



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 65

NEW YORK, N. Y., TUESDAY, MAY 11, 1937

FIVE CENTS

# "Aunt Jemima" Loses

## Looking On ... AND LISTENING IN

**SERVICE** In paying tribute to the speed and thoroughness shown by radio in covering last week's Hindenburg disaster, it is worthy of first mention to compliment the networks and individual stations for brushing commercial considerations aside in order to serve the public in this latest calamity.

Many sponsored programs had to be broken into or badly upset in order to clear the way for news of the crash.

Some sponsors squawked, but most of them realized that public interest was being served.

Particularly commendable was the decision of WLW, the enterprising Prairie Farmer station of Chicago, not to commercialize on its remarkable instantaneous recording made at the scene of the Zeppelin's explosion.

Coverage of the Hindenburg incident by the radio was just another page in broadcasting's book of epochal service.

**SPORTS** Broadcasting of sports is branching out into practically all divisions of the physical pastimes, from baseball and racing to tennis and marbles.

It is a healthy trend in more ways than one.

Baseball owners, who at first balked against airing their games because they feared it would nick attendance, now admit that radio has done more than anything else to increase interest and attendance.

The same will be found to hold true with other sports.

For the sports promoters, radio is the best kind of advertising they can get—in addition to any monies they receive for granting the broadcasting privileges.

And for sponsors, the sports programs command a wide listener interest that is bound to grow considerably wider.

### Irony

Kansas City, Kan.—Last Thursday, while Manager Ellis Ateberry was holding a confab with his entire KCKN news staff and giving them orders to present important news flashes immediately on receipt, the unguarded teletype was flicking off the biggest news in months—the Hindenburg crash. KCKN was several minutes late with the first flash.

## ENGINEERS' MEETING DRAWS RECORD CROWD

Attendance at the Institute of Radio Engineers convention, now in session at the Hotel Pennsylvania, will reach the all-time high registration total of over 1,200 engineers, a spokesman of the IRE said yesterday. In the past the best attendance figure was around 1,000. Increased registration is believed to be due to two factors, increase in size of the radio industry and the upturn in business conditions.

Yesterday was taken up with the presentation of highly technical

*(Continued on Page 3)*

## Hudson River Day Line Will Have 'Movie Pilot'

Hudson River Day Line, which starts a new show May 17 on WEAJ, Mondays, Wednesdays and Fridays, 7:30-7:45 p.m., will feature guest movie critics. Guests will not review new pix, but instead will offer general talks and advice on current shows, both on Broadway and in remote neighborhood houses.

Program will also have a musical background and an emcee designated as the "pilot," yet to be chosen. Title of the show will be "Day Line Movie Pilot." Wendel P. Colton is the agency.

## Fewer and Better Policy For KSTP News Periods

St. Paul—In an effort to give its listeners better news coverage and eliminate much of the stuff that gets on the air in the guise of news because of the necessity for frequent newscasts, KSTP has eliminated five daily periods and is shooting only

*(Continued on Page 8)*

## Klauber, Kesten and Runyon Elected CBS Board Members

### KOB-NBC Affiliation Takes Effect June 15

Albuquerque, N. M.—KOB becomes an outlet for NBC Blue and Red networks on June 15, when the station's new RCA 10,000-watt transmitter is

*(Continued on Page 3)*

## U. S. Circuit Court of Appeals Reverses \$115,968 Damage Award on Trade Mark Priority

### First Ad in 32 Years

Joplin, Mo.—Ramsey Grocery broke a 32-year silence on advertising by using radio time on WMBH to announce its 32d birthday celebration.

## WITHYCOMB CONDEMNS EXPLOITING ARTISTS

Philadelphia—Exploitation of talent by station management was attacked by Donald Withycomb, WFIL general manager, addressing the 2 O'clock Luncheon Club, numbering local radio and advertising men. Withycomb said this was one of the most deplorable situations of the industry today.

He opposed radio stations and station managers branching out into an unlicensed and undercover artists service, charging booking commissions and kickbacks of 10 to 30 per cent. He also rapped the low fees, or no pay at all, given sustaining artists.

## Radio Talent Dated For Cleveland Expo

Following schedule of radio talent to appear at the Cleveland Great Lakes Exposition already has been set by Arthur Cook, who is working with Ralph Wonders of Rockwell-O'Keefe in setting the entertainment: June 8-9, Uncle Ezra; June 19-20,

*(Continued on Page 8)*

U. S. Circuit Court of Appeals yesterday reversed the decision of the Federal Court which awarded Tess Gardella (Aunt Jemima) damages to the extent of \$115,968. Defendants who appealed the decision were Log Cabin Productions, Inc.; General Foods Corp., and NBC.

Trial in Brooklyn last year brought out that Miss Gardella had used the name of Aunt Jemima on the stage and radio for a number of years, and that the Log Cabin syrup shows had substituted another person and used her title. Opinion of Appeals Court, however, ruled that the defendants

*(Continued on Page 8)*

## MUTUAL SNEAKS DERBY; NBC SCOOPS ON MERRILL

It seems to be a case of "you scoop me, I'll scoop you" as far as the NBC and Mutual special events departments are concerned.

Mutual on Sunday carried the exclusive broadcast of the take-off of Dick Merrill flight to London from Floyd Bennett field and contacted the plane every hour throughout the

*(Continued on Page 8)*

## W. C. Fields a Regular On Chase-Sanborn Show

W. C. Fields, who appeared as a guest on the new Chase & Sanborn show over NBC-Red network Sunday from the coast and scored heavily, has been signed as a member of the regular cast for 16 weeks.

### Initial Customer

Philadelphia—Sales message of Hygienic Phone Service, which bought time over WDAS to sell its service for keeping telephone receivers hygienic, proved so convincing that the station became the first customer for its own account. The hygiening was found to be good for microphones, too, so the sponsor has added this sideline.



(Registered U.S. Patent Office)

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## FINANCIAL

(Monday, May 10)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Nef Chg.
Am. Tel. & Tel.	167	165 1/4	165 3/8	- 1 1/8
Crosley Radio	20	19 1/2	19 1/2	- 1/2
Gen. Electric	53	51 3/4	52	- 1 1/4
North American	24 7/8	24 1/2	24 1/2	- 1/2
RCA Common	9 1/2	9 1/4	9 1/4	- 3/8
RCA First Ffd.	69	68 1/4	68 1/4	- 1 1/8
RCA \$5 Pfd. B.		(85 Bid)		
Stewart Warner	19 1/2	18 5/8	18 5/8	- 3/4
Zenith Radio	35	34 3/4	34 3/4	- 1/4

### NEW YORK CURB EXCHANGE

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

### OVER THE COUNTER

	Bid	Asked
CBS A	53	55
CBS B	52	54

## Use Coast Web to Sell Oregon's Attractions

Portland, Ore.—Oregon State Highway, in a series to "sell" the state's attractions, will go on 13 CBS Pacific and Mountain stations, including KSL, Salt Lake City, KNX, Los Angeles, and KOIN here. It's a 1:30-2 p.m. program with Frank Branch Riley as commentator.

## John Dodge Appointed WMAL-WRC Sales Mgr.

Kenneth H. Berkeley, manager of WMAL and WRC, NBC's Washington, D. C., outlets, has appointed John H. Dodge sales manager of same stations. Appointment becomes effective immediately.

