



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 62

NEW YORK, N. Y., THURSDAY, MAY 6, 1937

FIVE CENTS

H'wood NBC Coast Center

Looking On ... AND LISTENING IN

NEWS At the rate news periods are increasing, the time is not far off when these programs will run only a few notches below music as the main fare of the air.

This brings us to a suggestion for stations seeking to develop community listeners.

Small town newspapers, both weekly and daily, owe their reader interest largely to the fact that they publish quantities of little personals about the home-town folks.

The principle holds equally true for radio stations.

Newscasters dispensing the current doings of national and international personalities are plentiful.

A few programs of items about the less known local folks will be found even more productive of listener-interest, and incidentally good-will.

COMMENTATORS A nent newscasters, the "inside" and "lowdown" chatter division of the fraternity seems to be developing an unhealthy trend.

Too much moralizing, editorializing and self-aggrandizement is being indulged in by some spiellers who lack the qualifications for opinionated discourse.

Also, the chatter in some instances is hewing too close to the scandal line.

It sounds incongruous when a prominent personality is publicly castigated by a peeker into private affairs whose "scandalmongering" often is more reprehensible than the acts of the persons he is scolding.

The end achieved by this type of chatter does not justify the sacrifice of the good taste which makes radio suitable for every member of the family.

Doing Their Part

In keeping with National Baby Week currently being observed throughout the country, Harry Kerr, radio publicity director of J. Walter Thompson Co., is the father of a son, Christened John Joseph; Doug Connah, radio publicity head of Batten, Barton, Durstine & Osborn Inc. is the parent of a daughter, Carol Louise, and Walter Duncan, NBC sales, has a son.

CALLAHAN QUITTING NBC FOR TOP POST AT WWL

Vineent Callahan, sales manager of WRC-WMAL, the NBC owned stations in Washington, has tendered his resignation to Lenox R. Lohr, NBC president, and will take a new post as manager of WWL, New Orleans, before June 1. Callahan has been with NBC for six years and is widely known throughout radio eireles. WWL is the CBS affiliate in New Orleans and is the largest station in

(Continued on Page 3)

WOWO and WIRE Linked For Sponsored Series

Indianapolis—WOWO, Ft. Wayne, and WIRE here will present a two-station program Sundays at 1 p.m. CST titled "Polly Pretends," sponsored by Drackett Chemical Co., Cincinnati. Show, originating at WOW studios and transmitted here by special leased wires, will feature Maury Cross' orchestra, Mary Berghoff, soloist, Jeanne Brown, aeordionist, and dramatic players.

Pennzoil Disk Series Being Produced by NBC

Pennzoil, through the Fuller, Smith & Ross agency's Cleveland office, has placed an order with the NBC Transcription Service for a series of 15-minute custom-built re recordings.

NBC Thesaurus Library has sold series of disks to station LR4, Radio Splendid, Buenos Aires, the order coming through Jaek Linderman, RCA-Victor agent in Argentine.

Immediate Transfer of Western Headquarters to Movie Capital is Ordered by Lenox Lohr

It's Spring

Closing spiel on last Tuesday night's Al Pearce show sponsored by Ford on CBS: "And now, until your next Ford program comes around, don't sit there at your radios; go out and watch the Fords go by."

Chicago—NBC will immediately move its west coast headquarters to Hollywood, it was stated here yesterday by President Lenox R. Lohr. Don E. Gilman, east vice-president, conferred here with Lohr and received orders to move from San Francisco to Hollywood.

Lohr said the move is due to the growing importance of Hollywood as a broadcasting center and the prospect of becoming even bigger with the coming of television.

San Francisco headquarters also will be maintained by NBC.

MUSIC CORP. BUILDING BRANCH ON WEST COAST

Music Corporation of America is sending Milton Pickman to Beverly Hills, Calif., to be in complete charge of the MCA offices to be established in that city immediately. Erection of MCA's own building on the coast will begin upon Pickman's arrival. The new move marks a pointed interest by MCA to cash in on movie contracts, and to be in a position to sell bands to the national radio shows now originating from Hollywood. A campaign will be instituted through

(Continued on Page 3)

Glass Container Places Musical Series on WEA

Glass Container Association of America in the interest of glass "steinie" bottles for beer will start a quarter-hour musical series on WEA, Tuesdays and Thursdays,

(Continued on Page 3)

STATION'S NEWS STAFF EQUAL TO DAILY PAPER

Chicago—Reflecting increase of news programs on the air, expansion of the news department at WBBM has reached a size equal to many a small daily newspaper. J. Oren (Buek) Weaver, as news editor, heads the staff, lately augmented by addition of Ruth Brine and Ken Ellington, both from Indianapolis, and Jim Crusinbery as sports editor.

With newscasts from 6:10 a.m. to

(Continued on Page 3)

Daylight Saving Boosts Business at WJJD, Chi

Chicago—Daylight saving time has added business for WJJD, operating on a sunup to sundown basis. An hour show for Drug Trade Products

(Continued on Page 3)

400 Baseball Games Scheduled By Atlantic Refining to Date

Atlantic Refining Co. is still carrying on negotiations with baseball clubs and radio stations for baseball airings, but time limitations and other station difficulties are causing delays, N. W. Ayer & Son announced yesterday.

To date 400 baseball games are

scheduled to be sponsored by Atlantic. Four teams, members of the New York-Pennsylvania league, Binghamton Triplets, Hazelton Red Sox, Williamsport Grays, and Wilkes-Barre Barons, plus the Pittsburgh Pirates make up the schedule. Teams

(Continued on Page 3)

News That Cheers

West Coast Bur., RADIO DAILY

Los Angeles—A new type of news program, singling out items that are cheerful or of a cheering nature, has been set on the Don Lee network here. Series will originate in San Diego, with Dr. Frank Lowe officiating in the capacity of newscaster. It's figured the cheer news will be welcome as a relief from the depressing stuff.



(Registered U.S. Patent Office)

Vol. 1, No. 62 Thurs., May 6, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879. Copyright, 1937, by Radio Daily Corp. All rights reserved.

Programs That Have Made Station History

2. WLS National Barn Dance

"HISTORY is made at night" and station history was made the night in 1924 when Edgar Bill, WLS (Chicago) director hired several old-time fiddlers to play for the first WLS National Barn Dance. On April 10, 1937, the Barn Dance celebrated its 13th anniversary on the air with its 676th performance.

In those 13 years, the Barn Dance cast has increased from two fiddlers, a banjo-player and a square-dance caller to a crew of more than 100 entertainers. It has outgrown three studios and is now broadcast from the stage of the Eighth Street Theater in Chicago, where 700,000 fans have witnessed the Saturday night performance in the past five years.

WLS's entire time on the air Saturday nights, from 7:30 to midnight sign-off, is devoted to Barn Dance, with individual half-hour or hour programs sold to commercial sponsors.

On Feb. 4, 1933, Alka Seltzer (Miles Laboratory) bought one hour of the Barn Dance through the Wade Advertising Agency. Three stations started carrying the hour's program on July 15, 1933; and on Sept. 30 of the same year, the Barn Dance was put on the Blue network of NBC. It has held a Saturday night spot on this network for more than three and a half years and is now heard, not only from Coast to Coast, but in Honolulu (KGU). In addition to Alka Seltzer, the following have consistently sponsored local WLS Barn Dance programs: Keystone Steel and Wire Co., Gillette Rubber Co., Penn Tobacco Co., Murphy Products Co., Conkey Feed Co.

