



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 64

NEW YORK, N. Y., MONDAY, MAY 10, 1937

FIVE CENTS

Radio's Hindenburg Coup

RADIO ENGINEERS OPEN 25TH ANNUAL MEETING

With about 1,000 delegates on hand, the Silver Anniversary convention of the Institute of Radio Engineers starts its three-day run today in the Hotel Pennsylvania. In addition to five technical sessions, an exhibition of equipment is being presented, and there will be various sightseeing trips for the men as well as the women. Annual banquet takes place Wednesday evening in the ballroom of the Hotel Pennsylvania.

Program of the five sessions follows:

TODAY, 10:30 a.m.-12:30 p.m.
The Origin and Development of Radiotelephony
Lloyd Espenschied, Bell Telephone Laboratories.
Transoceanic Radiotelephone Developments
Ralph Bown, Bell Telephone Laboratories.
(Continued on Page 8)

WJTN Starting Today With NBC Programs

WJTN, Jamestown, scheduled to join NBC on May 15, will begin carrying the web's programs this morning.

Off-Air Recordings On Flat Fee Basis

The contingency liability in off-the-air recordings, for filing, checking and audition purposes, will be removed and a definite flat fee set tomorrow by Harry Fox, acting as agent and trustee for copyright owners. Fox is chairman of the board of the Music Publishers Protective Association and is scheduled to have a conference tomorrow with network attorneys. One of the main features of the conference will be an endeavor to arrive at the lowest possible rate.
(Continued on Page 6)

A Snap-Up

Milwaukee—When WTMJ decided to remain on the air all night before the dawn broadcast of the Coronation, Sales Manager Bill Dittman conceived the idea of selling the time from midnight to the start of the crowning proceedings. First call by Nancy Grey of the sales staff, five minutes later, landed Stuart's dress shop as sponsor.

Gellatly Resigns

William B. Gellatly, sales manager of WOR, resigned late last week. He will leave for Bermuda shortly with his family and will engage in business there. No successor had been decided upon up to late Saturday, according to Alfred McCosker, WOR president.

WHN WILL ORIGINATE FOR N. Y. STATE WEB

WHN, already feeding a regular schedule of sustaining and commercial programs to the WLW wire, last Saturday announced that effective today, it will become an originating station for the New York State Broadcasting System. WINS, Hearst owned station, is the regular outlet for the web in New York, but of
(Continued on Page 8)

Consol. Radio Artists Expand Coast Operations

West Coast Bureau, RADIO DAILY
Los Angeles—Consolidated Radio Artists will expand their Hollywood operations and extend their scope to include a setup for selling radio talent, Charles O. Green, president, announced after his arrival from New York and a quick survey of the situation. He will spend the next few days in San Diego, then return here to remain until May 20, when he will release details of the expansion program.

★ THE WEEK IN RADIO ★

... A Special Events Workout

By M. H. SHAPIRO

WITH the "event" in question most unexpected, and men away either on Coronation or Kentucky Derby biz, the Hindenburg disaster seemingly caught the major webs unprepared—but not for long. No newspaper or press association crew could have gone into action any faster in an effort to bring first-hand information to millions of ears keyed to the receiving sets...and the listeners got the best that the individual stations or networks could possibly provide, not as purely a matter of being the first to do this or that, but rather as a public service...and no expense

Disaster News is on Air Within a Few Minutes—WLS Gets Dramatic Scoop Recording on Scene

By HOWARD J. LONDON

TEXAS BROADCASTERS WILL MEET ON JUNE 5

Longview, Tex.—Annual meeting of the Texas Broadcasters Ass'n has been set for June 5 at the Texas State Hotel, Houston, it is announced by James R. Curtis, secretary.

A session of a general nature will be held in the morning, while the afternoon will be given over to group meetings of the program division, technical division and sales division of radio stations.

Several prominent speakers from out of the state have been invited. There will be entertainment for the ladies and a banquet in the evening. Curtis is head of KFRO here.

\$75,000 KMPC Outlay On Modernization Work

West Coast Bureau, RADIO DAILY
Los Angeles—Immediately following word that the FCC had approved transfer of KMPC to the ownership of G. A. Richards, the station announced plans for spending from \$50,000 to \$75,000 in remodeling, re-equipping with newest broadcasting equipment.

Leo B. Tyson will continue on as general manager in charge.

Richards, former owner of the De-
(Continued on Page 4)

Within a few minutes after the Zeppelin Hindenburg exploded at Lakehurst last Thursday night, radio stations in the east were beginning to broadcast the news, and inside of 20 minutes the entire country had been informed of the catastrophe through the medium of radio. Newspapers had a bad break, as the evening sheets had printed their last editions and the morning papers mostly were far from press time.

So the radio once more proved itself the fastest medium in news reporting and in summoning help.

WLS' Dramatic Scoop

A notable scoop, and incidentally a dramatic highlight comparable to the Duke of Windsor's farewell address when he left the throne, was scored by WLS, Chicago, as a result of having sent men to Lakehurst with the intention of recording interviews with Hindenburg passengers. Instead, with equipment set up by Presto Recording Co., N. Y., they made a graphic word record of the catastrophe and of the announcer's spontaneous emotional reaction thereto. The announcer was Herbert Morrison. He was accompanied by Charles Nehlsen, engineer.

Morrison and Nehlsen immediately flew back to Chicago with their instantaneous recording, which was aired over the NBC-Blue network, except WJZ, at 4:30 p.m. Friday. At 11:35 p.m. the same night, both NBC-Red and NBC-Blue networks carried the recording, with Morrison on hand for additional comment. NBC broke a rigid company rule in per-
(Continued on Page 3)

KGGC-KLS Hookup

San Francisco—KGGC here and KLS, Oakland, officially combined their facilities Friday night, forming Bay Broadcasting Co. Mayor Rossi of S. F. and Mayor McCracken of Oakland greeted each other over a special wire beneath San Francisco Bay. The two stations exchanged features, but with each outfit independent of the other.

Checkout on ad agencies revealed
(Continued on Page 2)



(Registered U.S. Patent Office)

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FINANCIAL

(Saturday, May 8)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio. Columns include High, Low, Close, and Net Chb.

NEW YORK CURB EXCHANGE

Table with columns: Nat. Union Radio. Columns include Bid and Asked.

OVER THE COUNTER

Table with columns: CBS A, CBS B, Stromberg Carlson. Columns include Bid and Asked.

Coast Disk Firms Merge

West Coast Bureau, RADIO DAILY

Los Angeles—Merger of Bert Phillips' Consolidated Transcription Library with Frank Ausman disking plant announced by Phillips, with headquarters at 6103 Melrose. Phillips getting under way with an all-dramatic transcription library. Will also operate a talent bureau for his own and other productions. Consolidated firm will produce own shows, do general air check and transcriptions.

Sam Woodworth in Hospital

Syracuse, N. Y.—Samuel Woodworth, vice-president of Onondaga Radio Broadcasting Corp. and general manager of WFBL, is in the University Hospital of the Good Shepherd with severe back injuries. He was struck by a car.

LOUIS ARMSTRONG

AND HIS ORCHESTRA

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

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

THE WEEK IN RADIO

... A Special Events Workout

(Continued from Page 1)

most of them to be closed on Saturdays, with some keeping a skeleton staff on duty...NBC shows from the Coast increased 121 per cent during the month of March as compared to the same month in 1936...RCA first quarter net up 43 per cent.

That free time on the air is a push-over for some commercial ventures is revealed in RADIO DAILY survey of the time received gratis by a single feature picture that played the Radio City Music Hall...over 545 free minutes being the take, on clever tieups and a few free tickets...Paul Cornell completely severed his connection with the Geyer, Cornell & Newell agency...In New York Supreme Court the Frank Crumit-National Association of Recording Artists suit to restrain WHN from using phonograph records was adjourned by mutual consent until the Fall...