**RADIO EVENTS, INC.**  
AN INDEPENDENT PRODUCING GROUP  
SERVING ADVERTISING AGENCIES

535 Fifth Avenue,  
New York, N. Y.

*From script to production—  
that extra something that's good radio*

## NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending May 8, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Carelessly (Irving Berlin, Inc.)		29
September In The Rain (Remick Music Corp.)		26
Never In A Million Years (Robbins Music Corp.)		25
Where Are You (Leo Feist, Inc.)		23
Boo Hoo (Shapiro, Bernstein, Inc.)		20
Let's Call The Whole Thing Off (Chappell & Co.)		20
Little Old Lady (Chappell & Co.)		20
That Foolish Feeling (Leo Feist, Inc.)		20
There's A Lull In My Life (Robbins Music Corp.)		20
Too Marvelous For Words (Harms, Inc.)		20
It Looks Like Rain (Joe Morris Music Co.)		17
On A Dream Ranch (Shapiro, Bernstein, Inc.)		17
Sweet Is The Word For You (Famous Music Corp.)		17
Love Bug Will Bite You (Santly Bros.-Joy, Inc.)		16
Blue Hawaii (Famous Music Corp.)		15
How Could You (Remick Music Corp.)		15
Swing High, Swing Low (Famous Music Corp.)		15
They Can't Take That Away From Me (Chappell & Co.)		15
They All Laughed (Chappell & Co.)		15

## 15 WHN Sustainings Set for N. Y. System

Burt Squires, manager of WINS, yesterday announced that a schedule calling for 15 sustaining broadcasts to be fed the New York State Broadcasting System by WHN had been set and would begin immediately. WHN now feeds the Colonial network, the WLW wire, a commercial to WOR and the Yankee network in addition to the new affiliation.

## Henry Johnston Named Director of WSGN

Birmingham—Henry P. Johnston, vice-president of Birmingham News Co., operators of WSGN, has been named director of the station. He has been acting as advisory head of WSGN since the News took it over last June, but recently assumed active direction. Several new shows have been added, and more are planned.

## Sayres Leaving KYW

Philadelphia — Ralph A. Sayres, KYW sales director, has resigned, effective May 15. He plans to return to New York with his family.

## Coast Talent Bureau Expands

West Coast Bureau, RADIO DAILY  
Los Angeles—Thomas Lee Artist Bureau has moved into new and larger offices in Equitable building, Hollywood and Vine; added to its staff by bringing Wilt Gunzendorfer down from the San Francisco office to be assistant to Robert Braun, and is preparing to extend its operations into general talent lines. Heretofore the bureau has concentrated on radio talent. Included in the expansion will be a move to supply talent for the many new transcription makers, as well as a move into the motion picture end.

## Mayor Commandeers Broadcast Facilities

Mayor Fiorello La Guardia, of New York, yesterday upset the entire supper hour broadcasting schedules of 11 radio stations in New York City in requesting time for a radio speech concerning a matter of civic importance. Calling the stations individually himself, La Guardia gained permission from WEAF, WABC, WNEW, WOR, WMCA, WHN, WEVD, WOV, WVFW, WBBC and WNYC to utilize their facilities from 5:30-5:45 p.m. Subject of the Mayor's talk was the rejection of the Seabury-Berle transit unification plan by the Transit Commission.

## WBIG Helps Workers Obtain Shorter Week

Greensboro, N. C.—Irrespective of sponsors, WBIG lined up behind 3,000 store employees seeking a shorter working week and helped them to victory. The Village Parson, 15-minute program conducted by WBIG's "own parson," campaigned for the uniform week. R. G. Trosper, executive vice-president of Greensboro Merchants Ass'n, in a letter to Major Edney Ridge, director of WBIG, lauded the station for its service and influence.

## Woman Commentator on WAAB

Boston—Louise Hampton, recently arrived from Chicago, has started a twice-weekly series over WAAB for Washington Jewelry Co., leading local jewelry firm. Miss Hampton is the only woman commentator here.

## Literary Series on WJBK

Detroit—Ward McCauley, literary critic, starts a new weekly series at 8:30 p.m. today on WJBK. He will discuss James Hilton's new book, "We Are Not Alone," as his initial stint.

## COMING and GOING

ROBERT MITCHELL of WMBG, Richmond, is in town.

HERB HOLLISTER of KANS, Wichita, Kan., is in New York.

S. C. SWANSON of the J. Walter Thompson west coast office arrived yesterday on the Virginia and will take up his new duties here.

RICHARD BONELLI will return to Syracuse University, his alma mater, for commencement May 31. His air show that week-end will originate from WFBL.

CAROL DEIS, NBC singer, goes to Philadelphia May 17 to act as one of the judges in picking a double for Mrs. Ben Franklin at the annual convention of the Insurance Federation of Penn.

LOUIS K. SIDNEY, managing director of WHN, returned to New York from Hollywood yesterday.

BARRY HOLLOWAY of the NBC special events department leaves June 4 with his family for Missouri on a two-week vacation.

CURTIS MITCHELL, editorial director of Radio Guide, arrives in New York tomorrow on business.

AL WERNER, tenor, recently signed during the WLW auditions here, leaves for Cincinnati tomorrow.

TITO GUIZAR goes to Baltimore May 14 for a week's appearance at the Hipp.

NINO MARTINI goes to Portland, Ore., to appear at the Paramount theater there.

IRVING PARKER of the west coast office of Radio Feature Service is en route to New York to confer with Earle Ferris.

PAUL L. LEWIS of N. W. Ayer is in Los Angeles on a short visit.

NED COSTELLO of the Katz agency visited Des Moines and Waterloo stations of the Iowa network.

DORIS HARE, English comedienne, leaves NBC web tonight (final show) and sails May 15 for England to appear in musical comedy again.

TOM ROCKWELL and TOM MARTIN of Rockwell-O'Keefe Inc., left for Cincinnati on business yesterday to be gone till tomorrow. DICK INGRAM and MIKE NIDORF of that organization return from their trip to Boston today.

## Pontiac, NBC and Ad Men At Final Varsity Show

Final broadcast in Pontiac's Varsity Show series conducted by John Held Jr. over NBC-Red network on Friday at Ithaca (Cornell) will be attended by a large party of Pontiac, NBC and advertising men. Group will include H. J. Klingler, C. P. Simpson and F. A. Berend of Pontiac; Roy C. Witmer and R. H. White of NBC; W. A. P. Cohn, Edward C. Rothman and R. C. Sackett of MacManus, John & Adams, and Clay Herbst of American Weekly.

## The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB

158 W. 48th St.

Toots Shor

## 33 EQUIPMENT FIRMS EXHIBITING AT MEET

Thirty-three manufacturers of radio equipment have taken display space for their products at the Institute of Radio Engineers' Silver Anniversary convention now in session at the Hotel Pennsylvania. Exhibitions include all the latest developments in radio equipment with experienced personnel to answer all queries. Booths are adjacent to the main ballroom where the IRE is in session.

Exhibitors are Aladdin Radio Industries Inc., American Lava Corp., Anaconda Wire & Cable Co., Boonton Radio Corp., William Brand Co., Cinaudagraph Corp., Clarostat Mfg. Co., Cornell-Dubier Corp., The Daveny Co., Ferris Instrument Corp., General Ceramics Co., General Radio Co., Hammarlund Mfg. Co., Hygrade Sylvania Corp., International Nickel Co., International Resistance Co., Isolantite Inc., Ken-Rad Tube & Lamp Corp., Lepel High Frequency Laboratories Inc., Magnavox Co., P. R. Mallory & Co., National Carbon Co., Parker-Kalon Corp., Premier Crystal Laboratories Inc., RCA Mfg. Co., Raytheon Production Corp., Shallcross Mfg. Co., Sprague Mfg. Co., Stackpole Carbon Co., Synthane Corp., Tobe Deutschmann Corp., The Triplett Electrical Instrument Co., United Transformer Corp.

### Disk Firm's Big Schedule

West Coast Bureau, *RADIO DAILY* Los Angeles—Consolidated Transcription Library setting big schedule for June, beginning work on two five-minute narrative disks, one five-minute dramatic disk series and two 15-minute series. Highlights include 125 "Voice of Superstition" which will tell origin of popular jinxes, with Ted Bliss announcing, Frank Ausman producing. Another will be 5-minute trips to movie star's homes, hobby, home life chatter.

### School Assembly by Radio

The National School Assembly by Radio, planned by the U. S. Office of Education to be the voice of all important nationwide school occasions, will have its first airing Friday 12:30-1:30 p.m. over the NBC-Blue network. Newest trends in occupational fields will be discussed by Harold L. Ickes, Walter B. Pitkin, Edward A. Filene and others.