With the past year, the NBC hour of the Barn Dance has followed the trend toward guest stars. Some featured have been: Betty Jaynes (16-year-old opera star), Minnie, the singing mouse; Sigmund Spaeth, tune detective; Vic and Sade; Tom, Dick and Harry; Smilin' Ed McConnell; Gene Arnold and his minstrels; Louise Massey and the Westerners; Joe Parsons.

Incidentally, the Westerners' first network appearance was with the Barn Dance in 1933. Regular members of the cast include Lulu Belle (1936 Radio Guide Queen), her husband, Scotty; Uncle Ezra, the Hoosier Hot Shots, the Maple City Four, the Novelodeons, Joe Kelly as master of ceremonies, Sally Foster; Verne, Lee and Mary; Lucille Long, the Hayloft Octet, and a 12-piece orchestra directed by Glenn Welty.

Taking part in the local programs are: Pat Buttram, Pokey Martin, the Arkansas Woodchopper, Sophia Germanich, Georgie Goebel, the Hoosier Sodbusters, Miss Christine, Evelyn, the Hometowners quartet, Grace Wilson, Red Foley, Girls of the Golden West, the Hilltoppers, Winnie, Lou and Sally, Harold Safford, Dan Hommer, and other members of WLS staff.

COMING and GOING

J. A. P. GUDE of CBS is en route to Kansas City to confer with Arthur Church at KMBC.

TOM REVERE of Benton & Bowles paused in Chicago en route to Hollywood to set up "Show Boat" in the west.

TOMMY ROCKWELL of Rockwell-O'Keefe leaves tomorrow or Saturday for Hollywood.

BOB KENNETT, BILL STOEES, ART CHANDLER JR., FRANK SMITH and E. K. BAUER of WLW return to Cincinnati tonight.

RUBY NEWMAN and his press agent, I. MANSFIELD, sail on the Paris, July 2.

IRMA PHILLIS from New York to Chicago. DR. LEON LEVY, WCAU president, in and out of town yesterday.

WALTER KLAUER, owner of KWBB, is in New York on business.

R. N. WEIL, sales manager of WISN, Milwaukee Hearst station, is in New York on business.

JOHN HELD JR. of the Pontiac Varsity Show series arrived in Salt Lake City on Tuesday to visit his mother before proceeding to Lincoln, Neb., and New York. After completing the final broadcast May 14 at Cornell, Held will spend a vacation in Salt Lake City.

JOHN VAN CRONKHITE left New York yesterday for Chicago via Detroit.

BILL GREEN, Rubinoff's press agent, has gone to Detroit to attend his mother, who collapsed as a result of his grandmother's death.

BRYAN FIELD, announcer, goes to the Kentucky Derby.

WTHT Heavy on Sports

Hartford—In line with the trend, WTHT is going heavily on sports. Boston Home baseball games are broadcast everyday except Sunday through the facilities of the Colonial network. Play-by-play description is done by Fred Hoey and sponsored by General Mills and Socony-Vacuum.

At 6-6:10 every evening, Savitt Jewelers present Art McGinley, sports editor of the Hartford Times, in a baseball resume. Later scores are given at 7 o'clock. Racing results are on the air every evening through the facilities of the Colonial network.

Summer Promotion

WBAL, Baltimore, is going after summer accounts with display advertising on the theme and title of "Pity the Poor Crab"—the "crab" being the guy who squawks about business slowing up in summer, instead of preventing the slump through radio advertising.

FINANCIAL

(Wednesday, May 5)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|-------------|--------|------------|----------|
| Am. Tel. & Tel. | 170 | 169 | 169 | - 3/4 |
| Crosley Radio | 20 | 20 | 20 | - 1/2 |
| Gen. Electric | 54 3/4 | 54 3/4 | 54 3/4 | - 3/8 |
| North American | 25 3/4 | 25 1/8 | 25 1/2 | + 3/8 |
| RCA Common | 9 3/4 | 9 1/2 | 9 1/2 | |
| RCA First Pfd. | 71 | 70 1/4 | 70 3/8 | - 5/8 |
| RCA \$5 Pfd. B. | (97 1/2 Bid | | 110 Asked) | |
| Stewart Warner | 19 5/8 | 19 | 19 1/8 | - 1/8 |
| Zenith Radio | 36 1/8 | 35 3/4 | 35 3/4 | - 1/2 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|--------|--------|--------|-------|
| Hazeltine Corp. | 16 1/4 | 16 1/4 | 16 1/4 | - 1/4 |
| Majestic | | | | |
| Nat. Union Radio | | | | |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| CBS A | 51 1/2 | 53 1/2 |
| CBS B | 51 | 53 |
| Stromberg Carlson | 14 | 15 |

CBS Declares Dividend

CBS yesterday declared a quarterly dividend of 80 cents a share on both A and B stock, payable June 11 to stockholders of record May 22.

Dorothy Kemble Joining NBC

Dorothy Kemble joins the NBC Continuity Acceptance Division on June 1 as assistant to Janet MacRorie. For the past five years, Miss Kemble has been in charge of the advertising acceptance for McFadden Publications, Inc.

Kermit Moss Transferred

Kermit Moss, formerly of the media department of Cecil, Warwick & Legler, Inc., has been transferred to the radio production department of the same agency.

Plambeck Marrying in June

Des Moines—Herbert H. Plambeck, farm editor at WHO, will be married June 23 to Frances Marie of Davenport.

Advance Guest Stars Set by Cycle Trades

Advance guest star bookings for the Cycle Trades of America program on NBC-Blue, Thursdays, 7:15-7:30 p.m., are: May 20, Morton Bowe; May 27, Jane Froman; June 3, Jean Sablon and Fray and Braggiotti; June 10, Jane Pickens; June 17, Gogo De Lys and Barry McKinley; June 24, Countess Olga Albani. Talent was set by NBC Artists Service.

New KSTP Sports Program

St. Paul—Dick Cullum, sports editor of the Minneapolis Journal, is now airing the inside dope on sports nightly over KSTP. Shot goes on at 5:55 each evening. Stanza, which has been bought for 52 weeks by Hamm Brewing Co., marks Cullum's ether debut. Gives KSTP two Journal commentators. Other is Halsey Hall. Also gives the Twin City indie three daily sports shows, all signed on the dotted line.

Milton Lewis Gets Account

Diaper Hygiene, Inc., Newark, newly formed diaper service, has appointed the Milton L. Lewis Advertising Agency, Newark, to handle its advertising. A radio program is now being planned, and will be broadcast locally this summer.

Film Strike Keeping Bert Lahr in New York

Because of the strike situation in Hollywood, Bert Lahr, who was to have gone west for film commitments, will temporarily continue to do his Sunday night NBC-Red broadcasting for Dr. Lyons from New York. Lahr had planned to air from the coast.

Warnow in New Spot

Mark Warnow, who last Saturday signed off the CBS "Hit Parade," began a new series for the same sponsor, American Tobacco, last night over the NBC-Red network. Al Goodman, who has been heard off and on during the past year, will take over the CBS show this Saturday. Both shows air at 10-10:45 p.m.

Ralph Bishop Married

Ft. Worth, Tex.—Ralph S. Bishop, president of KFJZ, and Nora Hayes, singer, are now Mr. and Mrs.

