



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 66

NEW YORK, N. Y., WEDNESDAY, MAY 12, 1937

FIVE CENTS

Coronation's Record Web

BROWN URGES SAFEGUARD FOR FREE SPEECH ON AIR

Cleveland—Constitutional guarantees of freedom of speech by radio are to be guarded as carefully as the freedom of the press, and the present federal regulation of communications has been conceived with this in mind, Thad H. Brown, member of the FCC, told students of the College of Law at Western Reserve University in an address yesterday on "The Federal Communications Law."

Characterizing radio as a modern Stentor whose voice is heard the length and breadth of the land, Commissioner Brown hailed radio as a great new scientific wonder and said that our greatest error would be not to fully appreciate and make use of (Continued on Page 8)

Depositions Sought In Transradio Action

The 17 defendants in the Transradio Press Service, suit for \$1,700,000 filed over two years ago, made and argued a motion yesterday in the U. S. District Court before Federal Judge Clancy, in which the defendants sought permission to obtain depositions from various sources around the country. Decision was reserved, pending briefs to be filed Friday by counsel for Transradio.

Attorney for Transradio, Isaac W. Digges, contended that the de- (Continued on Page 3)

Set Parleys in Vienna On Radio, Television

Vienna—The International Congress of Short Waves will be held here July 12-17.

An exposition of radio-television also will take place July 1-Aug. 1.

Keeping Contact

Lee Groves, president of Groves-Keen Inc., Atlanta agency, was visiting in the Carolinas over the week-end and his office wanted to get in touch with him by phone but didn't know where to call. Casually, Groves strolled into WBT, Charlotte, to listen to Castleberry's 8:45 a.m. "Musical Grocery" program, presided over by Clair Shadwell and handled by Groves-Keen. Shadwell mentioned briefly that he felt honored to have Groves visiting his program. As soon as the show was over, there was a long distance call waiting. It was Groves' office calling from Atlanta.

OFF-THE-AIR-DISK FEE REQUIRES MORE STUDY

The off-the-air recording fee to be collected by the Music Publishers Protective Association on a flat blanket fee basis will be deferred for the time being as to just how much of a fee will be set. Conference yesterday between Harry Fox, chairman of the board of the MPPA, and network attorneys discovered many (Continued on Page 8)

France Bars Broadcasts On the Duke of Windsor

CBS London office informed officials here that there would be no broadcast whatsoever from France in connection with any activities of the Duke of Windsor. Paul White, director of CBS public affairs depart- (Continued on Page 8)

Biggest Radio Audience on Record Will Hear Crowning Ceremonies—American Networks Open Before Daylight

CBS SIGNS KY. DERBY FOR NEXT FIVE YEARS

Hugh K. Boice, CBS vice-president in charge of sales, and Frederic Willis, assistant to William S. Paley, CBS president, have completed negotiations with Col. Matt Wynn, general manager of Churchill Downs, for the exclusive broadcast rights to the Kentucky Derby for the next five years, it was learned yesterday.

For the past three years Brown & Williamson Tobacco Co. (Kool and Raleigh cigarettes) have bought the rights to the Derby broadcasts and selected its own network. Last week's running was on NBC and the year before it was on CBS.

First Listeners' Data Published by Columbia

First report in Columbia Broadcasting System's recent listener checkup has been compiled and is being made available to advertisers. The compilation gives primary listening area market data on six CBS owned and operated stations for the information of advertisers interested in local and national spot campaigns. The report was prepared for CBS by Buckley-Dement & Co. and the material is expected to be of particular value to manufacturers introducing new products. In addition to a breakdown of the buying population, 36 (Continued on Page 8)

Radio's coverage of the Coronation of King George VI today will be aired over a record world-wide network of stations and will have the largest audience ever to tune in on any program since the advent of radio.

NBC opened its network at 4:45 a.m., Mutual at 5 a.m. and CBS at 5:15 a.m. NBC and CBS started off their schedules direct from London via the BBC. Mutual is obtaining its service from Canadian Broadcasting Corp. and the first quarter-hour will emanate from Ottawa before shifting to London. WINS also opened at 5 a.m. and will carry the complete description of the coronation, using INS and King Features material. Al Grobe, program director, and Bill Harding are doing the announcing.

