of the legislature.

EASTMAN SCOTT CO., Atlanta, is handling the \$250,000 advertising campaign just inaugurated for the state of North Carolina. S. B. McArthur is account executive, with headquarters in the state capitol, Raleigh.

ERWIN, WASEY & CO., Chicago office, has been appointed advertising counsel for Patrick Henry Brewing Co., Chicago, and Kiley Brewing Co., Marion, Ind.

## Gammons Reelected by Bureau

Minneapolis — Earl H. Gammons, general manager of WCCO, was re-elected last week as chairman of the board of directors and head of the nominating committee of the Minneapolis Better Business Bureau. This organization has been active for several years in maintaining high business standards in the city of Minneapolis.

Gammons was also appointed to two committees of the Minneapolis Civic and Commerce Association—the committee promoting the Minneapolis Symphony Orchestra and the tourist committee.

## Legion Conclave on NBC

NBC will air the American Legion convention to be held Sept. 20-23 in New York.

## SAN ANTONIO

H. C. Burke, KTSA manager, has gone to Chicago, Milwaukee, and New York City for his vacation.

Tommy Conroy has joined Payne Advertising Agency, which has a radio division in the Smith-Young Tower Building.

Jesse Lentz' ork and the Deauville Swingsters, heard regularly on KMAC and KONO, are now playing nightly out at Coral Gables Night Club.

Johnny Williams, violinist, has joined the Tune wranglers, who air daily via WOAI.

Jack True has gone to Dallas to make a series of Brunswick Recordings. While in that city he will take in the Texas and Pan-American Exposition.

Simpson Sisters have been playing an engagement in Galveston before going to New York.

William Clark Bryan, Los Angeles radio-church singer, is in the city on a visit.

There is no Substitute  
for Coverage

WSYR

The Voice of Central New York

SYRACUSE, NEW YORK

DOMINANT  
NEWS  
COVERAGE

Radio stations using United Press give listeners the latest news with ACCURACY AND SPEED, for United Press sectional, national and international news coverage dominates the field.

Visit U. P. headquarters, Suite 512, Hotel Sherman, and let us tell you about

UNITED  
PRESS

# SPEAKING OF RADIO NEWS - - -

Now that news is admittedly indispensable to radio the broadcaster **MUST** have news features that **ENTERTAIN—plus** news features that **DO A SELLING JOB.**

VanCronkhite Associates, Inc. have built, tested and now broadcast on scores of both large and small stations radio features that are **NEWSY—**that **ENTERTAIN—**that **DO A SELLING JOB.**

These radio news features are expertly written *for radio.* They require only one announcer for production. Because so many stations are using the features successfully, the prices are amazingly low.

## **LET THESE SUCCESSFUL RADIO NEWS FEATURES DO BOTH AN ENTERTAINING AND A SELLING JOB FOR YOUR STATION**

### **HEROES OF THE WEEK**

A once-a-week (15-minute) newscast which recounts the thrilling deeds of heroism which have been enacted during the week over the entire world.

### **IT'S A FACT**

A five-times-a-week (5-minutes) newscast of the amusing yet odd happenings which take place the world over—unbelievable yet actual oddities in the world's news. Can be used as a special daily program, or, by combining several scripts as a longer, twice or once weekly newscast. Also makes the perfect filler copy for regular newscasts.

### **THE NEWS OF THE WEEK**

A once-a-week, (15-minute newscast) graphically recounting the dramatic highlights of the week's news. It is an ideal program for Sunday morning or afternoon or Saturday night.

### **YOUR BASEBALL REVIEW**

A five-times-a-week (five-minute sportscast) devoted to baseball news specifically prepared for radio and dealing with the "inside" news of baseball. Excellently suited for filler material during the lulls while broadcasting play-by-play.

### **THE WORLD OF SCIENCE**

A once-a-week, (15-minute newscast) summarizing the outstanding happenings of scientific interest and importance.

### **TWENTY YEARS AGO**

A five-times-a-week, (5-minute newscast) telling the exact news of what happened on this day twenty years ago. The newscast is written in the present tense as if by some magic the listener was tuning in to a newscast twenty years ago.

### **THE FOREIGN NEWS REVIEW**

A once-a-week, (15-minute newscast) which gives a resume of international affairs particularly as they affect Americans.

### **BAFFLING CRIMES OF THE WEEK**

A once-a-week (fifteen-minute newscast) summarizing the baffling crimes which currently are perplexing the police of the world. (Offers audience participation).

*(Available in foreign languages.)*

*It will take you less than five minutes to get from the hotel to our offices (at Michigan avenue bridge). Come on over and let's have a chat about how to make your news broadcasts make money.*

## **VAN CRONKHITE ASSOCIATES, INC.**

**360 North Michigan Ave.**

**Chicago**

**State 6088-6040**

**New York Office**

**60 East 42nd St.**

**MUrray Hill 2-2030**

' R A D I O ' S   O N L Y   N E W S   C O U N S E L L O R S ' '

## GUEST-ING

CONSTANCE BENNETT and REGINALD DENNY, on Bing Crosby's Kraft Music Hall, June 24 (NBC-Red, 10 p.m.).

DENNIS KING, DOC ROCKWELL (return engagement), MITZI GREEN (postponed last week due to illness), and JOE LAURIE JR. (fifth consecutive appearance), on Vallee's Varieties, June 24 (NBC-Red, 8 p.m.).

NAT PENDLETON, on Amateur Hour, tomorrow (WHN, 7 p.m.).

LUCY MONROE and GEORGE BEATTY, on Lanny Ross' Show Boat, June 24 (NBC-Red, 9 p.m.).

ANN SOTHERN, on Chase & Sanborn Hour, July 18, (NBC-Red, 8 p.m.) GLADYS GEORGE, same show, July 11.

TOBY WING, ROLAND YOUNG and MISCHA LEVITZKI, on Bing Crosby show, July 1 (NBC-Red, 10 p.m.) MARY BOLAND, on same show, July 8.

## In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

## NEW PROGRAMS—IDEAS

## Photoplays by Radio

"Stories by Camera," new dramatic idea evolved by Lawrence Menkin, made its bow Friday night over WLW, Cincinnati. The idea is to present stories told in movie scenario form with synchronized music throughout. Menkin has been experimenting with the idea for two and a half years, and finally convinced Bob Kennett, program director, that it was worth a try. Virginio Marucci, conductor-violinist-composer, has written special scores for the dramatizations.

## Three Library Programs

Three quarter-hour programs each week, arranged and presented by the Kansas City, Kas., Public Library, are aired over KCKN.

"The Story Hour Lady," conducted by Carol Widen, offers juvenile stories; "Book Review Programs," by Florence Shepherd, reviews books as fast as they are off the press, and "Popular Science," with Donald Kohlstedt, gives unusual facts.

## Swimming Lessons by Radio

Quarter-hour lessons in swimming, broadcast three times weekly by Ralph Nelson from the pool of the Y.M.C.A. in Kansas City, Kas., got under way last week over KCKN.

Besides describing the actual routine as the boys in the pool take their instruction, Nelson elaborates on elementary swimming principles calculated to interest radio listeners in learning to swim.

## Mental Hygiene

A series of five-minute talks on Mental Hygiene, presented by Dr. Henry Peters of the University of Missouri Psychology Department every Wednesday at 1:55 p.m., is proving popular with KFRU, Columbia, Mo., listeners. The talks are non-technical and designed to explain habits we all have and sometimes wonder about.

## Tailoring Insight

KDYL, Salt Lake City, has something different in "The Romance of a Suit of Clothes," daily five-minute airing at 8:25 a.m. Takes the microphone right into the factory of the Pullman Tailors and describes the process of clothes-making from cutting to finished product.

## "Girl Alone" Returning

Kellogg Co., Battle Creek, on July 12, will bring back the journalistic script show, "Girl Alone," for another series of daytime programs over a special NBC-Red network of eight stations (WEAF, KYW, WBEN, WCAE, WTAM, WWJ, WMAQ and WLW) Mondays through Fridays, 12-12:15 p.m. Program will originate from Chicago and is signed for 13 weeks. N. W. Ayer & Son Inc. has the account.

## James R. Curtis. to Vacation

Following the NAB convention, James R. Curtis, president of KFRO, Longview, Tex., and secretary of the Texas Broadcasters Ass'n, will take his vacation. From Chicago, he plans to visit stations in Milwaukee, St. Paul, Des Moines and Kansas City.

## TO REACH 2,000,000 Jews of New York

Jewish Programs (in ENGLISH) are a proven sales success on Station WMCA, New York.

Advertisers and Advertising Agencies

Let us show you what the public and our other advertisers say.

ADVERTISERS BROADCASTING CO.  
205 E. 42nd St. New York  
Murray Hill 4-1364

## NEW BUSINESS

Signed by Stations

## WFAS, White Plains, N. Y.

Sun Oil Co., through Roche, Williams & Cunningham Inc., Phila.; Golden Bros. Inc. (Kelvinator); Pioneer Finance Co., Port Chester; Max'l, London Tailors, Bettman's (women's wear), Grand Hofbrau and Sterling Shoe Stores, all in German; Fashion Distributors, Fenimore Camps, Monseigneur Restaurant, Horne Movie Service, Cafe Continental and Ruth Hooper Larrison (cosmetics), all through Associated Broadcast Adv'g, New York.

## KSFO, San Francisco

Firestone Tire & Rubber Co. announcements, through Sweeney-James agency, Cleveland; Diesel Power United Engineering Schools, S.F., announcements; Table Products Inc. (Nu-Made Mayonnaise), announcements, through Lord & Thomas, Los Angeles.

## WOR, New York

General Foods (Diamond Crystal Salt), through Benton & Bowles; Crown Overall Mfg. Co., Cincinnati, through H. W. Kastor & Sons; Refrigeration & Air Conditioning Training Corp., through Nat'l Classified Adv'g Agency, Youngstown.

## WPTF, Raleigh

Coca Cola Bottling Works, "Singing Sam"; Montgomery-Ward, "Neighbor Jim"; Montford Plumbing & Heating Co. (Norge refrigerators).

## KFRC, San Francisco

Twenty Grand Cigarettes, through McCann-Erickson; Morris Plan; Postal Telegraph.

## WCKY, Cincinnati

McCormick Sales Co. (tea), through Van Sant, Dugdale & Co., Baltimore; RCA Mfg. Co. (tubes).

## WCOL, Columbus

Griffin All-Wite Shoe Cleaner, "Griffin's Musical Clock." Bill Wallace as emcee, disks.

## WHBY, Green Bay

Seiberling tire dealers, nine-week disk spot campaign.

## WHKC, Columbus

Montgomery-Ward, "Neighbor Jim" disks.

# WCAU

switches to

# TRANSRADIO

The dominant station of Philadelphia, one of the finest in the East, is the latest to change over to the news service of Transradio.

WCAU found through experience what any top-ranking station is bound to learn sooner or later—that Transradio stands for *quality* in news programming.

**Transradio Press Service**

In Baltimore, it's

# WFBR

NATIONAL REPRESENTATIVES  
EDWARD PETRY & CO.

# I. N. S. *The maximum news service for a sponsor's radio dollar*

## HOW AND WHY

- ★ Because International News Service affords a sponsor the opportunity to command the widest public attention.
- ★ Because a sponsor can be assured of an individual and distinctive program with which to identify himself.
- ★ Because International News Service furnishes a variety of news that appeals to every type of radio audience.
- ★ Because International News Service has sectionalized news coverage that attracts community audiences.
- ★ Because International News Service's style of news presentation is at the same time both accurate and dramatic and lends itself readily to a variety of adaptation.
- ★ Because International News Service dispatches are *complete first-hand accounts by star reporters and writers who are actually at the scene of the news.*

# INTERNATIONAL NEWS SERVICE

235 EAST 45th ST., NEW YORK, N. Y.

N. A. B. CONVENTION HEADQUARTERS  
SUITE 439, SHERMAN HOTEL

"There MAY be portable playbacks  
As good as yours—



**BUT I'VE NEVER HEARD THEM!**

says Arthur A. Kron, secretary-treasurer  
of the Gotham Advertising Company

*And Now*

We Announce the New  
**CONQUEST**  
Portable

**RADIO RECEIVER and  
PLAYBACK COMBINATION**

*Designed Especially for Agencies and Stations*

**CONQUEST ALLIANCE CO., Inc.**

515 Madison Avenue ● New York City  
228 N. LaSalle Street ● Chicago, Illinois

**New CONQUEST AUDITION UNIT**  
*Accommodating Up to 17" Records*

See the new Conquest Units  
at the

**N.A.B. CONVENTION**

Conquest Alliance Headquarters

Hotel Sherman • Chicago

# ATLAS RADIO CORPORATION

## TODAY AND TOMORROW

**TODAY...** the largest producer of popular appeal radio transcriptions in the industry.

**TOMORROW...** the most powerful, international distributing and producing company in the field of Radio Entertainment.

**TODAY...** Atlas Radio Corporation presents an organization composed of the best technical and creative minds of the present radio field.

**TOMORROW...** in line with its plan for expansion .. branch offices located in 29 key cities of the United States; national and regional advertising and exploitation of its product; the acquisition of the finest talent in the amusement world... Atlas Radio Corporation will bring to every radio station in the world the opportunity to book programs of the greatest audience and sponsor interest... programs to match and surpass the greatest on the air today.

● If you are attending the NAB convention in Chicago ... stop for a chat at the ARC exhibit





Atlas has boundless faith in radio transcription. Through it, and only through it, can the standard be constantly lifted so that in time, every station can broadcast daily the performances of the finest talent in their finest vehicles in the entertainment world.

The fullest attainment of this objective, however, will only come after the realization of its basic truth by the radio stations and the achievement of the fullest cooperation between producer, distributor and broadcaster.

The wide acceptance of the transcribed show by *all* stations will enable producers to reach out for better and better personalities and stories, and the constant improvement in the quality of the transcribed show and its incomparable superiority over the locally produced performance will capture greater and greater audiences for all stations.

ATLAS, for itself, will build toward this objective . . . a production organization fully conscious of its possibilities as well as its responsibilities . . . a distributing organization with executives experienced in this problem *new* to radio but *old* to its sister industry . . . Motion Pictures. An administrative organization, inspired with the yet unlimited possibilities of the industry still to be realized, an organization financially able to carry on its program to a conclusion.

ATLAS takes its bow TODAY, to meet and greet you . . . and hopes to be with you TOMORROW, when its platform and its policy have become history in the radio industry, and in the interim, to have rendered its service . . . Fairly, Honestly and Constructively.

**ARC**

**A T L A S R A D I O C O R P O R A T I O N**

**HOME OFFICE 1540 BROADWAY, N.Y.C. • STUDIOS 930 NO. WESTERN AVE., HOLLYWOOD, CALIF.**



R

COLUMBIA

**punch** with a purr  
—*that's radio!*

*Punch with a purr*—and the advertising allegory  
doesn't stop there. Radio is quick as a cat in its  
timing and speed. Firm in its grasp\* as a mouser  
when she pounces. *And it has 86,000,000 lives!*

*\*of almost every market you can name!*

**BROADCASTING SYSTEM**



ESTABLISHED 1898

**first** IN RADIO TALENT BOOKINGS . . . proving definitely the confidence placed in our showmanship by the leading executives of advertising agencies and sponsors.

**forty** YEARS' EXPERIENCE in every field of entertainment is our definite contribution to radio . . . Let us solve your program building problems with our original ideas, outstanding artists, writers, directors and guest stars.

## WILLIAM MORRIS AGENCY, Inc.

ROCKEFELLER CENTER, NEW YORK

LONDON CHICAGO HOLLYWOOD

## FLY UNITED'S NEW "MAINLINERS"

3 NON-STOP FLIGHTS DAILY

BETWEEN

CHICAGO and NEW YORK

IN THE

DELUXE "SKYLOUNGE"

A 21 PASSENGER CABIN WITH ONLY 14 LOUNGE CHAIRS

THE "CONTINENTAL" COAST TO COAST

ONLY 3 STOPS—TO LOS ANGELES OR SAN FRANCISCO  
FROM NEW YORK

UNITED AIR LINES

FOR INFORMATION AND RESERVATIONS CALL

NEAREST UNITED OFFICE OR YOUR TRAVEL AGENT

## \$1,000,000 Expansion Mapped by Transradio

(Continued from Page 1)

ment of its differences with the major networks, growing out of the Press-Radio pact of 1934, Transradio feels that it has fully consolidated its position as a newsgathering organization serving broadcasters.

Now it intends to build on the foundation established during the past three years, branching out into several advanced fields related to its news functions. These efforts will not be competitive with existing broadcasting and programming enterprises, but will concentrate on development of new techniques and hitherto neglected activities.

W. G. Quisenberry, Transradio vice-president, returned to this country a few days ago from a six months' stay in Europe in connection with the development of Transradio's new plans. Agreements were drawn up with several leading European newsgathering, news reel and news photo organizations whose services will ultimately be utilized.

While the activities of Transradio Press Service itself will be enlarged by the expansion, the plans will center chiefly on three new subsidiary corporations and Transradio's affiliate, Radio News Association.

Transradio News Features, inaugurated several months ago by the parent company, are to be expanded and incorporated into a program-building organization specializing in dramatized transcriptions of a new type. It will also handle special services, such as sports, by wire, wireless and supplementary commentator scripts.

Transradio Facsimile Inc., the first venture of its sort in the broadcasting field, will develop original news and news photo techniques for a medium in which Transradio has been interested for some time. Through the operations of this subsidiary, Transradio hopes to hasten the development of commercially successful facsimile broadcasting, which will supplement the present radio sales message with a visual image, such as display advertising.

Transradio is withholding announcement at this time of the projects to be undertaken by the third subsidiary. The company will spend \$125,000 on special equipment.

### Camels' New Series

New summer series of R. J. Reynolds Tobacco Co. (Camels) gets under way June 29 when Benny Goodman opens the series of "Swing School" broadcasts from the coast. Program will be heard from 9:30-10 p.m. over a CBS network of 80 stations. Guests will be used, and the program resumes its full hour schedule with Jack Oakie heading the cast next September.

### Bronson in WCOL Post

Columbus—Edward Bronson has been appointed program manager and publicity director of WCOL. Robert Seal will be in charge of continuity and production, besides continuing with several programs.

## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

**M**MARGARET CUTHBERT, NBC director of Women's Activities, will serve as vice-chairman on the committee of the 1939 biennial convention of the Nat'l Federation of Business and Professional Women's Clubs. . . . Virginia Valley, socialist song stylist, has gone exclusively Rockwell-O'Keefe Inc. . . . Amanda Snow, the Minneapolis contender for the Kate Smith crown, has changed the moniker to Nancy Swanson for her Saturday broadcasts over the NBC-Red. . . . Lily Pons, diminutive diva, joins the sartorial elect when Emil Alvin Hartman, director of the Fashion Academy, bestows a medal on her at the close of her June 23 airing.

WICC's new Tuesday at 2:15 vocal attraction is a lass called Joyce Rogers. . . . Virginia Sims' pa and ma are so devoted to Jinny they've purchased a trailer in which they follow her and the Kay Kyser outfit, with whom she's on tour, from town to town. . . . They're saying that Lanny Ross is working hard on flicker plans he's not discussing. . . . Rochelle and Lola, "Hour of Charm" co-pianists, are the only long-haired lasses in the outfit. . . . WBNS femme fashion program director, Betty Hartley, sails for Paris June 30. . . . She'll forward fashion bulletins from the sartorial centers. . . . Ann Croft Turner will sub for her on the program. . . .

Maestro B. A. Rolfe's shindig for Maxon execs and "Heinz Magazine of the Air" luminaries revealed unsuspected talent in several party-goers. . . . Elaine Sterne Carington, "Trouble House" scribe, contributed a Gallic ditty in uncharacteristically throaty voice. . . . Bob Allison, Maxon's guesstar liner-upper, warbled a few numbers of the "Frankie & Johnny" genre. . . . Reed Kennedy and wife, Gretchen Davidson, Dorothy Lowell and spouse Bill, Earl Ferris, Elsie Mae Gordon, Doug Storrer, Buda Baker, Paul Glynn, June Aulick and Bill Heyward were all enthusiastic guests. . . . CBS director and producer Paul Monroe's new baby daughter will be dubbed Thais Paula. . . . She'll have Edward McDonald, actor, as godfather. . . .

In LOS ANGELES  
(for Southern California coverage)

IT'S

Warner Bros.

K F W B

**2 Leading KFRC Shows  
Shifting to Hollywood**

*(Continued from Page 1)*

more airshows on a large scale in the south this fall, hypo-ing with large studio audiences in auditoriums to be leased.

**WHO Delegation to NAB**

Des Moines—WHO's delegation to the NAB convention in Chicago includes J. O. Maland, president of Central Broadcasting Co., manager of WHO and a member of the NAB board of directors; Paul Loyet, technical director of WHO; Harold Fair, program director, and Hale Bondurant, sales manager and a member of the executive committee of the National Ass'n of sales managers, an NAB subsidiary.

Mrs. Maland and Mrs. Loyet will accompany their respective husbands.

**Signed by CBS Artists Bureau**

Jeannine, star of WLW programs, has been signed to an exclusive contract by Columbia Artists and makes her first CBS appearance tomorrow at 9 a.m. on "Dear Columbia".

Leon Goldman, violinist, has been signed as a CBS staff conductor of CBS by Columbia Artists. He will be in charge of Poetic Strings, Mellow Moments, Waltzes of the World and Orientals, sustainings.

**Guests for Ken Murray**

Beginning June 30, when Shirley Ross leaves the Ken Murray show, guest singers will be a regular feature of the CBS program.

**ORCHESTRAS - MUSIC**

**L**OUIS PRIMA, hot trumpeter, cut short his engagement at the New Orleans Penthouse, in which he has an interest, to return to Hollywood for flicker work on the Paramount lot.

*Nat Bradley and ork have opened at the new Henderson Point, Miss., Chez Paree, to remain indefinitely.*

Lee Bennett and Louis Panico, both CRA musical aggregations, will play a furniture show at Grand Rapids, Mich., June 30.

*The Bridgeport Symphony's last broadcast in the Wednesday afternoon WICC series was heard June 16. The outfit moves outdoors to offer a series of al fresco concerts in Stratford, Fairfield and Bridgeport.*

Frederick Smithson returns to the airwaves via WICC after a lengthy absence as accompanist for Elize (Weltersbach) Menn on the Tuesday evening broadcasts.

*Bob Howard, whistling pianist, recently arrived from England and BBC activities, returns to the American ether via WHN for a new evening series, effective today, from 12-12:15 a.m. He'll be aired every night thereafter at the same time.*

Outstanding among programs arranged by NBC's European representatives is the Salzburg Festival series, beginning July 24 and extending over a period of one month. The world's most celebrated conductors, including Arturo Toscanini and Artur Rodzinski will take part. The Vienna Philharmonic Ork and the Vienna State Opera Company will be featured, supplemented by soloists from all over Europe and America.

*The four new ditties by pix stars, all of whom make music their hobby, to be introduced to the ether by Johnny Green during his hour broadcast over the NBC-Red network on Tuesday at 5:30 p.m., are: "Don'tesque", piano novelty contributed by James Cagney; "Remember the Girl Who Used to Be You", by Ginger Rogers; Gene Raymond's "It Can't Be True", and the Ida Lupino number which is so new it has no title yet.*

"The Three Cheers", NBC vocal trio heard over the Red network Tuesday at 10:45 a.m., offers two ditties penned by Edna Fischer, "Our Destination is Heaven" and "Tee-oll-ee-go Swing", nursery rhyme in swingtime, both by the San Francisco NBC pianist-composer. The former has lyrics by Meredith Willson, general musical director for the Western Division of NBC.

**4 Wis. Golf Tourneys  
Sponsored Over WTMJ**

Milwaukee — Four major golf tourneys will be sponsored over WTMJ this season by Wadhams Oil Co., station's oldest and most consistent advertiser. They are: Wisconsin Amateur, Open Women's and Milwaukee District championships.

**Coca Cola Boosts WBIG Sched.**

Greensboro, N. C.—The Coca Cola Civic Club, 10 o'clock morning, three-times-a-week feature, produced by WBIG for the Greensboro Coca Cola Bottling Co., has been augmented by an additional schedule of five 15-minute "Singing Sam" transcriptions a week, for 26 weeks. This makes eight morning programs over WBIG carried by the Greensboro Coca Cola Bottling Co. weekly.

**Artists Bureau Bookings**

Irene Beasley has been booked for four weeks at the Riviera starting July 6 through Mack Davis of Columbia Artists. Appearance of Dennis King on Vallee's show this week was handled by James Appell with the Wm. Morris Office.

**In LOS ANGELES**

*(for Southern California coverage)*

IT'S

Warner Bros.

**K F W B**

**Publicity**

**R E S U L T S**

Not

**P R O M I S E S**

**COUNT WITH ●●●**

- General Motors Corp. (Cadillac-La Salle)
- MacManus, John & Adams, Inc., (Pontiac Motor Co.)
- Henry Souvaine, Inc.
- Donahue & Coe, Inc.
- Gladys Swarthout
- Frank Chapman
- John Charles Thomas
- Irene Wicker
- Alois Havrilla
- Pick 'n' Pat
- Wilfred Pelletier (Met. Opera)

**NEWS FEATURES, INC.**

30 ROCKEFELLER PLAZA  
18th FLOOR  
WILLIAM HAWORTH, PRES.

### Gude on Southwest Tour

John G. (Jap) Gude, manager CBS station relations department, will take a month's trip throughout the mid-west after the NAB convention. He will visit CBS affiliates in that territory.

### In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

### RESULTS! COUNT MOST

The international scope and sound growth of this organization are the rewards of experience and service applied to station representation.



**T**RYING to announce a wrestling match with rabid fans brandishing chairs over their heads proved just a little too much for WIL's sport-casters recently. Neil Norman and Bill Durney, sports announcer and assistant, respectively, were bringing the fans of the grunt and groan game a vivid picture of the main go on a card at the Coliseum in St. Louis between Eddie Newman and Chief Chewchki. It was fair weather sailing until the Chief started to use his upper plate to scratch Eddie's back. Referee Vopel caught him before he had a chance to put his choppers back in his mouth and decided to deprive him of their use for the balance of the match. He handed the teeth thru the ropes to Bill Durney for safe keeping. Soon after a general riot broke out around Neil Norman, who was still trying to put it all into words. Payoff came when Bill Durney discovered that he had lost Chewchki's store teeth and he left for other parts before he was asked for them.

When the KDKA Choralists appear at several sessions of the Kiwanis International Convention in Indianapolis, today, tomorrow and Wednesday, their primary purpose will be to

entertain the Kiwanians. But their secondary objective will be to have Pittsburgh chosen for the 1939 convention. So each program presented will follow radio style by having theme songs for the opening and closing numbers. The singers from the Westinghouse radio station are being sent to Indianapolis under the auspices of the Kiwanis Club of Pittsburgh.

Earl J. Glade, managing director of KSL, Salt Lake City, acted as emcee for the Pacific Ad Club convention in his city last week. KDYL gave a cocktail party for the delegates in the ballroom of the Hotel Utah.

Dick Roll, announcer at WHIO, Dayton, O., was at the mike for the airing of the sixth annual show of the Dayton Saddle Horse Ass'n. Roll is well-acquainted with the training of such horses.

WIL, St. Louis, is still getting comments and congratulations for its coverage of the recent International Aerobatic Competition and Air Races. A field staff of 12 was used in airing the event.

Couple of weeks ago a pretty little

### Elaborate NBC Coverage On Boy Scout Jamboree

(Continued from Page 1)

put up near the Washington Monument and some 50 to 100 engineers, production men and announcers will work from there. Programs also will be short-waved.

girl came into WTMJ (Milwaukee) offices and announced timidly that she was a blues singer. Frank Werth, assistant musical director, just going into a rehearsal, said "Come on, we'll see." The impromptu audition brought forth one of those rare blues voices with personality, and another WTMJ star was born. Her name is Lorraine De Wood. Dark-eyed, raven-tressed Lorraine is going places, according to Frank Werth, to whom go laurels for a discovery.

Jocko Maxwell, sports commentator for WLTH, saluted Joe DiMaggio, sensational center fielder of the New York Yankees, as his guest on his Saturday "WLTH Sports Parade" broadcast.

Two network shows terminate their runs this week—the Grace Moore-Vincent Lopez program for Nash Motors on CBS, and the Louis Armstrong "Harlem" show for Fleischmann on NBC-Blue.

## JOIN!

These National Advertisers Who Are Successfully Using  
AMERICAN FOREIGN LANGUAGE RADIO STATIONS

Carnation Milk

Libby, McNeil & Libby

Pet Milk

Wonder Bread

Tasty Bread

Borden Company

Canada Dry

San Giorio Macaroni

Procter & Gamble

Hecker-H-O Force

Carter's Little Liver Pills

Iowa Soap Co.

Alka-Seltzer

Junkett

Sun Oil Company

Medaglia D'Oro Coffee

CALL—WIRE—WRITE

American Foreign Language Radio Station Representatives

A DIVISION OF

**VAN CRONKHITE ASSOCIATES, INC.**

NEW YORK  
60 East 42nd Street  
MUrray Hill 2-2030

CHICAGO  
360 North Michigan Ave.  
State 6088

**Dozen AFM Resolutions Affecting Radio Field**

(Continued from Page 1)

in radio station or in public music re-production machines.

4. That no ET be played by a radio station without permission of the AFM local.

5. That if a radio station is declared nationally unfair, no music created by union musicians can be piped through to said station.

6. That a 2 per cent tax weekly be assessed radio musicians to pay strike benefits.

7. That singers or other entertainers (not instrumentalists) appearing with orchestras be required to join AFM.

8. That no AFM member be permitted to give any firm a waiver on ET or other performing rights.

9. That a research department be set up to safeguard members' interests with respect to future mechanical developments.

10. That services of members be refused to stations using recordings.

11. That regulations and restrictions include barring of wired music to displace live music now employed; re-production of a master record shall never be used for a wired broadcast, and shall not be transported to another state; records made by union musicians shall not be used for broadcasting or sale by organizations having no contract with the union; that rate of pay of musicians for recording be increased; that royalties be paid the union by broadcasting companies on basis of extent of the use of records; that non-union music shall not be used with union music; that playing time and amount of music to be recorded at any one session shall be limited; that music of orchestras playing in a hotel shall not be piped to any other public room; that federal legislation be sought to place broadcasting of records within interstate commerce definition.

Joseph N. Weber was re-elected president of the organization. Other officers elected are: C. L. Bagley, vice-president; Fred W. Birnbach, secretary; and Harry E. Brenton, financial secretary and treasurer.

**Russ Person in Plane Crash**

Minneapolis—Russ Person, remote control engineer for WCCO, sustained no bruises (except to his pride) when the plane which he was piloting cracked-up near Cambridge, Minn., recently. Person has 50 solo hours in his credit. This was his first mishap.

**In LOS ANGELES**  
(for Southern California coverage)  
IT'S  
Warner Bros.  
**K F W B**

DO YOU KNOW WHO THE "COLONEL FROM KENTUCKY" IS?

**NO?**

Then tune in today 3 - 3:30  
E.D.S.T.  
WABC - Columbia Network

☆ **PROMOTION** ☆

**"New Cry of the Old West"**

In a new book just circulated to the advertisers and agencies, "Buck" Weaver, old time "sour dough," cow hand and mining expert, tells the story of "The New Cry of the Old West" an account of the 14 years history and progress of KFEL, Denver. The story is related in the jargon of the old West and told in the frank, honest manner typical of Western people. Included is a generous display of photographs of the territory KFEL covers, as well as

material useful to advertisers in considering this important market.

To quote him, Buck "aimed to make the book useful as well as purty."

**Contest Sold 81,149 Pieces**

Fischer Baking Co. contest conducted over WTNJ, Trenton, resulted in sales of 81,149 pieces of merchandise in 13 weeks, not 8,119 as inadvertently reported. Each wrapper from a Fischer baked product counted as 10 votes, resulting in 811,490 votes entered in the Children's Opportunity Contest.

**Conquest Alliance Exhibit**

Chicago—Among interesting exhibits at the NAB convention is the preview display of the new Conquest Alliance combination audition units and radio receivers. Units are portable and weigh only 32 pounds. All controls and loudspeaker are mounted on the front panel, and a single switch changes the instrument from radio to phonograph, or to phonograph and microphone. The mike is independently controlled, the turntable has both standard speeds, and the short and long wave dials are combined in one.

Conquest is also showing its new Audition Unit. C. H. Venner Jr., president, and Leonard Herzig, chief engineer, are in charge of the technical exhibit. Frank F. Morr of Chicago and Allan M. Wilson, assistant to Venner, are explaining the new "Streamlined Serials" sales plan.

**Odell Upped at WAAF**

Chicago—William D. Hutchinson, WAAF manager, has promoted Jack Odell, continuity editor, to the post of program director vacated by Eddie Simmons who lately joined the WGN production staff. Continuity post goes to Virgil Irvin, who comes from KMAC, San Antonio.

**THE NEW CRY OF THE OLD WEST**

**K F E L - THE MUTUAL BROADCASTING SYSTEM - DENVER**

GENE O'FALLON, Manager  
Suite 922—Hotel Sherman  
(during N.A.B. Convention)

Rep. by JOHN BLAIR & CO.

"N.A.B." CONVENTION VISITORS

**YOU!**

**and YOU and YOU and YOU**

ARE INVITED TO ROOM 1006—HOTEL SHERMAN—  
"OPEN HOUSE"

5-MINUTE DRAMATIZED PROGRAMS FOR  
LOANS—OPTICAL—BANK—FURNITURE  
—JEWELRY—LIFE INSURANCE

"STAY AT HOMES" CAN SECURE FULL INFORMATION  
BY WRITING TO

**H. S. G. ADVERTISING AGENCY**  
420 MADISON AVE. NEW YORK

**A COMPLETE RADIO PROGRAM SERVICE AVAILABLE AS A WHOLE OR IN PART TO ADVERTISING AGENCIES AND THEIR CLIENTS**

*A few of the programs, sponsors, and agencies with which we have been associated.*

Helen Hayes in "The New Penny"—Sanka Coffee—Young & Rubicam; Beatrice Lillie—Dr. Lyon's Tooth-powder — Blackett-Sample-Hummert, Inc.; Sherlock Holmes—the G. Washington Coffee Co.—Cecil, Warwick & Legler; Marx Bros.—Esso Gas—McCann-Erickson, Inc.; Bob Hope — Woodbury's—Lennen & Mitchell, Inc.; Will Rogers, George M. Cohan, Irving Berlin, Irvin S. Cobb—Gulf Refining Co.—Cecil, Warwick & Legler; Warden Lawes' Crime Stories—Sloan's Liniment—Cecil, Warwick & Legler; The Shadow—Blue Coal—Ruthrauff & Ryan, Inc.; Uncle Charley's Tent Show —Procter & Gamble—Compton Co.; Adventures of Bill Baker—A. & P. Stores — Paris & Peart; and many others.

*A partial group of distinguished stage, screen, and radio stars for whom we have provided material.*

- |                  |                   |
|------------------|-------------------|
| Lionel Barrymore | Lee Tracy         |
| Irving Berlin    | Edmund Lowe       |
| Fanny Brice      | Paul Lukas        |
| Joan Crawford    | Edgar A. Guest    |
| Helen Hayes      | Beatrice Lillie   |
| Bob Hope         | D. W. Griffith    |
| Noah Beery       | Leslie Howard     |
| Clive Brook      | Marx Bros.        |
| Bruce Cabot      | Adolphe Menjou    |
| Cary Grant       | Franchot Tone     |
| James Dunn       | Charles Winninger |
| Irene Dunne      | Roland Young      |

**McKNIGHT and JORDAN, Inc.**  
RADIO PRODUCTIONS  
17 East 49th Street - New York City

- |                  |                   |
|------------------|-------------------|
| Program Ideas    | Production        |
| Dramatic Scripts | Direction         |
| Comedy Material  | Program Doctoring |
| Talent           | Transcriptions    |

## New Studios Are Opened By KVI in Seattle Hotel

Seattle—Carrying forward its expansion program, KVI of Seattle and Tacoma has opened attractive new studios in the Olympic Hotel here.

### In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

**K F W B**

### AMERICAN DYNAMIC

(High or Low Impedance)  
D-5-T 10,000 ohms. List \$32.50  
D-5 50 Ohms List \$27.50  
(Both equipped 25 ft. cable and plug.)



Excellent Frequency Response  
Rugged  
Low-priced

### A TRUE DYNAMIC

DYNAMIC AND RIBBON  
REPAIR SPECIALISTS

Write for catalogue on Microphones and Accessories

American MICROPHONE CO., INC.  
1915 S. Western, Los Angeles

### CONTESTS • GRAPHOLOGY

*Helen King*

17 East 48th St. New York City

### GREETINGS

to the  
**N A B**

## JOE PENNER

CBS Network—

“COCOMALT”

RKO Pictures

“NEW FACES OF 1937”

“THE LIFE OF THE PARTY”

# ☆☆ Los Angeles ☆☆

**H**OLLYWOOD'S value as a name tag for radio productions brings radio into the storm that started when Culver City announced intention of changing to Hollywood, and Benjamin E. Neal, director of public relations for Aerogram, has begun a crusade to include all of “mythical place called movieland” to “Greater Hollywood.” He's disking propaganda for club and organization use. “Our transcription studio is in Hollywood. In locating here, the value of the name was of material influence” he says. “We want no one to steal an asset that is rightfully ours. At the same time, we would gladly share the magic name with those who helped increase its glamour.”

Jimmy Vandiveer, who has been doing “Meet Some People” over KHJ on Monday nights, now starts a new second series of interviews with interesting personalities, to go Mutual-Don Lee Thursday evenings, titled “People You Should Know.” Will specialize in grabbing celebs who visit here.

Newly organized Blount-Laemmle disking and production firm has completed a two-episode dramatic audition job, and next week expects to produce two more sides of a musical show which will be turned over to the sales department for action. Earl Ross, former KHJ production man, is producing. First disks used June

### C. P. MacGREGOR

Hollywood

### AT the CONVENTION

Room 423  
Sherman Hotel

### AIR FEATURES, Inc.

### RADIO PRODUCTIONS

247 Park Ave. New York City

Gale, Norene Gammil, Carl Hackett, Grace Leonard and Phil Lerner.

Last minute need for signing papers in connection with the new building held Donald W. Thornburgh, CBS vice pres. on Coast, from attending Salt Lake admen's conclave, where he was scheduled as a speaker. John Dolph, assistant, did the pinchhitting in his stead.

Gertrude Berg, scripting on Bobby Breen shows, has taken a house in Brentwood and moved her family here to reside.

Charles Smith of NBC artist bureau is back from a month in the East.

Weather service designed especially for yachtsmen has been inaugurated by KNX, Thursdays, Fridays and Saturdays, tied on to the evening news broadcast and the midnight news, adding off shore weather conditions. Series to continue through summer. Using short wave dispatches from Cape Blanco, Point Conception and south of Point Conception, to assemble material.

G. C. Motwane, head of the Eastern Electrical & Engineering Co. of Bombay and Calcutta, and one of radio's pioneers in the East, is heading back for New York after a ten-day visit in Hollywood. Among other things, he announced that he will build a home here, divide his time between India and Los Angeles. Motwane distributes more than half of the radio equipment used in India.

Mertens and Price announce sale of 52 weeks of Sunday Players for Woodlawn Memorial Park, Detroit.

To catch Sunday family audiences that will be gained through younger listener interest, KFVB on Sunday inaugurated its Sunday School of the Air, which will be conducted by Mrs. Irma Boyle. Program will use commentator, chorus and professional talent says Manager Harry Maizlish.

Buddy Rogers selected Hoagy Carmichael for his final Sunday Twin Star program, saluting the songwriter with several of his hit tunes, including “Star Dust,” “I Met Him in Paris,” etc.

## BARRY MCKINLEY

Griffin “ALL-Wite”  
Tie Toe Review

Management

NBC Artists' Service

Personal Representative

James L. Saphier

## St. Paul Branch Studio Is Dedicated by WDGY

(Continued from Page 1)

hour of variety entertainment on the air under the direction of Edward P. Shurick, assistant general manager of WDGY, and who is in charge of sales, program and production. The program included music from the 36-piece St. Paul Ladies Band, Bernadine Petersen, contralto; The Happy Hollow Gang, Vagabond Kid, The Rhythmnettes (Keefe Sisters); Gertrude Lewis, the Twin Cities' only Woman News Commentator, and other Twin City talent. Bill Wigginton of the WDGY announcing staff acted as master-of-ceremonies.

Mayor Mark Gehan of St. Paul extended the greetings of the city to Dr. Young and WDGY. Commissioner Finlan of the Department of Education and Commissioner Barfuss of Public Safety also spoke on the program.

One large and one small studio with control room equipment have been built, with sales offices and audition rooms. Gordon MacDowell has been named St. Paul manager by Dr. Young.

## FCC ACTIVITIES

### EXAMINER'S RECOMMENDATIONS

Elmira Star-Gazette, Inc., Elmira, N. Y. CP for new station. 1200 kc., 250 watts, daytime, be granted.

Chase S. Osborn, Jr., Fresno, Cal. CP for new station. 1440 kc., 500 watts, unlimited, be granted.

Press Wireless, Inc., New York City. App. for renewal of station licenses for use of certain frequencies, be granted.

### HEARINGS SCHEDULED

June 22: Roberts-McNab Co., Bozeman, Mont. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Gallatin Radio Forum, Bozeman. CP for new station. 1420 kc., 250 watts, daytime.

June 24: Leon M. Eisfeld, Burlington, Iowa. CP for new station. 1310 kc., 100 watts, unlimited.

June 25: John W. Haigis, Greenfield, Mass. CP for new station. 1210 kc., 250 watts, daytime.

July 1: Peninsula Newspapers, Inc., Palo Alto, Cal. CP for new station. 1160 kc., 250 watts, daytime.

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

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

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

Oct. 7: Pacific Acceptance Corp., San Diego. CP for new station. 1200 kc., 100 watts, daytime.

Smith, Keller & Cole, San Diego. CP for new station. 1200 kc., 100 watts, daytime.

WREN, Lawrence, Kans. Auth. to transfer control of corp.

Oct. 14: Troy Broadcasting Co., Inc., Troy, N. Y. CP for new station. 950 kc., 1 KW., daytime.

### New WBIG Transmitter Site

Greensboro, N. C.—WBIG is using a mobile transmitter, by authority of FCC, for the purpose of locating a new transmitter site.

“Wheaties Champions of Harmony”

## KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily



**Claim Court Mis-Ruled  
On Status of Records**

Recent ruling of the U. S. District Court in Massachusetts in the case of Ray Noble vs. Hotel Vendome involving use of phonograph records is expected to be appealed by the National Ass'n of Performing Artists, which represented Noble, on the basis that the court was not properly informed on the contract.

The Court decided that under the contract as submitted, Noble's rights, including his common law rights of property in his performances, were transferred to the recording company by Noble. Maurice J. Speiser, general counsel for NAPA, points out that the Court was of the opinion that under the recording contract, RCA-Victor owns all the rights for the commercial as well as home use of these records. It is contended that this is not the contractual relationship between Noble and RCA-Victor and that the contract is ambiguous, at best, in its language.

**WNEW Summer Stock Auditions**

Casting auditions for a summer stock company, the Copake Island Theater, will be conducted and aired from the WHN studios at 3:30-4 p.m. on Wednesday under the direction of H. I. Alexander.

WNEW also has joined the Shakespeare parade with a "Shakespeare a la Carte" to be presented June 26 at 8:30-9 p.m. Richard Brooks will conduct the program, which offers amateurs a chance to come up and recite their favorite Shakespearian passages in competition for prizes, the winners to be decided by mail vote.

**"Rising Stars" Continues**

"Rising Stars", with cast composed of Broadway understudies, which clicked on its debut a week ago, will continue each Sunday over the NBC-Blue network at 8-8:30 p.m. Penny Bancroft is president and organizer of the unit, with Virginia Bonnell, Leslie Woods and Edward Mann among yesterday's performers.

**T. R. Putnam Back from Tour**

Longview, Tex. — T. R. Putnam, manager of KFRO, returned last week from a vacation tour which took him to Evansville, Ind.; Cincinnati and Memphis. Putnam visited the various radio stations in cities along the route.

**Al Boasberg Dead**

Al Boasberg, radio writer for Jack Benny, who only the day before his death had signed a new contract with Benny, died in Hollywood on Friday.

**FURGASON & ASTON**  
Representation with Concentration

★ *Chicago* ★

**BURRIDGE BUTLER**, president of WLS, invited entire staff for picnic at his farm Bur Ridge on Sunday. Rene Gekiere, NBC announcer, in the hospital with a strep infection. Gekiere and Betty Mitchell of RCA Recording laboratories recently revealed their marriage.

Wedding bells rang Saturday for Irvin Haberichter of WLS Stand By staff and Henriette Schmidt.

Bob Hawk is off on a California vacation. Ben Hespen is pinchhitting for him on "Red, Hot and Low Down," and Del King on "Foolish Questions," both at WAAF.

Janet Logan of the "Romance of Helen Trent" is leaving the cast for a while this summer to attach herself to a traveling troupe of actors in Wisconsin.

Sylvia Stone, contralto, has returned to WAAF with a new program.

John Bay of NBC personnel staff has applied for a patent on a safety device to be used on all electrical portable appliances.

Carolyn and Mary Jane DeZurik of WLS have been vacationing with home folks at Royalton, Minn.

Ben Gage, formerly doing singing lead in Gold Medal's "Modern Cinderella," has joined NBC Hollywood announcing staff.

Fred Ibbett is back from California by way of motor trip to Mexico and has returned to producing "First Nighter" for Aubrey, Moore & Wallace.

Jim Ameche, Don's younger brother, has informed friends here that he is set for a Paramount screen test in Hollywood.

Edgar A. Guest, who commutes from Detroit each Tuesday for the Household Finance show here, is summering at Point Aux Barques, Mich., and doing an occasional sermon at the village church on Sundays.

Fred Palmer, WLS production man, has been transferred to KOY, Phoenix, Ariz., owned by the same interests.

Nathan Caplow, formerly continuity editor of WAAF, has joined D'Arcy Laboratories here.

University broadcasting council has launched a new Thursday evening series over WIND titled "The Growth of Democracy." Programs present civic leaders in discussions of progress and development.

Martha Crane of WLS claims the scoop of interviewing Nan Fanger, Hollywood charm expert, on Saturday June 19.

Malcolm Claire's Children's Stories have been shifted from WENR to WMAQ, NBC-Red, effective today.

It's a boy in the household of Verne Mills, NBC engineer.

Mel Merkley, handling publicity for the Drake hotel, leaving to handle Fred Waring publicity on the coast. Formerly was with Horace Heidt.

Florence George, beauteous coloratura, groomed by local NBC studios for Chicago City Opera next fall, in Hollywood to make a guest appearance on the Bing Crosby show next Thursday.

Dick McBroom, new head of research for John Blair & Co., station

reps, back from a Pacific coast tour of stations on the Blair list. In Idaho he closed the deal with KIDO, Boise City, to join Blair group. Station joins NBC in fall making it first network outlet in state.

**In LOS ANGELES**  
(for Southern California coverage)  
IT'S  
Warner Bros.  
**K F W B**

**Widest Studio  
Line Coverage in  
New York for  
Line Recordings.**

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**WAX**  
**ELECTRICAL TRANSCRIPTIONS**

**THOMAS J. VALENTINO**  
729—7th AVENUE  
NEW YORK CITY

*Greetings to*  
**N. A. B.**  
from  
**C. R. A.**

America's Fastest Growing Radio and  
Dance Orchestra Booking Organization  
Salutes the NATIONAL ASSOCIATION  
OF BROADCASTERS.

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Local 7-9384  
Long Distance  
516

IN HOLLYWOOD  
6253 Hollywood  
Blvd.  
Hillside 7124

## BRISTOL-MYERS RENEWS NBC-RED NETWORK SHOW

Bristol-Myers Co. (Ipana tooth-paste and Sal Hepatica) has signed a 52 week renewal with NBC for the Wednesday, 9-10 p.m. spot, repeat at 12 midnight, on 58 Red network stations, effective July 7, when Walter O'Keefe takes over the show. Young & Rubicam Inc. has the account.

### Love Bug Bites 2 at WCCO

Minneapolis—Sheldon Gray, WCCO baritone, and Paul Fillmore of WCCO's "Three Tones" will march to wedding bells this month.

### In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

### "BARON MUNCHAUSEN"

## JACK PEARL

RALEIGH and  
KOOL CIGARETTES

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

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

### AUDIO-SCRIPTIONS, Inc.

RADIO & VOICE RECORDING

WE RECORD "OFF THE AIR" . . .  
AT OUR STUDIO . . . AT YOUR HOME,  
HOTEL OR CONVENTION HALL.

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## FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.  
NEW YORK

BRyant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.



## CHICAGO

● ● ● THE NAB KEYNOTE? Battles may develop, or the convention may prove smooth. . . .but the great majority of folks here are all set for a grand time. . . .Socially, it looks like a huge success. . . .Apart from the Braddock-Louis fight, spirit of entertainment pervades the atmosphere whether the suite be that of an exhibitor or just an attendee. . . ."It's on the house" may be heard on every floor. . . .and of course it holds doubly good at RADIO DAILY G.H.Q. . . .

● ● ● EARLY BIRDS—Managing Director Jimmy Baldwin on the job days in advance. Also, Arthur Church of KMBC and president "Chuck" Myers. . . .Fred Weber of Mutual takes honors as the first network man to check in. . . .Loren Watson of Associated Music Publishers was among the several early transcription exhibits on tap . . .in fact, no convention ever saw the ET men set up so soon. . . .even the station reps got going forthwith and a feature of most exhibitors seems to be expansion in the production field. . . .John Blair, Transradio Press, United Press and others are in this classification.

● ● ● TEN-GALLON HATS, et al. . . .Western-looking guy with a ten-gallon hat appears to be Jack Lavin and upon investigation it proves to be him in the flesh. . . .bonnet is a present from Harold Hough of WBAP. . . .one of those Triple X Beavers by Stetson, valued at 50 bucks. . . .After all, a Treasurer shouldn't mind such small items. . . .Tom Gooch of KRLD, also a Texas broadcaster, sent the same kind of beaver to Major Bowes not so long ago. . . .But broadcasters do send out goods other than rate cards and press releases. . . .L. B. Wilson of WCKY likes to send forth candy. . . .Bill Pate of Mobile ships pecans right from his back yard. . . .Also Amon Carter of WBAP, from his Shady Oak Farms. . . .the bag mostly telling about the Fort Worth Star-Telegram's 175,000 circulation. . . .J. T. Ward of WLAC presents his pals with country cured hams. . . .while Bill Gillespie of KTUL likes to distribute fancy wooden name plates. . . .(tip to College Inn chef—Mrs. Bill Gillespie goes heavy for fried soft-shell crabs). . . .Our vote-getting member of the NAB Board, Gene O'Fallon, digs up the best celery in the world at Xmas time. . . .Ed Craney, KGIR, sends forth juicy slices of Montana steers, and of course Fred Hart KCBM, Honolulu, loves to parcel post Hawaiian lei. . . .etc., etc.

● ● ● CONVERSATION—Weather is unseasonably cool, following some rain. . . .yet the boys can't forget the reverse desert-heat of last year. . . .Ray Linton, station rep, has taken on Walter Wyne to do some selling. . . .Wm. G. Rambeau & Co. signed WIP, Philly, and will act as national representatives. . . .Pete Peterson, erstwhile Hearst radio man, considering attractive offers. . . .Carl Wheat mentioned as possible successor to Dr. Irvin Stewart on FCC. . . .Ad agency time buyers are pulling stakes to avoid being swamped by callers. . . .some decided it is better to go to the Sherman and mingle with the boys socially and mebbe they won't talk business. . . .but you'll find H. W. Kastor at the Sportsman's Club around lunch time at least. . . .Herb Morrison of WLS, famed for his disk version of the Hindenburg disaster, filling lecture dates. . . .a slim chap with sensitive features. . . .easy to see why his emotional display was so convincing on the air. . . .Gene Furgason holding a sort of reunion with Seaton Wasser and Jim Wade of the F.&A. New York offices.

## BIG LIST OF SPEAKERS FOR AFA CONVENTION

(Continued from Page 1)  
fadden Publications. At the banquet and ball tonight Lowell Thomas, Grover A. Whalen and Strickland W. Gillilan will be the chief speakers, with Chester H. Lang of General Electric presiding.

Henry Eckhardt, president of Kenyon & Eckhardt, will address tomorrow's general session and Thomas Burke of the Department of Commerce, will speak at the international trade conference tomorrow afternoon.

The only radio topics on the schedule are a clinic breakfast discussion at 8:30 a.m. tomorrow led by Jake Albert of the Detroit News, and a discussion this morning on "How can radio programs be used as a means of influencing women to believe in advertising?" conducted by Elsie E. Weaver of the Philadelphia Club of Advertising Women and Florence Cox of the Women's Advertising Club of Detroit.

Annual election of officers takes place Wednesday.

Subjects of the convention conferences include: newspaper advertising, retail advertising, public utilities advertising, industrial marketing, premiums, newspaper promotion, club activities, direct mail advertising, international trade, and outdoor advertising.

### WABC Engineers Vote CIO Unit Affiliation

(Continued from Page 1)  
employed in the nine CBS owned and operated stations. As yet only the WABC staff has joined the ARTA, effective as of June 18.

Harold Katan, head of ARTA broadcast division, in confirming the report, said William S. Paley, CBS president, would be notified shortly by mail of the WABC engineers' affiliation with the ARTA and the letter would also ask for a meeting to discuss union recognition, wages, hours, etc.

In one swoop the ARTA has added over 70 radio engineers to the rolls. It is also reported that NBC engineers are very much interested in the turn of events at WABC and are said to be sympathetic to the ARTA.

This is the biggest impression the CIO has made in the radio field to date. The American Radio Announcers & Producers Guild, headed by Roy Langham, may affiliate with the CIO or the AFL.

Katan at the time of the WABC inquiry also made it known that the WHN engineers case will come up before the National Labor Relations Board on July 1.

Last week the WNEW engineers were notified that effective July 1 they would be granted a 25 per cent wage increase and in the fall a regular salary increase schedule would be introduced. This move was in response to a request filed with the management by the engineers some weeks ago. Staff is not affiliated with any outside union.

# 5 MAJOR ISSUES FACE NAB CONVENTION IN CHI

(Continued from Page 1)

radio industry; the proposal of Congressman Celler to establish a government broadcasting station; state legislation in various forms, which more or less resolves itself into the important item of copyright and Ascaph, and a number of amendments to the by-laws, while behind the scenes there probably will be renewed talk of a nationally known figure to serve as spokesman or "czar" of the industry.

Proposed amendments to be voted on, and which are expected to result in spirited argument, are: (1) increase of membership dues; (2) that each retiring president of NAB be automatically placed on the board of directors for a three-year term; (3) preventing multiple station owners from getting by with membership of one station only.

Of the proposed amendments, it is generally believed that the one pertaining to the retiring president will not be passed, since most members feel that if a retiring president is considered worthy, he can be placed in nomination and elected through the usual channels.

Usual pre-convention candidates for president proposition has been discussed by various groups. At this writing, while nominating committee is still in session, John Elmer, of WCBM, and first vice-president now of NAB, is believed to have more than an edge over other prospective candidates that may be placed on the ticket. One western faction is for John J. Gillin of WOW, and others for Ed Craney, of KGIR.

Elmer is hailed as the perfect proposition due to his general radio knowledge, and from all around angles, also because he is not a network affiliation and is acceptable to the so-called independents. His viewpoint is held as being excellent, and that he is from a large city yet understands the problems of those from smaller towns. That he was appointed to the Federal Radio Education Committee is further considered an asset.

However, it is expected that a candidate may be placed in nomination from the floor and pushed through to the presidency. This situation arises from the faction dissatisfied with the idea of having too many board members on the nominating committee, which is comprised of Earl J. Glade, KSL; Edward A. Allen, WLVA; Mallory Chamberlin, WNBR; Arthur B. Church, KMBC, and Joe O. Maland, WHO.

Terms expiring in addition to that of President Myers, Vice-President

## NAB Presidential Possibilities

Chicago—Leading possibilities as the next NAB president, to be elected tomorrow, include John Elmer, president of WCBM, Baltimore, now vice-president of NAB; Ed Craney, manager of KGIR, Butte; Arthur B. Church, president of KMBC, Kansas City; Joseph O. Maland, vice-president of WHO, Des Moines, and John J. Gillin Jr., WOW, Omaha.

## Advance Registrations Total 165 on First Day

(Continued from Page 1)

to keep the desk open all afternoon. It was originally planned to close at 1 p.m. At last year's NAB meeting, also held in Chicago, only 30 persons registered during the entire day, but before the end over 700 radio executives were recorded, the present record.

The general uptrend in radio billings and the opening up of new fields in the broadcasting business are directly responsible for the high preliminary figures.

Interest in the newly introduced feature of the convention, the sales promotion exhibit, is running high. Material on display was submitted by networks, transcription companies, independent stations and other radio services.