### Boese Joining WCCO

Minneapolis—William C. Boese, for the past two years chief engineer at WLB, joins the WCCO staff next Monday. He will do maintenance and operations work at the transmitter.

## ADOLF SCHMID

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC

New York City

## NEW PROGRAMS—IDEAS

### "Builders of America"

One of the country's foremost authorities on the American constitution happens to live in Colorado Springs, where he is a master at the exclusive Fountain Valley school for boys. He is Joseph P. Pollard, author of the Book of the Month recommendation, "Mr. Justice Cardozo," "The Road to Repeal" and countless magazine and newspaper articles.

A smart lumber dealer, knowing the trend toward informative radio programs, procured Pollard's services to do a weekly stint on KVOR, Columbia station in Colorado Springs. Pollard's general subject title is "Builders of America" neatly tying in the lumber angle on the program name. He discusses various American patriots, their personalities and their ambitions and the tie-in with present political situations.

Pollard made his debut May 7 at 7 p.m. with a 15-minute sketch of the life of Samuel Adams. His talks are given very informally, with sidelights of humor in them.

KVOR sent letters to all clubs and schools informing them of the Pollard series, and first program was well attended and had unusual response.

### Unique Spot of Sports

A unique idea proposed by General Manager William A. Schudt Jr. of WBT, Charlotte, is rapidly becoming one of the most popular one-minute spots in radio. Instead of a straight commercial announcement, Miller's High-Life Beer agreed to sponsor a fast-moving parade of late

### Sign Deals With BBC For Coronation Airing

Felix Green, New York representative of British Broadcasting Corp., yesterday announced that stations WNEW and WOR would be allowed to broadcast the recorded version of the Coronation tomorrow night. BBC, the only broadcast company which can legally make a recording of the event, will rebroadcast the entire day's happenings to the foreign members of the British Empire tomorrow evening. The program, lasting 3 hours and 20 minutes, will be picked up via short wave by WNEW, 10 p.m.-1 a.m., and WOR will air from 10:50-11:45 p.m. Both WOR and WNEW were required to sign an agreement with BBC that they would not commercialize the broadcast or record it. NBC and CBS networks will carry the original broadcasts with the co-operation of BBC, but no independent stations in the U. S. will be allowed to pick up the programs.

Green voiced the plea that all recording firms abstain from cutting any disks. BBC is now bringing action against a number of firms that recorded the abdication speech of the Duke of Windsor for commercial purposes.

baseball scores at 10:15 nightly, with Charles Crutchfield announcing.

In the short space of a minute, Crutchfield gives the major league scores, scores unavailable for the Chesterfield network show, and the results of games of interest sectionally. The spot opens and closes with a snappy commercial and sandwiches more information into the approximately forty seconds between than many programs of a quarter-hour length.

### KVOR's Safety Series

Having in mind the traffic problems incident to the influx of summer tourists visiting Colorado Springs and the Pikes Peak region, KVOR has inaugurated a series of programs heard each Monday night and called "Safety Pays." The programs are under the able hand of Chief of Police Hugh D. Harper who occupies a prominent position in Safety Council matters. Chief Harper opened the first program with general hints. He will be followed by the local fire-chief, police inspector, sheriff and other prominent county officials.

### Air All Police Calls

WCAU, Philadelphia, is making arrangements with the Police Bureau to air all the police calls, heretofore heard only via a short wave set. Flashes will break in on sustaining shows in the same manner as news flashes. In this manner, civic minded listeners will be in a better position to aid in the apprehension of wanted persons and continually be on the look-out for stolen cars.

### KG CX Is Installing New Transmission Line

Wolf Point, Mont.—A concentric tube transmission line, to replace the two-wire open line which has been in use since erection of the new site last fall, is being installed by KG CX. Heavy frosts in this section make it necessary to provide a line that will not change loading on the transmitter. Chief Engineer Harold Klimpel and plant engineer Eddie Richmond will do the installing.

KG CX is now making plans to broadcast ceremonies of the Fort Peck Dam which will mark the closing of the main channel of the Missouri River. Several remote setups will be used.

### Sponsors Baseball on WDNC

Durham, N. C.—Durham Coca-Cola Co. will sponsor local baseball games in the Piedmont League over WDNC. A possible 17 games will be aired.

## RECORDINGS

Productions -:- Transcriptions

Sound Reproductions Corp.

17 West 46th St.  
New York City

Telephone  
BRY 9-8265

## ENGINEERS' MEETING DRAWS RECORD CROWD

(Continued from Page 1)

papers by prominent radio engineers. W. A. R. Brown, assistant development engineer, and George O. Milne, eastern division engineer, both of NBC, read a paper on the "Ultra-High Frequency Relay Broadcasting" and gave a demonstration of the equipment using the hotel's public address system and NBC microphones.

Milne dealt with the increasing number of remote programs which are re-broadcast over NBC with the use of short and ultra-short wave transmitters. "We may, on occasion, be called upon to originate broadcasts over distances varying from a few feet to several thousand miles," Milne said. "This means that we must have equipment varying in power from a fraction of a watt to our present maximum of 1,000 watts and on frequencies from 1,500 kcs. to several hundred megacycles."

### KOB-NBC Affiliation Takes Effect June 15

(Continued from Page 1)

dedicated. Located near the geographical center of New Mexico, KOB with its new transmitter will cover the entire state and will be the only network station serving this area.

### Magnuson Joins WHBF

Rock Island, Ill.—J. Woodrow Magnuson, formerly assistant professor in speech department, director of broadcasting activities and manager of the school choir at Augustana college, has joined the announcing staff of WHBF.

### Niela Goodelle for Paramount

Niela Goodelle has been signed by Paramount pictures and will leave for Hollywood upon the completion of current commercial commitments in July. Radio plans during her west coast stay are still indefinite.

### Trautwein with Vibro

Paul K. Trautwein of the Mirror Record Corp. has been appointed sales distributor of Vibro Master Recording Equipment in New York and New Jersey. Trautwein will handle Vibro exclusively in that territory.

THE SONGBIRD OF THE SOUTH

# KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

## AGENCIES

ARTHUR W. PRYOR, vice-president and radio director of Batten, Barton, Durstine & Osborn; Glenn Griswold, editor of Business Week, and Frank W. Lovejoy, sales executive of Socony-Vacuum, will be among speakers at the annual convention of the Advertising Affiliation at Lawrence Hotel, Erie, Pa., Friday and Saturday, under sponsorship of the Erie Advertising Club.

WILLIAM M. STRONG, associated with B.B.D.&O. for the past 16 years, has been elected a vice-president. Last year Strong was appointed a director of the agency.

THORNLEY & JONES, INC., newly-formed agency with headquarters in New York, has formed a Chicago branch with Charles J. Keller managing. Keller was formerly associated with the John Price Jones Corp.

THE BIOW CO. will move to the new building in Radio City, as yet unnamed but address designated as 9 Rockefeller Plaza. Agency will be housed on the 24th floor about June 15.

## Attending Relay League Meet

Montreal—John C. Stadler, of the CBC in Montreal, will leave shortly for Bucharest, Roumania, as official delegate of the Canadian section of the American Radio Relay League to the technical meeting preliminary to the International Radio Conference which will be held toward the end of May. The other delegate to the meeting is J. J. Lamb, of Hartford, Conn., technical editor of the magazine "Q S T", published by the American Radio Relay League.

## Personnel Changes at WNOX

Knoxville—Joe Towner of WNOX is now serving as station publicity director in addition to being R. B. Westgaard's secretary. Carroll King formerly of the WMC has joined WNOX sales staff. Station has also dropped its ban on femme employees, and added Dorothy Ennis to the staff as secretary to O. L. Smith, station's commercial manager.

## Five-Day Week at KYW

Philadelphia—Leslie Joy, KYW manager, is preparing to institute a five-day week in line with the NBC move. Lynn A. Willis has already been added to the announcing staff as a first move.

