



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 60

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

FIVE CENTS

RCA Quarter Net Up 43%

Looking On ... AND LISTENING IN

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

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

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

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

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

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

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

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

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

Jap Announcer

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

COAST COMMERCIAL FOR MUTUAL MAY 11

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

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

WNBR Celebrates 12th With 17½-Hour Comm'l

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

(Continued on Page 2)

Temperance Outfit Placing Disk Series

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

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

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

Live-wire contacting and ideas ex-

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

WPA Gets Sponsor

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

TWO HOURS OF SPORTS GOES ON WMAS DAILY

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

Few Technical Problems Remain for Television

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

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

Gross income for the first three months of 1937 was \$25,109,249, against \$22,542,319 in 1936. Surplus at March 31, 1937, was \$16,787,705, compared with \$13,256,642 a year ago.

VICK KNIGHT JOINING EDDIE CANTOR STAFF

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

(Continued on Page 8)

State Court to Review WJBW Injunction Case

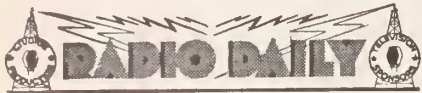
New Orleans—Under a writ returnable May 24, the state supreme court here has instructed Judge Hugh Cage of the civil district court to turn over to it for review his records in the injunction suit of Southern

(Continued on Page 2)

Preview Debate

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

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(Registered U.S. Patent Office)

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FINANCIAL

(Monday, May 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167	165	167	+ 2 3/4
Crosley Radio				
Gen. Electric	54 3/8	53 1/2	53 3/4	+ 1/8
North American	25	24 1/2	24 5/8	- 1/4
RCA Common	9 1/2	9 1/4	9 1/4	
RCA First Pfd.	70	70	70	
RCA \$5 Pfd.	(97 1/2 Bid)	110	Asked	
Stewart Warner	19 3/8	19	19	+ 3/8
Zenith Radio	35 3/4	35 1/4	35 3/4	+ 1 1/2

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
CBS A	50 1/2	52 1/2
CBS B	49 3/4	51 3/4
Stromberg Carlson	14 1/4	15 1/4

Finds Radio Reduces Interest in Reading

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

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

NETWORK SONG FAVORITES

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

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

State Court to Review WJBW Injunction Case

(Continued from Page 1)

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

Cornell Quits Agency

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

Staff Changes at WFMD

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

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

Crumit Action Adjoined

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

WNBR Celebrates 12th With 17 1/2-Hour Comm'l

(Continued from Page 1)

WMC and WNBR, both owned and operated by the Commercial Appeal; Mallory Chamberlin, commercial manager, and Francis Chamberlin, manager of WNBR, were speakers.

Ivanhoe Test Series

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

Child Guidance on WLTH

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

Eddie Miller Musicale

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

COMING and GOING

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Sponsor for WTAM Vox Pop

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

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB

158 W. 48th St. Toots Shor

RADIO EVENTS, INC.
 AN INDEPENDENT PRODUCING GROUP
 SERVING ADVERTISING AGENCIES
 535 Fifth Avenue,
 New York, N. Y.
*From script to production—
 that's extra something that's good radio*

LEO SAYS:
 Greetings to Oxydol—
 WHN Original Amateur
 Hour's new sponsor!
WHN DIAL 1010
 AFFILIATED WITH
 M. G. M. LOEWS

NOVEL PIMLICO SERIES BEING AIRED BY WFBR

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

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

"Lights Out" for Theaters

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

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

Changes at KTUL

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

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

KSO, Des Moines

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

ADOLF SCHMID

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JULLIARD SCHOOL OF MUSIC

New York City

NEW PROGRAMS—IDEAS

Flying Investigator

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

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

"The Baseball Warmup"

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

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

Barry Wood Signed

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

Minnie Dupree in Tele Test

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

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

Inter-Sorority Sing

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

Jacks and Marbles Tourney

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

School Information

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

"Poppy Day" on KDKA

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

Rothman to Handle Pontiac

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

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

M.W.F.