CBS starts a daily short-wave broadcast to Europe over its high-powered transmitter, W2XE...While President Lohr of NBC was telling Chicago folks about television and the possibility of some districts being without it until some radical invention decrees otherwise, the ATT via ERPI says all that the country needs is more coaxial cables and everybody will have tele...but the cable's terrific cost was not mentioned by ERPI...The WLW Line auditioned considerable talent in New York, signing quite a few acts...WHN was the audition spot...

Hollywood was again boosted as the coming coast HQT of NBC, the business offices soon moving down from 'Frisco...Atlantic Refining, heavy baseball sponsor, had 400 games scheduled up to last Thursday.

Eugene Bresson Joins Sound Reproductions

Eugene L. Bresson, president of Bresson Corp., has been elected secretary-treasurer and director of operations of Sound Reproductions Corp., which has just completed a wide expansion program. Studios have been remodeled and wires are now being installed directly to larger local radio stations in New York.

Al Stahl is writing a series of 15-minute comedy sketches for Sound Reproductions. Walter W. Voss and Harold Bresson also have joined the organization. Voss will be an account executive, while H. Bresson becomes chief recording engineer.

Baseball from Housetop

Cedar Rapids, Ia.—When the baseball club stymied WMT by not letting the station into the park to broadcast the Western League baseball games, Commercial Manager Bill Quarton of WMT pulled one out of the hat by renting the roof of a house just outside the center field fence and having Bert Puckett, special events and sports announcer, do his stuff from that position. Puckett says it will work out okay so long as they don't hit too many home-runs over the center field fence.

NBC to Spend \$75,000 On Shortwave Facilities

NBC will spend \$75,000 for complete replacements of all short wave facilities now being used in special event broadcasts, it is announced by O. B. Hanson, chief engineer, who states that the new equipment will be delivered to NBC headquarters in New York, Washington, Cleveland, Chicago, Denver and San Francisco by July. New transmitters will vary in range from a normal range of 1/2 mile to intermediate frequencies with ranges up to 300 miles. Move is being made to speed up NBC's coverage of all special event broadcasts.

S.M.P.E. Completes Convention Program

With the evening of May 28 set aside for a discussion of television, the Society of Motion Picture Engineers has completed the program for its five-day spring convention to be held May 24-28 at the Hollywood-Roosevelt Hotel, Hollywood.

Main item of the television session will be a general paper and illustrations by Ralph R. Beal, research supervisor of RCA, entitled "RCA Developments in Television."

In the sound field, a symposium on transmission meters in which four or five instruments developed in the last year will be described, is of particular interest.

Script Catalog

A 96-page script catalog, containing a comprehensive listing of active scripts available on 24 hours' notice for broadcasting purposes, is being released today by The Script Library, a division of Radio Events Inc.

The catalog, first of its kind, was edited by Georgia Backus, script author and producer, and compiled by Julienne Dupuy. It will be distributed to production officials of stations.

Tito Guizar in Boston

Tito Guizar, Mexican tenor star of CBS, is currently heading the stage show at the Metropolitan Theater, Boston, after a successful week at Loew's State on Broadway. At the conclusion of his Hub engagement, Guizar returns to New York to resume work at WABC before departing for Hollywood under a Paramount movie contract.

Gamage Signed by NBC

Boston — John A. Holman, NBC manager in New England, has signed Edward Charles Gamage, tenor lead of the D'Oyle Carte group, to appear exclusively on the NBC network beginning next fall. Gamage's programs will originate from WBZ-WBZA.

COMING and GOING

JOHN W. ALICOATE, publisher of RADIO DAILY, sailed Saturday for a week's cruise to Bermuda with his daughter, PATRICIA.

JOE BURNS leaves for Chicago to head Major Music office there.

ROSALINE GREENE flew to Seattle to announce Mrs. Franklin D. Roosevelt's program last Wednesday and took the trouble to shuffle to Hollywood and visit several of her friends there. She arrives in New York today via plane to appear with Phil Spitalny's Hour of Charm show from Radio City.

CHARLES DALLAS REACH, head of the Newark ad agency which bears his name, off to New Brunswick, Can., for a two-week fishing trip.

JOHN McCORMICK, new general manager of WKRC, Cincinnati, was in New York last week.

BILLY JONES and ERNIE HARE, featured singers on the Gillette show now in Hollywood, return East in preparation for a new air series.

URIEL DAVIS leaves this week for a two-week business trip West. He will go as far as Denver.

JOE SANTLY leaves for Chicago Wednesday.

E. H. SCOTT, Chicago radio manufacturer, is in Hollywood with a view to selling his "Stradivarius of radios."

CARL GOERCH of "Carolina Chats" over WPTF, Raleigh, N. C., was in Pinehurst attending a Rotary convention over the week-end.

Fourflusher Victimizes Kind Hearts at WHBF

Rock Island, Ill.—Several nights ago a "knight of the road" entered the new studios of WHBF and convinced announcer Bobby Lee that he was the son of the chief engineer of WGBF, Clarence Leich's whistle in Evansville, Ind. Big hearted Lee tried to rent the lad a room in his hotel, but there were no rooms available, so Lee got the key to his pal's room, Roy A. Maypole Jr., producer, and let the tramp sleep in the room. You guessed it—Maypole missed a suit, tie, shirt and the works on his return from Chicago.

In answer to a letter to Clarence Leich, Lee was told that WGBF had no wandering sons gifted with the ability to hornswoggle even tender hearted guys like Lee out of anything. Clarence also advised that the industry be warned against such "atrocities" in the future. Producer Maypole is out a suit, Lee is in a quandy and the hotel manager has his hair down.

Short Wave Equipment Added by WSBT-WFAM

South Bend, Ind.—The South Bend Tribune, operating WSBT-WFAM, recently added new ultra-short wave equipment. For several weeks, WSBT-WFAM engineers, under the supervision of H. G. Cole, have been constructing and testing the new equipment, which is now pronounced in perfect shape for mobile service. Call letters are W-9XSB. Transmitter operates on a frequency of 37,600 kc.

Blair to Handle KOB

Albuquerque, N. M.—KOB, which soon becomes an NBC affiliate, has appointed John Blair & Co. as its national representatives, it is announced by J. C. McGrane, commercial manager.

RADIO'S BIG COUP IN ZEP DISASTER

(Continued from Page 1)

mitting a recording on its networks. Exception was made due to the dramatic content of the record. Just before the explosion Morrison is rambling on serenely about this and that. With dramatic suddenness, his voice breaks and he cries: "It's bursting into flames—it's bursting into flames—oh, this is terrible, it's horrible!" Several times Morrison was so emotionally upset that he couldn't talk, but he snapped back into it each time and provided a memorable recording.

WLS will not commercialize the record in any way, according to word from Chicago, as station officials are opposed to profiting from a disaster.

WHN on Air at 7:30

In the New York area WHN is credited with being the first station on the air with the initial flash at 7:30 p.m. WMCA was a close second with an initial flash at 7:35 p.m. WOR, CBS, NBC and others followed. Within a half hour after the first report of the crash NBC, CBS, and Mutual networks, also WMCA, hurriedly mobilized crews and dispatched them to Lakehurst.

To NBC goes the honors for bringing the first accounts of crash as seen by an eyewitness. Clinton E. Herring, an employee of RCA Radiomarine, was at the field at the time of the crash and walked five miles to a telephone and called NBC, which immediately cleared the network. Broadcast went on at 9:07 p.m. over Red and Blue networks with William Burke Miller, night program manager, interviewing Herring via telephone. At 11:30 p.m. the same night James Begley, KYW program director, was on the air with other eyewitness accounts. Besides the crew from KYW, NBC's Philadelphia station, the NBC Mobile Unit No. 1 went to the scene from Radio City. Announcers used autos and planes. NBC had a crew of 43 in all at the scene. Charles O'Connor and Frank Cody were the announcers.