LEO SAYS:

Wise Advertisers choose New York's No. 1 showmanship station to cover the nation's No. 1 market.

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

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

400 BASEBALL GAMES SET BY ATL. REFINING

(Continued from Page 1)

are located in the heart of Atlantic territory.

Wilkes-Barre games are heard over WBRE with Billy Phillips doing the play-by-play description. WAZL carries the Hazelton games with Vic Diehm at the microphone. Away games are re-enactments. Tom McMahan does the Binghamton games over WNEF with play-by-play from the field. Those that cannot be broadcast, McMahan gives a 10-minute resume.

In Williamsport the 20 away games are re-enactments of Western Union reports and the 24 home games are direct from the field. There may be additions here later. Pittsburgh Pirate games are aired over WWSW with Claude Haring at the mike. Radio rights to some of the Pirate games could not be obtained and summaries will be aired instead.

Following out the precedent established by Atlantic last year during the football season, the commercials are very brief, four minutes to a game. Theme of all announcements is "come out and see the home town team."

Callahan Quitting NBC For Top Post at WWL

(Continued from Page 1)

the city, operating with 10,000 watts. Station is owned by Loyola University.

No successor has been announced for Callahan's present post and probably no announcement will be made until Alfred H. Morton, NBC manager of owned and operated stations, returns from his trip to Chicago and Denver early next week.

Medal of Merit for Harbord

Major General James G. Harbord, RCA chairman, will receive the Medal of Merit of the Army Ordinance Association at a dinner to be held at the Mayflower Hotel, Washington, May 12. Presentation, in recognition of his service to national defense and to the industrial development and social betterment of the United States, will be broadcast over the NBC-Blue network.

GUEST-ING

WILLIAM GARGAN, on "Your Hit Parade" conducted by Al Goodman, May 8 (CBS, 10 p.m.).

ELEANORE WHITNEY, on NBC Jamboree, today (NBC-Blue, 11 p.m.).

ROY BURNS, managing director of National Inventors Congress, on Ed Fitzgerald show, May 8 (WOR, 10:30 a.m.).

JAMES DUNN, on George Fischer's "Hollywood Whispers," May 8 (KHJ-Mutual 10:15).

ALBERT STEVENS CROCKETT, only living American witness of coronations of last 99 years, on Dave Driscoll's program, May 11 (WOR-Mutual, 5:45).

NEW PROGRAMS—IDEAS

"Credit" Game Clicks

Cleveland — A new radio game called "Credit," presented on Canadian stations for the past several months and now sponsored here by Rotbart's Credit Jewelers over WJAY, has caught on fast and aroused much enthusiasm.

After a brief announcement by Duke Lidyard, announcer for the program, as to what the game is all about, the program moves at a very rapid pace. The audience is advised to have pencil and "Credit" card ready. Then under each letter of the word "Credit," each must place a numeral of the home phone number. For example, one having LA 6989W for his number would place the letter "L" under the letter "C" of the word "Credit." Proceeding in that manner until the last number, the listener places the last number and the party letter under the "T" in the word "Credit."

The listener who completes his phone number as it may be called out over the air first, calls the studio, makes the fact known and is declared the winner of a very valuable free award given by Rotbart's Credit Jewelers.

There are generally three games played each evening, depending on how often the listeners might interrupt the program seeking information.

Each time the telephone rings in the studio the game is halted in anticipation of someone declaring himself a winner.

Dance Lessons by Air

Ft. Worth, Tex.—An out of the ordinary program for this section, and one which is drawing listeners regularly, is that put on at KFJZ each Saturday morning by Jack Harris, former actor who now operates a dancing school here. Program is called "Learn to Dance by Air," and offers a pleasing way for listeners to learn to dance at home if they care to. Each week "Miss Tapper"

Big List of Guests Lined Up by WVFV

WVFV, official voice of the Veterans of Foreign Wars, has lined up an impressive array of guests for a month of Festival Days. Loew's Brooklyn theaters are cooperating with their Spring Hit Parade. Personalities to be aired include De Ward Jones of the Radio City Music Hall, Del Casino, Johnny Muldowney of Tin Pan Alley, Elmo Russ, composer and organist; Dick Finch, songwriter and professional manager of Witmark's; Eddie Lambert, June Ray, Ken Casey and his orchestra, Jimmy Regan, brother of Phil, and others.

Yesterday Fred Duff, the Wanderer of WOR, appeared on WVFV. Today Joe and Al Moore of the Jersey Giants and Charlie Sheerin of the Philly Nationals are on the program.

Frank Daniels, public relations representative of WVFV, interviews the personalities.

goes through a series of adventures, but winds up programs explaining intricacies of tap and other steps to listeners. "Miss Tapper" is Dorothy Hawthorne, a professional dancer.

Unusual Hobbies

"The Hobby Lobby," a new program in which persons from all walks of life will describe their particular hobby whether it is string-saving, mountain hiking or china-painting, starts May 18 on WOR. David Elman, formerly head of the Marschalk & Pratt radio department, will have charge of the programs and do the interviewing. Jordan Bierman, inventor of the collapsible clothes rack, is among the guests for the first show.

Pure Food Forum on WGAR

Dietrich Fischer, former member of the NBC New York economics staff has moved to Cleveland for a series of Pure Food Forums to be broadcast daily over WGAR. Fischer is a former associate of Prof. E. V. McCollum, dietetics expert of Johns Hopkins University. His daily broadcasts deal with the nutritional values of certain foods in the housewife's diet for her family. He will devote two programs a week to housewives' questions.

Local "Fireside Chats"

Fort Worth, Tex.—The City Council is planning a series of "fireside chats" over KFJZ for the purpose of keeping local citizens informed on what the city is doing, and to create more interest in city affairs. Station will donate the time on the air.

"Planning for Tomorrow"

Boston—"Planning for Tomorrow" is a new educational series to be presented by Biagio DiVenuti, Professor of Economics and Journalism at the Boston University College of Business Administration, over WAAB, beginning Thursday May 13, at 2:15 p.m.

Entire Cincy Festival Aired for First Time

Cincinnati—When the Cincinnati May Music Festival was put on the networks May 2, it was the first time every performance of a May Festival was on the air, although two years ago one matinee was broadcast in part. WCKY, the L. B. Wilson station, is the local outlet for the four NBC broadcasts on Tuesday, Wednesday, Friday and Saturday nights of this week.

Among the stars heard were Kirsten Flagstad, Frederick Jagel, Kathryn Meisele, Ezio Pinza and Lauritz Melchior. Cincinnati Symphony Orchestra was conducted by Eugene Goossens.

WCKY also originated on Tuesday the local portion of the NBC Music Guild program.

MUSIC CORP. BUILDING BRANCH ON WEST COAST

(Continued from Page 1)

both the new office and the New York headquarters to sign up new artists that will fill movie and radio requirements. W. H. Stein, President of MCA, is at present in New York, conferring with Pickman before the latter's departure at the end of the week.

Glass Container Places Musical Series on WEA

(Continued from Page 1)

7:30-7:45 p.m., beginning May 18. Program will feature the "Steinie Bottle Boys" consisting of a vocal trio and four instrumentalists. U. S. Advertising Corp. has the account.

