



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 59

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

FIVE CENTS

# Ad Men See More Boom

## AFM DELEGATES TO ASK ANTI-DISK LEGISLATION

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

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

## Petrillo Will Oppose CIO Move in Chicago

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

## 2½-Hour Mixed Program 5 Times Weekly on WCKY

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

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

### Sustaining

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

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

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

### Rolfe with Ripley

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

## AIR LINES OFFERED ETHER TIME TIEUPS

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

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

## Pillsbury Flour Renews On 34 NBC Red Stations

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

## ★ THE WEEK IN RADIO ★

... The 40-Hour Week Trend

By M. H. SHAPIRO

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

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

### MAJORITY OF AGENCIES LAYING OFF SATURDAYS

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

The Biow Co.; Lord & Thomas; Newell-Emmett; Kenyon & Eckhardt; Campbell-Ewald Co. of N. Y.; Fletcher & Ellis were operating with skeleton staffs. Latter agency said  
*(Continued on Page 2)*

### Don Lee to Feed Mutual 90 Mins. on Saturdays

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

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

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

*(Continued on Page 3)*

## NBC SHOWS FROM COAST INCREASE 121 PER CENT

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

### Good Tutor

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

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## FINANCIAL

(Saturday, May 1)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 1/4	162 3/4	164 1/4	+ 1 3/4
Crosley Radio	19 1/2	19 1/4	19 1/2	+ 1/4
Gen. Electric	54	53 3/8	53 3/8	- 1/8
North American	25	24 3/4	24 7/8	- 1/8
RCA Common	9 1/2	9 1/4	9 1/4	.....
RCA First Pfd.	.....	.....	.....	.....
RCA \$5 Pfd. B	.....	.....	.....	.....
Stewart Warner	187 1/8	185 1/8	185 1/8	- 1/8
Zenith Radio	.....	.....	.....	.....
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	.....	.....	.....	.....
Majestic	.....	.....	.....	.....
Nat. Union Radio	2 1/2	2 1/4	2 1/2	+ 1/8

### KDAL Appointments

Duluth — Gilbert Fawcett, with KDAL since it started last November, has been appointed program director. Commercial Manager A. H. Flaten also announces that Sam L. Levitan, who has a newspaper and publicity background, has been made director of publicity and special events, while June Lang, who has been singing on a commercial spot, will handle the Woman's Hour in addition to some singing on commercial programs.

### E. N. Doernbecher Dead

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

**LOUIS ARMSTRONG**  
 AND HIS ORCHESTRA  
 Fleischmann's Yeast, Fridays,  
 NBC Blue, 9 P. M.  
*1st week at Paramount, New York*  
**JOE GLASER, PERSONAL MANAGER**  
 ROCKWELL-O'KEEFE, INC.

# THE WEEK IN RADIO

... The 40-Hour Week Trend

(Continued from Page 1)

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

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

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

### Majority of Agencies Laying Off Saturdays

(Continued from Page 1)  
 they would close for the summer months beginning the first of June. Operating with full staffs were McCann-Erickson; Cecil, Warwick & Legler; Paris & Peart; J. M. Mathes (closes starting in June); J. Stirling Getchell; Arthur Kudner; Ruthrauff & Ryan. A canvass of radio representatives found them all open and using the full staff. E. Katz reported that they would use a skeleton force during the summer months, June through September.

### 2 New Series Starting

David Lowe, writer, begins a new thrice weekly series titled "New York Reporter," on WINS, at 3:45 p.m. today. "Let's Visit," WOR program handled by Dave Driscoll and Jerry Danzig, with Jerry Lawrence as location scout, resumes on WOR May 17 after a brief layoff.

### Seattle Engineers to Meet

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

### Sign Anti-Dental Ad Bill

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

### Dorothy Gray Joins Biow

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

### Air Lines Offered Ether Time Tieups

(Continued from Page 1)  
 line tieups, Bulova will give time signals by courtesy of such-an-such a line whose pilots use Bulova watches. The general use of Bulova time for plane schedules, etc., also will be worked in. Account is handled by The Biow Co.