## Hage Eastern Director For VanCronkhite Firm

(Continued from Page 1)

New York offices in the Lincoln Building.

Before going with U. P., Hage was assistant manager of WJAY, Cleveland, and has been connected with radio for nine years. In his new connections it is understood he will direct only the eastern activities of news features and the news counseling service of VanCronkhite Associates.

## KECA-KFWB Negotiations On

West Coast Bureau, RADIO DAILY

Los Angeles — Negotiations that were hot enough to keep Harrison Holloway, Earl C. Anthony station manager, here when he was scheduled to be radio day chairman at the PACA convention in Salt Lake, may wind up with ownership of Warner Brothers KFWB passing to Anthony. Talk is that Anthony will move KECA call letters to KFWB, discontinue the KFWB call letters, and use the WB transmitter and wavelength for the NBC blue outlet in place of present KECA. Price understood to be holding up the deal.

John Elmer, Second Vice-President Gardner Cowles, Jr., and Treasurer Harold Hough, are five members of the three-year term of board of directors and W. Wright Gede, (deceased).

## Ike Levy Warns NAB To Stick With Ascaph

(Continued from Page 1)

no longer an NAB member he felt it his duty to warn the industry of adverse developments in the Ascaph muddle.

While certain broadcasters will raise the issue on the convention floor for a "per use" method of accounting on copyright music, Levy warned that it would be to the best interest of the industry and a far cheaper one to go along with Ascaph under the present blanket license plan. In a confidential tone, based on definite information and facts coming from an undisclosed director of the music society, Levy advised that if a "per use" system is forced upon Ascaph each copyright owner will fix his own performing price on every single work.

"I saw the indexes being prepared for transmission to the individual members of Ascaph and of foreign societies upon which each of them was to be requested to place his own price for all different forms of use of each of their compositions," he says. "A 'per use' plan would enable Ascaph to hit back at radio in those states where anti-trust suits were fostered by broadcasters to put Ascaph out of business. Many broadcasters in such states as Washington, Montana, Nebraska and Florida would be unable to get music licenses at any price. Why should the copyright owners be greatly concerned at turning the other cheek and favoring broadcasters who have so bitterly attacked them? Ascaph is fully prepared to bear down heavy on the radio industry if a 'per use' system is demanded. Let well enough alone, hang on to the blanket licenses for dear life."

## "New Ideas" Switches Time

"New Ideas" program on WINS switches to Mondays at 5:30 p.m. effective today. Formerly heard Saturdays. B. F. Kamsler, Dollar Top Theater director, is today's guest.

# JOHN BLAIR & CO. FORMS PRODUCTION SERVICE UNIT

(Continued from Page 1)

sent specific accounts and to aid Blair salesmen in furthering spot time sales, will be announced at the NAB convention today by John Blair, president of John Blair & Co., station reps. Del Owen, well-known in radio production circles and formerly of WGN program department, will direct the new company, with headquarters here.

The Blair idea is seen as of far-reaching importance to spot broadcasting. It will not seek to compete with agency production departments, but rather cooperate and supplement their services. In the development of original ideas, auditions will be handled through the New York, Chicago and Hollywood offices of RCA-Victor.

Blair points out many programs developed by individual stations are so successful that they merit national adaptation, also that much potential spot business falls by the wayside for lack of new and effective ideas through which it may be placed, and his new unit intends to close this gap.

A consultation service to advertisers on program and merchandising ideas in the spot field also will be offered.

## UBC Contingent

Cleveland—United Broadcasting Co. delegation to the NAB convention includes H. K. Carpenter, v. p. of UBC and g. m. of WHK and WJAY; C. A. McLaughlin, sales mgr.; Edward L. Gove, technical chief; Carl Everson, g. m. of WHKC, Columbus; Harry Hoessley, sales manager, WHKC; Warren Williamson, manager WKBN, Youngstown.

## MAX GRAF SAN FRANCISCO

At Convention Room 1064-65  
SHERMAN HOTEL

## BILL ELLSWORTH RADIO TALENT

75 E. WACKER DRIVE  
CHICAGO, ILL.

In the heart of Radioland—Hollywood's most modern transcription studios


**THE AEROGRAM CORP.**

"From script to disk"

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(for Southern California coverage)

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Warner Bros.  
**K F W B**



**WILSON-ROBERTSON INC**

RADIO REPRESENTATIVES

CHICAGO NEW YORK KANSAS CITY

# TEN YEARS OF BROADCASTING HAVE SET UP CERTAIN STANDARDS FOR A SUCCESSFUL NETWORK

## WHAT ARE THEY?



**① IT MUST DOMINATE THE NATION'S KEY MARKETS.** Mutual's exclusive basic outlets: For the New York market—WOR 50,000 watts, for Chicago—WGN 50,000 watts, for Detroit—CKLW 5,000-watt international station, for Boston and New England, Colonial Network, for California, Don Lee Network, oldest group on the West Coast. And WLW 500,000 watts; and 27 affiliates. 23 of the nation's first thirty markets!

**② IT MUST RENDER DEPENDABLE PUBLIC SERVICE.** Mutual carried the Conventions, the Fireside Chats, the Coronation from London, flashed descriptions of the Hindenburg disaster, was the only network to carry the 1937 World's Hockey Championship, the first network to rebroadcast from a plane flying the Atlantic.

**③ IT MUST FEED PERMANENT AND CONTINUOUS SERVICE.** Mutual begins its third year of permanent lines next month...to points as far flung as Maine, Texas, New York, California. In an average week (June 1937) Mutual pipes 105 broadcasting hours.

**④ IT MUST ATTRACT ADVERTISERS' DOLLARS AND PRODUCE RESULTS.** 21% of all network advertisers in 1936 took advantage of Mutual's flexibility and economy. Mutual billings for 1935 were: \$1,293,102.85, for 1936, \$1,987,572.57, and in 1937 are running 16% ahead of the same period last year.

**⑤ IT MUST BUILD LISTENER HABITS THROUGH DISTINCTIVE PROGRAMS OF NETWORK CALIBRE.** Mutual selects and presents the best programs of each member station as sustaining shows: Presents The Chicago Symphony, Alfred Wallenstein (New York), Yale University Music (Boston), Old Time Melodramas (California), International Exchange Features (Canada), etc. Mutual's sponsors present Richard Himber, Ted Weems, Gogo DeLys, Kay Kyser, Tim and Irene, Bunny Berrigan, etc.

**⑥ IT MUST ESTABLISH RECOGNITION OF A NETWORK NAME.** For two years homes have echoed, newspapers, fan magazines and trade papers have repeated, "This is the Mutual Broadcasting System."

**AND IN ADDITION** Mutual contributes a new plan to broadcasting, a coöperative network in which stations derive the operating profits and by which advertisers may select just the markets they need.

## THIS IS THE MUTUAL BROADCASTING SYSTEM

Offices: Chicago—WGN • New York—WOR • Detroit—CKLW • Boston—Colonial Network  
Cleveland—WJAY—WHK • California—Don Lee Network • Coulsdon—Surrey, England

COAST TO COAST



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 94

NEW YORK, N. Y., TUESDAY, JUNE 22, 1937

FIVE CENTS

# Copyright Main Grief

## ANTI-RADIO NEWSPAPER TURNS TO AIR IN PINCH

Philadelphia — The Philadelphia Evening Bulletin, long cold to radio and long known as one of the most anti-radio papers in the country, swerved from its policy last week when circulation and distribution was tied up during strike trouble, and grabbed all the air time available on every local station.

A check on the time sold the paper, which has been so antagonistic to radio that it refuses to print all the program listings, reveals that six spot announcements were used on

(Continued on Page 6)

## 50 Kansas Ice Dealers Join in Radio Campaign

Kansas City—George Bowles, account executive with the Ferry-Hanley Advertising Agency, has closed a contract with 50 Kansas ice dealers for a 13-week radio campaign in cooperation with Coolerator Co., manufacturers of Coolerator ice refrigerators. Campaign, the second in succeeding years, calls for five quarter-hour news broadcasts weekly from WIBW, Topeka, and KFH, Wichita, and six quarter hour musical transcription shows weekly from KFBI, Abilene.

## Script Foundation Plans Awards for Best Works

Semi-annual prize awards for best radio scripts will be made starting next fall by the Radio Script Foundation of 535 Fifth Ave. as a means of discovering and rewarding good craftsmanship in this field. The plan is for stations to submit radio scripts

(Continued on Page 18)

## Sales Meet via Radio

Richfield Oil Corp. will hold a sales meeting for its Pacific Coast salesmen over a 10-station NBC Pacific Red network next Monday. The program, which will originate in NBC's Hollywood studios, will be aired at 7-7:30 a.m., and will include entertainment.

Hixson-O'Donnell Advertising, Inc., Los Angeles, is in charge.

## Musicians' Strike Possibility

In dealing with recordings and the ET situation as entrusted to the executive board of the American Federation of Musicians at last week's convention in Louisville, President Joseph N. Weber warned members they might have to make sacrifices in view of possible strike calls, requiring withdrawal of members from a radio station.

AFM has created a \$250,000 trust fund for Weber and his wife, during their lifetime, in view of the meager salary he received during first 20 years of his 37-year service. Next year's convention will be held in Tampa.

## ZUCKER MADE CRA G. M.; THOMAS, RADIO DIRECTOR ADVERTISING LEADERS PRAISED BY ROOSEVELT

Stanford Zucker of Cleveland has been named general manager of Consolidated Radio Artists Inc., succeeding Gus Edwards, resigned, it was announced yesterday by Charles E. Green, president.

Earl Thomas, radio sales executive and production man, was appointed radio director of CRA at the same time, and Milton Roemer was made a vice-president in charge of the hotel and night club sales division.

Zucker, who has been handling

(Continued on Page 6)

## 14 Stage Stars Signed For CBS' Shakespeare

CBS has already signed 14 of the 25 stage and screen stars being lined up for the network's Shakespearian cycle. Heading the list is Leslie Howard, to play Benedick in "Much Ado About Nothing", and others include: Burgess Meredith for the title role in "Hamlet," Edward G. Robinson to play Petruchio in "Taming of the Shrew," Walter Huston for the title role in "Henry

(Continued on Page 17)

## No Summer Lull at WFIL As Biz Ups 27 Per Cent

Philadelphia—Instead of the usual summer lull, Donald Withycomb, WFIL manager, reports that the first two weeks in June recorded a new high for station business. Sales manager Jack Stewart turned in 29 new accounts and three renewals for a net increase of 27 per cent over any previous semi-monthly report in the station's history. Local business was

(Continued on Page 8)

## John Elmer Heads the Slate To Nominate NAB Officers

## McMassey Quits WCFL; Mel Wolens Gets Post

Chicago—C. P. McMassey, commercial manager of WCFL, Chicago Federation of Labor station, has resigned and will be replaced by Mel Wolens of the NBC local sales force on July 1. Wolens was formerly at WCFL.

McMassey follows the retirement

(Continued on Page 6)

By HOWARD J. LONDON  
Chicago—Election slate presented by the NAB nominations committee yesterday consisted of John Elmer, WCBM, Baltimore, for president; John J. Gillin, WOW, first vice-president; William J. Scripps, WWJ, second vice-president, and Harold V. Hough, WBAP, treasurer. The election takes place today.

No independent ticket has yet

(Continued on Page 5)

## Baldwin's NAB Report Features Music Situation

## YEAR IS REVIEWED

## Favors Five-Year License —Against Government Owned Station

By M. H. SHAPIRO

Chicago—Copyright and legislative matters again came to the front as the most important items concerning the NAB membership, as it went into annual conclave yesterday in the Hotel Sherman. The issues cropped up following the "Call to Order" in the course of reports by retiring President C. W. Myers, Treasurer Harold V. Hough and Managing Director James W. Baldwin and an unscheduled talk on copyright by Ed Craney of KGIR.

After the address of welcome yesterday morning by Mayor Edward J.

(Continued on Page 4)

## CRANEY ATTACKS ASCAP, URGES EACH STATE ACT

Chicago—Ed Craney of KGIR, Butte, responsible for the anti-Ascap legislation in Montana and nearby states, mounted the roster at the opening NAB convention session yesterday morning for a spiel on copyright, his talk coming at the opening session after officials had made their reports.

Craney, considered the most active copyright-minded broadcaster extant, pointed out that with the ex-

(Continued on Page 7)

## Exports Gain

Washington Bur., RADIO DAILY

Washington — Impressive gains in radio exports this year over 1936 are cited in a report by the U. S. Chamber of Commerce. Radio receiving sets exported in the last quarter totaled 164,914, with a value of \$4,211,765, while tubes totaled 2,526,284, valued at \$1,067,022, and parts amounted to \$1,467,829.



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JOHN W. ALICOATE : : : Publisher

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

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**FINANCIAL**

(Monday, June 21)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 3/4	163 3/8	163 3/8	- 1/8
Crosley Radio	...	...	...	...
Gen. Electric	53	52 1/8	52 1/8	- 3/8
North American	23 3/4	23	23	- 1/2
RCA Common	8 1/8	8	8	...
RCA First Pfd.	63 1/2	63 1/2	63 1/2	...
RCA \$5 Pfd. B	...	...	...	...
Stewart Warner	17 7/8	17 1/2	17 3/8	- 1/8
Zenith Radio	31 1/8	31 1/8	31 1/8	- 1/8

**OVER THE COUNTER**

	Bid	Asked
CBS A	27	28 1/2
CBS B	26 1/2	28
Stromberg Carlson	12	14

**4 Weeks' Paid Vacation For Winchell Next Year**

Walter Winchell's new contract with Jergens Lotion, running through 1938, allows him four weeks' vacation with full pay next year.

**NBC Adds Short-Wave News**

Two new series of Press Radio News broadcasts over W3XAL, one directed especially to Brazil and aired by Pinto Tameirao in Portuguese, and the other for Argentina, broadcast in Spanish by Martin Viale, are announced by NBC. Programs will be broadcast at 7:15-7:30 and 7-7:15 p.m., respectively, daily except Sunday.

**2 More Stations Get Fight**

KOB and KJM yesterday were added to the list of NBC network stations that will carry the Braddock-Louis fight tonight, under Buick sponsorship. This brings the hook-up total to 127.

**RECORDINGS**

Productions -- Transcriptions  
Sound Reproductions Corp.  
17 West 46th St. Telephone  
New York City BRY 9-8265

**NETWORK SONG FAVORITES**

Following is an accurate list of performances for the week ending June 19 covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 10 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
It Looks Like Rain (Joe Morris Music Co.)		32
September In the Rain (Remick Music Corp.)		25
Merry-go-Round Broke Down (Harms Inc.)		24
Sailboat In the Moonlight (Crawford Music Corp.)		24
Sweet Leilani (Select Music Co.)		23
Where or When (Chappell and Co.)		22
They Can't Take That Away From Me (Chappell and Co.)		21
Never In a Million Years (Robbins Music Corp.)		20
Carelessly (Irving Berlin Inc.)		19
There's a Lull In My Life (Robbins Music Corp.)		18
Blue Hawaii (Famous Music Corp.)		16
All God's Chillun got Rhythm (Robbins Music Corp.)		16
Was It Rain (Santly Bros.—Joy Inc.)		15
They All Laughed (Chappell and Co.)		15
Good Mornin' (Famous Music Corp.)		15

**Radio Course Offered By Ind. State College**

Terre Haute, Ind.—New courses in radio and journalism are being offered by the Indiana State Teachers College under Dr. Clarence Morgan, college radio director. The college has been a pioneer in radio education. It estimates an audience of some 60,000 for its programs over WBOW.

New course will deal with program drafting and production, and is not technical or mechanical.

**Seven NBC Broadcasts On Nat'l Education Meet**

Seven broadcasts will be aired over NBC networks in connection with the 75th annual convention of the National Education Ass'n in the Masonic Temple, Detroit, June 27-July 1. WWJ, the NBC affiliate in Detroit, will feed the programs to the networks.

This makes the tenth year that NBC has aired the educational meet.

**WLBC Staff Changes**

Muncie, Ind.—Bill Davies, production head of WLBC, has resigned to accept a position at WOWO Fort Wayne. Resignation has brought about changes in personnel, with Ottis Roush upped to production head and chief announcer. Robert Umbach has resigned and Henry Marks of Indianapolis and Bob Ebert of WPAR, Parkersburg, Va., have been added to the announcing staff.

**Claude Main Joins KGNO**

Dodge City, Kas.—Claude Main, former Broadway stage actor, has joined the KGNO announcing staff. He will also assist in dramatic productions, according to John C. Drake, station director.

**Roosevelt on NBC-CBS-CBC**

President Roosevelt will speak over the combined NBC and CBS networks July 1 at 9:30-10 p.m. Broadcast, which has been arranged by the Canadian Broadcasting Corp., is in honor of the 70th anniversary of Dominion Day, and will also be heard over the Canadian network.

**Kaltenborn Subs for Carter**

H. V. Kaltenborn has been signed to replace Boake Carter during the latter's vacation from his Philco-CBS program. Kalentborn will be heard at the same time, 7:45-8 p.m., during the week of June 28-July 2. Carter will spend the vacation aboard his yacht.

**STAR RADIO PROGRAMS, INC.**

Extends best wishes to N A B members for  
**A FOUR STAR CONVENTION**

and offers

**A ★ ★ ★ ★ SCRIPT SERVICE**

250 PARK AVE., NEW YORK CITY

**COMING and GOING**

RUDY VALLEE and company return today from a one-night stand in Maine. BERT LAHR leaves next week for Hollywood to appear in pictures. HARRY LINK of Berlin Music returned Sunday from a cruise on the Lombardo yacht. PHIL REGAN left Saturday for Hollywood. FRANK PARKER leaves next week for Hollywood. ANTHONY TRINI and his band leave for Hollywood on conclusion of his Roseland engagement here. CORK O'KEEFE is scheduled to leave for California in July. MOE GALE returns from Chicago today. WILLIAM MILLER of Artists Syndicate of America returns from Chicago at the end of the week. MICKEY BOND flew to Boston the other day for Benny Meroff.

**In LOS ANGELES**

(for Southern California coverage)

IT'S

Warner Bros.

**K F W B**

**On A Little Ship Sailing The Sea**

An Ocean Romance in 3/4 time.



**INVITING the ATTENTION of**

advertisers who are interested in "GETTING" when and where the "GETTING" is good!

WBIG, in Greensboro, the most prosperous region, has a loyal audience and also a loyal advertising clientele. Both of these blessings are due to one cause—the high standards set and jealously maintained by WBIG. The popular preferences thus created have kept some of the station's advertisers on its air continuously for more than five years. Success is a hard habit to break!

THEY LISTEN WHEN WE SAY . . .

This is

**W B I G**

in Greensboro, N.C.

Craig and Hollingbery, Inc. Representatives

# WMCA DOES IT AGAIN!

THIS TIME TOPS ALL  
NEW YORK STATIONS ON  
SUNDAY NIGHT PROGRAM\*

## ROSS FEDERAL SURVEY SHOWS

**41.42%** of New York Audience tuned  
to "GOOD WILL HOUR" as against  
following percentages on other stations...

WMCA . . . . .	41.42%
STATION No. 2 . . . . .	20.42%
STATION No. 3 . . . . .	19.14%
STATION No. 4 . . . . .	9.28%
STATION No. 5 . . . . .	7.88%
All Other Stations . . . . .	1.86%

This report based on 3,041 completed telephone calls made  
throughout Greater New York, Sunday, June 6, 1937, between  
hours of 10-11 P. M.



\*Previous Ross Federal Survey on "Grandstand and Bandstand" program sponsored by General Mills, 3 solid Hours, every afternoon,  
7 days a week! Showed 31.69% of New York Afternoon Audience tuned to WMCA as against 18.03% for next most popular station!

## COPYRIGHT TAKES SPOT AT NAB CONVENTION

(Continued from Page 1)

Kelly of Chicago, the address of the president and another by Judge Eugene Octave Sykes, chairman of the broadcast division of the FCC. Harold Hough, Treasurer, started the actual business of the convention. Judge Sykes assured the broadcasters that no drastic changes were contemplated by the FCC and paid tribute to radio's accomplishments. President Myers reviewed his year in office, and Hough then reported on the financial situation and expenditures.

Managing Director Baldwin reviewed the NAB activities of the year and the action taken on proposals made at the convention last year. Baldwin outlined the problems and the methods taken to overcome them in both a geographical and chronological order. These include the American Telephone & Telegraph reduced tariff on long lines, although he later said it was questionable whether the reductions

### NAB Treasurer's Report

Chicago—Report of Harold V. Hough, NAB treasurer, was delivered concisely and with little loss of time. Hough punctuated the remarks with his usual dry humor and the sum and substance is listed below: The NAB is in good financial condition. A few years ago there was about \$35 in the treasury. During the past year the NAB amassed \$105,000.

Some of the major expenditures were: \$3,100 for board of director meetings; \$2,000 for sending James C. McNary to Rumania as NAB observer to international radio meet, \$1,700 for electrical transcription equipment, \$7,000 for accounting fees, \$500 for legislative fees, \$900 for NAB reports, \$6,800 for printing bills, \$6,800 for publicity, \$3,800 for rent, \$37,500 for salaries, \$30,000 for NAB bureau of copyright including \$5,000 for talent, \$14,000 for salaries, and some legal expenses make up the rest. Total of \$82,000 was received as income from membership dues. Balance in treasury now is \$8,000.

meant anything as it eventually worked out; the Duffy copyright bill status; the proposal by Congressman Celler to construct a government owned outlet; the move to divorce newspaper-owned stations from newspaper control. The "monopoly" cry, the establishment of a five-year station license term; the general investigation of the broadcasting industry as proposed by Congressman White of Maine; the talk at Duke University by FCC Commissioner Stewart, also vice-chairman, in which he criticized radio, and the alleged irregularities reported by the FCC.

In regard to these things from a national point of view, Baldwin first mentioned the five-year license attitude of the FCC, which went on record as being opposed to such a move. Regarding government ownership of a station, Baldwin urged the broad-

casters to aid in preventing such a move, since it would be just as easy for the government to construct a station on the most desired channel as it would be for a lesser or short wave frequency, and it would be an opening wedge. Existing system of broadcasting in this country makes it easy for the government to obtain a maximum amount of time and reach the greatest number of people whenever it is desired, Baldwin pointed out, and a government station was apt to get in a spot where a friendly foreign government would be offended. Also that it was a useless expenditure of government funds to erect such a station.

Going back to the government suit against Ascaph, Baldwin urged that members not lose sight of the fact that it would eventually be tried, and advised all members to go on record as being vigorously opposed to any delay. He also asked that a resolution be passed placing NAB on record formally as being anxious that the case be prosecuted as soon as possible. He asked that the NAB go on record as being in favor of the five-year license period in order that the industry would have greater stability.

A comprehensive report on Sesac, the Society of European Stage Authors & Composers, is available to all who are interested and write for it to the NAB. This report also identifies the selections in the catalogue. Reference was made to the amicable status with Associated

## BALDWIN MAKES REPORT ON YEAR'S ACTIVITIES

Music Publishers and that a file of these copyrights is also available.

Baldwin then reviewed the NAB legislative matters by states and showed how prompt action by native broadcasters prevented adverse legislation. The legislative matters as they affect copyright and Ascaph in the individual states were clearly outlined.

On the question of a tax on the industry, Baldwin was not exactly for dodging a suitable tax if such a thing was usual with other industries. Under the head of international problems, Baldwin told of looking after foreign activities and that in so far as the Duffy copyright bill was concerned he was in favor of it and the United States becoming a party to the Berne convention.

Suits filed in various states on copyright matters included a review of the actions filed by the National Ass'n of Performing Artists, which seeks to do away with playing of certain phonograph disks on the air, and the litigation pending by suits filed by the American Recording Artists Ass'n which seeks a license fee for playing of its members' phonograph records.

Baldwin was particularly optimistic regarding the creation and fast work of the NAB Bureau of Copyright. He pointed out that there are 20 hours of license-free music recorded on various disks. This library, developed during the past year, is being further enlarged, and by the time another emergency arises, such as the Ascaph and Warner situations last year, the broadcasters will be enabled to play music without being in the spot of infringing and obtain a measure of freedom from monopolistic organizations.

In conclusion, Baldwin urged that the only way to overcome the alleged powerful lobby of Ascaph was to send at least one favorable congressman to Washington from each state. This could be done, the managing director believes.

He also urged at the close that broadcasters go out and mingle with the people in their respective communities and acquaint them with the problems of the broadcaster.

### Frank Moulan on WBZ-WBZA

Frank Moulan, whose first picture will have its world debut in Boston today, will appear as the guest on the "Little Show" over WBZ-WBZA tomorrow at 12:45-1 p.m. Moulan is a well-known stage and radio figure.

### Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

M.W.F.

## NEW STUDIOS OF WFIL NEAR COMPLETION

*In the Heart of Philadelphia*

Broadcast operations will soon begin in the new studios of WFIL on the 18th (top) floor of the Widener Building at Broad and Chestnut Streets, the crossroads of midtown Philadelphia.

WFIL is the only station in the Country bringing to its vast listening audience the prime programs of Three Major Networks and is key station for the Quaker State Network covering the entire State of Pennsylvania.



Entrance to the Widener Building  
HOME OF WFIL

N.B.C.  
BLUE  
NETWORK  
PROGRAMS



MUTUAL  
BROADCASTING  
SYSTEM  
PROGRAMS

THE W L W LINE PROGRAMS

## AIR FEATURES, Inc.

RADIO PRODUCTIONS

247 Park Ave.

New York City

## In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B



## ELMER HEADS THE SLATE IN NOMINATIONS BY NAB

(Continued from Page 1)

been launched, as was rumored yesterday. However, nominations can still be presented from the floor at today's session to fill in the terms of the directors whose terms expire shortly. The committee recommended for the three-year directorship Chuck Myers, KOIN, the present NAB president; Herbert Hollister of KANS, Harry Butcher, CBS-WJSV, Frank Russell NBC-WRC-WMAL, and Theodore Streibert, WOR-MBS.

Russell and Butcher are now NAB directors representing NBC and CBS, respectively. Streibert is being put up for election in place of Alfred J. McCosker, WOR president, and chairman of the board of Mutual. Eugene Dyer, WGES, is up for the one-year directorship and will no doubt be elected to the post along with the rest.

### Western Electric Family Well Represented in Chi

Chicago—Members of the Western Electric family from New York gathered here for the NAB convention at Sherman Hotel include H. N. Willets, G. W. Davis, E. W. Thurston, L. F. Bockoven and H. F. Scarr of the commercial department; Will Whitmore, editor of company's magazine, "Pick-ups," and E. J. Quinby of the information department. From Bell Laboratories in New York, delegates include Dr. H. E. Mendenhall, R. E. Poole, W. H. Doherty, W. L. Back and O. M. Hovgard.

Graybar field representatives familiar to broadcasters throughout country also arrived to attend a meeting presided over by sales manager Eaves of New York home office.

Western Electric's exhibit on eighth floor includes new giant 250-kilowatt vacuum tube and a demonstration of the new efficiency boosting program amplifier working with oscillograph to show its performance.

The display drew crowds yesterday, great interest being displayed in the new robot which increases a station's coverage without boosting the power rating. Dr. Mendenhall and the engineers described how the giant tube was designed and built, and how it works.

Orders for the equipment already have been placed by 95 stations, according to Quinby.

### Jocko Maxwell's New Series

Jocko Maxwell, sports commentator of WWRL, opens a new series at 6:45 p.m. today, titled "Mid-Week Sports Review," to be heard every Tuesday.

On his WLTH sports program Saturday, Maxwell will salute Hank Greenberg of the Detroit Tigers.

### WFBR Adds Half-Hour

Baltimore—An extra half-hour in the morning has been added to the WFBR schedule, putting the station on the air at 6:30 a.m.

### Air Fight in Spanish

Chicago—Eduardo Pellicari of Radio Splendid, Buenos Aires, and Alonzo Sordo Noriega planed in yesterday to report the Braddock-Louis fight for South American and Mexican listeners via NBC in Spanish.

### Five New Commercials Launched on KSO-KRNT

Des Moines—Five new commercials are under way at KSO and KRNT. The Happy Chappies have been signed for a "Stump Me" program on KSO three evenings weekly, sponsored by Cleo Cola through C. C. Taft Co.

Jimmy Corbin's Singing Salesman program, on KSO six mornings weekly, has been sold to Tankar Gas.

Grask Tire Co. is sponsoring a new program, "The Clubroom," over KSO three evenings weekly. Show stress-es news and activities of general clubs and organizations, differing from Gwen McCleary's daily "Club Calendar" which features women's clubs on the same station.

"Off the Tee" is a new KRNT show conducted three nights a week by Gail Hayes of Des Moines Register sports staff.

Dale Morgan's "Inquiring Mike" program has been sold nightly to Reed Ice Cream Co. broadcasting from sponsor location over KSO. A contest angle on the show awards 25 quarts of ice cream weekly to five listeners submitting best lists of questions used.

Western Growers Protective Ass'n renewed its daily participating program, "The Magic Kitchen," over Iowa Network stations WMT and KRNT for 39 weeks in behalf of Iceberg Lettuce.

### Joins WCKY Continuity Dept.

Cincinnati—Virginia Goldenburg, daughter of the late William Smith Goldenburg, for many years dramatic editor of the Cincinnati Enquirer, joined the continuity staff of WCKY yesterday. Miss Goldenburg's mother, Grace Delaney Goldenburg, is a well known teacher of the dramatic art. Her sister Flo is the wife of Don Becker, radio writer and producer, now in Hollywood with Transamerican.

Miss Goldenburg will continue her radio dramatic work as a member of the cast of "The Life of Mary Sothern," heard over WLW.

### Lewis Charles Joins WOV-WBIL

Lewis Charles, for three years senior announcer at WINS, has resigned to go over to WOV-WBIL.

In the heart of Radioland—Hollywood's most modern transcription studios

**THE AEROGRAM CORP.**  
"From script to disk"  
1611 Cosmo St. Hollywood

# Rambeau

## RADIO NEWS

### "Smart Money"

Maybe the best test of a commercial radio program is what the sponsor's deaf Scotch treasurer thinks of it after he has paid the bills on it for six months. He may not care whether you buy a juggler or a humming bird chorus but he will be curious about how much it cost and whether the cash register knows it's on the air.

That's why the "smart money" goes for "audience tested" programs that have already built an audience and are ready to build sales.

Here are some "smart money" buys for smart buyers.

#### FEMININE FANCIES

One of the oldest variety shows on the air—seven years without a break—five years on the same spot—3:00 to 3:30 p.m. Monday through Friday. It's a "smart money" buy for small appropriations with a big job to do.

Ten minutes any day costs only \$175.00 on the entire

**DON LEE SYSTEM**  
California Golden Group

#### SUNRISE BREAKFAST CLUB

Harry Golder, music, news, time signals, sports, weather, goodwill announcements, music, Harry Golder, and more music! All in the interest of more enjoyable breakfasts in Detroit. Harry Golder has been making this the outstanding breakfast program in the Detroit area for more than three years. We think it's absolute tops—but don't take our word for it—have your checker-upper check up on it. Monday through Saturday—6:30 to 7:30 a. m.

**WXYZ—Detroit**

#### ANDY AND VIRGINIA

Mr. and Mrs. Andrew H. Mansfield to you, suh. A couple of swell troupers and they've been around too. Doing a song and piano act that has a lot of what it takes—their record of mail getting and sales proves that and the price will please you. Now on at 8:00 to 8:30 a. m.

**KHJ—Los Angeles**

#### MORNING MERRYMAKERS

A half-hour variety program with Claude Sweeten's 17 piece orchestra and those most popular of emcees (two of them—count 'em) Bill Davidson and Bob Bence, with their troupe of vocalists and novelty acts. 10:30 to 11:00 a. m. Monday through Friday and you can buy the full half-hour show—one day a week—time and talent (don't ask us how they do it—the boys must just love their work) at just \$115.00, fully commissionable.

**KFRC—San Francisco**

#### WOMEN IN THE NEWS

News reports—current events—Hollywood gossip—fashion news and general topics of interest to women—the reportorial ability and personality of Nancy Osgood make this something more than just another news program. To the newspapers Miss Osgood is "ace woman announcer" with a "voice that wears well" and she has unusual sales ability. 1:30 to 1:45 p. m. Monday through Friday on

**MICHIGAN RADIO NETWORK**  
Most of the Best of Michigan

#### WIP HOMEMAKERS' CLUB

A participation program for the "household purchasing agent" that sparkles with the personality of Carolyn Ann Cross.

Nice music too and it's on the air Monday through Saturday at 10:00 to 10:45 a.m.—plus the big Tuesday afternoon show when it gets a full hour in the Gimbel auditorium with a ten piece orchestra, outstanding guest artists and of course, Miss Cross as hostess and emcee.

It's making sales records in the Quaker City and it's been on the air since 1922. Six times a week—\$100.00—three times a week—\$65.00.

**WIP—Philadelphia**

#### MATINEE VARIETIES

Here's an easy-to-listen-to program of popular music. Timely too—2:15 to 2:45 p. m. every afternoon—because that's when the housewife can relax and enjoy it. The price? You won't believe it but ask us anyway.

**WIRE—Indianapolis**

#### EV HUNG

Master of the black and white keys—a program of modernistic modulations. Has been a feature of station WOOD for more than seven years. Popular leader of one of the city's best orchestras and has a large following in this area. Monday and Saturday, 1:30 p. m. at a very reasonable price on

**WOOD—Grand Rapids**

It is our good fortune to represent stations whose managers apply themselves to developing "audience tested" programs. It's your good fortune that these are made available to take the guesswork and the gamble out of buying radio advertising. We'll be glad to tell you about the many other "audience tested" programs now ready on our stations, for example, SYCAMORE STREET on KGB, San Diego, SIDEWALK INTERVIEWER on KDB, Santa Barbara, and many others.

**WILLIAM G. RAMBEAU COMPANY**  
CHICAGO NEW YORK DETROIT SAN FRANCISCO

## ANTI-RADIO NEWSPAPER TURNS TO AIR IN PINCH

(Continued from Page 1)

every radio station here the first day of the drivers' strike, which was settled over the week-end. On the following day, a studio was constructed in the office of the Bulletin's executive editor and with Harry Proctor, sheet's ace reporter as news commentator, aired the latest news over WIP for those readers who were unable to buy the paper, using five five-minute shots daily to correspond with the daily's usual five editions. For the remainder of the week, similar time was bought on WCAU, WDAS, WPEN and WRAX.

### Major Bowes Relaxing

Major Edward Bowes will vacation from his Sunday "Capitol Family" program for the next two months. He will continue to appear for his Thursday night amateur show for Chrysler over CBS, however, as well as supervising the Sunday program.

## MAX GRAF SAN FRANCISCO

At Convention Room 1064-65  
SHERMAN HOTEL

## NAB Convention Committees Appointed

Chicago—C. W. Myers, NAB president, yesterday appointed the following to service on committees: John Henry, KFAB-KOIL, chairman of resolutions committee, with Gardner Cowles, KSO-KRNT, O. G. Taylor, KGNC, William S. Hedges, WLW and Stanley Hubbard, KSTP, completing the staff; elections committee, Hugh A. Hall, chairman, WOAI, Dale Robertson, WIBX, Father Wagner, WHBY, William B. Way, KVOO and Don Searle, WIBW; credentials committee, Warren Williamson Jr., chairman, WKBN, D. A. Burton, WLBC, Frank Smith, KXYZ, Edward Spence, WBAL, and Ike Lounsbury, WGR.

## McMassey Quits WCFL; Mel Wolens Gets Post

(Continued from Page 1)

of R. Calver Haws, program director. Both resignations are the result of the recent death of Ed C. Nockels, general manager and founder of WCFL and secretary of the Federation. Maynard Marquardt, who succeeded him as manager, is supervising program operations.

## Allen Franklin Joins WFIL

Philadelphia—Addition of Allen Franklin, formerly program director at KVOO, Tulsa, to the WFIL sales staff is announced by Donald Withycomb, g. m.

## New Shows on WLBC

Muncie, Ind.—New program schedules inaugurated at WLBC give the station news on the hour every hour. New shows include Success Stories, the Heart of Judy Blake and the T-N-T Review.

## WCOL Gets Out 'Warrant' For Amos-Andy Program

Columbus, O.—WCOL today presented a novel and convincing appeal to the Pepsodent Co. and Lord & Thomas, their agency in Chicago, to bring Amos 'n' Andy to Columbus listeners over the local station. Jack Kelly, studio manager, attending the NAB convention, made his appeal by serving a bona fide warrant on Pepsodent.

The warrant, issued by Wayne Fogle, city police prosecutor, and sworn to at city clerk's office, was perfectly legal in every respect and read, in part that the affidavit was issued for "failure, on their part, to provide their excellent entertainment for WCOL listeners." Backing up the affidavit were signed letters from the municipal court, prosecuting attorney, Ohio State University, American Red Cross, Columbus Press Club, Veterans of Foreign Wars, City Mayor, Chief of Police and Fire Department—in fact every administrative and civic group in the city.

At present Amos 'n' Andy are heard over WLW, Cincinnati, but Columbus listeners want their favorite program over a local station.

## New WELI Sales Manager

New Haven—J. H. McMahon Jr., from Bronxville, is the new sales manager at WELI. He formerly worked in Indiana, Illinois and Missouri.

## KSL Extends Schedule

Salt Lake City—KSL is now on the air a half-hour earlier, at 6 a.m., giving it 19 hours of continuous daily broadcasting.

## RESULTS! COUNT MOST

The international scope and sound growth of this organization are the rewards of experience and service applied to station representation.



## ZUCKER MADE CRA G.M.; THOMAS, RADIO DIRECTOR

(Continued from Page 1)

radio and dance orchestra bookings in CRA's Cleveland territory, will direct the sales operation of the New York, Cleveland, Chicago, Dallas and Hollywood offices. His brother, Ben, has been appointed Cleveland manager.

Thomas recently was director of radio for A. & S. Lyons Inc. Before that he was connected with the theater, having been associated with Ned Wayburn.

## NBC Gets Philly Concerts

Philadelphia—Exclusive airings of the Robin Hood Dell summer concerts of the Philadelphia Orchestra, for the past five years carried by WCAU for the CBS, now goes to NBC. The first in the series will be picked up Saturday by WFIL for the NBC blue. Beginning July 3, and every Saturday thereafter throughout the summer season, KYW will make the pick-up and do the feeding for NBC red.

## 4 NBC Thesaurus Renewals

The NBC Thesaurus recording service yesterday announced four renewals to the service. Effective June 15, CKSO and WBCM began their second year as members of the service. On July 15, WBRY will begin its third successive term, as will WSB, effective Aug. 1.

## Oury In New R. I. Firm

Providence—W. Paul Oury, who until a few months ago was station director of Cherry & Webb's WPRO here, is one of the incorporators of Pawtucket Broadcasting Co. Frank Crook, Rhode Island automobile distributor, and Howard W. Thornley are the other incorporators listed on the certificate.

## WMT Discovers Sport Prodigy

Cedar Rapids, Ia.—A young sports prodigy has been uncovered here by W. B. Quarton, sales manager for WMT, member of the Iowa web. Bernie Kozberg, 13, has been following major sports for about seven years and to date WMT sports announcers have been unable to stump the lad on questions pertaining to sports. His specialty is baseball and boxing with football and basketball following a close second. Quarton signed the kid to appear on the "Man At the Transom" program prior to the fight in Chicago.

## Tenth Year for Harold Betts

Toledo, O.—Harold Betts, "The Romantic Bachelor", is celebrating his tenth year in radio. He is staff vocalist at WSPD.

## In LOS ANGELES

(for Southern California coverage)

ITS

Warner Bros.

K F W B

Greetings to

N. A. B.

from

C. R. A.

America's Fastest Growing Radio and  
Dance Orchestra Booking Organization  
Salutes the NATIONAL ASSOCIATION  
OF BROADCASTERS.

## CONSOLIDATED RADIO ARTISTS, INC.

CHARLES E. GREEN, President

30 Rockefeller Plaza, New York, N. Y.

Phone Columbus 5-3580

IN CLEVELAND  
Keith Theatre  
Bldg.  
Main 3454

IN DALLAS  
Gulf States Bldg.  
Local 7-9384  
Long Distance  
516



IN CHICAGO  
32 W. Randolph  
Street  
Franklin 8300

IN HOLLYWOOD  
6253 Hollywood  
Blvd.  
Hillside 7124

## CRANEY ATTACKS ASCAP, URGES EACH STATE ACT

(Continued from Page 1)

ception of 1934, when the government suit was filed against Ascap, the past year saw more copyright legislation than the past few years put together, or all of the other years combined with the one exception. He said he was merely seeking a fair method of paying the music fee, one based on music actually used and the money to be paid fairly to the author and composer.

National legislation, he said is a precarious undertaking, but each state could do something for itself. Due to the "strong Ascap lobby in Washington," he felt that his was the best method now. He wanted public domain and other cleared music and felt that Ascap was the logical organization to do it, but of course it was out of the question.

Ascap came in for a general attack, as well as Gene Buck and E. C. Mills. He pointed out that some stations, by being forced to pay for music they do not use, are actually paying Ascap 25 to 30 cents a number, especially in the case of small watters. He urged that more than money was needed, but advised a committee member in each state to get busy and to seek no pay but merely expense.

An assessment on the membership would provide the means to carry on and be prepared for 1940 when present Ascap contracts run out. Special aid by such men as Phil G. Loucks and Judge Joseph Hostelter should be taken on, he believed.

### Ft. Worth Fiesta on NBC

Ft. Worth—Entire first performance of the 1937 Casa Manana Revue of the Fort Worth Frontier Fiesta, featuring Paul Whiteman and his orchestra and other entertainers, will be broadcast over NBC-Red network at 8:30-9:30 p.m. (CST) on Saturday according to George Cranston, WBAP director. Ken Douglass, WBAP announcer, is to be narrator. R. C. Stinson, WBAP technical director, and J. E. Bridges, in charge of remote control programs, will supervise airing. Arrangements for nation wide airing were made by Harold Hough, general manager of WBAP.

### 24 Daily Newscasts

Sheboygan, Wis.—Addition of another news period by WHBL on a three-a-week basis gives the station a total of 24 on those days. The new spot, a commercial, is handled by William L. Doudna, program director. The regular 8 a.m. period has gone commercial, too, with emphasis on women's news. Mona Pape is at the mike for that one.

### Over 50 Weekly Remotes Are Carried by WBAP

Ft. Worth—With the addition of numerous remote broadcasts from the Frontier Fiesta to the 50 weekly remote programs being aired by Station WBAP, Fort Worth, this station now holds local record for number of such broadcasts. WBAP airs 10 weekly news broadcasts from editorial rooms of the Star-Telegram, 10 from the Livestock and Grain Exchange, 14 from two remote local dance spots, five from dining room of hotel, five from studio of flour mill near city, five from Mineral Wells and one weekly from Abilene, 165 miles from here. J. E. Bridges and R. C. Stinson handle these remotes. Nearest local competitor carries 12.

## NAB MUSIC LIBRARY MAKES INSTANT HIT

Chicago—The first 18 radio station executives to hear the new recordings of the NAB Bureau of Copyright signed on the dotted line as subscribers. Stations were: KOIN, KALE, WCKY, WLVA, WSM, WCBM, KMBC, WOW, WHO, KJBS, WSFA, WGAR, WBAP, WJSV, KGIR, WRC, KFEL, KXL and WGH.

Service is being offered to NAB members at \$10 per hour. For non-NAB members the fee is \$15. Present library of 20 hours of recordings consisting of 100 selections is being demonstrated here at the convention. All music in the recordings is tax free.

### Station, Little Theater Tieup

Dodge City, Kas.—KGNO is using the Radio Writers Laboratory, Script of the Week, series, in cooperation with the Dodge City Little Theater group. Station supplies material and the rehearsal studio, with the Little Theater supplying the talent. Thirty-minute dramas are presented each Monday evening at 7:30.

### Weed In Larger Quarters

Weed & Company, station reps, is now occupying enlarged New York quarters at 350 Madison Ave. Space adjoining the old offices was recently acquired to accommodate the enlarged sales staff.



In this, our first column in Radio Daily, we pause a moment to introduce three organizations, each distinct in itself, each independent, and yet each cooperating with the other to completely serve radio.

I have chosen to introduce first the organization which I head, Radio Events, Inc. The broadcasting industry, as far as stations are concerned, know little of the work that we are doing for the simple reason that we function through advertising agencies, for the most part, unanimously. Where we do appear, it is at the specific request of the agencies, and not particularly to our liking. That we are known at all to broadcasting stations is due to the fact that the Script Library was the original Radio Events, and we were referred to as Radio Events, the Script Library.

Today, the Script Library is a distinct organization headed by Genevieve Pace, and, while it functions with the cooperation of Radio Events, Inc., it is an entity apart.

The Script Library is the station's answer to each and every request for any type of script program beyond its own staff's capacity—from one-minute dramatized commercials, to full hour gala broadcasts.

The Script Library makes available every type of program material—from a one-man show to a revue utilizing a symphonic orchestra and a choral group. Despite the completeness of the Script Library's service, minimum royalties are the house rule. There are no charges except a royalty per broadcast. In other words, unless the Script Library material is used,—unless it sells, it costs the station nothing.

The newest member of our three affiliates is Service Programs, Inc., headed by Gladys Miller, an outstanding merchandising authority in the home furnishing field. It is Miss Miller's belief (and she has proved it) that informative programs, well conceived, can do a better job of selling the American woman than any other type of broadcast entertainment. Moreover, Service Programs, Inc., follows through from "idea to sale," from "blueprint to cash register."

Here, then, are three organizations, each distinct within itself, yet each co-operating with the other, so that they may serve the field of broadcasting completely—adequately.

Already they have brought hundreds of thousands of dollars to broadcasting stations in the sale of time. Their individual plans together with their collective campaigning will continue to make, we all hope, the field of broadcasting a pleasanter business of which to be a part.

They can and will serve YOU if you will but permit them. In saying this, I know I speak for Genevieve Pace of the Script Library, Gladys Miller of Service Programs, Inc., and Georgia Backus, Chairman of the Board of Radio Events, Inc.

This column is, of course, especially addressed to those members of the N.A.B. in convention in Chicago. We have no sales representative in attendance trying to sell you anything while you are in convention. Our job, individually and collectively, is to make your selling a far simpler matter when you are at home.

*Joseph A. Kochler*

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## ADVERTISING LEADERS PRAISED BY ROOSEVELT

(Continued from Page 1)

commercial radio was held at the women's breakfast session, but was only allotted 15 minutes. Speakers were Elsie W. Weaver, president-elect of the Philadelphia Club of Advertising Women, and Florence Cox, president of the Women's Advertising Club of Detroit. A breakfast clinic will be held this morning which will be devoted to radio, and will be presided over by Jake Albert of Detroit.

### WHN Colored Show Series

WHN on Monday at 9:15-9:45 p.m. will inaugurate a series of all-colored shows under the title of "Darktown Strutters' Jamboree." The Harlem Heat Waves, 15-piece orchestra provide the musical setting. Bob Howard, pianist and comedian, will direct the troupe. Edna Brevard and the Three Jazzsters are among the featured talent.

### In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

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## DOMINANT NEWS COVERAGE

Radio stations using United Press give listeners the latest news with ACCURACY AND SPEED, for United Press sectional, national and international news coverage dominates the field.

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## UNITED PRESS

## NEW PROGRAMS—IDEAS

### Radio Police Chase on WCCO

Continuing an active summer season of public events programs, WCCO, Minneapolis, will stage a broadcast between Minneapolis police headquarters and a squad car racing at 70 miles an hour at 2:45 p.m. today. The radio chase will demonstrate the new two-way police broadcast system for the first time in the Northwest as part of the fifteenth annual convention of the Minnesota Police and Peace Officers' Convention at Mankato, Minnesota.

Members of the convention will "take in" this unusual feature by listening to WCCO at the convention headquarters in Mankato.

To accomplish the broadcast, WCCO will have one receiver tuned to the Minneapolis police department transmitter in the downtown section of the city, and another tuned to the wave-length of the squad-car's transmitter. Thus it will be possible to hear the complete two-way conversation as the squad of officers heads for an imaginary scene of trouble.

### Camera Club of the Air

A new sustainer at WMAS, Springfield, Mass., is the "Camera Club of the Air." It is a series of talks on amateur photography presented every Wednesday evening at 7:30 by John Funaro, prominent photographer of that city. Al Felix is the announcer.

### New Trimmings for Vocals

Monette Shaw, vocalist, whose quarter hour program is heard every Wednesday night at 9:30 over WOAI, San Antonio, has been putting on a different kind of stunt for the month of June. This program is called "Something Old and Something New." On the first two broadcasts of June, the music, the songs and their descriptions have dramatized a courtship. On the third program, in addition to the regular music, a real wedding will take place. So far, much listener interest has been drawn by the idea.

### Dramatized Oddities

Recently associated with the Z.C. M.I. Department Store in Salt Lake City, Alvin G. Pack has conceived and is producing the new series of dramatized oddities. The show makes no pretense to editorialize the great events of the day, but treats four to five sketches in a humorous manner. The items are taken from true reports thru-out the nation. The copyrighted feature is heard twice weekly over KSL in Salt Lake City. The show carries a sustaining cast of five dialoguers, two announcers, and organ interludes by Gene Halliday.

### Past and Future Headlines

The Columbus Dispatch is sponsoring a new program over WBNS, Columbus, called "Headlines of Yesterday," a dramatization of news stories years gone by, and "Headlines of Tomorrow," with stories taken from the paper's Sunday magazine section and presented the Saturday before issue.

### Swimming Reports

WISN, Milwaukee, as a service to swimmers, is presenting air and water temperature reports of city and county beaches daily at 12:15 p.m. C.S.T.

## NO SUMMER LULL AT WFIL AS BIZ UPS 27 PER CENT

(Continued from Page 1)

up 17 per cent and national 10 per cent. In addition, two NBC-Blue and one WLW Line commercial network shows were added.

New accounts included four locals making their first use of radio on any station. Noteworthy in this influx of new business, said Withycomb, was the trend of amusement parks and summer resorts to radio. Five of these were included in the WFIL sales chart.

### 150 for WSYR "Cooking School"

Syracuse, N. Y.—WSYR's "Cooking School of the Air" will celebrate its 150th weekly broadcast on Wednesday. The full-hour broadcasts originate from the auditorium of E. W. Edwards & Sons department store, the sponsor, and are conducted by Josephine Bixby, graduate of Cornell State College of Home Economics, for the benefit of a large visible audience as well as radio listeners.

### LINCOLN

Lyle DeMoss, senior "man on the street" with KFAB, has taken to embarrassing members of the station staff by linking them up in phoney romance when he runs out of other chatter.

Reginald B. Martin, station manager for KFAB-KFOR, made a jaunt to Des Moines last week to visit old cronies.

Three former employes of the Central States Broadcasting Co. here are doing okay in Hollywood now. Al Poska is on the staff of KEHE, the Hearst station, and Ray and Beth Buffum, with Robert Taplinger Adv. agency, authored a script on the side for a recent Jolson show.

KFOR is picking up band broadcasts for the Turnpike Casino, dance spot six miles out of the city. Will air Jan Garber, June 25. J. B. Lake stands up to the mike.



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★ *Coast-to-Coast* ★

**S**AM BROWN, WMCA announcer, now carries a pass through the customs lines at steamship arrivals and departures. Brown is the official WMCA announcer on the gangplank broadcasts where Frankie Basch and Martin Starr interview arriving or departing trans-Atlantic passengers.

*Glen Law, formerly of WBOW, Terre Haute, Ind., has joined the announcing staff of KSO-KRNT, Des Moines.*

Jerry Belcher, who vacationed from his "Our Neighbors" program on the NBC-Blue network last Sunday, will be back next Sunday.

*Powel Crosley, president of Crosley Radio Corp., received the 50,000th Willys car to be turned out by Willys-Overland Motors.*

Herbert Plambeck, farm editor of WHO, Des Moines, will marry Frances Marie Hahn of Davenport tomorrow. They will honeymoon in the west, returning to Des Moines on July 6.

*Walter Patterson and "Texas" Bill Thomas are handling the mikes for the street-interview feature being sponsored by Wheeling Bond Bread Plant over WWVA, Wheeling, W. Va.*

Vacation departures at WDNC, Durham, N. C., have been scheduled as follows: Lewis Brown, June 28; Alice Walters, July 12; Bob Stratton, Aug. 2; Frank Jarman, Aug. 9; Tom Loeb, Aug. 23; Tom Van Alstyne, July 12; Woody Woodhouse, July 26; Al Harding, Sept. 13; Kay Lee, July 26; Red Dalton, July 19; Lee Vickers, July 19.

WQAM, Miami, items: Listeners got a behind-the-scene glance at WQAM's new Summer Scrapbook variety show, when program director Norman MacKay had the actual rehearsal of the show broadcast. . . . Jean Bolton, warbler, vacationing in Georgia, is putting in three spots weekly over WTFI. . . . Jack Thurston, emceeing a new "How Smart Are You" stanza from the interior of Morris Brothers restaurant on Miami Beach, making the third quiz show WQAM is now carrying. . . . Dorothy Roberlard, secretary to Roger Herndon of sales department, does a shuffle off to Buffalo to the tune of the wedding march on June 30.

WTMJ, Milwaukee, is now on the air from 12 midnight to 3 a.m. each Saturday with "Rhythm Nightcaps,"

a program of recordings. Claude Kirchner announces the three-hour broadcast with listeners invited to send in requests for numbers.

*"Rhythm Serenade," a new half hour program is being aired at 6 p.m. C.S.T. each Monday and Friday over WTMJ, Milwaukee, featuring Paul Skinner, tenor.*

Ed Tacy, chief announcer at WSPR, Springfield, Mass., replaces Wayne Henry Latham as emcee for "Arthur's Opportunity Hour," commercial, Sundays.

*Carl Raymond of Buffalo, N. Y., has joined the staff of WMAS, Springfield, Mass., as junior announcer.*

Grady Cole, news commentator at WBT, Charlotte, attended last week's annual convention of the Law Enforcement Ass'n at Asheville.

*Wilbur Edwards is a recent addition to the WBT (Charlotte) announcing staff. He's a Davidson college student.*

"The Heart of Julia Blake," new serial about a young woman called upon to choose between marriage and a career, starts over WPTF, Raleigh, N. C., at 2:30-2:45 p.m. June 28. The serial also started five-a-week at WHBL, Sheboygan, Wis., yesterday.

*J. E. Gilhooley, WOWO (Ft. Wayne, Ind.) engineer, is piloting a specially-equipped test car in the vicinity of Fort Wayne, determining the primary and secondary coverage of WOWO and WGL, sister station.*

John de Young is the latest addition to the WOWO and WGL, Fort Wayne, Ind., announcing staff. Jean Brown is now staff pianist and organist.



*I*t is incidental that Transamerican in its first ten months sold over \$2,000,000 worth of broadcasting time.

The fact most important to the broadcasting industry is that most of this volume would not have gone to radio stations without creative sales effort.

Advertisers did not buy this time. Transamerican sold it.



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# ★ Program Reviews and Comments ★

## "HI THERE, AUDIENCE!"

Sustaining

WOR-Mutual Sundays, 9-10 p.m.

**BADLY ORGANIZED VARIETY SHOW MISSES DESPITE AMPLE TALENT ARRAY.**

Taking over the spot formerly occupied by the "Nine O'Clock Revue," this was one of the longest hour shows brought to the air. Emceed by Ray Perkins, who has more ability than displayed on this program, the musical end was okay, but the comedy and other script material missed sadly. Nat Brusiloff's orchestra provided the musical background, and talent included Sid Gary, whose rendition of "The World Is Mine Tonight" was a highlight, though he flunked on a torch song; Barbara Lamar, who substituted for Helene Daniels and did well with her songs; Willard Amison, another good vocalist; the Key Men and the Embassy Trio.

One trouble was that everyone wanted to be the comic. Gary, who

sings, spoke; Perkins, who is funny, wasn't; Frank Knight, a great announcer, didn't; Joe Browning made an attempt to stooze as a "ten-percenter" and George Stone, a dialectician, did a mad Russian a la Bert Gordon.

Program on reaching the station break after 30 minutes may have gotten by as a first attempt. But, after that, it was every one for himself to reach the dial for a switch. Ray's material was bad. The production number with "September In the Rain" was pleasing. So was the final theme song, "Hi There, Audience."

## "UNIVERSAL RHYTHM"

Ford Dealers

WABC-CBS networks, Sundays, 9-10 p.m.

N. W. Ayer & Son Inc.

**FIRST-CLASS MUSICAL SHOW EXPANDED TO FULL HOUR FROM SATURDAY HALF-HOUR.**

Not very much altered from the format employed when it occupied a half-hour on Saturday nights, except for the addition of Frank Crumit as emcee, the Ford Dealers show made Sunday's 9-10 p.m. Columbia network spot a very enjoyable affair.

Crumit and his amiable style of steering things along gave the program a nice friendly touch. Despite the full hour's running time, Crumit

gave most of the spotlight to the rest of the talent, contenting himself with short and snappy emceeing and a few bits singing on his own score.