Throughout the morning, network programs will be somewhat similar because BBC is in charge of all pick-up points. Mutual later in the afternoon will carry Canada's "Homage to the Empire" program, which will be relayed to England via short wave, and it is expected that other stations will also carry the "Homage to the Empire" programs which start around 2:15 p.m.

CBS and NBC will be on the air about seven hours, with Mutual devoting 10 hours to the services, easily making it the longest program on one topic ever aired.

Recorded versions of today's high-spots will be broadcast by Mutual from 10-10:30 p.m. tonight, with King George's speech at 10:50 p.m. WNEW will also have recordings on the air beginning at 10 p.m.

WMCA has arranged for a special (Continued on Page 3)

\$1,500,000 in Soviet Orders For RCA Radio and Television

Honor Radio Pioneers At Institute Banquet

Institute of Radio Engineers convention at the Hotel Pennsylvania will wind up tonight with a Silver Anniversary banquet. Melville Eastham, president of General Radio Co., Cambridge, Mass., will be presented (Continued on Page 3)

Soviet Union has spent \$1,500,000 with RCA for radio and television devices within the past year, according to Intourist, one of the American representatives of the U.S.S.R. At present RCA has an order to furnish the Soviets with material for three new television transmitters. New stations will be located in Moscow, (Continued on Page 3)

Required Listening

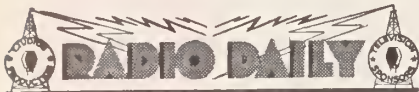
Chicago—Radio is taking its place in high schools as a medium of instruction.

McHenry High School at McHenry, Ill., and Fremont, Mich., High School report that they are requiring seniors to listen to the University Broadcasting Council's "The Right Job" program, on Mutual at 1:30 Sundays, as a means of helping choose a vocation.

Getting Around

Colorado Springs, Colo.—KVOR is giving listeners in the Rocky Mountain region some real coverage in the way of special events.

Weekly report of the station's s.e. department reveals that no less than 60 remote control broadcasts were aired in the course of a week. That's getting around the city.



(Registered U.S. Patent Office)

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FINANCIAL

(Tuesday, May 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 ³ / ₄	164 ⁷ / ₈	164 ⁷ / ₈	- 1/2
Crosley Radio	19 ¹ / ₂	19 ¹ / ₂	19 ¹ / ₂	—
Gen. Electric	52 ⁷ / ₈	51 ³ / ₈	52 ³ / ₄	+ 3/4
North American	24 ¹ / ₄	23 ⁵ / ₈	23 ⁷ / ₈	- 3/8
RCA Common	9 ³ / ₈	9 ¹ / ₈	9 ¹ / ₈	- 1/8
RCA First Pfd.	68 ¹ / ₂	68 ¹ / ₂	68 ¹ / ₂	+ 1/4
RCA \$5 Pfd. B.	(94 Bid)		108 Asked	
Stewart Warner	19 ¹ / ₄	19	19	+ 3/8
Zenith Radio				

NEW YORK CURB EXCHANGE

Majestic	3 ¹ / ₄	3 ¹ / ₄	3 ¹ / ₄	- 1/8
nat. Union Radio	2 ¹ / ₄	2 ¹ / ₄	2 ¹ / ₄	- 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	52 ¹ / ₂	54 ¹ / ₂
CBS B	52	54
Stromberg Carlson	13 ³ / ₄	14 ³ / ₄

Series on Convicts

Under the title of "The Prisoner Speaks," a new series is to be started by WBNX on May 22 at 9:45-10 p.m. Programs are designed to show the public the necessity for rehabilitation of convicts. Scripts are by George Mack in cooperation with the Thomas Mott Osborne Ass'n, whose official records are the source of material.

Maekelberghe Joins WWJ

Detroit—August Richard Maekelberghe, Belgian organist, has joined the staff of WWJ-The Detroit News. He has been active in musical circles in many cities since 1932.

East & Dumke Write Film Short

Ed East and Ralph Dumke ("Sisters of the Skillet") have just completed a comedy titled "Holding the Bag" for Educational Pictures.