WOR-Mutual put its first broadcast on the air at midnight from the streets of Lakewood, near Lakehurst, where priests who had just administered the last rites to the dying were interviewed. Six other eye witnesses completed the 20-minute broadcast. At 2:50 a.m., Friday, Harry Bruno, known to many in radio, was interviewed by Dave Driscoll, as to what happened to the ship. Program continued until 3:15 a.m. when network signed off the air for the night. Johnny Johnstone was in charge of the WOR-Mutual activities.

NBC remained open until 3 a.m.

Radio Libel Bill Passed in Iowa

Des Moines—Sponsored by the Iowa Association of Broadcasters, House File 302, generally known as the radio libel bill, was passed by the Iowa General Assembly and becomes a law with the signature of Governor Nelson G. Kraschel. In effect the new bill relieves Iowa radio stations of responsibility for so-called defamatory statements uttered during broadcasts by persons not directly connected with the radio stations.

Members of the Iowa association include KFJB, Marshalltown; KFNF, Shenandoah; KMA, Shenandoah; KOIL, Council Bluffs; KRNT, Des Moines; KSO, Des Moines; WHO, Des Moines; WMT, Cedar Rapids; WOC, Davenport; and WSUI, Iowa City. Officers of the association are J. O. Maland, WHO, president, and Earl N. Peak, KFJB, secretary.

CBS and Inter-City until 3:30 a.m., while WNEW was on the air all night as usual. Press-Radio, United Press, Transradio and Universal Service kept their radio service functioning until the stations closed for the night.

Boake Carter Gets It

Boake Carter was the first to break the news over the CBS airwaves and devoted his entire program to the disaster as he did on Friday night. In the absence of Paul White, CBS special events director, who is in London for the Coronation, and John Fitzgerald White's assistant, who was enroute to Detroit, CBS was handicapped too at the start. But under the direction of Fred Willis, assistant to William S. Paley, CBS president, and Don Higgins, CBS publicity director, Ted Husing, John Wolf, Bob Trego, Bruce Fouche, Helen Nolan, Boake Carter, William Perry went to Lakehurst and put a broadcast on from Lakewood at 1 a.m. Later Husing returned to New York and interviewed Martin Sams, an eyewitness, over the network an hour later. William S. Paley, CBS president, and Paul Kesten, vice-president, kept in touch with the studios via telephone.

WMCA sent three crews to the scene Friday night. After its 7:35 p.m. flash, a Press Radio bulletin was given listeners about five minutes later, followed by other flashes from Press Radio and UP. At about 9 p.m., Garnett Marks gave a round-up of the disaster story, supplementing the press service with telephoned data gathered by the news staff of the station. Dick Fishell, special events director, together with Marks and Frank Marx, chief technician, reached Lakehurst, just after 9 p.m. Frankie Basch was pulled away from a dinner party and rushed to the disaster scene to do interviewing. Martin Starr, James F. Clemenger and Anton Leader were other WMCA men on the job. Interviews with eye-witnesses ran until after 2 a.m. Miss Basch and Starr also used the Hindenburg disaster at their "Street Forum" interview topic at 1:30 p.m. Friday.

On Friday, all crews remained on the scene over night, CBS had Ted Husing give a word picture of the wreck as it looked from an airplane. Later in the afternoon Commander Rosendahl was heard over the network in addition to being on the NBC-Red. From Berlin William Shirer was heard over the web in an exclusive broadcast.

NBC Short Wave Broadcast

NBC on Friday had an exclusive short wave broadcast by Hugo

Eckener from Berlin, and early that morning had sent a special program to Germany, via short wave, carrying an eye witness account of the disaster to the German listeners.

Martin Block, WNEW special events announcer, covered for his station and arranged for Joseph Richmond, member of the ground crew at Lakehurst, to be heard on the WNEW. Richmond, whose buddy was killed in the crash, talked at 10:30 p.m. for 16 minutes, and again at 12:43 and 2:15 a.m. Block also did a 1 a.m. program of his own.

In the field for Mutual were Jack Poppele, chief engineer, Dave Driscoll, Bill Maloney, and engineers Charles Singer, George Robinson, Cy Gamblin, John Loss, Charles Davidson, and Howard Barnes, announcers, all of WOR.

David Sarnoff, RCA president, personally supervised NBC's coverage of the disaster, direct from the news room. John Royal, vice-president in charge of programs, was also on hand. Out in the field for NBC were: John Hartley, assistant special events director, Charles O'Connor, Thomas MacFadden, David Casem, John McTighe, Burke Crotty, Tom Riley, and engineers George Milne, A. C. Harrington, Donald Wittemore, Courtney Snell, Max Jacobson, Dewey Stugell, Coleridge Hutson. Vance Babb, NBC manager of press, handled that department. Abe Schechter, NBC news and special events director, and Wayne Randall, publicity director, were out of town. Schechter was in Louisville arranging for Kentucky Derby broadcast, Randall was on vacation.

WINS Does Street Interview

WINS, which had the Hindenburg news on the air at 7:50 p.m. with subsequent follow-ups, set up its Inquiring Microphone at the Criterion Theater on Broadway at 8:15 p.m. and obtained the first man-in-the-street reactions to the catastrophe. Samuel Shere, INS photographer who took pictures of the explosion, was interviewed by Don Dunphy at 8:45 p.m. on his return from the scene of the tragedy.

WBAL First in Maryland

Baltimore—First Maryland station to carry the news of the Hindenburg disaster at Lakehurst, N. J., was

Now Ready: WADE LANE'S HOME FOLKS

A swell 15-minute show at a right price. Popular songs . . . friendly dialog. SEND FOR FREE SAMPLES.

MERTENS AND PRICE, Inc.
1240 South Main Street
Los Angeles, Calif.

CRASH NEWS ON AIR WITHIN FEW MINUTES

WBAL. It went on the air with a bulletin at 6:28 p.m. EST (7:28 p.m. EDST), and followed immediately with other flashes.

As the news of the disaster came in, the station was broadcasting a program in which the closing commercial was a welcome to the Hindenburg on its first 1937 visit. Fast action was necessary to substitute other material.

Edward Douglas Among Dead

Edward Douglas of the McCann-Erickson advertising agency was identified late Friday as among the dead in the Hindenburg explosion.

MacGregor Disk Firm Goes on 39-Hour Week

West Coast Bureau, RADIO DAILY

Los Angeles—C. P. MacGregor Co., recordings and transcription library, today puts his entire organization on a 39-hour week, from engineers to office force. MacGregor announced that the cut in hours will not lessen salaries which were upped 10 per cent on Jan. 1, and which will continue as they are.

At the same time he announced establishment of a new schedule to pay for artists with a minimum of \$5 per hour for all time recording or rehearsing, which brings pay for recordings up higher than that paid supporting artists on some of the coastwide net programs where players get flat \$25, but must rehearse from 10 to 25 hours without extra pay.

New scale for artists applies not only for all commercial recordings but also for those used on sustaining or library service.

Musicians will continue to draw union scale.

Estey Miniature Organ

Estey Organ Corp. of Brattleboro, Vt., has put out a miniature organ designed for juveniles but with a tone quality that is said to register over the air like regular grown-up organs.

Dick Liebert, NBC organist, has bought one of the instruments for his seven-year-old daughter, whom he is teaching to follow in his footsteps. Dave Rubinoff also took one of the small organs along to Hollywood.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

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

Patents and Trademarks

Protect your most valuable assets. Expert service. Prompt attention.

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LESTER L. SARGENT

Registered Patent Attorney

1115-K St., N. W., Washington, D. C.

GUEST-ING

ELISSA LANDI, JOSEPHINE TUMMINIA and LIONEL STANDER on Bing Crosby show, May 13 (NBC-Red, 10 p.m.).

EARL OF WARWICK, on Lux Radio Theater, tonight (CBS, 9 p.m.). Joan Crawford, Franchot Tone and Judith Anderson in "Mary of Scotland" is the evening's play.