CHRISTIAN COMMUNION BROADCAST BY WGRC

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

Cotton Carnival Broadcasts

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

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

WCKY Promotes Baughman

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

Ken Williams has been added to the news room staff.

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

New Announcers in Memphis

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

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

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS



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

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

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

Ship Remotes in Alaska Are Inaugurated by KINY

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

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

Cooking School on WSGN

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

Results

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

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

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

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

ORCHESTRAS - MUSIC

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

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

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

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

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

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

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

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

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

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

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

Kay Thompson Finishes Records

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

Ind. U. Event on NBC

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

Changes at WIS

Columbia, S. C.—Lynn Gearhart is the latest addition to the WIS announcing staff, coming from WJNO, West Palm Beach.

Frank Burger is now director of publicity, in addition to serving as announcer and writer.

Julia Lowry is the new receptionist-secretary, replacing Portia Cuttino.

Twin Launching via KVI

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

Spotting Local Bands

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

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

Program Honors Students

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

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

"Jury Trials" Vacationing

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

Horace Shelton at KMAC

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

WBT Extends Half-Hour

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

★ F. C. C. ★
ACTIVITIES

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

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

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

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

CBS Publicity Dep't
Is Being Revamped

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

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

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

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

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

SAN ANTONIO

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

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

Associated Pictures took several spot announcements over KONO.

MRS. MARTIN JOHNSON

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

★ Program Reviews and Comments ★

"JUST BETWEEN US"

Rabin Cosmetics Co.

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

Hays, McFarland, Inc.

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

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

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

"SURPRISE PARTY"

Willys-Overland Motor Co.

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

United States Advertising, Inc.

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

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

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

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

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

"HOLLYWOOD WHISPERS"

with George Fischer

Sustaining

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

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

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

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

Film reviewed was "Cafe Metropole."

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

"BRAVEST OF THE BRAVE"

Sustaining

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

PRIZE-WINNING DRAMA SCRIPT WITH PRINCIPAL APPEAL TO YOUNGSTERS.

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

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

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

DAVID LOWE

Sustaining

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

ENTERTAINING COMMENTATOR ON AMUSEMENTS AND THE ARTS IN GENERAL.

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

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

HELEN GRAY

Sustaining

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

PHILOSOPHICAL COMMENTATOR WITH PLEASING STYLE AND FAIR MATERIAL.

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

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

Random Comments

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

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

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

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

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

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

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

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

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

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

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

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

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

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

NEW BUSINESS

Signed by Stations

San Francisco

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

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

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

WIS, Columbia, S. C.

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

KSL, Salt Lake City

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

WHN, New York

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

STATIONS OF AMERICA

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

WBZ—Boston

990 K. C.—50,000 Watts

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

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

Established in 1921 through the efforts of the late Dr. Harry P. Davis, WBZ was originally located at Springfield, Mass. With WBZA, the station was the first in the country to engage in synchronized operation. Short wave station W1XK, Millis, is owned and operated by the stations and transmits all WBZ-WBZA programs on a frequency of 9,570 kc. WBZ is licensed to operate full time on a national cleared channel.

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

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

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

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

WFMD, Frederick, Md.

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

WSPR, Springfield, Mass.

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

WGRC, New Albany, Ind.

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

Iowa Network

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

GUEST-ING

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

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

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

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

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

WFMD Honeymoons Are Over

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



★ ★ Little Talks on Big Subjects ★ ★

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

RADIO PLAYING SANTA TO MOTION PICTURES

(Continued from Page 1)

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

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

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

Melody Court on WGH

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

NBC Signs Larry Burke

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

ONE MINUTE INTERVIEW

BERNARD WILSON

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

★ Coast-to-Coast ★

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

VICK KNIGHT JOINING EDDIE CANTOR STAFF

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

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

KMOX Reorganization

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

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

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

First WQXR Variety Show

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

Frank Jarman to Wed

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

Eckles Joins N. W. Ayer

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

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