LOUIS ARMSTRONG AND HIS ORCHESTRA

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

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

How Mutual Sneaked the Derby

Chicago—WGN-Mutual airing of Kentucky Derby, which was supposed to have been sewed up by NBC for Brown & Williamson, was accomplished with cooperation of Jim Regan, Chi manager of Nationwide Service (Annenberg racing information), who set up a mike at Nationwide headquarters here just as it would for any remote job. The remote picked up words of Nationwide representative as he called position of nags five times during the race. Info was wired from chart caller at derbyside and put into words by expert at Chi end.

Anti-Ascap Measure Is Filed in Florida

Tallahassee—Although the new bill in Florida legislature proposing to forbid any group of composers, authors or publishers from combining to collect performing rights license fees, similar to that pending in several other states, is presumed to have radio backing, RADIO DAILY is informed by broadcasters that they do not see any benefits to be derived should such a measure be passed.

Bill specifically states that individuals may license for performing rights, but it is illegal in a combination of two or more men or copyright owners. Broadcasters believe that this would mean a worse fiasco than the recent Warner Bros. situation as to infringements and trouble. It is pointed out that each station would have to contact hundreds of individual copyright owners with no end of ramifications.

Florida legislative move is reported as one of several pending, including the states of Washington, Iowa, Montana, Texas, Indiana and Nebraska.

News Features Expands

News Features Inc. has taken larger quarters in the RCA building and has added Clifford Jackson to the staff. William Haworth, president, also has announced the intention of opening a west coast office early in the fall.

WAAT Program Extended

Maurice Hart's "5:30 Request Club" heard on WAAT, Jersey City, has been extended to one hour. Portion from 6 to 6:30 p.m. is sponsored by Madison Personal Loan Co. of New York. Account has also bought Hart's Request Club Extension 11-11:30 every morning, Klinger Agency of New York placing.

Liberty on the Air in Detroit

Joe Gentile, ace commentator of CKLW, will be heard every night from Monday through Saturday over the Detroit-Windsor station in a new series of broadcasts under the sponsorship of Liberty magazine.

Gentile will give a rapid fire ten-minute news events at 6:15 p.m. EST.

Frances Langford Recovered

West Coast Bureau, RADIO DAILY

Los Angeles—Frances Langford, who has been off the Hollywood Hotel broadcasts for the past month, has recovered from her appendectomy and will return to the show Friday.

R. S. Hotz Joins WMCA As Asst. Sales Manager

Robert S. Hotz has joined the WMCA sales department as assistant sales manager.

Sidney to Meet Union

Louis K. Sidney, managing director of WHN, will meet with the station's technical staff and representatives of the ARTA next Friday. Until that time there will be no further announcement from the station regarding the engineers' recent decision to become affiliated with the union. To date, all negotiations with the ARTA have been handled by Herbert Pettery, assistant manager of WHN. Conferences thus far have been amiable, and it is believed that the coming session will be handled in the same manner.

WLTH Airs Communion

Annual Communion Mass and breakfast of the Holy Name Society of the N. Y. Fire Dept. will be aired for the first time Sunday at 11-12 by WLTH, which will cancel its regular Sunday morning commercial programs in order to do so. Broadcast will come from the Columbus Club, Brooklyn.

Tito Guizar Gets Term Contract

Tito Guizar, yesterday was signed to a seven-year movie contract by Paramount. The contract, encompassing an earlier agreement for Guizar's appearances in the forthcoming "Big Broadcast of 1938," was signed in Boston, where Tito is currently heading the stage show at the Metropolitan Theater.

Tibbett at Covent Garden

London—Making his operatic debut on this side Friday at Covent Garden in "Tosca," Lawrence Tibbett later will create the title role in the world premiere of Eugene Goossen's opera "Don Juan of Manara", with libretto by Arnold Bennett. John Barbirolli will direct "Tosca".

Benay Venuta Back

Benay Venuta returns Saturday evening as head of her own variety show over WOR-Mutual. She has been away the past three weeks while her new Broadway musical, "Orchids Preferred", tried out of town.

RALPH KIRBERY

"The Dream Singer"

66 WEEKS

LIPTON'S TEA

N.B.C.

COMING and GOING

KARLTON KADELL, announcer, returns to Hollywood after a confab with his sponsor in New York this week.

WARD CANADAY, advertising executive, and MRS. CANADAY will arrive tomorrow on the Conte di Savoia from Nice.