GLADYS SWARTHOUT, on Ford Symphony program, May 16 (CBS, 9 p.m.).

MADGE MARLEY, on Al Pearce program, replacing Lars Lundquist, who is ill, tomorrow (CBS, 9 p.m.).

BETTE DAVIS and JOHN BEAL in "Another Language," on Lux Radio Theater, May 17 (May 17, CBS, 9 p.m.).

NICHOLAS JOY, on Charlotte Buchwald's The Playgoer, tomorrow (WMCA, 5:30 p.m.).

LOU HOLTZ, on Lanny Ross' Show Boat, May 13 (NBC-Red 9 p.m.).

GALE PAGE, on National Farm & Home Hour, May 12 (NBC-Blue, 1:30 p.m.).

\$75,000 KMPC Outlay On Modernization Work

(Continued from Page 1)

troit hockey team, present owner of Detroit Lions professional football team, owns WJR, the Goodwill station in Detroit, and owns and operates WGAR, Cleveland. He now resides in Beverly Hills.

Station also expects early approval of permission to increase power, and to extend its present part time to full time operation.

Norman McGee Joins WQXR

Norman S. McGee has joined the advertising staff of WQXR.

FCC ACTIVITIES

APPLICATIONS GRANTED
WRC, Washington, D. C. NBC station, increase in power to 1,000 watts day and 5,000 watts night. Also site in Maryland for a new \$75,000 transmitter.

APPLICATIONS RECEIVED
N. B. Egeland, Roland Ia. CP for new station. 1500 kc., 100 watts night, 250 watts day, specified.

APPLICATIONS RECEIVED AND RETURNED
Hebrew Evangelization Society, Inc., Los Angeles. CP for new special station. 1570 kc., 1 Kw., unlimited.
Hebrew Evangelization Society, Inc., Los Angeles. CP for new special station. 1530 kc., 1 Kw., unlimited.

ONE MINUTE INTERVIEW

MRS. MARTIN JOHNSON

"One of the first things a person notices upon returning to this country is the high quality of present radio shows. In comparison with government controlled broadcasting throughout the rest of the world, the programs in the United States are by far the most outstanding."



A REPORTER WITH A CONSCIENCE!

● ● ● In covering Radio Row for this pillar, many tidbits are whispered confidentially or overheard by us...The knowledge that we are spokesman for the trade has been voiced...and sometimes we are asked to air personal peeves, which is out of our line.

● ● ● We often wondered why singers and band leaders avoid song pluggers, many times feeling that they are superior to this group...Don't they know that if it weren't for the "boys," Uncle Sam wouldn't be taking so much for Social Security each week... The boys, if they really wanted to be mean, COULD ban a singer from using one of their hit tunes—and show us the artist on the air who can get along without a GOOD song!...Then, again, it's the boys, like Mack Goldman, Norman Foley, Jack Bregman, Dave Kent, Harry Link, Charley Ross and the gal, Audrey Collins, who often help a singer "change" his style of delivery so as to really sell a song...We also know of instances where the boys have sorta helped a singer financially until the "break" came...Here's something interesting among this particular group. Though you'd expect animosity and peeves between rival concerns in their attempt to get a "plug," everything is forgotten when the day's work is over and they congregate at various points to talk about their private lives...Incidentally, these boys get around more than others, they hear many things, yet have never attempted to spread a malicious report about ANY artist!

● ● ● Then, there's the artist who just hates publicity—that he keeps awake nights thinking a novel way to get his name in print...He will swear by a newspaperman who is nice—but when a show of his is reviewed and PANNED, he goes running up and down Radio Row screaming "what does so-and-so know about talent. He gets \$100 per week, whereas I get \$40,000 a year singing on a local station. Nuts to him!"...Yes, but let this very same newspaperman RAVE about the show—and the review is FRAMED in gold and the paper reaches a new high in circulation—because he's sending copies, anonymously to the sponsor...Of course, you won't find this practice of beefing among the Jack Bennys, Eddie Cantors, Kate Smiths or Jack Pearls...These artists welcome criticism from newspapermen—because they realize that we are just plain, clean-living people—just like the majority of their listeners.

● ● ● We just learned why Winchell is feared and respected...A few bandleaders wired the columnist saying that they were going to play the songs from his picture on the air—giving him mention as star...This, in the hope of receiving a mention in his widely syndicated column...If he could, The Gray Ghost, would tune his dial to the program—and then go screaming from the room...He'd send a note to the singer or maestro, saying, "PLEASE DON'T play that score! Gordon and Revel will have grounds to sue for PLAGIARISM" or similar wrist-slapping phrases!

● ● ● Another thing we can't understand is why so many people—and important ones at that—haven't a kind word to utter for Phil Lord—and yet he's kept on the air?...Why does Jean Dillon, lovely singer of the Dorchester House in England, replace beautiful Lucille Johnson as soloist in the Paradise's late show?...Both are good air and pictures bets... We like Estelle Taylor's remark to us the other night after hearing her record the Oscar Shaw musicale...She said that she enjoyed Milton Berle's pest, Jolly Gillette, the sponsor's daughter—and that she would like to go on the air—as the sponsor's missus!

PROMOTION

Blotter Exploitation

When the baseball season opened, KFRO, Longview, Tex., decided instead of trying to broadcast the games play by play that it would have a summary of the games each day. This was put in the form of a five-minute resume of the baseball results each day at 6:30 p.m., and then was sold to a local loan company. In order to merchandise the program the loan company and KFRO put out 10,000 blotters in the trade territory covered by the station. Judging from the results to the loan company, the program has been a success thus far and the station has a high percentage of listeners on the daily sports program.

Music Festival Stunt

Doug Grant, program director for WMT, Cedar Rapids-Waterloo, pulled neat station promotion stunt the other day by making arrangements to broadcast parts of the State Music Festival at the University of Iowa. Event attracts 6,500 high school students annually to Iowa City with parents spending the three days in front of their radios to hear their sons and daughters play a "hot" trumpet and sing a "swing" song.

Station recently completed installation of recording equipment used to re-broadcast the events when time on the air could be cleared.

Runs Trailers in Theaters

To publicize its broadcast of the Coronation, WCCO, CBS station in Minneapolis, ran trailers in leading local theaters, calling patrons attention to the event, for the week preceding the broadcast on May 12.

A full-column display ad plugged the broadcast in the May 11th issue of the Minneapolis Star. Regular publicity releases were sent by the station to all leading Northwest newspapers.

Hotel on Air 14 Years

Chicago — Edgewater Beach Hotel, now with a WBBM-CBS line, has started its 15th year of broadcasting.

Hotel Music Ruling Is Made Permanent

New York Hotel Statler Co. has been perpetually enjoined from "public performing for profit," through the instrumentality of master radio receiving sets, the musical composition, "As We Part" by Federal Judge John M. Woolsey in United States District Court.

Judge Woolsey awarded damages and costs of \$500 to the Society of European Stage Authors and Composers against Hotel Pennsylvania (Statler Management).

Judge Woolsey had ruled that the Hotel Pennsylvania violated the copyright law in allowing copyrighted songs to be played as a "public performance for profit" when they had no license to do so.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

FRANKIE BASCH, WMCA's "Roving Reporter", Adela Rogers St. John and Helen Nolan of CBS all spent a considerable part of the last 48 hours at Lakehurst...Frankie was up all the night of the tragedy, did two post-dawn descriptive broadcasts, one at 7:23, f'other at 7:45...Was reeling with fatigue while she questioned lads passing by as to reactions to the disaster on her "Street Forum" program...Helen Nolan, formerly with the N. Y. American, was first American newspaper gal to go aboard the Zep...Adela Rogers St. John contributed two graphic broadcasts, over CBS, in addition to her regular NBC news commentating...Happiest femme at Lakehurst, after the first horror-laden hours, was Mrs. Joseph Spahs, whose husband, actor Ben Dova, escaped with only a fractured ankle and singed locks....