Richard Bonelli, the show's baritone star, did handsomely in "Gypsy John," "Toreador Song," "My Little Buckaroo" and in medlies with Carolyn Urbanke, lyric soprano, who also scored alone in "My Hero" and another number. Alec Templeton did his customarily enjoyable specialty at the piano, while Rex Chandler's orchestra backed up the works in fine style.

Though an hour is not an easy stretch for a show of this kind, the troupe made it without permitting a dull moment.

## "FIRESIDE CAMEOS"

WOR-Mutual, Fridays, 9-9:30 p.m.

Sustaining

**ENJOYABLE COMBINATION OF GOOD MUSIC AND PHILOSOPHICAL COMMENT.**

Another in the new series of programs for the Mutual network dialers originating from the west coast made its debut over the web last Friday night, and proved to be a very pleasing half-hour of music and philosophical narrations. Show features Ted Bliss, narrator, Frederick Stark's orchestra, Ronald Graham, baritone and some violin solos expertly played by Margit Hegedus. The broadcasts should prove a happy medium for listeners who do not enjoy the popular or concert music which is featured at this hour over the competing networks.

## "Red-Head Baker"

Authored expressly for radio by Albert Maltz, who wrote "Black Pit" and collaborated on two other stage plays, "Peace on Earth" and "Merry-Go-Round," this latest presentation of the Columbia Workshop, presented Sunday at 7-7:30 p.m. over WABC-CBS, ranks with the best offerings of the Workshop to date. Skill in presentation, as well as good writing, combined to make it an engrossing drama which planted interest and suspense from the outset and maintained it to the finish.

Joe Losey was guest director for this presentation of the Columbia Workshop, which is under the direc-

tion of Irving Reis, and he got the most out of the script and the capable cast of players.

Plot concerns the handling of juvenile delinquents by modern sympathetic sociological methods, thereby turning them into right paths, as compared with the old reform school system which often hardened them into permanent criminals. Action opens in a courtroom where an erring lad is about to be sent to a reformatory. A flashback sequence follows, depicting the story of tough "Red-Head Baker" and how he was eventually reformed along humane channels by being allowed to study the things that interested him instead of forced to struggle with books that he couldn't assimilate.

After this moral is made clear, scene shifts back to the courtroom, where the letter-of-law judge imposes the reformatory sentence on the kid before him, thus topping off the playlet with an ironical punch.

Cast included James McCallion, as the boy; Martin Wolfson, the father; William Johnstone, the educator; Agnes Moorhead, the mother; Walter Tetley, the kid brother, and Santos Ortega, a detective.

## "Boston Hour"

A pot-pourri of good listener entertainment combined with a good brand of showmanship is presented to loudspeaker patrons in the "Boston Hour" every week day over WEEI, 5:30-6 p.m. The station has taken some clever special event types of features and has made them everyday program events. Feature of the show reviewed (Friday) was when Del Castillo, WEEI production chief, climbed up on a large electric sign framework 150 feet over Tremont Street and interviewed two steeplejacks who were erecting the sign.

Regular events consist of a pickup from Fire Alarm Headquarters in the Fenway, where Chief Operator John Galway gives a resume of the day's activities in the fire department. From there the control hops to Police Headquarters, where Charles Ashley, police reporter of the Traveler, gives the latest in crime news. The climax of the show is a sidewalk interview conducted by Jay Wesley at the studios' front door on Tremont Street. Here those interviewed draw questions about Boston facts, history and people. Those who give the right answers get a dollar. If you give the wrong answer you at least get two passes to a local theater. Earlier in the program Wesley dramatizes the human interest in Metropolitan Bos-

(Continued on Page 11)

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

★ ANNOUNCING ★

# BLAIR PRODUCTIONS

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"There's Nothing She Can't Sell!"

## FURGASON & ASTON



Representation with Concentration

# ★ Program Reviews and Comments ★

(Continued from Page 10)

ton news. Transcribed music is used to intersperse the events. The Boston Hour is sponsored by participation announcements, and it is a good bet for any sponsor's money. The program is written and produced by Bob Freeman and Wesley.

## "The Fantastic Episode"

Filling in the 1:30-2 p.m. spot over WJZ-NBC Blue network last Sunday, while Jerry Belcher ("Our Neighbors") took a vacation, a rather choice bit of fantasy was presented under the title of "The Fantastic Episode."

Of obvious British authorship and locale, the sketch concerned the strange dream of man who dozed off while his wife was preparing dinner. It seems that the man suddenly found himself in the Upper Regions, where he had to go through questioning at the hands of two successive inquisitors before finally being allowed to appear before the Grand Llama, whose quizzing was of a satirical nature and dealt more with the man's favorite dish, roast lamb, with mint sauce, than with his earthly behavior. Finally the dreamer awoke, to learn that his wife had prepared roast lamb with mint sauce for dinner.

Excellent acting enhanced the enjoyment of the playlet. Cast included

Eustace Wyatt, who also authored the piece; Florence Malone, Burford Hampden, Louis Hector, Peter Donald and Julius Matthews. Sherman MacGregor directed.

## Texaco Program

Entrance of Igor Gorin and Ella Logan into the cast of the Texaco show on Sunday, over CBS at 8:30-9 p.m., added further value to the personnel that is carrying on while Eddie Cantor takes a vacation. Gorin sang two numbers, one in Italian, followed by "Cosi, Cosa" in English, and both were a treat. Gorin's baritone voice has few toppers on the air.

Miss Logan and her Scotch brogue participated both in comedy with Eddie Stanley, the emcee, and in singing on her own hook. She scored on each count.

Other regular members of the summer cast, including Pinky Tomlin, Saymore Saymore and Jacques Renard's orchestra, also were in fine form. Deanna Durbin, who missed last week's broadcast, made a farewell appearance before following Bobby Breen on vacation.

## "Rising Stars"

A program that bids fair to make something of a name for itself is the "Rising Stars" presentations put on by Broadway stage understudies un-

der the guidance of Penny Bancroft and aired over WJZ-NBC Blue network on Sundays at 8-8:30 p.m.

With Graham McNamee as announcer and the efficient Frank Tours directing the orchestra in intermissions, the show has a palatable variety touch, though not too much to spoil its essentially dramatic mood. The acting talent displayed in the two programs to date has been very good, all worthy of being taken out of the understudy ranks—although some of the players are filling roles in current Broadway shows in addition to understudying bigger parts.

Last Sunday's offerings included "The Last Favor," by Benjamin Lee, and "The Prodigal," by Harry Ingram. In the casts were George Barry, Edward Mann, Reed Herring, Eddie Nelson, Winston O'Keefe, Lester Damon, Virginia Bonnell and Leslie Woods.

## "Ave Maria Hour"

In observance of Father's Day, Sunday's program of the Graymoor Friars from Christopher Inn, Garrison, N. Y., over WMCA-Intercity Network at 6:30-7 p.m., dramatized the Lord's Prayer with unusual effectiveness. The skit, augmented by appropriate music, was only semi-religious in nature, and it was one of the most interesting programs put on by this group.

Opening scene was a modern family residence in New York, with the Browns celebrating Father's Day and planning an auto drive after a hearty dinner. A collision with another car on the road, with fatal injury to the father, brought out the consoling dictum of the priest who pointed to the ever-present Heavenly Father.

Presentation as a whole was thoroughly well staged and carried more general interest than is usually found in programs of a devotional nature.

## "Community Sing"

Though Bert Lahr couldn't get much comedy out of his hotel situations, Milton Berle turned the trick on his Gillette sing over WABC-CBS on Sunday night. Reason for the difference is that Berle has better script material and a better surrounding comedy cast. Proving, as usual, that it's not what you do, but how you do it.

GREETINGS to NAB CONVENTION  
**BILL ELLSWORTH**  
 RADIO TALENT  
 75 E. WACKER DRIVE  
 CHICAGO, ILL.

# RADIO AND AUDIENCE TESTED

Henry P. Johnston, vice president, WSGN, Birmingham, Ala.:

"I want to take this opportunity of telling that our newcasts have improved 100 per cent since we started using your service . . . I have heard numerous favorable comments from listeners."

Charles A. Roeder, news editor, WCBM, Baltimore, Md.:

"Your recent explanation of the Wagner NLR Act was particularly good. This educational type story has a definite place in newscasting . . . The great mass of people will listen to it . . . We like your thorough coverage of big stories."

William E. McDonald, advertising manager, KFNF, Shenandoah, Ia.:

"We are entirely pleased in every way with our service as rendered by I.N.S. We are particularly appreciative of the coverage on the Hindenburg crash."

Larry Nixon, publicity director, WMCA, New York:

"I don't believe you fellows can improve on the report you put out today . . . The I.N.S. wire stuff was fresh and up to the minute."

Don Withycomb, WFIL, Philadelphia:

"Congratulations on your amazing speed on Epsom Downs winner flash. Your flash description of winner was only one minute and ten seconds behind radio announcer's voice in England."

J. Oren Weaver, news editor, WBBM, Chicago:

"We feel that you people are really on your toes and are interested in giving us the best service possible."

From "Radio Daily," March 12:

"Birmingham—As a result of demand for WBRC's 15-minute news casts four times daily, only one period is now sustaining and several sponsors have shown an interest in it . . . WBRC is using I.N.S."

E. K. Bauer, business manager, WLW, Cincinnati:

"We feel that we have done a good job with news on WLW and WSAI . . . We cannot overlook the fact that your news service has been at least the basis for whatever success we have enjoyed."

# INTERNATIONAL NEWS SERVICE

235 EAST 45th ST., NEW YORK, N. Y.

N.A.B. CONVENTION HEADQUARTERS  
 SUITE 439, SHERMAN HOTEL

## SAN ANTONIO

Announcer Bill Shomette of KMAC started on his two-week vacash June 18. Program Director Jerry Morgan of KONO has rigged up a portable short wave set so he can keep in close touch with the Mission Broadcasting station when he goes on that vacash.

Steve Wilhelm, head of the Payne Advertising company's radio division, drew plenty of press notices recently when he interviewed Joe De Mack, convict, on one of Bohnet's Bakery program "The Arm of the Law", over KTSA.

Monte Magee and His Jailbirds, playing twice weekly at the Show Boat Cafe, also heard regularly over WOAI and KONO.

Mrs. Nita Butler is the latest addition to the Payne Advertising Agency's radio staff.

KABC now has 10 daily newscasts periods.

## In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B



For a "Good Time" and the Best 5-Minute Dramatized Programs You Ever Heard.

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N. A. B. CONVENTION

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"Stay at Homes" May Secure  
Full Information

From

**H. S. G.**

ADVERTISING AGENCY  
420 MADISON AVE.  
New York



## Los Angeles



**CHARLEY CHAN**, wise-cracking Chinese sleuth as top price Sat Eve Post feature series, doing a radio comeback, probably live talent national network, under a deal just signed by Irving Fogel Productions with Mrs. Earl Derr Biggers, author's widow. Fogel says he is lining up cast, production details, with live talent show in mind, but will switch to disks if sponsors want it that way.

NBC's ace announcer, Don Wilson, has been set by the artist bureau to do a series of 13 sport shorts for Condor Pictures, RKO release.

Meredith Wilson, here from East, set for "Show Boat."

Don Bernard, former program director for KHJ, and at one time manager of that station, has joined CBS ranks on the cost, as producer. His first assignment will be to get a new series going to exploit members of the CBS artist bureau talent lineup. Series to be called Hollywood Show Case.

Bill Morrow and Ed Beloin, who were associated with Al Boasberg scripting for Jack Benny the past year, will take over full responsibilities for thinking up laughs, Young & Rubicam agency announces.

Through the friendly relations with the new owner of KMPC and officials of CBS, KMPC has started a new arrangement whereby the Beverly Hills station will release from an hour to an hour and a half, daily, of Columbia sustaining shows. No CBS commercials, however, will be aired on KMPC.

Don Clark, new production chief for KFI-KECA will take over scripting of the Silverwood Short Story Playhouse program, weekly on KECA, which starts next week on a new hour, Friday, 7:30 p.m. PST.

KEHE and California net starting a new sustaining program 9-9:30 tomorrow night, with an all-colored variety program of mostly swing. Tal-

ent includes Mixed chorus, the Sheffield Singers; the Four Tones, novelty quartet; Ollie May Lane, singer; Nicodemus, who used to be with Cab Calloway; Spencer Williams, Jr., comic; Bill Anderson, tenor; Lucille Hall, hot singer; L. Z. Cooper, hot piano and a bit of white talent to furnish music—Leon Rosebrook and his Swingcopators.

Harry Witt, CBS sales chief received, as a going away present, a surprise package of five new KNX sales contracts, which his staff worked on, signed in secret, and sprung on Witt as a fillup to the enjoyment of his trip back to the convention.

While some of the pop shows are off the air for the summer, their characters and plots will be burlesqued in a new series, "Cosmopolite Revue", which KEHE will stage with Joe Twerp scripting and acting, and Kaye Storey as feminine lead in cast, which will be changed as needed. Series will air Mondays, 9-9:30, and first episode will burlesque "Gang Busters."

When "Show boat" starts airing from the Coast July 8, it will return to the old style program. Lanny Ross will not be in cast, which will use Charles Winninger, "Tommy" Thomas, Jack Haley and Nadine O'Conner. Vera Oldham, who did the script on William Farnum "Drums", signed to do script.

Sonja Heinie will write her own script for her spot on the Chase & Sanborn show of June 27. Probably will be a skit with Charley McCarthy, in which the dummy tries to learn to talk Norwegian.

Bing Crosby will pack his boots, saddles and race horses into the traveling kit when the chimes ring out his NBC Kraft Music Hall program on Thursday, July 1, and set out in quest of purses and relaxation on the Del Mar race track.

Rush Hughes leaves Hollywood June 28 for a four-week sojourn in Hawaii. Clinton "Buddy" Twiss, who has substituted for Hughes on numerous occasions will be at the NBC mike to carry on the daily Langendorf Pictorial, which Hughes will prepare for delivery by Twiss.

## KANSAS CITY

M. H. Straight, WHB continuity editor, has been promoted to manager of the newly created Client Service Dept., where he will have full charge of special promotion, merchandising and program development.

Ruth Royal, KCKN musical director, is airing a new daily quarter-hour, "Organ Moods."

Frank McIntyre, formerly at KXBY, and Carl Eberhardt, for some time with KCKN, have joined the new KSAL, Salina, Kas.

J. Leslie Fox, director of sales at KMBC, leaves for vacation in Tennessee and Mississippi after the NAB conclave. LeRoy Smith, KMBC continuity editor, is relaxing in the Ozarks.

"Little White House," quarter-hour weekly sponsored by Federal Savings & Loan associations over WDAF, has faded till September, when it returns as a half-hour show, according to J. O. Young of J. O. Young Adv'g Agency, producers. Show is heard elsewhere as a disk.

Beulah Karney, KMBC home economics director, will be hostess to delegates to annual American Home Economics Ass'n convention this week.

Rubinoff to Conduct  
In Chi. Park Series

Chicago—Dave Rubinoff, who flew in yesterday from the coast, has accepted the invitation of Chicago Federation of Musicians to direct the orchestra for one night, probably late in July, in the Grant Park free public concert series. Rubinoff made a guest appearance last year, bringing out 150,000 persons and tying up downtown traffic.

Rubinoff almost brought on a riot at Hotel Sherman yesterday when Jan Garber yelled at the broadcasters' meet, "here comes Rubinoff!"

Park concert series starts July 1, running nightly to Labor Day, with 75-piece orchestras playing nightly under a score of noted conductors including several from radio. Among these are Roy Shield, Carlton Kelsey, Henry Weber, Walter Hancock and Joseph Rafaelli.

These are full two-hour concerts and are broadcast in part by all three major networks. City of Chicago also is sponsoring 35 concerts at Navy Pier this summer with 75 men in orchestra, also to be broadcast.

James C. Petrillo, union president, returns today from Louisville.

## Westchester

"New York's  
\$500,000,000 *Hearthside*"

Is Better Served by  
**W-F-A-S**

New: 190' Radiator

New: Transcription  
Equipment

LOCAL SHOWMANSHIP  
for LOCAL INTEREST

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Roger Smith Hotel  
White Plains, N. Y.

## GENNETT SOUND EFFECTS

SPEEDY Q. SOUND EFFECTS

WAX

ELECTRICAL TRANSCRIPTIONS

THOMAS J. VALENTINO  
729—7th AVENUE  
NEW YORK CITY

**C. P. MacGREGOR**  
Hollywood

AT the CONVENTION  
Room 423  
Sherman Hotel



# San Francisco

"Memory Lane," one of the hit coast shows of the past, returns to the air July 5, with Ted Maxwell, Eileen Piggott, Olive West and Bobbe Deane of the original cast, also Eddie Firestone Jr. To be heard in 15-minute periods (formerly 30 mins.) on Monday, Wednesday and Friday at 3:30 p.m. Montgomery Mohn replaces Bennie Walker in the script.

Coleman Cox, "modern Benjamin Franklin," gets three sustaining spots a week, over entire CBS coast net starting June 28. Cox will do "mental meanderings" — philosophy — in a style like Will Rogers.

Frank Bull, Don Lee sports commentator, resumed Los Angeles origination yesterday after catching the N. C. A. A. track meet first hand in Berkeley on Friday and Saturday.

Ford Billings, general manager of the California Radio System, on a month's business trip to N. Y.

"One Man's Family" will move to Hollywood Aug. 8 for an indefinite period, furthering the exodus of Frisco shows to the southland. Announcer Bill Andrews and Organist Paul Carson will remain here, however. Other stay-in-Friscoans will be Bert Horton (Bill Herbert) Everett Glass (Professor Waite) little Ann Shelley and Richard Svihus (Joan and Pinkie).

Commercial commitments will pre-

## Inter-Office Program Idea Contest

Lincoln—Central States Broadcasting Co. is sponsoring an inter-office contest in the studios of KFAB, KOIL and KFOR, for new program ideas. Lads on the staff are invited to submit stuff and eight prizes of full privilege memberships to the YMCA will be handed the eight winners. Program ideas must be original with the station. Judges will be Bruce Wallace, CSBC promotion manager; Jim Acuff, Omaha member of the sales force; Reginald B. Martin, manager of the stations; and Barney Oldfield, amusement editor of the Sunday Journal and Star.

vent local NBC dialers from hearing the Barrymore Shakespearian series.

Ben Alexander of Hollywood up visiting Charles Gerrard, NBC actor to catch Kathryn Murphey, a friend in "Brother Rat" at the Geary theater here. His network show was aired from here.

Lee Strahorn is the newest member of NBC's press department.

Larry Keating miked the finals of the N. C. A. A. track meet for NBC. Ernie (KYA) Smith dittoed for Hearst outlet.

Dr. Seth Maker, known to many Coast dial spinners, bowed in as "The Philistine" via KYA waves yesterday, for a series of quarter-hour chats.

Dwight Newton, KYA's "Uncle Harry," back on the job after two-week layoff due to chicken pox.

The baby his wife had was too much for David Vaile, KYA studio supervisor, who was so overcome with excitement he lost a day's work trying to get over it.

Bob Goerner replaces Dudley Manlove as announcer at KROW, while latter takes a leave of absence July

1 in order to wax a vocal series for MacGregor in L. A.

Ken Gillum and Leo "Old Ranger" Cleary, NBC comic team, have parted company. Funnymen were known as "Nuts and Bolts" and also "Leo & Ken."

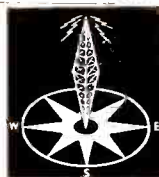
The Stork has been making a guest appearance at KYA. Jack Owens, tenor, is the father of a boy and Patricia Kay, Orange network singer, has a daughter.



L. D. Barnhart, head of department of speech at University of Toledo and former director of University Civic theater there, has been engaged for NBC production department here. He goes to work in July.

William E. Klein, director of the WIND German hour last week took a party of 150 tourists to Europe, taking along a recording of WLS Hindenburg disaster scoop which he plans to put on the air over various stations in Europe.

Martha Nash, formerly with Anson Weeks' orchestra, is now singing with WIND Studio ork.



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RADIO REPRESENTATIVES

CHICAGO

NEW YORK

KANSAS CITY

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*Procter & Gamble*  
*Hecker-H-O Force*  
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*Iowa Soap Co.*  
*Alka-Seltzer*  
*Junkett*  
*Sun Oil Company*  
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A DIVISION OF

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 MUrray Hill 2-2030

**CHICAGO**  
 360 North Michigan Ave.  
 State 6088

## RADIO ARTISTS' GUILD FORMED BY COAST GROUP

West Coast Bureau, RADIO DAILY

Los Angeles—More than 100 independent screen players met in Associated Cinemas and formed an independent organization for collective bargaining and protective measure. Norman Fields was named temporary chairman of organization to be known as Radio Artists' Guild of America. Committees were picked to draft by-laws, make up list for election of permanent officers.

## WPTF Has Big Schedule For Historical Celebration

Raleigh, N. C.—Some 15 hours of broadcasting will be devoted by WPTF to the 350th Anniversary of the Birth of the First White Child in America at Roanoke Island, according to tentative plans. Inaugural broadcast of the celebration takes place July 4, and the observance will run to Aug. 18. Carl Goerch, commentator, will supplement the regular WPTF staff in covering the event.

MRS. MARTIN JOHNSON

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

## ORCHESTRAS - MUSIC

GLENN MILLER and ork are music-making in the Blue Room of The Roosevelt, New Orleans, replacing Lennie Hayton for dinner and supper dancing interludes. Vocalist is Kathleen Lane. They're aired via WSMB and WWL.

Maestro Neil Giannini and ork have staged a return to the airwaves and are heard over KFOX, Long Beach, Cal. every night except Sundays at 10:15 and Sundays at 4 p.m. Program emanates from the Majestic Ballroom, which boasts a new amplifier setup featuring three mike balance controlled by a technician at the point of broadcast.

Fred Waring and his lads have been engaged by Arnold Kirkeby, Drake Hotel boss, for the Silver Forest Room, effective the latter part of July, marking his return to a dining and dancing spot. Jack Denny opened the summer room last Thursday.

Batoneer Art Ouimet and his Merrymakers Orchestra, airing via WSPR, Springfield, Mass., Saturday afternoons, are playing at the Pine Point Tavern, Thompsonville, Conn., Saturday nights.

Cal Pierce and his Hartford Playboys, ethered over WNBC, New

Britain, Conn., are currently featured at the Apremont Cafe, Springfield, Mass.

Lloyd and Alta, hillbilly singers over WSPR, Springfield, Mass., are making a series of recordings to be used while they're on vac. Disks are being cut by Remy Recording Co. of Springfield, with Lawrence A. Reilly as technician.

Maestro Willard Robison and his "Deep River" ork have signed a Consolidated Radio Artists management contract.

Jack Russell and his band, now at the Golf More Hotel, Grand Beach, Mich., have had their contract extended twice and will remain there throughout the summer season.

Batoneer Frank Novak and his boys have been booked into the Warwick Hotel, New York, for an engagement beginning June 24.

Norman Sandoval, once of Ray Herbeck's orchestra, has become featured soloist at Utah's Old Mill Club. Norm is aired five nights a week when he sings with Johnny Peterson's Music over KSL, Salt Lake City.

With the Rose Room, New Orleans, off the air for the summer, Harold Jordy's ensemble is dispersing for the present.

Paul Martin, NBC guitar-star, in Frisco, combines business with his scheduled vacation. He left by plane for the East yesterday, to display his electric guitar to an interested manufacturer. On his way back he'll stop in his home town of Lincoln, Nebraska, to pay his first visit in 9 years.

### AMERICAN D-3 DYNAMIC



HIGH FIDELITY  
Uniform

ALNICO STEEL  
Permanent Magnet

HIGH OUTPUT  
Permits Low-Level  
Mixing

RUGGED—No Parts  
to Deteriorate.

STABLE—Temperature, Pressure Changes,  
Humidity have no Effect.

FLEXIBILITY—Readily adaptable to all  
classes of audio pick-up.

Each Microphone Calibrated.  
Write for No. 26 Catalogue

EFFICIENT REPAIRING DYNAMICS,  
VELOCITIES, ETC.

AMERICAN MICROPHONE CO., Inc.  
1915 S. Western Ave. Los Angeles

## WAIM GIVES CBS WEB SOUTH CAROLINA LINK

Anderson, S. C.—Columbia Broadcasting System will extend its network into South Carolina for the first time on July 18, when its affiliation with WAIM here becomes effective. Signing of contracts for the linking was announced yesterday by WAIM officials.

WAIM is owned by Wilton E. Hall, publisher of The Anderson Independent and Daily Mail. Station maintains studios in Anderson College, Clemson College and Erskine College. It is a 100-watt full time, operating on 1200 kilocycles, and recently ordered a new Western Electric program amplifier.

The station's national rate is \$40; network rate will be \$125. J. J. Devine & Associates represent the station.

Herbert V. Akerberg, CBS vice-president in charge of station relations, handled the negotiations with Hall.

## Gosch to Head Radio Activities at 20th-Fox

West Coast Bureau, RADIO DAILY

Hollywood—Martin Gosch, who has resigned as head of the radio department at Warner Bros., will head the radio department at 20th Century-Fox, it is reported. Warner radio activities will be handled by Ed Selzer, Ed Obinger and Tenny Right.

## Scandinavian-American Series

Des Moines—United Scandinavian-American Central Committee of Iowa is sponsoring a series of six half-hour programs over WHO at 1 p.m. Sundays during the summer months. Hans Pauli is chairman of the committee and has charge of the broadcasts.

The series will include talks by outstanding authorities on Scandinavian culture embracing such subjects as literature, music, art, mythology, economics and history.

## SAN ANTONIO

Announcer Jack Mitchell is freelancing.

Two bands are back on KONO—Dooley Jordan and Ted Mays, both colored.

Doris White will become Mrs. George Lewis Downs this week. He is announcer at KONO.

W. W. McAllister and Howard W. Davis of KMAC have applied for permission for a high frequency station.

Horace Shelton is announcing a new beer program over KMAC.

CRAIG & HOLLINGBERY

Incorporated

Radio Station Representatives

New York  
Jacksonville

Chicago  
Detroit

## FLY UNITED'S NEW "MAINLINERS"

3 NON-STOP FLIGHTS DAILY

BETWEEN

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IN THE

DELUXE "SKYLOUNGE"

A 21 PASSENGER CABIN WITH ONLY 14 LOUNGE CHAIRS

THE "CONTINENTAL" COAST TO COAST  
ONLY 3 STOPS—TO LOS ANGELES OR SAN FRANCISCO  
FROM NEW YORK

UNITED AIR LINES

FOR INFORMATION AND RESERVATIONS CALL

NEAREST UNITED OFFICE OR YOUR TRAVEL AGENT

# first by a large margin!

BY ANY CHECK WNEW RANKS FIRST  
AMONG LOCAL STATIONS IN NEW YORK

take your choice... ✓ check at will

✓  
Total number of local  
accounts on the air...

first by a large  
margin!

✓  
Total number of local  
accounts that repeat  
year after year, in season  
and out—

first by a large  
margin!

✓  
Total number of national  
accounts using programs  
of no less than fifteen  
minutes—

first by a large  
margin!

✓  
Total number of hours  
on the air—with the  
highest percent of listen-  
ing audience among the  
local stations (Clark-  
Hooper)—

first by a large  
margin!

✓  
Total number of program  
features that belong to  
New York—that are New  
York—that rank first in  
listening audience—

first by a large  
margin!

✓  
... Best  
equipped to  
move your goods  
at the lowest cost  
per buyer...

first by a large  
margin!

## W·N·E·W

Covers New York City and its  
environs twenty-four hours a day

1250 KILOCYCLES

2500 WATTS BY DAY 1000 WATTS BY NIGHT

STUDIO • 501 MADISON AVENUE • N.Y.C.

PROMOTION

Sponsor's Anniversary Party

A free "carnival" for White Plains children was staged Saturday under the sponsorship of Golden Brothers, Inc., Kelvinator Dealers of White Plains. Sponsors engaged the Colony Theater, new movie palace, for the event. Show started with an hour's broadcast from the stage by Uncle Neal and his WFAS Kiddies League, comprising a score or more of talented juveniles, followed by a special film show. Souvenirs and "eats" included. There was no admission charge of any kind, and invitations were sent to all schools, and institutions inviting the children.

Entire show was in celebration of Golden Brothers' 16th anniversary in business. Firm is sponsoring a regular weekly half hour broadcast from the theater. Deal was arranged by B. M. Middleton, WFAS sales manager.

Promoting Shakespeare

WBIG, Greensboro, N. C., has started publicizing to all public libraries, colleges, and schools, as well as cultural clubs the new eight weeks Shakespeare series to be broadcast via CBS starting July 12. Special arrangements are being made with libraries and clubs in Greensboro to install radios on the nights of these broadcasts.

WSAN Circular

"Gone Modern!" is the title of a newly issued promotion circular on WSAN, Allentown, Pa. It points out the station's new Western Electric equipment throughout, new grounded vertical radiator, 16-hour daily service, experienced personnel, etc., in addition to giving the usual market data and listening area maps.

Offering His Picture Free

Monte Magee, who broadcasts daily at 1:45 p.m. over WOAI, San Antonio, is offering his picture free to listeners. Several hundred requests a day are reported coming in.

Walter Pree Joins WMT

Walter Pree, formerly with WEMP, Milwaukee, has been added to the engineering staff in the Cedar Rapids studios of WMT. Pree will handle studio pick-ups and remotes for the station.

ONE MINUTE INTERVIEW

IRVING REIS

"Radio must educate listeners to new appreciation of pure sound. Civilization has conditioned humans to use only about 10 per cent of the powers of their ears. Radio directors and dramatists will find the unused 90 per cent an exciting field for exploration. The auditory sense is the new highroad to the kingdom of emotional imagination."



CHICAGO

● ● ● SALES PROMOTION...Everybody and every organization is promoting something, individually and collectively. Judging by the all-night racket and noise, most promoters have been successful in their promotion plans...Mutual Broadcasting system's breakfast proved a huge success in the West Room of the Sherman, and this was followed up by two nifty blondes passing out yellow carnations as the Mutual colors at the convention hall entrance...Standard Radio also used the femme angle and had the gals passing lollypops by way of a tie-in with the new Standard "pop" series of transcriptions...Other exhibitors are on the job to make their layouts attractive, including Transradio, Atlas Radio and Associated Music Publishers, the latter having a mural in back of the miniature bar which defies further elaboration in print...Don't get Loren Watson wrong...It is hotel property.

● ● ● Transradio is showing its new series of recorded programs entitled "Meet the Headliner" and also the facsimile outfit. Mark Hawley, Turner Parkinson and Herbert Moore are real busy there...Graybar Electric has the largest vacuum tube in the country...In fact, it can be used for a lighthouse as is...Tube is 250 kilowatts, seven feet tall, and is planned for use in the 500,000 watt stations. Gene O'Fallon of KFEL has miniature horseshoes attached to his clever new booklet, entitled "The New Cry of the Old West"...It is illustrated by photographs and includes a quote from RADIO DAILY...Fred Hart of KCBM, Honolulu, in addition to his extra fancy leis, this year is doing some political work by way of passing out pamphlets and an open letter urging adoption of the NAB resolution of last year anent reorganization.

● ● ● Mode of travel seems to get into the conversations considerably...Webb Artz of United Press hopped in from Omaha in exactly two hours and a half. One fellow had a forced landing for more gas in the middle of nowhere, but otherwise smooth fast trips by air are reported by scores of attendees, including Turner Parkinson, our own Howard London, Jack Harrison, et al...Trio of boys from the wide open spaces literally lost their shirt en route when Reggie Marden of KFAB, Bill Larimer, the outlet's commercial representative, and Ranny Daly of the Iowa Network took their shirts off while driving because it was too hot. Unnoticed the wind blew all three shirts out of the open car. Otherwise crap games and poker fixed up other shirt losers.

● ● ● This afternoon Marshall Field cooperates with the local NAB committee on entertaining the ladies at a style show and tea. The men will do okeh at the fights tonight. Webb Artz seems to have the lowdown on just how the Joe Louis camp feels, if you want to place any bets by chance...Saul Shapiro, representing the Universal Microphone Co. of the coast, will pack his recording exhibit and show it along the Atlantic seaboard later. Walter Biddick and better half are set to drive to Detroit tomorrow and then to the coast. Fenton Earnshaw will also make a swing around the country, going to the northwest on the way back to the coast. Station 2GB of Australia went for the series of 65 recordings featuring Frank Watanabe bought through Dr. Ralph L. Power, the outlet's U. S. representative. Same series is now heard on the Don Lee chain. Cutest pet here is the dachshund belonging to Mrs. Fred Weber, the former Ruth Betz. Edythe Fern Melrose of Street & Finney agency misses her first convention in six years due to mother being ill. Passing through and taking a look in were Paul Ross of CBS Artists Bureau...Bill Murray of William Morris offices here until Thursday...Sam Serwer of the Warner music houses, en route to New York.

Coming Events

Today: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

Today: 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.

June 22-23: Annual Radio Show Trade sponsored by Radio Wholesalers Club Inc., Hotel Statler, Boston.

July 8-10: L'Union d'Art Radiophonique first international congress, at the Sorbonne, Paris, France.

June 26-July 3: National Education Ass'n Convention, Detroit.

July 12-17: International Congress of Short Waves, Vienna.

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

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

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

Cloutier In NBC Series

Norman Cloutier, conductor and arranger, with a 25-piece orchestra, started a new series over WJZ Sunday night. In addition to music from the popular field, their offerings run the gamut of light opera and musical comedy selections. The program will be heard each Sunday at 8:30 p.m.

Cloutier was brought here by NBC from WTIC, Hartford, Conn., where he was musical director for some time.

Warren Greenwood to Wed

Springfield, Mass.—It'll be wedding bells for Warren Greenwood, senior announcer at WMAS, on July 31. She's Amy Moore of Springfield.

Jack Holden, who announces the Ol Painter program at 6:30 a.m. over WMAQ, has been re-signed for 13 more weeks.

1	9	3	7
SUN	MOR	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

June 22  
Greetings from Radio Daily  
to  
S. R. Wilhelm

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**EVA LE GALLIENNE** pays tribute to J. M. Barrie when she presents "Peter Pan" over the NBC-Blue Network, June 24 at 3:30-4:30... Virginia Verrill to play a double lead with Adolphe Menjou in the "Goldwyn Follies"... Ken Murray's improving on the old memoir system by placing his life story on record with a 16mm. color camera... That vocalizing zany, Martha Raye, is New York-bound on a personal appearance tour... She arrives July 7, opens in Boston July 15, in Detroit the 23rd and takes over Chi the 30th... Loretta Clemens heads the radiaristocracy on account of she rates a special salute from CBS page boys who do a combination salaam and "Heil" when she appears... Singing Sandra Brown has been signed by Charles Dornberger to help create "Swythm" with the new band at the Memphis Peabody Hotel.

*Helen O'Neill, who takes care of auditions for NBC in Frisco, departed Saturday for the Northwest, mountains, trees and all... She threatens anybody who mentions auditions during her vac with extinction... Ted Church and Leif Eid of NBC press department in N. Y. and Welbourn Kelly of the script department all absent for similar reasons... Florence Marks of NBC press joins the dolce far niente (loufing on vac, to you) contingent next week, to spend a month at Martha's Vineyard... CBS' Bob Trout is sporting an English raincoat these not-so-fine days... He got it from a compassionate Britisher during a soupy spell of English weather while announcing at the Coronation... Matrimony - bound... Alice Patton, NBC thespienne and musician of Chi, who weds W. Hatfield Smith, broker of that city, in August....*

The Ruth Donne Ensemble, aired over WBNO from the St. Charles Bar in New Orleans, has finished its season because the southern spot has dropped its music during remodeling operations... Estelle Taylor, beauteous flickerite, to do a personal appearance at the world premiere of the Bros. Warner's "The Singing Marine" at Wilmington's Aldine Theater, June 25... Mildred Brunelle of WSPR Cooking Forum fame takes a month's leave July 9 to take special advanced courses in presenting and conducting cooking forums, in the Fanny Farmer Cooking School, Boston....

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 44 of a Series

**WMBD—Peoria, Ill.**

1440 K.C.—1000 Watts L.S., 500 Watts Night.

**EDGAR L. BILL, Mgr. CHAS. C. CALEY, Comm. Mgr.**  
**HOWARD BEAN, Program Mgr.**

WMBD is owned and operated by the Peoria Broadcasting Co. and is just a decade old. WMBD is rightfully proud of its phenomenal growth, having started its spurt only six years ago. In June, 1931, the present owners purchased WMBD, then a half-time station. Since that time the station has been granted full-time privileges by the FCC and has effected an affiliation with the Columbia Broadcasting System. Business volume today is greater in one month than it was in one year in 1931. Number of employes in that same span has increased from 16 to 40, and studios and equipment are of the latest type.

WMBD has, during its 10 years of broadcasting, co-operated fully with all civic and educational bodies in its vicinity. During 1936 the station presented special programs of 64 leading organizations which included, among others, the YMCA, Boy Scouts, Girl Scouts, Churches of various denominations, State and County departments and schools. More than 500 speakers were allowed to air their messages of general interest over WMBD during 1936. In addition to the figure, WMBD broadcast all leading speakers and special programs aired over the CBS chain. Commercial advertising over WMBD must pass a strict, but just, censorship before it is allowed to be aired. In the case of medicants, the o.k. of an expert, or a recognized organization must first be gained before the account is accepted.

National advertisers have found WMBD a valuable addition to a network broadcast. Among those utilizing WMBD regularly are the Chevrolet Motor Co., Texas Co., Ford Motor Co., Gillette Safety Razor Co., American Tobacco Co., Liggett & Myers Tobacco Co., R. J. Reynolds Tobacco Co., Lever Bros. Co., Colgate-Palmolive-Peet Co., Chrysler Corp. & Campbell Soup Co. Local advertisers have found WMBD gives them complete coverage of Central Illinois.

WMBD broadcasts 18 hours daily on 1440 kc., with a power output of 1,000 watts to local sunset and 500 watts thereafter. Studios and business offices are located in the Alliance Life Building in Peoria, and the transmitter is located between Peoria and Pekin, approximately 5 miles from Peoria. Free, Johns & Field, Inc., is the station's representative.

**14 Stage Stars Signed  
For CBS' Shakespeare**

(Continued from Page 1)  
IV," Sir Cedric Hardwicke to play Malvolio in "Twelfth Night," Tallulah Bankhead as Viola in "Twelfth Night," Walter Abel as Horatio in "Hamlet," Montague Love as the King in "Hamlet," Grace George as the Queen in "Hamlet," Orson Welles as Duke in "Twelfth Night," William A. Brady as the Ghost in "Hamlet," Brian Aherne as Prince Hal in "Henry IV," Walter Connolly as Falstaff in "Henry IV" and Estelle Winwood as Maria in "Twelfth Night."

**Mutual Picks Race Miker**

Rusty Callow, coach of the University of Pennsylvania crew, has been selected by Mutual to broadcast the Yale-Harvard crew race next Friday.

**THE NEW CRY  
OF THE OLD WEST**



GENE O'FALLON, Manager  
Suite 922—Hotel Sherman  
(during N.A.B. Convention)

Rep. by JOHN BLAIR & CO.

**GUEST-ING**

JOHNNY GREEN, on Jack Benny program, June 27 (NBC-Red, 7 p.m.).

FRANCIS LEDERER and MADELEINE CARROLL, on "Hollywood Hotel," July 9 (CBS, 9 p.m.).

ROBERT ROSS, talent scout for Warner Bros., with Rose Pelswick on "Movie Pilot," tomorrow (WEAF, 7:30 p.m.). JOHN EMERY, actor, with Frank Nugent, on same program, June 25.

WALTER WINCHELL, playing the lead role in "Front Page," on the Lux Radio Theater, June 28 (CBS, 9 p.m.).

DICK BARTELL, JR., son of the ball player, on Col. Jack Major's program, June 28 (CBS, 3 p.m.).

JOE MORRISON, on Broadway Melody Hour, June 23 (WHN-WOR, 8 p.m.).

LEONARD SILLMAN, producer of "New Faces," on Norman Winter's Amusement Digest, tomorrow (WNEW, 8 p.m.).

**RALPH KIRBERY**

*"The Dream Singer"*

MANAGEMENT  
WILLIAM MORRIS AGENCY  
BILL MURRAY

**We Have News  
for You!**

Not only news of the world, for your audiences back home, but news of impending big developments that will interest you particularly.

Button-hole one of us around the hotel or look us up in Suites 105-106, 255.

- Herb Moore
- W. G. Quisenberry
- John Parkerson
- Bob Moore
- Sims Guckenheimer
- Mark Hawley
- Rex Goad

**Transradio Press Service**

## 515 REGISTRATIONS IN ON SECOND DAY OF MEET

Chicago—Official NAB registration at the close of yesterday's meeting totaled approximately 515, with scores of others present at the convention not attending the meetings and hence not bothering to register. NAB officials feel that the lack of any pressing problems before the convention will prevent the meeting from exceeding last year's total of 700 attendees. The Braddock-Louis fight tonight may draw a number of one-day visitors to the convention who ordinarily would not attend.

### Amer. Home Products Reserves NBC-Blue Spot

American Home Products has reserved the basic NBC-Blue network with WCKY on Tuesdays, Wednesdays, Thursdays, 7:15-7:30 p.m., beginning Sept. 28. No talent has been selected for the show. Fifty-two week contract was signed through Blackett-Sample-Hummert Inc.

### KOBH Gets Power Boost

Rapid City, S. D.—KOBH last week received authority for increase in power to 250 watts day and 100 watts local sunset. This permits use of RCA transmitter type ET-4250-A.

Robert J. Dean is managing director of the station, with Archie W. Hall as program director. Studios are in the Alex Johnson Hotel at the "Gateway to the Black Hills."

## ADOLF SCHMID

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

## Complete Studio Facilities for di- rect Recording or Electrical Transcription.

### ADVERTISERS' RECORDING SERVICE

Instantaneous Recordings  
113 WEST 57th STREET  
NEW YORK CITY  
Circle 7-6980

## Programs That Have Made Station History

No. 12—WFBC's "Guess Time" and "Meetin' House in Dixie."

"Guess Time," now in its third year over WFBC, Greenville, S. C., sponsored by Belk-Simpson Department Store, is one of the outstanding merchandising successes staged by this station. The program is conducted by The Freshman, nee Eber Lineberger. "Guess Time," heard Tuesday through Saturday at 7:45 a.m., pulls from 100 to 300 letters and cards daily.

The Freshman, versatile announcer, pianist, and singer, conducts the programs in his own informal style, sings popular songs and playing a medley of three tunes. Listeners guess titles of the tunes and submit the titles to the station. The cards and letters with the correct titles are put in a hat and ten winners are selected. These winners receive two passes each to the New Paris Theater.

After three years of continuous

### Revival Remote on KFRO

Longview, Tex. — KFRO has been handling a remote broadcast from the tabernacle tent of the Ham Revival being held in Longview. The Revival broadcasts from 10 to 11 a.m. on all week days except Monday. This program has been on the station for the past seven weeks.

At a recent night meeting held for women only, the pastor asked the women present if they listened to the morning broadcasts on KFRO. Of the 1,800 present approximately 1,700 held up their hands indicating that they were listening to the daily devotional programs over KFRO.

### Off to Cover Special Events

John Hartley, assistant director of special events, and four engineers will be on the road all this week covering three special events programs for NBC. First stop is Poughkeepsie for the collegiate rowing classic, then the American Cup Races off New London, Conn., then to Boston for a weather program from the Blue Hill Observatory. Charles Noble, WBZ announcer, will join the crew there and do the observatory broadcast. Engineers are J. Wiess, B. B. Whittemore, A. R. Thomson and E. C. Wilbur.

THE SONGBIRD OF THE SOUTH

## KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

run, "Guess Time" grows in popularity.

Among WFBC's outstanding sustaining programs, "Meetin' House In Dixie" pulls its quantity of fan mail and audience approval. "Meetin' House In Dixie," now in its third month, as a broadcast feature, commands a wide audience. The program originates at a colored church in Greenville. It is conducted by Reverend Benny Campbell, pastor of the church. Negro Spirituals and Hymns are sung by the congregation, the clapping of hands and wailing of the colored folk add charm and color to the half hour. Reverend Benny Campbell's sermons are always unique and interesting.

Program is attractive, interesting, and sometimes humorous. "Meetin' House In Dixie," the old camp meeting at the Cross Roads, is broadcast over WFBC each Thursday 9:30 p.m.

## Viewpoints

### Says Typing Discourages Individuality on Radio

"A few years ago, radio was heralded as the great new field for artists of every description. Within its folds was to be found employment for all those who could entertain. Then came classification and specialization and their inevitable strangulation effect. No longer is there a call for a comedian, an orchestra, a singer. Instead, there is a search for 'types'—a singer who can do a Crosby or an Eddy, a funny man who has the Fred Allen angle, a master of ceremonies who is like this or that prominent emcee. For the artist, it is no longer smart to be original, at least, not too original. And for the performer who has been accepted as a particular type, further developmental possibilities are practically stopped. He must stick to the role which has been associated with him. Perhaps there will be a day when Mister Public will become fed up on a diet of cut and dried 'types', and then will arise a lusty cry for variety and versatility." — RAY HEATHERTON.

### Changes at Station WHBL

Changes in schedules at WHBL, Sheboygan, Wis., have put the Sheboygan Harmony Boys, old-time dance band, at 12:15 p.m. Sundays, and the Little German Band at 7:00 p.m. Thursdays.

### In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

## CHARGE LAWYERS USED CLERKS AS 'DUMMIES'

Washington Bureau, RADIO DAILY

Washington—FCC yesterday charged three girl secretaries in one of the largest law offices here were named as officers and directors of a dummy corporation formed for the purpose of applying to the commission for radio broadcasting facilities in distant cities.

Yesterday's charges came following the commission's action in formally accusing lawyers of unethical practices and citing them to show cause why they should not be suspended or disbarred.

Washington Bureau, RADIO DAILY

Washington—Categorically denying all of the charges made in an FCC order of May 19, asking that they be disbarred for allegedly filing applications in the name of so-called "dummy" applicants and for other specified reasons, Paul M. Segal and George S. Smith, attorneys, have filed pleas with the Commission asking that the charges be dismissed. A hearing on the charges was requested, unless the FCC should conclude that the order be dismissed.

### Script Foundation Plans Awards for Best Works

(Continued from Page 1)

which have been broadcast over their facilities within the six-month period. First nominations will be received Sept. 1, and continue to Sept. 28.

First prize is \$100 cash; second and third, \$50 each; fourth, \$25.

Judges for the 1937-38 season are: For Broadcasting, Alfred J. McCosker; for the Theater, Brock Pemberton; for the Radio Critics, Ben Gross, radio critic of the New York Daily News; for the Sponsors, William Burnham, advertising manager, Bigelow-Sanford Carpet Co., Inc.; for Agency Production, Antony Sanford, radio director, J. Walter Thompson Co., New York; for the Actors, Selena Royle; for the Playwrights, Carl Reed, president of Elizabeth Marbury, Inc.; for the Technicians, Dr. O. H. Caldwell, former Federal Radio Commissioner, and editor of "Radio Today"; for the Radio Industry, Paul S. Ellison, Hygrade Sylvania Corp. and for the Committee, Georgia Backus, Joseph M. Koehler and Lloyd Jacquet, executive secretary.

### Radio and Disk Sales Up

Washington Bureau, RADIO DAILY

Washington—Revealing a sizeable increase, the U. S. Treasury Bureau of Internal Revenue yesterday disclosed that internal revenue receipts on radios and phonograph records had increased \$8,324.08 in May, 1937, over the same period in 1936.

According to revenue bureau's figures, total receipts from radios and phonograph records for May in 1936 amounted to \$220,750.43 and in 1937 jumped to \$329,074.51.

**NEW BUSINESS**

Signed by Stations

**San Francisco**

KYA: Guarantee Union Life Insurance Co., through Stodel Adv'g Agency.

KJBS: S. & W. Fine Foods Inc., through Botsford, Constantine & Gardner; Standard Beverage Ltd., through Emil Reinhardt; James F. Waters Co., through Jim Diamond Agency.

**WDNC, Durham, N. C.**

Durham Coca-Cola Bottling Works, American Oil, Ban-Dan, Stephenson-Wilson-High (new Chrysler distributors), Durham Merchants Ass'n, Red Top Beer and Ale, Criterion Theater, Penni-Center.

**WSPA, Spartanburg**

American Oil Co., through Joseph Katz Co., Baltimore; Miller Tires, through local dealer; Gillette Tires, through Richmond Rubber Co., Richmond, Va.

**KSL, Salt Lake City**

Sears-Roebuck, featuring Ralph Hardy, commentator, with Announcer Francis Urry.

**WFIL, Philadelphia**

Tidewater Associated Oil Co., renews newscasts with Gene Morgan, 52 weeks, through Lennen & Mitchell, N. Y.

**"One Price Plan" on ET's**

Chicago—An attempt to inject the "one price plan" of selling and leasing transcriptions to stations is being made by Conquest Alliance Co.

Announcement of "Streamlined Serials," classified by production costs but not necessarily according to merit, was made at the opening of the NAB Convention in the Hotel Sherman, where Conquest has an exhibit of programs, portable audition units and radio combinations. The shows will consist of transcriptions having records of success on one or more stations, and new shows selected and produced by Conquest with former stage players and present network voices. Strip shows are low priced with the object of providing both sustaining and sponsored programs for stations and their advertisers with minimum budgets.

Good Work Builds Business. That's why we do 90 per cent of Hollywood's off the air recordings (AIR-CHEK).

**ELECTRO-VOX RECORDING STUDIOS**

(Originator and owner of Trade Mark AIR-CHEK)  
5546 MELROSE HOLLYWOOD

**Labor Union Problems for CBS Seen in CIO Unit Affiliation**

Action of the executive committee of the Association of Columbia Broadcast Technicians last Friday, dissolving the association and the 70 WABC engineers immediately becoming affiliated with the American Radio Telegraphists Association, a CIO union, is expected to bring labor troubles to CBS for the first time.

CBS has American Federation of Labor men on its payrolls now. In its playhouses the stage hands are members of the International Alliance of Theatrical Stage Employees and the house bands are members of local 802 of the American Federation of Musicians, both AFL unions. It was over the bitter opposition of the stage hands union that the engineers decided to join the ARTA.

Case is very similar to the WHN labor trouble which is slated to come up before the National Labor Relations Board on July 1. In this case the engineers became affiliated with ARTA and immediately three of the

**WOR Special Events**

In addition to WOR's airing a description of the Braddock-Louis fight on Tuesday, with Arthur Hale at the mike, WOR-Mutual will broadcast same day the Detroit Shriners' Convention Parade, 11:30-11:45 a.m., with Joe Gentile and Art Sutton describing, and on Friday will air the Yale-Harvard crew race at New London, about 7 p.m., with Dave Driscoll heading the staff. Transradio reports will be used for the Chicago fight.

**Telecommunications Confab**

An International Telecommunications Conference will be held in Cairo starting February 1, according to American Commercial Attache James T. Scott, Cairo, in a report to the Department of Commerce. An organizing committee has been formed in the Egyptian capital under the chairmanship of the Minister of Communications.

**TO REACH 2,000,000 Jews of New York**

Jewish Programs (in ENGLISH) are a proven sales success on Station WMCA, New York.

**Advertisers and Advertising Agencies**

*Let us show you what the public and our other advertisers say.*

ADVERTISERS BROADCASTING CO.  
205 E. 42nd St. New York  
MUrray Hill 4-1364

**Radio Patriot**

L. B. Wilson, WCKY prexy, isn't attending the Braddock-Louis fight tonight. He says he'll enjoy it more over the radio.

AFL unions, motion picture operators, stage hands and musicians, filed a protest with Loew's Inc., owners of WHN. Protest stated that unless the ARTA engineers were dismissed the AFL would call a strike of all its personnel in Loew's Metropolitan Theaters. Hence, case was handed over to the NLRB and a vote will probably be taken next month on whom should represent the WHN employees.

That the WABC dilemma will be delayed pending the outcome of the WHN case is very probable. Meantime the ARTA is trying to sign up the rest of the CBS technicians employed in the eight other CBS owned and operated stations across the country—(KNX, WKRC, WEEI, WBBM, WJSV, KMOX, WBT and WCCO).

Mervyn Rathbone, president of the ARTA, says that engineers of WJSV, WEEI, WBT and KNX have already signified their intentions of joining the CIO union.

**AGENCIES**

BENTON & BOWLES, west coast offices located in the Equitable Building, Hollywood, were officially opened yesterday. Office will handle the west coast radio shows of the agency, with Herschel Williams and Chester McCracken in charge.

PEGGY PHILLIPS has resigned as account executive of the Bert Nevins publicity offices to accept a position on the scenario staff of Paramount pictures. No replacement has been announced as yet.

KELLY W. BLUMENSCHNEIN, formerly associated with Kelly, Nason & Winsten, has joined the radio department of Blackett-Sample-Hummert, Inc. as commercial continuity writer.

**Joines N. Y. Web Ad Staff**

Burt Squire, general manager of the New York Broadcasting System, announced yesterday that G. William Anderson has been added to the sales staff of the network. Anderson has been closely connected with the advertising world for the past 17 years. He will confine his activities to the New York area.

**In LOS ANGELES**

(for Southern California coverage)

IT'S

Warner Bros.

**K F W B**

*And now...NEW*  
**TRANSCRIPTION HEADQUARTERS**  
*in CHICAGO*

• You are cordially invited to see and inspect the only complete Vertical transcription facilities in the middle west. The new Chicago headquarters of World Broadcasting System are located at 301 East Erie Street—only two blocks east of Michigan Ave.

A hearty welcome awaits you at World's modern air-conditioned building, designed to serve every program requirement. Just telephone Superior 9114, or stop in at your convenience. Write for new, illustrated folder describing World's complete Chicago facilities.

**WORLD BROADCASTING SYSTEM**

**301 East Erie Street Chicago**



## TRANSCRIBED PROGRAMS

Are Outstanding for Two Reasons

*BY TEST... THEY SATISFY THE LISTENERS AND BUILD FOR BIGGER AUDIENCES.  
BY TEST... THEY ARE A PROFITABLE INVESTMENT FOR STATION AND SPONSOR.*

For the 1937-38 season, ATLAS Radio Corporation offers to stations TWENTY-SEVEN sure-fire result-getting programs. • Conceived and produced by outstanding radio showmen, with painstaking devotion to production detail and technical perfection...and with a basic idea offering great promotional possibilities.

An ARC production is a guarantee, always, of  
a HIT show to the wide-awake broadcaster...

"CAPTAINS OF INDUSTRY"      "PORTS OF CALL"  
"SONGS OF THE WEST"      "MAGIC ISLAND"

are just a few of the TWENTY-SEVEN ARC  
programs that are established successes on the air.

*At Convention Room 119—Sherman Hotel*



**A T L A S   R A D I O   C O R P O R A T I O N**  
HOME OFFICE 1540 BROADWAY, N. Y. C. • STUDIOS 930 NO. WESTERN AVE., HOLLYWOOD, CALIF.





# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 95

NEW YORK, N. Y., WEDNESDAY, JUNE 23, 1937

FIVE CENTS

# John Elmer NAB Prexy

## WRTD COMPLETES STAFF; TAKES THE AIR TOMORROW

Richmond, Va.—WRTD, new local station has completed its staff with the appointment of Florence C. Thomas as program director and Bernard Dabney Jr., as continuity manager, and will take to the air tomorrow. Dabney was grabbed from the news field, having been a reporter on the Richmond Times Dispatch for the past six years.

The entire WRTD staff has been observing operations at WTAR, Norfolk, until departure for the first Richmond airing. Station goes NBC basic Blue network on June 27. John Carl Morgan, WTAR announcer, will go to Richmond for a few weeks, leaving Ernest Bowman, selected for the WRTD staff, at the Norfolk sta-

(Continued on Page 6)

## Warren Hull As Emcee On "Show Boat" Hour

Warren Hull has been set as successor to Lanny Ross in the emcee spot of Maxwell House's "Show Boat," which starts emanating from the coast July 8 over the NBC-Red network. Virginia Verrill also has been set for the show. Benton &

(Continued on Page 3)

## Radio-Television Exhibit By Westinghouse at Fair

Westinghouse Electric & Manufacturing Co. will present an exhibit and demonstrations of the latest developments in radio and television, among other things, at the New York World's Fair in 1939. The company has just signed the first formal contract for exhibit space in a building to be erected at the Fair.

### Secret Ambition

Philadelphia—When an announcer on WFIL identified himself as 'Charlie Harris' in an exploitation airing from the new studios, staff couldn't figure who it was. Later revealed as Sam Rosenbaum, WFIL prexy, who has yen for mike spiling and, not wishing to abuse his official capacity, assumed a moniker so he can start at bottom.