## BIRTHDAYS

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 11

Greetings from Radio Daily

to

Irving Berlin  
Patti ChapinMAIN STREET  
WITH  
OL' SCOOPS DAILY

● ● ● Motion picture producer Sol Lesser is negotiating for a twice weekly network show coming from the west coast heralding the adventures of "Tarzan" with Glenn Morris, Olympic star, acting in the title role.... Rubinoff's show returns east the first week in June—with trouble ahead—because Walter Cassel, who has been signed as a permanent feature on this program, may not be released from picture commitments.... George Givot has told Marion Curtiss, a non-professional, that June 2 will unite them.... Bernie Cummins replaces Anson Weeks at the Edgewater Beach.... Fletcher Henderson opens the Grand Terrace June 1.... Johnny Messner goes into the McAlpin the 31st.... Eugene C. Pulliam, manager of WIRE, played host to Major Lennox R. Lohr on Friday in Indianapolis with Niles Trammell, NBChicago manager.... Earle Ferris has called Irving Parker of his Hollywood office to come east for a west coast office expansion conference.... Jan Peerce, after his General Motors concert Sunday (and after closing at the Music Hall here), goes west to appear with Erno Rapee at the Hollywood Bowl.... WMCA had aired the Dick Merrill safe arrival 3 minutes before Press Radio released it—getting it from INS.

● ● ● Last-minute switch Sunday cancelled Frank Parker's All-Stars meeting Ruby Newman's baseball team—so Earle Ferris' crowd pinch-hit beating Parker eleven to three with the only homer scored by Dave Charney of the Mirror (a ringer?) for the Ferris team.... Dick Mooney was pitcher for the victors, with Parker, Ken Lyons and Ruby Newman in the box for the losers.

● ● ● Dorothy Lamour has been signed for two years on the Chase & Sanborn airings.... Terri La Franconi will be billed as the "Gay Troubadour" on his twice weekly NBC noon sustaining starting today—which means a build-up for the boy.... Connie Gates will be this week's guest on the "House That Jack Built" airing.... Al Bernie is working theaters.... Earl Carpentier from Buffalo goes into the Lincoln following Isham Jones.... Don Bestor may follow Carl Ravell into the Lexington if Ralph Hitz has his way (and he usually has!).... Morton Bowe will do "Rio Rita" in concert-time on Jack Pearl's show Friday with Tommy Dorsey's crew doing it in swing time.... Wilbur Hatch, musical director of CBS' show from the coast, "Vocals by Verrill", celebrates his 15th anniversary Saturday.... Frances McCoy has been signed by Warners.... Harry Kerr of the J. Walter Thompson air dept. now answers to "pappy" because of the arrival of John last week.

● ● ● Dick Fishell's story for this space is recommended to the cartoonists.... Seems that a fire had broken out in a theater and the manager called for a pianist backstage to play in the pit so as to prevent a panic when the public became informed of the necessity to leave the theater immediately.... Joe Piano-player went down and began playing as the manager made the announcement.... The public made for the exits at the back of the house—that is everyone but the man from Local 802—who insisted that the pianist stop playing—unless he was paid OVERTIME!

● ● ● A. L. Alexander has been signed by 20th Century-Fox to narrate a series of travelogues in his own inimitable way.... Dr. Louis Sunshine has invented a game called "Theatricks" which is for show people only and will be marketed shortly....

## GUEST-ING

CAROLE LOMBARD and JOSEPH BENTONELLI on Chase & Sanborn show, May 16 (NBC-Red, 8 p.m.).

BILL McCUNE will pick the winners on the Uncle Don program, reading the comics, May 16 (WOR, 10:30 a.m.).

TANIA and KIRSOFF, interviewed on the "Treadin' the Town" program, May 13 (WBNX, 3:45 p.m.).

FERNAND GRAVET, WILL FYFFE, J. B. PRIESTLEY, FLORENCE DESMOND and LONDON SCOTTISH PIPERS BAND on Rudy Vallee program from London, May 13 (NBC-Red, 8 p.m.).

JOHN McCORMACK, on Bing Crosby Kraft Music Hall, May 14 (NBC-Red, 9:30 p.m.).

MISCHA MISCHAKOFF, on Magic Key of RCA, May 16 (NBC-Blue, 2 p.m.).

VERLYE MILLER, harpist, on George Griffen program this evening (NBC-Blue, 6:35 p.m.).

## RCA Short Wave for Guatemala

President Jorge Ubico of Guatemala has signed the order approving purchase of a long and short wave broadcasting station from RCA. Contract calls for the training of three Guatemalan students at the RCA factory in Camden and also for a special hook-up with the National Broadcasting Company. Work on the new station is scheduled to begin as soon as possible.

## Warners Sign Tetley

Walter Tetley, juvenile star of the networks, has been signed by Warner Bros. for two shorts and a feature picture. Work on the shorts will begin immediately in the Eastern studios. Tetley leaves for Hollywood in the summer to make the full-length picture.

## KSTP Aids in Election

St. Paul—KSTP did one of its civic services Monday by putting its mobile short wave transmitter into a get-out-the-vote drive for the Minneapolis primary. Unit started out at 7 a.m., reminding listeners that it was election day and incidentally picking up news on the early vote.

## Thomas-Blum Interview May 18

Lowell Thomas' interview with Premier Blum of France, scheduled for Friday, has been postponed to May 18 at 6:45 p.m. over the NBC-Blue network. Talk will come from Paris, Thomas broadcasts from London at his usual hour tomorrow.

## Magic Key from Chi

Magic Key of RCA will emanate from Chicago on March 16, with Dr. Frank Black conducting, Vivian Della Chiesa, Kings Jesters, Sylvia Clark, Chicago A Cappella Choir under Noble Cain, and Charles Lyon announcing. Program will be staged in the Civic Opera house before a group of RCA Victor distributors.

WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

**HILDEGARDE**, now warbling at London's Ritz, will be held over there until October... She's affixed her signature to a document calling for her appearance in television broadcasts for British Broadcasting, 'tis reported... La Dragonette to revisit the equivalent of the little red schoolhouse next Sunday when she concertizes at Georgian Court, convent which bred her... Helen Walpole and Noel Mills are two of the damsels being used in the NBC television stunts... According to Noel, several couples appear on the screen simultaneously and waltz... Erstwhile "Madame X", Irene Hubbard, now adorns the cast of "Our Gal Sunday"... Doris Hare, Piccadilly's gift to Broadway, returns to the London scene May 15 to zany in a pending C. B. Cochrane revue... she'll revisit these shores come Fall...

▼ ▼

Madame Cantacuzene, authoring and lecturing femme, to be interviewed by Ann Hard on the "Let's Talk It Over" program, May 17, anent "Traditions and Trends that Influence Modern Life"... Michael Strange, scrivening ex-wife of John Barrymore, to offer a series of dramatic readings of poetry, against a background of organ music in four NBC broadcasts, beginning May 19... Gus Arnheim, Carl Ravell and their respective vocalists, Gail Reese and June Robbins posed for family pix at the Arnheim New Yorker premiere last week...

▼ ▼

Helen Fox, CBS hostess, Kentucky-bound for vacation reasons... Cora Shephard, receptionist with that organization, temporarily worsted by that "ole daybill" cold... Cincinnati's femme world listens in at 1:30 in the p.m.'s to hear the Dot Club reporter tell all concerning feminine activities over WCPO... Dee Collins, pocket edition vocalist, closes at the Rainbow Grill May 24 to depart California-ward on the 28th on what she insists is only a visit... Myrna Loy, Constance Cummings, Francine Larrimore, Dorothy Mackaill, Loretta Young, Pearl White, and Anna May Wong will all add stardust to the WHN broadcast of the "Captains Courageous" premiere tonight as they take the mike in the lobby of the Astor...

ORCHESTRAS - MUSIC

**GUY LOMBARDO** and his ork make their first Philadelphia appearance of the season Friday at the Earle Theater.

Chick Webb and Ella Fitzgerald are waging musical warfare at Robert Du Preese's ballrooms in Philly and Atlantic City, with a WDAS and WPG wire.