Helen Menken's "Josephine and Napoleon" skit on the Kate Smith show a few weeks back netted so many posies she's commissioned scribe Beatrice Freedman, who penned it (she's the widow of humorist David F.), to write one on Lola Montez, glamor-gal of the mauve decade...to be heard either on the Rudy Vallee or Kate Smith airings...Rose Franken's "Of Great Riches" to be dramatized by Raymond Scudder and broadcast over the NBC-Blue the evening of May 15...Yesterday's Coronation cocktail party on the 67th floor of the RCA building was hosted by Sheila Barrett, intended for Stephen E. Sommers, and emphasized the coronation cocktail, an ambrosial affair containing champagne, cognac and something exciting called Drambuie....

Sarah Lockwood, "Heinz Magazine of the Air's" interior decoration specialist, relaxing in the Adirondacks for a few days...Walter Duncan of NBC sales dept. has become a parent...Dorothy Bennett, assistant exec of the Hayden Planetarium expedition, will give one of three radio descriptions of the celestial event to be broadcast to the U. S.... Gladys Miller, organizer of Service Programs Inc. believes effective merchandising by top-notch manufacturers goes beyond the sponsoring of national and spot broadcasting...Insists the public's after information as well as entertainment....



BARRY WOOD AND HIS MUSIC

Drene
WJZ—NBC-Blue Network, Thursdays, 7:45-8 p.m.
W. Kastor & Sons

PLEASING QUARTER-HOUR OF VOCALS FOLLOWING STYLE SET BY JERRY COOPER.

If first of series is any indication, sponsor has decided to continue with same type program and vocalist for remainder of time on the air this spring. Barry Wood, signed only a few days before going on the air, has a pleasing baritone voice, and sounds very much like his predecessor, Jerry Cooper. Using the same theme, "I'm In The Mood For Love," Wood offered four selections on his first program. His first number had a trace of "mike fright" but that disappeared and the remainder of the show was done very well. Johnny Augustine and his orchestra offer a good musical background for the singer. Program was interrupted for a few seconds to allow the network to flash news of the Hindenburg disaster.

"HOLLYWOOD HOTEL"

Campbell's Soups
CBS Network, Fridays, 9-10 p.m.
EDST.

Ruthrauff & Ryan

JERRY COOPER INJECTS FRESH NOTE IN TOPNOTCH VARIETY PROGRAM.

Although the time allotted Jerry Cooper in his initial broadcast on the "Hollywood Hotel" hour was rather brief, the new star from the east bowed in auspiciously as the new personality of this coast production. With Ken Niles doing emcee-announcer honors in grand style, Cooper received a nice introductory buildup. As a vocal gong sang welcome to him, Cooper came in with "Gee, But You're Swell," to which he replied "Sweet Is The Word For You," and then into a medley of "Too Marvelous For Words," "I'll Sing You a

Thousand Love Songs," etc. Finally Cooper was called upon to sing "Star Dust."

Shirley Ross again appeared as the leading femme vocalist, chiming in with Cooper and also doing "I'm Talking Through My Heart" as her own specialty. Igor Gorin and a surrounding group gave a generous slice of "Rigoletto" and did a swell job of it.

Film previewed, "The Prince and the Pauper," with Errol Flynn and the Mauch Twins headlining, registered favorably.

Rudy Vallee's Varieties

Reception wasn't especially good, so the Vallee broadcast from London last Thursday night over the NBC-Red network was a mixed affair. Plenty of talent studded the program, starting off with the Lord Mayor of London for introductory remarks and including Will Fyffe, Scotch comedian, who told some anecdotes and sang; Charles Laughton, who did some Shakespeare and engaged in a skit with his wife, Elsa Lanchester; Richard Tauber, who sang a couple of numbers; Binnie Hale, also in songs and comedy, and others. For those who could hear it clearly, the show appeared to be a fairly well handled affair, though naturally a little strong in English flavor.

Heinz Magazine of the Air

This consistently interesting and entertaining 11 a.m. Heinz food program on the CBS network included a special item last Friday in the form of a mother feature, a story of Sir James Barrie's mother, by Delmar Edmondson, the editor of the program. It was a very fitting, well delivered tribute fitting in with Mother's Day. Other portions of the program included the usual delectable orchestra melodies of B. A. Rolfe, vocalizing by Reed Kennedy, and the serial, "Trouble House".

ORCHESTRAS MUSIC

BOB CROSBY and his Dixieland Swing ork close at the Congress Hotel in Chi on May 14, after being held over eight weeks. They'll play one-night engagements in the middle west for the following two weeks and will open the Aragon Ballroom in the windy city, May 29. They'll begin their musicmaking at the Ambassador in Atlantic City June 18, for an indefinite stay.

Chick Webb and his Savoy Swingsters have just completed their eastern tour and will return to the Savoy Ballroom in New York on Tuesday P.M. where they'll engage in "The Music Battle of the Century", opposite Benny Goodman and his band. Ella Fitzgerald, the sepia nightingale, will be featured as their song stylist.

Hollywood Songs, Inc. have taken over American rights to the English song and dance hit, "Cuban Pete", written by Jose Norman and published by J. Norris Music Publishing Co., Ltd. Rudy Vallee will do a special broadcast of the number from London to America next Thursday.

Four of Abe Lyman's vocalists, recently heard at the Hotel New Yorker, have acquired featured spots of their own. Barry Wood has taken over Jerry Cooper's spot on that Thursday night commercial; Sonny Schuyler is with Ben Bernie; Rose Blane sings at Leon and Eddie's; and Tiny Wolf vocalizes at the Yacht Club.

Shep Fields and his Rippling Rhythm ork will be heard and seen in Paramount's "The Big Broadcast of 1938". However, the Fields' airings will continue from New York, since he'll not leave for Hollywood until October 1st.

Contrary to rumors, Vincent Travers remains French Casino musical director and band leader. Hugo Mariani, who moved into the casino last Monday, replacing Rudolf Friml, Jr., will play only for the dancing. Travers will combine his orchestra with Mariani's and conduct both groups for the French Casino Folies.

NEW PROGRAMS—IDEAS

Dramatizing City's Past

A series of programs dramatizing the Cincinnati of days gone by is being presented over WCKY as a sustaining feature by the Federal Radio Workshop, under the direction of Jan Pfandt. The broadcast is heard weekly on Friday, 7:15-7:45 p.m., EST., from WCKY's downtown studios in the Netherland Plaza Hotel. Historic occurrences in the old National Theater, Grand Hotel, Music Hall and other Cincinnati landmarks of the 19th century are being dra-

matized by actors from the Workshop.

WCBS Airls Food Spots

As a National Restaurant Week special, WCBS, Springfield, Ill., conducted a series of radio interviews direct from prominent food spots in the city.

John J. Corrigan, program director, and Dave Meyer, announcer, handled the mikes.

Program was labeled "Mr. and Mrs. Springfield Eats Downtown," and it went over with good results.

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

May 10
Greetings from Radio Daily
to
Lee Reiser



DONNA CREADE has been replaced in the feminine lead of "Couple Next Door" on WGN by Dolores (Babs) Gillen.

Erna Phillips, author of "Today's Children," in New York talking to a sponsor who is interested in her new half hour show, "Experience of a Lifetime."

Bob Crosby's band and Kay Weber will play for one week at the Aragon ballroom with WGN line starting May 29.

U. S. District Attorney Michael L. Igoe is to be toastmaster at testimonial banquet for Phil Friedlander, WCFL commentator, next Wednesday at the Sherman hotel.

Carl Cons, "Down Beat" editor, and Mildred Adrienne Green are newly-weds.

Bill Lewis, CBS vice-president, was here from New York last week.

Kaye Brinker's new program on WBBM for Commonwealth Edison starting next Monday is to be called "Everywoman."

Calvert Haws, manager of WCFL, on two-week vacation.