## New NAB President



JOHN ELMER

## NATIONWIDE ET CURBS PREDICTED BY PETRILLO

Chicago—James C. Petrillo, president of Chicago Federation of Musicians, returning yesterday from the Louisville convention, predicted that his drastic restrictions regulating musical recordings and electrical transcriptions which he imposed here last February would be made nationwide. Executive board of

(Continued on Page 4)

## James V. Peppe Joins Wilson-Powell-Hayward

James V. Peppe, formerly director of Orchestral Relations Department of the Columbia Broadcasting System, has been appointed general manager of Wilson, Powell & Hayward

(Continued on Page 4)

## Edward A. Allen is Re-elected By Independent Broadcasters

By HOWARD J. LONDON

Chicago—National Independent Broadcasters Incorporated, a group of so-called 100-watt station owners and operators which was organized within NAB ranks three years ago for the purpose of coordinating the efforts of the smaller and local outlets with a view to bringing the

## Regular Ticket Wins 3-to-1—John Gillin Elected First Vice-President, William Scripps Second Vice-President

By M. H. SHAPIRO

Chicago—In the face of an opposition ticket headed by Ed Craney, the regular ticket by the NAB nominating committee rode to a 3-to-1 victory, the delegates giving John Elmer of WCBM, Baltimore, the office of president by a vote of 147 out of a possible 199 ballots cast. Craney drew 52 votes.

John J. Gillin, Jr., of WOW, Omaha, was elected first vice-president, with a vote of 148, and William J. Scripps of WWJ, Detroit, received 152 ballots for office of second vice-president.

There being no opposition or independent slate relative to the nominating committee's selections for board of director terms, election of this list was done from the floor by

(Continued on Page 3)

## AFA FINDS RADIO AIDS NEWSPAPER PROMOTION

Departmental sessions were the only activity of the second day of the American Federation of Advertisers convention yesterday in the Hotel Pennsylvania. Radio's value in the promotion of daily newspapers was discussed at length early in the day, when Jake Albert, promotion manager of the Detroit News, headed a breakfast clinic composed of John Bradford, Rockford; Bradford Wyckoff, Troy; Charles Baum, Portland; Walter Tyson, Minneapolis; Fred Phillips and F. B. Rogger.

Discussion concerned itself with the newspaper's use of radio as a

(Continued on Page 3)

## New WTAR Transmitter Is Placed in Operation

Norfolk—Without ceremony, WTAR engineers threw the switches that sent the program into the ether from the new transmitting plant in Glen

(Continued on Page 3)

## Philco Adv'g Budget Is Being Boosted 50%

Philco Radio & Television Corp. revealed yesterday, at the opening of a showing of new models, that the corporation would increase its advertising budget 50 per cent for the new 1938 line of radio sets. The show is

(Continued on Page 7)

## PROGRAM DIRECTOR UNIT IS FORMED AS NAB MEET

Chicago—An idea that originated with Jimmy Willson of WWL, New Orleans, and received approval of Managing Director James W. Baldwin, resulted in the formation yesterday of "The Program Director's Section", a new sub-group within the NAB fold.

Purpose of the new group is to exchange program ideas and discuss mutual problems. After a two and one-half hour interesting session, Willson was elected chairman of the

(Continued on Page 6)

### Degree for DeForest

Chicago—Lewis Institute, technical college, today will confer honorary degree of Doctor of Engineering on Dr. Lee DeForest, inventor of audion radio tube and father of modern radio. Dr. De Forest is here from Hollywood for the occasion. His first experiments were conducted while instructor at Armour Tech here 30 years ago.



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Tuesday, June 22)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164½	163¾	164¾	+ 1
Crosley Radio	20	20	20	+ ½
Gen. Electric	53	52½	52½	+ ½
North American	23¼	22½	22½	- ½
RCA Common	8½	8	8	.....
RCA First Ffd.	64¼	63¾	63¾	+ ¾
RCA \$5 Pfd. B				
Stewart Warner	17½	17½	17½	- ½
Zenith Radio	33	32	33	+ 1½

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	2½	2½	2½	- ¼
Majestic				
Nat. Union Radio	1½	1½	1½	.....

### OVER THE COUNTER

	Bid	Asked
CBS A	27½	29
CBS B	27	28½
Stromberg Carlson	13	15

### New Music Works on NBC

World premiere of one work and the first broadcast performance of another will add musical significance to the NBC Music Guild program featuring the works of the young American composer, Ulric Cole, tomorrow 2-2:30 p.m. over the NBC-Red network.

The program will open with the first performance anywhere of two movements from a suite for string quartet, to be played by Mara Sebriansky, first violin; Frederic Dvovich, second violin; Frank Brieff, viola, and Bernard Greenhouse, cello. The second chamber work, to be heard for the first time by radio audiences, will be a quintet for piano and strings. This will be played by the composer at the piano and the above quartet.

## REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway ME4. 3-1270 New York

# NAB Dues Hike Voted Down; Action on Other Resolutions

Chicago—Resolutions before the NAB convention delegates were disposed of to some extent, at least two major issues being worked out from the floor yesterday. These included the proposed amendment to increase the membership dues, the proposal being lost by unanimous vote.

The proposed amendment to have owners of more than one station take out a membership for each outlet was tabled for further discussion and may come up today. One speaker believed the proposal unconstitutional in its effort to force such membership. Amendment whereby the outgoing president of NAB in each case would automatically become a member of the board of directors was favorably voted upon, although the retiring president, C. W. Myers, advised that he was against such an amendment to the by-laws.

Later in the day, with a small representation or delegates who were waiting for the election votes to be counted, some additional resolutions were voted upon, although it was originally planned that only the non-controversial items would be chosen. These included the usual thanks for use of the hall and local committees, thanks to FCC Chairman Judge Sykes and the resolutions already acted upon in past conventions but still in need of attention, including

an affirmative vote to seek a three-year license term for broadcasters, authorization of the NAB to continue to work for a "per piece method" of performing rights license fees, affirmative vote to encourage the prosecution of the government suit against Ascaph and affirmative vote to have the NAB as an organization further the efforts to have the Duffy copyright bill passed.

Approval also was voted to take the action desired on the NAB Bureau of Copyright which includes the preservation for the NAB of 51 per cent of the stock in the Bureau, and to promote an advertising bureau whereby the NAB will publicize under the board of directors' supervision the true picture of the broadcasting industry to the public at large.

Favorable vote obtained to work against the passage of the Congressman Celler bill for a government-owned station. The proposal of Ed Craney that each state have a member on a committee which would cooperate on copyright matters was referred to the board of directors. The motion to seek to establish one week in each year to be known as "National Radio Week" was quickly lost. Action on the petition of Fred J. Hart of KCBM, Honolulu, for a reorganization of the NAB was tabled until today.

### New WMCA Femme Series

A new 15-minute sustaining series, dedicated to successful women in all fields, replaces the "Vanishing American" series on WMCA, Wednesdays at 8:45 p.m. Frankie Basch will interview one outstanding feminine personality every week. A feature of the program will be an organ, playing the popular song current when the woman of the week got her start in business.

### Buccaneers to Detroit

The Buccaneers, a male quartet now broadcasting from the Cleveland Exposition, close their engagement tomorrow, and will open at the Michigan Theater, Detroit, on Friday. Deal was set by Henry Frankel of the WOR Artists Bureau.

GREETINGS TO STATIONS CARRYING

**RIPPLING RHYTHM**

....Shep Fields

### Pepper-Upper Guest Star

Dallas—Senora Milla Dominguez, wife of the Mexican consul here, will be guest star on Dr. Pepper's Pepper-Upper program of June 27, which will be dedicated to June bridegrooms. Jimmy Jefferies is comedy star of the program, with Roy Cowan and Sugah among featured performers.

## TO REACH 2,000,000 Jews of New York

Jewish Programs (in ENGLISH) are a proven sales success on Station WMCA, New York.

Advertisers and Advertising Agencies

Let us show you what the public and our other advertisers say.

ADVERTISERS BROADCASTING CO.  
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Murray Hill 4-1364

## COMING and GOING

CAMPBELL ARNOUX, general manager of WTAR, Norfolk, will visit Richmond for the WRTD opening after he finishes his NAB Chicago convention sojourn.

PETER DONALD, JR., character actor heard in NBC and CBS programs, sails June 29 on the Lafayette for a three-month visit to England and Ireland. He expects to do some radio work abroad.

CHARLES E. GREEN, president of Consolidated Radio Artists' Inc., who left Saturday for a westward business trip, will continue on to Hollywood.

MILTON BERLE arrived in Chicago yesterday to attend the Braddock-Louis fight.

GEORGE RAFT is en route to New York from Chicago, where he was among the fight spectators.

FERDE GROFE left yesterday for Philadelphia to fulfill a concert engagement. He is accompanied by WILL YOLEN of the Earle Ferris office.

BILL STERN, NBC sports expert, will arrive in Milwaukee on July 3 to air the AAU Track and Field Championships to be held at the Marquette University Stadium.

BURNS LEE of Benton and Bowles left yesterday for Hollywood to take over the publicity end of the agency's new offices there.

TODD SLOAN, engineering supervisor of KYW, Philadelphia, sails this week for a West Indies cruise.

THE MILLS BROTHERS leave on their European tour June 30.

GEORGE McELRATH, NBC engineer, DON GLASSMAN, NBC press, CHARLES RANGER, sound effects, THOMAS REILLY, production manager of NBC and CHARLES WARBURTON, NBC production supervisor, all leave on vacations this Friday.

JAMES WOOD, NBC engineer, sails for Europe on June 29.

## REWARDED

The Coward Shoe was rewarded with 1,286 replies on a 15-minute Jewish program at a cost of less than 6c each.

Ask about our audience  
Tested Jewish programs

**Sell it to Cohen**

Through New York's quickest approach to the Jewish market

# WLTH

New York City

## JOHN ELMER IS ELECTED PRESIDENT OF THE NAB

(Continued from Page 1)

unanimous vote, prior to the ballots being cast for higher offices. This also held good for Harold V. Hough of WBAP, who was unanimously re-elected treasurer.

Directors elected for a three-year term are: Charles W. Myers, KOIN, Portland, Ore. (retiring president); Herbert Hollister, KANS, Wichita; Harry C. Butcher, WJSV, Washington, a CBS outlet; Frank M. Russell, WRC, Washington, NBC outlet, and Theodore C. Streibert of WOR-Mutual, New York.

Gene Dyer, of WGES, Chicago, was elected to the board for a one-year term.

Before the voting began, open discussion brought several broadcasters to the front speaking in favor of John Elmer as an all-around capable man who would be in a position to devote the necessary time. These included outgoing president Myers, Arthur B. Church, Stanley Hubbard, Edward A. Allen and Bill Way. Last mentioned also went on record as being against the present method of fighting Ascaph. Peculiarly enough, no one spoke in favor of Craney, but this was regarded at the time as no indication of how the actual voting would result.

Bill Hedges, pressed into service for some parliamentary procedure by President Myers, suggested that both the regular and independent ticket nominees be placed on the one ballot sheet to facilitate matters for a faster vote. This was done, although at the moment it appeared that the independent ticket might benefit thereby. Yet Hedges advised voters to vote a straight ticket, one way or the other.

Election of John Elmer is a concession to the so-called 100-watters, or small station owners, who have been seeking for years to have a president from their ranks. At the same time, Elmer had the backing of many large station owners as well.

The insurgent group which made up the Craney ticket did so on the strength of his copyright activities and his strong hand in having anti-Ascaph legislation passed in Montana, Washington and Nebraska. Opinion of many older members, however, was that Craney was not yet ripe for the presidency and possibly too drastic in his methods.

### Sousa's Grandson Joins NBC

John Phillip Sousa, grandson of the late bandmaster, has been added to the NBC mail staff.

**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*

### Radio Set Sales Shift to Small Towns

Chicago—Farms and small towns are now buying radios at a faster proportionate rate than the large cities. President E. F. McDonald Jr. of Zenith Radio Corp. told stockholders at the company's annual meeting of stockholders held here yesterday.

Production of radio sets by Zenith in the fiscal year starting May 1 is 50 per cent ahead of last year, despite removal to a new plant, said McDonald, who credited the increase largely to the switch in market from large cities to the rural communities.

### Warren Hull as Emcee On "Show Boat" Hour

(Continued from Page 1)

Bowles, agency handling the show, has not yet confirmed reports that Meredith Willson and his orchestra will succeed Al Goodman.

Charles Winger, who resumes as skipper of the program, appeared as a guest on the Jell-O program Sunday, at which time it was announced that Willson's orchestra would be heard on "Show Boat."

### Earl Harper Wins Contest

Earl Harper, sports commentator for WNEW, is the first prize winner in the second of the Steinie bottle contests sponsored by Glass Container Ass'n. Award, consisting of two round trip tickets to California, was for the best letter beginning with the words, "I prefer my favorite beer in a Steinie because . . ."

Harper and the missus plan to make the trip to California in the fall.

### KDKA Duet Becomes Trio

"Sunbeam" Billy Hinds of the KDKA (Pittsburgh) announcing staff, has been adopted by three girls. For some time back, the Weston Sisters have been heard as a girl trio in the vocal interruptions to KDKA programs by Slim and Jack and their Gang. Hinds joins the girls in the capacity of soloist and the trio will hum background harmonies to novelty numbers. They will be heard from KDKA at 1 p.m. Friday.

**Not the Cheapest,  
But the Best Direct Recordings.**

### ADVERTISERS' RECORDING SERVICE

Instantaneous Recordings  
113 WEST 57th STREET  
NEW YORK CITY  
Circle 7-6980

### New WTAR Transmitter Is Placed in Operation

(Continued from Page 1)

Rock, Princess Anne County, and silenced the former scene of operations on the Virginia Beach Boulevard. Against 500 watts power at night on which station has been operating for some years, the new directional array, with increased power, will result in sending the equivalent of almost 4000 watts into the station's primary area 18 hours daily.

### Lanny Ross Signs Warner Deal

Lanny Ross, star of the Maxwell House "Show Boat," has been signed by Warner Bros. Pictures and will go to Hollywood following next week's broadcast. Ross, who has refused picture contracts since 1934, consented to the WB. deal because, on account of the death of an infant in childbirth, he felt the change of scenery would help Mrs. Ross and himself.

## AFA FINDS RADIO AIDS NEWSPAPER PROMOTION

(Continued from Page 1)

means of promoting circulation. Bradford Wyckoff, representing the Record Newspapers of Troy, N. Y., stated that his interest in the meeting was primarily to discover the value of his papers' association with a radio station, an affiliation that does not exist at present. Discussion was allotted one hour, then adjourned.

The value of outstate broadcasting, however, came in for additional discussion, with a general concession of parties present that it was of definite value. Spot radio is also being used as a medium for interstate and outstate promotional purposes.

Today's calendar, the last of the convention, is headed by an election of officers and will be climaxed by a reception in the evening. Speakers at today's luncheon include Mayor LaGuardia and Henry Eckhardt, AAAA chairman. Lee J. Eastman, president of Packard Motor, will preside as chairman. WOR will air the talks.

### KMMJ

Clay Center, Neb.

*The favorite family station.*

## They're STREAMLINING into

Room Five Hundred 'n' Thirty-nine in Chicago's Hotel Sherman to hear Conquest's new

## STREAMLINED SERIALS

Here's a new method of producing and distributing quality transcriptions!

Selected shows . . . tested transcriptions . . . proven profit-producers . . . Classified and definitely priced for easy selling to sponsors.

Low priced at one-sixth of each station's daytime quarter-hour rate, subject to following reduced minimums:

- Class A . . . . . \$4.00
- Class B . . . . . \$3.50
- Class C . . . . . \$3.00

Conquest's new Combination Audition Unit and Radio Receiver, with microphone attachment, and the new, improved Audition Unit . . . both portable . . . on view now at the NAB Convention.

Write or phone for information

### CONQUEST ALLIANCE CO., Inc.

515 Madison Avenue  
New York City

228 No. LaSalle St.  
Chicago

## INDEP'T BROADCASTERS RE-ELECT ALLEN HEAD

(Continued from Page 1)

of the organization. Edward E. Bishop of WGH was made vice-president; W. W. Behrman of WBOW was elected secretary, and Arthur Westlund of KRE, treasurer. Board of directors elected includes: James Curtis, KFRO; Clifford Chaffey, WEEN, and W. B. Greenwald, KWBG.

Prolonged session brought out interesting developments and it was the consensus of opinion that the drive to be made this coming season will result in definite progress being made. Member stations are offered by the IBA as an unconnected network of nearly 100 stations for use of transcription programs at various rates, national and local.

### Marsala's Contract Renewed

Joe Marsala's swing band, currently featured at the N. Y. Hickory House, has had its contract renewed, marking the start of its fourth month there.

In the heart of Radioland—Hollywood's  
most modern transcription studios

**THE AEROGRAM CORP.**

"From script to disk"

1611 Cosmo St.

Hollywood

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 45 of a Series

### KDB—Santa Barbara, Cal.

1,500 Kc.—250 Watts LS, 100 Watts N.

**DON HASTINGS, Manager**  
**ROBERT C. MOODY, Chief Engineer**

**K**DB has served Santa Barbara and the adjoining cities of Ventura and Oxnard since 1925. It is the only radio station in Santa Barbara and Ventura Counties. When first opened, the call letters were KFCR. In 1927 these were changed to KDB, and station was moved to the Faulding Hotel, its present location.

KDB is a member of the Don Lee Broadcasting System and affiliated with the Mutual network. A new Western Electric transmitter has been installed and plans are now made for moving into larger quarters in the heart of the business district.

The only original Spanish orchestra on the air today is broadcast over KDB and is heard coast-to-coast over the Mutual Broadcasting System. Don Hastings, manager of KDB, is a veteran in radio, having started in 1926 in Indianapolis. He has had wide experience, having been announcer, special events director, program director, continuity writer and producer, and manager of various stations, as well as sports announcer for Columbia Broadcasting System and originator of the first Radio Announcers School.

Robert Moody, chief engineer of KDB, has been with the station for over six years and is recognized as one of the leading radio engineers of the West. He has written several articles on radio engineering that have been accepted for publication.

### Lucille and Lanny on NBC

Lucille and Lanny, formerly featured on WNEW, take over an NBC spot, Tuesdays and Thursdays, over WJZ and the Blue network, at five in the afternoon, effective June 29. Deal set by Lester Lee.

### James V. Peppe Joins Wilson-Powell-Hayward

(Continued from Page 1)

Inc. The appointment becomes effective next Monday. Roy Wilson, president, made the announcement yesterday, and at the same time intimated that the agency will shortly expand its activities not only in New York but in additional cities throughout the country.

"Wheaties Champions of Harmony"

**KAY & BUDDY ARNOLD**

Sponsored by General Mills

WMCA

2:30-5:30 Daily

## AIR FEATURES, Inc.

RADIO PRODUCTIONS

247 Park Ave.

New York City

## NATIONWIDE ET CURBS PREDICTED BY PETRILLO

(Continued from Page 1)

American Federation of Musicians will deal with the ET situation in New York on July 20 in accordance with action of the Louisville convention.

"The American Federation of Musicians will dictate henceforth under what circumstances records can be made," Petrillo said. "Those days of recording companies doing what they please so far as music is concerned are all over. The AFM is going to know from now on where the recordings are going and what's going to be done with them. The AFM will lay down rules regulating and controlling recording of music, and every local in the country will follow these orders. We are out to put musicians to work and we know we can do it by making the record and transcription outfits do what we tell them."

### Station Contract Ruled Within State's Court

New Orleans—State courts have jurisdiction over contracts affecting radio stations under certain circumstances, State Supreme Court ruled here yesterday supporting appeal of Attorney J. Studebaker Lucas over ruling of lower courts. The lower court, in a suit wherein Southern Broadcasting Co., through Lucas, asked injunctions restraining Charles Carlson, owner of WJBW. Here, from alleged acts nullifying a contract, Southern had to manage WJBW, had decided it lacked jurisdiction and matter was for FCC. Supreme Court's stand is said to be based on principle that state courts have jurisdiction to aid interstate commerce unless specifically denied, and that FCC act does not empower commission or Federal courts with authority in such matters. Lucas was said to be pressing for hearing on injunction soon, and that Southern had FCC requests to erect 100-watt towers in Bogalusa, La., and McComb, Miss., as well as permission to operate here on WJBW's wavelength.

### Clyde Barrie in Workshop Play

Clyde Barrie, CBS baritone, and a Negro chorus have been added to the Columbia Workshop's dramatization of "Babouk," which will be presented next Sunday, 7-7:30 p.m., over the CBS network. An original music score based on African themes also has been added to provide jungle background.

GREETINGS to NAB CONVENTION

**BILL ELLSWORTH**

RADIO TALENT

75 E. WACKER DRIVE  
CHICAGO, ILL.

## FLY UNITED'S NEW "MAINLINERS"

3 NON-STOP FLIGHTS DAILY

BETWEEN

CHICAGO and NEW YORK

IN THE

DELUXE "SKYLounge"

A 21 PASSENGER CABIN WITH ONLY 14 LOUNGE CHAIRS

THE "CONTINENTAL" COAST TO COAST

ONLY 3 STOPS—TO LOS ANGELES OR SAN FRANCISCO

FROM NEW YORK

**UNITED AIR LINES**

FOR INFORMATION AND RESERVATIONS CALL

NEAREST UNITED OFFICE OR YOUR TRAVEL AGENT

★ F. C. C. ★  
ACTIVITIES

HEARINGS SCHEDULED

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

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

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

The Tribune Co., Tampa, Fla. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

KCMO, Kansas City, Mo. CP for change in frequency and power to 1450 kc., 1 KW., unlimited.

Sept. 16: Leonard A. Versluis, Grand Rapids, Mich. CP for new station. 830 kc., 500 watts, daytime.

WMEX, Boston. CP for change in power to 5 KW., 1470 kc., unlimited.

APPLICATIONS RECEIVED

KLZ Broadcasting Co., Denver. CP for new relay station. 31100, 34600, 37600, 40600 kc., 1 watt.

BOSTON

Gordon Swan has been appointed program director of WBZ-WBZA by manager John A. Holman in the absence of John F. McNamara, who sailed last Saturday for a six-months tour of Europe.

Ruth Chilton, WEEI songstress, will be heard on WSYR in Syracuse after July 14. In addition to her singing, Ruth will also write continuity. For years Ruth has been one of the busiest vocalists in Boston radio. Recently she had as many as six shows a week on WEEI.

Kay Kyser and his orchestra opened at the Ritz Carlton Hotel Roof this week. WEEI making two pickups weekly, on Tuesday and Thursday nights at 11:30 o'clock.

John A. Holman, general manager of WBZ-WBZA, was made an honorary vice-president of the Scituate Players, a new little theater movement which recruits only local talent. Holman lives in the South Shore town.

WEEI's "Goofs," headed by Del Castillo, will appear today at the National Retail Grocers Association convention at the Hotel Statler.

Bill Williams, ace sports reporter for WBZ-WBZA, returns to those airways Monday 28 after an absence of several years. He replaces Dick McDonough and Bill Daley, and will have two daily spots, 6:25 and 11:10 p.m.

Lloyd Dennis, former WBZ-WBZA announcer, now handling assignments at WCSV, Washington. Fred B. Cole has been signed by WBZ to fill Dennis' place.

CLYDE BARRIE  
CBS

Thursday

6:15 P. M.

NEW PROGRAMS—IDEAS

WFIL Joins Camera Clubs

Falling in with the camera craze, WFIL will start its "Camera Club" on June 29. Programs will combine instruction, inside tips and real entertainment. Various members of the Photographers Guild will guestar on each broadcast. Initial show will open with a brief talk on the history of photography and the camera, followed by a round robin among Guild members on the art of picture taking, emphasizing the do's and don'ts. Last five minutes will be turned over to a swarm of candid camera bugs who will attend each program, with the announcer trying to tell listeners what happens when a flock of candid cameras are turned loose in a radio station.

"Cultural Olympics"

A running review of the first year's activities of the "Cultural Olympics," sponsored by the University of Pennsylvania, and a microphone presentation of the outstanding talent uncovered, will be featured in a new series of weekly programs over WFIL, Philadelphia, under the personal direction of George H. Johnson, president of Lit Brothers department store, part-owner of station. Olympics were designed primarily to give the artistic youth of the city the same recognition as has been accorded those athletically inclined. It was hoped that through competition, just as in sportdom, much worthwhile talent would be brought to light.

KDKA Summer Smiles Special

An ideal summer program has been devised by KDKA (Pittsburgh) and will make its debut on the air as a weekly booking at 7:30 p.m. July 8. It will be called George Heid's Revue and will be 15 consecutive minutes of smiles, according to George. The M.C. Pat Haley and the Lawson

WBIG to Cover Junior Golf

Among the sporting events that WBIG, Greensboro, will cover is the 11th Annual Junior Golf Championship of the Carolinas, to be played at Sedgewood, June 21-24; the semi-pro baseball tournament in Greensboro, July 1-13 and Greensboro's entry in the National Marble Tournament, Wildwood, N. J., the week of June 27.

In Baltimore, it's

WFBR

NATIONAL REPRESENTATIVES  
EDWARD PETRY & CO.

Sisters, together with Heid, will do the vocalistics; Al DiLernia, accordionist, will add instrumental variety, and a novelty swing group, directed by Al Egizi, will contribute the orchestral effects.

No Dice on This One

Travis Barnes, WTAR (Norfolk) salesman, hitherto has been imbued with the thought that if you have an idea for a program, you can find a sponsor. Barnes' latest brainstorm backfired on this subtle bit of reasoning when his mind rewarded him with a strange thing called "The Credit Column of the Air." Barnes claims the idea is to broadcast the names of the city's leading debtors until they pay their bills, and thus scare everybody into paying up. Just what this would do to finances in Norfolk isn't certain, but it's pretty definite what might happen to Barnes.

Daily Mystery Tune

John Holtman, conductor of the Early Bird program broadcast at 7-8 a.m. on WFBM, Indianapolis, has added a "mystery tune" to the records played each morning. At end of week, every correct list gets a theater pass. Holtman claims to be able to tell after several weeks when audience reached low ebb by computing his mail response.

GUEST-ING

VIRGINIA BRUCE, FRANCHOT TONE and MAUREEN O'SULLIVAN in "Between Two Women," on "Hollywood Hotel," July 2 (CBS, 9 p.m.). MADELEINE CARROLL and FRANCIS LEDERER in "It's All Yours," on same program July 9; ROBERT TAYLOR, ELEANOR POWELL, SOPHIE TUCKER and BUDDY EBSEN, in "Broadway Melody of 1938," on same program July 16.

THE SWINGTIME BOYS, on Fred Allen program, tonight (NBC-Red, 9 p.m.). Booking set by Central Artists Bureau.

BUNNY BERIGAN, on Maurice Hart's Request Club program, June 25 (WAAT, 5:30 p.m.).

MARTA ABBA and JOHN HALLIDAY of "Tovarich," on James Melton's "Sealtest Sunday Night Party," June 27 (NBC-Red, 10 p.m.).

LUCREZIA BORI, MISCHA MISCHAKOFF, JAN PEERCE, SHEILA BARRETT and RICHARD HIMBER and his orchestra, on Magic Key of RCA, June 27 (NBC-Blue, 2 p.m.).

C. P. MacGREGOR

Hollywood

AT the CONVENTION

Room 424

Sherman Hotel

IRVING REIS [CBS]

WROTE AND DIRECTED PRODUCED AND DIRECTED

St. Louis Blues

The Fall of the City

by Archibald MacLeish

Meridian 7-1212

Supply and Demand

by Irwin Shaw

The Half Pint Flask

Paul Revere

by Stephen Vincent Benet

End to a Dream

Split-Seconds

(And 42 other productions

Twelve Crowded Months

for "The Columbia Workshop")

IN PREPARATION

2 Books for Fall  
Publication

2 New Originals for  
Radio

The Columbia Workshop  
(Farrar & Rinehart)

Audition—A Study in  
Monotony

Six Plays for Radio

Mr. Dynamite

## PROGRAM DIRECTOR UNIT IS FORMED AS NAB MEET

(Continued from Page 1)

Program Director's Section and J. Neil Regan was made secretary.

A committee was also formed to proceed with the various items discussed and these include the exchange forthwith of at least two programs, possibly at regular intervals, so that directors in other parts of the country may profit by unusual ideas or new wrinkles. The committee consists of Art Kirkham of KOIN; Nicholas Pagliara of the West Virginia network, and Ezra A. McIntosh of WWNC.

The committee will seek to have as many stations as possible next year and send their program directors to the NAB convention.

## Programs That Have Made Station History

No. 13—WNBR's "Amateur Night on Beale Street."

ONE of the most unusual and colorful radio presentations in the country is "Amateur Night on Beale Street" aired over WNBR, Memphis, where Mallory Chamberlin is manager.

This popular feature, which has been the responsibility of Grover A. Godfrey Jr., commercial manager of the station, since its inception some 125 weeks ago, is put on every Tuesday night, 9:05-11 o'clock. The programs originate from the stage of the Beale Street Palace Theater—the oldest showhouse for colored in the South—located in the heart of famous old Beale Street where the Blues were born. On this very stage W. C. Handy's original Dixieland Band first played "The St. Louis Blues," "The Memphis Blues," "The Yellow Dog Blues" and other numbers composed and published by the "daddy of the blues." Jimmy Lunceford made his first public appearance here. Many negro stage and film careers started on the stage of the Beale Street Palace Theater. This historical setting for the broadcasts has helped greatly to add to their popularity; the stage is a constant reminder and source of hope for amateurs who stop to think of those who got their start here. When an amateur "comes thru" for the satisfac-

tion of the "Amateur Night on Beale" audience, his hope runs high for bigger and better things.

The programs are MC's by the Professor of Mathematics in the Booker T. Washington Public High School—Prof. Nat D. Williams, "the Major Bowes of Beale Street." Nat, in addition to his professorial activities, edits a column for a syndicate of 28 negro newspapers. He is on the Board of Directors of the "Cotton Makers Fiesta"—colored division of the Memphis Cotton Carnival. Nat handles publicity on various colored promotions; he produces a show called "The Booker T. Follies," which is presented annually on the auditorium stage of Booker T. High. Generally, Nat has a job to do relative to all negro activities in this territory calling for a knowledge of showmanship. But his one BIG job—his biggest pride—is handling "Amateur Night on Beale Street" each Tuesday night.

On the stage for each program is a 12-piece orchestra from the Brown Derby Nite Club. "Amateur Night on Beale Street" gives the amateurs the accompaniment of a full band. Programs open and close with the one logical theme—"Beale Street Blues," played in a special arrangement. Amateurs are both adults and juveniles; cash prizes are given for both classes. Amateurs come from all over this tri-state territory—a population comprised of 41 per cent negro.

Each amateur is presented to the audience in the usual way, and then he's "put on his own." If the theater audience likes the amateur well enough, he is permitted to remain to finish his number. If the audiences don't appreciate his efforts, they boo, stamp, whistle—and sometimes THROW miscellaneous articles at the bewildered applicant. When Nat is convinced that his applicant "hasn't got the stuff," he nods to an aide and a volley of gunfire (.45 blanks) and smoke bursts forth, signifying only

## WRTD COMPLETES STAFF; TAKES THE AIR TOMORROW

(Continued from Page 1)

tion. Office and air crew will work from temporary quarters in the State Planters Bank Building until the middle of July, when its penthouse studios and offices will be furnished.

one thing to the applicant, the theater audience and the radio audience. The amateur may come back for another trial on any future program if he feels that his presentation has been improved. Professor Williams believes in giving the amateurs all "breaks" possible.

During 125 broadcasts every type of "amateur" imaginable has appeared. Snake charmers, glass eaters, a man who drove nails with his head, a man who tap-danced on his hands, the musical-spoon boy, imitators, dancers, singers, comedians, etc.

Last year, W. C. Handy was visiting in Memphis and consented to be guest MC for one of the broadcasts. This was one of the most talked-about programs ever given here. Jesse Owens, Fats Waller and other bigwig sepia stars have visited the program. The most recent accomplishment of the program happened just two weeks ago when the Five Cabin Kids—Fox movie artists—added two "Beale Street" amateurs to their company. Many of the amateurs have left Memphis to join stage shows, to travel with orchestras, to dance and sing in night clubs, and to tour with medicine shows! Station receives letters from those who have "gone up" and their letters are read during the weekly broadcasts. A Mutual broadcast, though very bad, brought favorable comments and inquiries from all over the United States.

From the standpoint of gate receipts, "Amateur Night on Beale Street" has been a huge success. More than 100,000 admissions (colored) have been collected. A packed house of more than 1,400 is a regular Tuesday occurrence at the Palace. Close cooperation on the part of the theater management, WNBR and Nat Williams has brought about one of the most popular programs in this territory. Harry Martin, movie editor and columnist for the Memphis Commercial-Appeal, once said in his daily column: "that 'Amateur Night on Beale Street' is Memphis' best local radio program."

"Amateur Night on Beale Street" has received write-ups in The Advertiser, a story in Scribners magazine and in Readers Digest. Trade papers also have praised it. Program has been sponsored about 65 weeks by a credit clothing store.

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EXCELS  
IN RADIO BROADCAST  
RECORDING "Off the Air"  
Metal or "Acetate"  
Super Quality—Lowest Price  
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New York, N. Y.

## WRITERS & IDEA MEN

We will develop and market,  
at our expense, any radio or  
merchandising idea of merit.

EAST COAST RADIO FEATURES, Ltd.  
71 West 45th Street New York

FURGASON & ASTON



Representation with Concentration

# SIX CINCY ZOO OPERAS WILL BE AIRED BY NBC

National Broadcasting Co. yesterday announced that six full-hour broadcast have been set from Cincinnati's famous Zoological Gardens. First program will be heard July 2 at 9-10 p.m. and the second airing will take place July 9 at the same time. Thereafter, beginning July 17, the broadcasts will be given every Saturday from 10-11 p.m. All airings will be heard over the NBC-Blue network. Last broadcast is scheduled for August 7.

Although the actual routines have not as yet been set, artists to appear on the programs include, among others, Bruna Castagna, Carlo Morelli, Leon Rothier, Norman Cordon and John Gurney. Fausto Cleva of the Metropolitan will be the conductor.

## DENVER

Dave Davidson, director of publicity for KLZ, turned out a combination radio script and review as an announcement for the birth of a son, Thomas Walter Davidson.

Max Graf of Titan Productions, San Francisco, was in town a couple of days on his way to Chicago to attend the NAB convention.

Harry Anderson, of NBC, San Francisco, visited between trains with A. E. Nelson, KOA manager.

Lindsey Spight, of the San Francisco office of John Blair & Co., and Ade Hult, Chicago sales manager for Mutual, were in Denver for conferences with Gene O'Fallon, KFEL.

Proceedings of the 37th annual Trans-Mississippi golf tournament, which will be held at the Cherry Hills country club this week, are to be broadcast over KLZ in half-hour periods daily. The semi-finals and finals, to be held Saturday and Sunday, will be broadcast for two hours each day, in 30 minute periods. Charles Inglis, KLZ news announcer, will handle the broadcasts.

# ORCHESTRAS - MUSIC

STUFF SMITH and ork of N. Y. Onyx Club fame, begin a six months' engagement at Hollywood's Famous Door, August 1. Deal was set by Bob Sanders of CRA.

Jackie Coogan and the band, heading CRA's "Hollywood Hit Parade" revue, inaugurate their tour in Chi on July 15, and after two weeks in that vicinity, move on to Cleveland territory. The New York office takes over the unit for three weeks, effective Aug. 15, and the show then takes over Dallas and the southwestern terrain. Sally O'Neill and Princess Luana of film fame are co-featured with the outfit.

First name band to be featured at the Plaza Ballroom, Wildwood, N. J., is that of Art Shaw, which opens there July 3 for a 2 weeks' engagement.

The remote control dance parade at WIP has added 5 new orchestras playing from Philly night spots to its roster. List comprises Johnny Graff, from the Anchorage Inn, Paul Specht, from Benny the Bum's, Henry Mays, from Evergreen Casino, and Melton Kellem and Renaldo's Cuban Troubadours, from the Arcadia International House.

Shep Fields and his "Rippling Rhythm" ork offer a musical description of "The Shag", newest dance craze, in a selection of the same title to be aired for the first time Sunday night over WJZ at 9 p.m.

Julie Oshins and Ben Lessy, satirists of song, inaugurate an engage-

ment at Atlantic City's "500 Club" July 2. They remain a month at the spot, then to Hollywood for their movie debut.

Maestro Frank Dailey and his Meadowbrook lads will make music at Brighton Beach the week of July 4, doubling between their appearance there and at the Meadowbrook, Cedar Grove, N. J.

Jesse Crawford and his orchestra, featuring Helen Crawford, together with their twin electric organs, have had their contract extended at Chicago's Congress Hotel.

Mike Riley and the much-discussed "Round and Round" ork will be the opening attraction at the new International Club, Newport, Vt., June 25. The International Club, which will accommodate 2,000 dancers, is constructed like a streamlined train and is approximately 250 feet in length.

Stan Shaw celebrates his second anniversary on WNEW with an all night "live" show on "Milkman's Matinee" Aug. 2.

Peter Kent, whose debut, at the Manhattan Room of the Hotel New Yorker, marked the first time in three years that this hostelry had changed its musical aggregation, has been signed for a full year there, effective July 5.

# PHILCO ADV'G BUDGET IS BEING BOOSTED 50%

(Continued from Page 1)

being held at the Commodore Hotel. Radio, it is believed, will play a big part in the revised schedule. Boake Carter, currently broadcasting five days a week over a limited hook-up on the CBS network is expected to go on a coast-to-coast network, with a Monday, Wednesday and Friday schedule.

The new campaign, scheduled to begin in July, will feature the ease of manipulation of the Philco's new dial on an inclined board. There are 57 models in the new line, ranging in price from \$24 to \$630.

THE NEW CRY  
OF THE OLD WEST

K F E L BROADCASTING SYSTEM DENVER

GENE O'FALLON, Manager  
Suite 922—Hotel Sherman  
(during N.A.B. Convention)

Rep. by JOHN BLAIR & CO.

CLAUDE SWEETEN

MEMBER OF THE PERFORMING RIGHT SOCIETY LIMITED, LONDON, ENGLAND.

**BRITISH - AMERICAN PRODUCTIONS, INC.**  
509 Madison Avenue - - - New York City  
ELdorado 5-0381

**RADIO ADVERTISING SPECIALISTS**

Custom Built Campaigns around your problems . . .	For all countries including America, Great Britain—Australia, New Zealand and South Africa.
Applied program formulas according to product and desired "type" Listener.	BROADCAST - MERCHANDISING tie-in plan is vital part of our radio campaigns.

"From Script to Point of Sales"

# We Thank You

The 1937 NAB Convention has been something in the nature of an epochal event for us.

Never before have we encountered such a widespread sentiment of approval for what Transradio has done—never before have we found such keen interest and enthusiasm over Transradio's projects for the future.

Thanks, and good luck till 1938!

## Transradio Press Service



WJJD has launched a half-hour daily dramatic series, marking a departure from the usual five-a-week serials in that it offers a complete play at 9:30 a.m. each morning. It is titled "Complete Story Hour," and "The Threshold" by Edwin H. Morse was the first playlet. John Conner is playing the dramatic leads. Others in the cast regularly will be Bob Dearenforth, Ethel Kuhn, and Elaine Williams who has just come on from Radio City.

Benay Venuta, singing nightly at the Drake and on Mutual with Jack Denny, is finding Chicago a little lonesome. In other days when she came here, her husband Dr. Kenneth Kelley was always around. Now he is in San Francisco taking medical exams. So Benay is spending the afternoons on the tennis courts opposite Little Jackie Heller.

Lucy Gilman, 12-year-old child actress who has been in radio for six years, blossomed out as a songstress on "Today's Children's" 5th anniversary broadcast, tossing off "Mavoureen."

Graham McNamee flew back to New York after auditioning here for Gruen with Benay Venuta, Sheila Barrett and Joe Rines.

William Fifield, formerly with WUJ, Walla Walla, Wash., has joined WBBM-CBS announcing staff.

Virginia Clark (Bengston) of "Romance of Helen Trent" is supervising remodeling of Glenview home. Also adding two car garage and new barn for the horses.

George Raft was guest of Bob Elson on his WGN sports review Monday night.

Warren Brown, sports editor of the Herald-Examiner, is guesting with Russ Hodges on his WIND baseball broadcast for General Foods.

### Parker 9 to Play WICC Saturday

Frank Parker will take his baseball team to Bridgeport on Saturday to play the WICC nine, following a challenge from Joe Lopez, pitcher of the Nutmegger crew. Parker's aggregation is expected to include Ken Lyons, Roger Douless, Lou Yolen, Lyn Murray, Col. Stoopnagel and others.



PRIVACY plus expert recording are guaranteed you when your Electrical Transcriptions are produced in our Studios.

UNITED ARTISTS and GACMONT BRITISH and many others use this famous service.

RADIO & FILM METHODS  
101 Park Ave. - New York

CAledonia 5-7530



(Editor's Note: Main Street column is contributed today from Chicago by Colonel Lambdin Kay).

The WSB-Hive has suspended publication. That is, its daily NAB convention edition. We indignantly deny that Wednesday's edition failed to come off the press because Glen Snyder failed to pay for his ad. We never believed Glen intended to pay in the first place.

The truth is that the B-Hive, old and established radio institution is magnanimous to a fault. After sweeping the convention off its feet with two sizzling issues, we stepped aside to give RADIO DAILY, a young and deserving contemporary, a chance. May Mr. Alicoate receive the resultant increase in circulation and prestige with due modesty. Associate Editor Shapiro deserves high credit, and possibly a small raise, for hiring the Hive's temporary editor at less than a dollar a word.

The real lowdown is that I got damn tired of having editorial chores interfere with—well, with other matters. If you happened to save any copies of Monday's historic edition, hold on to them. We have completely run out. They may be valuable some day—possibly worth a dollar a ton. We have been swamped with requests for them. In fact, both Judge A. L. (NBC) Ashby and Harold (Hired Hand) Hough, said they wanted one.

John (Typhoon) Schilling, WHB, K.C., BVD, presented Leo Fitzpatrick, Harold Hough, Bill Hay and this correspondent with a phonograph record he had made of their collective signoffs at the 1925 Kansas City radio expo. It was downright uncanny to hear voices of 12 years ago when radio and Martin Campbell were young and there weren't no dollar-marks hanging on every kilocycle.

Andy (Tenn-O-See) Ring, custodian of fire decibels, is bunking with Judge Eugene Octave Sykes—Sykes of the Mississippi Sykes.

Had a glass of buttermilk with Inspector H. D. Hayes and Bill Downey, the fire's gendarmes in the Chicago area. Both date back to the days when radio was wireless and had something to do with navigation.

The outstanding feature of the banquet program is expected to be the adagio dance by Professor Cyril (Scientist) Jansky, L. B. (Himsell) Wilson, and Bill (Oklahoma) Way. I met 17 delegates who would rather hear Clem (Phenomenon) McCarthy describe the Braddock-Louis bickering than go see it.

Another good act on the banquet routine will be tight-wire walking by Scoop (NBC) Russell. He says he learned it in Washington.

Eric (Pioneer) Palmer, radio's first Honest-to-God press agent, was still looking for a Czar late Tuesday. Frank (Public Relations) Mason declared himself ineligible because of professionalism. Charlie (Technocrat) Horne and Bill (Parliamentarian) Hedges are still NAB's flagrant—not fragrant—pipe-smokers. Even worse than when Henry Bellows used to be with us.

Everyone seems to miss W. W. Wright Gedge.

I hope Al (Curly) Short, NBC-Chicago maestro, will have something to do with that banquet program. When Al was at the old Howard in Atlanta his entire stage props consisted of a feather-duster, two pool-cues, five safety-pins and a water-bucket, with which he socked all audiences with any stage-setting ranging from "On the Beach at Wakiki" to "A Night at Monte Carlo."



GENE AUSTIN, vocalist on the Joe Penner program, has been set as an entertainer for Sardi's in Hollywood, where he opens in three weeks.

Special studios are being constructed at the Hollywood Music Box Theater for the new CBS Shakespeare series.

Vincent Lopez is building his own night club on Wilshire Boulevard.

Don Forbes leaves the Grace Moore show to take over the announcing on the Alice Faye-Hal Kemp program, effective July 2.

Patricia Wilder, stooge for Jack Haley, will go along with him to "Show Boat," when the new program setup headed by Charles Winninger starts from here on July 8.

Consolidated Transcription Library is cutting a series of five 15-minute disks to go on 15 Southern California stations to plug the coming Long Beach International Water carnival on July 3. Disks will use consuls from eight leading nations in a series of talks on international good will.

Jim Ford, formerly in radio in Sioux City, Iowa, has joined the sales force of Consolidated.

Jack Smock, head of the new R M A recording organization is both the proud father of a new ba' son, Jack, Junior, and the recipient of much kidding. Seems Father Smock had to go to the hospital, too, — to undergo a minor operation. While both "mother and father were doing nicely" he'd have himself wheeled in to the bedside to oh and ah over the new arrival.

C. P. MacGregor Company sold series of 65 15-minute Stamp Man disks to King Outfitting Co., for use on KFVB, five days a week, evenings, starting this week.

Jim Bannon, who will use the name "Jay Hogan" in California, has been signed to do special sports and to announce on KEHE.

Walter Cassel will do his final guesting leaving for the east with a spot on "Listen Ladies," on California net, over KEHE.



June 23  
Greetings from Radio Daily  
to

Pick Malone  
Irvin S. Cobb  
Claude Reese

Burt Squire  
Mary Livingstone  
Marly Sherris



**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**D**ORIS SHARP, CBS hostess and Sylvia Lowy, now "in trade", are the proprietors of a new kind of business.... they're telephone secretaries and have a radio bulletin, which means they have records of all radio performers' schedules, locate them, when necessary, and take messages.... Peggy Phillips, former Bert Nevins' publicity scribe, is coast and Paramount-bound, object being to author scenarios.... Over at WNEW, Doris Smith, continuity editor, back at the desk after vacation absence.... Ditto Evelyn Hassemer, switchboard deity, who returned full of enthusiasm for Europe and bearing gifts for the WNEW femme contingent.... Vita Kane of that station leaves on Saturday, to be married Tuesday.... She'll combine a vacation and honeymoon in the Maine woods....

Burns and Allen pry into "The Private Life of Mrs. Robin Hood" in their Monday, June 28 broadcast over the NBC-Red network, with Tony Martin, Ronald Drake and Ray Noble and his Merrie Men all functioning as denizens of Sherwood Forest.... Program will be dedicated to Ray Noble, presumably because Robin Hood was English, too.... Roberta Jonay, recently a White House guest and protege of the First Lady, opens at the Starlight Roof of the Waldorf tonight.... Mrs. Roosevelt herself will abandon the reception line at her son's wedding June 30, to make her regular weekly broadcast over WDEL, Wilmington, Del.... Mrs. Wm. Brown Maloney to address the radio audience on the subject of "My Memories of Sir James M. Barrie" over WEA and the NBC-Red network this afternoon at 5.... Elza Schallert to interview John Barrymore on her regular program over NBC Friday....

Jane Pickens enjoys the rare distinction of having been selected as part of crew to watch the start of the America's Cup Races July 31.... Jane's so impressed she's formulated a series of rules for gals interested in sailing careers.... Dorothea Beckman, WQXR press department damsel, is adding to the gayety of stations by turning pages for pianist Jascha Zayde on his broadcasts these days.... Says it contributes to her versatility.... Patricia Cook ends her Sat. night series of "Life Sketches" over WICC Bridgeport the 26th, with a script used by her on successful audition 5 months ago.... "At Wit's End".... She'll adorn summer stock....

★ *Coast-to-Coast* ★

**L**EN RILEY, sports commentator at WFBM, Indianapolis, did his Tuesday night broadcast by transcription while he was in Chicago for the Braddock-Louis fight. Explaining that he was making the record on Monday, he picked Braddock to win, taking a chance on his 100 per cent score made when he picked the right Kentucky Derby horse in the same manner.

Ralph Hatcher, promotion director for WTAR, Norfolk, is back from a month's vacation up north. Jane Burton, WTAR secretary, also is on the job again after a week's illness due to throat infection.

A series of 13 broadcasts titled "Death Rides Again" will be broadcast over WHO at 9 p.m. Saturdays. The programs, under the auspices of the Iowa State Safety Council, are dramatic episodes on safety, produced in the studios of WHO by Donald Thompson, WHO production manager. Members of the WHO Playhouse cast are heard in the sketches. The dramas are augmented by short talks by members of the state safety council and persons interested in safety education.

Norman "Skeets" Meakins, formerly of CBS press department, is working on radio scripts for "Living Dramas of the Bible."

"The Kansas Roundup," a program of old time songs originating in the studios of WIBW, Topeka, and heard via the Kansas Network through KCKN, Kansas City, Kans., is sponsored by Peruna and Kolor-Bak.

Governor Clyde R. Hoey of North Carolina will speak over WBIG, Greensboro, and a state-wide hook-up on Friday, outlining the \$250,000 advertising campaign in North Carolina just inaugurated. WBIG is co-operating fully with the Department

of Conservation and Development in this program of state advertising.

WCAO, Baltimore, is broadcasting a two-hour recorded dance music program every week from 11 p.m. Saturday to 1 a.m. Sunday, sponsored by Jolly Scot Ale.

Tommy Cochran, Ohio State university student, has been added to the continuity department of WBNS, Columbus, doing research work for the "Headlines of Yesterday," a dramatic program sponsored by the Columbus Dispatch.

Rickey Bras, formerly manager of KGY, Olympia, Wash., was recently appointed advertising manager of the Daily Olympian in that city.

Mary Jane Knotts, recent winner of the Baltimore Movie Talent Quest and who will go to Hollywood for an M-G-M screen test, was featured by WBAL in the leading role in "Afraid to Love." She was supported by the WBAL players.

Newsman Bob Maguire of WICC, Bridgeport, is back on the job following his New Hampshire honeymoon.

**AGENCIES**

ALFRED S. MOSS for the last year associated with WQXR as sales and advertising manager, has joined A. W. Lewin Co. Inc., Newark, N. J., advertising agency, as an account executive. Moss was at one time with J. Albert Cavanaugh Art Service.

ROLAND MARTINI, radio director of the Gardner Advertising Co. for the past 4 years, has been elected vice-president of the company.

THE IZZARD COMPANY, advertising agency of Seattle, has been newly retained by the West Coast Life Insurance Co., moving its Pacific Northwest headquarters to Seattle, for a new campaign.

**HARRY SALTER**

CONDUCTS THE

**LUCKY STRIKE HIT PARADE**

NBC RED NETWORK

WEDNESDAYS: 10 P. M. EDST

**ED STRONG**

34-48 75th Street  
Jackson Heights, L. I., N. Y.

*Very busy making the best recordings Off-The-Air. Hope to see you soon.*

**Ed Strong**

*P. S. My telephone number is Newtown 9-3232*

**RESULTS!  
COUNT MOST**

The international scope and sound growth of this organization are the rewards of experience and service applied to station representation.



# ★ Program Reviews and Comments ★

John Barrymore in  
"HAMLET"

Sustaining  
WJZ-NBC-Blue Network, Mon-  
day, 9:30-10:15 p.m.

"STREAMLINED SHAKESPEARE" IN  
BARRYMORE MANNER EFFECTIVELY  
DONE.

One of the most significant drama-  
tic events in radio was launched as  
John Barrymore assumed once more  
the mantle of the "melancholy Dane,"  
none the less effective for its invis-  
ibility, over WJZ and the NBC-Blue  
network on Monday evening. Choice  
of scenes was admirable and provid-  
ed the inevitable highlights. Transi-  
tions, despite cutting and condensa-

tion, were smooth.

Barrymore, as narrator, contrib-  
uted graceful irony, in addition to  
furthering the action of the drama,  
in which he was assisted by the tradi-  
tional device of the Greek chorus.  
He brought emotional fire and flexi-  
bility to the chiseled blank verse.  
The rest of the cast was more than  
satisfactory. Surprise of the evening  
was the playing of the "ghost" by  
Barrymore himself.

As the first in NBC's Shakespearian  
cycle, which will have competition  
next month from a similar series by  
CBS, the production augured favor-  
ably for Barrymore's repertoire.

## "YOUR INVENTION"

Sustaining

WMCA, Mondays, 7:30-8 p.m.

MECHANICAL INTEREST AND FUN COM-  
BINED IN NOVELTY PROGRAM.

Conducted by Sam Hammer as a  
Monday feature at 7:30-8 p.m. over  
WMCA, this program provides an in-  
teresting and amusing half-hour of  
entertainment. Idea is to present  
both unknown and known inventors  
and their new ideas. First broad-  
cast was well handled, with a mix-  
ture of the serious and the humorous  
in the variety of devices, gadgets and  
gimmicks described by their respec-  
tive originators.

Program lends itself to a lot of

## GENNETT SOUND EFFECTS

SPEEDY Q. SOUND EFFECTS

WAX

ELECTRICAL TRANSCRIPTIONS

THOMAS J. VALENTINO  
729—7th AVENUE  
NEW YORK CITY

gagging in connection with the more  
nutty inventions, but a little restraint  
on this score will serve to keep the  
show from falling into the purely  
freak class. The initial program, it  
may be added, did not run afoul of  
good judgment on this score.

Hammer has a pleasing genial style

## "MORNING MEDITATIONS"

Unity School of Kansas City

WMCA, Monday through Satur-  
day, 8:15-8:30 a.m.

INSPIRATIONAL AND DEVOTIONAL  
PROGRAM, VERY GOOD OF ITS KIND.

This early morning spiritual pep-  
per-upper program compares very  
favorably with similar presentations  
on the bigger stations and networks.  
Alun Williams, who does the talk-  
ing, has a persuasive but pleasing  
style of sermonizing, and he dis-  
cusses along lines that are of general  
interest. Mind over matter, the hap-  
piness to be derived from belief in  
God, and the general solace of re-  
ligion and its perpetual value as com-  
pared to material things, were in-  
terestingly expounded in his medita-  
tion yesterday morning.

Copies of the discussions are sent  
free to persons writing in.

## "Strollers Matinee"

Some day, it is hoped, NBC will  
manage to clear time to bring the  
full program of KDKA's "Strollers  
Matinee" over the Blue network, and  
then it will be possible to review the  
entire show. Snatches caught so far,  
including about 15 minutes yester-  
day when a college commencement  
and a news period cut into the feed  
from Pittsburgh, all have been ex-  
ceptionally good. Lively, tuneful and  
funny, dashed off in a merry in-  
formal style.

Yesterday's highlight was Bob Kel-  
ler, who rattles off original "Elmer  
and Elsie" monologues along the lines  
of Sylvia Clark in the Al Pearce  
Gang, except that Bob is lots faster  
and daffier and funnier. Val Varr  
was heard in a vocal number, "Too  
Marvelous for Words" which she  
sold very nicely, and there was some

good piano playing by Bus Aston.  
Glenn Riggs handles the show.

## Kate Smith's Bandwagon

Highspot of the Bandwagon last  
Thursday night over the CBS net-  
work was the dramatization presented  
by the unknown actors and actresses  
who have appeared for months on the  
show with never a mention or credit.  
Cast headed by Betty Garde and  
Ray Collins presented a radio adapta-  
tion of the play entitled "The Boss"  
and did an admirable job. However,  
the effect was almost ruined by the  
unnecessary mutual applauding in-  
dulged in at end of the performance.  
Rest of the show was pleasing with  
Miss Smith doing her usual fine job.  
Henny Youngman and Ted Collins  
rounded out the entertainment.

## "Russian Nights"

Though the Russian talk is not un-  
derstandable to this listener, the  
music provided by the Moscow Art  
Orchestra under the direction of  
Arno Arriga is a source of genuine  
enjoyment on this Russian-language  
program over WBNX, Sunday nights  
at 8-8:30. Arriga was an early day  
feature on the NBC stations and has  
an artistic feel for music, especially  
gypsy stuff.

## Jeannine

Making her CBS debut yesterday  
morning at 9 o'clock in "Dear Colum-  
bia," Jeannine registered very pleas-  
ingly despite the brief time allotted.  
She had only one song number, "Sep-  
tember In the Rain," which she put  
over in an appealing and individual  
style, particularly from a personality  
standpoint.

## Marjorie Campbell Recesses

Marjorie Campbell, whose "Tone  
Poems" are heard weekly over  
WTAR, Norfolk, fades for summer.  
This is usual custom and schedule  
is already arranged for fall. Show  
features Miss Campbell's origina-  
tions in music and poetry, with her  
own piano interpretations included  
in the broadcast.

# CHARLES ROSS, Inc.

FORMERLY

MOTION PICTURE LIGHTING & EQUIPMENT CORP.

Everything Electrical for Studios

*In addition to being the largest distributor of lighting  
equipment for motion picture studios in the east we are  
also manufacturers and designers of equipment for . . .*

# RADIO STATION! AUDITORIUM! DISPLAY!

Also a complete line of electrical  
supplies including Mazda bulbs.

244-250 West 49th Street  
New York, N. Y.

Telephone  
Circle 6-5470-1

## STAR RADIO PROGRAMS, INC.

Scripts that contain both showmanship and salesmanship



250 PARK AVE., NEW YORK CITY

"Producers of better scripts"

**Philadelphia**

Harry W. Reiff, Jr., arranger, accompanist and baritone with the Three Pals of Harmony on WIP, was awarded the coveted Presser Gold Medal for musical achievement and progress, presented by the Presser Music Co. at the commencement exercises of the Philadelphia Musical Academy.

Charles P. Shoffner, farm journal editor, who answers questions for WCAU audiences, will be heard on a new schedule, Mondays and Wednesdays at 8:45 a.m.