Nano Rodrigo and ork will play at the Israel Zion Hospital charity affair at the Waldorf Astoria May 22. Nano has signed Los Rancheros, trio now featured at El Chico, as guest stars.

Jess Stafford, Oakland Lake Merritt Hotel dance batonist, on the mend after his rather serious illness.

Milton Kellem, back from South America and the Latin countries, will appear at the Arcadia International House, Philly, with a WFIL-Mutual wire.

Jan Savitt, KYW-NBC Top-Hatter, makes his debut in the Tin Pan Alley manner with a bit of collaboration on the ditty "Let's All Play Geography". Tommy Gindhart and Ben Musicant were his collaborators. It's been plattered by Variety and will be published by Exclusive.

Don Martin's summer spot will be at Almonesson Park, Almonesson, N. J.

Charlie Kerr has returned to the ether after a Florida season, to function as emcee for an early morning musical over WCAU, Philly.

The Dubs String Band, a youthful musical aggregation familiar to the WDNC Durham, N. C., listeners-in, returns to the air waves there tonight at 7:30, with the Dubs Sand-

wich Co. as sponsors. Program will be heard weekly at the same time.

Shep Fields has introduced his 12-piece accordion ensemble in the current vaudeville and one-night stand offerings. The entire Rippling Rhythm contingent is featuring Rimsky-Korsakov's "Flight of the Bumble Bee." They'll air it on the Sunday night Rippling Rhythm Revue at an early date.

Tele-Program has asked for and been granted permission to record the "Messenger's" theme song, simultaneously with the second anniversary of the "Messenger" on WMCA. "Peace" is the name of the selection, the lyrics of which were penned by Cecelia Lawrence, executive secretary, and the musical setting by David Sodelle.

Saxophonist Bud Gorman replaces Frank Kirgan in Walter Rudolph's ork at KYA. Kirgan resigned to take a position with Frank Castle's ork at San Francisco's Club Deauville.

John Williams, who made recordings of a course of ten easy lessons, sold them to the Australian government as an educational feature at a considerable figure, will visit the Coronation.

Ed Vito, NBC harpist will tread the trail blazed by Mischa Mischakoff by joining the NBC Company Orchestra which will be heard over NBC next winter under the baton of Toscanini.

Byron "Continuity" Ray, songsmith, is having his compositions published en masse, according to Wally Sandback, KSL announcer, who says they must pack a wallop, for "Springtime in the Rockies" authoress is collaborating on the lyrics.

★ ★ Los Angeles ★ ★

NBC Artist Bureau has sold Tommy Harris as featured singer for the Fibber McGee and Molly show for the duration of the Hollywood broadcasts. Harris will continue on his Moon Glow program, also red net.

George Jay and the California Chain's Listen Ladies program have set Elaine Barrymore for today's interview spot, and will have Ray Noble tomorrow.

General Motors Acceptance Corp.'s "Page 1 News Parade," Don Lee Mutual net, starts immediately on a later time schedule, moving from 6 to 6:45 p.m. PST.

"Hollywood Hotel" has set Edwin Arnold to do scenes from "Toast of New York" on program of May 28; Edward Robinson and Bette Davis in scenes from "Kid Galahad" for

June 4, and Irene Dunne in "High, Wide and Handsome" for June 11.

Gene Austin and Jimmy Grier have been signed for the Penner summer show for Cocoamalt.

Raymond R. Morgan Co. has sold "Success Doctor" disk series to United Farmers Milk Co. (through Louis Glaser agency), Boston; Dr. Pepper Bottling Co., Richmond, Va. (Station WRVA); Billings Grocery Co., Billings, Mont. (KGHL) and Grow & Pitcher agency for an unannounced client, Toronto.

House of Peter MacGregor (C. P. MacGregor Co. library serial) starts recording this week on its second year, going in to 312 episodes. Barbara Luddy plays lead.

Sterling Young orchestra doing library series for C. P. MacGregor. Al Jolson has set Arthur Caesar's

★ F. C. C. ★  
ACTIVITIES

APPLICATIONS RECEIVED  
C. Bruce McConnell, Indianapolis, Ind. CP for new station. 1500 kc., 100 watts night, 250 watts day, specified.

Pacific Radio Corp., Grants Pass, Ore. CP for new station. 630 kc., 500 watts, unlimited.  
Yankee Network, Inc., Boston. CP for new high frequency station. 41200 kc., 50 kw., unlimited.

Yankee Network, Inc., Boston. CP for new relay station. 130000, 135000, 140000 and 145000 kc., 250 watts, unlimited.

APPLICATIONS RECEIVED AND RETURNED

O. C. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

HEARINGS SCHEDULED

May 12: Young People's Assn. for Propagation of the Gospel, Shark River Bay, N. J. CP for new station. 640 kc., 5 Kw., specified. May 13: Loyal K. King, Pasadena, Cal. CP for new station. 1480 kc., 250 watts, daytime.

State Capital Broadcasting Assn., Austin, Tex. CP for new station. 1120 kc., 500 watts, 1 Kw. LS., specified.

May 14: Louisville Broadcasting Co., 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, 2 1/2 Kw. LS., share time.

"The Greatest Judge" for his playlet on May 18 program.

Ben Bernie's Playboys (George Cox, Bob Strum, Harold Sanders and Leonard Nickelson) will start something new for the Trocadero cafe, starting June 1 when they go on as an intermission specialty team.

Leo Tyson, KMPC general manager, reports new program features policy has brought fan mail up 22 per cent over last year. Brought in letters from 115 Southern California cities in one week.

J. Walter Thompson have added three more offices to their suite, to accommodate new Chase & Sanborn show staff.

Howard S. DeLong has resigned as chief technician for KRKD to go to KFWB. Willis O. Freitag, son of V. G. Freitag, station's first manager, takes DeLong's place, with Joe Reinweld going in charge of the station's transmitter.

KGER has signed a flock of new talent to play during the five week vacation of the Long Beach Municipal band, heard daily on the station. Band resumes from the Mall in Long Beach June 1. In the meantime, KGER will use two string trios, Pacific String quartet, Womans' Quartet, Billie Murphy, pianist; Major Harry L. Bateson, Al Cassidy, Irish tenor and Leba Einhorn, character sketches.

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR-6:30 P.M.

M.W.F.

# ★ Program Reviews and Comments ★

## "CHASE & SANBORN HOUR"

Standard Brands, Inc.  
WEAF—NBC Red Network, Sundays, 8-9 p.m.

J. Walter Thompson Co.

### CHASE & SANBORN BACK AS A STRONG SUNDAY NIGHT CONTENDER WITH POWERFUL VARIETY SHOW.

With John Reber personally supervising the details, J. Walter Thompson agency came through with a variety program that clicked from start to finish. Budget must be high, but no errors in spending it could have been made, judging by the quality of the entertainment. Among permanent features of the show are Don Ameche, as emcee; Edgard Bergen (and Charles McCarthy); Dorothy Lamour, singer with the sex angle, and Werner Janssen, conducting the orchestra. The guesting W. C. Fields also continues on the show next Sunday. Other guests on this occasion were Ann Harding (Mrs. Werner Janssen); Ray Middleton, baritone, and Dick Rodgers and Larry Hart.

The versatile Ameche handled most of the continuity as the master of ceremonies, also ably singing a ballad and playing opposite Miss Harding in a scene from Molnar's "The Guardsman." Miss Lamour has been heard in better voice, but this did not detract from the weight of the production, particularly as to comedy, with Bergen hiring McCarthy as butler and doing a fine English bit of business. And of course Bill Fields was sensational. As in the case of Bergen, the ventriloquist angle is one thing, but the consistently fine material is the works. Fields tangling up with "McCarthy" who was in and out of the show, was productive of no end of laughs. The comedian was going great guns at all times, his recent illnesses being turned to advantage.