The "Steinie Boys" are Bunny Coughlin, baritone; Dave Grant, tenor and Cliff Weston, tenor, on the vocal end. Instrumental personnel is, Lou Green, electrical steel guitar, Charlie Barbar, bass violin, John Gart, accordion and Carman Mastron, guitar.

Daylight Saving Boosts Business at WJJD, Chi

(Continued from Page 1)

goes on the station Monday, 6-7 a.m. Same sponsor recently switched two-hour afternoon to 7-9 p.m. Thus station adds three hours of commercial programs—baseball having taken the afternoon spot. Ervin Viktor, m.c., Melody Kings, Harry Zimmerman, organist, and news comprise new morning show.

Station's News Staff Equal to Daily Paper

(Continued from Page 1)

1 a.m., station is giving latest events before the first afternoon papers are out and almost as late as the morning finals. Big majority of the sessions are sponsored.

Santa Fe One-Shot on WBBM

Chicago—Santa Fe R. R. is sponsoring one show on WBBM at 6:30 p.m. Saturday in connection with initial trip of its new streamlined Super Chief train. Philip Merivale will appear in the historical drama.

JERRY COOPER

HOLLYWOOD HOTEL
CBS

FRIDAYS 9 P. M. EDT.

MANAGEMENT
COLUMBIA ARTISTS BUREAU



PAT KELLY, publicity director for KFRC, San Francisco, visiting Los Angeles stations and stars.

James Dunn will be guest on George Fischer's "Hollywood Whispers" Saturday.

Bill Flock and ork opening a week's engagement at Lick Pier ballroom, Ocean Park, while Jack Dunn and band take time out to play after 18 months of daily playing. KFRC airs from the ballroom.

Bob Paulson has joined the announcing staff on KEHE.

Renewing a series which was formerly sent out from CBS studios in New York, Virginia Verrill starts Coast airings in "Vocals by Verrill" on Saturday. Wilbur Hatch and ork with her.

Lillian Lawrence, 24-year-old contralto who has had five years, from chorus to featured artist, with Metropolitan, makes her California debut on CBS coast "New Horizons" program starting tomorrow. She was recently tested for a role in Paramount's forthcoming "Carmen."

Larry Kent and orchestra move from Del Mar Club, Santa Monica, to Pasadena Civic Aud this coming week end. Will be aired on CBS coast net Fridays and Saturdays.

Jack Oakie has acquired property adjoining his Pacific Palisades home and will build a two-story Georgian house.

WTHT Programs Bring Helpful Contributions

Hartford—Two WTHT programs have an unusual record for garnering contributions. When "Hartford Speaks," sidewalk interview program, was first presented, a local haberdashery merchant was interviewed and promised to give a hundred hats to sufferers in the flood area. The Salvation Army promptly called at his store and collected. A short while ago, Bob Martineau, who handles the program, interviewed a little girl who had a bundle of tinfoil which she was collecting to donate to the Little Crippled Children's Hospital. Bob hinted that the tinfoil idea was a good one, and WTHT promptly received a large supply of tinfoil via several donations. Announcers on both the Hartford Speaks and Dialers programs have also received personal donations of home-made fudge, brownies, cakes, and cigars.

"Hartford Speaks" has lately gone commercial, sponsored by Whalen's, local jewelry concern.

Full-Hour Drama on NBC

"The Crown Jewels," one-hour dramatization by Francis Wilson of the NBC script division, dealing with many of the deeds of valor or felony mirrored through the centuries in the facets of the British Royal Jewels, will be aired Sunday, 10:30 p.m., over the NBC-Red network.



● ● ● Jim Timoney made a recording here last week which was sent to Mae West on the coast—to consider the idea for an air spot!... Bea Lillie's disapproval of her material 20 hours before taking the air last night created a furore among the agency people—which resulted in an S.O.S. being sent out for every available gag writer... Harold Stern returns to the Merry-Go-Round on the 14th... Sonny Schuyler's shot with Ben Bernie on American Can is a week-to-week proposition—with the singer given the build-up for a permanent feature... Lou Holtz's arm-and-arming-it with the Ol' Maestro these days along Main Street—is just what you'd expect—Lou does a guesstar shot shortly... Lyda Roberti's sister, Manya will be the next to receive an NBC build-up... Ketti Gallian, the flicker star, is preparing a song routine—for the Rainbow Room... Teddy Bergman (without benefit of billing) will do a German dialect on Shell. Incidentally, the Theater Guild sent for him—to appear in a forthcoming play.

● ● ● An advertising exec phoned agent Sam Lyons regarding a star and Sam gave his lowest figure... "Sam, we all know that you're a rat—but there are three kinds of rats (telling him the variations)—which do you want to be?"... Sam didn't answer but said that he'd let him know... That night he phoned his brother, Arthur, on the coast and related the story told him by the agency man... "What should I do, be the first, second or third?"... to which Arthur replied... "Don't be silly and commit yourself. They'll have you TYPED."

● ● ● Though contracts haven't been signed as yet, you may bet your bottom dollar that Tommy Dorsey will be heard from the Penn roof for eight weeks starting July 5... Also, don't be a bit surprised to hear JIMMY Dorsey's music emanating from a spot within a mile radius from Tommy—during this period... Frances Hunt goes with Lou Bring (which we reported) to the Stevens in Chicago in two weeks for the summer. Lou won't wave a baton—but will direct from the piano... Enoch Light goes into the Loew's State the 26th... Edgar Bergen's dummy, Charlie McCarthy, has been made an honorary Kentucky Colonel... Kenneth Roberts, the CBSlinger who tried acting in "Hitch Your Wagon" which closed and is now word-casting again, is still naked on the upper lip—because of his part.

● ● ● Gus Arnheim's opening at the New Yorker the other night was something to write home about... Ben Bernie, Ethel Shutta, Tommy Dorsey and wife, Tommy Rockwell, Corkie O'Keefe, Eddie Elkins, Barry Wood, Harry Link, Mack Goldman, Mickey Garlock, Russ Morgan and many others attended to make Gus and Ralph Hitz happy... Ralph Wonders, who never rose unless a spotlight was thrown on his beaming face, acted as emcee—and didn't introduce ONE celebrity—which was great... Radio Row was unanimous on three points... Gus' music was great, the Ice Carnival (with real ice pulled onto the dance floor) was different and thrilling—and June Robbins, vocalist with the band, who is from New Orleans and stepped into this job from a Major Bowes unit, would be snatched up by the picture people before she knew where Lindy's was located.



J. OREN (BUCK) WEAVER, news editor of WBBM, is doubling as rector of fashionable Church of the Atonement (Episcopal) here while the Rev. Alfred Newbery is vacationing in Boston. Weaver is an ordained priest.

Frank Dahm, author of "Pretty Kitty Kelly," back from New York where he saw his show produced for the first time. He plans to go down again next week and handle production while Kenneth MacGregor, regular production man, vacations a fortnight in Haiti.

Fred Mayer of U. S. Advertising, New York and Toledo, here getting Kay Kyser Surprise Party for Wyllis under way. Kyser off on tour of one nighters starting at Galena, Ill.

Walter Wicker, long of Chicago, has joined Irene and family in east and is handling production for Myrt and Marge.

Bill Bouchey's mother here from Los Angeles to see her son premiere as leading man in "Your Parlor Playhouse," Mother's day, on Mutual.