FRANCINE LARRIMORE sails today aboard the Aquitania for England.

LORETTA YOUNG, motion picture actress, is in New York from Hollywood and will make an air appearance.

EDWARD G. ROBINSON is scheduled to leave New York for Hollywood after his appearance on the Kate Smith program tomorrow night.

L. J. ABRAMS, advertising manager of the Chicago Daily Times, and MRS. ABRAMS will sail at noon today for Europe aboard the President Roosevelt.

JOHN MAYO and MRS. LOUISE MAYO leave for Washington on Saturday night by auto and will return Tuesday.

WILLIAM PERRY, announcer, and RAY NEWBY, engineer, sail Friday on the Santa Inez for Peru. They will cover the broadcast of the eclipse for the CBS network in June.

CHARLES SMITH of the CBS artists' bureau in Hollywood is in New York.

WBT Airs Rifle Meet

Charlotte—WBT chalked up another first to its credit when the station broadcast a half-hour remote program from the firing line of the Kannapolis, N. C., Rifle Club, where the annual North Carolina rifle tournament was under way. It was the first time such a broadcast ever had been made in this country, according to officials of the National Rifle Association, and only once had it been done in England.

Included on the program, announced by Charles Crutchfield, WBT program director, were three of the team of ten men who will represent the U. S. in the International Tournament in London this summer.

Slocum Jr. Joins CBS

Bill M. Slocum Jr., son of Bill Slocum, New York American sports writer, has joined the CBS publicity department and will handle Department of Public Affairs publicity which includes sports, talks, religious programs and other sustaining periods. Slocum was on the sports staff of the American for four years using the name Michael Slocum. He came to CBS from the World-Telegram staff.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and KOOL CIGARETTES

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

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

CORONATION CEREMONIES OVER RECORD NETWORK

(Continued from Page 1)

program from London through BBC. J. W. Marriott, I. J. Fox and Harlan Eugene Read will give the audience a summary of the day's events. Program goes on at 7 p.m. and will be fed to the Inter-City network. WMCA at 12:15 a.m., tonight, from the 7th Regiment Armory will broadcast a quarter-hour program from Associated British Society Coronation Ball.

In the middle of the afternoon, 3:45-4:30 p.m., CBS has arranged for a variety show direct from London, and at 6:45 p.m. the NBC-Red network will carry John Masefield, England's poet laureate, discussing "Thoughts on the Beginning of a New Reign," concluding with his new poem, "A Prayer for the King's Reign."

In addition to the large BBC staff covering the event, Ed Murrow, Paul White and Robert Trout are representing CBS; Fred Bate and Max Jordan, NBC, and John Steel, MBS.

Honor Radio Pioneers At Institute Banquet

(Continued from Page 1)

with the Institute Medal of Honor for his pioneering work in the field of radio measurements, and William H. Doherty of Bell Telephone Laboratories will be given the Morris Liebman Memorial Prize for his improvement in the efficiency of radio-frequency power amplifier.

Television will be the high-mark of today's technical session and probably will draw the largest attendance to date.

Depositions Sought In Transradio Action

(Continued from Page 1)

fendants were asking for a privilege which is available customarily within 90 days after a suit is filed. Newton D. Baker's Cleveland law firm and the office of Cravath, de Gersdorf, Swaine & Wood are representing defendants. Suit is a restraint of trade action based on Press-Radio agreements in 1934. Major news associations, networks and other are involved.

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 12

Greetings from Radio Daily

to
Scrappy Lambert

John Barclay

'Bus' Chapin

Jack Jenney

NEW PROGRAMS—IDEAS

Shopping Aid on KCKN

A hearty welcome has been accorded by listeners to a suggestion service instituted over KCKN, Kansas City, Kan., by Harriet Hans, shopping specialist, during "The Musical Story of Hans Stores," heard daily at 8:05 a.m. and Sundays at 1:05 p.m.

Miss Hans, a Kansas City girl, formerly was associated with one of the largest distributors of hosiery and other feminine wearing apparel in the middle west, and her knowledge of merchandise enables her to present an authentic service covering the varied phases of shopping.

Two stores sponsor the program.