It's an eight pound boy for J. Felix Morris, who represents WIBW, KCKN and Capper publications.

George Dunscomb, head of radio department at McCann-Erickson, back from combined business and pleasure trip to Hollywood.

Ted Lewis is to take the place of Henry Busse at the Chez Paree starting May 25. Busse plans road tour of about five weeks before returning.

Pat O'Malley and wife visiting Ella Logan in Hollywood.

Bernie Cummins is to open the outdoor beachwalk of the Edgewater Beach Hotel June 12 replacing Anson Weeks.

Charlie Lyon off to Louisville to help Clem McCarthy broadcast the Kentucky Derby.

William Irvin (Don Foster) Daily Times radio columnist, on the air Thursday giving a boost for the Lawyer Lincoln series on WLS. Said to be the first time a local radio editor has been on the air plugging a local show.

Hugh Studebaker plans to join the Fibber McGee gang in Hollywood on May 31. He plays Silly Watson.

Ken Robinson, NBC continuity editor, went on the air himself the other day and told the National Farm & Home Hour audience about his department's work.

The Dorings Sisters are off the Carnation Contended hour. Contracted for before Frank Black took over the program they were unhappy because they were only used in vocal background stuff. Heard exclusively now on the Household Finance's "It Can Be Done."

Lulu Belle and Scetty (Wiseman), her husband, leave the WLS National Barn Dance for three months vacation in North Carolina after May 15 show.

Northern Trust Company's North-

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 29 of a Series

WISN—Milwaukee

1120 K. C.—1,000 Watts Day, 250 Watts Night

G. W. GRIGNON, Mgr.

R. N. WEIL, Sales Mgr.

H. L. PECK, Prod. Mgr.

WISN, only Columbia Broadcasting System outlet in Wisconsin, is owned and operated by Hearst Radio Inc. Offering a complete coverage of the twelfth largest market in the country, WISN's potential audience numbers over 2,000,000 or two-thirds of the total population of the state. Retail sales in this area for 1936 exceeded one-half a billion dollars in the total day-time area. WISN operates on a cleared national channel 17 hours per day.

Established in 1922, WISN, one of three stations in Milwaukee, is today first in that city in number of local advertisers. CBS commercial bookings over WISN are currently running 3 to 1 over 1936. A minimum of 170 broadcasts a week are fed to the station via the web, with 35 sponsors of national scope using WISN facilities every week. Local advertisers number well over 70, and this is all the more remarkable as WISN has only one rate. It does not offer a lower local rate to attract the local advertiser.

WISN studios are located in the Wisconsin News Building in the heart of down-town Milwaukee. They consist of a large orchestral studio and a smaller general studio. Adjacent to the studios is located the master control room. On the same floor are located the general offices, sales offices and the program and continuity departments. Western Electric High Fidelity equipment has been installed in duplicate. Complete facilities for originating and feeding network programs are available. New transcription equipment, both RCA and Western Electric, has been installed recently. The transmitter is located on the outskirts of Milwaukee, with an emergency transmitter, fully equipped, located several miles distant from main transmitter.

Among the local programs that have been originated at WISN are Ann Leslie's Scrapbook, Down By Herman's, Even As You Or I, Early Risers' Club, Movie Chat, Spotlight, Rendezvous, Musical Heat Wave and Bridge At Home. Network programs of note aired regularly over the station include Beauty Box Theater, Lux Radio Theater, Al Jolson, Ford Sunday Evening Hour, and for the same sponsor, Al Pearce and His Gang, Major Bowes, Eddie Cantor and Rubinoff and his Violin.

WISN's payroll embraces 36 persons of the regular staff plus a music staff of 11 persons. The station's service includes complete copy, continuity, research and publicity departments, and it subscribes to Planned Program Service as a regular transcription service. Hearst Radio represents WISN in New York, Chicago, Dallas, Los Angeles and San Francisco. In addition there is a representative at every Hearst station in the country.

erners, Tuesday evening WGN audience show, one of oldest commercials in Chicago, has dropped its string ensemble and expanded to a full orchestra under Karl Schulte. Harry Walsh continues to direct the vocal chorus. Marie Truitt is guest soprano for next show.

Eddie and Fannie Cavanaugh have moved their Rhymsters program from WBBM to WAAF.

Buell Patterson has started an interview program with horsemen on WAAF at 9:45 a.m. Sundays. Gives tips to equestrians on riding and riding apparel.

Anson Weeks opens at Meadowbrook Country club, St. Louis, after closing at Edgewater Beach hotel here June 11.

William Courneen and Osta Whiteley are new faces in the "Modern Cinderella" (Gold Medal) cast.

Pete Bontsema, half of the old Al and Pete team, has a new "try and stump me" program on WAAF at 1:45 weekdays. Prizes for those who send in the name of a song he can't sing and play.

High school students will run WBBM for a day on June 5.

Ed Smith who leaves shortly to take over direction of General Mills radio activities in Minneapolis, gave party for "Bachelors Children" cast Friday.

Off-Air Recordings

On Flat Fee Basis

(Continued from Page 1)

which will hold good for one year from June 1.

Flat blanket fee is expected to be set according to station wattage, minimum being 500 watts and lower, with higher rates scheduled for 500 to 1000 watts, 1000 to 10,000 and 10,000 to 50,000. Stations, advertising agencies and recording laboratories have requested Fox to formulate a policy under which the contingent liability will be eliminated, since the move was made some months ago to establish the copyright owners property right in the off-the-air recordings.

License fee will be limited to non-broadcast usage and fair scale is desired by all concerned. Communication to all stations from Fox will seek additional information on the type of recording and if the fee set is considered reasonable. It is expected that all liability involved through possible infringement will be eliminated through the medium of the nominal fee, being set more or less as a protective measure for the future. Virtually all big shows are recorded off the air regularly, while such outlets as WLW take down a complete recording of the entire operating time.



SOL LESSER's office reports a deal pending with Edgar Rice Burroughs to put Glen Morris, as Tarzan, and a picked cast, in a 15-minute night serial, to go coast to coast, starting next month. Morris is doing Tarzan in Principal production picture.

Winfield Hancock returns to KEHE's transmitter staff replacing Russ Stanton, who goes to KNX.

Community Sing again prolongs its Hollywood stay, with Andy Sanella and Jones and Hare making another short at Columbia studios. Now set to return to New York on May 23 or May 30. Ben Larson, producer, celebrated Mother's Day Sunday with his mother who flew out from Salt Lake City.

Milton Berle reports considering an RKO picture offer which will bring the Sing back to the Coast in September.

KFI's "Hollywood Extra" program, produced by Archdale Jones and m.c'd by Francis X Bushman, has changed to a Saturday night spot and gone NBC coast Red net.

Bill Finley formerly with KEHE sales staff, now with Lile Sheldon agency.

"Happy" Hal Price, old time minstrel and vaudeville man, has been added to Lew TeeGarden's California Minstrels cast.

R-M-A new radio production, merchandising and talent organization has taken quarters at 1508 Cross Roads of the World, and will spend the next few weeks getting under way.

Sydney Dixon, in charge of sales for NBC Hollywood office, is the father of an 8¼ pound son born to Mrs. Dixon in Good Samaritan hospital.

Charles Flesher of KFBK, Sacramento, is visiting.

Jack Lescoulie leaving KGFJ to do his early morning Grouch Club program for KFWE.

Hal Stiles reports that more than 80 persons have been taken off country relief rolls as a result of jobs found through Don Lee "Help Thy Neighbor" program which Stiles conducts.

Oliver Alberti, recently added to KMPC staff, slated to be musical director when station goes on increased program production.

G. A. Richards, new owner of KMPC left for Detroit in connection with final details for taking over of station.

Lindsay MacHarrie, production manager for Transco sound studios, finishes 39 weeks production schedule the last of May and plans to fish and relax in Mexican waters.