Roger Krupp, new CBS announcer, came from government station in Hawaii by way of Los Angeles and New York. He replaces John Weigel who left for free lancing.

CBS Announcer George Watson is hobbling around with a cane. His nag shied at a pheasant and pinned him against a tree.

Henry Busse back at the Chez Paree following a two week motor jaunt to California. Bobby Baker, first sax in ork, helped parents celebrate golden wedding in Boston over weekend.

Florence George, NBC coloratura, denying marriage reports says the ring is her mother's.

George Neise is the newest announcing voice at WJJD. He came from WISN, Milwaukee, following the footholds of Julane Pelletier, staff pianist.

Julian Bentley, WLS news editor, will speak on writing at the Sigma Delta Chi luncheon today.

Newark Elections on WNEW

WNEW has made a deal with the City of Newark whereby the facilities of the station would be available for announcements on May 11, the date of the Newark elections. Election results will be supplied WNEW by the Newark Morning Ledger. A broadcast at 11 p.m. will announce the winners and a follow-up at midnight will reveal figures. WNEW will have carried 30 commercial 15 minute periods concerning the election by May 11.

Ted Williams to Sub

Ted Williams ("Broadway Bill") will act as announcer on the WOR-Mutual broadcast of the Excelsior Handicap May 8, in place of Bryan Field, who goes to the Kentucky Derby.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

JANICE POLLACK, whose brain-child is "Stepmother", recently published tome in defense of step-maternity, to be Frankie Basch's interviewed guest on Mother's Day, over WMCA....Helen Gleason, vocalist in the grand manner, to do a one-shot for Lucky Strike some time around the end of the month....Muriel Sherman, the Enoch Light singing gal, who was flicker-tested not so long ago, has the refusal of a small part in forthcoming musical....Kay, Billy K. Wells' girl-child, has gone sustaining over WMCA and likes it....Helen Hover, cracker-jack radio fan mag scribe, turned the tables on herself t'other day when she permitted Jimmy Jemail to interview her, via microphone, on divers burning questions....Tobe, the supersartorial specialist, to contribute the woman's angle on the Coronation for the Harlan Eugene Read broadcast from London via WOR and the Mutual....The 3 Clark sisters, self-dubbed "Radioettes", are helping Norman Brokenshire feature more show and less commercial on the "Cabin in the Pines" program....

Irma Lerner is back with the publication she left....BBD&O's Douglas Connah is the pappy of a new little girl called Carol Louise....Louise Vetter, once-in-a-while histrionic participant in the "March of Time" program, to tread the bridal path with Frank Readick, who's a regular feature of that outfit, May 10....Vaughn de Leath to dispose of her Connecticut house on account of it's inconvenient for business reasons...Miriam Battista, one-time infant movie-star, was the femme lead in the Personal Finance program t'other night.... Marion Cole will have Albert O. Bassuk, founder and director of the "Hobby Guild of America", as her air-guest on Tuesday...His hobby is Gilbert & Sullivan....

Irma Phillips, who pens "Today's Children", has temporarily deserted Chi to spend Friday and Saturday in New York, at the Waldorf....Ethel Sheppard, whose singing mood is indigo, and Helen Yorke will be heard regularly on the "Broadway Melody Hour" with Colonel Flippen when the program makes its WOR-WHN debut May 12....Margaret Lewerth, the damsel who produces Phil Cook's "Morning Almanac", takes the grateful cast up to the CBS 7th Ave. studio roof for rehearsals al fresco....

RADIO PERSONALITIES

No. 35 in the Series of Who's Who in the Industry

MICHAEL E. KENT, is the dynamic and aggressive sales manager for WJBK, Detroit. In 1917, Kent was auditor for the Ford Motor Company, but shelved this assignment to take up a post for a farm implement company in 1922. He traveled extensively for this company, touring France, Belgium, Germany, Russia, Poland and Switzerland, introducing his method of cost accounting to the large industrial institutions of these countries.

Kent gave up his European jaunts in 1929 to become traveling auditor for the General Motors Corp. He later became auditor for the New York Kelvinator Company. He joined WJBK in 1932 as auditor and was appointed sales manager in 1933.

Since 1933, "Go-Getter" Kent has increased the gross business of WJBK a neat 105 per cent—all this in a scant four years.



ORCHESTRAS - MUSIC

FOUR of San Francisco's biggest band leaders were innocent victims of the San Francisco strike of hotel employees. Saturday afternoon at 4:30, the union told bandleaders to yank their bands at 5 o'clock, which they reluctantly did. Top spots effected were the Palace (Paul Pen-darvis), the Mark Hopkins (Joe Reichman), the Fairmount (Al Kavelin) and the Sir Francis Drake (Herman Waldman). All contracts were automatically canceled and the boys will have to re-sign when things are normal. Broadcasting skeds went askew with radio stations pulling in L. A. bands over the waves.

In commemoration of the 250th anniversary of Poughkeepsie, Emery Deutsch, maestro - composer, has penned a ditty titled, "Gypsy from Poughkeepsie." Rep. Ham Fish, Jr., will personally present the dedicated copy to the City Fathers.

The Roy Music Co., Inc., will move next week to larger quarters in the Brill Building. Marvin Lee, Roy's Chicago representative, will come to New York in two weeks to confer with Charles La Freniere and Nat Margo, concerning plans for enlarging their professional staff and launching an extensive drive on their new catalogue.

George Olsen and Ork will play a one night engagement at the ballroom of Casino Park, Lake Worth, near Fort Worth, Tex., May 16.

WCAE, Pittsburgh will again carry dance programs from Kennywood Park, with Phil Levant and Ork providing the music, May 15-29 and Dick Barrie, June 13-26. Barrie formerly graced the Kay Kyser musical aggregation.

Eddie Duchin has succeeded to the Guy Lombardo spot, with a WOR-

Mutual wire carrying his musical offerings from the Plaza Thursdays, 8:30-9 p.m.

Happy Felton has deserted the Arcadia for the Wm. Penn, Pittsburgh, and is aired via WCAE and the Mutual.

Harold Fair, program director at WHO, Des Moines, Ia., has taken to writing musical backgrounds for dramas presented by the WHO Playhouse. In "The Little Waltz," 30-minute opus by Ronald Dawson, to be presented next Sunday at 9:30, there are three original compositions on the same theme, all contributed by him.

Larry Lee's band is being aired from the ballroom at Casino Park on Lake Worth, near Fort Worth, Tex., via the Blackstone Hotel, Fort Worth, with broadcasts several nights weekly during the summer.

Maestro Tommy Tucker and the boys will be air-waved regularly via WOR and the Mutual from El Patio in Frisco, starting this week.

Ruby Newman, now featured at the Rainbow Room and Irving Mansfield, his press agent, leave for Europe on the S.S. Paris, July 2.

Fred Astaire will present his latest song, an unpublished ditty called "Just One More Dance" and written several months ago, during his Tuesday, May 11 broadcast. Astaire planned it as the first of a series of songs to be released this summer. Johnny Green became interested and prepared an orchestration with a dance interlude.

Libby Hall, WMCA songstress, now singing nightly at the "Sawdust Trail" on 44th Street, is heard over WMCA Wednesdays at 8:30 p.m.