### Set Details on Griffen Show

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

### Signs Cuban Artist

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

### Changes in NBC Bureau

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

**LEO SAYS:**  
 JOE BOLTON'S DAILY TALK ON SPORTS IS THE TALK OF THE TOWN!  
  
**WJZN** DIAL 1010  
 AFFILIATED WITH M.G.M. LOEW'S

## COMING and GOING

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

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

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

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

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

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

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

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

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

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

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

**KATHRYN CRAVENS** flew to Chicago Sunday from New York.

**MARY PICKFORD** returns today from Europe on the Queen Mary.

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

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

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

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

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

### Chipso Program Shifted

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

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

## AD BOOM CONTINUING; AGENCIES ADDING MEN

(Continued from Page 1)

especially heavy in radio departments of agencies.

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

He said that projects of the agency association included:

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

2—Scientific studies of the economics of advertising.

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

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

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

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

### Del Casino at Paramount

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

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

**BIRTHDAYS**

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

### WHN Adds Half-Hour

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

## AFM DELEGATES TO ASK ANTI-DISK LEGISLATION

(Continued from Page 1)

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

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

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

### Radio Education Report Distributed by WBIG

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

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

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

### Dot and Jack Reid Sign Off

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

# FOR SALE

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

. . .

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

. . .

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

. . .

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

. . .

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

. . .

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

. . .

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

WRITE OR WIRE

JAMES F. HOPKINS, *President and General Manager*

RADIO STATION

# WJBK

6559 HAMILTON AVE.  
DETROIT



# OF THE RADIO AUDIENCE

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

## NEW BUSINESS

Signed by Stations

## WHOM, Jersey City

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

## WGH, Newport News

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

## WOOD-WASH, Grand Rapids

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

## WBT, Charlotte

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

## WMAZ, Macon

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

## Philco Raises Prices

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

## WTMV to Celebrate

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

## WBRY, Waterbury

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

## KHJ, Los Angeles

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

## WICC, Bridgeport

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

## WNEW, New York

American Airlines Inc., a series of spot announcements.



## PETTY CASH VOUCHER—Week ending April 30

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

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

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

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

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

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

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

## GUEST-ING

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

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

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

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

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

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

## Composers' Group Wins Hotel Radio Test Case

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

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

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

## Patricia Norman for Short

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

## AAAA Officers to be Guests

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

## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

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

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

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



### Norge Varieties

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

### Margie Ann Knapp

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

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

### Vallee's Varieties

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

## ORCHESTRAS - MUSIC

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

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

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

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

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

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

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

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

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

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

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

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

## ★ F. C. C. ★ ACTIVITIES

### APPLICATIONS RECEIVED

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

### APPLICATION RETURNED

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

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

### APPLICATIONS GRANTED

WKZO, Kalamazoo, Mich. CP to move transmitter, changes in equipment. 590 kc., 250 watts night, 1 Kw. day, unlimited.

KALB, Alexandria, La. Mod. of license to change frequency, power and hours to 1210 kc., 100 watts, unlimited.

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

### APPLICATION DENIED

Isador Goldwasser, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

Bayou Broadcasting Co., Houston. CP for new station. 1210 kc., 100 watts, daytime.

### HEARINGS SCHEDULED

May 3: J. Leslie Doss, Sarasota, Fla. CP for new station. 1390 kc., 250 watts, daytime.

WPEN, Philadelphia. Mod. of license to 920 kc., 1 Kw., share time day and night.

WRAX, Philadelphia. Mod. of license to 920 kc., 1 Kw., share time day and night.

WORL, Boston. Mod. of license. 920 kc., 1 Kw., unlimited.

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

KGKO, Wichita Falls, Tex. Mod. of CP 570 kc., 1 Kw., 5 Kw. LS., unlimited.

May 5: Northern Broadcasting Co., Traverse City, Mich. CP for new station. 830 kc., 500 watts, daytime.

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

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

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

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

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

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

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

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

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

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

### NBC Derby Unit in Louisville

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



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

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

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

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

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

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

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

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

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

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

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

### Columbia Bureau Signs 5

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

### Jimmy Winchester Shifted

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

## ☆ Coast-to-Coast ☆

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

Bill Murray of William Morris visiting the local office.

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

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

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

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

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

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

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

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

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