Quiz the Announcer

"Man on the Spot," new Commonwealth Edison Company program on WMAQ, Chicago gets its name from fact that man in the street not only is questioned but has Interrogator Charles Lyon on the spot because spectator is given chance to quiz announcer. All questions are prepared in advance and sealed in envelopes after being inspected beforehand. A guest referee, usually to be a local radio performer, will be on hand to award questioner a dollar if Lyon doesn't make satisfactory answer.

Broadcasts originate in Downtown Electric shops. Lord & Thomas handling.

Cemetery Chapel Hour

First cemetery commercial on an Omaha station has been launched over WOW, sponsored by Forest Lawn Cemetery Ass'n at 2-3 p.m. Sundays. Programs are on remote from the cemetery's chapel. Visitors to the cemetery can listen over a public address system. Local choirs are featured on the broadcasts, the first coming from Trinity Cathedral. Harry Burke is the announcer.

Honor Local Citizens

Feature of a weekly news period sponsored by Spence Shoe Co. on WROL, Knoxville, is a spot in which recognition is given local citizens who have contributed to the life and welfare of the community, preferably folks whose good deeds have been unsung. Sponsor, as a tie-in, presents them with a scroll.

Airing the Airport

A series of remotes from the St. Louis Municipal Airport has been started by KWK as a Sunday 1 p.m. feature. Interviews and descriptions of various phases of aviation are aired.

Long Shows on WCPO

"Six-to-Niners," at 6-9 a.m., and "Merry-Go-Round," 11:30 a.m.-1:30 p.m., have convinced WCPO, Cincinnati, that listeners like long shows. Ken Beghold and Jim McCulla emcee the "Six-to-Niners" show, which runs the gamut from hillbilly to

classic music, weather reports to fashion notes, time signals to news, and some pep and philosophy.

The other program is two hours of variety with McCulla as emcee.

WTMJ Club on Wheels

Larry Teich ("Captain Larry") is doing a traveling Vox Pop Jr. program in connection with Our Club, the Milwaukee Journal boys and girls group numbering some 400,000. Larry will hold the club meetings in various neighborhoods throughout the city and county, with programs aired by remote control over WTMJ. Later Cappy's visits will extend to state towns. Program is on at 4:30 p.m. Monday through Friday.

Impromptu Spelling Bees

Impromptu spelling bees are being featured by Foster May of WOW, Omaha, on his Saturday noon man-on-the-street programs. May selected Saturday because of the many children downtown. He chooses six at random, rewards the winner with a dollar. Chevrolet sponsors the program.

"Information Desk"

"The Information Desk," new daily feature at KFOR, Lincoln, includes weather report, temperature, correct

RCA GETS \$1,500,000 ORDER FROM THE SOVIETS

(Continued from Page 1)

Leningrad and Kiev, and will begin experimental transmissions early next month. Each of the three stations will transmit 70,000 element pictures on a 1 meter screen. Transmitting radius will be approximately 30 kilometers. All broadcasting will be under the direct supervision of All-Union Radio Committee which is controlled by Council of People's Commissars.

At the same time an announcement stated that a survey recently conducted in the Soviet Union revealed that there are 3,500,000 receiving sets now in operation in Russia. Sixty radio stations, with power ranging from 100 to 500,000 watts, are now active. The People's Commissariat for Communication, similar to the FCC in this country, supervises operations and maintenance of technical apparatus.

The Soviet Union will attempt to market a low-priced television set for public use upon the completion of the three new television transmitters.

time, latest police and state sheriff bulletins, one "red hot" news flash and information on lost pets and articles.

THOMAS S. LEE

ANNOUNCES THE OPENING OF
HOLLYWOOD OFFICES
OF THE

THOMAS LEE ARTISTS SERVICE

SUITE 427-429 EQUITABLE BUILDING

6253 HOLLYWOOD BOULEVARD

ROBERT BRAUN, Manager

AFFILIATIONS. DON LEE BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Coming Events

Today: Institute of Radio Engineers Silver Anniversary Convention, New York.

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

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

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

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

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

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

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

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

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

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

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

June 5: Annual meeting of the Texas Broadcasters Ass'n, Texas State Hotel, Houston.

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

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

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

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

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

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

July 12-17: International Congress of Short Waves, Vienna.

