



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 61

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

FIVE CENTS

Nets' Gross at New High

WPA RADIO DIVISION ADDING 17 PROGRAMS

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

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

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

"Around the Corner," housing pro-

(Continued on Page 8)

Buryl Lottridge Quits As Manager of KFAB

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

Dwight Burroughs Heads WCAO News Department

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

Champ Theme Singer

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

500 BEING AUDITIONED IN WLW TALENT HUNT

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

(Continued on Page 8)

New Kate Smith Show Is Starting Sept. 30

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

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

COST OF TELE SETS IS PLACED AT \$600

Television sets will retail at about \$600, with tubes costing \$40 to \$50 each, according to H. B. Brown, general merchandise director of Philco Radio & Television Corp., Philadelphia. He predicts distribution of sets by 1940.

Benton-Bowles Opening Offices in Hollywood

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

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

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

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

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

(Continued on Page 3)

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

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

Anti-Ascap Measure Loses Point in Texas

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

Co-operative Organization Planned by Radio Directors

Noxzema Summer Series Starting on 2 Stations

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

Busy radio directors who are often handicapped by conflicting use of rehearsal studios and desirable actors are forming a cooperative organization which will not only seek to establish a clearing house to do away with such confliction, but also provide for the exchange of valuable program tricks.

New organization is planned as a going outfit within two weeks when election of officers will be held and

(Continued on Page 3)

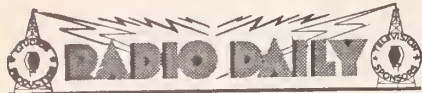
50-Mile Television

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

Visiting Hours

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

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



(Registered U.S. Patent Office)

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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, May 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171	169 $\frac{1}{4}$	169 $\frac{3}{4}$	+ 2 $\frac{3}{4}$
Crosley Radio	21	20 $\frac{1}{2}$	20 $\frac{1}{2}$	+ 1
Gen. Electric	54 $\frac{1}{2}$	53 $\frac{3}{8}$	54 $\frac{1}{8}$	+ $\frac{3}{8}$
North American	25 $\frac{1}{2}$	24 $\frac{7}{8}$	25 $\frac{1}{8}$	+ $\frac{1}{2}$
RCA Common	9 $\frac{3}{4}$	9 $\frac{3}{8}$	9 $\frac{1}{2}$	+ $\frac{1}{4}$
RCA First Pfd.	71	70 $\frac{1}{4}$	71	+ 1
RCA \$5 Pfd. B.	(97 $\frac{1}{2}$ Bid)		110	Asked
Stewart Warner	195 $\frac{5}{8}$	191 $\frac{1}{4}$	191 $\frac{1}{4}$	+ $\frac{1}{4}$
Zenith Radio	36 $\frac{1}{4}$	35 $\frac{1}{2}$	36 $\frac{1}{4}$	+ $\frac{1}{2}$

OVER THE COUNTER

	Bid	Asked
CBS A	51	53
CBS B	50 $\frac{1}{2}$	52 $\frac{1}{2}$
Stromberg Carlson	14 $\frac{1}{8}$	15 $\frac{1}{8}$

Patricia Ryan Signed

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

Mischakoff in NBC Post

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

KOB Names Blair as Rep

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

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway ME4. 3-1270 New York

Radio as a Social Force

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

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

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

Urges More Labor Mediators

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

Pulitzer Winners on Mutual

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

Lohr, Hays and Noyes to Talk

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

WBOW Building Model Home

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

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

Consider Copyright Bills

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

KOMO-KJR Additions

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

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

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

WCAC Adds Sports Review

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

WBOW Adds to Staff

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

Barrett Joins Ida Bailey Allen

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

COMING and GOING

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

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

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

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

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

PAULINE SWANSON of the Robert Taplinger office planned back to Hollywood yesterday.

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

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

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

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

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

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

Will Handle Advertising For 6 Canadian Stations

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

Folk Festival Air Plans

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

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

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

LEO SAYS:

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

WHN DIAL 1010
M-G-M LEOEW'S

RADIO DIRECTORS PLAN A CO-OP ORGANIZATION

(Continued from Page 1)
rules and regulations decided upon. Name is to be the American Association of Radio Directors. There will be no dues if it can possibly be avoided.