KFI-KECA, Earl C. Anthony NBC outlet stations in Los Angeles, have added a Hammond Electric organ to their studio equipment. Wesley Tourtelotte, organist, having worked out the acoustical problems involved in its installation, is now learning to master its tonemixing system.

NEW BUSINESS
Signed by Stations

WNOX, Knoxville

Procter & Gamble (Oxydol), six quarter-hours weekly, disks, 52 weeks; ditto for Ivory Soap; Dr. Pepper Bottling Co., six five-minute periods weekly, 52 weeks; JFG Coffee Co., six quarter-hours weekly, disks, 52 weeks; Chero-Cola Bottling Co., six quarter-hours weekly, 26 weeks; ditto, spots preceding and following Nehi-Jack Dempsey transcribed show weekly, 13 weeks; Swan's Bakery, six five-minute periods weekly, 52 weeks; Dr. Paul Atchley, six quarter-hours weekly, 52 weeks; Fowler Bros., six quarter-hours weekly, 52 weeks; Southern School of Beauty Culture, six quarter-hours weekly, 52 weeks; J. S. Hall's Sons, six five-minute periods weekly, 52 weeks; Atlantic Ice & Coal Co., six quarter-hours weekly, 52 weeks; Kern's Bakery, six quarter-hours weekly, 52 weeks; Dr. S. B. Hamilton, six quarter-hours weekly, 52 weeks; Fielden Furniture Co., six quarter-hours weekly, 14 weeks.

KYA, San Francisco

Safeway Stores, Oakland, half-hour Monday German Radio Hour, one year; Union Pacific Railway, Los Angeles, Sundays, "Romance of Transportation", through Caples Co., L. A.; Cal. Jockey Club, five times weekly from track; Rev. J. C. McPheeters (religious), six times weekly; Dr. F. T. Barron (dentist), Oakland, spots; New Palm Room, dance music by New Palm Orchestra; Emporium Downstairs Store, spots, through McCarty Co., S. F.; Breuners (furniture), Oakland, spots, through W. A. Miller Co., Oakland; Imperial Grill, spots; General Mills, one extra Sunday baseball game on Shut-In Day, through Westco Adv'g Agency, S. F.; North Point Diesel School, spots; Redlick Newman Co. (furniture), thrice weekly 15-min. program, 39 weeks.

KSFO, San Francisco

Household Products (refrig), spot series, through McCann-Erickson, S. F.; Elgin National Watch Co., Chicago, spot series, through J. Walter Thompson, Chicago; McFarlane's Factory Stores, Oakland, spots, through Lowe Features, S. F.; Philco Radio, S. F., spots, through Thompson & Holmes, Ltd., S. F.; Electric Appliance Society, spots, through Jean Scott Frickelton, S. F.; Lifto Co., spots, through Kelso Norman Organization, S. F.; General Brewing Corp., spots, through McCann-Erickson, S. F.; B. Simon Hardware, Oakland, 15-min. program, "Fishin' Fool," Friday, 52 weeks.

WPTF, Raleigh, N. C.

R. F. Trant Inc. (Frigidaire), "The Frigidaire Frolic," 39 programs to run thrice weekly; Blackwood's Inc. (Seiberling tires) extends schedule to five programs weekly.

KEHE, Los Angeles

McKesson & Robbins, three quarter-

RADIO PERSONALITIES

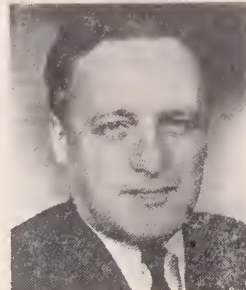
No. 37 in the Series of Who's Who in the Industry

DONALD WITHYCOMB, general manager of WFIL, Philadelphia, and a prominent figure in the national broadcasting picture, is making radio history in the Quaker City. From the obscurity of newness, Withycomb skyrocketed WFIL to the front rank of Philadelphia radio in the short space of two years.

Born in Montreal on July 4, 1897, a date which evidently was a portent of his future American citizenship. Donald Withycomb was educated and launched his business career in the provinces of His Majesty the King. He was still a lad in his teens revelling in the thrill of a "first job" with the Canadian Pacific Railway when the drums of war caught him in their beat and carried him overseas. For three years Withycomb saw service with the Royal Flying Corps, returning to Toronto with the advent of the Armistice. He then launched himself upon a business career that was to carry him far in the American broadcasting industry.

First there was a job with the Acton Publishing Co., Toronto; then in the early '20's a journey to New York and with it a position with the National Electric Light Association, where he first met M. H. Aylesworth, who was destined to become one of his best friends and the guiding star of his career. Soon after his arrival in New York, Withycomb became intensely interested in radio, so it was only natural that he should follow Aylesworth to NBC when the chain was born in 1926. He remained until 1935 as director of station relations, leaving NBC to take over at WFIL.

Withycomb's work at NBC carried him from one end of the nation to the other and familiarized him with the problems of the small and regional stations. He is actively engaged in the affairs of the NAB and other organizations. His thoughts on radio are entirely progressive; he believes the surface is only scratched and to this end believes in high salaries and free reign for his subordinates. His firmest conviction is that television will never entirely replace audio radio.



Born July 4 — made WFIL skyrocket.....

hours weekly with "The Success Doctor", character analyst and success tips, through General Advertising Agency.

KDYL, Salt Lake City

Utah Builder's Supply, "House of Dreams" disks, 26 weeks; Procter & Gamble (Dreft), "Adventures of Kitty Keene", 15-min. disks, five-a-week, through Blackett-Sample-Humert.

WDSU, New Orleans

Pontchartrain Beach, two 15-min. nightly periods with a wire on Vito's Orchestra; Crane, 15-min. disks; Pepsi-Cola, 350 spots; Daily's Clothing Store; spots; Double-Cola, 26 disk spots; City Park Casino.

KXA, Seattle

Associated Oil Co., home baseball games, with Howard Edelson at mike.

Joseph Barnett Merges With Rocke Productions

Joseph M. Barnett has merged with the Ben Rocke Productions, with Barnett joining the organization as a vice-president. Merger becomes effective May 15. Headquarters will remain in Radio City. Barnett entered radio in 1922 when he became an announcer at WOR. He later managed the station and was associated with several advertising agencies before going into business for himself.

F. T. C. CASES

Cease and Desist Orders

Trav-Ler Radio & Television Corp., Chicago, has entered into a stipulation with the Federal Trade Commission to cease using as a trade name or brand for its radio sets the word "Majestic," alone or in connection with the words "Radio Corp.," or with other words so as to imply that its sets are made by Grisby-Grunow Co., Chicago, originally the manufacturer of Majestic sets, or by its successor, Majestic Radio & Television Corp., Chicago, when such is not a fact.

Wyeth Chemical Co., Detroit, agrees to stop advertising that use of Hill's Cold Tablets afford a fast or effective method of combating a cold and that "any doctor will tell you that nothing breaks up a cold like Hill's Cold Tablets," and that "your vitality returns" through use of the preparation.

KMMJ Studio and Plant Being Air-Conditioned

Clay Center, Neb.—Main studio at KMMJ, as well as the control room, will be completely air-conditioned this summer. Plans have been approved, and the work is scheduled to start within the week.

The studios just recently were completed, refinished and redecorated, along with acoustical correction redesigned by KMMJ engineers.

RADIO DAILY

★ ★ Little Talks on Big Subjects ★ ★

RADIO DAILY is more than just another publication . . . it is an authentic source of information for busy radio executives all over the land . . . the only daily newspaper devoted exclusively to RADIO that gives radioland a daily broadcast of the news and sidelights of the entire radio industry

RADIO ENGINEERS OPEN 25TH ANNUAL MEETING

(Continued from Page 1)

Ground Systems as a Factor in Antenna Efficiency
G. H. Brown, R. F. Lewis, and J. Epstein.
RCA Manufacturing Co., Camden.
Simple Method for Observing Current Amplitude and Phase Relations in Antenna Arrays
J. F. Morrison, Bell Telephone Laboratories.
Ultra-High-Frequency Relay Broadcasting
W. A. R. Brown and G. O. Milne, NBC.
New York.