Sarah Bernard, former member of WCAU Children's Hour, is heading an amateur unit under the Major Bowes banner.

Norris West, assistant program director at WCAU, plans his vacation at the seashore this summer.

The Ed Krugs (WCAU announcer) are set in their summer home at Paoli. Fred Ford, WCAU sports commentator, is back from Faraway Farms, home of "Man O' War," with a lot of new race track stories and some inside dope on the famed Glen Riddle "War Admiral."

Ben Alley is going to do six all-request programs over WCAU next week.

Taylor Grant and Hugh Walton, both WCAU announcers, are working on several new songs for Tin Pan Alley recognition.

Morton Lawrence is back on the announcing staff of WCAU, replacing Lon Pierce, who went to New York.

Bobby Dukes celebrates his seventh year on the WCAU Children's Hour this July. Bobby started broadcasting at the age of three. Shirley, his four year old sister, is following in his footsteps.

WIP producers are whipping together another summer revue, "Pioneer Clipper," which takes off on June 25. Passengers include songstress Rosalind Stuart and the romantic singer of melody, Pat Purcell. Music will be piloted by Clarence Fuhrman and his studio crew.

Ed Roecker, who left the WIP sustaining shows for a spot with the network Pick and Pat stanza, returns to the local scene this week to be Carolyn Ann Cross' guest at her annual WIP Homemakers' picnic at Alycon Park, N. J.

Ethyl Felt, who conducts the Mt. Sinai Babies Club of the Air over KYW, joins the WCAU staff on Aug. 15 as director of women's programs.

Charlie Kerr of the WCAU artists staff returns to the orchestra field to make music during the summer at

☆ PROMOTION ☆

**Movie Memory Test**

The first 25 persons telephoning WHN and giving the correct name of the leading player of a past motion picture hit named on the air will receive guest tickets to their nearest Loew theaters as part of new feature of the Radio Movie Club broadcast by WHN on Friday nights at 8-9 p.m.

The new featured, called "Remember When," will become a regular part of the Movie Club program. Radio Harris will continue to interview screen celebrities and George Nobbs will present radio versions of current motion picture hits.

**KVI's Summer Populace**

KVI of Seattle and Tacoma took a Pacific Northwest vacation booklet, pasted one of its own leaflets on

New Jersey, his third season at the resort spot.

Chris Wood, who microphoned the bangtail doings over WDAS, returns to the local scene on his way to the new duPont track at Wilmington, where he will assist Clem McCarthy for the horse race broadcasts.

Buddy Bonds pumps his organology nightly over WTEL as the Bagdad of Dreamland, slotted at a midnight spot.

Mildred Levinson, secretary to Sol S. Cantor, president of the Sol S. Cantor advertising agency, announced her engagement to Dr. Richard Snyder.

Peggy Pierce and Agnes Rush leave the WCAU microphones for wedding bells.

Florence Bendon and Jack Steck, WFIL vocal duo, resume their weekly boy and girl act tomorrow.

Jack Curtis, WIP vocalist, heading the floor show at Cedarwood Log Cabin, in Malaga, N. J. Frances Carroll, another WIP nightingale, chanting at the Anchorage Inn here.

Joe Wooton, who airs the Negro news flashes over WPEN, changes his time to a 9 p.m. Sunday spot, to precede the Slumber Lady's colored kiddies program. Wooton also writes a news column for the Philadelphia Tribune, Negro weekly.

Vernon Crawford, WFIL microphone artist, is vacationing back home in New England. Engineer Huey J. Ulstedt also is motor-vacationing in New England, while program department's Sylvia Lenson will embark this week for Bermuda.

Dave Tyson, WFIL announcer, leaves this week to take over the post of "Daddy Dave," maestro of the Kiddies Theater, on Steel Pier, Atlantic City.

the Cape May Convention Hall in front cover and a cellophane sheet inside, thereby making an effective piece of summer promotion literature. The leaflet points out that there are 300,000 more listeners this summer in the KVI area. The cellophane page, inserted over the Evergreen country map in the booklet, shows where the KVI transmitter is located on said map.

**Air Trip Tieup**

WJBW, New Orleans, has joined in a contest tieup with eight theaters, a bottling company and Eastern airlines whereby the winning boy and girl get a free air trip to Atlanta and back. Contest embraces special broadcasts over WJBW.

**ARTA Appeal Before Board**

Complain of the American Radio Telegraphists Ass'n, charging that CBS discriminated against it members, is being considered by the Regional Labor Board, headed by Mrs. Elinore M. Herrick. Mervyn Rathborne, ARTA president, alleges that members of his union were threatened with loss of sick leave and vacations if they remained with ARTA. Rathborne also said that 100 per cent of CBS employees in Washington are now members of the CIO union.

**Ruby Smith Back at NBC**

Ruby Smith has returned to the NBC Artists Bureau after a ten-week illness. She will become secretary to Fred Niblo.

**Book Program Switched**

Wilbert Newgold, who conducts the "Court of Literary Justice" over WINS, will discuss his choice of the ten best books of the past season, tonight at 8:45 p.m. This program formerly has been heard on Sundays.

First in local accounts  
in Chicago

**WGES**

(In the heart of Chicago)

"BARON MUNCHAUSEN"

**JACK PEARL**

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

Good Work Builds Business. That's why we do 90 per cent of Hollywood's off the air recordings (AIR-CHEK).

**ELECTRO-VOX RECORDING STUDIOS**

(Originator and owner of Trade Mark AIR-CHEK)  
5546 MELROSE HOLLYWOOD

**Coming Events**

Today: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

Today: 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.

June 22-23: Annual Radio Show Trade sponsored by Radio Wholesalers Club Inc., Hotel Statler, Boston.

July 8-10: L'Union d'Art Radiophonique first international congress, at the Sorbonne, Paris, France.

**RALPH KIRBERY**

"The Dream Singer"

MANAGEMENT  
WILLIAM MORRIS AGENCY  
BILL MURRAY



OPEN HOUSE

ROOM 1006

HOTEL SHERMAN

N. A. B. CONVENTION

The Beer Is **ICE COLD**

But we have the "Hottest"  
5-Minute Shows on  
Loans — Jewelry — Optical  
Furniture — Bank and Life  
Insurance you ever heard.

**H. S. G.**

ADVERTISING AGENCY

420 MADISON AVE. NEW YORK

**CRAIG & HOLLINGBERRY**

Incorporated

Radio Station Representatives

New York  
Jacksonville

Chicago  
Detroit

• TODAY...

Its product the choice  
of discriminating buyers



TOMORROW...

Its organization the great-  
est in the Radio industry

TODAY, however, is the important thing to you,  
and your station. ATLAS is ready to help you  
with that problem through the TWENTY-SEVEN  
great ARC programs now available for your time.

DRAMATIC FEATURES

	Time Minutes	Episodes Complete
Magic Island	15	52
Moon Over Africa	15	26
The Ghost Corps	15	26
Nemesis, Inc.	15	39
The Van Teeters	15	26
Album of Life	15	26
Metropolis	15	26
Bits of Life	15	52
Birds of a Feather	15	26
Wings of the Dragon	15	13
Buddies	15	13
The Green Joker	15	39

MUSICAL FEATURES

	Time Minutes	Episodes Complete
Songs of the West	15	78
Heart Songs	15	26
Shamrocks	15	13
Songs Without Words	15	13
Memories of Hawaii	15	13
Your Hymns and Mine	15	26
Rhumba Rythms and Tango Tunes	15	39

COMEDY SHORTS

	Time Minutes	Episodes Complete
Joe and Cynthia	5	100
The General Store	5	65
Yogi Yorgesson	5	40
Marion and Reggie	5	24
Nettie Needle-Nert	5	24
Null and Null	5	24

SPECIAL FEATURES

	Time Minutes	Episodes Complete
Famous Romances	30	13
Ports of Call	30	52

THE FEATURE  
AIR SHOW OF THE YEAR

"CAPTAINS  
OF INDUSTRY"

52 Episodes . . . . 15 Minutes

Write today for further particulars  
regarding any one, or, all of the  
ARC productions listed above. Let  
us tell what they are doing for others



**A T L A S R A D I O C O R P O R A T I O N**  
HOME OFFICE 1540 BROADWAY, N. Y. C. • STUDIOS 930 NO. WESTERN AVE., HOLLYWOOD, CALIF.



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 96

NEW YORK, N. Y., THURSDAY, JUNE 24, 1937

FIVE CENTS

# Program Manpower Poor

## GEO. SLOCUM HEADS AFA; SELF-CENSORSHIP URGED

George M. Slocum, publisher of Automotive Daily News, Detroit, was elected president of the Advertising Federation of America on the closing day of the 33rd annual convention yesterday in the Hotel Pennsylvania. Slocum succeeds E. H. McReynolds, who was made chairman of the AFA board.

Frank A. Black of William Filene's Sons, Boston, was re-elected treasurer and Louise C. Grace of Grace & Bement agency, Detroit, was re-elected secretary.

Directors re-elected are George W. Kleiser, president of Foster & Kleiser, San Francisco; Gilbert T. Hodges, member of the executive board of

(Continued on Page 8)

## NEWSPAPER STRIKE AIDS STATIONS IN PITTSBURGH

Pittsburgh—Strike of the Wrappers & Shippers Union which this week tied up three local newspapers, threw a lot of extra business to the radio stations here. Firms, especially department stores, which usually carry regular newspaper ads took to the air to bring their sales messages to the public.

Pittsburgh Post Gazette, immediately after the strike started, ar-

(Continued on Page 4)

## New Broadcasting Firm Is Incorporated in N. J.

East Orange, N. J.—Incorporation papers were filed Tuesday for Community Broadcasting Corp., 519 Main St. Incorporators are Martin Karig 2d and Alwyn Karig of Livingston,

(Continued on Page 3)

### Man in the Rain

Chicago—Nelson Brothers Storage, long sponsors of Man in the Street interviews, may become sponsors of Man in the Rain broadcasts under terms of a new WBBM contract. The deal provides that their Man on the Street show again be aired from Wrigley Circle outside WBBM-CBS studios on afternoons when no baseball games are broadcast or rain stops them.

### Full Coverage

Chicago—Evans Fur Co., through Auspitz & Lee, on July 5, adds WMAQ to the list of stations it is using here. A 15-minute program three times weekly will be used in the new spot. Evans now has programs on half a dozen Chicago stations.

## ARTHUR CHURCH SCOLDS MEMBERS FOR LAXITY

Chicago—At the closing session of the NAB convention here, Arthur Church, president of KMBC and a director of the NAB, took time out before presenting his report of the Committee of Radio Research to scold the NAB membership for its lack of interest in the convention.

He said that members ought to be ashamed of themselves for staying out all night and then expecting to be

(Continued on Page 3)

## WFAA's 15th Birthday On NBC Coast-to-Coast

Dallas—WFAA will celebrate its 15th birthday Saturday over an NBC national hook-up. Taking its cue from the Greater Texas & Pan-American Exposition, program will feature Latin-American music, Texas tunes

(Continued on Page 3)

## NBC Taking Drama Seriously; O'Neill Follows Shakespeare

### 46 Stations Are Taking KDKA "Strollers" Revue

Pittsburgh—Forty-six radio stations in 28 states are now taking the "Strollers Matinee" programs from KDKA. Specifically, 40 of the stations in 25 states are taking the program, as fed to the NBC-Blue network by KDKA, both Tuesday and Thursday afternoons. Six additional stations in

(Continued on Page 2)

## Pryor of BBD&O Urges More Attention to Shows and Less to Sales Charts —Hits Politics and Surveys

By HOWARD J. LONDON

Chicago—Arthur Pryor, Jr., vice-president in charge of radio for Batten, Barton, Durstine & Osborn, Inc., New York, speaking on the topic "An Agency Man Looks at Radio" before the NAB convention here on its closing day, told the broadcasters to pay more attention to program and less to the sales chart.

"Build good programs and sales will take care of themselves," Pryor said, adding that the program department is the most neglected division of a radio station.

The sales personnel of radio stations is of the best, but in the pro-

(Continued on Page 3)

## NAB TO GIVE \$83,000 FOR EDUCATIONAL WORK

Chicago—At yesterday's closing session of the NAB convention, the members approved the resolution agreeing to contribute \$83,000 over a period of two years in cooperation with the Federal Radio Education Committee, who will gather \$167,000 from other sources, making a total of \$250,000 for education investigations.

Other resolutions approved by the membership yesterday were that the NAB board of directors be directed and instructed to carry on negotiations with the copyright owners to the end that a "Per Piece" or measured service plan be obtained; to expedite the measure that was

(Continued on Page 3)

## S. F. Commerce Chamber Protests Shift of Shows

San Francisco—Exodus of big shows from here to Hollywood has caused Chamber of Commerce to write panic letter to Manager Wilbur Eickelberg of KFRC. Fearing Frisco may be merely a "ghost-to-coast" chain link, the C. of C. asks reconsideration of any plans to do away with production through KFRC, and

(Continued on Page 3)

## BALDWIN RE-APPOINTED NAB MANAGING DIRECTOR

By M. H. SHAPIRO

Chicago—James W. Baldwin was re-appointed managing director of the NAB for another year by the newly-elected board of directors in session yesterday afternoon for the first time at the Hotel Sherman. Board also discussed the hiring of a radio publicity director and a radio research director in accordance with

(Continued on Page 3)

## Dallas City Council Bans Airing Horse Race Dope

Dallas—Conforming with the recently enacted Texas law which prohibits gambling on horse races, the Dallas City Council has ordered WRR,

(Continued on Page 3)

### Femme Newscaster

Cleveland—An innovation in newscasting has been inaugurated by WJAY, on its Emmett and Larry show, in having its news dispensed by a feminine commentator. The items read by her are not merely for the fair sex, but are of general interest. The news, hot off UP wires, is served with entertainment.



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

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# FINANCIAL

(Wednesday, June 23)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 1/2	164	165	+ 5/8
Crosley Radio	20 1/4	20 1/4	20 1/4	+ 1/4
Gen. Electric	53 1/2	52 3/4	53 1/4	+ 5/8
North American	23 3/8	23	23	+ 1/8
RCA Common	8 1/8	8	8 1/8	+ 1/8
RCA First Pfd.	64	64	64	+ 1/8
RCA \$5 Pfd. B.				
Stewart Warner	17 1/2	17 1/2	17 1/2	
Zenith Radio	33 3/4	33 1/4	33 1/2	+ 1/2
NEW YORK CURB EXCHANGE				
Nat. Union Radio	1 3/4	1 3/4	1 3/4	+ 1/4
OVER THE COUNTER				
	Bid	Asked		
CBS A	28	29 1/2		
CBS B	27 1/2	29		
Stromberg Carlson	13	15		

## Mutual Network to Air Arlington Park Races

Chicago — Mutual network will broadcast all seven Arlington Park stake races starting Monday with the inaugural handicap. Lincoln Plaut, Daily Racing Form chart maker, will report races. Other races are Matron Handicap, Stars and Stripes Handicap, Hyde Park Stakes, Lassie Stakes, Classic and Futurity.

The Brooklyn Handicap, one of the leading handicap races in America, will be described over WOR and the coast-to-coast Mutual network on Saturday, 3:30-4:30 p.m., EDST, by Bryan Field. The race, part of the triple handicap crown, along with the Suburban and Metropolitan handicaps, will be run at Aqueduct Park on Long Island.

In the heart of Radioland—Hollywood's most modern transcription studios

**THE AEROGRAM CORP.**

"From script to disk"

1611 Cosmo St. Hollywood

### Fight Broadcast Jumped the Meters

Blow-by-blow description of the Braddock-Louis fight in Chicago, broadcast exclusively in the U. S. over the 126 stations of the combined NBC Blue and Red networks, was carried over the most extensive international hookup in the history of sports broadcasting. It was fed to the Canadian Broadcasting Corp., to Radio Splendid in Buenos Aires, to Mexico City, and was available to European listeners by shortwave.

New York's interest in the world championship bout was reflected in tremendous increases in electricity consumption and telephone calls. Current consumption, attributed by the Consolidated Edison Co. directly to fight listeners, had increased 183,000 kilowatts by 10:30 p.m. over the same hour the preceding night. At 11:30 p.m., the increase was 167,000 kilowatts, and at 11:45, 105,000 kilowatts. NBC's fight broadcast signed off at 11:40 p.m., and by midnight the current load was rapidly dropping back to normal.

NBC's telephone switchboard in Radio City reported 837 inquiries about the starting time of the fight between 5:00 and 11:00 p.m.

Inquiries about shortwave reception came from as far away as the island of Horta in the Azores. Western Union received the query for wavelengths from a group of men in that lonely spot as they waited for the bout to start.

## New Transmitter Site Is Located for WJSV

Washington Bureau, RADIO DAILY

Washington—CBS yesterday removed another obstacle from its attempt to re-locate transmitting station of WJSV from Virginia to Maryland, when the board of Montgomery County commissioners approved a proposed site near Wheaton, Md. In approving proposed site, Commissioners followed recommendations of Maryland National Park and Planning Commission. Although tract of land on which it is planned to place transmitter, if permission for change is granted by FCC, is located in residential area, the Commissioners said, in view of fact that station would be of material benefit, they felt it was proper to approve site.

CBS is asking FCC for permission to increase station's power from 10,000 to 50,000 watts.

Harry Butcher, vice-president of CBS in charge of Washington office, estimated project's cost, including new location and 50,000-watt transmitter, at approximately \$270,000.

## Promotions at WCOL

Columbus—Along with the moving of the sales and executive offices of WCOL to the ninth floor of the Standard Bank Building within the next ten days, two promotions will be in line. Ed. Bronson steps up to program director, and Bob Seal assumes the responsibilities of production manager.

## Sponsors After "Inventions"

"Your Invention", new WMCA program, which made its debut Monday as a weekly feature at 7:30-8 p.m. with Sam Hammer as producer and commentator, already has had bids for sponsorship from two sources. One is a publication. Hammer is understood to be holding off, feeling the show will be worth more after a month's whipping into shape.

## Franklin Tooke Promoted

Fort Wayne, Ind.—Franklin Tooke, formerly announcer on WOWO, went up the ladder of success, and is now production manager of WOWO.

## 46 Stations Are Taking KDKA "Strollers" Revue

(Continued from Page 1)

three other states are taking the broadcast either Tuesday or Thursday.

Geographically, the stations are located from New York west to the Pacific Ocean, four of them being in California. And north and south they run from Buffalo to Alabama.

## Larry Nixon Quits WMCA

Larry Nixon, publicity director of WMCA, has resigned, effective July 1, it was learned yesterday. He has signed a contract to complete a novel for fall publication and must devote his entire time to the book in order to finish it in time.

Before joining WMCA, Nixon was associated with Hirshon-Garfield Inc., New York advertising agency.

## Bill Davies Joins WOWO

Fort Wayne, Ind.—Bill Davies, formerly production manager at WLBC, Muncie, Ind., is now connected with Westinghouse's WOWO here. Davies will handle publicity and also assist with production.

## WOV-WBIL Adds Announcers

Lewis Charles, formerly chief announcer at WINS, and Kennedy Ludlam, formerly of WNAC, have been added to the announcing staff of WOV-WBIL.

## "Time" Back to Time

"March of Time" reverts to its original sponsorship, Time, Inc., on July 15. Present sponsor is Servel, Inc. Program to continue on its present CBS spot indefinitely.

## UNITED WOV "WEB" KINGS

Radio leaders fly United. Overnight Mainliner lvs. New York at 5:55 p.m.—breakfast in CALIFORNIA. (Only 3 stops.) Whole day for biz. 2 other coast-to-coast flights. CHICAGO —3 non-stop flights daily, only 4 1/4 hours.

**UNITED AIR LINES**

## COMING and GOING

H. S. GOODMAN of the H. S. G. Advertising Agency will go to Rochester today and returns to New York about July 1.

JANET MACRORIE, NBC editor of continuity, sails today on the S. S. Petan for a West Indies cruise.

JOHN W. ALICOATE, publisher of RADIO DAILY, returns today from Chicago where he attended the NAB convention.

M. H. SHAPIRO, associate editor, and MARVIN KIRSCH, business manager of RADIO DAILY, arrive on the 20th Century from Chicago today.

LYMAN FOOTE MOREHOUSE, London director of AT&T, arrives today aboard the Washington from Europe.

HELEN A. HOLBY, director of Club Contact for the Advertising Federation of America, sails Saturday on the Columbus for Paris to attend the third annual Continental Advertising Association Convention there.

DAVID O. ALBER returns today from a three-day business trip to Boston.

## New Setup is Replacing Gillette Community Sing

Gillette Safety Razor Co. will change the name of its program from the Gillette Community Sing to the Summer Hotel effective with the broadcast this Sunday night. Public participation on the program will be eliminated from the make-up, but a new feature, designed to promote the sale of the sponsor's product, will be introduced. Valuable gifts, including washing machines, bicycles, etc., will be auctioned off each month. Listeners will bid for the prizes, with empty covers of the blades as money. A time change is also rumored, but as yet there has been no official confirmation. Program is aired over the CBS network Sundays 10-10:45 p.m. and features Milton Berle, Jolly Gillette, Bert Gordon and others.

## "Howdy Neighbor" Traveling

Omaha—Following in the wake of KFAB's success in presenting the Union Pacific sponsored "Howdy Neighbor" program from a different Nebraska or Iowa town each Saturday, Man-On-The-Street Foster May of WOW, Omaha, is presenting his Chevrolet-sponsored daily broadcast from various localities during the summer. The program is on a remote and he has a full calendar arranged.

**FRANK DEGEZ**

CUSTOM CLOTHES

46 WEST 48 ST. NEW YORK

BR yant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.

## PROGRAM MANPOWER HIT BY PRYOR AT NAB MEET

(Continued from Page 1)

gram department its man power is very poor, said Pryor. He stressed the point that no program is better than the man who produced it. He suggested that all program men be given a year to travel around the world visiting Hollywood, New York, London and other large radio centers seeing with their own eyes how others do the job, as program directors need contacts, ability and background to deliver the goods.

Pryor then took a crack at station break announcements read by a stupid announcer and which he told the convention should be curtailed. The "Crossley report" and radio politics also came in for some verbal spanking.

"With half the telephones located in New York state, how can the Crossley report give an indication of how many or how often people are listening to a radio program?" he asked.

Continuing, Pryor said that he had only been in Chicago a day but he had a very strong indication that politics are being played by a number of radio station men.

At one point in the talk, which was extemporaneous, Pryor called upon C. E. Midgely, radio time buyer of the BBDO agency, to give his views on some of the topics he had discussed, particularly the haphazard presentations made to agencies by the stations. Midgely said that he was in agreement with Pryor's remarks, that stations change time without notifying the agency, cannot clear time that was signed for and all sorts of foolish errors which embarrass the agency and make the medium hard to sell. Pryor said that at least once a day he has to apologize to a client for some stupid mistake made by a station.

"Stations should do the very best job they know how when planning a program, whether it be a spot announcement, a sustainer or a full hour commercial, not just fill the time with anything that can be gotten together with a minimum of effort," said Pryor, adding that he thought stations should spend much more money for sustaining programs than is now the custom. He said he knew of one station whose sustaining talent bill for the entire year totalled \$750.

Remainder of talk was open for questions from the floor, and in answer to one query Pryor said that if he had a network program on 50 stations and could get just as good a program on 50 stations as a spot account using local talent he would take the latter.

There is a much greater chance of a spot program with good talent being successful than a network show because of the local interest created in a local show, Pryor declared.

In presenting a program to an agency for sale to a client, Pryor

### Chicago Loses NAB 1938 Convention

Chicago—Resolution that the next annual NAB meeting be held in Chicago was voted down with emphasis. Members were dissatisfied with the general layout of the convention here. It looks like another mid-western city will get it next year, with New York in 1939 when the World's Fair is in progress. San Francisco has made a bid for the meet in 1939, but no one seems interested.

### Arthur Church Scolds Members for Laxity

(Continued from Page 1)

able to attend the meetings in the morning. He said others don't want to take any responsibility.

Attendance, except at the Tuesday morning election session, was poor, and it was at the Tuesday afternoon session that Church referred to directly. Only about 50 were present to vote on the resolutions.

### Department Store Finds Radio Excellent Medium

Chicago—Radio advertising as used by department stores is an excellent medium for price goods or institutional advertising, said Marvin Oreck of Orecks Inc., Duluth, to the NAB convention. Why the number of retail store accounts has decreased in the past year, Oreck said, was due to advertisers and stations knowing little about radio advertising.

Radio advertising is being used successfully by Orecks and they have found that through radio they can draw a class of trade which ordinarily would not come to the stock. Oreck said radio is especially good for children's department advertising, Orecks having built up this department with the use of radio. Oreck said that for direct sales he has found spot announcements much more effective in selling goods than a program.

Looking into the future, Oreck said television will open vast fields for radio advertising, and the ones who have had experience with sound broadcasting will be first to profit in the new field. Oreck also stressed the point that radio station men should contact retail buyers personally to sell them the medium.

"You may have sold the promotion man, but if the buyer remains unsold they will not buy the medium," Oreck concluded.

told the radio men to sell the program to the agency, not just file a letter or promotion piece. Personal contact between the agency and the station personnel always helps in such cases, he said. "How can an agency sell a program to a client if the agency is not sold on the show itself?" asked Pryor.

In his closing words, Pryor said that all radio stations should refuse programs if they have any doubts about the product or entertainment value of program. "Also, you make your station hard to buy and you will sell more programs," he concluded.

### Baldwin Re-Appointed NAB Managing Director

(Continued from Page 1)

the resolutions adopted by the convention. Matter has been referred to the executive committee.

Entire afternoon of the convention's last day was devoted to a panel discussion lead by H. K. Carpenter of WHK, chairman. Discussion revolved around how the agency and the station can operate more closely. Arthur Pryor Jr. and C. E. (Ned) Midgely of B.B.D. & O., Elizabeth Back, radio time buyer of Ruthrauff & Ryan Inc., Edward Petry, of Edward Petry & Co., radio station managers and owners swapped questions and answers of interest to a large audience. Convention closed last night with the annual banquet.

### Dallas City Council Bans Airing Horse Race Dope

(Continued from Page 1)

the municipal radio station, to discontinue broadcasts of race entries, results and comments. Several times in the past Dallas has attempted to stop the race result broadcasts during police raids on bookie establishments. The ban proved effective against horse selections being announced or sold by a local commentator over the station, but have never before halted the broadcasts of race results. The Dallas Morning News has announced the discontinuing of all race results in its columns.

### Standard Brands Shows Undergo Changes July 4

Standard Brands Inc., sponsors of the Chase & Sanborn hour and the Bakers broadcasts on Sundays, will make changes in both programs on July 4.

The new Chase & Sanborn show will lose the services of Werner Janssen who will switch to the Bakers broadcast.

Robert Armbruster and his orchestra will take over Janssen's spot on the former. Robert L. Ripley leaves the latter show on this date, and will begin a new series of broadcasts July 16 for General Foods over an NBC network.

**DON KERR**  
MASTER OF CEREMONIES  
GENERAL MILLS SPORTS PARADE  
WMCA  
2:30 to 5:30 P. M. DAILY  
36 COMMERCIAL HOURS WEEKLY

## NAB TO GIVE \$83,000 FOR EDUCATIONAL WORK

(Continued from Page 1)

adopted last year calling for sectional NAB chapters, and that a committee of seven members shall be appointed to carry out this resolution; that the FCC be petitioned by the NAB to accept the "Preliminary Engineering Report on Allocations" report and incorporate it into its regulations.

### New Broadcasting Firm Is Incorporated in N. J.

(Continued from Page 1)

and Robert E. Lee of Orange. The statutory officer is William P. Wilkins, attorney. Capital stock will be \$125,000.

Martin Karig will be engineer of the new concern's plant; Alwyn Karig will be business manager and Lee, who has had experience in dramatic work over WAAT, Jersey City, will be program director. The transmitter, a modern high fidelity model, will be in Livingston, and the studio will probably be in Newark or East Orange.

### S. F. Commerce Chamber Protests Shift of Shows

(Continued from Page 1)

invites station to discuss with C. of C. the methods whereby local facilities may be increased.

KSFO (CBS) already has shifted its Western Home variety show south, and KPO is moving "One Man's Family."

In absence of Eickelberg, Assistant Manager Bill Pabst of KFRC said new productions will be developed here.

### WFAA's 15th Birthday On NBC Coast-to-Coast

(Continued from Page 1)

and numbers from the Pan-American Casino and Billy Rose's Casa Manana Revue. Appearing on the birthday broadcasts, which will be on NBC beginning at 6:30 p.m. CST, will be G. B. Dealey, president of The Dallas News-Dallas Journal, owners of WFAA, also many artists who have been familiar to WFAA listeners.

## BARRY WOOD

Presented by

**DRENE**

**WJZ**

EVERY THURSDAY 7:45 P. M.

Personal Manager

**MATTY ROSEN**

## GUEST-ING

EDMUND LOWE, on Kraft Music Hall, July 22 (NBC-Red, 10 p.m.). ADOLPHE MENJOU, on same show, July 29.

EVELYN NESBIT, on Bide Dudley program, today over WOR, arranged by Central Artists Bureau.

JOAN BENNETT and JAMES GLEASON, appearing with Walter Winchell in "The Front Page," on Lux Radio Theater, June 28 (CBS, 9 p.m.).

JAMES DUNN, FREDDIE GIBSON and BARRY McKINLEY, on "Your Hit Parade," with Peter Van Steeden's orchestra, July 3 (CBS, 10 p.m.).

FLORENCE REED, DOROTHY DRESLIN, JACK LYONS and IVAN IVANTZOFF, on Hammerstein Music Hall, June 29 (CBS, 8 p.m.).

MARGARET DALE of "Tovarich," interviewed by Charlotte Buchwald, "The Playgoer," tomorrow (WMCA, 2 p.m.).

MARGOT STEVENSON of "You Can't Take It With You," interviewed by Clifford Adams, "Theater Guide," today (WINS, 11:30 a.m.).

WARDEN LEWIS E. LAWES and ALEX MORRISON, golf pro, on Joe Cook's "Shell Show," June 26 (NBC-Red, 9:30 p.m.).

MILTON BERLE, set by Herman Bernie office, on the American Can program, July 20 (NBC-Blue, 9 p.m.).

JOHN and ELAINE BARRYMORE, on Elza Schallert program, tomorrow (NBC-Blue, 10:45 p.m.).

CONNIE BOSWELL, on Ken Murray program, June 30 (CBS, 8:30 p.m.).

KAY THOMPSON, on "Swing Session," June 26 (CBS, 7:30 p.m.).

MARJORIE GATESON, interviewed by Radie Harris, tomorrow (WHN, 8 p.m.).

## Newspaper Strike Aids Stations in Pittsburgh

(Continued from Page 1)

ranged to give frequent news broadcasts over WWSW. The Post has regularly scheduled daily broadcasts on this station at 6 and 10:30 p.m., but when the strike was called it immediately started to broadcast every half hour or so, with John J. Davis, regular newscaster, being assisted by Ray Schneider.

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

June 24

Greetings from Radio Daily

to

Phil Harris

Frank Bastow

# MAIN STREET

WITH OL' SCOOPS DAILY

● ● ● Dick Powell will undoubtedly head the Packard one-hour show in the fall, replacing Fred Astaire... Stuart Metz will be the emcee of the summer Jell-O show... George Beatty emcee's "Show Boat" tonite in place of Lanny Ross... Clarence Muse will return to Oldsmobile in the Fall, again airing via NBC on Saturdays... Joe Cook's show folds this week and the "Sisters of the Skillet" bow out the second of July... "Vocals by Verrill" take over Rubinoff's time on Sundays with the July 4 airing... "One Man's Family," aired from Frisco since August, 1932, will be heard from Hollywood starting Aug. 8... Tim Marks and Paul Mosher are with Earle Ferris' office now—Earle is down with the grippe... Nat Margo of Roy Music has returned from his stomach illness minus 23 lbs... Mike Nidorf is recuperating at his ma's place in Jersey... Shirley Brown replaced Gloria Whitney as William Farmer's vocalist at the Sunken Gardens in Radio City last nite. Gloria quit because of a cold contracted on opening nite. Farmer has three NBC shots now... Al Shayne shoots a 69, Mack Goldman a 70, while ours is 175!—on the "hi-li!"

● ● ● Jimmy Fidler, the WLBC, Muncie, Ind., weatherman, has scored one for radio in the meteorological circles... Bulletin of the American M—Society devotes considerable space to article on airing weather reports... Fidler emphasizes need for training mete—in the employ of broadcasting stations and for the credit given to the Weather Bureau for the value of its services on weather reports by private agencies... WHIO, Dayton, aired the city's amateur golf championship and Lester Spencer, a better than average golfer, was selected to do his bit... Spence had a tough time to pronounce such names as Zotkiewicz, Haenwgi and Zukiewicz, so he may be seen now walking about the studios with a bandage about his head that would make a turban look like a skull-cap... This was the first time WHIO attempted to air a local golf meet.

● ● ● Frank Parker leaves Woodbury next week, Joey Nash won't get the show—because he can't stooge. Phil Regan turned down the job because of flicker commitments. This leaves Joe Morrison and Del Casino in the running with the former just about set—unless Morton Bowe is able to double from Kool!... Mickey Alpert was given a fourth Mutual coaster this week from the Riviera—and gets a fifth spot next week... Harry Rose goes into the Loew's State this week with Duke Ellington... Paul Monroe will shortly wear smoked glasses... What ever became of Vick Knight?... Dick Finch is now with Witmark... Already they are changing the script writers on the Ray Perkins show!... Judy Starr couldn't be reached last Thursday to appear on the Vallee hour... With Tommy Dorsey set for one spot and Brother Jimmy scheduled to be a block or so away, the music boys will call the connecting street: "Dorsey Drive"... Bert Gordon ribbed Larry Daniels about Benny Fields and Blossom Seeley last Sunday and then let him in on the gag. A week later a columnist carried the "rib" as fact!

● ● ● A Federal jury in Austin called up Terrell Sledge, new a.m. newscaster for WOAI, San Antonio, saying that he had been placed on the jury... Terrell had other commitments and knew that he couldn't possibly carry out this duty. He therefore called the judge but got as far as the district clerk who informed the announcer that no one could get off and that a writ had been issued for failing to appear... After several hours of worrying, Sledge got the judge on long-distance and, after speaking with the jurist for several minutes, the black-robe wearer said: "Are you the new morning Newscaster over WOAI?"... Like all actors, Sledge said yes... "I thought so and I've already quashed the writ... You're doing fine, m'boy, keep up the good work"... Anyway, this is the story from Texas and we won't dispute the actions of judges down yonder. But we'll be glad to tell you about the jurist here, who, on learning our identity, doubled the fine!

## F. T. C. CASES

### Cease and Desist Orders

Two companies have entered into stipulations with the Federal Trade Commission to discontinue certain misleading advertising practices.

Chas. H. Phillips Chemical Co., New York, agrees to stop advertising that Phillips' Milk of Magnesia Texture Cream helps to correct certain ugly skin blemishes and that this preparation and Phillips' Milk of Magnesia Cleansing Cream help to neutralize the fatty acid accumulations on the skin, unless, in this latter representation, the language is qualified to mean excess fatty acid accumulations. The respondent company stipulates that it will not advertise Phillips' Milk of Magnesia Tooth Paste as providing the best way yet discovered or as science's latest discovery for cleaning teeth. The respondent company will also cease asserting that its tooth paste contains more milk of magnesia than any other tooth paste, unless such representation is true at the time it is made. The respondent company admits in its stipulation that there is no evidence that its dentifrice contains more milk of magnesia than any other tooth paste.

Bristol-Myers Co., New York, in the sale of Ipana tooth paste, will cease advertising that this preparation and massaging will correct any unhealthy gum condition; that Ipana and the use of a tooth brush will restore to the gums the stimulation they need to remain firm and healthy; that modern dental science or the country's dentists urge or approve the use of Ipana and massaging in the care of teeth and gums, and that Ipana and massaging will prevent one from becoming a "dental cripple".

## WJTN Staff Additions

Jamestown, N. Y.—Recent additions to the staff of WJTN are Gardner Smith, announcer and Harriet Stem, continuity writer and women's program director.

Smith is a graduate of Hamilton College and comes to WJTN from WSYR, Syracuse. Miss Stem is a graduate of Syracuse University and served in the capacity of director of women's programs at WSYU, Syracuse University.

MCA

RICHARD

BEGINNING

LUCKY

YOUR HIT





**JOE PENNER**, who gives his final broadcast of the season on Sunday over CBS, returns Oct. 3 at the same time and with the same cast, including Gene Austin, Joy Hodges, Coco and Malt, and Jimmy Grier's orchestra.

An invitational audience, including college presidents, Shakespeare scholars, stage and screen players and producers who have made names in Shakespeare, watched NBC launch its Streamlined Shakespeare series Monday evening, with John Barrymore reading both the Hamlet and the "ghost" roles. Whether or not NBC will keep the same hour throughout the series is not definite, as CBS starts its Shakespeare series July 12, and the two would bump. Both CBS and NBC doing elaborate promotion campaign with schools, clubs, libraries, etc.

Vachel Lindsay, touchy about releasing radio rights for his poem, "The Congo," has given in and ok'd it for KMTR this week.

Frank Robinson Brown is presenting Los Rancheros Troubadors nightly over KMTR by remote from the Knickerbocker.

Eddie Cantor starts this week filming "Ali Baba Goes to Town" for Twentieth-Century Fox.

Ferde Grofe will play his "Grand Canyon Suite" in Hollywood Bowl on July 22, with Aida Broadbent representing the interpretive dances.

**Jean Ellington In 3rd Spot**

As part of her newly launched build-up, Jean Ellington has just been placed in a steady spot on NBC's Week-End Revue program, which is usually composed of guest artists.

This makes the third program on which Miss Ellington may be heard each week.

**WFBM Team Lands Sponsor**

Indianapolis—Ruth Noller and Ada Straub, who have been playing double piano on WFBM, have caught a sponsor. Emrich Furniture Store signed on the dotted line for nine weeks with options of renewal. Gals have been on sustaining.

**PRESENTS**

**HIMBER**

AUG. 11 NBC

**STRIKE**

PARADE

**NEW PROGRAMS—IDEAS**

**Squawks and Peeves**

"Complaints, Incorporated" is the title of a new public service program started by WJAY, Cleveland, at 10-10:30 a.m. daily except Sunday, under co-sponsorship.

A telephone has been installed in the studio and listeners are invited to phone in their complaints and pet peeves to the program. These complaints, provided they are reasonable, will be turned over to the proper civic or other officials in the city for an answer.

Complaints are answered on the program just as soon as the person concerned makes his reply. Listeners may also write letters of complaint, which will be handled in the same manner.

**Ladies Only Reporter**

Broadcasting from in front of a popular apparel shop, KDYL, Salt Lake City, presents "Feminine Viewpoints" for a quarter-hour each Saturday morning. Ladies only are permitted to participate. Myron Fox, Inquiring Reporter, asks questions of interest to women. Merchandising angle is provided by asking those facing the microphone for a slogan for the sponsor, and on each broadcast a merchandise prize is awarded.

**Saluting Retail Merchants**

In a new series of half-hour broadcasts starting Saturday, entitled "The March of Progress," KDYL, Salt Lake City, salutes retail merchants and distributors of Utah. The first broad-

**Coincidence**

Production men at WMCA are seeing double. On Tuesday, at 1:49.50 p.m., Mayor LaGuardia started a talk on WMCA, being introduced by the toastmaster at the Lions Club luncheon. Yesterday at 1:49.45 p.m., the toastmaster at the A.F.A. luncheon sat down, and Mayor LaGuardia started to talk, being logged at 1:49.50 p.m. exactly—and of course on WMCA.

cast will be dedicated to the refrigeration industry and dealers. Subsequent programs will deal with air-conditioning, home-building, radio receivers, automobiles and other important industries over a 13-week period. Although no product or dealer names will be mentioned in the broadcasts, window posters are to be provided each week to the dealers receiving the radio handshake.

**Actual Barn Dance on KGNO**

Latest addition to the original program ideas at KGNO, Dodge City, Kas., is the broadcast of an actual barn dance each Saturday night. The dance is held in Claude M. Cave's used car building. The station's Hillbilly group provides the music, and from 75 to 200 couples dance, surrounded by a crowd of onlookers. In addition to the old time dancing, including squares, one-steps, schottisches and waltzes, there are special entertainment acts. The broadcast lasts two hours from 8:30 to 10:30 p.m. and is sponsored by Claude M. Cave & Co., Chrysler and Plymouth car and Case Machinery dealers.

**Limbering Up the News**

Believing that news broadcasts are more enjoyable when given in an informal form, KDYL, Salt Lake City, goes into its third year of radio newscasting by making its five quarter-hour news periods conversational in tone, eliminating the cut and dried quips and date lines.

**NBC Artists Set for Disks**

NBC Artists Service has set a number of its contract artists for recording work with the Chevrolet company, World Broadcasting and Muzac. Chevrolet engaged Dorothy Dreslin, Alice Joy and Ross Graham for their transcription series with Gus Haenschen's orchestra. World Broadcasting secured the services of George Griffin, and Muzac hired the Norsemen Quartet.

**NEW BUSINESS**

**WFIL, Philadelphia**

Sun Oil Co., through Roche, Williams & Cunyngham; Hecker H-O Co., through Erwin, Wasey & Co.; American Oil, through Joseph Katz; Ironized Yeast, through Ruthrauff & Ryan; Procter & Gamble, through Ruthrauff & Ryan; Tidewater Oil Co., through Lennen & Mitchell.

**Boston**

WBZ-WBZA: Refrigeration & Air Conditioning Training Corp., through Nat'l Classified Adv'g Agency. WNAC: Procter & Gamble (Lava soap), through Compton Adv'g Agency; Cosmos Chemical Co. (Sano-van), through B.B.D. & O.

WEAN: Lincoln Lace & Braid Mfg. Co., Providence, through Arthur Braitsch, Providence.

**KOMA, Oklahoma City**

Wilson & Co., Pennzoil; Chevrolet zone dealers; Anderson Arctic Ice Co.

**Chicago**

WMAQ: Kraft Phenix Cheese, spots on O-Ke-Doke, through J. Walter Thompson. WGN: Kraft Phenix Cheese.

**KMBC, Kansas City**

Goodrich Silvertown Stores, disks featuring Success Doctor, through Ruthrauff & Ryan.



**NORMAN BARRY**, NBC announcer, and Harlan Wells and Beanie Neibuhr of "First Nighter" ork, back from fishing trip in Wisconsin.

John Huston, Walter's son, who plays Lincoln in "The Lonely Man" at the Blackstone theater essayed the role of the Great Emancipator in Chicago Mummies Theater presentation over WCFL the other evening.

Opal Craven, Lullaby Lady of Carnation Contented hour, is wearing her arm in a sling. Struck by a golf ball on the North Shore course while waiting to tee off.

Duncan Macpherson has inaugurated a Golf Clinic on WJJD, presenting leading golf pros as guests.

Frank Black, who commutes to Chicago weekly on Mondays, stayed over Tuesday for the big fight.

Ed Cerny, NBC Music library, back from Hollywood vacation.

Eric Sagerquist, musical director of Gold Medal Feature time off for weekend of Muskie fishing at Hayward, Wis.

Joan Blaine has resigned her role in Princess Pat's "A Tale of Today" to take a summer vacation.

**Star Signs 6 Stations**

Chicago—Star Radio Programs Inc. signed six stations during the NAB convention here for its program service. Stations are WTRC, WFBG, WISN, KWJJ, WLAP and KPMC. D. L. Studin, vice-president, and William Gartland, sales manager, represented Star at the convention.

**Eve Casanova in WMCA Series**

Eve Casanova, widow of Lou Telleen and noted authority on beauty, has a new show over WMCA at 9:35 a.m. Thursday and Saturday, talking on charm.

Miss Casanova was Paris correspondent for a leading style magazine the past season.

**Two Screen-Tested**

Del Casino made a screen test for Paramount Pictures on Tuesday.

Ed Jerome of Heinz Magazine of the Air's "Trouble House" is scheduled to make a movie test for 20th Century-Fox.

**JERRY COOPER**

HOLLYWOOD HOTEL  
CBS

FRIDAYS 9 P. M. EDST.

## SAN FRANCISCO

Kenneth Spencer, Negro basso, in town from Philadelphia where he studies at the Curtis Institute in winter. A former NBC staff artist ("Truthful Deacon Brown"), he'll very likely get another series here this summer.

Grace Cooper, actress, who's been in Hollywood several months, is back in town to rejoin the cast of the John and Molly Farmer sketch on NBC's "Western Farm & Home Hour" via KGO. Recently had her nose straightened.

NBC announces signing of Amelia Earhart for two exclusive interviews—one from Honolulu, the other from San Francisco.

Wallis Ford, KYA announcer, stepped up into Bob Stanley's job in the production department.

Lois Williams, CBS press, on vacation.

Les Allen, band vocalist, also technician for Sweet's ballroom in Oakland, will do all the broadcasting of name bands doing one-niters there. Debuted Sunday by calling Jackie Coogan's numbers aired via KYA.

Vic Hurley, Seattle author, has been added to the KOMO-KJR continuity staff, it is announced by W. W. Warren, program director for the two NBC stations.

Max Waisman, NBC Chicago producer, in town on his vacation.

A. H. Saxton, NBC Western Division engineer, and P. A. Sugg, studio engineer, are on vacation.

## CBS Salute to WRVA

CBS will broadcast a special salute to station WRVA Sunday when that station joins the CBS web as a regular outlet. Program will be heard 8-8:30 p.m. and will feature, among others, Mitzi Green, Ray Heatherton and Alfred Drake. A piano team and a staff orchestra will also be heard.

## Nat Abramson's Mother Dies

Mrs. Etta Abramson, 80, mother of Nat Abramson, manager of the WOR Artists Bureau, died yesterday in the Park East Hospital following a severe illness. Funeral Services will be held at 10:30 this morning in the Park West Chapel, West 79th St.

## Olga Albani on Chevy Disk

Countess Albani, who came to New York from Chicago for a guest appearance with Ray Sinatra over WJZ today, will remain over a few days more to make a recording with Gus Haenschen for the Chevrolet program.

## Richard Maxwell Celebrates

Richard Maxwell, CBS tenor and philosopher, celebrates his 10th year on the air by adding a new program to his series of broadcasts over CBS on July 1. His schedule now runs Monday through Friday, 9:30-9:40 a.m., Saturday, 10:15-10:30 a.m.

## ★ Coast-to-Coast ★

WVOV-WBIL this and that: *Harry Grelck*, studio engineer, was recently married to Miss Helen Groth of Brooklyn. . . . *Walter A. Graham*, control supervisor, is the proud father of a 7 $\frac{3}{4}$ -pound baby girl. . . . *Robert E. Study*, chief engineer, is building his own home on North Long Beach Ave., Freeport, L. I. . . . *Karl Neuwirth*, in charge of the WOV transmitter, is a student of Brooklyn Polytechnic Institute. . . . *Robert Dickens*, transmitter engineer, is a former radio man aboard the U.S.S. Florida. . . . *Maurice Kamke*, studio engineer, won \$500 on a ten-cent chance in a recent church bazaar. . . . *Nicholas Gerrity* recently completed eight years of service for WOV.

*Robert Brooks*, production manager for KRLD, Dallas, leaves July 1 for a month's vacation in California.

Bob Leefers and Doug Grant, program director for WMT have been searching the woods for new musical talent in and around Cedar Rapids for use on various musical programs during the day. Were bowled off their feet the other day when they heard a sweet blues singer over the station on a local program. Both rushed to the studio at the same time only to see Elizabeth Munger, one of the girls in the front office, singing on the "Cedar Valley Frolic." Aside from being a bit nervous the girl came through in grand style and is now being coached to appear on future WMT spots.

*Charles Armstrong of Federal Theater and Dorothy Weller, actress, are among altar-bound WCCI-ites, according to word from Bridgeport. Lorraine, Ethel and Dorothy Brown of the same station are vacationing.*

"Drums of Destiny", by Donald Thompson, WHO production manager, was recently presented over WOL, Washington, D. C., under the direction of Ronald Dawson. Thompson, besides writing radio plays for the Playhouse, and other WHO program scripts, is doing free-lance fiction writing.

*Soren Munkhof, formerly Omaha Bee-News reporter and later a teacher of journalism at an Omaha high school, has been employed as local news reporter for WOW, Omaha, and as assistant to News Editor Foster May.*

A new radio revue to be known as the "Atlantic City Revels", comprised of stars appearing at the famous resort this summer, will be headlined by Oshins and Lessy. The new program will be heard from CBS, beginning in mid-July. Oshins and Lessy are the young comedians who made their radio debut on the Vallee

Varieties recently. They will be starred at the 500 Club while in Atlantic City.

*Frank Dailey's CBS broadcast on June 29 will be short-waved to England. The transatlantic salute is occasioned by the tribute paid Dailey recently by English musicians, who selected him as leader of the outstanding swing orchestra comprised of white musicians. Their views were obtained by "Crescendo," musical magazine published in Great Britain. Louise Wallace, regular vocalist with the Dailey organization will also be heard on the program.*

"Please Stand By," musical satire concerned with radio which will be presented on Broadway in September, will have Lee Wiley in the leading feminine role. Miss Wiley, recently returned from Hollywood and a session of picture-making, will be heard on the air soon in the CBS spot vacated by the vacationing Phil Baker.

*WSOC, Charlotte, chatter: Earle J. Gluck, president and general manager, Mrs. Gluck, and Commercial Manager Bill Irwin made the trip to the NAB convention in Chicago with Bevo Whitmire, manager of WFBC, Greenville. . . . Cy Carter, engineer, back from a week's vacation jaunt with Mrs. Carter. . . . Charlie Hicks, assistant program chief, elevated himself the other day—he and the missus moved to an apartment one floor higher than before.*

Stepping from the reception line at her son's wedding, Mrs. Roosevelt will go on the air from WDEL, Wilmington, Del., for her regular weekly broadcast on June 30 at 7:15 p.m. over the NBC-Blue Network. While the wedding bells of Ethel Dupont and Franklin Jr. re-echo, Mrs. Roosevelt will broadcast a discussion of the summer plans of the family and also the schedule of the "Summer White House." For her radio guest Mrs. Roosevelt will present Carleton Smith, NBC's "Presidential announcer," the man who introduces the President whenever he broadcasts and has travelled all over the country with him.

*"Down the Dusty Road With William Grow" is a new Monday-through-Saturday feature at KFOX, Long Beach, Cal. It features William Grow, author and narrator. Hal Nichols and His School Kids, another KFOX feature, has been lengthened to a half-hour variety show on Sundays. Script is by Lou Huston. Incidentally, by arrangement with Nichols, Long Beach theatergoers were given a chance to see two of the station's announcers, Foster Rucker and Frank B. Goss, in "Accent on Youth" put on by the Long Beach Players Guild last week.*

## PHILADELPHIA

KYW's Roger Williams and WFIL's Burton Rogers are the same person. Williams is auditioning in New York for a singing spot.

Ben Greenblatt, KYW piano rambler, will play the wedding march at the marriage of Ethel du Pont and Franklin D. Roosevelt Jr.

Thomas J. Donohue is reporting Montgomery County news over WIBG every Sunday for T. P. Lowry, Inc., local Ford dealers.

Johnny Coombe, who scribbles a chatter column for the Germantown Courier and other local weeklies, is doubling over WIBG airplanes with his home-town gossip.

Grace Moore has been set for an Aug. 10 date to sing with the Philadelphia Orchestra at the Convention Hall here.

Todd Sloan, engineering supervisor for Westinghouse Electric at KYW, sails this week for a 10-day cruise to the West Indies.

Daniel Barlow, formerly connected with the engineering department of Philco, is the newest addition to the WIP technical staff.

## ST. LOUIS

G. Bradford Simpson, scripter for "The Land We Live In" (Union Electric Light & Power), and "To The Lovely Ladies" (St. Louis Dairy), both KMOX features, hopes to lose some 75 pounds within the next six months. He now tips the beam at 295 or thereabouts and is entering St. John's Hospital for several days to get thoroughly familiar with his reducing diet.

Verna Burke, who toiled for WJZ in New York during the past 30 months, is back in her home town for a run at the Biltmore Country Club. She is feeding the patrons with a bevy of songs cooked up by Charley Boulanger, pop ork boss of Manhattan.

Jerry Hoekstra, public affairs director of KMOX, and his sparring partner, better known as Gladys Post, will vacation at their farm in Michigan.

Vic Rugh of the KMOX staff has about recovered from the arrival of a 6-lb. girl at his domicile. Rest of the staff have recovered from the cigars he passed out.

KMOX has perfected a publicity tie-up with the South St. Louis Neighborhood News, published by Ben Nordman. A weekly column of radio gossip from the station will be used. Tie-up is somewhat similar to that between KWK and the South Side Journal, an opposition neighborhood newspaper.

Mike Zuzenak, who writes arrangements for Ben Feld's ork, is vacationing in New York.

Nancy Peck, secretary to Ken Church, sales manager for KMOX, has left the station to become the bride of Gage Kent.

## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

MARY SMALL, teens-age vocalist, busy as anything these days, what with a guest appearance on the Joe Cook show Saturday... an opening at Detroit's Michigan Theater on July 2, then back to N. Y. to depart on a 15-day cruise with Canadian and Bermudian ports of call accompanied by Mama Small, on the 31st... If rumor proves reliable she'll go coastward as featured singer with a J. Walter Thompson air show of impressive proportions... "Hilltop House", the Selena Royle, Carlo D'Angelo offering, seems likely to have a five a-week spot on Columbia, come fall, barring accidents... Louise Massey and her western entourage booked for 14 (count 'em) guest shots, in Chi... they play a return engagement at the Chicago Theater the week of July 9, with a mammoth western production being built around them...

Dorothy Thompson takes the air Aug. 8 for a big cigarette sponsor over the NBC coast-to-coast network... One reason Benay Venuta, Patti Chapin, Ray Block, the Eton boys and Russ Morgan are glimpsed at the Zebra Bar is Ann Balthy... Ann's married to Pat, one of the two proprietors, but retains her job as sec to Ray Block, with whose outfit she's done considerable ether warbling... Elsa Maxwell and Gertrude Lawrence, both lotus-eating across the Atlantic, report the usual "wonderful time".... Jean Paul King and his scribe wife spend week-ends at the Provincetown Wharf Theater on account of he's associate manager of the enterprise... The Watson Sisters of variety fame to record four swing ditties for National Recordings, according to Ben Greene...

Mitzi Green, who failed to make her scheduled appearance on the Rudy Vallee program last week, because of illness, will be aired on it tonight... La Green will do her much-heralded "The Lady Is a Tramp" and will offer her impression of Luise Rainer in the "Ziegfeld" opus... Little Norma Lind, now pow-wowing with M-G-M execs, to vocalize with the Bamberger Symphony over WOR on July 2... Roxanne convalescing with a broken wrist, acquired when she stumbled in front of the Music Hall... Gladys Netburn, Ed Wolf's diminutive brunette amanuensis, joins the ranks of the married July 24... Unless something unforeseen occurs, Gladys and spouse will honeymoon in California...

## RADIO PERSONALITIES

No. 45 in the Series of Who's Who in the Industry

THE story of Ralph L. Atlass, president of WJJD, Chicago and WIND, Gary, runs back to 1914 when as a lad of 10 he toyed with wireless down in Lincoln, Ill. His older brother, Leslie, now CBS v.p. in Chicago, became interested, and soon they were broadcasting for amusement, finally moving the station to Chicago where they persuaded their mother to let them continue broadcasting from their home at 7421 Sheridan Road. Thus they gradually forged onward.

Ralph Atlass was the pioneer play-by-play football reporter doing Northwestern games from Dyche stadium himself. From announcing he moved to control board operations—and then into the program department. While here he arranged for the Granada cafe pickups that were to make Guy Lombardo famous. Atlass took a chance on Lombardo playing ten miles from the loop. The night he went in, six couples attended. A week later place was a sellout and Lombardo became overnight sensation.

Ralph Atlass was the first broadcaster to put such organizations as the American Medical Association and Chicago Dental Society on the Air. Educational broadcasts occupy year in year out important positions on the WJJD and WIND schedules.

Several years ago Ralph Atlass disposed of his interest in WBBM to CBS and acquired WJKS, Gary, now WIND, and soon thereafter WJJD from the Loyal Order of Moose. Relatively unknown at the time, both have since been made outstanding successes.



Pioneer play-by-play football reporter.....

## ORCHESTRAS - MUSIC

JERRY GILBERT and ork will play at the Edgewater Gulf Hotel, outside Biloxi, Miss., again this summer. Spot has a WGN wire.

Harold Jordy, whose musical aggregation was scheduled to break up when the New Orleans Rose Room closed, advances into the Roosevelt's swank Fountain Terrace cocktail room instead. They'll be ethered via WWL, WSMB and WDSU.

Tony Almerico, trumpeting singer-comic, whose band is featured at Club La Place, La Place, La., takes the place of a floor show, with the assistance of his musical ensemble.

Nightly broadcasts of dance music from the grill room of the Hotel Muehlebach, Kansas City, via WDAF, which were discontinued three weeks ago because of local hotel strike, have been resumed with Carlos Shaw in command of a band of local musicians. No Sunday broadcasts, however.