In presenting the Rodgers and Hart opus, "All Points West," originally introduced on a Paul Whiteman concert, Ray Middleton, was the logical choice to get the most out of it. All others singers who have done it on the air to date, never got to first base. Janssen's orchestra did not seem to have good balance, either too many men making an unwieldy combination or Janssen hasn't got a light enough touch for pop numbers. Over-arranging was much in evidence, but these details ought to be remedied easily enough. Next Sunday's scheduled guests are Joseph Bentonelli and Carole Lombard. Commercials for Chase & Sanborn coffee were wisely held down.

## "THE PIRATES OF PENZANCE"

Sustaining

WQXR, Fridays, 9-10 p.m.

GILBERT & SULLIVAN IN THE WPA MANNER, WITH THE D'OYLY CARTERS SUPPLYING MUSICAL BACKGROUND.

The Savoyards got off to a pleasing start, with the WPA Federal Theater

cast speaking voices doing a surprisingly good job of blending with the D'Oyly Carte Opera Company's recorded vocalizations, under the direction of Donald Macfarlane and Charles Crumpton, in the first act of the satirical opera. Phillip White as the Pirate King and Louise McNamara in the character of the super-annuated Ruth were particularly impressive in their adherence to the G. & S. tradition. The selection of Elgar's "Pomp & Circumstance" as theme song, with a rollicking apologia outlining the reason therefor was especially amusing.

## "SUPPLY AND DEMAND"

Sustaining

WABC-CBS Network, Sunday, May 9, 7-7:30 p.m.

### COMPELLING SOCIOLOGICAL DRAMA WRITTEN FOR RADIO BY IRWIN SHAW.

This Columbia Workshop presentation, penned expressly for radio presentation by Irwin Shaw, author of "Bury the Dead," is another convincing indication of the possibilities of radio as a medium for dramatic entertainment when the necessary talents cooperate to that end. With dialogue direction and staging by Worthington Miner, production supervision by Irving Reis, and capable actors in the cast, the playlet proved as absorbing and suspenseful as any counterpart of the stage or screen.

Shaw has written a lashing satire on hunger in the midst of plenty. Through discussions carried on by a panhandler and a penniless economist who meet on the waterfront, where turkeys are being dumped into the water because of oversupply which is bad for the market price, the inconsistency of present day economic principles is sharply brought out. The indigent economist's creed is that "if everyone ate at the same table, none would be hungry." He cites cases, depicted in flashbacks, where a girl married a man she didn't love because he could provide her with food; of a farmer who had to feed his cantaloupes to pigs and then was declared insane, and a father with a starving family driven to desperation by hunger. A final high note of irony is sounded when the economist, together with the panhandler, are inducted into the working gang that is dumping the turkeys in the river—so they can earn a dollar to buy something to eat.

## "VOCALS BY VERRILL"

with Wilbur Hatch's Orchestra

Sustaining

KNX-CBS Network, Saturdays, 5:30-5:45 p.m. EDST

### VERRILL'S GOOD VOCALIZING WITH FINE ORK BACKGROUND BY WILBUR HATCH.

In this newly inaugurated series from the coast, where she is engaged in film-acting, Virginia Verrill does her usual good workmanlike job of singing. A nice selection of numbers, including "Head Over Heels In Love," "More Than You Know," and "Carelessly" as the highlight, made

her initial program thoroughly enjoyable.

The Wilbur Hatch Orchestra, making its coast-to-coast bow, created a very favorable impression. Hatch's music is smooth, rhythmic and pleasingly restrained.

## "RIPPLING RHYTHM REVUE"

with Bob Hope

Woodbury

WJZ-NBC-Blue network, Sundays, 9-9:30 p.m.

Lennen & Mitchell Inc.

### BOB HOPE STEPS INTO M.C. SPOT AND GIVES SHOW A BIT OF A LIFT.

Taking over the master of ceremonies position, Bob Hope injected some brightness into Woodbury's Sunday evening program. Nothing sensational, but he started off with pretty good results and ought to have no trouble building as he goes along.

George Jessel's familiar gag of calling up his mother was used by Hope, but instead of phoning his own mother he called Jessel's ma. It was fairly effective for laughs.

Frank Parker and Shep Fields also gave Hope some assistance, and of course Parker's vocalizing and Fields' rippling rhythm were enjoyable items.

## "GOSPEL HYMNS"

with Homer Rodeheaver

Sustaining

WOR, Mondays, Wednesdays and Fridays, 8:45-9 a.m.

### APPROPRIATE MORNING PROGRAM OF GOSPEL SINGING AND POETIC READINGS.

Having been a song leader under Billy Sunday, Homer Rodeheaver is well equipped to present a morning inspirational program of gospel hymns and verse. He has a good voice, somewhat like that of Wendell Hall, the community singer, and his general style is nicely suited to a devotional presentation of this type. Louise Wilshire officiates capably at the organ. Listeners are invited to request favorite numbers.

## Eddie Cantor

Being a showman on his toes, Eddie Cantor bucked the debut of the new Chase & Sanborn program Sunday night by putting on one of his best shows for Texaco over CBS at 8:30. Eddie staged a double reunion, bringing in Rubino, his former maestro, and Parkyakarkus, his erstwhile ace stooge. Both did fine service, and together with Deanna Durbin, Bobby Breen, Saymore Saymore and the rest of Cantor's contingent, the show was strong in entertainment value.

## Kentucky Derby

NBC delivered good value to the Kentucky Derby broadcast sponsor (Brown & Williamson Tobacco; Raleigh and Kool cigarettes). Aired over the NBC-Blue, 6:15-7 p.m. Saturday, the event had plenty of color, suspense, excitement and general in-

terest. Clem McCarthy, principal man at the mike, did a lively job. Assisting him were Charles Lyon of NBC's Chicago staff, George Patterson of WAVE in Louisville and Lyle Van of NBC in New York. Personalities brought to the mike for brief expressions included Postmaster General Farley, Governor Landon and Mayor Miller of Louisville.

## Smiling Ed McConnell

Smiling Ed McConnell observed his 15th air anniversary Sunday afternoon on the NBC-Red network with a program in which he was the object of some good-natured heckling about how he accidentally made his debut as a radio entertainer. It is by no accident, however, that Smiling Ed caught on and has remained a welcome dial visitor for 15 long years. This is just by way of felicitation and tribute to one of radio's standard acts on his arrival at a milestone which we hope is but a small part of his journey.

## Pre-Coronation Broadcast

Over the CBS and NBC-Blue networks Sunday afternoon came an unusually interesting pre-coronation broadcast in which the Archbishop of Canterbury gave something of a preview of Wednesday's ceremonial and told of its background and meaning. It was engrossing and impressive. The Archbishop has a fine speaking voice and knows how to put things concisely, and the reception on this side was perfect.

## "The Crown Jewels"

Though fairly interesting, the length of this dramatization and the lateness of its position on the bill made it rather difficult listening. Written by Francis Wilson and presented at 10:30-11:30 p.m. over the NBC-Red network, the work deals with events both good and bad associated with the British royal jewels for centuries back. Part of the script is narration, which was delivered by a feminine commentator, and then the highlight incidents were acted out. It sounded as though it could be a lot better than it actually was in this presentation.

## Briefly

As was to be expected, at least a dozen of the week-end comics took advantage of Mother's Day and the Kentucky Derby to pull a gag about "mudder's day."

Phil Cook's "Almanac," on CBS at 8-9 a.m. daily, is a good bet that some sponsor is passing up.

The "Piccadilly Music Hall" on the NBC-Blue at 11:05-12 midnight EDST Tuesday's hasn't quite lived up to its initial show pace. Probably too late at night to put on a peppy variety.

Gladys Swarthout and her duets with Frank Chapman will be missed  
(Continued on Opposite Page)

**Program** ☆  
☆ **Comments**

(Continued from Opposite Page)

from the 10 p.m. Sunday spot on the NBC-Red, where they just completed their series.

Leo Reisman's music on WOR at 9 on Sunday eves is about the most delectable harmony to be found on the airwaves that day.

John Charles Thomas was swell in the Toreador song from "Carmen" on the Sunday 8-9 p.m. NBC-Red musical spot which Erno Rapee conducts so admirably. Kitty Carlisle fine, too.