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

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

CLAUDE SWEETEN



● ● ● Phil Baker's subs during the summer—Harry von Zell with questars—may originate from the west coast—but this is definite—the Fall show with Phil will come from the coast minus Smalle's Seven G's—and a few other deletions... Stoopnagle and Budd WILL NOT return for the present sponsor next season... Nor will "We, the People" be aired by a General Food product—if it comes back at all... Clyde McCoy opens tomorrow at the New Penn in Pittsburgh for two weeks, then to the Peabody for a month, thence to the Graystone for another moon winding up on the coast for pictures... Sponsors dickering with Bill Murphy on Mrs. Martin Johnson for the air, are contacting 20th Century-Fox to tie in with the cross-country publicity on the new Martin Johnson flicker, "Jungle Depths of Borneo," to be released in August.

● ● ● Knowing that the Coronation will occupy the air, press and topic of conversation for the next few days, we hereby resolve not to print any Coronation gags—because none were contributed... Incidentally, a swell gag was deleted from Jack Pearl's script last week... Jack was raving about FDR and Sharlie said that "Baron, you think a great deal about our President"... Jack replies that he thinks of the White House occupant every night in his bedroom. He looks at the temperature and when it's 68 he starts undressing... "What has your undressing in the bedroom after seeing the temperature got to do with your feelings toward the President?"... To which Jack shoots back... "When it reaches 70, I RETIRE!"

● ● ● Carl Hoff, the ork leader, is being screen-tested via Paramount, sans band—for romantic roles... That Mary Eastman commercial we reported many columns back begins June 1... Jay Freeman has been renewed for the fourth time this season at the Paradise... Besides Lucky Strikes, Barry Wood is being sought by ANOTHER sponsor because he did a socko job on Drene... Horace Heidt replaces Chauncy Cromwell at the Hollywood upstate, with the latter going on to Lake George.

● ● ● Barney Rapp, ork leader now at the Chase Hotel in St. Louis (he closes there June 2, and opens in Cincy June 15) was very desirous of hearing his kid brother, Louis (who is Barry Wood to the air public) make his debut commercially... He knew that Barry's show didn't reach that far west—but hoped to contact a station on his radio and sorta catch a faint sound... After more than ten minutes of dial twisting, Barney shouted hooray to his roommates... "Gosh, that's Louis, all right. Listen to the kid sing! Gee, I've never heard him in better form... And, he isn't the least bit nervous nor does he sound excited about this program"... Barney went on bragging to his guests—until the program was concluded and the announcer said it was a RECORD of Abe Lyman and his Californians with Barry Wood singing the vocal.

● ● ● Tess (Aunt Jemina) Gardella contemplates taking her case to the Supreme Court... Joe Santley's new song is "You'll Never Go to Heaven—If You Break My Heart"... Henny Youngman is booked for ten weeks of vaudeville... Glenn Shaw of KLS, Salt Lake City, is preparing for a New York trip the 29th... Lincoln Music plans a Chi office and that's the reason for Prexy George Simon's trip to the Windy City last week... Don Kerr is more worried about his ailing molars than anything else...

RADIO HISTORY Is Made At Night

By Lester Gottlieb

THE lobster crew at WOR-Mutual that stayed on the air while Dick Merrill and Jack Lambie winged across the Atlantic are still chirping. "Lord, You Made the Night Too Long."

Dave Driscoll had a profitable evening. The boys in radio room at Newark Airport got up a pool, each estimating the number of miles "The Daily Express" would cover in the next hour. Dave won \$2.50, but had to treat for coffee.

During a lull Johnny Johnstone started reminiscing about his days in vaudeville with a trio called the Dolce Sisters.

Mitchell Benson, Peter Arno-ish cartoon-looking gent who aids Jules Seebach in program supervising, got the bright idea to put on a recording of a Brahms Symphony. He was last heard from at Bellevue, recuperating. "I never knew those World Records had such a sock," says Benson. It also put the engineers to sleep.

Ed Sullivan, N. Y. Daily News colyumnist, stayed through the night with WOR and chirped via W.U.: "Now you know how a Broadway columnist feels at this hour."

WOR-Mutual's nocturnal shift had no competition—for which they were thankful. Stan Shaw, radio's gift to cab drivers, had the night off. A faithful Shaw fan from Brooklyn signed himself "One of Stan Shaw's listeners."