The NBC Rippling Rhythm Revue Sunday night goes nautical in the zany manner, with Bob Hope offering his own version of "Sailboat in the Moonlight".

Horace Heidt and the outfit he batons will attend the premiere playing of his first records on WNEW's "Make Believe Ballroom" today, from 6-6:30 as guests of Martin Block. Program consists of brand-new Brunswick releases: "Building a Band", "Gone with the Wind", and "The Bells of St. Mary", with a sprinkling of songs by Larry Cotton, tenor, Alvino Rey, electric guitarist,

the four King Sisters, and Jerry Bowne, comic and singer.

WQXR has designated July as request month for music, with listeners writing in their favorites. Results so far have proved that the great composers are those which listeners over that station prefer. Beethoven heads the list, followed by Tchaikowsky, Wagner, Mozart, Sibelius, Brahms, Schubert, Bach, Debussy and Liszt, in the order named.

Johnny Green and his band will introduce new ditties by three unknowns, namely; a bank clerk, a real estate man and the sister of a movie star, all of whom show great musical promise, on their June 29 broadcast over the NBC-Red network at 9:30 p.m. Composers are Mel Wettergreen, bank clerk, Richard Lewine, New York real estate man, and Bonnie Lake, younger sister of Ann Sothern.

Remick's Charlie Warren will run a special midnight preview of "The Singing Marine" Monday evening at the New York Strand Theater, introducing Warren & Dubin's new score.

### 60-Day Deal for Earhart

NBC Artists Bureau yesterday signed Amelia Earhart to a 60-day contract to take effect at the completion of her present world flight. Fred Newman, navigator with Miss Earhart, has been signed to a 90-day contract which will also become effective at the end of the flight. The Kidoodlers, a novelty quartet, has been signed to an exclusive contract by the bureau.

## ★ F. C. C. ★ ACTIVITIES

### APPLICATIONS GRANTED

Owensboro Broadcasting Co., Owensboro, Ky. CP for new station. 1500 kc., 100 watts, unlimited.

WAPO, Chattanooga. CP to install new transmitter, increase power to 100 watts night, 250 watts day, change hours of operation to unlimited. 1420 kc.

WJAR, Providence. CP to make changes in equipment and increase power to 1 KW. night, 5 KW. day. 890 kc., unlimited.

Harold M. Finlay and Mrs. Eloise Finlay, La Grande, Ore. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

WHBB, Selma, Ala. Mod. of license to change hours of operation to unlimited. 1500 kc., 100 watts.

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

WHBB, Selma. Vol. assignment of license to Selma Broadcasting Co., Inc.

### APPLICATIONS DENIED

Edwin A. Kraft, Petersburg, Alaska. CP for new station. 1420 kc., 100 watts, unlimited.

Bayou Broadcasting Co., Houston. CP for new station. 1210 kc., 100 watts, daytime.

### HEARINGS SCHEDULED

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

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

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

Tribune Co., Tampa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

KCMO, Kansas City. CP for change in frequency and power to 1450 kc., 1 KW., unlimited.

KRE, Berkeley, Cal. CP for change in frequency and power. 1440 kc., 500 watts, 1 KW. LS., unlimited.

### APPLICATION RECEIVED

Hollenbeck Heights Christian Church, Los Angeles. CP for new station. 1170 kc., 100 watts, limited.

### Extra Value

WFBM, Indianapolis, furnished the Columbia network with some unexpected extra talent when originating a program with A. Copeland Callen, president of Kiwanis International, as speaker. Callen, in town from Pittsburgh, for the national convention, brought along a chorus of 20 mixed voices, who were also fed to the web during the quarter-hour program.

## OKLAHOMA CITY

Neal Barrett, manager of KOMA, is doing a bit of vacationing in New York, the Carolinas and Florida. While in New York, Barrett will confer with Columbia and Hearst officials in lining up the fall schedules. His main intent in visiting New York was to attend the convention of the AFA, of which he is Governor of the tenth district. In Barrett's absence, Beryl Lottridge, KOMA's new commercial manager, is in charge of the Station.

Harold Sparks, announcer and writer for KFXR is little, but how that boy does get the work out.

Bob Elliston, station manager of KFXR is out of town just about all of the time, staying in front of the "mike" to let the natives know who's hitting which ball for the Oklahoma City baseball team.

## GEO. SLOCUM HEADS AFA; SELF-CENSORSHIP URGED

(Continued from Page 1)

The Sun, New York, and Frank Braucher, vice-president of Crowell Publishing Co., New York.

New directors include E. H. McReynolds, retiring president; J. S. Roberts, Retail Credit Co., Atlanta; Ted Dealy, owner and publisher of Dallas News; Dorothy Crowne, United Advertising Corp., New York.

The Board will also include new AFA vice-presidents elected by two Councils of advertising clubs and Council on Departmental Activities.

The following become vice-presidents of the Advertising Federation:

Norman S. Rose, advertising director, Christian Science Monitor (Rose becomes head of the Council on Advertising Clubs of AFA); Dr. Kenneth Dameron, College of Commerce and Administration, Ohio State University (Dr. Dameron becomes a vice-chairman of the Council on Advertising Clubs); Lou E. Townsend, advertising director of the Bank of America, San Francisco (Townsend becomes a vice-chairman of the Council on Advertising Clubs); Edith Ellsworth of Roche, Williams & Cunyngnam, Philadelphia, re-elected a vice-president of AFA and chairman of the Council on Women's Advertising Clubs; H. B. LeQuatte of H. B. LeQuatte, Inc., New York, who was chairman of program for this convention, re-elected a vice-president of AFA and chairman of its Council on Departmental Activities.

Chester H. Lang, Joseph H. Appel, John Benson, Mason Britton, Ken R. Dyke of NBC, O. C. Harn, J. J. Hartigan of Campbell-Ewald, William H. Hodge, Gilbert T. Hodges, Lou E. Holland, G. R. Schaeffer, C. C. Younggreen, Helen M. Rockey and Erma Perham Proetz continue as directors.

Charles E. Murphy was reappointed general counsel.

Important resolutions adopted, along with expressions of appreciation to retiring Chairman Lang and others, were the following:

"That we encourage and commend the active steps being taken to improve the reliability of advertising



### "Music By—"

Pleasing in a familiar sort of way, this WOR half-hour on Tuesday nights at 8-8:30 has done a neat job of entertaining in its first two shots. The program takes next week off, returning the following Tuesday with Leo Freudberg's orchestra as the background. The two shows already given have had Bob Haring's musical aggregation, who did a swell job, with excellent vocal contributions by Elinor Sherry, the Key Men, the Embassy Trio and Walter Ahrens.

Musical material presented was in the popular vein, but orchestrated with individuality. Program could easily be made a topnotcher of its kind.

through the adoption of codes and censorship of copy, such as the organized efforts now being made by the Proprietary and the Cosmetic industries.

"That all groups of media be urgently requested to standardize and strengthen their censorship of advertising, on a joint and cooperative basis, for the mutual benefit of media, advertisers and consumers.

"That fearless and open-minded study of the facts in regard to the economic and social value of advertising competent and impartial authorities is urgently needed to combat the misleading propaganda of detractors of advertising and those self-appointed protectors of the consumer who do not know the facts.

"That we commend cooperative movements on the part of advertisers, agencies and publishers to make a joint study of media and circulation values, such as the Traffic Audit Bureau in the Outdoor field; the Joint Committee on Radio Research in the Broadcasting field; and

"That the Federation is heartily in favor of Federal legislation to protect consumers of foods, drugs and cosmetics against deception or unworthy products, especially those prejudicial to public health. It desires the public to have full and effective protection without handicap to honest advertising or decent business. It is unalterably opposed to any State Legislation on this subject in advance of a Federal enactment. Conflicting provisions and conflicting jurisdiction would create confusion and embarrassment both for advertisers and law enforcement.

"It is vigorously opposed to discriminatory tax burdens imposed on advertising by State legislature, which handicap this wealth producing factor and stimulus to employment.

"That it is vigorously opposed to State legislation which compels registration of trade marks at high cost to their owners and in conflict with their common-law rights."

### Meredith Willson

A snatch of the Meredith Willson orchestra, which originates from the NBC studios in San Francisco, was caught in the east Tuesday at 6 p.m. EDST. Only a brief 10-minute sample was aired on the seaboard outlet, WJZ, but it was enough to reveal a better than average troupe of musicians and a lively songbird in the person of Zarova offering "Tale from the Vienna Woods," plus pleasing harmony by the Three Cheers in popular stuff. Willson conducted some oldtime favorites with a nice touch of freshness.

### Junior G-Man Sleuth Is Sought for Airing

Donald Peterson Radio Productions, producer of the "Junior G Men" program on WOR at 5:45 p.m. Monday-Wednesday-Friday, issued a special appeal to the newspapers for the identity of one of their members who was instrumental last week in the capture of a woman who had narcotics in her possession.

The woman was arrested when a 15-year-old boy approached Patrolman Richard Dimler who was walking along Fourth Ave. near 48th St. The boy, according to the officer's testimony, pointed out the woman and stated that he was a member of the Junior G-Men and that he had been shadowing the woman all day. The boy concluded, "I'd better not hang around here, I might get bumped off!"

At a special meeting at the Junior G-Man Headquarters, officers of the organization, which numbers over 400,000 members throughout the East, decided to bend every effort toward finding the missing hero so that he could relate his experiences to fellow members via the airwaves.

### Scripts for Shakespeare Class

West Coast Bureau, RADIO DAILY

Los Angeles—Scripts of John Barrymore's modernized "streamlined" radio versions of the plays of William Shakespeare which are being presented over the coast-to-coast Blue network of the National Broadcasting Company, are to be used in the Shakespeare study courses of the University of California at Los Angeles.

Dr. Alfred E. Longeuil, head of the Department of English at the University, was so impressed by Barrymore's performance of "Hamlet," initiating the series, that he requested NBC to provide him with scripts of all future Shakespeare plays for the library of the Department of English for use in the University's courses in the works of the bard.

## EUGENE O'NEILL PLAYS ARE ACQUIRED BY NBC

(Continued from Page 1)

45 minutes to a full hour, depending upon the individual plays. Plays to be presented are "Beyond the Horizon," "The Fountain," "Where the Cross Is Made" and one yet to be named.

### WJAY Shut-In Series

Cleveland—Starting Monday, WJAY will feature a new series dedicated to shut-ins and invalids. It will be heard daily except Sunday at 11 a.m. EST. The initial broadcast will come from the front porch of nationally famous Pop Garvey, king of shut-ins, who has been confined for seven years.

Garvey is known throughout the country because he began mail and short wave communication on a large scale among shut-ins. He has a wide following established by regular appearances on a program called "Information" formerly produced for United Broadcasting Co. stations by Mendel Jones, program director. Wayne West and Rea Matey, UBC vocalists, will be featured on the shows to follow.

### BOSTON

Evelyn Scott, secretary to Del Castillo, WEEI's production chief, is wearing a new engagement ring. Neil Wallace, announcer and news commentator at the same station is the lucky fellow. The wedding bells will ring out next winter.

Doris Terrill, popular WBZ organ soloist, has rejected her long familiar theme melody, "Gold and Silver Waltzes" for one of her own composition, an original fantasy for organ entitled "Summer Shadows."

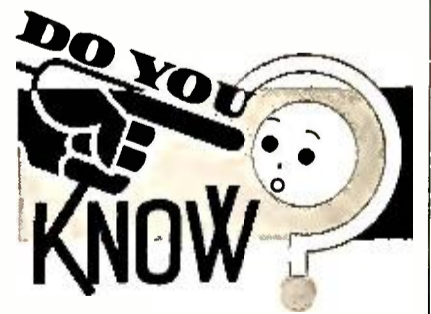
Lewis S. Whitcomb, WEEI publicity director now convalescing at his Weymouth home, has become quite proficient as a graphologist. The gang at WEEI have all sent in specimens of their handwriting and "Whit" is giving them the lowdown.

E. J. "Mike" Rowell, for nine years director of agricultural broadcasting on WBZ, Boston, leaves July 1 for Washington to join the radio section of Bureau of Agricultural Economics, U. S. Department of Agriculture. He was recently given a testimonial at the Hotel Brunswick.

## ONE MINUTE INTERVIEW

### COLONEL JACK MAJOR

"There's a lot of difference between radio and stage work. You can tell what you're doing on the stage. Radio is like the old game of 'Blindman's Buff' that I played when a kid. You place a handkerchief around your eyes and try to catch a girl. If you catch one you can kiss her. A kiss might seem terrible but you take the bandage off and you find you've kissed the best looking girl at the party. Or it may seem swell and you find you've kissed the snagged toothed kid from next door."



Gracie Allen made her first public appearance at the age of 3½ in a San Francisco flower pageant, playing a lily-of-the-valley.



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 97

NEW YORK, N. Y., FRIDAY, JUNE 25, 1937

FIVE CENTS

## Mutual to Expand More

### CANADA TO INCREASE BROADCASTING HOURS

Toronto — Extension of Canadian Broadcasting Corp.'s daily program schedule from the present six-hour period to 12 or even 16 hours a day is announced by Major Gladstone Murray, general manager. Change will take place, he states, as soon as the new high-power transmitters are installed, in October, in the provinces of Ontario, Quebec and British Columbia. Light opera companies will make their appearance, which will give a series of 26 concerts, 13 from Toronto and 13 from Montreal.

Dramatizations and sketches based upon the activities of the Royal Canadian Mounted Police and other features also will be presented.

Major Murray says U. S. programs will be brought in from the Pacific coast stations in order to avoid the time inconvenience to western listeners when these broadcasts are brought in from eastern stations.

### Norman McGee Named WQXR Sales Manager

Norman S. McGee has been appointed sales manager of WQXR. Formerly a member of that station's sales staff for several months, McGee was originally engaged in radio and theatrical work on the West Coast. In addition to his managerial duties he will assist in the production of commercial programs.

### New Producing Combine Launched on the Coast

West Coast Bureau, RADIO DAILY  
Los Angeles—Another new producing combine, Anthony Alving Productions adds to the growing list of independent program producers, now  
(Continued on Page 3)

### Denver Kc. Fight

Denver—Application of Scripps-Howard, whose News at present has a daily newscast on KVOD, for full time for a new station on 630 kc. is expected to bring a stiff fight here. KFEL and KVOD, which split time, previously had asked for full time, with KFEL to remain on 920 kc. and KVOD going on 630. FCC hearing is set for Sept. 10. KLZ here and KFRU, Columbia, Mo., have entered the cast to protect their interests.

### GUEST TALENT LINEUP FOR CHEVROLET DISKS

Guest teams who will appear with the Songsmiths Quartet in Chevrolet's Gus Haenschen "Musical Moments" series transcribed by WBS and aired three times weekly include the following:

For broadcast week of July 4—Jean Ellington and Bailey Axton, Kress & McDonough and Vivienne Segal, Douglas Stanbury and Louise Massey's Westerners; July 11 week—Frank Luther and Barbara LaMarr, Shirley Howard and Leonard War-

(Continued on Page 3)

### Don Lee Originating Another Mutual Show

West Coast Bureau, RADIO DAILY  
Los Angeles—Don Lee will originate a new Saturday half hour sustaining feature for Mutual's coast-to-coast net this week, using Shafter Parker, comedian on the "In Laws," in a comedy drama, with music.  
(Continued on Page 3)

## One-Hour Summer Show Set By Dodge Dealers of Chicago

### WHKC-Mutual Hookup Stepping Up Next Week

Columbus—WHKC, which has been carrying two and a half hours of Mutual network programs each Sunday and the Varady of Vienna shot at 12:30 p.m., becomes a full-fledged Mutual affiliate starting July 1. Start-

(Continued on Page 3)

## Addition of Stations in New Territories Is Forecast at Network Meeting in Chicago—Enlarging Service

### GRUEN STARTS SEPT. 26 WITH SHEILA BARRETT

Sheila Barrett starts airing Sept. 26 at 5:30 p.m. over the NBC-Blue network for Gruen watches. Program is to include the Joe Rines band and guest singers, with Graham McNamee as emcee. McCann-Erickson is the agency, and Louis Shurr set Miss Barrett in the spot.

### Defense Counsel Named In Wash'n Ascip Suit

Tacoma—B. Gray Warner, prosecuting attorney at Seattle, has been elected to represent all county prosecutors, who are named along with the state, in the suit of Ascip to set aside the new Washington state law regulating music copyrights. Ascip's case will be heard here June 29 before Federal Judges E. E. Cushman of Tacoma, John C. Bowen of Seattle and Bert E. Haney of San Francisco en banc.

### George, Jacques Meyer Join Cramer-Tobias 'Co.

George Meyer and Jacques Meyer have become partners in the Cramer-Tobias Company and the firm's name has been changed to Cramer-Tobias-Meyer Inc. George Meyer will be vice-president and Jacques Meyer becomes secretary. Richard D. Tobias continues as president of the agency.

Chicago—Plans for addition of more stations in new territories were revealed at the Mutual Broadcasting System's semi-annual meeting held here yesterday, with 30 station and affiliated network representatives attending.

Improved sustaining service, emphasizing news and special events, and provision of definitely guaranteeable periods for programs for national advertisers also were announced.

Fred Weber, presiding, reported that affiliate stations had agreed to move local programs to accommodate chain shows, and announced three new cooperative shows for fall readily saleable for local sponsorship.

Frank Ryan, CKLW manager, explained the station's merchandising service, which other stations plan to adopt. Lewis Allen Weiss, manager of the Don Lee Network, told of  
(Continued on Page 3)

### 4 More Canada Outlets Signed by Weed & Co.

Weed & Co., station reps, have signed four additional Canadian outlets. They are: CJKL, Kirkland Lake; CFCH, North Bay; CJGS, Stratford, and CKGB, Timmins, all in Ontario. Outlets are operated by the Northern Broadcasting Co., of Toronto and Timmins, headed by Roy Thomson.

Representation of these stations in the U. S. is effective forthwith and brings the firm's roster of Canadian transmitters to 13. Joe Weed is currently on a tour of Canadian provinces served by stations his concern represents, having left the NAB convention in Chicago yesterday.

### Labor Drama Coach

Detroit—United Auto Workers union has hired a University of Texas public speaking teacher, Mrs. Myrtle Ball, to coach a dramatic amateur group which will feed its radio program over WJBK here with labor drama. Membership is restricted to unionists and their families. Mrs. Ball will be in Detroit throughout the summer to instruct the group.

### Casino in Parker Spot

Del Casino has been signed by the Lennen & Mitchell agency to succeed Frank Parker as vocalist on the Sunday night "Rippling Rhythm" show for Woodbury on NBC-Blue network. Columbia Artists Inc. set the deal through Paul Ross and Jimmy Appel. First date for Casino is July 4. Orchestra on the program is Shep Fields. Bob Hope is the comedy star.



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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Thursday, June 24)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165	164 <sup>1</sup> / <sub>4</sub>	164 <sup>3</sup> / <sub>8</sub>	- <sup>5</sup> / <sub>8</sub>
Crosley Radio	20 <sup>1</sup> / <sub>4</sub>	20 <sup>1</sup> / <sub>8</sub>	20 <sup>1</sup> / <sub>4</sub>	...
Gen. Electric	53 <sup>5</sup> / <sub>8</sub>	52 <sup>3</sup> / <sub>8</sub>	53 <sup>1</sup> / <sub>2</sub>	+ <sup>5</sup> / <sub>8</sub>
North American	23 <sup>1</sup> / <sub>2</sub>	23 <sup>1</sup> / <sub>4</sub>	23 <sup>3</sup> / <sub>8</sub>	+ <sup>3</sup> / <sub>8</sub>
RCA Common	8 <sup>1</sup> / <sub>4</sub>	8	8 <sup>1</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>8</sub>
RCA First Pfd	64 <sup>7</sup> / <sub>8</sub>	64	64 <sup>7</sup> / <sub>8</sub>	+ <sup>7</sup> / <sub>8</sub>
RCA \$5 Pfd. B.				
Stewart Warner	17 <sup>5</sup> / <sub>8</sub>	17 <sup>1</sup> / <sub>4</sub>	17 <sup>5</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>8</sub>
Zenith Radio	33 <sup>1</sup> / <sub>2</sub>	33 <sup>1</sup> / <sub>4</sub>	33 <sup>1</sup> / <sub>2</sub>	...

### OVER THE COUNTER

	Bid	Asked
CBS A	28	29 <sup>1</sup> / <sub>2</sub>
CBS B	27 <sup>1</sup> / <sub>2</sub>	29
Stromberg Carlson	13	15

## Bert Lytell Disk Series Makes Debut on July 7

Bert Lytell in "Alias Jimmy Valentine," new disk series, starts July 7 on WHN at 7:30-7:45 p.m. The program also will be carried by other stations from coast to coast. Transcriptions were prepared by WBS for Larus & Bros. (Edgeworth tobacco and Comino cigarettes). Blackett-Sample-Hummert Inc. has the account.

## WNEW Names Rambeau

William G. Rambeau & Co. has signed WNEW for two years, effective July 1. Firm will represent the outlet nationally outside of New York.

## Aileen Stanley in BBC Tele

London—Aileen Stanley, American songstress now appearing at the Mayfair here, has been signed for a series of three television broadcasts by BBC next month.

## MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE  
1250 Kc.

10 TO 11 A. M. □ 6 TO 7:30 P. M.

## WHK Vox Pop From City's Highest Tower

Cleveland—Visitors to this city will be treated to an unusual spectacle starting July 3 when WHK inaugurates a new series of remote control broadcasts from the highest point in the city—The Terminal Tower. Thousands of people pouring into the city for the Great Lakes Exposition make daily visits to the observation platform in the Tower and many of these will be given an opportunity to give their impressions on Cleveland. It will be conducted in the Vox Pop manner, but Mendel Jones, program director, is planning a varied program of questions which will prove of general interest over a wide area. Indications are that this new show will top all others in human interest and genuine civic value due to suggestions which visitors may make.

## Fred Uttal Is Handling Willys-Overland Shows

Fred Uttal, free-lance announcer, has been placed in charge of production and announcing for the Willys' Overland series, heard over the Mutual network Sundays, 10-10:30 p.m. Uttal will fly to whatever city Kay Kyser and his band are playing in each week. Broadcast next Sunday will originate from the roof of the Ritz-Carlton hotel in Boston.

## McKesson & Robbins Starting WEA-F Serial

McKesson & Robbins will present "Joyce Jordan, Interne" over WEA-F-NBC Mondays through Fridays, beginning next week. Schedule changes in October, with the show going on Mondays through Thursdays at that time. Brown & Tarcher, Inc. is the agency.

## Elaine With John

Elaine Barrie Barrymore will co-star with John Barrymore in the second of NBC's "streamlined Shakespeare" productions, "Richard III", on Monday at 9:30-10:15 p.m. over the Blue network. Hanley Stafford, Frederick Shields and Hans Conreid will be in the supporting cast.

## WPA Cycle Change

Current series of Symphonic Dramas being presented by Radio Division of the WPA Federal Theater over WQXR will be replaced June 29 at 9-10 p.m. by a cycle of Ibsen plays. First is "The Master Builder."

## Six Daily Weather Reports

Weather outlook is broadcast six times daily by WMCA. First report is given at 7 a.m., when station starts for the day, and the last at 1 a.m.

## WOR Bolsters Regatta Unit

Jerry Danzig has added Al Ulbrichson, coach of the U. of Washington crew, winners of Tuesday's Poughkeepsie regatta, to the WOR commenting staff for the Yale-Harvard crew meet.

## Boran to Mimic Lewis

When Arthur Boran plays in Washington in a fortnight he will present for the first time on the American stage an impersonation of John L. Lewis.

## Hearst Papers Use WOR To Publicize New Setup

The New York Daily Mirror and the Journal, starting yesterday, are using WOR facilities to acquaint readers with the consolidation of the N. Y. American with those two newspapers. The Mirror has purchased a series of six spot announcements to be used over a period of six days. The Journal has bought 10 announcements, the time not yet determined.

## Damrosch Music Series Resumes Oct. 15 on NBC

Walter Damrosch will start the tenth season of the NBC Music Appreciation Hour on Oct. 15. Broadcasts will go over both the Red and Blue networks at 2-3 p.m.

## Gov't Station Wins Support

Washington Bureau, RADIO DAILY

Washington—Although no hearings have as yet been scheduled on his bill, officials high in State Department and other branches of government have accorded hearty support to the measure introduced by Congressman Emanuel Celler, authorizing \$700,000 for Navy Department to construct a powerful broadcasting station to combat propaganda in Latin America by European fascist states, it is announced. Plant would be known as Pan-American Radio Station and would cost \$100,000 yearly to operate.

## "Five Star Final" Change

WMCA's "Five Star Final" changes to a new time Monday. It will be heard through Friday at 7:15-7:30 p.m., while the Sunday period remains the same, 9-9:30 p.m. Program is directed by Philip Barrison, with Carl Fenton's orchestra in background.

## Set by CBS for Drene Disks

Johnny Augustine's orchestra and Kenneth Roberts have been set by the Columbia Artists Inc. for a series of recordings for Drene Shampoo. Freddie Rich and his orchestra have been set for a series of transcriptions for WBS and will begin recording Friday.

## Borah on NBC Tomorrow

Senator William E. Borah will speak over the NBC-Red network at 8-8:30 p.m. tomorrow from Washington on "The Steel Situation."

## COMING and GOING

E. C. MILLS, chairman of the Ascap administrative committee left yesterday for Tacoma, stopping off for a short visit in Chicago en route. Accompanying Mills are LOUIS D. FROLICH and HERMAN FINKLESTEIN of the law firm of Schwartz and Frolich, Ascap general counsel.

JOE McELLIOTT of the CBS Photographic Department left for the coast yesterday to view pictures in connection with the new series of Shakespeare broadcasts. He'll be gone about three weeks.

OCTAVUS ROY COHEN, JR., head of the Havana Advertising Agency, in Cuba, who has been in town for the past six weeks recuperating, will return next week.

LESTER GOTTLIEB, MBS publicist, hopped to Detroit at the close of the NAB convention in Chicago.

BENAY VENUTA leaves the Drake Hotel in Chicago next week to go to Hollywood where she will appear in the Ken Murray show.

ROBERT ARMBRUSTER is leaving New York immediately to take up his duties in Hollywood as musical director of the W. C. Fields Chase and Sanborn show.

MRS. CHARLOTTE SMITH accompanies her daughter, KATE, and joins TED and JEANETTE COLLINS, and their daughter, ADELAIDE, to Canada today for a two-month vacation.

JACK LAVIEN and his wife left the other day for a westward business trip.

JOHN IRACI, president of International Broadcasting Corporation and general manager of WOV, WBIL, WRAX and WPEN leaves on Saturday on the Rex for a trip to Italy and France to study European broadcasting technique and investigate the possibility of recruiting European talent. In his absence Miss Hyla Kiczales will function as acting general manager of the 4 stations.

JACK MASON, CBS engineer, left for Maine woods with the missus, BETTY CREIGHTON, CBS hostess.

DAVE RUBINOFF arrived in town yesterday on The 20th Century from Chicago and the Coast where he worked on pix, "You Can't Have Everything". Resumes eastern Sunday night Chevrolet broadcasts on CBS this Sunday night.

## Union Jam Cancels Airing

Detroit—A midnight broadcast over the NBC-Red network carrying a special show during the Shrine convention in Detroit was called off at the last minute when union objections arose. Musicians' union said that inasmuch as non-union Shrine musicians were being used, and admission being charged, local stand-ins had to be employed. The cost of hiring stand-ins made presentation impractical.

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTES

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

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

## MUTUAL NET TO EXPAND IN NEW TERRITORIES

(Continued from Page 1)

plans for west coast expansion, including the moving of main stations to Hollywood and possibly taking over the NBC quarters.

Attending session were Alfred McCosker, chairman; E. M. Antrim, secretary-treasurer; Theodore Streibert, vice-president; Frank Ryan, Detroit; Bill Hedges, Frank Smith, Cincinnati; Robert Convey, Clarence Cosby, St. Louis; John Shepard 3rd, Boston; L. Havery, Buffalo; Harold Hough, Oklahoma; Bill Quarton, Cedar Rapids; Craig Lawrence, Des Moines; William B. Dolph, Washington; Gene O'Fallon, Denver; H. K. Carpenter, Cleveland; Sam H. Bennett, Fort Worth; John Thorwall, Dallas; William Warner, Boston; Ross Porter, Oklahoma Network; Donald D. Davis, Kansas City; Barron Howard, Richmond; John M. Henry, Omaha; Reggie Martin, Lincoln; Tams Bixby Jr., Muskogee; Frank Bishop, Denver; George Harvey, Chicago.

## New Producing Combine Launched on the Coast

(Continued from Page 1)

offering complete production facilities to radio-minded biggies. New firm, with Alving at the helm and Harry David Fields, production manager, plans building custom and original vehicles for interested agencies and sponsors. The firm has just added Frederick H. Wagner to the staff to head the story department. Wagner created and wrote "The Old Judge," "Metropolis," and various other radio shows on the coast. Writer also rates story and screenplay credits for Grand National's "Killers of the Sea."

## Don Lee Originating Another Mutual Show

(Continued from Page 1)

David Broekman's ork will be used. Skit to be titled "Hollywood Laffs," will narrate the escapades of a peanut-brained movie producer. 4:30 p.m. PST.

## WHKC-Mutual Hookup Stepping Up Next Week

(Continued from Page 1)

ing that date, local station will get a constant supply of Mutual features seven days weekly.

Two other United Broadcasting Co. stations, WHK and WJAY, both of Cleveland, also join Mutual later.

## GUESTING

PHILLIP HUSTON, actor, interviewed today by Powell Clark at 3:15 p.m. on "Grand Stand and Band Stand" (WMCA).

MONTANA SLIM, on Hammerstein Music Hall, July 6 (CBS, 8 p.m.), booked through Columbia Artists Inc.

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

## NEW PROGRAMS—IDEAS

### Airport Reporter on WAAT

A new program known as "The Skyways Reporter" will take the air over WAAT on July 5 and daily thereafter. The show will originate from the passenger terminal of American Airlines Inc at Newark Airport and will be heard at 6-6:15 p.m.

Bob Becker will be the mikeman in charge, with Jack Duff on the commercials. Duff is also associated with the sponsors, W. Wilderotter Sons of Newark, N. J. The time of broadcast is at one of the traffic peaks of the terminal, with a Skysleeper plane preparing for departure and a 21-passenger Chicago non-stop arriving.

This program will provide a novel departure from the hackneyed "Man-on-street" type of feature, with its selected air-travelers to be interviewed rather than just passers-by. Also many interesting personalities connected with the airlines such as pilots, stewardesses, maintenance men, dispatchers, etc., will be brought to the mike from time to time. The deal was arranged by Robert Walsh of the William N. Scheer Agency, who is handling the account.

### Week-End Road Information

WBAL, Baltimore, has inaugurated a program for the special benefit of its listeners who plan week-end trips.

The station, in co-operating with Nathan L. Smith, chief engineer, State Roads Commission, will have J. L. Mintiens of the Commission broadcast a brief forecast of road conditions, including detours, oiling, etc. During weeks when special events are being held in Maryland or nearby states, he will give the best possible roads to use. The program will be aired from 6:35 to 6:45 p.m.

### "Newspaper of the Air"

WCOP, Boston, is announcing a new feature to advertisers. To be aired daily 8-9 a.m., new program is to be called the "WCOP Newspaper of the Air." Will be a participation type of broadcast featuring latest news flashes, tide, temperature and weather forecasts, financial news, women's features, sports and other news features. It will be everything worth listening to combined in one program. News will be broken up with popular music.

### WOR Highway Service

On July 1 and 5 WOR will co-operate with the Jersey State Police by broadcasting bulletins at intervals advising motorists as to the least congested roads. Bulletins will emanate directly from Trenton police headquarters, as in years past when WOR contributed the same service.

## ★ ★ ★ QUOTES ★ ★ ★

RAYMOND PAIGE: "The presenting of film stars on radio programs is now such a commonplace that few recall what a terrific struggle we pioneers had, a few short years ago, to inaugurate the practice. The "California Melodies" series, of which I was music director first introduced such stars as Dick Powell to radio audiences. But we had to fight the prejudices of movie producers, who feared radio might hurt the prestige of their luminaries. That old bogey is now banished—forever!"

CLARENCE MUSE: "Scientists recently have discovered that music has a definite therapeutic value, and are recommending it in the treatment of mental disorders. This is a new theory as far as science is concerned, but in practice, it has been used for many generations. A study of primitive peoples shows that the medicine man of the tribe was accustomed to prescribing soft, gentle and appealing music whenever one of the members went berserk!"

FRANCIA WHITE: "On my one and only meeting with the late Madame Schumann-Heink, the grand old singer told me the secret of success was 'work, work, work.' And nothing in my own experience has taught me to doubt that statement. Despite all the talk about lucky

breaks, I don't think there's a single radio singer, comedian or maestro who hasn't had to work incessantly to reach his goal."

JEAN ELLINGTON: "Foot-tappers like music but don't understand it, and people who get so excited when hearing a tune that they mumble and wave their arms aren't very smart. That's the way rhythm reacts on savages and morons. Real music lovers just sit back and quietly listen to a song. Then at the end of it they show their appreciation by applause."

DAVE RUBINOFF: "How about the musical relations of radio and screen? Actually, the two industries do not cross currents or clash at any real important point. One is for public entertainment in the home; the other for public entertainment in some theater, hall or place of amusement. If an artist achieves popularity on the screen, he or she undoubtedly becomes an asset to the radio

## GUEST TALENT LINEUP FOR CHEVROLET DISKS

(Continued from Page 1)

ren, Lois Ravel and Artie Lang; July 18—Alice Cornet and Stuart Churchill, Josephine Antoine and Brodsky & Trigg, Olga Albani and Sammy Herman; July 25—Baby Rose Marie and Guy Robertson, Irene Bordoni and Ross Graham, Jack and Loretta Clemens and Veronica Wiggins; Aug. 1—Annette Hanshaw and Barry McKinley, Kay Thompson and George Rasely, Al and Lee Reiser and Jane Froman; Aug. 8—Peg LaCentra and Morton Bowe, Josephine Antoine and Allan Roberts, Neila Goodelle and Nicholas Massue; Aug. 15—Dorothy Dreslin and Bob Lawrence, Phil Regan and Clementine Hieman, Bernice Claire and Reed Lawton; Aug. 22—Martha Mears and Phil Duey, Pauline Alpert and Singin' Sam, Audrey Marsh and Morton Bowe; Aug. 29—Alice Joy and Casper Reardon, Frances Faye and Ross Graham, Josephine Antoine and Barry Wood.

## KDKA Adds Newscasts As Strike Continues

Pittsburgh—Strike of the mailing room clerks which has crippled distribution of local newspapers, resulted in a tieup with station KDKA, or rather the outlet coming to the rescue and supplying six additional news broadcasts daily, apart from its regular news service. News was supplied by editorial departments of the newspapers in a cooperative move and will continue during the time of the strike. City has been without newspapers and the metropolitan area has turned to radio to great extent for its news.

Although not taken into consideration when the extra news periods were put on under the auspices of the dailies, department stores and other sponsors, deprived of newspaper space outlet for copy, took to the ether and backed the news broadcasts.

and vice versa. Radio means screen value. Both industries can live side by side, sharing the harvest of the world's finest talent, and equally enhancing the value of all their artists to their own mutual benefit."

## CLARK ANDREWS says:

"I find the Telephone-Secretary is a most efficient medium for speedy casting of shows."

## NATIONAL RADIO REGISTRY

415 Lexington Ave., at 43rd, N. Y.

Vanderbilt 3-8157

Telephone—Secretary—Doris Sharp

In the heart of Radioland—Hollywood's  
most modern transcription studios

THE AEROGRAM CORP.

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Hollywood

# Los Angeles

VERNON SMITH and Douglas Hodges are writing the continuity for "Hollywood Tour", the show being produced by Tay Garnett.

Terry Walker, featured feminine serious lead of "Mountain Music" signed for an interview on the Warren Stokes "Pick of the Pictures" on KEHE.

Robert Dillon's "Radio Bureau of Missing Persons" which originated on KMTR, now moves to California net and KEHE. Will use guests, picked from officials who have to do with finding missing persons.

Frederick Stark's "Fireside Cameo" program this week changes style and name to "Ecstasy", goes Mutual coast-to-coast, Saturdays from 5:30-6 p.m. PST.

Ben Sweetland, "Your Friendly Counselor" of KHJ has signed a year's contract with Consumers Credit, effective July 1, picking up when present contract with National Life Insurance expires. Daily 15 minutes, Mondays through Fridays. Erwin-Wasey Co. is agency.

Harry Maizlish, KFWB manager, waxing "Doorway to Happiness" program for Eastern sponsor auditioning. Program, which will go on the air later in the summer, seeks to find homes for orphan children, has backing of civic and welfare workers.

Susie McKee, 14-year-old girl of Augusta, Ga., who won the Saymore Saymore Cantor contest, is due in Hollywood 30 to be Eddie's guest, see the sights of the movie and radio capital.

Gus Edwards and his "School Days of the Air" (KFWB) has been resigned by the Los Angeles Soap Co. (White King soap) for another 26 weeks.

Beckman Fur Stores, through Glasser agency, starts a 13-week 15-minute musical transcription series on KFI, starting July 11.

Pinky Tomlin, currently heard on the summer Texaco broadcasts, was signed yesterday as a regular member of that program, and will remain on the show when Eddie Cantor resumes his broadcasts in the fall.



Dave Rubinoff once fiddled behind the counter of 5 & 10 cent stores to help the sale of sheet music.

# MAIN STREET

WITH OL' SCOOPS DAILY

● ● ● "Community Sings," which becomes "Gillette's Summer Hotel" next week with Milton Berle starring—takes over the EIGHT O'clock CBS spot (now held by the Moore-Broderick show) starting July 4... Harry Horlick's band and Jane Froman are already set for a fall show... Belle Baker's songplugging brother, Murray, has set the wedding date with Muriel Morris for Aug. 1... Val Irving, formerly of Irving, Jackson and Reeves, has clicked on his audition for the Thompson agency, and will be a Vallee guestar... Ginger Snaps has been signed by Sam Arnow at Republic Pictures... Carson Robison's "Buckaroos" returns to the air in Oct. for a medicinal account handled by the Erwin-Wasey agency... Deems Taylor's "Coronet" show fades tonite... Don Wilson will be off the air for the summer and devote his time to RKO on 12 sport shorts... Abe Lyman has cancelled all his one-nighters, etc., to go to the coast via the canal with Bob Goldstein to recuperate from his recent illness. They sail tomorrow... Herbert R. Ebenstein of Atlas Radio was rushed to N. Y. by plane yesterday from Chi because of an infected finger gotten via a Windy City manicure... Our Marvin Kirsch has a sprained hand from hand-shaking at the NAB fracas.

● ● ● "This program originates in the studios of WHIO; this is the WLW line to New York; this is WHN"... Many listeners in N. Y., Pittsburgh and Philly for the past week have been wondering to just what station they have their sets dialed, due to the fact that three different station breaks were made on one show... While the WLW stars were appearing at the RKO Colonial Theater in Dayton, Ohio, 27 different feeds were sent out in this manner—the programs originating within the studios of WHIO... Lee Chadwick of the WTAR staff in Norfolk, dreamed this station break announcement for the Granby Theater, for Father's Day to be used as a spot: "Today is Father's Day. Surprise dad by asking him to take the whole family to the Granby to see Jane Withers in her latest and funniest—'Angel's Holiday'."

● ● ● Fred Waring, after his July engagement at the Paramount and his baton-wielding duties at the Drake in Chi, returns to the air for Old Gold!... Shelia Barrett heads a half-hour variety show on NBC starting Sept. 26—for Gruen Watches... A full-hour variety show is being built on the west coast starring Leo Robin and Ralph Rainger, the tune-smiths... Johnny Green, the songplugger, now on vacation, won't return to his post—but will become professional manager for Select... Jack Miller will vacation for the summer and return with Kate Smith for General Foods... Judy Starr has been signed by the William Morris offices and goes to Chi with Henny Youngman at the Palace... Songwriter Nick Kenny told Joe Young, Teddy Powell and us that RADIO DAILY is Great!... Sonny Werblin of MCA is not married to Gloria Grafton as reported elsewhere, and asks us to deny the story... Dan Tuthill of the NBC Artists Service crashed the AFA convention at the Penn the other day by handing the girl at the door a ticket, which he thought was for the AFA, but on his way home found the ducat in his pocket. He investigated and learned he had given the ticket-taker a comedy pass from the "Dog-Walkers Association" which he had been carrying around as a gag!

● ● ● The entire baseball audience of WMT, Cedar Rapids, Ia., is talking about Bert Puckett's latest innovation in airing telegraphic play-by-play descriptions. They can't figure out whether it's coming from the ball park or really is telegraphed... Bert has worked out a method of taking the games which has the dialers stumped... Besides using a sound effects record, he has bought himself a small bat which hangs from a bracket and a sponge rubber pad... When the batter misses the ball, Bert smacks the pad giving the effect of the ball hitting the catcher's mitt. When a player connects with one, Bert hits the suspended bat with a mallet.

# Chicago

WILLIAM HAZLETT UPSON's story "Writing for The Radio Is Easy" in current Satevepost is the story of Mr. Upson's experiences in authoring Mortimer Gootch, the Wrigley show which folded here some months ago. Under other names you meet Leslie Atlass and Bobby Brown, CBS officials here, and Arthur Meyerhoff of the Neiser-Meyerhoff agency here, in the Upson comic tale.

Sarie and Sallie, WSM, Nashville sister team, here for appearance on WLS National Barn Dance.

Florence George, Chicago NBC soprano, likes Hollywood so well that she has rented a house and expects to stay for the summer.

Milton Berle, here for the big fight, made a guest appearance on Eddie and Fannie Cavanaugh's Gossip program before slipping back to New York.

Lynn Brandt drew a tough assignment after the fight broadcast—setting up an NBC mike at Braddock's bedside. Braddock declined to talk.

Alice Hill, WGN actress, shopping for a boat.

Vivian Fridell, free lance actress, was severely burned in a bathroom fire in her mother's home in Milwaukee the other day. Shower curtain of cellophane caught fire from an electrical appliance. She is hobbling around on a cane.

Ed Allen, free lance announcer, is describing girls' baseball games over WCBD.

Joan Drake, free lance actress, back from Hollywood and a short or two. Plans to return to local studios.

Gale Page, NBC singing-actress, has dropped 21 pounds and is now exhibiting one of the sveltest figures hereabouts.

## SEATTLE

Constance Stevenson, formerly of Seattle's KOL staff, plans to enter the radio field in California.

"Love's Gardens" by Charlie Love and Cecil Solly, has been placed on the air Sunday morning through KJR, demonstrating gardening in West Seattle for the Puget Mill Co., sponsors.

Stan Harris, former announcer on KOMO-KJR staff, recently joined KRSC.

Margaret Emahiser has joined the publicity staff of KOL.

## MILWAUKEE

"Moonlight and Shadows" is a new half-hour program presented at 9:30 p.m., Mondays through Fridays, over WTMJ, featuring Allen Timm, Carla Pestalozzi, Myrtle Spangenberg, Ed Pfister and other staff vocalists with a 10-piece musical combination of strings and wood-winds.

"Even As You and I," Mondays through Fridays, 11:30-11:45 a.m., over WISN, is being sponsored each Tuesday and Thursday by Milwaukee Western Fuel Co. Neil Searles is the announcer.



## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

**G**RETTA PALMER, whose sojourn at Doctors Hospital is drawing to a close, will return to the ether today in person, not a recording... May Singhi Breen and Peter De Rose patting themselves on their collective backs on account of they've discovered an amateur heavyweight dental mechanic, weight 212 pounds, who's never been in the ring, to carry their colors in the next Golden Gloves contest... They're completely sold on the toothmaking pug... Did you know that Jack and Loretta Clemens are members of the Mark Twain (actual name of Samuel Clemens) family? An insistent and neurotic femme out Kansas City way is bombarding Joey Nash with an unending succession of mash notes... Joey doesn't know how to put an end to the deluge of sentiment... N.B. Patricia Dunlap of "Bachelors' Children" is just "different"... The Dunlap lass actually toots the sax to calm her nerves... but what about other people's?... The Kay Thompson gals have formed a club, complete with dues, fines, etc.

Frankie Basch of WMCA will interview femme inventor Beulah Henry on Sunday... Miss Henry's a direct descendant of the "Liberty or Death" Henrys and has 52 patented gadgets to her credit, ranging from ideas to make your hair curl to a new lock stitch for recalcitrant sewing machines... The "Modern Cinderella" lads and lasses of the ensemble have gone British with mass tea drinking after the morning rehearsals... WQXR has added two femme musicians to the musical roster. Gertrude Bary, concert pianist, and Rae Muscanto, coloratura soprano who won last year's debut award of the New York Madrigal Society.

More converts to the vacation idea... Helen Gugenheim of NBC News and Special Events Dept., West Indies-bound, and Bessie Feagin of Magazine Service Division, who takes that accent back to the homeland, first to attend a sorority convention in Virginia, then to Birmingham to see the folks... Russell Patterson's choice for his "typical American girl" series is 18-year-old Grace MacDonald of the team of Ray and Grace MacDonald... Ernest Cutting's first choice in his search of young talent for NBC was the Lucille and Lanny combination.



### "Your Hit Parade"

Harry Salter's orchestra which took over "Your Hit Parade" last week on the NBC-Red Network on Wednesdays at 10-10:45 p.m., has added new sparkle to the program. The conductor held sway over this spot some time ago, but his return brought a new tinge to music heard too often on the air. "The Merry-Go-Round Broke Down," another "Music Goes Round" zany, was treated differently from previous renditions, as was Nick Kenny's overworked "Carelessly."

In the medley features, Salter bowed with old-timers, "Hot Time In The Old Town Tonight," "Old Grey Bonnet" and "Jolly Good Feller," with tingling interludes that really made one want to dance.

Barry McKinley bowed in as male vocalist on this show and did a swell job. Gueststar on this show was Genevieve Tobin, actress, who was piped in from the coast. Why this swiny and entertaining program must resort to hiring gueststars who just talk a poor commercial and do nothing else to entertain is beyond us. Miss Tobin spoke allegedly about her career, winding up that Luckies were the ciggie that made her. Nonsense.

Not to be overlooked is Salter's arrangement of "Of Thee I Sing" mixed with a few bars of "Wintergreen for President" in a novel interpretation.

### "Vanishing New Yorkers"

Final program in this WMCA series conducted by Frankie Basch on Wednesday nights brought to the mike 72-year-old Edward Boards, who was the first tenor in a barber shop quartet back in the nineties. Boards also was a dramatic actor for 15 years and he still has a good

voice and clear diction. As trimmings for the broadcast, the Kings of Song quartet sang a group of old-time numbers with organ accompaniment.

### "Happiness Circle"

Speaking of entertaining commentators, Glenna Strickland who does the "Happiness Circle" over WMCA for Harry Jay Treu (furs) is in something of a class by herself when it comes to delightful discourse and imaginative resourcefulness. Yesterday morning at 9:15-9:30, for instance, she talked for nearly the full 15 minutes on the subject of buttons. In that little item, as it pertains to women, Miss Strickland discovered no end of interesting chatter. And, naturally, her remarks were designed along practical lines as well.

### Eve Casanova

In a 10-minute program devoted to "secrets of charm," Eve Casanova, widow of Lou Tellegen and known as a beauty authority, made her bow over WMCA at 9:35-9:45 a.m. yesterday. Miss Casanova discoursed interestingly, aided by a gift of good speech as well as a refined sophistication. Program is strictly for the femmes, of course, and they will find it helpful in enhancing their attractiveness.

### "Town Hall Tonight"

The appearance of Jack Norworth and Collins Driggs were among the choice bits of Wednesday's "Town Hall Tonight" piloted by Fred Allen over the NBC-Red network. Norworth, veteran of musical and variety stages, grand old trouper and songwriter, should be heard more often on the air. Driggs is a swing organist of no mean ability.

## ORCHESTRAS - MUSIC

**A** NEW musical aggregation, under the baton of D'Artega, Spanish American theatrical conductor and arranger, will be introduced on the summer program commencing July 4, over the NBC-Red network, while Jack Benny and Mary Livingstone are vacationing. D'Artega has arranged for such maestri as Paul Whiteman, Al Goodman, Rubinoff and others.

WELI has a program of summery luncheon dance music played by Lou Anthonis and his Pinehurst Orchestra, Tuesdays and Saturdays.

When the Woody Herman dance band of 14 pieces inaugurates its series of pick-up programs from the Willows tonight, via KDKA, listeners will hear the theme song, "Blue Prelude," which is the result of the

musical efforts of Joe Bishop, fluegelhorn player in the orchestra. Herman's music will be fed via KDKA to the NBC-Blue network from 11-11:30 p.m. Saturdays and at half past midnight Wednesdays. It will be heard from KDKA at midnight the other four week-day evenings, with the network program Wednesday and at 11:15 p.m. Saturdays. Sharri Kaye, contralto, is featured vocalist.

Ted Malone and his "Between the Bookends" will be back on CBS network July 5. Fred Feibel at the organ.

Guitar Virtuoso Richard McDonough will be heard as guest star with Dr. John Brunner Meakin and the Bughouse Rhythm Ensemble during their broadcast today at 7:45-8 p.m.

## PROMOTION

### School to Use Radio Home Data

Homemaking bulletins sent out weekly by Mrs. Ida Bailey Allen to the WHN audience will be used exclusively as regular classroom work in the cooking classes at the Albert Leonard Junior High School in New Rochelle by Mrs. Mary Nicholas this summer. Mrs. Nicholas is the home economics teacher of adult students at the school.

### KFYR Brochure

Titled "KFYR Service Review," KFYR of Bismarck, N. D., has just issued an attractive brochure on the station's coverage, cost of time, etc. A colored field strength map made by E. C. Page of Chicago is included in the booklet. An accompanying pocket-size folder gives basic rates, contract and other requirements, along with an area map.

over the NBC-Red network. McDonough will be featured in a concerto for guitar and orchestra, an American folk melody called "Sweet Sue." Dr. Meakin will baton the Bughouse Rhythm Ensemble in his latest musical effort, in bounce tempo, titled "Rubber Heels."

Thirteen broadcasts from the Robin Hood Dell Concerts in Fairmount Park, Philly, will be heard over the NBC networks. Orchestra will consist of 100 musicians, recruited from the Philadelphia Orchestra, with outstanding conductors and soloists. Series will be opened by two special programs on Saturday and Sunday nights over the NBC-Blue. They will be followed by a series of seven Saturday programs, July 3 through Aug. 14, and four Thursday programs, July 8 through July 29.

Ralph Richards, NBC pianist heard on Meredith Willson's and Ernest Gill's orchestra is saying good-bye to radio for about a year and a half, starting July 3; reason being he's won a scholarship with Rudolph Ganz, celebrated Chicago pianist. He starts his studies in September.

## ONE MINUTE INTERVIEW

### DAVID SARNOFF

"The youngest child in the family of RCA services is, of course television. This infant is not yet out of the nursery, but is now learning to walk and to talk. The progress we are making daily in the development of transmitting sight through space gives promise that by the time the World's Fair opens in 1939 television will be greatly advanced over its present-day position. Whatever its status may be at that time, we propose to demonstrate to the public at the World's Fair the workings and the possibilities of television."

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Multi-Microphone Method Used by BBC in Musicals

London — During the last three years the broadcasting by the BBC of big-scale musical shows has been the subject of a number of experiments in studio technique. Some of the complicated productions such as operettas and light and comic operas (mixtures of music, dialogue, noise effects, etc.), which, at one time, were broadcast from a number of isolated studios linked to a remote dramatic-control panel, are now handled in one large studio: in these operetta-type productions the 'multi-studio' method has been replaced by what is known as the 'multi-microphone technique.'

The studio used is actually a converted theater—St. George's Hall, the headquarters of the BBC's Variety Department, where music-hall and variety programmes are also performed before an audience. By means of collapsible rostrums, the stage space in St. George's Hall can be extended over the area occupied by the orchestral well, which means that the studio can be used for every type of show—from a light operatic performance, with a large chorus and augmented orchestra, to a small-scale revue with a dance-band combination, or an intimate cabaret act.

The 'multi-microphone' equipment consists of seven ribbon microphones and a six-table gramophone unit, which are controlled by the microphone technician, or balancer, by means of an eight-channel 'mixing' unit, housed in a glass-fronted listening cubicle perched high above floor level on the side of the stage. From this vantage point the balancer and the producer can see and hear cast, chorus, and orchestra throughout the course of the programme. In direct communication with the listening cubicle is a remote listening room, which is equipped with a microphone connected to a loud-speaker in the theater, thus enabling the producer, if he so desires, to direct rehearsals while listening to them under the conditions of the ordinary listener.

Additional reverberation can be obtained by means of a remote 'atmosphere' microphone, so placed that it cannot pick up direct sound. When a definite 'echo' effect is required, the 'atmosphere' microphone

## BBC Television Opera a Success

London—A specially adapted television broadcast of John Gay's opera, "Polly", presented recently by the BBC, is considered to have been an unexpected success. Changes of scene were effected by fading in and out, thus eliminating the break of continuity which often detracts from the stage performance.

Decision of BBC to extend its "balanced cable" links will bring almost every important London sight-seeing spot, as well as a majority of amusement centers, into the range of television transmission. Ready by fall, this copper girdle network will enable BBC to televise every big London event from Trooping the Color to the Lord Mayor's Show and important theater and film premiers.

## Four Engineers Added In NBC Chicago Studios

Chicago—L. E. Dutton, Thomas E. Gootee, A. D. Aldred and Homer Courchene have been added to NBC engineering staff. Dutton of WIOD, Miami, is new studio engineer; Gootee, from RCA, added to field staff; Aldred of WGES Chicago to WMAQ transmitter crew, and Courchene who came from KOY to WENR transmitter crew.

is placed in an adjacent cement-walled passage. When partial segregation of any scene or effect is necessary, rock-wool tents or mobile screens are used.

It has been found that apparent changes in acoustics, in perspective, and in quality can be obtained by microphone placing and mixing. In order to simplify the 'positioning' of artists, a non-absorbent canvas carpet, marked out in numbered spaces, is used, and on this carpet there are red lines indicating the axis of the microphone, and also the approximate limits within which artists must work. At rehearsals, therefore, artists may be given fixed positions.

Essentially, the system consists of using different microphones in such a way that the listener is helped to visualize the action as it would appear upon the stage. Changes of scene are denoted by altering the acoustical 'color'; dramatic effect can be heightened by changing over from one arrangement of microphones to another. The standard lay-out makes use of five microphones: one for the orchestra, three at varying heights and distances for the artists, and the 'atmosphere' microphone previously referred to. The three microphones for the artists are not used simultaneously, but any one of them can be selected to give the required effect. The 'atmosphere' microphone helps, when required, to give a strikingly realistic impression that the performance is taking place in a hall having acoustics quite different from those of St. George's Hall.

## WSOC Portable Unit Gets Thorough Workout

Charlotte — All the facilities of WSOC's mobile unit were pressed into service for the station's "Did You Ever Wonder" broadcast from the Myers Park Country Club.

Three announcers and two engineers handled the feature, which commenced with a description of the club's pool and tennis courts by Dewey Drum who also interviewed the manager. This was accomplished through the facilities of the short-wave relay broadcast transmitter known as WAAK, which rebroadcasts to WSOC on 40 watts power and 2,058 kilocycles. A switch was made to Charlie Hicks, manning the little beermug transmitter. Charlie picked a golfer coming on to the second tee and described his shot which was picked-up on the 3rd tee by Paul Norris with the regular 5-watt pack transmitter. As the player progressed along the course, Paul concluded his description and returned the broadcast to WAAK. WSOC's miniature pack, or beermug transmitter, is very portable, and has worked out very successfully. It has a power of approximately one quarter of one watt, operating on 31,100 kilocycles. It will both receive and transmit, and is known as W4XER. The "mug" was designed and built by WSOC engineers.

## New WSPD Control Operator

Toledo—George Caskey, 25, Muncie, Ind., has become a studio control operator at WSPD. He is new in broadcasting, although he has been an operator on the C. & B. boats on the Great Lakes.

## Program Amplifier for WAAB

Boston — WAAB, Mutual outlet here, has acquired one of the new Western Electric program amplifiers, first installed by WOR, Mutual station in the Greater New York area.

## Sound Effects Machine Converted to Recording

Pittsburgh—KDKA has received attachments for the turntables on the sound effects machine which will convert that equipment into record-making machines. These RCA attachments will be used in connection with regular sound equipment and will enable KDKA to pick up and make a record of any program on the air. The program may originate in the KDKA studios or at some outside point. Pre-grooved records are not needed as the new device cuts its own groove.

In the studios or control rooms, programs do not sound like they do out in the homes. The new equipment will make it possible for KDKA to not only make permanent copies of programs, but, by playing these records, the broadcast will be recreated just as it sounds in the homes of listeners. This facility will be of much value to sales, program and production departments. It will also enable the program department to study and improve new programs until they are perfect.