Tim and Irene are getting better each successive Sunday on "Fun in Swingtime" over WOR-Mutual.

Josephine Antoine sang "Kiss Me Again" beautifully on Rubinoff's CBS program Sunday. Walter Cassel, the regular baritone of the program, sounds more like success every week.

The one act of "Excursion" presented on Sunday's Magic Key of RCA over the NBC-Blue was fine entertainment. Irish tenor Larry Burke also scored, and of course Efrem Zimbalist was superb.

Mrs. C. R. Gray, the "American Mother of 1937" in the NBC-Red network Mother's Day program, delivered a beautiful talk, displaying an exceptional radio voice.

Prof. Quiz and Arthur Godfrey continue to set the pace in the question-and-answer program field.

Phillips Lord again had a fine batch of human interest and some good comedy in his Sunday NBC-Blue "We, the People."

Paul Douglas is one of the most ambidextrous announcers on the networks, and the way he handles the CBS Children's Hour on Sunday mornings is just one of the good marks on his report card.

Bob Murray, appearing with Don Albert and other WHN orchestras, is another youthful vocalizer who displays more promise on each successive program.

**Disk WPTF Programs**

Raleigh, N. C. — Chief Technician Henry Hulick is busy transcribing several of the most popular WPTF sustaining and many commercial programs. Records will be shipped to the station's New York reps for future audition purposes.

**WHB's 15th Year**

Kansas City—In honor of its 15th year on the air, WHB will hold a full week's celebration, May 16-23.

**NEW BUSINESS**

**Philadelphia**

WFIL: Sure Laboratories, daily participations in "Classified News," 6 weeks, through Salviar Broadcasting System; Procter & Gamble, 4 daily spots, 4 weeks, through Pedlar & Ryan; Spatola Importing (liquor), weekly spot, 7 weeks, through Adrian Bauer; United News Agency (magazines), circulation promotion test series, weekly spot, 8 weeks.

KYW: North American Accident Insurance Co., 15-min. weekly news show by Bill Lang, 13 weeks, through Franklin-Bruck Adv.

WIP: Peter Paul (candies), 26 five-minute disks, 5 weeks; Spatola Importing Co. (liquor), 5 spots weekly, through Adrian Bauer; Frank & Seder (dep't store), 4 spots weekly, 8 weeks, through Gallagher & Muir; Dr. Locke (shoes), 4 spots weekly, 26 weeks, through Harvey Best Agency.

WDAS: Erickson Line (excursion boats), 18 spots weekly, 13 weeks, through Feigenbaum Agency; Hygienic Phone Service, Moskin's Credit Stores, Reinhardt's (electrical appliances).

**WBT, Charlotte**

Miller Brewing Co., Milwaukee, seven spots daily, through Roche-Williams & Cunyningham Inc., Cleveland; Old North State Breweries, Concord, N. C., six 15-min. programs weekly Gulf Refining, Pittsburgh, three 15-min. shows weekly, 20 weeks, through Young & Rubicam, N. Y.; Piedmont Distributors (Grunow refrigerators), 15-min. program, 13 weeks.

**KFRC, San Francisco**

Gallen Kamp Stores, 30 spots, also on KHJ, through Long Adv. Service; Sutter Hospital Drug Store, 30 spots, through E. R. Ham Adv.; Moore Elec. Supply, 13 quarter-hour shows, "Morning Merry-makers," on Don Lee

**WCCO Adds 15 Minutes**

Minneapolis — Effective this week, WCCO, Minneapolis, will start broadcasting at 6 a.m., Mondays through Saturdays—15 minutes earlier than heretofore. This will add an hour-and-a-half to the station's weekly schedule. The change was necessitated by the demand for early morning time. 8 a.m. will continue to be the Sunday opening hour.

**Gallardo Leaving WCSC**

Charleston, S. C. — Jose Gallardo, Spanish news events commentator at WCSC, leaves June 1 for San Juan, Porto Rico, to take up his new duties as commissioner of education of the island, under appointment by President Roosevelt.

**Ted Husing Grounded**

Ted Husing missed his first broadcast in about ten years of radio when his plane failed to take off for Boston on Friday because of weather conditions. A local announcer substituted.

net, through M. E. Harlan; S. F. Ass'n of Underwriters, 7 spots.

**KSL, Salt Lake City**

Lucky Strike News Parade, five times weekly; Fisher Brewing Co., 26 "Hollywood Spotlights"; Union Knit, two 15-min. shows weekly, through Gillham Agency; Salt Lake Tribune, five quarter-hours in summer tourist tieup; Union Electric Supply (Stewart-Warner distributor), spot series; Reliable Furniture Co. and Schramm-Johnson spots for annual penny sale.

**WHN, New York**

C. V. Hill & Co. (refrigerators), thrice weekly, 13 weeks, on Ida Bailey Allen series, through George H. Gibson & Co.; Madison Personal Loan, 52 weeks, four times weekly, dance recordings, through Klinger Advertising Corp.; Book Review, renewed for 13 weeks.

Hoffman Beverage Co., spots, 20 weeks, through B.B.D.&O.; Procter & Gamble (Crisco), two 15-minute disk periods a day, Monday through Friday, through Compton Advertising Corp.

**WHB, Kansas City**

Kansas City Automotive Trades Ass'n, eight 15-min. shows.

**Indianapolis**

WIRE: Stewart Radio, half-hour Saturday morning broadcast from marriage license bureau.

WFBM: Kirk Furniture, half-hour Sunday show.

**KJBS, San Francisco**

Matzger Candy Co., 26 weeks of spots; Fannettes (dress show), through Theodore Segall; People's Baking Co., Healds Business College.

**Set Detrola Hearings**

Washington Bureau, RADIO DAILY  
Washington—Securities & Exchange Commission will hold a hearing May 19 on the registration statement of Detrola Radio & Television Corp. filed last December. SEC found irregularities in the firm's prospectus.

**New Features on WMCA**

A stock market summary is now part of the three-hour daily "Grand Stand and Band Stand" broadcast on WMCA.

Station also has added an early morning news spot, a three-minute flash at 7:10 a.m. daily.

**WBAL Pimlico Broadcasts**

Baltimore—WBAL is broadcasting from Pimlico racetrack daily this week at 2 p.m. and climaxing with the Preakness on Saturday.

Clem McCarthy will be at the mike for the NBC-Blue network. American Oil Co. is sponsoring the Preakness airing.

**PROMOTION**

**Blotto and Free Tickets**

Winning free tickets to the Milwaukee Brewer games by competing in the game of Blotto is a popular feature of the WISN Sports Parade, conducted by Alan Hale and heard each weekday at 5:45 p.m. On half of a folded paper, listeners write with ink the name of a Brewer player, pressing it down on the other half of the paper while the name is still wet.

The result is more a matter of luck than skill, but winners are selected by the most interesting design made by the imprint.

**License Plate Publicity**

WFIL, Philadelphia, is providing the entire staff with auto license plates carrying the station call letters in blue on a white field, tag also showing an NBC and Mutual marker. Electrical impulses radiating from each end makes them stand out. It serves as institutional publicity for station, also an indirect plea for police courtesy in parking jams while on assignment.

**Launching Model House**

Six promotional shows are planned by KLS, Salt Lake City, to launch its Model Home to the radio audience. Home is being built on a cooperative deal with some 25 local concerns. Four of the promotional programs will come from the studios and will include interviews with various builders. The fifth broadcast will be short-waved from the home site, while the sixth will be a "man in the house" interview.

**From the Mail**

WHDL of Olean, N. Y., and Bradford, Pa., put out a very interesting and readable folder using facsimiles of audience letters all over the front cover and devoting all but one of the other pages to reprints of typical mail from listeners.

Folder was set up in readable, plain type, using same size throughout.

Back page of the folder contained a tabulation of the station's February mail distribution.

**New Akron Broadcasting Firm**

Akron, O.—The Keystone Broadcasting Co. has been incorporated by Herman Rabe, R. S. Marrott, R. Duncan and Joseph Thomas.