NEW BUSINESS

Signed by Stations

WFAS, White Plains

Self-Service Stores (General Household Utilities), 52 15-min. participations in Celebrity Club; Petti Jewelers, Barron Watch Co., Harrison, N. Y., four daily time signals, 52 weeks; Jenkins Garage, three weekly announcements, 52 weeks; and following accounts placed through Associated Broadcast Advertising. WFAS sales office in Greater New York, for spots on participating programs: Margaret Brainard Inc. (beauty specialists), N. Y. C., Mme. E. Dorfman (corsetiere), N. Y. C.; India Railways Bureau, N. Y. C.; Consulate General of Lithuania, N. Y. C.; Knothe Furs Inc., N. Y. C.; Morgan-Deutz (furnishings, decorators), N. Y. C.

KJBS, San Francisco

Providence Finance Co. daily spot until March 31, 1938, on "Alarm Klok Klub"; through Frederick Soid Agency; Schwartz Ginger Ale Co., time signals on "Owl" program, nightly for six months, through Frank Wright & Associates; Tire Service Co., "Alarm Klok Klub" spot daily, indefinitely; Standard Beverage Co. (Nehi and Royal Crown Cola), four time signals daily, through Emil Reinhardt; Fontana Food Products Co., 10-min. nightly news broadcast until Sept. 26, through Brewer-Weeks Co.

WTAR, Norfolk

Colonial Oil Co., W. E. Debman's "Headlines of Yesterday", Sunday afternoons; Getem Mfg. Co. (exterminator), change from spots to "Morning Serenade" program, 13 Fridays, with Susan Purdy at electric organ, Travis Barnes, tenor, and Lee Chadwick handling plugs.

WMCA, New York

Hecker Products Corp. (Silver Dust, Gold Dust), participations in Anice Ives quarter-hour, twice weekly, through BBD&O; Purepac Corp., participations Kurt Haessler program four times weekly.

WNEW, New York

B. C. Remedies, 3 (15-min.) periods weekly, 26 weeks, recordings through Charles W. Hoyt Co.; Hoffman Beer Co., 5 spots daily, 7 days a week, 26 weeks, through BBD&O.

Omaha

WOW: Manchester Biscuit Co., six 15-min. periods weekly. KOIL: Wolf Bros. (men's store), "Top of the Morning", six 15-min. periods weekly.

WNAC, Boston

Washington Jewelry Co., 16 15-min. programs, twice weekly, with Louise Hampton, commentator, through Continental Advertising Agency.

San Francisco

Gene Tabor has been added to announcing staff of KYA on the Oakland side. Formerly with KGW, Portland, and KFJI, Tabor has also worked at KNX, Hollywood, and KMTH, Los Angeles.

George Tolin succeeds Dick Wynne as KYA announcer in San Francisco now that Wynne has gone to KJBS. Portland Symphony Orchestra concludes the winter and spring series of Standard Symphony Hour broadcasts over the Pacific Coast NBC Red Network today. A new series will be inaugurated next Thursday.

Ernie Smith, KYA sportscaster, will emcee the Contra Costa County Horse Show and Rodeo to be held on the Castro Rancho, May 15-16.

Wilt Gunzendorfer, manager of the local branch of the Thomas Lee Artists Service, heading for Hollywood this week for the opening of the new main offices there. Harold Moore will handle the S. F. end in Gunzendorfer's place.

Joseph Henry Jackson, NBC book critic, with E. H. Suydam, well-known illustrator, goes on a tour of the Mother Lode country June 15 in search of material for a book about California's ghost towns. Jackson may broadcast his "Reader's Guide" show en route from affiliated NBC outlets.

Doug Montell, KJBS mikeman, will describe the Far West's outstanding dual track meet of the season between Stanford and University of Southern California Saturday.

High-Up Weather Series

National Bureau of Standards, effective June 2, will inaugurate a new series of weather broadcasts, giving conditions that exist more than 100 miles above the earth's surface. By means of these new broadcasts, engineers will have current information on a region that reflects back broadcast waves and thus makes long distance radio transmission possible. Programs, to be aired three times every Wednesday over a national hook-up, will enable radio experts to ascertain the height of the "radio roof" which varies hourly as well as seasonally, and so use the best adapted frequencies for long distance communications via radio.

KSTP "Moving Day" Special

St. Paul—Something new in the way of a moving day broadcast was aired by KSTP Saturday, opening sharp at 7 a.m. and signalling the Bedouin trek of 5,000 Twin City families. Shot was carried from the home of the first man to move in the Twin Cities. Special cventers combed the cities, found the first guy to pack up his duds, moved its mobile short wave transmitting unit right to the house, talked with the man and wife about the job ahead of them. Show developed many good humorous angles.



"GILMORE CIRCUS"

Gilmore Oil Co.
KFI (NBC Coast Red), Saturdays,
7:30 p.m. PST.
Raymond R. Morgan Co.

GOOD VARIETY SHOW MATERIAL CRAMPING ITS STYLE BY TRYING TO HOLD CIRCUS ATMOSPHERE.

In its second airing since NBC took over production responsibility, Gilmore Circus' revised form misses being a swell variety show by cluttering up the half hour by building circus atmosphere, and then tearing it down with lovely choral music and other equally inappropriate numbers for a circus bill.

Show opens with bad imitation of Ken Murray's "That Man's Here Again," followed by doleful choral singing of "Circus Is Coming To Town." Should open with the Gilmore lion growl.

Cliff Clark, original barker, whoops her up for a circus,—only to have his atmosphere torn down by Paul Taylor choral group's singing of Song of India—which, outside of a purported circus program, would have been magnificent entertainment.

Felix Mills band is the only thing, outside of Cliff Clark's barking that is both truly circus and swell entertainment, although Cliff Arquette's Aunt Addie comedy is both a high spot of the program and near enough circus atmosphere to be bracketed with the Mills band.

Producers should make it a circus—or, better still, make it a Gilmore varieties.

"CIVIC SALUTES"

Sustaining
WINS—N. Y. State Broadcasting
System, Tuesdays, 8:30-9 p.m.

NEW SERIES OF SALUTES TO CITIES IN THE NEW YORK METROPOLITAN AREA.

While it is not uncommon for the networks to give various cities a sendoff in the course of a commercial or otherwise, WINS inaugurates a series designed to plug the leading cities of the Metropolitan area. First city to get a break was Bayonne, N. J. Announcer came in during the opening bars of organ music and after a short spiel gave way to Mayor Richard F. Donohue, who further extolled the virtues of the city. Some historic facts had already been given by the announcer and the Mayor mentioned the civic progress, such as reduced taxes and general city prosperity. Other city officials were heard as to industrial, social and cultural advantages of the town as a place to live or conduct business.

Bayonne high school double quartet of mixed voices contributed vocal relief. Of this, there could possibly be more, such as a band of some sort since there is a considerable talk in the same vein. However, a half hour is a long time in which to laud most any town and WINS seems more than

generous yet it is a good move. The Borough of the Bronx is in line for next week's program. Not a poor idea for audience building and goodwill.

"CABIN IN THE PINES"

A. N. Smallwood
WOR, Tuesdays and Thursdays,
7:15-7:30 p.m.
Jay Lewis Associates

GENERALLY BRIGHT PROGRAM OF VARIETY ENTERTAINMENT EMCEED BY BROKESHIRE.