## Build Special Facilities For WPTF Island Airings

Lack of wire-line facilities from Manteo, the business enter of Roanoke Island and Dare County, N. C., to Fort Raleigh, the scene of the 350th Anniversary of the Birth of the First White Child in America, necessitated the immediate construction of proper circuits for broadcasting purposes in connection with the 350th anniversary of the birth of the first white child in America, being celebrated starting July 4. Such construction gives WPTF virtually exclusive coverage of the event. All stations in North Carolina, several in Virginia, as well as NBC have been ordered their choice of all feature Celebration programs directly from WPTF's control board.

## Convention Special

"Pick-Ups", the Western Electric Co. house organ edited by Will Whitmore, had an NAB convention special this week. The 44-page issue devoted a good deal of its space to pictures and write-ups of NAB officials and members. And of course there was no slighting of Western Electric's new Program Amplifier, microphones, P.A. systems, etc.

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**Radio and Television**

Compiled by

**John B. Brady, Attorney**

Washington, D. C.

- 2,084,364—Television System. Vladimir K. Zworykin, Haddonfield, N. J., assignor, by mesne assignments, to RCA.
- 2,084,379—Automatic Fidelity Control Circuit. Rene A. Braden, Collingswood, N. J., assignor to RCA.
- 2,084,443—Time Controlled Program Selector for Radio Sets. Lillian Y. Huffaker, Los Angeles.
- 2,084,475—High Frequency Amplifier. Renee A. Braden, Collingswood, N. J., assignor to RCA.
- 2,084,476—Electron Discharge Device and Circuit. Charles H. Brown, Brooklyn, assignor to RCA.
- 2,084,478—Electron Discharge Device. Richard U. Clark, Waltham, Mass.
- 2,084,586—Radio Tuning Arrangement. Alfred A. Linsell, London, England. Assignor to RCA.
- 2,084,647—Automatic Frequency Control. William A. McDonald, Little Neck, N. Y., assignor to Hazeltine Corp.
- 2,084,725—Gas-Filled Discharge Tube. Walter Dallenbach, Berlin-Charlottenburg, Germany, assignor to N. V. Machinerieen-en-Apparaten Fabrieken "Meaf."
- 2,084,734—Electron Discharge Device. Walter L. Krahl, Swampscott, Mass., assignor to Hygrade Sylvania Corp.
- 2,084,740—Filter Circuit. Lewis J. McKesson, Port Jefferson, N. Y., assignor to RCA.
- 2,084,760—System for Radio Spectrography. Harold H. Beverage, Riverhead, N. Y., assignor to RCA.
- 2,084,762—Transmitter Power Control. Werner Buschbeck, Hans Prost and Friedrich Boettcher, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,084,771—Automobile Radio Antenna. Paul L. Mann, Chicago, Ill., assignor to Consolidated Wire and Associated Corporations.
- 2,084,836—Alternating Current Meter. Werner Buschbeck, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,084,851—Means and Method for Turning Rotatable Objects to Predetermined Positions. Le Roy J. Leishman, Los Angeles.
- 2,084,858—Metal Radio Tube. George F. Metcalf, Schenectady, N. Y., assignor to General Electric Co.
- 2,084,865—Light Sensitive Electron Discharge Device. Franz M. Penning and Marten C. Teves, Eindhoven, Netherlands, assignors to N. V. Phillips Gloeilampenfabrieken.
- 2,084,867—Magnetically Biased Electron Discharge Device. Dietrich Prinz and Herriger, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,084,913—Seal for Electron Discharge Devices. Alfons Kauffeldt, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

**Tomlinson Felicitated by Hull**

Edward Tomlinson, noted NBC commentator on Latin-American affairs, has received felicitations from Secretary of State Cordell Hull on the start of his fifth season of descriptive-interpretative programs on South and Central America.

**"Aunt Jenny" Time Change**

Beginning July 8 "Aunt Jenny's Real Life Stories" takes over the spot formerly occupied by the Dr. Dafeo program, 11:45-12 noon, Monday through Friday, on CBS, instead of its original 1:45-2 p.m. spot.

**FCC ACTIVITIES**

**EXAMINER'S RECOMMENDATIONS**  
 Waterloo Times-Tribune Publishing Co., Waterloo, Ia. CP for new station. 1370 kc., 100 watts, daytime, be denied.  
 WPEN, Philadelphia. Mod. of license and transfer of control of corp. 920 kc., 1 Kw., share time with WRAX, be granted.  
 WRAX, Philadelphia. Consent to transfer control of corp. and mod. of license. 920 kc., 1 KW., share time with WPEN, be granted.

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
 No. 46 of a Series

**KRBC—Abilene, Texas**

1420 Kc.—250 Watts day, 100 Watts night

**HOWARD BARRETT, Commercial Manager**

**K**RBC, one of the younger stations in the country, having been established on Oct. 1, 1936, is owned and operated by the Reporter Broadcasting Co. Located in western Texas, KRBC services one of the wealthiest and most populated areas of the entire state. Because of its high standard of broadcasts, KRBC has already succeeded in proving to advertisers that the station is worthy of their business. Now, as KRBC approaches its 9th completed month of broadcasting, it is considered as an established station, and is recognized as a worthy competitor by its neighboring outlets.

The total coverage of KRBC includes 54 counties in which there are 105,870 radio homes and a population numbered at 755,419. In the primary coverage, which includes 23 counties, there are 53,900 radio homes and a population of 387,558. Secondary coverage, embracing 31 counties, includes 51,970 radio homes and a population numbered at 367,861. Total coverage includes territories within a 75-mile radius of Abilene. These areas comprise the most compact and populous radio market in West Texas. The total annual spendable income in the KRBC primary area is \$156,040,000. Principal sources of income in this area are manufacturing, ranching, farming and oil production. Cotton is the major farm crop.

Studios and transmitter are of the latest type. The studios and business offices are located in the Hilton Hotel, and the transmitter is at Ambler and Cottonwood Streets, Abilene. A 180-foot tower is situated right next to the transmitter building. Three colleges offer KRBC full co-operation in the building of quality shows. They are Hardin-Simmons, Abilene Christian and McMurray colleges. Artists heard regularly over the station include Ray Maddox and his orchestra, "The Country Maid," "A City Within Itself" orchestra and the famous Cowboy Band of the Hardin-Simmons University.

KRBC's exclusive representatives are Wilson-Dalton-Robertson of New York, Chicago and Kansas City.

**Station Improvements**

Weslaco, Tex.—KRGV has applied to the FCC for license to cover construction permit for changes in equipment and increase in power.

Urbana, Ill.—WILL is awaiting CP to make changes in transmitting equipment and boost power to 5 kw.

Laurel, Miss.—Changes in equipment and increase in power to 250 watts day are included in CP requested from the FCC by WAML here.

Detroit—CP to change frequency from 1500 kc. to 1510 kc., increase

power to 1 kw. day and night, install new equipment and move transmitter has been asked by WJBK from the FCC.

Mississippi City, Miss.—WGCM has applied for license to cover CP for a new transmitter.

Brady, Tex.—KNEL has requested CP to make changes in equipment and increase power.

Sacramento, Cal.—CP for installation of a new transmitter and increase in power to 10 kw. has been asked by KFBK.

**Courboin Designing WFIL Organ**

Dr. Charles Courboin, WOR organist who has been selected to play at the Roosevelt-du Pont wedding June 30, has been engaged to design an organ for WFIL, Mutual's Philadelphia affiliate. Dr. Courboin not only plays and composes, but has designed more than 150 organs in the United States, including the six-manual, 30,000-pipe instrument in Wanamaker Grand Court, Philadelphia, which is said to be the world's largest organ.

**New Presto Catalog**

Presto Recording Corp. has issued a new catalog and price list on instantaneous sound recording equipment, including recorders, turntables, amplifiers, radio tuners, discs, and other equipment units and parts. Along with the catalog material, Presto is mailing a broadside of newspaper reprints showing how instantaneous recordings have figured in recent headline stories.

**Van Nostrand Signed by Crosley**

Atlanta—Crosley Radio Corp. of Cincinnati has executed annual agreements with the Van Nostrand Radio Engineering Service covering regular frequency measurement service for WLW and WSAI, the Crosley stations in that city.

Walter Van Nostrand recently published "Radio and How It Works," a booklet in layman language for radio listeners who want to know all about their radio sets and how to get better results from them.

**Salt Shaker Mikes for WICC**

Bridgeport, Conn.—The latest type of "salt shaker" microphones are now part of the studio equipment at WICC.

**Lightning Strikes WHB**

Kansas City—WHB was knocked off the air for an hour and 50 minutes during a recent electrical storm when lightning struck their North Kansas City transmitter and blew a tube.

**Coming Events**

June 26-July 3: National Education Ass'n Convention, Detroit.

July 8-10: L'Union d'Art Radiophonique first international congress, at the Sorbonne, Paris, France.

July 12-17: International Congress of Short Waves, Vienna.

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

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

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

**Atmospheric Study In Bermuda**

George A. Gerber, chief development engineer of export receivers for Zenith Radio Corp., Chicago, has sailed for Bermuda to make a first-hand study of the unusual atmospheric conditions on the island which make good radio reception difficult at times. Gerber, in addition to making extended tests of one of Zenith's recently constructed export receivers, will endeavor to perfect new methods for combating unfavorable conditions for the purpose of constructing a radio receiver superior to any now in use in Bermuda.

Zenith is especially interested in this development at it ships radios to 97 countries where all manner of reception conditions are encountered.

**Senate Passes Tax Bill**

Washington Bureau, RADIO DAILY

Washington—Senate yesterday passed original administration-sponsored Doughton bill extending nuisance taxes on theater admissions, radios, etc., for another two years beginning July 1.

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			

**Greetings from Radio Daily**

to  
 June 25  
 Cliff Soubier                      Leo Cohen  
 Martin Gosch                      Bettina Stienke  
 June 26  
 Octavus Roy Cohen              Bob Nolan  
 William Wirges  
 June 27  
 Milton Mabie

## SAN FRANCISCO

KSFO scooped its contemporaries with hourly broadcasts throughout the night direct from Oakland airport in connection with the arrival of the Moscow-to-San Francisco Soviet fliers. Bob Dunn and Alan Shepard were at the mikes for KSFO-CBS. The fliers and other notables were put on the air.

One of the sweetest buildups in radio history was NBC's carefully nurtured creation of a desire by the public to buy the song "The Dream in My Heart" heard on "One Man's Family." Music houses here are selling plenty and sold out completely Sunday night, June 13, when announcer told audience it could buy "Dream" on the stands "that very night." Author of piece, kept quiet these many months, was revealed as Edna Fischer, NBC pianist, who is also basking from promotion fruit.

Jeane Cowan, who was about to be written out of the "Hawthorne House" script because she moved to L.A., will definitely remain in the drama and plane back and forth.

Dick Newton, the "Singing Salesman", who's been playing and warbling Sundays for Hastings clothiers on KPO, fades July 4. The Thursday spot ends July 8. Sidney Garfinkel agency says it's for the summer.

John Nesbitt's "Passing Parade" show loses its Tuesday bracket, which is a coast-to-coaster, after the broadcast of July 27. Howard E. Williams agency says "summer change" but intimates "there'll be a complete story in about a week."

## BOSTON

J. Raymond Minter has been appointed executive vice president of Ingalls-Advertising, according to an announcement by Arthur W. Ingalls, president. A graduate of Williams College, Minter entered advertising ten years ago.

Arthur F. Edes, program director of WEEI, back after a vacation trip which took him to Mexico and a stop-off at Havana.

Paul Curley, announcer at WMEX and son of former Gov. Curley of Mass., is laid up with a throat infection. His father insisted he go to the curley summer home at Osterville for a few weeks and recuperate.

From now until the conclusion of the 52nd season of Boston Pops Concerts, WCOP will broadcast a preview of the program announced for each night.

A "booth-by-booth" interview at Boston's Radio Trade Show was broadcast by Jim Donovan of WCOP.

Nightly a half-hour of Jimmy McHale's music from the Westminster Roof is fed to the Intercity Network by WMEX.

## ST. LOUIS

Larry Neville, continuity, and Grace Dockstader of the general office at KMOX will be married at some future date. And Harry W. Flannery, commentator, has revealed he plans to marry late in July.

Jane Porter, Magic Kitchen directress, will not take a vacation this year. "I just can't tear myself away from my kitchen," she explains.



# Coast-to-Coast



WPG, Atlantic City, items: Stanley Meehan, former radio operator, who made his debut as singer over this station, has been booked for the summer at one of the popular night clubs here; also contracted to join Rudy Vallee's ork in the fall... "Sports Oddities", embracing rare happenings in world of sport, is being conducted by Jack Nuneville each Tuesday at 2:45 p.m.... Four-year-old Nancy Dawn Simpson, appearing each Saturday with the Steel Pier Junior Entertainers, is one of radio's newest finds... Over 800 New Jersey milk producers are represented in the Tea Time Topics program sponsored by South Jersey Cooperative Milk Producers Ass'n.

Gene Buck, song writer and president of the American Society of Composers, Authors & Publishers, and Al Woods, producer will appear as guests on Chamberlain Brown's all-star revue over Station WMCA on Monday at 1:30-2:00 p.m., instead of 1:45-2:15 p.m., the previous time.

Sylvia Feldman and Jack Riley are saying au revoir to WELI, New Haven, for the summer.

Dorothy Lamour of the Chase & Sanborn Hour will be on the Broadway screen for another week, her Paramount film, "Last Train from Madrid", being held over at the Criterion.

Frank Craven's "Story of the Race Track," in which the leading role will be played by Al Jolson, will

be the dramatic feature of Jolson's concluding "Cafe Trocadero" program of the season over the CBS network on Tuesday, 8:30-9 p.m. Following this broadcast the "Mammy" singer and his cast of radio stars will vacation for nine weeks, to return to the network on Sept. 7.

Horace Heidt and his Brigadiers have put it to a vote to determine which members to use on their half hour broadcast of songs which have "grown mellow with age." The ditties will be presented over a WABC-Columbia network on Monday 8-8:30 p.m. Selections will include "Sweet Sue," "Oh Promise Me," "Oh Marie," "Put on Your Old Gray Bonnet," "Old Black Joe" and others of a similar vintage.

Albert W. Marlin, manager of WMAS, Springfield, Mass., is holding a series of discussions with city officials, seeking a location for a new aerial for the station.

Allan W. Mills, commercial representative of WSPR, Springfield, Mass., and Mary St. John of Indian Orchard, Mass., were married a few days ago.

Embryonic announcers will take charge of the "Junior Varieties" program over WBAL, Baltimore, today in connection with the station's plan to find the best juvenile announcers. Five 11 and 12-year-old youngsters will try out their spiling abilities.

## Programs That Have Made Station History

No. 14—WOR's "Witch's Tale."

"WITCH'S TALE" had its sixth anniversary over WOR on May 27, making it perhaps the oldest serious dramatic series on the air.

When Alonzo Deen Cole, experienced actor and writer, proposed his series, there was some question whether a radio audience would tolerate anything akin to gruesomeness. Cole presented his first program, with Old Nancy, a witch, telling one of her supernatural stories to her big black cat Satan as audience, evolving then into a dramatization of the actual scenes. The public's appreciative response to the thrills and chills was immediate, and since May 28, 1931, the "Witch's Tale" has been one of radio's top-flight features.

Scripts already presented over WOR have been translated in Spanish, Portuguese and Italian for foreign broadcasting presentations. Electrical transcriptions of the "live" programs have been features on major

stations all over the country, in Birmingham, Atlanta, New Orleans, Jacksonville, Memphis, Duluth, Providence, Washington, San Francisco, Los Angeles and Portland.

Cole, who once was an actor associated with David Belasco, has written every one of the 281 scripts himself. An authority on the supernatural, his collection of books on superstitions, omens and witchcraft is considered the best in New York. He is the author of "Luck and Your Fortune," and until recently published a magazine called "The Witch's Tale."

The only member of the original cast who has been with Cole from the start is Marie O'Flynn, his co-star and wife, herself a former actress. Other members of the present cast, all of whom are experienced actors and have been with Cole for several years, are Mark Smith, Tom Hoyer, Alan Devitt, Ethel Intropidi and Miriam Wolff, she of the cackling

## KANSAS CITY

Webb Witmer, WDAF announcer, leaves the end of the week for a vacation in St. Louis.

C. E. McBride left his Roi Tan Sports Chats in the care of WDAF's sports announcer, Fred Weingarth, while he spent six days in Chicago covering the Louis-Braddock fight.

Linwood Ice Cream Co., here which formerly used daily 50-word spots on WDAF, has contracted for three quarter-hour of transcribed music weekly for 13 weeks.

With the coming of summer, Gertrude Martin, who airs KXBY's daily Social Calendar, devotes most of her quarter-hour program to news of activities at nearby children's camps.

Jack Wolever, KCMO announcer, has returned to rep shows to play under canvas during the summer.

KMBC, with special events man Paul Henning at the mike, has been airing an unusual number of remote broadcasts during the last few weeks.

With the Saturday fading of the 13-week Homespun David series heard daily from KCKN under sponsorship of the Davidson Furniture Co., Ward Keith and Kay Gipson are planning a Hollywood jaunt. Kay Gipson, vocalist and dramatic artist in the Homespun David series, presented 172 different songs during the 13-week run of the daily show. She leaves Kansas City soon for Hollywood.

Karl Willis, KCKN program director is spending a week in his home town, Monett, Mo.

KCKN is featuring a Sunday evening quarter-hour program of interest to local scribes in which C. Clyde Myers, a local lawyer and writer, reads the stories and poems of Kansas City, Kas., writers.

## Leon Goldstein to WMCA

Leon Goldstein, publicity director of WBNX, was announced yesterday as the successor to Larry Nixon, publicity and advertising director of WMCA. Goldstein will assume new duties on July 1. Frank Johnson will take over Goldstein's duties at WBNX.

wail who plays the part of Old Nancy, the witch.

The stories have had Italian, Irish, Indian, Scandinavian, African, and other backgrounds, and all of them, of course, have been based on the supernatural. Cole is an accomplished linguist, among other things, and almost every dialect except Japanese and Senegalese has been used in the series.

Cole's favorite story, which was repeated several times after numerous requests, was "The Madman," the tale of a great inventor, who, driven insane by the death of his wife, lured young couples to his house and tortured them with supernatural devices. Next in popularity, according to Cole, was "The Gypsy's Hand." This told of a doctor who was pursued by a human hand—the hand of a Gypsy violinist which he was forced to amputate.



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1. NO. 98

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

FIVE CENTS

## Classical Music Up 100%

### NEW PHILCO CBS SERIES INCLUDES REPEAT AIRING

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

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

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

### Victor Bay Will Direct Music for Shakespeare

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

(Continued on Page 3)

### Fred Allen May Head New Fall Linit Show

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

### CIO Starts Organizing Music Warehouse Boys

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

### Has 12 Arrangers

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

### More Network War

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

### SCHAEFFER PEN COMPANY PLANNING FALL CAMPAIGN

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

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

### Barry Wood to Make 52 Disks for Drene

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

## ★ THE WEEK IN RADIO ★

... No NAB Fireworks

By M. H. SHAPIRO

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

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

### MERLE S. JONES GETS RADIO SALES CHI POST

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

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

### Will Use KFWB Theater For "Show Boat" Airing

West Coast Bureau, RADIO DAILY

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

(Continued on Page 3)

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

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

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

(Continued on Page 8)

### RADIO IN EDUCATION DUE TO HIT NEW HIGH

By GEORGE W. MEHRTENS  
RADIO DAILY Staff Correspondent  
Washington—Further developments in the use of radio for educational purposes were revealed Saturday when Dr. John W. Studebaker, U. S.

(Continued on Page 8)

### Groesbeck is Elected V.P. of Ruthrauff-Ryan

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

### Surveyed to Death

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

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

(Continued on Page 2)



## ★ THE WEEK IN RADIO ★

... No NAB Fireworks

(Continued from Page 1)

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DON CARLE GILLETTE : : : Editor  
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## FINANCIAL

(Saturday, June 26)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 <sup>7</sup> / <sub>8</sub>	161 <sup>1</sup> / <sub>2</sub>	161 <sup>1</sup> / <sub>2</sub>	— 1 <sup>5</sup> / <sub>8</sub>
Gen. Electric	52 <sup>1</sup> / <sub>4</sub>	51 <sup>5</sup> / <sub>8</sub>	52	— 3 <sup>4</sup> / <sub>8</sub>
North American	23 <sup>1</sup> / <sub>2</sub>	23 <sup>1</sup> / <sub>4</sub>	23 <sup>1</sup> / <sub>2</sub>	— 1 <sup>1</sup> / <sub>8</sub>
RCA Common	8 <sup>1</sup> / <sub>8</sub>	8	8 <sup>1</sup> / <sub>8</sub>	— 1 <sup>1</sup> / <sub>8</sub>
RCA First Pfd.	64 <sup>1</sup> / <sub>2</sub>	64	64	— 7 <sup>1</sup> / <sub>8</sub>
Stewart Warner	17 <sup>3</sup> / <sub>8</sub>	17 <sup>3</sup> / <sub>8</sub>	17 <sup>3</sup> / <sub>8</sub>	— 1 <sup>1</sup> / <sub>8</sub>
Zenith Radio	33	33	33	— 1 <sup>1</sup> / <sub>8</sub>

### NEW YORK CURB EXCHANGE

Majestic	2 <sup>1</sup> / <sub>2</sub>	2 <sup>1</sup> / <sub>2</sub>	2 <sup>1</sup> / <sub>2</sub>	— 1 <sup>1</sup> / <sub>8</sub>
Nat. Union Radio	1 <sup>5</sup> / <sub>8</sub>	1 <sup>5</sup> / <sub>8</sub>	1 <sup>5</sup> / <sub>8</sub>	— 1 <sup>1</sup> / <sub>8</sub>

### OVER THE COUNTER

	Bid	Asked
CBS A	28	29 <sup>1</sup> / <sub>2</sub>
CBS B	27	29
Stromberg Carlson	13	15

### Witherspoon Leaving KFJZ

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

### Serial Bought for Australia

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

## KMMJ

Clay Center, Neb.

The favorite family station

Convention in Louisville have been referred to the executive board and this is considerable of a relief considering what might have happened on the transcription or phonograph record situation....AFA also had their convention at the Pennsylvania Hotel in New York, but nothing startling developed....

When mail room strike hit Pennsylvania newspapers, dailies long cold to radio hastily turned to broadcasting to offset the effects of the strike....Stanford Zucker of Cleveland was made general manager of Consolidated Radio Artists, Inc.... A radio artists guild was formed by film players on the Coast....The attorneys in Washington and those who appear for stations before the FCC, particularly two of them accused of unethical practices, filed pleas with the FCC asking that charges against them be dismissed

...WRTD, new local outlet in Richmond, Va., took to the ether.... Jimmy Petrillo, in Chicago, urged nation-wide restrictions on ET and other recorded music....

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

### Install Special Studio At Fort Worth Fiesta

Ft. Worth—A broadcasting studio, to be operated on an impartial basis by all stations and networks, has been installed on the grounds of the Fort Worth Frontier Fiesta by Gulf Oil Corp. Merle Tucker, radio director of the Fiesta, which got under way Saturday, will have charge of the studio. Art Harvey has supervised installation of equipment.

Studio has capacity for 250 spectators, and it is possible the twice weekly NBC broadcasts by Paul Whiteman, starting Wednesday, will come from there.

### Talks on "Youth and Crime"

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

### Doherty and Sheridan on WWJ

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

### "Your Invention" at New Time

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

### Pickford-Rogers Wed

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

### Station and Sponsor Send Stylist Abroad

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

### "Voice of Wisconsin"

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

### "Death Valley" for Australia

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

### Chick Webb's Audition

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

### Pilot Award to Spitalny

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

## COMING and GOING

LESTER E. COX, prexy of WTMV, East St. Louis, Ill., with MRS. COX and his son, BUD, are in Washington spending a week after attending the NAB convention in Chicago. WILLIAM H. WEST, WTMV vice-president, and MRS. WEST are relaxing in Chicago.

AMOS 'N' ANDY, following their Chicago sojourn, are in New York to air this week from Radio City.

BENJAMIN LEVY, head of Coty Perfumes, and MRS. LEVY arrive today aboard the Normandie.

SAMUEL BAYUK, president of the Bayuk Tobacco Co., is another Normandie arrival.

WESLEY WALLACE, staff announcer at WPTF, Raleigh, N. C., and HAZEL NICHOLSON have been in New York vacationing.

CHARLES LA FRENIERE of Roy Music Co. returned to New York on Friday from a week's trip to Virginia.

TOM FIZDALE of Chicago is on an eastern trip.

JANE FROMAN and DON ROSS returned to New York the other day from Chicago, where they fulfilled a vaudeville engagement.

R. P. MYERS, NBC copyright attorney, returns today from a two-week vacation.

EVELYN CASTEL of NBC is boating to New Orleans, where she remains until July 6.

SCOTTY BOLTON of NBC sails on the California for Scotland the latter part of July.

BENNY GOODMAN and his band arrive in Hollywood today and will broadcast their first Camel Swing School that same night over CBS.

### Launching N. C. Ad Drive

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

### New Commercial for Fishell

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

★ ★ ★ ★ ★ ★ ★

★ **RAY** ★

★ **MIDDLETON** ★

★ Now Appearing ★

★ **NEW CHASE AND SANBORN SERIES** ★

★ UNDER CONTRACT ★

★ TO ★

★ **PARAMOUNT PICTURES** ★

★ Management ★

★ **COLUMBIA CONCERTS CORP.** ★

★ OF COLUMBIA BROADCASTING SYSTEM ★

★ ★ ★ ★ ★ ★ ★

## VICTOR BAY WILL DIRECT MUSIC FOR SHAKESPEARE

(Continued from Page 1)

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

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

### "Devotions" Back on WWJ

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

### Czech Celebration on WJAY

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

### ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

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

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

## NEW PROGRAMS—IDEAS

### "Visitor's Question Box"

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

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

### Air and Water Temperatures

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

### "Man in the Lobby"

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

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

### Council Chamber Sessions

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

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

### Series on Speech

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

While directed primarily at those suffering from speech impediments

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

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

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

### Civic Speakers

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

### Solly Cohen in Witmark Post

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

### Vivien Rue in WMBH Post

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

## BARRY MCKINLEY

Griffin "ALL-Wite"  
Tie Toe Review

Management

NBC Artists' Service

Personal Representative

James L. Saphier

## WILL USE KFVB THEATER FOR "SHOW BOAT" AIRING

(Continued from Page 1)

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

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

## Two New WINS Programs

Two new weekly features were launched yesterday over WINS.

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

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

### Borah Cancels Labor Talk

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

### Veloz & Yolanda for Radio

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

There is no Substitute for Coverage

**W S Y R**

The Voice of Central New York

SYRACUSE, NEW YORK

## GUEST-ING

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

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

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

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

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

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

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

## Cooking School Draws Big

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

## Child Camp Program on WOR

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

## Morris Representing Louis

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

## Alan Roberts at New Time

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



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

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

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

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

NEW BUSINESS  
Signed by Stations

## WTMV, East St. Louis

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

## WOPI, Bristol

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

## WBT, Charlotte

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

## WDNC, Durham, N. C.

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

## Burnett on Fraternity Board

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

## F.T.C. CASES

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

## Gag Famine

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

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

1	9	3	7
SUN	MON	TUE	WED
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			

June 28

Greetings from Radio Daily  
to

Ann Leaf      Charles B. Trumont  
Kelvin Keech      Ruth Russel



WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

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

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

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

RADIO PERSONALITIES

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

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



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

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

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

★ PROMOTION ★

Artists Bureau Sale Wrinkle

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

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

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

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

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

News About Books

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

Haling Doubling at WBAP

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

KFBI, Abilene, Kas.

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

WBT on Phone Directories

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

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

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

WHAS Field Survey

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

DuPont Switch July 7

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

Joins Ayer Toronto Office

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

★ F. C. C. ★  
ACTIVITIES

HEARINGS SCHEDULED

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

I KNOW WHO THE "COLONEL FROM KENTUCKY" IS! Do You?

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

## San Francisco

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

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

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

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

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

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

### Bob Murray Doing Song Stint

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

### Warnow Resumes Series

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

## ONE MINUTE INTERVIEW

### RALPH WONDERS

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



### "Vallee Varieties"

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

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

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

### Barry Wood

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

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

### "Show Boat"

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

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

### Gerald L. K. Smith

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

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

### "Rhythm in Song"

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

### Arturo de Filippi

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

## Boston

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

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

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

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

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

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

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

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

### "Barnacle Bill"

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

### "Hollywood Hotel"

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

### "The Movie Pilot"

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



ORCHESTRAS - MUSIC



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ST. LOUIS

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

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

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

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

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

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

Two Join WCOL Staff

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

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

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

Budd Hulick of Stoopnagle and Budd visiting friends here.

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

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

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

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

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

Fey Rogers Joining WOPI

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

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

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

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

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

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

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

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

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

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

"BARON MUNCHAUSEN"

JACK PEARL

Dir.: A & S. LYONS, Inc.

## RADIO IN EDUCATION DUE TO HIT NEW HIGH

(Continued from Page 1)

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

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

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

### New Prof. Quiz Time

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

### WOWO-WGL Staff Additions

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

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

### Mutual Boy Scout Coverage

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



## Coast-to-Coast



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## CLASSICAL MUSIC GAINS 100 PER CENT IN YEAR

(Continued from Page 1)

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

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

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

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

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

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

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

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

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

**DO YOU KNOW**

**KNOW**

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

**FRANK DEGEZ**

**CUSTOM CLOTHES**

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# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 99

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

FIVE CENTS

## 25% of Time to Education

### LOCAL PRESSURE STOPS SHIFT OF FRISCO SHOWS

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

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

### CBS and BBC to Make Short Wave Experiments

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

(Continued on Page 2)

### 23 New Stations Added By Kaltenmeyer Program

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

### Radio Alarm Works

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

### What's Wrong

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

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

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

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

(Continued on Page 3)

### CBS Selects "Hamlet" As Shakespeare Starter

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

(Continued on Page 8)

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

### Union Fails to Block Philly Wired Service

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

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

### RADBILL OIL CAMPAIGN STARTING NEXT MONTH

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

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

### Sears-Roebuck Expands Foreign Language Series

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

(Continued on Page 2)

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

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

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

(Continued on Page 8)

### ZENITH FALL PROGRAM OVER 74 NBC STATIONS

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

(Continued on Page 2)

### Nat'l Operator Survey Is Completed by WTMJ

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

(Continued on Page 3)

### 7 Resorts on KFEL

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



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JOHN W. ALICOATE : : : Publisher

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

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**FINANCIAL**  
(Monday, June 28)

**NEW YORK STOCK EXCHANGE**

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

**NEW YORK CURB EXCHANGE**

	Bid	Asked
Nat. Union Radio	1 5/8	1 1/2

**OVER THE COUNTER**

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

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

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

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**NETWORK SONG FAVORITES**

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

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

**Zenith Fall Program Over 74 NBC Stations**

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

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

**Shakespeare Buildup**

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

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

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

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

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

**KFI-KECA Staff Shifts**

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

**King Lear Leaves WMCA**

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

**COMING and GOING**

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

**Sears-Roebuck Expands Foreign Language Series**

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

**New Goldman Series**

Dr. Edwin Franko Goldman will direct his group of musicians in a new Saturday series of broadcasts of the Daniel Guggenheim Memorial Concerts, in addition to his current Monday evening NBC programs, beginning July 3 at 8:30-9 p.m., over the NBC-Blue network.

The new series will be broadcast from Prospect Park, Brooklyn, where the concerts are held alternately with the Mall in Central Park.

**Adrial Fried Joins KYOS**

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

**WLTH Program Testimonial**

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

On A Little Ship Sailing The Sea  
An Ocean Romance in 3/4  
time.



## NAT'L OPERATOR SURVEY IS COMPLETED BY WTMJ

(Continued from Page 1)

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

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

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

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

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

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

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

June 29

Greetings from Radio Daily to

Nelson Eddy Muriel Wilson  
William Werges  
Kenneth "Cub" Guinnip

## NEW PROGRAMS—IDEAS

### "Salutes" Create Good-Will

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

### "Success Stories"

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

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

### Special State Service

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

### Radio Party in Havana

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

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

### NBC Expedition Broadcasts

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

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

### Unique Brewery Program

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

### Accident Warnings

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

### Surprise Package

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

### Romance of Local Business

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

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

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

### Ted Malone Back July 5

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

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

(Continued from Page 1)

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

### Two Join Freund Agency

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

### Swing Show Changing Time

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

### WMBH Sportcast Gets Sponsor

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

WMCA  
NEW YORK'S  
OWN STATION

leads in  
PROGRAM  
PLANNING

ANICE  
IVES

Everywoman's  
Hour

11:15 - 11:45 AM

## GUEST-ING

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

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

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

## WDGY Appointments

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

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

## KANSAS CITY

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

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

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

## ONE MINUTE INTERVIEW

## BENNY FIELDS

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



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

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

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

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

## PROMOTION

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

## Talks to Retailers

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

## Personal Contact Tours

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

## WTMV's Series of Mailings

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

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

## Counter Display Cards

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



WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

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

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

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

★ ★ Los Angeles ★ ★

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

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

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

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

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

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

ORCHESTRAS - MUSIC

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

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

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

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

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

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

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

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

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

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

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

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

★ F. C. C. ★  
ACTIVITIES

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

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

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

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

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

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

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

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

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

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

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

WMCA Gets Credit

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

Voorhees, Thibault for DuPont

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

Amateurs Get Break

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

"Kitty Kelly" Time Change

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

Kathryn Cravens Adds KOY

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

Donald Peterson

PRODUCING

THE ST. ANTHONY HOUR

SUNDAY, 9:30 A.M.

WHN, WIP, COLONIAL NETWORK

## NEW ORLEANS

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

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

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

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

## OMAHA

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

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

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

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

## DENVER

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

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

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

## ★ Coast-to-Coast ★

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

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

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

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

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

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

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

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

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

Brown, also are new additions to the schedule.

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

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

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

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

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

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

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

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

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

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

## SAN FRANCISCO

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

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

Pupils of Scott (KROW) Weakley's Federal Radio Technique class have waxed a 30-minute script of American Detective Magazine. Though Weakley is prod. mgr. at station, manager doesn't like "blood and thunder" stuff, so disk will be spun on another station soon, probably KLS, Oakland.

Stressing the oddities of sports in a program called "Sportology," William Stremmel inaugurated a series of programs on KYA, Sunday.

H. O. Fiebig, KJBS-KQW exec, vacationing in Denver and mid-western points and inspecting radio layouts enroute.

"Tales of California," a series of NBC dramas written by Samuel B. Dickson, has won the Public Utilities Advertising Ass'n award for the best utility broadcast feature in the country. Pacific Gas & Electric Co. sponsors the show.

Karl Barron is the newest member of the Orange network, joining KYA announcing staff. Formerly of WIP, Phila., he was more recently with several central and southern California broadcasters.

J. Wellington Morse, production manager, KLS, Oakland, proud-fathering after the birth of a daughter, Patricia Louise. Station threw a shindig for him.

KLS's family serial, "The Family Next Door," has begun a 3-a-week airing. Show is scripted by Mrs. Boehm.

Maestro Josef Hornick is pinch-hitting with his baton on "Waltz Time" and other programs which Ernest Gill, NBC, usually conducts. Gill is fishing in the northwest on vacation.

Barbara Jo Allen, who came from Hollywood to appear in her old role in "One Man's Family," has rented an apartment here but will be in a quandry when she is written out of serial when cast moves south Aug. 8.

First broadcast from "Treasure Island," a man-made island in San Francisco bay which is to hold the 1939 exposition here, was made Sunday, with Cliff Engle, Archie Presby (NBC announcers) and Arthur Linkletter, radio director of the exposition, on hand.

Harry Elliot, CBS press chief here associated with KSFO, has left for L. A., where he'll work on publicity for the net's new Shakespearean series.

# ★ Program Reviews and Comments ★

## "MAC 'N' MOORE"

Eastern & Central N. E. Ice Companies

WBZ-WBZA, Boston, Daily, 8:15-8:30 a.m.

Dowd & Ostreicher Advertising Inc.

**INFORMALITY AND SPONTANEITY MAKE THIS ONE OF BEST AIRINGS ON NEW ENGLAND AIRWAVES.**

Probably the best aid a man ever had for shaving is the brand of "mike" merriment offered by "Mac 'n' Moore." The informality and spontaneity of this bright early morning spot has made it one of the best airings on New England airwaves. It's top-notch before breakfast fun and a whole lot better than some of the stuff offered in the evening network hours. Rumors persist that "Mac 'n' Moore" are headed for a network spot in the Fall. Principals of the program are Malcolm McCormack and Carl Moore. Carl is the best comedian of New England radio and his song and patter has been heard over the Boston stations for many years. McCormack is a regular WBZ staff announcer and is a perfect "stooge" for Moore's comedy. He also has a pleasant baritone voice.

"Mac 'n' Moore" is planned and presented by Dowd & Ostreicher Advertising of Boston, who started such acts as Colonel Stoopnagle & Budd and the Tastyest Jesters on their roads to fame. Looks like they've picked another winner.

## "WHITHER MUSIC"

Sustaining

NBC-WJZ, 6:35-7 p.m.

**OUTLINE OF EVOLUTION OF MUSIC. ILLUSTRATED BY CHARACTERISTIC SELECTIONS.**

John Tasker Howard gave a lucid analysis of causes motivating musical trends, together with some prognostication concerning the march of music in the future, in the initial stanza of this new series. The NBC Concert Orchestra, with Josef Honti at the helm, lent able support, with selections embodying the trends under discussion. The Sinfonia from Orfeo, by Monteverdi, the 1st movement of the Mozart Quartet in C. Major, the Beethoven Symphony No. 1, the Debussy Quartet in G Minor and the Arnold Schonberg Quintet for Wind Instruments, were all heard, with appropriate comment by Howard.

As the first in a new musical series calculated to combine a certain amount of judicious instruction with the presentation of the music itself, this program was effective in its freedom from condescension and simplicity of approach. Should reach both the esoteric crowd and the people who listen because they like music.

## "SHAKESPEARE A LA CARTE"

Sustaining

WNEW, Saturday, 8-8:30 p.m.

**SHAKESPEARE READINGS WITH AMATEUR PARTICIPATION MAKES INTERESTING PROGRAM.**

A new angle was introduced to the Shakespeare war now being waged by networks when Richard Brooks started the first of a series of Shakespeare programs designed for the layman. Program has unlimited possibilities, but does need polishing up. Idea of show is to allow listeners to read their favorite passages of Shakespeare over the air, a prize being offered to the reader who receives the greatest listening audience reaction via postcards or letters. Brooks, a commentator of considerable note and talent, does an excellent job of making the amateurs feel right at home, but he should be allowed a full hour for the presentation. Those who appeared on the show last Saturday included a doctor, teacher, secretary, students, and the president of the Shakespeare Fellowship, Frank Lea Short. All in all, the program proved to be excellent entertainment, and should get better as it goes along.

## NORMAN CLOUTIER

Sustaining

WJZ-NBC-Blue Network, Sundays, 8:30-9 p.m.

**TOPNOTCH MUSICAL PROGRAM APTLY COMBINING SYMPHONIC AND SWING.**

Perhaps one of the best musical programs on the air is this presentation featuring the music of Norman Cloutier's orchestra and vocalists. Equally as effective with swing or concert music, show is a musical montage of favorites of yesterday and today expertly arranged and executed by the orchestra. John Herrick and Charlotte Lansing provided the vocal background on a few numbers, and did it well, but vocalists were not essential.

Although Cloutier offers the same type of show which made Mark Warnow famous, his orchestra performs in an entirely different manner. Throughout the all-too-short half-hour, one gets the impression that a symphony orchestra is performing, even when the lighter music is played.

## "Hi, There, Audience!"

There is no doubt that the new Ray Perkins variety show over WOR-Mutual on Sundays, 9-10 p.m., has the makings of a good air show. The sour notices received after the debut last week was taken rather seriously by the cast. In fact, RADIO DAILY'S comments were used as a basis for comedy relief, but as R. D. doesn't attempt to write comedy material, the show didn't lift itself up sufficiently on its second broadcast, though the results were somewhat

better than the first week.

The songs of Sid Gary, Willard Amison and Key Men and Nat Brusiloff's ork were enjoyable. Helene Daniels, who was absent from the initial program, was the high-spot Sunday with all her numbers. Again Gary insisted on talking—and again he muffed his lines.

Last week's production number, "September in the Rain," was well received, thus causing "It's A Small Hotel" to be rendered in a similar pattern. This wasn't quite as effective as the first attempt, nor was it rendered as well.

## "Babouk"

This radio playlet dramatized by Lester Fuller from Guy Endor's novel of the same name, and presented Sunday night over CBS by the Columbia Workshop piloted by Irving Reis, marked another step forward in the Workshop's progress as a result of its experimentations. Dialogue, music and sound effects were effectively blended to produce a drama somewhat off the beaten path.

It is a story of the slave trade and the sugar industry in the West Indies, back in 1790, and how one Babouk finally led a revolt of his cruelly treated black brothers, at about the same time as France was engaged in its revolution to attain freedom and equality.

Skillful technique was employed in the presentation, and the use of a Negro chorus headed by Clyde Barrie was very helpful in creating background and mood.

## "Northland Lumberjacks"

As the title indicates, this new WPA presentation, which made its debut Sunday at 4:15-4:30 p.m. over WINS, is laid in the lumber camps of the north country. First installment revealed a well written and well acted skit, introducing a quartet of characters including a young and hot-headed logger, who feels abused and overworked by the camp boss; his pal, a more easygoing lad; the boss of "bull," a tough lumberman, and a young girl, who becomes the bone of contention between the young logger and the "bull." If the initial chapter is a fair sample, the serial promises plenty of interesting action. Salone Ellis is the author.

## "Progress of Education"

A helpful service program has been instituted by WINS at 2:15 p.m. on Sundays under the title of "Progress of Education." It tells both youngsters and adults how they can improve their fund of knowledge, or make up for any backwardness in their school or college studies, by taking advantage of free classes conducted by the WPA and other educational mediums. News of current activities in the world of education also is given.

## Briefly

"Buffalo Variety Show," fed to CBS on Saturday afternoons at 1:30 o'clock, and "Music From Buffalo," which the NBC-Red network carries at 2 p.m. the same days, are first-rate programs.

Jimmy Shields, tenor, caught last Saturday at 1:15 p.m. on WABC-CBS, was mighty pleasing to the ear.

Julie Shields, the Southern-accent stooze with Bide Dudley on WOR, is a source of much amusement and a great help to Dudley's program.

"Western Melodies," piped east over the NBC-Red network from KOA, Denver, Saturday afternoon, is a very enjoyable musical program in the slightly upper brackets.

On his last Saturday question bee over WJZ-NBC Blue, Uncle Jim McWilliams had a dumb woman from Brooklyn who sounded awfully much like a stooze. If she wasn't, as is probably the case, she at least gave an idea.

Kay and Buddy Arnold are a bright spot with their vocalizing and strumming of pop tunes on WMCA's daily "Grand Stand and Band Stand."

"Manhattan Merry-Go-Round" on the NBC-Red, Sundays at 9 p.m., is its sparkling old self again since it returned to straight musical with Rachel Carlay and Pierre LeKreum as vocalists.

## Stars from Pan-American Casino

More guest stars from the Pan American Casino in Dallas will fill the spotlight at the Pepper Upper broadcast Sunday afternoon at 4:30 CST. Muzzy Marselino, featured singer in Ted Fio Rito's orchestra, will take guitar in hand for some fancy serenading, and the Three Debutantes, vocalists with the same orchestra, plan to add the fans of the Dr. Pepper Dixie Network to their following.

## San Antonio Notes

KABC, San Antonio: H. L. Taylor, head man, back from Chicago.... Judith Allen of "Happiness Hour" vacationing in Dallas and Fort Worth... Walton Blanton now doing daily man-on-the-street.... Tee Casper of comm'l dept has gone to KAND, Corsicana... Steve Wilhelm was given a birthday party last week.

## Robert L. Burch at KEEN

Seattle—Robert L. Burch, formerly of Portland, is the new production manager at KEEN here. He plans entire program reorganization in the near future.

## NEW YORK STATE RACES ARE SIGNED UP BY CBS

(Continued from Page 1)

the MBS web, will be allowed to carry the broadcasts, but cannot pipe them to another station.

In the event CBS sells the races to a sponsor, WOR will not carry the programs. Under the terms of the agreement, WOR cannot sell the races.

During the season CBS will air at least 25 of the leading events including the Belmont Stakes, Jockey Club Gold Cup, Metropolitan Handicap, Futurity, Wood Memorial and Saratoga Handicap.

## CBS Selects "Hamlet" As Shakespeare Starter

(Continued from Page 1)

appear in "King Lear" to be heard on July 26.

Miss Menken will join the cast headed by Sir Cedric Hardwicke in "Twelfth Night." This play and "As You Like It" are not set for dates. Definitely scheduled, however, are "Much Ado About Nothing," July 19, and "Taming of the Shrew," Aug. 2.

## SPRINGFIELD, MASS.

E. J. Samuels, commercial manager of WMAS, is vacationing in Akron.

Arthur Bergstrom, junior announcer, WSPR, is now handling all broadcasts by the Hampden County Improvement League, which include 4-H Club programs and the Farm and Garden programs.

Ethel Hennin, head of the continuity department of WMAS, is making motor tours of New England, while on vacation.

Thomas B. Doyle, assistant engineer, WMAS, is enjoying a vacation at Nova Scotia. James Spates, chief engineer, will seek the same spot for vacation in July.

## Another Feud in Radio

Colonel Jack Major, "The Colonel from Kentucky," who hails from feuding country, is up to his ears again in another feud. It all happened in Bronxville, N. Y., at the American Legion's "Night of Sport." Colonel Major regaled the audience with a few of his "whoppers." Afterward a gentleman by name of Bide Dudley introduced himself and told the Colonel he reminded him of Bob Burns. That was like waving a flag in a bull's face! (Colonel Major, being a newcomer to New York, did not know the drama critic). Bide Dudley proceeded to tell Colonel Major one of his pet whoppers. The Colonel didn't even smile, but in turn told Bide Dudley one. Bide didn't smile. That kept on until the wee small hours of the night. It all ended by Bide Dudley inviting Colonel Major as a guest on his WOR-Mutual 2:45 p.m. program on July 3. Colonel Major retaliated by inviting Dudley on his WABC-Columbia program 3:30 p.m. on July 5. The feud is expected to last until one of them makes the other laugh.

## See America Quiz

An idea to sell America to the Americans turned out to be a popular feature in the form of "Answer Me This," heard over WOWO, Fort Wayne, Ind., every Tuesday at 8:30 p.m. CDST. Jimmy Jackson and Stanley Needham, the young men who conduct the program, choose a point of interest in the U. S., then questions are asked and answered regarding the chosen place. The program is well timed because it fits in with the vacation season. The questions and answers heard on the program are sent to listeners upon request.

"Les Femmes Premieres," heard over WGL, associate station of WOWO, serves the women of the radio audience by giving them a woman's idea of the News, fashion chatter, and interesting bits about women in the News.

## Authors-Poets Hour

Poets, novelists and short story writers of Kansas City, Kansas have their inning on the air each Sunday evening at 8:15 when KCKN presents "Judge" C. Clyde Myers, local attorney and successful writer. Myers gives interesting information about these local writers and reads bits of both published and unpublished works.

Each local writer receives a personal letter from KCKN in advance of the program on which he is mentioned. A clipping of the Radio Column story mentioning his name is mailed to him following the broadcast.

## Willys-Overland Fading

Willys-Overland Motor Co., sponsors of the "Surprise Party" heard over WOR and Mutual every Sunday, will fade from the air July 25. Reason given is that the company has a strike in its plant and can not fill orders. The show will continue under the direction of Fred Uttal for the rest of the series, and features Kay Kyser and his orchestra.

## 2 New WLBC Shows

Muncie, Ind.—"Tea Time Tunes," light popular and waltz program, and "When Day Is Done," semi-classical musical program, are two new air features on WLBC for afternoon listeners. Ottis Roush producing both shows.

## WDGY Farm Hour Expanded

Minneapolis—Coincident with the McCord Agency's 26-week renewal of the Farm Hour on WDG, twin city station, the program has been expanded from 15 minutes to a half hour, daily. Contract for five minutes daily at 7:25-7:30 a.m. also has been renewed for a like period. WDG Farm Hour has the endorsement and support of over 125,000 Minnesota and northwest farmers, members of the Central Cooperative Ass'n of South St. Paul.

## King's Jesters Re-Signed

The King's Jesters orchestra has been signed for an additional six months starting Sept. 1 by the La Salle Hotel, Chicago. Outfit has an NBC wire and will remain at the hostelry until Aug. 1, resuming one month later. Band booked by CRA.

## KIDO in New Studio

Boise—KIDO moved into its new studio on the mezzanine floor of Hotel Boise recently. C. G. Phillips, manager, says the new location affords better facilities for future operations, particularly when KIDO's affiliation with the NBC becomes complete.

## Fifth Year on KSL

Salt Lake City—American Fur Co. has signed for its fifth year on KSL. Byron Ray produces the show.

## KSL Adds News Period

Salt Lake City—Addition of another news period gives KSL six news-casts daily, totaling one and a half hours devoted to news each day.

## LUCILLE & LANNY

"A Combination of Swingeroo"

Tuesdays and Thursdays  
5-5:15 p.m. EDST  
WJZ-NBC-Blue Network

Personal Representative

LESTER LEE

Artists Syndicate of America  
RKO Building New York City

## 25% OF NBC AIR TIME GIVEN TO EDUCATION

(Continued from Page 1)

Young, General James G. Harbord and David Sarnoff.

In making the announcement yesterday of Dr. Angell's acceptance, Lohr said in part:

"Our organization is greatly honored by the privilege of having associated with it in a full-time capacity a man of Dr. Angell's distinguished attainments and notable intellectual station. In joining us, he is only changing his base of educational endeavor from New Haven to New York, from a university to the air. He will have a free hand to devise and suggest methods by which we may more effectively serve radio's listening millions.

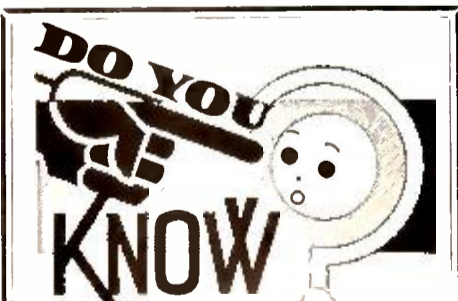
"Appreciating the importance of education on the air to the nation and to the National Broadcasting Co., our executives have deliberated for a long time the selection of a properly qualified leader in education for the work we have in mind. After consideration of several possibilities, our choice fell upon Dr. Angell, to whom an invitation to join the NBC was extended last winter. Dr. Angell considered our invitation with characteristic thoughtfulness, and as a result, reached the decision he publicly announced yesterday. Dr. Angell recognized, as we on the radio firing line believe, that this vast medium for the dissemination of education and culture could be used to greater effectiveness. He has consented to step from the academic world which he has graced for so many years into another world, but one which presents inspiring possibilities for human betterment and great public service.

## COLUMBUS

George Zimmerman, WHKC singer, has been signed by two sponsors for programs featuring his hymns and "Songs of Yesteryear." Firms are Sisson Formula Co. and Rieble Appliance Shop.

Bill McKinnon, Dispatch sports editor, is again doing his "Sports Review" four times weekly over WBNS for Avalon and Raleigh smokes.

"Heart of Julia Blake," WBS disk series, has been placed on WHKC.



**DO YOU KNOW**

Al Pearce claims to be the first (or one of the first) to conduct a musical broadcast over the air. He did it in 1914 from the E. A. Portal station on the roof of the Garden City Bank, San Jose, Cal.



**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**

**CHARLIE BARNET**  
and his Orchestra  
HICKORY LODGE  
Larchmont, N. Y.  
NBC Network



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 100

NEW YORK, N. Y., WEDNESDAY, JUNE 30, 1937

FIVE CENTS

## 10,310,000 Set Sale in '37

### WARDEN LAWES RETURNS OCT. 18 OVER NBC-BLUE

William R. Warner Co. (Sloan's liniment) will bring Warden Lewis E. Lawes back to the air on Oct. 18 over 31 NBC-Blue network stations, 10-10:30 p.m. Program will retain its old title of "Twenty Thousand Years in Sing Sing" and is signed for 26 weeks through Cecil, Warwick & Legler Inc.

### Dismissal Is Denied In Transradio-UP Suit

Supreme Court Justice Lewis J. Valenti yesterday denied the motion of the United Press to dismiss the libel action brought against it by Transradio Press on insufficient grounds. Transradio contends that U.P. libeled it last February by sending out letters to 35 radio stations in the midwest giving alleged ratings for the previous six months. These ratings are said to have shown that Transradio had lost seven stations in that period because of inadequate service. Valenti ruled that the matter be adjudged in a court of law. Transradio is asking nominal damages of \$50,000, and is requesting the court to determine full extent of damages.

### Texas Co. Sponsoring Regatta Over WTAR

Norfolk—Texas Co. has bought the periods of 2-3 p.m. and 3:30-4:30 p.m. on July 4 in connection with WTAR's splash-by-splash description of the Hampton Motorboat Races, which take place July 3-4. Ralph Hatcher, who sold the idea and made arrangements for the show, will handle the mike on the yacht Major, where the

*(Continued on Page 3)*

### WJAY Civic Series

Cleveland—A weekly series of civic broadcasts, designed for participation by school children who use the city playgrounds, and their recreational instructors, will begin tomorrow at 3:30-4 p.m. over WJAY under arrangements made by H. K. Carpenter, general manager of WHK-WJAY, and local institutions. Tap dancing, dramatics, community singing and handicraft will be included, thus keeping children off the streets, giving them experience and acquainting parents with the locations, functions and activities of the playgrounds.

### FELS-NAPHTHA EXPANDING MUTUAL NETWORK SHOW

Fels Naptha will expand its present two station hookup, WGN and WLW, to a coast-to-coast Mutual network on July 19. On that date 13 stations will be added, namely KSO, KOIL, WMT, KHJ, KPMC, KFRC, KDB, KGB, KFXM, KXO, KGDM, KDOM and KVOE. Program features a musical show Mondays, Wednesdays and Fridays, 1:15-1:30 p.m.

It is also reported that the sponsor

*(Continued on Page 3)*

### More Radio Talent Set For Expo in Cleveland

Cleveland—In addition to names already announced, talent booked for personal appearances in Radioland at the Great Lakes Exposition, and which will be aired over Mutual network, includes Major, Sharp and

*(Continued on Page 3)*

### Continued Increase in Radio Circulation Is Shown by Dun & Bradstreet Survey—25% Over 1936 Peak

### HEARST SALES DOUBLED; TAKE LARGER QUARTERS

With national spot sales more than double last year's volume, Hearst Radio Inc. last night moved its entire staff to its new offices on the sixth floor of 20 East 57th Street. New quarters, occupying the entire floor, more than triples the old space in the Hearst Magazine Bldg. Emile Gough, vice-president, Curtis Willson, general manager, plus the sales force and accounting department will be located at the new address. Everything will be settled by tomorrow.

### B. Charles Dean Disking 52 Latin-American Shows

B. Charles Dean, president of British-American Productions Inc. and international showman, is completing a series of 52 electrically transcribed shows for all Latin-American speaking countries. Programs will be under the sponsorship of Bristol-Myers and will advertise Ipana toothpaste and Sal Hepatica.

Dean has personally supervised the entire shows, even to selecting the talent. He previously wrote and supervised a series of broadcasts for Rolls Razor Co.

At the same time it was learned that British-American, under the guidance of Dean, will branch out

*(Continued on Page 3)*

Radio circulation and the proportionate "listener interest" continues to increase, according to estimated figures of retail sales of radio sets, the current year range based on the first four months being 20 per cent to 40 per cent more than in 1936, according to a new survey by Dun & Bradstreet. The total output for 1937 is conservatively estimated at a possible 10,310,000 sets. This would represent an increase of about 25 per cent over the peak established last year, when 8,248,755 units were

*(Continued on Page 3)*

### AGREEMENTS SUBMITTED IN ET MUSIC DISPUTE

Attorneys for the committees representing the music publishers and song writers have submitted agreements in memo form for each side to consider, in the battle over which side shall attend to the electrical transcription licenses. Understood that attorney for the publishers has mixed two-thirds of the clauses submitted by the SPA, although it is

*(Continued on Page 3)*

### General Foods Reserves NBC-Blue Network Spot

General Foods Corp., through Benton & Bowles Inc., has placed a 26-week contract with NBC reserving the Sunday 3-3:30 p.m. spot on the Blue network. Sponsor is using a

*(Continued on Page 3)*

### WHN and Katz Split

The Katz Special Advertising Agency and WHN have severed connections, effective immediately, by mutual consent. Agency has handled the station's business outside of New York for the past 16 months. No announcement has been made as to the future plans of WHN in regard to national representation. Local advertising is still handled by Donahue & Coe.