**"Mystery Chef" Out of Chi**

"Mystery Chef," NBC-Red network show twice weekly, will originate from Chicago until May 25, starting today.

**MRS. MARTIN JOHNSON**

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

## "AUNT JEMIMA" LOSES \$115,968 DAMAGE SUIT

(Continued from Page 1)

had a right to use the Aunt Jemima name because they had received permission from the Quaker Oats Co. which had been using the name and trade-mark photo of an "Aunt Jemima" on pan-cake flour, since 1890. The Gardella bill of complaint was ordered dismissed.

Attorneys for Miss Gardella may appeal to the Supreme Court. At the time of the trial a settlement out of court for a substantial sum almost came to a head. Benton & Bowles agency handles the Log Cabin account.

## Fewer and Better Policy For KSTP News Periods

(Continued from Page 1)

six shots a day, none of them less than five minutes each.

Previously the station carried 11 newscasts a day, nearly half of them ranging from two to three minutes. Casts now are spotted at strategic points through the day: one of five minutes for the breakfast table at 7:30; 10 minutes at noon; five in mid-afternoon; five at the dinner hour; 10 at 10:15, and a five-minute shot at midnight, blurred as the first news of the new day.

Condensation idea does not eliminate flashes on important material, but breaking of the regular schedule is only for really big-time stuff.

## Radio Talent Dated For Cleveland Expo

(Continued from Page 1)

Fireside Recitals; July 11, Cast of the Sealtest broadcast; July 24, Carborundum Band; Aug. 14-20, cast of "Girl Alone." Fibber McGee & Molly and Irene Wicker, the Singing Lady, have been signed for three days each, while the Cycle Trades of America cast will be at the exposition for one day.

Cook, in Cleveland for a few days, expects to announce further bookings upon his return to New York the end of the week.

## ONE MINUTE INTERVIEW

TED COLLINS

"No less than in advertising, there should be truth in radio. Listeners must be indelibly impressed with the idea that there is no deception on the air and whatever they hear is the absolute truth. This is especially desired in cases where a celebrity or lesser light is impersonated, or the point originating a broadcast."

## ★ Coast-to-Coast ★

**JOSE ITURBI** and Alexander Smallens are booked to guest-conduct the Philadelphia Orchestra in its summer series. Soloists will include John Charles Thomas, Grace Moore, Efreim Zimbalist and George Copeland.

*George Olsen and Tom Mixed appeared before mikes at WSGN, Birmingham, while in that city recently.*

Gladys Pinney of KSL, Salt Lake City, has been vacationing in Frisco. Lennox Murdoch of the same station also going west for a rest.

Woods Dreyfus, tenor, and Therese Meyer, organist, in "Memories Garden" resumed Sunday over WISN, sponsored by Wisconsin Memorial Park. Marks fifth year for this program.

Ila Dudley's "The Open Door" program on WISN has proved so popular that it is now heard twice weekly. The WISN dramatic staff helps Miss Dudley present a five-minute drama depicting some problem of home or heart.

Col. Zeke (Staff announcer Francis Fitzgerald) and his Hillbilly Swing Show at WCSC, Charleston, S. C., won the station's April showmanship prize, awarded on vote of staff members. Zeke's program, sponsored by Clement Furniture, has had more renewals than a cheap auto tire.

Glen Shelly, organist and pianist, is celebrating his sixth year at KGW, Portland, Ore.

Art Kirkham will describe Portland's Rose Festival when it is aired via KOIN on June 9 under Texaco sponsorship again.

Howard S. Keefe is handling "The Monitor Views the News," 15-minute nightly program assembled by Christian Science Monitor, over WSPR, Springfield, Mass.

Charles G. Swift, pianist and announcer at WSPR and WMAS, Springfield, Mass., is now assistant to the manager of the local Safety Council.

Arlene Ekstrand is a new addition to the office force at KFOR, Lincoln, Neb.

Bob Moon, 19-year-old announcer at KFOR-KFAB, recently obtained his third commercial program in a month, adding "Sports Across the Breakfast Table."

Dorothea Bekcloff, also heard on the air as Adele Starr, will be married June 5 to Chester Brooks, former schoolmate, in Huron, O.

Mall Dodson relinquishes his city editor's post on the Atlantic City News to take up combined duties of

radio chatterer for Gulf Oil over WPG and press agent for the Atlantic City Convention Hall.

Fred Kirby and his Smilin' Cowboys, featuring Happy Sam Fowler, famous stage and air comedian, yesterday took over the RCA show at WBT, Charlotte. They replaced Dick Hartman, who had the RCA spot several years, relinquishing it recently to appear in western pictures.

Bill Brown, who takes over Dutch Reagan's sportcasting job on WHO, Des Moines, May 23, was introduced to fans last week. He also will be heard from time to time between now and the day he takes over regularly. Reagan is going to Hollywood.

University of North Carolina Glee Club will do a half-hour broadcast May 16 at 10:30 p.m. from WPTF, Raleigh.

Capt. Bill Bleakley, manager of the Oklahoma City airport, is offering "Flying the Air Waves" on Saturday afternoons over WKY.

Clair Shadwell, the Old Shepherd of WBT, Charlotte, will devote his full time to producing, announcing and selling the Musical Clock, which he has been handling for three years as a part of his manifold duties. In addition, Shadwell also will be available for special shows.

"Industry Talks," series of ten short talks prepared by the Bureau of Research and Education of the Advertising Federation of America, started last week at WPTF, Raleigh, under auspices of Richard Mason, manager of the station. A leading business executive of the community will be brought to the mike each Wednesday evening.

Jewish Daily Forward is airing a program of Jewish music and humor each Friday at 6:30 p.m. and Sunday at 10 a.m. C.S.T. over WEMP, Milwaukee.

J. W. Marriott, noted British educator, essayist, author and editor, will open tomorrow night's WMCA broadcast from London, giving the viewpoint of the cultured Englishman. I. J. Fox, well-known New York City businessman, will tell what the Coronation means to an American business executive, and Harlan Eugene Read, American author, lecturer and commentator, will give the American newspaperman's viewpoint. It will be one of the longest and most expensive pick-ups of a sustaining program ever made by an independent station.

William F. Mitten, managing editor of the South Jersey News, newscasting nightly over WCAM, Camden, N. J.

"Rowdy" Pocan is announcing a series of wrestling matches each

## MUTUAL SNEAKS DERBY; NBC SCOOPS ON MERRILL

(Continued from Page 1)

night. Last actual contact was at 2:15 a.m. yesterday morning when Merrill was heard over MBS from a point 1,686 miles from New York, believed to be a record in radio. But when he landed at Croydon airport, London, Max Jordan, NBC's European representative, in London for the Coronation, was there to meet the plane and, using a borrowed mike from the General Post Office, relayed the program to NBC in America through BBC facilities and RCA Communications. Mutual did not have a broadcast from London.

Last Saturday, NBC broadcast was supposed to have the only air description of the running of the Kentucky Derby, but Mutual had a program on the air at the same time and broadcast the final result 30 seconds after Clem McCarthy announced the winner on the NBC airwaves. MBS program was fed from WGN and Fred Weber, MBS general manager, would not say how the program was picked up other than to deny that Western Union furnished them with the report.

## Angeline Clement Joins Agency

Minneapolis — Angeline Clement, for six years in the continuity department at WCCO, Minneapolis, resigns May 22 to become head of the radio department at David Advertising Agency, St. Paul. She is a graduate of the University of Minnesota.

## KLRA Improvements

Little Rock, Ark.—KLRA recently moved into new studios, coincident with increase in power, and new broadcasts are now being added.

Thursday night at 10 o'clock over WRJN, Racine, Wis., direct from the Eagles hall in that city.

Mrs. Meta Huth last week celebrated her third anniversary as arranger and conductor of the German program presented each Tuesday night over WRJN, Racine, Wis. She is assisted by Marie Timer.

Dave Pritchard is conducting the "Community Sing," new half hour broadcast over WRJN, Racine, Wis., Monday nights at 8.

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