TODAY, 2:30-5 p.m.
The Ultra-Short-Wave Beacon and Its Field of Application

Walter Hahnemann, C. Lorenz, A. G., Berlin.
A Multiple Unit Steerable Antenna for Short-Wave Reception

H. T. Friis and C. B. Feldman, Bell Telephone Laboratories.
Time Division Multiplex in Radiotelegraphic Practice

J. L. Callahan, R. E. Mathes, and A. Kahn.
RCA Communications.
Automobile Receiver Design

F. D. Schnoor and J. D. Smith, RCA Manufacturing Co., Camden.
Radio Methods for the Investigation of Upper-Air Phenomena with Unmanned Balloons

H. Diamond, W. S. Hinman, Jr., and F. W. Dunmore, National Bureau of Standards, Washington.

Characteristics of the Ionosphere and Their Application to Radio Transmission

T. R. Gilliland, S. S. Kirby, N. Smith, and S. E. Reyner, National Bureau of Standards, Washington.

An Automatic Sound Pressure Recorder
W. S. Bachman, General Electric Co., Bridgeport, Conn.

TUESDAY, 10 a.m.-12 Noon
A Basis for Vacuum Tube Design

M. A. Acheson, Hygrade Sylvania Corp., Emporium, Pa.

The Development Problems and Operating Characteristics of a New Ultra-High-Frequency Triode

W. G. Wagener, RCA Manufacturing Co., Inc., Harrison, N. J.

Effects of Space Charge in the Grid-Anode Region of Vacuum Tubes

B. Salzberg and A. V. Haefl, RCA Manufacturing Co., Harrison, N. J.

Study of Changes in Contact Potential

E. A. Lederer, D. H. Walmsley, and E. G. Widell, RCA Manufacturing Co., Harrison, N. J.

An Oscillograph for Television Development
A. C. Stocker, RCA Manufacturing Co., Camden.

WEDNESDAY, 10 a.m.-12:30 p.m.
Relation Between Radio Transmission Path and Magnetic Storm Effects

G. W. Kenrick, University of Puerto Rico, Rio Piedras, P. R.; A. M. Braaten, RCA Communications, Inc., Riverhead, N. Y., and J. General, RCA Communications, Inc., San Juan, P. R.

A New Antenna Kit Design

W. L. Carlson and V. D. Landon, RCA Manufacturing Co., Camden.

Concentric Narrow Band Elimination Filter

L. M. Leeds, General Electric Co., Schenectady, N. Y.

Higher Program Level Without Circuit Overloading

O. M. Hovgaard, Bell Telephone Laboratories.

A Wide Range Beat Frequency Oscillator

J. W. Brumbaugh, RCA Manufacturing Co., Camden.

Measurement of Condenser Characteristics at Low Frequencies

W. D. Buckingham, Western Union Telegraph Company, Water Mill, N. Y.

A New Method of Measurement of Ultra-High-Frequency Impedance

S. W. Seeley and W. S. Barden, RCA License Laboratory, New York.

WEDNESDAY, 2-5 p.m.
The following papers on television problems are by members of the staff of RCA Manufacturing Company, Inc.

Development of a Projection "Kinescope"
V. K. Zworykin and W. H. Painter.
High Current Electron Gun for Projection "Kinescopes"
R. R. Law.
A Circuit for Studying "Kinescope" Resolution
C. E. Burnett.
The Brightness of Outdoor Scenes and Its Relation to Television Transmitters
H. Jams, R. B. Janes, and W. H. Hickok.

★ Coast-to-Coast ★

FRANK AUSTIN, announcer at KDYL, Salt Lake City, has taken over the emcee spot on the semi-weekly "Fashion Matinee," with Wally Williams' band, sponsored by Hudson Bay Fur. He succeeds Dave Simmons, who resigned for a new post.

Walter Tetley, who has made more than 2,800 broadcasts though he's only 16, is now a regular member of the "Ma and Pa" program on CBS.

WCBS, Springfield, Ill., had an unusual broadcast recently when a deaf man, Luther "Dummy" Taylor, famous Giants pitcher of 1900-08, was "interviewed" by Coach Ray Nuss-pickle of Illinois College. Coach Wilson of the Illinois School for the Deaf was translator.

A monkey birthday party was broadcast last week by KLZ, Denver. Learning that a lady was planning such a party for her pet monk, Publicity Director N. D. Davidson of KLZ arranged to have the party take place on monkey island at city park zoo.

Public Affairs Department of KMOX, St. Louis, directed by Jerry Hoekstra, on Saturday gave the first of four Saturday evening concerts as a special May Festival feature in the Columbia Playhouse before an audience.

L. B. Long Jr. has joined the sales staff of KOA, Denver.

WTMJ, Milwaukee, is getting a special radio car for short wave relay work.

Ivan Hill, member of the sales staff at WKY, Oklahoma City, has resigned to enter advertising agency work in the east.

Glenn Shaw, senior announcer, who conducts one of the oldest sustaining features on KSL, Salt Lake City, "The Nightboat," which he also produces, has been assigned announcing post on the new Mar-O-Oil show here. Shaw anticipates making a trip to New York the latter part of May. Managing Director Earl J. Glade of the KSL studio recognized an announcer's voice when Shaw was reading "Farm Flashes" over station KLO, Ogden, a few years ago.

Len Riley, sports caster for WFBM, Indianapolis, attended the Derby at Churchill Downs, Saturday.

Pinch-hitting last week for Morris Hicks on WIRE's "Downtown Reporter" broadcasting, Bill Frosch completed in one year an announcing cycle which now has included every

Television Pickup Tubes with Cathode-Ray Beam Scanning
H. Jams and A. Rose.
Theory and Performance of the "Iconoscope"
V. K. Zworykin, G. A. Morton, and L. E. Flory.

program at the Indianapolis station. Bill had tried his hand at every other program, then Morris became ill, and Bill's record is 100 per cent. He also handles the daily sport review in Morris' absence.

John G. Curran, administrative officer for radio of the WPA, was the guest of WINS Saturday on the "New Idea" program. He told of his proposed plans for the coordination of all WPA radio activities, and the development of new talent.

Clarissa Chapman, KSL's (Salt Lake City) weekly luncheon hostess, being bound for Hawaii on the Lur-line was the recipient of KSL's "Nightboat" program dedication far out on the Pacific.

"Enquiring Reporter" at KDYL, Salt Lake City, is to be increased to three times weekly. Myron Fox is announcer.

Jerry Harrington, who gained his baseball knowledge at WCCO, Minneapolis, is broadcasting the games being sponsored by General Mills over KMA, Shenandoah, Ia. He is doing play-by-play ticker versions of some National League games.

WHN WILL ORIGINATE FOR N. Y. STATE WEB

(Continued from Page 1)

late has been unable to supply enough programs to fill the demand because of previous commitments, hence the affiliation with WHN. Stations carrying the WHN programs will include WABY, WBNY, WIBX, WSAY and WMBO. First program schedule calls for WHN to feed a regular stream of sustainings, with salesmen now attempting to sell time over the hook-up.

A WHN renewal of affiliations with the Yankee Network is also pending. WHN formerly fed programs to the network, but the connection was severed some time ago. A deal to resume the affiliation will probably be consummated when Louis K. Sidney, managing director of WHN, returns to New York from Hollywood May 15.

WDAY Will Celebrate Its 15th Anniversary

Fargo, N. D.—A week-long contest open to talent throughout the area will be part of the 15th anniversary celebration of WDAY starting May 22. The contest was arranged by Dave Helen, promotion manager.

WDAY is an NBC affiliate and active in community interests.

JOHN EBERSON

STUDIO ARCHITECT



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