## AGRAP Seeking to Organize All Skilled Radio Employees

### Renew "Passing Parade" For Another 26-Week Run

Duart Sales Co. Ltd., San Francisco (cosmetics) on July 25 will renew John Nesbitt's "Passing Parade" for another 26-week run on two networks. Renewal is confined to the Sunday 9-9:15 p.m. (PST) program

*(Continued on Page 3)*

Due to pressure from radio people other than announcers and producers, the American Guild of Radio Announcers and Producers has passed a resolution enlarging the scope of its membership to include all regularly employed and free lance announcers, production men, directors, producers, continuity and script writers, sound effects technicians,

*(Continued on Page 3)*

### Hot Violin

Chicago — Don Pedro lost his \$4,000 Amato violin the other morning and had to borrow a studio instrument for his WGN show. Advertised in the papers for its return. Two days later it was left with clerk at hotel with a note: "I'm sorry I took this. Didn't know it was valuable. It looked like a plain fiddle to me."



Vol. 1, No. 100 Wed., June 30, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Tuesday, June 29)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	160 <sup>7</sup> / <sub>8</sub>	159 <sup>3</sup> / <sub>4</sub>	160 <sup>5</sup> / <sub>8</sub>	+ 3/4
Crosley Radio	20 <sup>1</sup> / <sub>4</sub>	20	20	+ 3/8
Gen. Electric	51 <sup>3</sup> / <sub>4</sub>	50 <sup>3</sup> / <sub>4</sub>	51 <sup>1</sup> / <sub>2</sub>	+ 3/8
North American	22 <sup>3</sup> / <sub>4</sub>	22	22	- 3/8
RCA Common	8	7 <sup>3</sup> / <sub>4</sub>	7 <sup>3</sup> / <sub>4</sub>	- 1/8
RCA First Pfd.	64 <sup>3</sup> / <sub>8</sub>	64 <sup>3</sup> / <sub>8</sub>	64 <sup>3</sup> / <sub>8</sub>	+ 1/2
RCA \$5 Pfd. B				
Stewart Warner	17 <sup>1</sup> / <sub>4</sub>	17	17	- 1/8
Zenith Radio	32	32	32	

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	2 <sup>1</sup> / <sub>2</sub>	2 <sup>1</sup> / <sub>2</sub>	2 <sup>1</sup> / <sub>2</sub>	
Majestic	2 <sup>1</sup> / <sub>2</sub>	2 <sup>1</sup> / <sub>2</sub>	2 <sup>1</sup> / <sub>2</sub>	
Nat. Union Radio	1 <sup>1</sup> / <sub>2</sub>	1 <sup>1</sup> / <sub>2</sub>	1 <sup>1</sup> / <sub>2</sub>	

### OVER THE COUNTER

	Bid	Asked
CBS A	27	28 <sup>1</sup> / <sub>2</sub>
CBS B	26 <sup>1</sup> / <sub>2</sub>	27 <sup>7</sup> / <sub>8</sub>
Stromberg Carlson	13	15

### WBIG Adds Promotion Head

Greensboro, N. C.—Latest addition to the staff of WBIG is Latane Bartlett, in charge of program promotion. Miss Bartlett, a senior at the Woman's College of the U. of N. C., has been connected with the Playlikers, a leading college drama organization, since her freshman year. She was starred in several plays, and also has appeared on several WBIG radio programs. Her fashion program has created wide comment.

Miss Bartlett is now contacting newspapers, schools, organizations, etc., in the interests of the new CBS Shakespearian series starting July 12.

### Handling Bernie Program

Morris, Schenker & Ross, Chicago, is now handling the radio production of the Ben Bernie-American Can program on the NBC-Blue network. Firm is handling the production for the sponsor's agency, Fuller & Smith & Ross Inc.

## CLAUDE SWEETEN

### NBC Tightens Up on Inter-Network Plugs

Practice of comedians plugging their buddies on opposite networks or the agency having its shows plug other programs handled by the agency has brought about a little dusting off of NBC policies by the network. Network this week reminded its clients of the clause in NBC Policies booklet which says to wit:

"As a safeguard against misuse of broadcast facilities for unfair competition, commercial programs shall not refer to any competitor, or his products, directly or indirectly, by company name, by individual name, or by brand name—regardless of whether such reference is derogatory or laudatory."

Liberal interpretation of the clause means that no show may mention another program whether it be on the same network or not. Web points to the Lucky Strike Wednesday night program on the NBC-Red which is not allowed to tell its listeners that there is another Lucky Strike show on CBS every Saturday night. Sponsor has to say "tune in on another show on a different station Saturday night, consult your newspaper for the time and station."

### Levitow Plans Return To Commercial Radio

Bernhard Levitow, one of radio's first outstanding personalities in the orchestra field and for years a distinguished conductor of symphonic music, is planning to return to commercial radio, probably with an orchestral setup along more popular lines of the day. He has several negotiations now under way, and also recently auditioned an 18-piece orchestra with guest stars for the Young & Rubicam advertising agency.

Levitow, since ending his long career as musical director for the Bowman Hotels Corp., big syndicate which broke up a few years ago, has done considerable transcription work. His Sunday evening concerts at the Hotel Commodore, where he had a Symphonic Ensemble in addition to the dance orchestra, were a highly popular attractions during their existence.

### KMOX Staff Shifts

St. Louis—Bob Dunville has been transferred from the sales department of KMOX to fill the vacancy of assistant general manager caused by the departure of Merle Jones to join Radio Sales in Chicago.

Bob Simpson, who recently came to KMOX from KSD, will succeed Dunville in the sales department.

### "Arnold Grimm" to CBS

Chicago—"Arnold Grimm's Daughter," which General Mills has been testing on WGN for several months, moves Monday to CBS as part of the Gold Medal Hour replacing "Modern Cinderella." Cast includes, Gene Byron, Don Merrifield, Gilda Adams, Ed Prentiss, Jeanne Juvelier, James Andelin, Jean McDonald, Orin Brandon and Gertrude Bondhill. Series is written by Margaret E. Sanger and produced by Edwin H. Morse in Chicago studios. Through Blackett-Sample-Hummert.

### Conn Writing for O'Keefe

Harry Conn has been signed by Walter O'Keefe to write his material for the new NBC Bristol-Myers series which O'Keefe starts on July 7, replacing Fred Allen. Conn has been employed by Jack Benny and Joe Penner.

### Boy Scouts Jamboree Gets Publicity Windfall

The amount of radio publicity the Boy Scout Jamboree, which starts in Washington today, is garnering is a surprise to radio people. Practically every commercial show on the networks is plugging the get-together.

Hours will be devoted to broadcasts from Washington, with special staffs sent there to handle the programs. New York for the past few days has been flooded with Scouts passing through to Washington. Over the week-end 1,751 took the NBC tour and they came from all over the globe. One was from Siam.

Tonight NBC, CBS and MBS will devote the 9:30-10 p.m. period for a nationwide broadcast of the "Campfire and Torch Ceremonies" by the scouts.

### Emceeding Latin Programs

Olga Andre, former musical comedy star and lately soprano soloist on "Woman's Page" heard over W3XAL on Friday evenings, has been made emcee of the South American program by NBC.

Francisco J. Ariza, magazine editor and commentator, heard on the "Man About Town" show Tuesday evenings over W3XAL, is now emcee of that program.

### "Road to Nowhere" Sequel

The Script Library has commissioned John Fleming, author of "Road to Nowhere," to write a sequel to the original series of 13 broadcasts. One sponsor, via WBNS, Columbus, after playing the first serial, has asked for 39 additional episodes of the twosome.

### Loretta Lee With Janssen

Loretta Lee will be the guest soloist with Werner Janssen on the new Fleischman program starting Sunday at 7:30 p.m. over the NBC-Blue network.

### Voice Change

With the passing of the New York American, WINS is now the voice of the New York Journal and Sunday American.

## COMING and GOING

GERALD KING of Standard Radio's Coast offices is in town, at The Barclay.

ROLAND MARTINI, vice-president in charge of radio at Gardner Advertising Agency, leaves tomorrow for a 10-day look around the North Woods, and spot a place for the month of July.

ERMA PROETZ, executive vice-president of the Gardner Advertising Agency, sails today on the Normandie for both a vacation and a visit to Paris Expo.

BOB TROUT, CBS special events announcer, left for Washington last night to handle Boy Scout Jamboree broadcasts for the network. Will join the President's train later in the week for some broadcast from the President's home, Hyde Park, N. Y.

C. W. CORKHILL, manager of KSCJ, Sioux City, was in town yesterday and is en route home via auto.

JOHN VanCRONKHTE, president of Van Cronkhite Associates Inc., Chicago, is due in New York the latter part of this week.

VIVIAN DELLA CHIESA flies to New York from Chicago this week-end for her guest appearance on the CBS Gulf summer show. She is then expected to plane back to Chi for her Monday regular spot on Carnation Contented Hour over NBC.

WILLIAM S. PALEY, president of CBS, with MRS. PALEY, are booked to sail for Europe today aboard the Normandie, but may again delay their trip.

PAUL D. CRAVATH, board chairman of the Metropolitan Opera Co., is another Normandie passenger.

LESTER JACOBI, president of the Schenley Distributors, with MRS. JACOBI, leaves for Europe today.

WILLIAM J. WELLES, president of the Bamberger Stores, will sail on the Normandie today.

OSCAR W. SMITH, president of Parke, Davis Co., also is Europe-bound.

COOPER P. BENEDICT, Procter & Gamble official, sails on the Normandie today.

LEWIS M. CLEMENT, vice-president of RCA Victor, sails on the Normandie today for Europe.

MRS. HILL BLACKETT and family, are also Europe-bound.

MR. and MRS. JEAN FURGASON of the Chicago office of Furgason & Aston have left New York after a visit of several days to visit WMBG, Richmond, Va., on the occasion of the dedication of the station's new studio and equipment. They were accompanied by MR. and MRS. JAMES WADE of the New York office.

MR. and MRS. W. W. BEHRMAN of WBOW, Terre Haute, Ind., are in town for several days on business.

CURTIS MITCHELL, editorial director of Radio Guide, left for Chicago yesterday. In the future Mitchell will divide his time between the New York and Chicago offices, using the Chicago office as headquarters.

ROBERT RIPLEY will return from his trip to Alaska on July 14, and will begin his new series of broadcasts on July 16.

BILL PERRY, CBS announcer arrived back in town yesterday from Peru where he did the eclipse broadcast for the web.

ROBERT A. SCHMIDT, MBS sales promotion director, and MRS. SCHMIDT sail on the Normandie today for Europe.

NILES TRAMMEL, NBC Chicago vice-president, returned to Chicago yesterday afternoon.

FREEMAN GOSDEN and CHARLES CORRELL (Amos 'n' Andy) are in town and broadcasting from Radio City for a week.

PHIL HENNESSY, NBC Washington attorney, will be in town until Friday.

## RALPH KIRBERY

"The Dream Singer"

MANAGEMENT  
WILLIAM MORRIS AGENCY  
BILL MURRAY

## 10,310,000 SET SALE ESTIMATED FOR 1937

(Continued from Page 1)

marketed. Compared to 1935, the increase is nearly 37 per cent.

Individual set manufacturers report "enthusiastic reception" to the new 1938 line. Following the recent Philco Radio & Television Corp. convention in White Sulphur Springs, distributors reported a volume of orders far in excess of expectations and at a higher price level per set. Rush of orders has been reflected in special window and floor displays to further sales advantage. Recent RCA Victor meet in Chicago has also pepped up these dealers and business reported far in excess of original estimates.

## General Foods Reserves NBC-Blue Network Spot

(Continued from Page 1)

split group of 13 stations (WSYR, WJZ, WBZ-WBZA, WFIL, WHAM, WEBR, WGAR, KDKA, WXYZ, WCOL and WABY). This is the same period held by client last year for Diamond Crystal Salt and it is assumed that the same product will be plugged again in this niche. No talent has been selected as yet.

## Fels-Naptha Expanding Mutual Network Show

(Continued from Page 1)

desires to change the broadcast schedule of the CBS show featuring Mark Warnow's orchestra and Jack Berch to a Monday, Wednesday and Friday schedule, instead of Tuesday and Thursday as at present. Young & Rubicam Inc. has the account.

## B. Charles Dean Disking 52 Latin-American Shows

(Continued from Page 1)

into the foreign field in earnest. Plans now call for programs to be built for Australia, England and New Zealand. Dean spent a number of years in each locality, and is well equipped to produce entertainment for the various countries.

## Renew "Passing Parade" For Another 26-Week Run

(Continued from Page 1)

on the NBC-Pacific Red network and the Monday 7:45-8 p.m. (EDST) period on a split NBC-Red network of KOA, KDYL, WEA, WMAQ, KYW. Howard E. Williams Co., San Francisco, has the account.

## NEW PROGRAMS—IDEAS

### Little Theater Dramas

Under auspices of the United Charities, KMOX is presenting a Sunday morning series of dramatizations of true life stories put on by the Little Theater Radio Players. Series is entitled "With Other People's Money," and the first presentation was based on facts taken from records of the Girls' Protective Department of the Board of Religious Organization.

The players in the productions are representatives of the Little Theater group who early this year received a ten-week course of training at KMOX in the radio art. Every week they attended classes at the studios conducted by KMOX department heads. The course was very comprehensive and included engineering, program development, music of radio, production, radio news editing, continuity writing, announcing, sound effects and many other subjects.

### Agreements Submitted In ET Music Dispute

(Continued from Page 1)

also stated that many publishers will probably sign the SPA agreement.

Agreements are in the form of "attitudes" on the question and that of the publishers is a short one agreeing to a 50 per cent split of the ET proceeds.

Publishers insist upon the rights to be vested in themselves and not the SPA; that article IX of the SPA by-laws be expunged; that any agreement signed will pertain to the U. S. only and not European rights; 50 per cent split is okay; that a man shall be hired to look after the SPA members' rights; that a 10 per cent cost of administration be set; duplicate statements to be rendered by administration issuing the licenses and the standard form of contract be changed from 33 1-3 split to writers to the 50 per cent figure; writer in debt to a publisher gives the publisher the right to take 100 per cent of the licenses fees in lieu of debt payment, etc.

Music men, however, through their attorney say there is no use in considering the agreements if all rights are not vested in the publisher and if foreign rights are included in the 50 per cent deal. SPA also wants individual songs licensed, and no licenses issued in a case where a bulk lot of tunes are involved. SPA wants rights vested in SPA for future set-up, but publishers are against both the last two mentioned items.

Each side having submitted a "temporary agreement," it is believed that unless both give way on various counts the matter will end up status quo. In the event one or the other agreement is signed, or a compromise made now, a final form of agreement will be reached later on.

### Current Events Bee

The question and answer craze has hit Philadelphia, but with a new wrinkle. Strawbridge & Clothier "Demi-Heure" program on WFIL features a "Current Events Bee" with Elliot Lester, author, dramatist, playwright and pedagogue as "master of the bee." Questions on current events are substituted for the tricky sample of the orthographical science. Cash prizes of \$25 are awarded to the best answer men. Participation is open to all and sundry, with a pre-broadcast bee weeding out the weak sisters.

### Steamship Arrival Time

WMCA now broadcasts the time when steamships are scheduled to dock each morning at 7:40 a.m., as a convenience for those who expect to meet friends at the pier.

### More Radio Talent Set For Expo in Cleveland

(Continued from Page 1)

Minor, comedy trio, with Josephine Reilly, featured with Myron Roman's Radioland orchestra, the week starting July 3; Charles Carlile, July 10; Alexander Gray, July 17; Connie Gates, July 24.

From July 31 to October, the following will be heard: Irene Beasley, Aunt Jemima (Tess Gardella), Ramona, Tito Coral, The Happiness Boys (Jones and Hare), Lee Wiley, The Eton Boys, Benay Venuta.

### Texas Co. Sponsoring Regatta Over WTAR

(Continued from Page 1)

station's short wave unit W3XEY will be located in the middle of the five-mile Hampton Roads course. Program will be fed by wire from the Hampton A.T.&T. office to the studios in Norfolk.

Jeff Baker, WTAR staff announcer, and Tom Hanes, local sportsman and manager of the local paper, will be on the shore pickups.

### New WNEW Series

The New Jersey Information Bureau inaugurates a program over WNEW on Sunday at 11:45 a.m., to be heard at that time every week. Program will consist of recordings made by the National Emergency Council in Washington, through the medium of RCA, and will feature NBC announcers and actors.

## AGRAP IS ENLARGING SCOPE OF MEMBERSHIP

(Continued from Page 1)

newscasters, engineers, radio actors and radio signers.

Opening of the Guild to practically the entire field of radio personnel, except clerical and publicity writers, brings the Guild into direct competition with other unions such as the American Radio Telegraphists Association, Actors Equity and the Newspaper Guild. Roy Langham said that several engineering staffs in stations around the country have already signified their intention of joining the AGRAP in preference to any other unions.

Understood that negotiations are now going on between WOR officials and the announcer and production men of the station and that an announcement will be made within the next few days. Staff is said to be affiliated with the AGRAP.

Regarding AGRAP competing with other unions Langham said:

"AGRAP will not, however, compete actively for membership with other bona fide labor organizations in radio. High pressure salesmanship has no proper place in building a sound labor organization, which should be the result of spontaneous growth.

"AGRAP is independent of A.F. of L. and CIO, but will cooperate in any justifiable efforts of other labor unions to obtain better working conditions for persons employed in radio. The Guild is primarily interested in raising wages, adjusting hours and affording greater security to radio employees. Organization is a means to that end, not an end in itself.

"We have no quarrel with anybody except employers who won't admit the depression is over, that living costs have increased and that we have a Wagner Act on our statute books. Against them our action will continue to be vigorous and uncompromising."

### Frances Langford Most Popular

Frances Langford will be awarded a medal as the most popular feminine singer in the annual "Star of Stars" award contest, by Carl Schroeder, west coast editor of Radio Guide, after her Friday broadcast.

**BILL ELLSWORTH**

RADIO TALENT

75 E. WACKER DRIVE  
CHICAGO, ILL.

First in local accounts

in Chicago

**WGES**

(In the heart of Chicago)

**FRANK DEGEZ**

CUSTOM CLOTHES

46 WEST 48 ST.  
NEW YORK

BRyant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up

## GUEST-ING

HOAGY CARMICHAEL, together with ZASU PITTS, on Chase & Sanborn show, July 4 (NBC-Red, 8 p.m.).

CLAUDE RAINS, BILL ROBINSON, MITZI GREEN and JOE LAURIE JR., on Vallee Varieties, tomorrow (NBC-Red, 8 p.m.).

MADGE EVANS with ROBERT MONTGOMERY, in "Beau Brummel," on Lux Radio Theater, July 5 (CBS, 9 p.m.).

VIVIAN DELLA CHIESA, on Gulf Oil Co. program, July 4 (CBS, 7:30 p.m.).

GEORGE KOJAC, M.D., former Olympic swimming champ, on Dick Fishell's Sports Resume, tomorrow (WMCA, 6:30 p.m.).

BOBBY BREEN, MARION CLAIRE, GERTRUDE BERG and IRVIN S. COBB, on Magic Key of RCA, July 4 (NBC-Blue, 2 p.m.).

MISCHA LEVITSKY on Ben Bernie program, July 27 (NBC-Blue, 9 p.m.). Deal set by the Herman Bernie office.

LESLIE LIEBER, on Ben Bernie program, July 6 (NBC-Blue, 9 p.m.). Booking set by Columbia Artists Inc.

## New Mutual Outlets

Map displayed to Mutual stations at its meeting last Thursday in Chicago showed new outlets in Milwaukee, Syracuse and Albany. WISN was the Milwaukee outlet, but advices here indicate that station cannot align itself with the network even if it wants to, as CBS contract forbids. Stations in Syracuse and Albany are understood to be WSYR and WABY, both NBC-Blue affiliates. Understood, also, that the deal for the southern network has fallen through. One southern station which refused to join Mutual expressed itself as unwilling to spend \$400 a month for line charges.

## R-O'K Booking Convention

Rockwell-O'Keefe Inc. will book the entire show for the 1937 convention of the National Security Traders, to take place in Atlantic City, Sept. 8-11, in Convention Hall. Spot will have a network wire.

## Midgely Indisposed

C. E. (Ned) Midgely, BBDO radio time buyer, was confined to his home yesterday with a slight case of sniffles.

1	9	3	7
SUN	MOR	TUE	WED
4	5	6	8
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

June 30

Greetings from Radio Daily

to

Philips Carlin Larry Krasner  
Colonel Russ Brinkley John Mayo

● ● ● Music Publishers' Protective Ass'n, at their secret meeting 24 hours ago, appointed 10 outstanding professional men to head a committee for the specific purpose of "policing" the unfair tactics of chiseling publishers and enforce a new code of ethics for the industry!... Val Ernie's band instead of Nano Rodrigo opened last nite at the Riviera... Harriet Hilliard will do only two weeks of vaudeville with Ozzie Nelson... Alexander Woollcott's "Town Crier" fades July 6... Jean Paul King must have signed that 5-times weekly WOR commercial by the time this appears in print... Al Donahue's band has already been signed for the fall at the Rainbow Room... CIO's John Mayo is NOT the former FDR announcer. John Mayo... John Nesbitt's "Passing Parade" folds its Tuesday nite series July 27 and will be heard on Mondays only throughout the summer... Roger Douless has returned to work, after all... Joan Manners is very fond of Bill Weisman's twelve-year-old son, Larry... Jerry Mann appeared at the "Singing Marine" midnite preview wearing smoked glasses.

● ● ● For the past two years KDKA announcer Bill Beal has been working on a weekly show called "Messages to the Far North" which sends messages and entertainment to men whose duties take them far from civilization... W. L. Tyrer, supervisor of Indian Affairs for Canada, stationed at Moose Factory in northern Ontario, wrote Bill that the men listen to him every Saturday nite, that they feel they almost know him personally and that they would like to see the announcer who brings them so many welcome messages... Tyrer has therefore invited Beal to join him on a tour of the posts of the Hudson Bay Co. this summer, to see and be seen by the fellows he serves... Bill has accepted the invitation, and on Aug. 6 he leaves with Tyrer in a party to tour 15 or more posts. Part of their journey will be made in a small cabin cruiser, the "Charles Stewart"... All of which proves that radio plays a very vital part to some people and that the audiences really appreciate broadcasts.

● ● ● Eddy Duchin will conduct the orchestra on the Fibber McGee and Molly show starting July 12... Lanny Ross, Leigh Stevens' band and Kay Thompson with a choir have been signed for the Venida hair-net show which will be aired via CBS starting late in July... Jack Berch's show with Mark Warnow will be heard thrice-weekly starting July 19. It's heard twice now... Gus Haenschen has returned to his show after seven weeks of flu... Lucille Johnson has returned to the Paradise show—she can't fulfill flicker commitments until this contract expires but will be heard commercially soon... Woody Herman clicked big at the Willows in Pittsburgh with Sharri Kaye coming through in five-star fashion... Oscar Shaw, star of the Bi-So-Dol show, is being screen-tested... Ted Hammerstein is building a golf course on his estate... Carl Hoff, who arrives on the coast with the Ford show next week, may sign for another commercial heard on Thursdays... Milton Berle came into Lindy's and yelled a big "hello" to the sit-downers, which prompted some wit to remark, "The Curtain MUST be up NOW!"

● ● ● In winding up the "man on the street" airings in order to introduce another show to Norfolk, Va., Jeff Baker is letting the audience interview him on the final show today via WTAR... With the membership of the "Bring-Arabesques-Back-on-the-Air" (of which Stoopnagle and Budd were charter organizers) increasing, with Chi in the lead, listeners may soon hear an old-time favorite revived after years off the air... This is indicated by the optioning of the original cast, together with Yolanda Langworthy, who wrote, directed and acted in the old show.

## Coming Events

July 8-10: L'Union d'Art Radiophonique first international congress, at the Sorbonne, Paris, France.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Nov. 26: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

## CRA Sets Two Bands

Consolidated Radio Artists closed two bookings yesterday, one bringing Paul Sabin and orchestra from Detroit to the La Salle Hotel, Chicago, for four weeks opening today. The other brings Codolban, Hungarian gypsy violinist, and band to the Rainbow Grill, opening July 7 and remaining until the 20th. He replaces Emery Deutsch, who is going on tour. On Aug. 11, Codolban returns to the Rainbow Grill for an indefinite stay. Both bands will have NBC wires.

## Third Year for "Ave Maria"

"Ave Maria Hour", sponsored by the Ave Maria Radio League of St. Christopher's Inn, Garrison, N. Y., starts its third year over WMCA and affiliated stations of the Inter-City Broadcasting System on July 11.

## Ed Fitzgerald Lightens Up

Starting July 10, Ed Fitzgerald, who has daily 9 and 10:30 a.m. spots for L. Bamberger & Co., in addition to his weekly evening show, will skip the two morning shows on Saturday until after Labor Day.

## Organ Capers

East St. Louis, Ill.—Not content with singing mice, Paul Godt, WTMV organist, is teaching one to play the organ. During broadcast from Majestic Theater the other morning, Mister Mouse got caught beneath the pedals. When Godt playel treble, Mouse scooted for the bass. When Godt trod the bass, Mouse scampered for treble. With result that organist Godt hardly knew his bass from his mouse. When Mister Mouse climbed onto the bench, broadcast was suddenly cancelled!

The staff of WTMV swear this is a true story.



WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

**R**UMOR of the Hollywood genre has it that MGM can't release flickers to radio except through Louella Parsons, who holds rights to future radio releases emanating from Leo... Walter Tetley's favorite advertising gadget is a match folder with his phiz on the cover and a key to N. Y. C. on the reverse side... The Universal Recording of the new "Prattling Parkers" opus has Walter playing the piano... only it's Ina Grange, pianist extraordinary, who renders "Narcissus" in the juvenile manner... Hollywoodmen are saying radio will hie itself back to the east coast, where it belongs, on account of the movie arbiters are clamping down on talent going on the air... Another shadowy possibility... that Benton & Bowles may turn "Show Boat" into a super-amateur hour, with uncrowned movie talent recruited from the studio overflow out California-way... Everett Sloane and Madame are rusticating in a recently acquired New Jersey manse, complete with swimming pool, idea being to start the Sloane heir off the fresh air way.



Mary Ann Mercer, who vocalizes on Bill McGrath's "Listeners' Scrapbook" over WNEW, held thumbs down on a Vallee offer to join one of the traveling units on account of she likes staying in N. Y.... Harry Kraymore, announcer for that station, goes matrimonial next week, with a Brooklyn lass repeating the vows with him... Sid Schwartz, WNEW's publicity director, celebrated a first wedding anniversary on Monday... Walter Cassel is back in town, with Mrs. Cassel and three young Cassels, all under six years of age... Aurelia Colomo, pulchritudinous warbling Latin, opens at Montreal's Mt. Royal, July 1, Rockwell-O'Keefe having made all arrangements.



WTAR's program directress, Shirley Hosier, purveys flicker talk to local listeners in a thrice weekly offering 'titled "Movieland Gossip" over the Norfolk station... WCAE's warbling Nancy Martin, who's aired Tuesdays and Thursdays over that station, plans to increase her toothsome by visiting her favorite dentist, on account of the fair Nancy expects soon to be screen-tested...

RADIO PERSONALITIES

No. 47 in the Series of Who's Who in the Industry

**B**ERTRAM LEBHAR JR., sales director of WMCA and the Inter-City Network, is one of New York's native son radio executives. A Cornell grad (class of '26), Bert's early inclinations turned to law. But after two years of toting law books around at New York Law School, the lure of married life and a business career beckoned. So he entered the trade paper field as space peddler. Soon tired of that, however, and when the radio bug bit him, he took a job with the CBS sales department. A short step from there to radio directorship of Hirsch Advertising Agency.



Sponsors can't come too tough for him.....

Then in 1930 began a five-year association with WOR. Here Bert sold and produced some of the biggest accounts, including Golden Dawn Revue, Pebeco On Parade, Woodbury's Revue, Old Gold Cigarettes, Hoffman Quality Hour and numerous others. Resigned from WOR in November, 1934, to join American Broadcasting System.

When the management of WMCA reverted to Donald Flamm in January, 1935, Bert became sales director. Much of the progress of the station since is attributed to Lebhar's forceful salesmanship and knack of planning programs to appeal to New Yorkers. Under Lebhar's direction WMCA has attracted attention of leading national advertisers such as Remington-Rand, Chase & Sanborn, Macfadden, Webster-Eisenlohr and General Mills. To latter sponsor he sold one of the biggest "packages" in radio—a three-hour daily sport variety show "cross the board."

Works and plays hard—particular hobbies being tennis (they respect his service aces!) and bridge, in which he ranks as an expert. Lets golf alone and it lets him alone.

ORCHESTRAS - MUSIC

**B**OB CROSBY and ork make their Eastern debut of the year at Sunnybrook Ballroom, Pottstown, Pa., July 3.

Frank Dailey and Mal Hallett and their respective bands will succeed Art Shaw's ork at the Plaza Ballroom, Wildwood, N. J. Spot has a WIP wire.

Kay Kyser and his Surprise Party will be heard Sunday, July 4, from the Atlantic City Steel Pier, over MBS, at 10 p.m. EDST. Studio audience is expected to number about 5,000 people. On July 11 the Kyser show will air from New York.

Maestro Henry Busse and his orchestra are scheduled to rejoin the Mar-O-Oil Revue on Sunday over the NBC-Red network, at 11:45 a.m.

Ben Pollock and band open at Sebastian's New Cafe International in Culver City, Cal., July 1, for four weeks, with an option. Deal was set by the California office of Rockwell-O'Keefe Inc.

Meredith Willson sponsors a new style of music on Captain Henry's "Show Boat", when the new edition of the program is launched July 8, in presenting "concert swing", which he says is "dramatized popular music". Willson's orchestra is a new 27-piece aggregation, organized especially for the "Show Boat" program.

When Ray Block and his "Swing Fourteen" are aired on Jack Ben-

nett's "Noonday Frolic" over WINS today at 12:30, in addition to the most recent recordings of the swing outfit, Ray Block will appear in person on the program.

Florence Ballou's newest ditty, "Evening Song", will be heard on Dolores Hanford's program over WICC, Bridgeport, at an early date.

Dr. Howard Hanson, Guy Fraser Harrison, Dr. Nikolai Sokoloff and other celebrated conductors will be heard as guest batonists of the National High School Orchestra and the National High School Band when NBC presents its fourth consecutive season of National Music Camp broadcasts from Interlochen, Mich., beginning Sunday, 10-11 p.m. over the NBC-Blue network.

Peter Kent has augmented his Manhattan Room orchestra at the Hotel New Yorker. In addition to two new instrumentalists he has Dorothy Wilkens, singing accordionist, alternating with him in the warbling assignments.

Maestro Joe Marsala, Hickory House ork leader, deserts that spot for a few weeks in order to visit France and the Paris Exposition. His musical contingent remain, however, under the direction of guitar stylist Eddie Condon.

Frank Dailey and ork are supplying the music for a series of Thursday night "Shag Contests" at the Meadowbrook Club in Jersey. The contests are open to all.

★ F. C. C. ★  
ACTIVITIES

APPLICATIONS RECEIVED

Reading Broadcasting Co., Reading, Pa. CP for now high frequency station. 31100, 34600, 37600, 40600 kc., 10 watts.

Sam Houston Broadcasting Assn., Huntsville, Tex. CP for new station. 1500 kc., 100 watts, daytime.

Carl Latenser, Atchison, Kan. CP for new station. 1420 kc., 100 watts, daytime.

KLZ Broadcasting Co., Denver. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATION

KSD, St. Louis. Application for renewal of license be granted and app. for mod. of license be denied.

KFUO, Clayton, Mo. CP for change in power to 1 KW., 5 KW. LS., 550 kc., share time, be granted, and app. for renewal of license be granted.

A. J. McCosker's Salary

According to the annual report filed with the Securities Exchange Commission and released through the New York Stock Exchange, Alfred J. McCosker, president of WOR, received \$63,055 as his share of profits from the Bamberger Broadcasting Service, Inc., and Radio Quality Groups Service, Inc., for the year 1936. In addition to this sum, McCosker received \$25,000 as salary total from both concerns.

Radio Guild to Offer Comedy

"The Marriage of Kitty," a high comedy adapted from the French by Cosmo Gordon-Lennox, British dramatist, will be presented by the Radio Guild on Friday at 3-4 p.m., over the NBC-Blue network. The radio adaptation will be prepared by James Church, of the NBC Production staff, who also will direct.

The next two productions on the Radio Guild schedule will be "The Rainbow," by A. E. Thomas, to be heard July 9, and "Quincy Adams Sawyer," by Frederic Justin Adams, July 16.

Broadcast from Italy

A description of the medieval Palio race at Siena, Italy, an outgrowth of the races on buffaloes and the bull-fights of the 15th and 16th centuries, will be heard in America on Friday at 2 p.m., over the NBC-Red network. The international broadcast will be shortwaved to America via RCA facilities from 2RO in Rome.

Heatherton for Chevy Disks

Columbia Artists Inc. has set Ray Heatherton to make a series of recordings for Chevrolet. Disking date is July 28.

Ed Supple Back on Job

Ed Supple has returned to his desk in the CBS press department after a short illness.

CRAIG & HOLLINGBERRY

Incorporated

Radio Station Representatives

New York  
Jacksonville

Chicago  
Detroit



# Chicago



## Coast-to-Coast



**P**HILLIPS LORD is combing Chicago for scripts for his "Gang Busters" series.

Frank Bishop, KFEL, Denver, paused here on way to New York on business.

Sheila Barrett is playing at the Palace theater.

Morey Amsterdam reports his wife, Mable Todd, has signed for several pictures, one with Benny Goodman.

Jack Pierce, WGN engineer, bought a 30 foot cruiser in Detroit and is spending vacation bringing it back to Chicago via Lake Huron and Michigan—a 700 mile trip.

"Varady of Vienna" with Ted Weems ork on Mutual folded Sunday but will return in September, according to present plans.

Mary Ruth Milan, dancer and singer, has replaced Marge Morin in the Morin Sisters trio. Marge recently married Bob Casey of the King's Jesters. Henry Coffey is added piano player with group.

Don Thornburgh, CBS vice-president, Hollywood, back home on visit.

Dick Chindblom, WBBM assistant program director, vacationing in Canadian Rockies.

Merrill Fugit of "Kaltenmeyer's Kindergarten" back from Arizona dude ranch rest-up.

### BOSTON

After a three-week try-out on WEEL, the "Neal O'Hara Radio Gazette" moves into a New England CBS network spot. Still to be heard on Mondays, Wednesdays and Fridays at 7:30 p.m., the program will also be aired over WLBZ, Bangor; WMAS, Springfield; WDRC, Hartford; WORC, Worcester, and WPRO, Providence. O'Hara is assisted by Joe Toye, Boston Traveler editor, Edson B. Smith, as financial editor, and Jay Wesley, sports announcer.

Exclusive broadcast rights to the running of the Massachusetts Handicap at Suffolk Downs track in East Boston has been signed for the next three years by WBZ. Deal was made by Arthur Feldman of WBZ.

Joe Rines returned to the hometown to play at a wedding over the week-end. This is the third wedding in the same family in six years for which Joe has furnished the music.

WEEI notes . . . Norman Young, control operator, vacationing in Maine . . . Jack Beauvais and his "Mrs." leave for Cape Cod this week . . . Lloyd Morse, production man, had a table holding several hundred pounds of transcription cabinets collapse on his leg. He's now wearing a cane . . . Dorothy Franklin filling in for Caroline Cabot on her WEEI Shopping service as Caroline takes her vacation in weekends and days off.

**L**ANNY ROSS and Mary Eastman will present a condensed version of "Dearest Enemy", the Richard Rodgers operetta, on "Show Boat" tomorrow night over the NBC-Red network at 9-10 p.m. Regular cast, including Thomas L. Thomas, Margaret McCrae, Molasses 'n' January, Modern Choir and Al Goodman's orchestra, will be on hand.

*Les Lindow of the sales staff of WCAE, Pittsburgh, plans to fly west when his vacation starts next week.*

Raymond Ramsey, sports commentator and program director of KOMA, Oklahoma City, covered the broadcasting of the Oklahoma State Amateur Golf Tournament last week. The State Open Tennis Tournament will be aired for the first time by KOMA.

*Dolly Mitchell, young songstress of Norwalk, Conn., will be heard on the Mutual network starting July 4. She has been on WICC, Bridgeport.*

Henry W. Roberts, radio editor of Aero Digest, has an article on "Flying the Radio Ranges" in the July issue of that publication. He discusses the navigation of airplanes by the use of radio range signals, and explains why the actual results are not always in accordance with paper theories.

*Lewis E. McIntyre's "News of the Road", on WCAE, Pittsburgh for more than five years, is now in a new Friday night spot at 5-5:15 o'clock.*

Charles McCarthy (the announcer, not the dummy) replaces Russ Clancy on the Early Bird show heard every morning at 7:30 via WHN.

*A studio party is planned over WTAR, Norfolk, between 7 and 8 a.m. on the morning of July 9. Occasion is the launching of the fourth consecutive year of Musical Calendar programs, heard over the station daily and sponsored by the Peoples Service Drug Store in the Tidewater Section. Show will feature all of the announcers available who have acted as m.c., as well as managers from the various stores, who will make their debut to the air audience.*

John New, WTAR (Norfolk) sales manager, spent the week-end as guest of Ovelton Maxey, general manager of WRTD, Richmond.

"Street Forum", WMCA's man-in-the-street interviews, conducted by Roving Reporters Frankie Basch and Martin Starr, will now be broadcast on Mondays and Wednesdays at 2 p.m. and Fridays at 1:30 p.m.

When the British freighter Sandgate Castle sent out its SOS last Saturday afternoon, the Brooklyn Navy Yard phoned WMCA requesting that the station go off the air until the danger was cleared. Station signed off at 3:28 p.m. and stayed off for 45 minutes. Shutdown came within the General Mills "Grandstand and Bandstand" afternoon show which meant a credit slip for General Mills. Close proximity of the station's frequency to the 600-meter band was responsible for the Navy department requesting the sign-off. So far as known, no other station in the Metropolitan area was asked to close down.

*KYOS, Merced, Cal., disproved the contention held in some quarters that broadcasting of sports events is injurious to gate receipts. KYOS recently announced the airing of the Central California League games on a Friday and Saturday. Next day, Sunday, paid attendance at the park was more than double the highest previous record.*

A double-barrelled program with both volleys aimed at the community interest target was presented on KCKN last Sunday, when the regular American Legion Auxiliary program featured an interview with the director of safety for Kansas City, Kans.

*On the morning of July 12, WBIG, Greensboro, N. C., will broadcast by remote control the dedication of the new half-million dollar post office in Burlington. Postmaster General Farley, and Assistant Postmaster General Branch, as well as other notables, will be present. In the past couple of years WBIG has broadcast the dedication of a number of fine new government buildings in this area, notably the Greensboro post office and the Reidsville post office.*

Wilson A. Baniford, assistant engineer with WBNX Broadcasting Corp. of Springfield, Vt., was married recently.

*"Uncle Len" of the Happy Hours Show heard each Saturday morning over WRJN, Racine, Wis., is vacationing in California.*

WLBL, Madison, Wis., has increased its power from 2,500 to 5,000 watts.

*WRJN, Racine Wis., through its short-wave transmitter station W9XLC, will broadcast an eye-witness account of the city's Fourth of July celebration from a Ryan cabin monoplane flying over the city. Blatz Brewing Co. and its Racine distributor, Louis Matagrano, is sponsoring the broadcast.*

**D**ON WILSON will do his first real screen acting in a new Universal picture for which he has been signed. Pix is "Behind the Mike", but Wilson's part will be more than a mere portrayal of an announcer, with opportunities for building up a characterization. Wilson also doing Sports Shorts for RKO.

Cecil Underwood, former producer of the Jolson show for Ruthrauff & Ryan, and more recently with the Fibber McGee and Molly airings from the Coast, is returning East with Fibber & Co.

Jacques Renard will celebrate his twelfth anniversary on the air on the Cantor program airing of July 11.

### KANSAS CITY

Fran Heyser, KMBC production head, and Barbara Winthrop, continuity writer handling the scripts for "Phenomenon," the new electric utilities show developed by Arthur Church, are back from the coast with 65 platters of the series completed. They will return to California sometime in the fall to supervise the recording of another 13-week series.

Parke Carroll, sports editor of the Journal-Post, goes on the air this week via WHB with a series of 10-minute sports chats. The programs, five times weekly, will be written by Carroll and sponsored by the Hamm-Singer Corp., distributors of Hamm beer.

The Texas Rangers, KMBC's cowboy instrumental and vocal unit, has returned from a two-week vacation in California and resumed daily broadcasts this week.

For the first time in Kansas City, a polo match was aired when KMBC last week broadcast 15 minutes of the final match of meeting of the Kansas City Country Club team and a team from New Mexico Military Institute on the Country Club field, here. Jack Starr, KMBC sports announcer, did the mike work.

KXBY has sold the North Alaska Fur Co. a series of 5-minute transcription shows to be aired before each of the daily baseball broadcasts. KXBY is also airing two 100-word spots daily for the operators of a new night spot, the Nightingale Ballroom.

### WTAR Technical Staff Addition

Norfolk—Dan Smith, formerly instructor at Norfolk College, is the latest technician to be added to the WTAR staff. New schedule for the WTAR ops includes two men on duty for the full operating day at the new transmitter in Glen Rock. Reason is to insure perfect operation and observation of the new directional antenna juiced last week.

# ★ Program Reviews and Comments ★

## LUCILLE AND LANNY

*Sustaining*

WJZ-NBC-Blue Network, Tuesdays and Thursdays, 5-5:15 p.m.

**BRIGHT LITTLE PROGRAM OF SONGS AND CHATTER WITH SPECIAL KID APPEAL.**

With apparently nothing but a piano to help them along musically, Lucille and Lanny knocked out a lively quarter-hour of singing and light comedy nonsense in their debut on this NBC spot yesterday. They sound like a couple of performers with plenty of pep, rhythm and youthful sparkle, and, as a program aimed at the juvenile element just before time for dinner, they ought to have no trouble catching on.

"I Love You From Coast to Coast," "Carelessly" and other pop numbers were given a snappy workout by the team, and then in the light comedy and dialogue sequences there was some talk about a mythical rich uncle who is coming to New York for a visit and whom they must show around and protect from being clipped.

First stanza indicates a pleasing series.

## Expect Tax Bill Signature

*Washington Bureau, RADIO DAILY*

Washington—It was indicated at the White House last night that President Roosevelt would sign the so-called nuisance tax extension bill, prolonging radio taxes for two years, before the expiration of the present law at midnight tonight.

## Party for Semi-Blind

A party will be given to five children partially sighted, ranging in ages from 12 to 16, members of the Sight Conservation Class at Public School 116 in Manhattan by Anice Ives on her WMCA program, "Every Woman's Hour," today at 11:15 a.m. One of the children will offer a musical number and another will tell how she recovered her sight. After the program the children will be treated with candy, cake and ice cream.

## ATLANTIC CITY

Ray Morgan, WPG announcer, is readying two Mutual network shows from that station for weekly presentation.

"Midnight Control," series of police dramas, produced by Harry Von Zoog, is being groomed for winter presentation over WPG.

Ralph Shoemaker, WPG announcer, is now continuity editor for the station.

"The Three Keys," erstwhile NBC instrumental harmonizers now featured at Belmont cafe, reorganize for the comeback trail. Bobby Pease at the piano, Slim at the guitar, and replacing Bon Bon on vocals is Bill Furness. Bon Bon is currently featured with the NBC Top Hatters ork-

## Lux Radio Theater

Walter Winchell, James Gleason and Constance Bennett highlighted the production of "Front Page" over CBS at 9-10 p.m. Monday, and of course everyone knows the ability of both Gleason and Bennett, but Winchell as an actor no doubt gave the audience something to wonder about. In the reporter role of Hildy Johnson, Winchell may or may not have been given free rein on his interpretation. Apparently, however, the columnist's direction was not the best and he over-emphasized the draggy "dese, dem and dose" style of delivery. It probably characterized the part, but was not exactly convincing. Thus the show gave the impression of being over-acted. Cut down to less than one hour added speed to this already fast script and on the whole was good entertainment.

Lee Tracy in the original stage production did not quite go the Winchell limit, but after all Tracy got the part because Jed Harris, producer, happened to have Tracy under contract. Impression is that Winchell is no sufferer from stage fright and is capable of doing much better on radio or in pix, provided the direction is not too screwy.

## "Richard III"

The second offering in the NBC Shakespearean cycle was definitely up to the Barrymore standard, with the Richard III characterization etched in a memorable and incisive manner by the dean of American actors. The Anne of Elaine Barrie, although lacking in subtlety and restraint, was done in forceful and poised style. A certain amount of obscurity in plot, seemingly attendant on the pruning necessary to the presentation of Shakespeare in this manner was evident, but within those limitations the adaptation was a skillful one. Not as breathtaking an offering as the initial "Hamlet," but certainly a meritorious one.

## H. V. Kaltenborn

Filling the Philco spot on CBS at 7:45 p.m. while Boake Carter is tak-

ing his vacation, the veteran commentator H. V. Kaltenborn brings his amiable though none the less forceful style to a quarter-hour where he provides quite a contrast with the regular incumbent. Melodized by longer experience and more analytical weighing of affairs, Kaltenborn approaches his material more philosophically and more hopefully than Carter usually does. Kaltenborn is less the alarmist. He does not see dire consequences in all untoward happenings of the day, and the tenor of his remarks is less apt to fan the fires of controversy and unrest. In other words, he is more conducive to peace of mind.

## 'Darktown Strutters Jamboree'

In an attempt to lure listeners away from the networks and Shakespearean dramas, WHN has gone to the other extreme and presents a program of all sepian talent in a half hour of hot music and comedy, on the air Mondays at 9:15-9:45 p.m. It is very doubtful that the show will actually do any luring, however, as it can only appeal to a younger crowd, and even they may pass it up. The entire program is just one blast after another, with an occasional attempt at humor that falls far short of being good. Eddie Mathews, star of "Porgy and Bess," proved to be the one bright spot in the entire airing with his rendition of "Let Me Live Again." Jam music is handled by the Harlem Heatwaves, comedy by Swan and Lee, and the rest of the cast included Bob Howard, Edna Brevard, a singer who could have done a much better job, and the three Jazzters. Show needs plenty of polishing before it can accomplish its purpose.

## Norman Corwin—Poetry

This presentation, heard Mondays at 9:30-9:35 p.m. on WQXR, varies in few respects from the regular programs which feature readers of poetry. However, there is no musical background to accompany the reader, and the entire program is

run by Norman Corwin. For listeners who enjoy the classics, and can appreciate the reader's material, the program offers a well balanced diet, composed of the works of many of the more famous poets. Corwin has a pleasing voice, and gives a helpful explanation before the reading of each poem. However, from a listener quantity standpoint, the program must buck the Barrymore Shakespearean series which is on the NBC network at the same time, and soon it will also have the CBS series to contend with.

## "Movie Pilot"

This Day Line program on WEAJ brought a new singer to light last Monday night, and thereby should feel very proud of itself. Clyde Burke, a tenor, will undoubtedly go places. With Nat Brusiloff's band as a background, Burke went through his numbers like a veteran, and showed no traces of mike fright. House Jamison and Howard Barnes completed the cast. Very pleasing quarter-hour.

## 3 Gardner Agency Shows Set for Return in Fall

Three Gardner Advertising Agency network shows that left the ether this week are set for return in the fall. They are: Tom Mix, for Ralston cereal, back Sept. 27, five weekly on NBC; Ry-Krisp show with Marion Talley, Jos. Koestner and Hall Taylor choir, returning Sept. 26, and Pet Milk program with Gus Haenschen orchestra, Mary Eastman, Bill Perry and The Serenaders due back Oct. 2, on CBS. Latter show is coast to coast excepting WABC. Cast of the last-mentioned program will journey to St. Louis first week in August for a guest appearance on the Pet milk daytime show ("Home Economics"), on CBS. Additional exploitation is also planned in this connection.

Fast sales growth of the comparatively new Shredded Ralston cereal, suitable for summer (or winter) consumption may result in this sponsor buying time on a 52 weeks basis next season.

## Signs for "Script Folio"

WBTM, Danville, Va., has signed a contract with Star Radio Programs Inc. for the "Script Folio," a Star Radio Service which contains seven half-hour programs, 20 commercial tie-ins and 30 musical introduction announcement leads, making this the third Star feature contracted for by WBTM.

# NEW BUSINESS

## Philadelphia

WFIL: Freihofer Baking Co. (Bond bread), through Richard A. Foley agency.

WIP: City of Wildwood, N. J. (resort); Hunt's Amusement Enterprises, Wildwood, N. J.; Endy Bros. (carnival).

## KSL, Salt Lake City

Petite Shops of Salt Lake City, Ogden, Provo, Pocatello and Preston, placed by W. E. Featherstone; H. D. Lee Mercantile Co. (Lee Rider's overalls), through J. Stirling Getchell;

Dodge Motors, through Ruthrauff & Ryan; Chicago Engineering Works, increasing spots through July, through Lunke Advertising.

## KMOX, St. Louis

Terre Haute Brewing Co. (Champaign Velvet Beer), half-hour weekly variety show, through Arbee Agency, Indianapolis.

## KFI, Los Angeles

Beaumont Laboratories, St. Louis (patent medicine), disks, starting Oct. 11.

# CLYDE BARRIE

CBS

Thursday

6:15 P. M.

## Viewpoints

### Says Radio Will Do Right By Shakespearian Drama

"Can radio do the right thing by Shakespearian drama? Is radio the proper medium for the Bard's works? The answer is most emphatically yes.

"Shakespeare's plays were written for the ear alone. Elizabethan playwrights did not have the facilities, nor did they deem it necessary, to cater to sight. Shakespeare, Dryden and John Denis would have been the highest paid radio writers if they lived in our times. Their works are not only appropriate for the invisible audience, but they were written in the language of the day. They were modern and up to the minute. In addition, Shakespeare was a coiner of words—a fashion which as far as language is concerned, is rapidly becoming more important in current writings.

"But the chief important thing is the fact that a limited knowledge in the science of theatrical sceneries and properties made Shakespeare turn his entire attention to pleasing the ear—and the mind. And, if the current plans aren't changed, the networks plan to modernize the Shakespearian plays they will present to the extent where obsolete words and phrases will be deleted without losing the general effect and continuity of the story. It should prove to be the biggest thing in radio."

—ROSALINE GREENE.

### Sees Television Ending Wordy Commercial Plugs

"The listener's pet peeve — too wordy commercial plugs—will abate when television comes in. I visualize the program of the future where in the audience will be commercially approached through the eye more than the ear.

"This won't take much time and will contribute to an almost 100 per cent uninterrupted broadcast. When the audience looks at a commercial program, it will be able to see many pictorial evidences of the sponsor's product. The presentation will be much subtler, less obvious, and no doubt more effective."—TED LEWIS.

## ONE MINUTE INTERVIEW

MILDRED CHETKIN

"I think dramatic presentations on the air would benefit if the material were written directly for radio, instead of adapted from plays intended for some other type of presentation. Contests, backed by sponsors, the object of which would be to select the best one or two act play submitted, might be one way of encouraging this kind of literary endeavor."

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 47 of a Series

### WCSH—Portland, Me.

940 K.C.—1,000 Watts Night, 2,500 Watts L.S.

HENRY P. RINES, President

L. T. PITMAN, Comm. Mgr.

GEO. F. KELLEY Jr., Supervisor

WCSH, regularly servicing the rich northeast markets of the country, is owned and operated by the Congress Square Hotel Co. Established in June, 1925, as a 500 watt station by its present owners, WCSH today has grown to be one of the most powerful outlets on the eastern seaboard. A member of the WEA chain when that network was still operated by the American Telephone & Telegraph Co., WCSH became a member of the basic NBC-Red network when the National Broadcasting Company was formed in 1926. During the life of the New England network WCSH was a basic member, and is now a regular outlet of the Yankee network. Because of its network affiliations, and its value to national advertisers, WCSH devotes the majority of its 16 hours of daily broadcasting to programs of network origin.

The staff of WCSH is headed by George F. Kelley Jr., who is supervisor of radio for the Rines interests. L. T. Pitman is commercial manager; Albert W. Smith, program director, and G. Fred Crandon, chief engineer. Studios and business offices are located in the Congress Square Hotel and the WCSH transmitter is situated in Scarborough, Me.

Among the national advertisers to use WCSH regularly are Cities Service, Kraft Cheese, Maxwell House Coffee, Standard Brands, American Tobacco, Bristol-Myers Co., Procter & Gamble, Packard Motor Co., Lady Esther cosmetics, Grape Nuts, General Electric, Firestone Tire & Rubber Co., Sealtest Laboratories, Chase & Sanborn and Jell-O. Artists who appear on the station include Burns and Allen, Fred Astaire, Fred Allen, Jack Benny, James Melton, Jane Pickens, Rudy Vallee, Bing Crosby, Bob Burns, Lanny Ross, Wayne King and his orchestra, Phil Spitalny and his all-girl orchestra, Marion Talley and Don Ameche, W. C. Fields and Werner Janssen. Local talent is utilized for programs of local origin, but no artist bureau is maintained.

## ★ ★ Philadelphia ★ ★

Helcn Kiley, of the WIP press department, rushed to the Misericordia Hospital for an appendix bobbing.

Dr. and Mrs. Paul Meyer (she's WIP's Mary Haines of the program department) leave Friday for a two-week belated honeymoon-vacation in Maine.

Clifford C. Harris, WIP technical supervisor, has appointed Martin Oebbeke as assistant technical supervisor and James Peterson as equipment supervisor.

J. Jessie Kane, secretary to Benedict Gimbel Jr., WIP prexy, married and resigned. Anne Emilie Schmidt shifted to succeed her.

As a farewell gesture to Jan Savitt and his Tophatters, KYW-NBC swing band starting on tour for the month of July, more than 50 radio stars of the KYW Artists Bureau will be featured in a mammoth one hour program tonight at 10:45. Show is being whipped into shape by James Begley, KYW program manager.

Murray Arnold, WIP director of public relations, button-holed with carnations all week to mark his second wedding anniversary.

Bill Harris, of the WDAS engineering staff, off to Georgia this week to get in a couple licks at duck hunting.

A. W. Dannenbaum, WDAS president, back at his desk after a spell in the hospital to get his appendix spliced.

Lanse McCurley, sports editor of the Philadelphia Daily News, airing

the blow-by-blows from the outdoor ringside at the Cambria Stadium via WDAS. Pat Stanton and Harold Davis on the assists.

Peggy Farnsworth, formerly secretary to James Begley, KYW program director, takes a similar post as secretary to A. W. Dannenbaum, WDAS president.

Laura Morgan Button, director of the Vogue School of Fashion, starts her new series of broadcasts over WIP on July 2.

Norris West, assistant program director at WCAU, will vacation at the seashore.

Charley White, dancing teacher, plans a series of radio programs for the fall consisting of dancing lessons.

Wayne Cody, WFIL "Jolly Man," celebrates his 1700th broadcast this week, doing six shows weekly since 1931.

Ben Alley, WCAU tenor, won a poll conducted among listeners for the most popular 6 o'clock program on the air. He handles the Household Finance Co. show.

Paul Metcalf, cousin of Ethelbert Nevin, is doing a guest vocal stint over WHAT, Bobbie Burke accompanying at the piano.

Sylvan Levin, conductor of the Curtis Institute Symphony Orchestra, a regular winter feature of CBS, eloped with Elizabeth de Young.

Albert A. Cormier, vice-president and general manager of WIP, leaves this week on vacation.

## ☆ "Quotes" ☆

RICHARD HIMBER: "The task of radio is three-fold. Not only do broadcasters have to patiently develop stars, originate numerous ideas, but they must protect these ideas for itself. The numerous inroads of stage, night-club and screen upon radio have not decreased the value of radio as a top-ranking entertainment medium, but have caused the men behind the mike to work just that much harder to keep the radio where it is. It seems unfair to all concerned that radio cannot erect some type of 'idea control' which will permit it to originate ideas which can't be jumped upon by the other entertainment fields and stolen from under the broadcasters' very noses."

MILTON BERLE: "The real comedian is the radio comedian who can hold his place in radio through the years. Because radio comedians must have completely new shows every week, because radio comedians must always be on the alert to turn the news-of-the-day into the humor-of-the-day, and because radio comedians have such a short time in which to prepare their programs, they must be credited as the real comedians. Motion picture funsters have months and even years to work up their picture situations. Vaudeville and night club funsters can use the same material for ages, but not so with the radio comedian."

LEE WILEY: "The vocalist on radio must be a specialist in the various types of songs she sings. Radio more than any other medium of song vocal expression demands that its stars be perfect in every qualification. The vocalist on the stage or screen who has the chance to roll her eyes, move her feet, or use the 'mugging' effect can get by on the minimum in song interpretation. But, the radio singer must be able to sing her songs to perfection and the perfection must be musical perfection."

CAROL WEYMAN: "There was a time when a girl was considered 'plebian' if she looked for a career, especially in radio or its allied fields. Today, if a girl is fortunate enough to have received offers from any radio studio, she can use that as an 'in' for her social contacts."



Peter Kent, the orchestra leader, originally studied to be a minister.