With an apt title for its real-estate selling purpose this quarter-hour of music and songs, with Norman Brokenshire as emcee, is a tuneful and pleasing affair. Stuart Churchill, with a clear tenor voice, and The Radioettes, girl harmony trio, do the vocalizing and make it enjoyable. On the first airing, Churchill did "Never In A Million Years" and "Summer Night," while the trio delivered "Susan Brown" and also served for the theme.

A. N. Smallwood himself was introduced and gave a rather lengthy talk on the home development site, which is named Smallwood, N. Y.

Same sponsor also has Dr. Frank Payne in an afternoon spot on WOR.

"SERENADE AT NINE"

Sustaining
WMCA — Inter-City Network,
Tuesday, 9-9:30 p.m.

FEDERAL THEATER PROJECT WITH A RAFT OF GOOD SINGERS ENTERTAINING WITH MUSICAL COMEDY AND POP TUNES.

Group of WPA singers of mixed voices and soloists have extended their previous quarter-hour period to a half hour for the new spring series. Group seems to have good direction and good taste in selecting one or two popular tunes and for the most part musical comedy and operetta songs. Orchestra and organ both aid with accompaniments and the execution is spirited in manner, while the voices, both as to chorus and soloists, are good.

Makes a good half-hour of musical fare, not too heavy, yet substantial. If cost of show would not be too high, it would seem likely that a sponsor would take an interest in the proceedings—if they allow such things on WPA Federal Theater projects.

"PAST MASTER PROGRAM"

(Manuel and Williamson
Harpischord Ensemble)

Sustaining
WJZ-NBC Red network, Tuesday,
10-10:30 EDST

GOOD CLASSICAL MUSIC PROGRAM USING NUMBERS FROM PAST CENTURIES.

Though appealing almost solely to cultivated music tastes in its present form, this program of classical bits dating back as far as the 16th century is a first-rate offering of its kind. A

F.T.C. CASES

Cease and Desist Orders

Capital Bakers, Inc., has entered into a stipulation with the Federal Trade Commission to discontinue advertising to the effect that its "El Aguinaldo Cuban Honey Bread" contains certain health-producing properties, when, in fact, according to the stipulation, the results obtained from its consumption are no different from those obtainable from use of any ordinary type of bread containing honey.

Prohibiting certain unfair representations in the sale of a cosmetic product, the Federal Trade Commission has entered an order to cease and desist against Hec Barth, trading as Hec Barth Laboratories and Dark-Eyes Laboratories, Chicago. The eyelash darkener is known as "Dark Eyes."

little interspersed commentary to arouse interest and aid appreciation might give it more extensive appeal.

Originating from Chicago, the program caught this week (third in the series) included a Pasquini sonata for two harpsichords, Haydn's "Gypsy Rondeau," "Siciliano" and "Fugue" from Bach's Concerto in D Minor for three harpsichords and strings, two old French dances including a musette and a sailor's dance, and Handel's "O Had I Jubal's Lyre" from "Joshua" with Madeline Reinecke, soprano.

Philip Manuel and Gavin Williamson, organizers of the ensemble, are surrounded by a group of instrumentalists who are members of the Chicago Symphony Orchestra. They include, Dorothy Lane, one of the three harpsichordists; David Van Vactor, flutist; Leonard Sorokin and Armand Roth, violinists; Milton Preves, at the viola, and Dudley

Random Comments

Boake Carter, in his 6:45 p.m. CBS news airings, has sounded a bit tired lately. Not as much pep or incisiveness as formerly. Doing too much work, maybe. Gabriel Heatter seems to be holding up well under his multiplying stints—or have we got him mixed with Edwin C. Hill?

Dave Schooler, in his initial remote from Blossom Heath via WOR on Tuesday at 7:45 p.m., had an interesting arrangement of "Mr. Ghost," also "Love Bug" and other good entertainment in the very entertaining Schooler style.

Rhoda Arnold, who was given an airbreak Tuesday night on Hammerstein Music Hall over CBS, displayed an unusually fine soprano voice in "Cheri, je t'aime." She ought to go places.

Nellie Revell, in "Neighbor Nell" over WJZ on Mondays, Wednesdays and Fridays at 1:15 p.m. is very pleasant listening.

|||
OF COURSE

|||
We'll be there. Radio's own daily newspaper will have a complete staff in Chicago covering the coming important N A B convention in June.

|||
RADIO DAILY

|||
will be right in the center of things with special convention issues every morning so that Radioland will know what's what

|||
EVERY DAY

|||
It looks like the greatest convention ever. Never mind if you're too busy to be there. Read RADIO DAILY every day and you'll still be in

|||
CHICAGO

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

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

C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts night, 1 Kw. day, unlimited. Install directional antenna for day and night use.

Airfan Radio Corp., Ltd., San Diego. CP for new station. 1420 kc., 100 watts, unlimited.

APPLICATIONS RETURNED

Jonas Weiland, New Bern, N. C. CP for new station. 1210 kc., 100 watts, unlimited.

National Battery Broadcasting Co., St. Paul. CP for new high frequency station. 25950 kc., 1 Kw.

Central California Broadcasters, Inc., Berkeley. CP for new relay station. Frequencies not stated, 10 watts.

APPLICATIONS GRANTED

Mutual Broadcasting System, Inc., Chicago. Extension of authority, to exchange programs with CKLW, Windsor, Ontario, and the Canadian Broadcasting Corp.

WFIL, Philadelphia. Auth. to transfer control of corp. to Strawbridge & Clothier and Lit Brothers. 560 kc., 500 watts night, 1 Kw. day, unlimited.

Crosley Radio Corp., Cincinnati. CP for new relay station. 1606, 2022, 2102 and 2758 kc., 50 watts.

City of New York. Dept. of Plants and Structures, N. Y. CP for new relay station. 1622, 2058, 2150 and 2790 kc., 40 watts.

WIS, Columbia, S. C. CP for new relay station. 31100, 34600, 37600 and 40600 kc., 2 watts.

Oregonian Publishing Co., Portland. CP for new relay station. 31100, 34600, 37600 and 40600 kc., 2 watts.

Champaign News Gazette, Champaign, Ill. CP for new relay station. 39700, 39900, 40800 and 41400 kc., 10 watts.

SET FOR HEARING

WDSU, Inc., New Orleans. CP for new station. 1500 kc., 100 watts night, 250 watts day, unlimited.

EXAMINER'S RECOMMENDATIONS
WJAR, Providence, R. I. CP for increase in power to 1 Kw. night, 5 Kw. day, 890 kc., unlimited, be granted.

KDON, Del Monte, Cal. CP for change in power and frequency to 1400 kc., 250 watts, 1 Kw. LS, unlimited, be granted.

Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc., 250 watts, daytime, be denied.

Walter H. McGenty, Rice Lake, Wisc. CP for new station. 1210 kc., 250 watts, daytime be granted.

APPLICATIONS DISMISSED

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

ACTION ON EXAMINER'S REPORTS

Following applications were denied.
Ventura County Star, Inc., Ventura, Cal., Ted R. Woodward, Kingsport, Tenn., Valley Broadcasting Co., Pomona, Cal., Pottsville Broadcasting Co., Pottsville, Pa., Brownwood Broadcasting Co., Brownwood, Tex. and Sweetwater Broadcasting Co., Sweetwater, Tex.

HEARINGS SCHEDULED

May 14: Louisville Broadcasting Co.,

★ Coast-to-Coast ★

EDDIE CANTOR, Parkyakarkus and Rubinoff are staging a grand reunion Sunday, when Eddie will have the dialectician and the violinist as guests on his CBS broadcast.