The siege was well worth it. Hearing the voice of Dick Merrill as he winged his way to London was a thrill not easily forgotten.

But if Dick Merrill feels tired he should hide his head in shame. Dave Driscoll had been on the go since 10 a.m., Sunday, and previous to that, spent another night working on the Hindenburg disaster.

The "ceiling zero" broadcasts ended with the coming of the sun (in the person of John B. Gambling). Seeing him arrive, bright and tan, was the last blow.

Even "thunder in the Bronx" developed when Bill Maloney of the press department was phoned at 5:50 a.m. with orders to hie down to the studios to relieve the boys. Being a wide-awake guy, Maloney had his wife answer the call.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

ARLENE HARRIS, the "human chatter-box", is scared... The Ford Show's exponent of perpetual motion—of the vocal cords—has begun to SEE "Junior", her brain and mike child... La Harris writes her own material... then throws away the script... Real people, encountered in her medico-husband's office, form the backbone of her tomfoolery... she can't rehearse, but runs full-tilt at the mike for the actual airing, to come off with flying colors... prefers audiences at broadcasts for atmosphere and reaction, but doesn't wait for laughs... Says they do her timing for her... Likes the Coast, from which she hails, but is vehement on the subject of the 22 one-night stands scheduled for the Al Pearce outfit before they reach it... Hates her own looks and dislikes the flickers, but is anxious to view "The Hit Parade", in which she appeared... Wants to do characterizations, and is compiling volume of her monologs, as demanded, to be jacketed in the Fall.

May Singhi Breen and Peter De Rose lotus-eating for two weeks in Denver after 14 vacationless years... 15 femmes from her Philly women's club unexpectedly descended on Anice Ives during her broadcast t'other day... were aired, then lunched en masse by Anice... Ruth Robbins, WMCA's sub-deb chanteuse, to guest appear at Sherry's next week in behalf of Community Milk Fund... Juvenile addenda... Vincent Sorey of John B. Gambling's Gym Class is papa to a new boy... Ditto Harry Kerr of J. Walter Thompson radio publicity dept... The hardy lass who was first to forfeit the \$500 bonus awarded to the Spitalny "Hour of Charm"-ers who stay unwed 4 years is Frances Blaisdell, flutist...

Jane Dillon's morning "House of Dreams" went House of Correction with the Washington State Reformatory 14-piece swing band making its ether premiere on it over KJR last Thursday... Bon Marche Department store, program sponsor, entertained the captive minstrels in the store's dining room A.B. (after broadcast)... The Pennet Sisters, Cincinnati swing-songbirds, are featured with the Four Esquires nocturnally from WCPO in distinctive arrangements of the hit tunes of the week... "Show Village's" Margie, whose off-the-mike name is Ruth Russell, is now Mrs. Charles Range... he's sound effects technician of that NBC show...

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 30 of a Series

WMC—Memphis
5,000 Watts—780 K. C.

THE COMMERCIAL APPEAL, Owners and Operators H. W. SLAVICK, Managing Director

ON Jan. 23, 1923, Radio Station WMC was dedicated to the "service of the subscribers of the Commercial Appeal," the South's Greatest Newspaper. Since those days of early beginnings, WMC has grown with radio, has seen each stage of radio development—is truly "The Pioneer Radio Station of the Mid-South."

Emerging from studios in the Commercial Appeal building to an elaborate set up in Hotel Gayoso, WMC in 1927 joined the network of the National Broadcasting Company to become a major factor in Southern broadcasting, featuring now top programs of both Red and Blue NBC networks.

Today, WMC offers the most complete broadcasting facilities of any station in the Mid-South, with a group of three short wave stations supplementing regular broadcasting—W4XCA, WABG, and W4XBS. WABG, the portable station, complete in every detail, was invaluable during the recent flood disaster; here WMC's facilities established it as the key communication center, co-ordinating all governmental relief work, with army engineers, Red Cross, national guards of several states, and amateur and professional relief workers looking to WMC for accurate and authentic flood information.