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

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

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

WRC as Plane Finder Outlet

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

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

Joins Standard Syndicated

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

SEATTLE

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

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

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

Actors' Equity Status on Radio

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

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

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

That such an organization will be successful.

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

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

Invitations to Broadcast

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

CBS-Guild Parleys Continue

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

Engineers to See Television

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

New WDNC Barn Dance Setup

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

Washington Guests for Prof. Quiz

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

Audition Football Mikers

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

WESTCHESTER

"New York's Hearthside"

Is Yours with

W-F-A-S

Hotel Roger Smith White Plains

NETWORKS' APRIL GROSS ESTABLISHES NEW HIGH

(Continued from Page 1)

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

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

NBC Engineering Recruits

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

Wrigley Renews "Melodies"

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



Jello Again!

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

CONGRATULATIONS, JACK

THANKS, MARY

AGENCIES

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

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

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

"QUOTES"

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

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

CLAUDE SWEETEN

MAIN STREET

WITH **OL' SCOOPS DAILY**

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

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

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

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

Coming Events

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

LOUIS ARMSTRONG

AND HIS ORCHESTRA

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

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

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

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



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



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

RADIO PERSONALITIES

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

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

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

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



Engineered most costly single program.....

ORCHESTRAS - MUSIC

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

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

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

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

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

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

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

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

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

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

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

Star Radio Signs 2 More

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

**CLYDE BARRIE
CBS**

Thursday

6:15 P. M.

**★ F. C. C. ★
ACTIVITIES**

APPLICATIONS RECEIVED

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

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

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

WQAM Personals

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

Walt Svhela has joined the production staff.

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

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

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

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

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

Virginia Vallance to Wed

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

SAN FRANCISCO

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

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

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

JOSEF CHERNIAVSKY

"The Musical Cameraman"

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

Available for Personal Appearances During Summer Months as Guest Conductor

Thrilling Orchestral Novelties

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



Chicago

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

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

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

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

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

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

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

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

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

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

ONE MINUTE INTERVIEW

CECIL B. DeMILLE

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

★ Coast-to-Coast ★

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Los Angeles

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

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

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

PHILADELPHIA

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

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

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

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

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

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

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

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

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

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

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

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

"Wilderness Road" as Book

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

NEW BUSINESS

Signed by Stations

WNAC, Boston

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

WIP, Philadelphia

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

Chicago

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

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

WBNX, New York

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

WAAB, Boston

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

WICC, Bridgeport

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

WBOW, Terre Haute

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

WNEW, New York

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

NEW PROGRAMS—IDEAS

Chamber of Commerce Series

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

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

Country Editor Chatter

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

Musical "Top of the Morning"

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

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

"Big City Parade" Clicks

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

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

Amateur Photography

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

From Old Directories

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

Schools Review Year

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

"Stranger Than Fiction"

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

Colored Man-on-Street

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

"Melody Train"

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

Poetry Forum

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

GUEST-ING

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

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

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

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

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

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

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

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

Heinz "Radio News"

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

New WHBY Offices

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

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

"Mail Bag"

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

RALPH KIRBERY

"The Dream Singer"

65 WEEKS

LIPTON'S TEA

N.B.C.

WPA RADIO DIVISION ADDING 17 PROGRAMS

(Continued from Page 1)

gram approved by Langdon W. Post, tenement commissioner.

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

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

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

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

Series of Yiddish Plays.

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

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

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

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

CINCINNATI

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

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

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

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

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

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4	12	6	10
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20	28	22	26
21	29	23	27
22	30	24	28

May 5

Greetings from Radio Daily

to

Alice Faye
Freeman Gosden
Dick Ballou

STATIONS OF AMERICA

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

KMOX—St. Louis

1090 K.C.—50,000 Watts

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

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

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

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

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

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



PROMOTION



Building Area Goodwill

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

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

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

hand to prepare and stage its own program.

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

CBS's "Radio in 1937"

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

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

500 BEING AUDITIONED IN WLW TALENT HUNT

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

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

DENVER

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

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

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

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

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

Booklet on Workshop Play

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

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

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

STATIONS!

The . . .

Morning Bulletin Board

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