William Barclay, organist, is providing a four-times-weekly program over WBAP, playing from the main dining room of the Blackstone Hotel, Ft. Worth.

WBAL, Baltimore, has inaugurated another service program in the form of local live stock market reports on Monday and Thursday noon. "Your Good Health", another WBAL series, is hitting a popular chord and getting excellent speakers.

Margie Ann Knapp, young singer, will be heard again on WHN at 5 p.m. today and 9 p.m. Friday with Don Albert's orchestra.

Armand Basile, 15-year-old Uniontown musical prodigy, appears on the Mutual system via WCAE, Pittsburgh, in a special quarter-hour recital at 2:45 p.m. Saturday.

Earl Harper's airing of the baseball games of the Newark Bears over WNEW will be heard at a new time, 3:45-6 p.m., starting today.

Edwin Otis of Cohasset, Mass., joined the announcer staff of WNAC-Yankee network studios in Boston this week. His background has been extensive in that he has appeared as a vocalist over the NBC, was announcer and program director with several stations.

Jack Light, Assistant Manager of WTAR, Norfolk, goes to hospital for second operation on his eye, from which a cataract was removed recently.

Louisville. CP for new station. 1210 kc., 250 watts, daytime.

Louisville Times Co., Louisville. CP for new station. 1210 kc., 100 watts, unlimited.

Harold F. Gross, Lansing, Mich. CP for new station. 580 kc., 500 watts, 1 Kw. LS, unlimited.

KRKD, Los Angeles. Auth. to transfer control of corp. 1120 kc., 500 watts, 2½ Kw. LS., share time.

May 24: Voice of Detroit, Inc. CP for new station. 1120 kc., 500 watts, 1 Kw. LS., unlimited.

Carolina Advertising Corp., Columbia, S. C. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

May 27: Virgil V. Egans, Gastonia, N. C. CP for new station. 1420 kc., 100 watts, unlimited.

Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime.

June 15: Robert E. Clements, Huntington Park, Cal. CP for new station. 1160 kc., 250 watts, daytime.

Key City Broadcasting Co., Kankakee, Ill. CP for new station. 1500 kc., 100 watts, unlimited.

Gerald Travis, La Porte, Ind. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

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

Northwest Research Foundation, Inc., Seattle. CP for new station. 1530 kc., 1 Kw., unlimited.

June 16: WDRC, Hartford, Conn. Auth.

Because Norfolk's Dog Show was at a country club and inaccessible for lines, William Cox, Virginian-Pilot scribbler, dashed to WTAR studios with fistful of remarks plus a few pups for atmosphere. However, latter got mike fright and refused to bark for their air audience.

Foster May, WOW (Omaha) news editor, has started devoting the last five minutes of his 5:45 p.m. news cast to a thumbnail interview on some local story when the news warrants it.

When the biggest fire in the history of the Union Livestock Company Yards at South St. Paul broke out last week, KSTP, Twin City indie, was able to land a showmanship punch by including a shot direct from the scene in its regular 10:15 p.m. newscast. KSTP was able to land swell on coverage of the fire through its mobile short wave transmitting unit because of a recent special events cast from adjacent Swift & Co. plant.

Every Sunday in 1937, Syracuse station, WSYR brings to the microphone eight unemployed who are picked by the State employment office in the city. Program is sponsored by Wesley's Furniture and has not only produced scores of jobs for the jobless, but furniture sales. The human interest true stories also have developed tremendous listener appeal—one of the most popular shows ever staged in up-state New York.

The weekly WPA "Portraits in Oil" series of dramatizations of the lives of great painters, formerly heard over WHN on Wednesdays, is now broadcast hereafter on Mondays from

Bud Sweeney, formerly with WHK, Cleveland, has become a staff member of WHKC, Columbus.

Fitzgerald Show Switching

Ed Fitzgerald variety program on WOR-Mutual will be heard Wednesdays, 9:30-10 p.m., instead of Thursdays starting next week.

Rodeheaver on WOR

Homer Rodeheaver, song leader formerly with Billy Sunday, starts a thrice-weekly WOR series titled "Gospel Hymns" on Monday at 8:45-9 a.m.

for booster station. 1330 kc., 250 watts, synchronize with WDRC.

El Paso Broadcasting Co., El Paso, Tex. CP for new station. 940 kc., 1 Kw., unlimited.

World Publishing Co., Tulsa, Okla. CP for new station. 940 kc., 1 Kw., 5 Kw. LS., unlimited.

KGKL, San Angelo, Tex. CP to change frequency and power to 940 kc., 1 Kw., 5 Kw. LS., unlimited.

Southern Minnesota Supply Co., Mankato. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Hickory Broadcasting Co., Hickory, N. C. CP for new station. 1370 kc., 100 watts, daytime.

PROMOTION

300,000 Booklets Mailed

More than 300,000 copies of the pamphlet, "Nine Tricks with the Lettuce Bowl," have been distributed by local merchants in response to radio announcements by Mrs. Ida Bailey Allen, WHN's home economist heard daily 10:30-11:30 a.m.

Only method of obtaining literature was by requesting it in stores and only knowledge of it came through Mrs. Allen's WHN talk. Sponsors of product, Iceberg Lettuce, will use Mrs. Allen in their national campaign soon to start.

Added drawing power of Mrs. Allen is shown in distribution of 5,000 Doubleday-Doran book lists of what to read, obtainable only by writing to station. Announcement, made only once weekly on Thursdays, has been running six weeks.

Musical Membership

Dave Baylor, announcer at WGAR, Cleveland, answered the call of swing by producing a series of daily "Round and Round Society" meetings. Each week's climax is the Saturday night "Soshul" to which the public is invited.

The daily programs build up to a membership drive. To date, over a six-month period, better than 4,000 persons have requested and received membership cards.

Type music is naturally "swinging," using new wide range transcriptions of popular "ride" bands.

Popularity Contest

A series of 42 spot announcements is being used by Knothe Furs Inc., New York City, over WFAS, White Plains, to publicize a popularity contest along with making a bid for the Westchester fur fashion trade. Listeners are invited to write for descriptive booklets offered by the sponsor, giving rules of the contest and a participation blank.

KMAC Promotion Piece

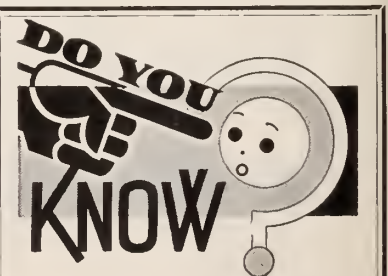
"Turnips for Watches" is the title of a new promotion piece put out by KMAC, the live-wire NBC station in San Antonio managed by Howard W. Davis. The implication is that somebody may have been sold a turnip for a watch.

Story of an account that increased sales 347 per cent via KMAC also is included.

ONE MINUTE INTERVIEW

JACK JENNEY

"Sponsors are strangely disinterested about new radio ideas until some concern making the same kind of what-ever-it-is launches something that is novel and different. Then the fur begins to fly and you have a number of imitations which sort of makes you tired of the whole business. A little more initiative on the part of sponsors would give the radio picture a worthwhile retouching."



The voltaic cell is named after Alessandro Volta, who invented it in 1794.