National advertisers over WMC include the leading NBC network features. Rudy Vallee, Jack Benny, Fred Allen, Bing Crosby, Fred Astaire and others assure listeners in WMC's great Mid-South territorial audience of the very best. Incidentally, there are 279,800 radio homes, or 641,583 families, in WMC's daytime listening area, covering over 150 miles of the South's richest territory.

Today WMC stands geared to the modern, the most completely equipped radio station in the Mid-South. Recently completed is WMC's 611-foot half-wave vertical antenna, more than one-tenth of a mile high, assuring utmost in efficiency.

ORCHESTRAS - MUSIC

MAESTRO BENNY GOODMAN is scheduled to make a stage appearance with his band at the Metropolitan Theater, Boston, week of May 20.

In a CBS trans-Atlantic pre-coronation program Friday, the orchestras of Billy Gahady, Sidney Lipton and Jack Jackson contributed dinner dance music from the Hotel Piccadilly, the Grosvenor House and the Hotel Dorchester, three swank English hostleries. Gahady introduced the new English hit, "A Little Chap with Big Ideas"; Jackson at the Dorchester featured "Night Ride", Sid Phillips' instrumental novelty. Both numbers are published by Mills in the U. S.

Franklin Marks, who has organized a band of his own which is expected to broadcast regularly over NBC, has handed over two new instrumental swing numbers to Mills Music, "Lullaby to a Lamppost" and "Merry Widow on a Spree".

The King's Jesters and their queen, Marjorie Whitney, are scheduled for an appearance on the RCA Magic Key program on the coast-to-coast NBC network, May 16th, to be picked up at the NBC studios in Chi. The deal was set by CRA.

Bob Grayson and his ork open at the roof garden of the Gunter Hotel in San Antonio, May 20 for the hot season. Billy Rubush of the Dallas CRA office set the deal.

Bob Hope, singing comedian of the NBC Rippling Rhythm Revue, offers as a permanent weekly feature of the program a comedy production number consisting of a dramatized version of a popular song. His next Sunday's offering will be a laugh-making version of the hit tune, "They All Laughed".

"Second Hurricane", new play opera for children's voices, by Aaron Copland, member of the Columbia Composers' Commission, had its radio premiere over CBS Sunday at 4.

Mozart's "Toreador Variations", whose theme is not toreadors, will be heard for the first time on the air when Lily Pons sings them on her WABC-Columbia program, May 19, from 9-9:30 p.m. EDST. The "Variations", originally composed for piano alone, were based on the theme of an old French folk song, "A Vous Dirais-je Maman."

The St. Paul Junior Symphony, an organization of 67 children between the ages of 10 and 16 years under the direction of Frank Zdarsky, musical director of WTCN, St. Paul Dispatch-Pioneer Press and Minneapolis Tribune station, made its public debut recently at the St. Paul Auditorium, in "Stars of Tomorrow", a revue supported by 150 St. Paul playground artists who told the story of "The King's Court" in song and dance. The Junior Symphony was organized in 1936 and inspired by John W. Boler of the WTCN staff.

AGENCIES

CLIFFORD L. FITZGERALD, president of the Fitzgerald Advertising Agency, New Orleans, has resigned that position to join the Fletcher & Ellis advertising agency June 1 in an executive position.

HANFF - METZGER Advertising Agency will change its name to Buchanan & Co. Inc., effective May 15. Thomas S. Buchanan, associated with the firm for 18 years and president for the past two years, will continue in that capacity. Firm is moving to larger quarters in the Paramount Building. Branch offices are maintained in Chicago and Los Angeles.

N. W. AYER & SON has been appointed to handle the coming year's advertising campaign of Appalachian Apples Inc., Martinsburg, W. Va., a cooperative organization of apple growers in Virginia, West Virginia, Pennsylvania, and Maryland.

LEE CROOKS, formerly advertising and promotion manager of the Detroit Times, and Warn Carah, account executive of Stevens-Farron Advertising Agency, have joined the staff of the Fred M. Randall Advertising Agency, Detroit.

"Ave Maria" on WROL

Knoxville—Coming by way of WLW, Cincinnati, which gets it from WHN, New York, the "Ave Maria Hour" originating at Graymoor, Garrison, N. Y., is now being heard Sundays over WROL.



is pleased to present

Coronation Impressions

Tonight 7 P.M.

by DIRECT WIRE
from London, England



The longest and most expensive pick-up of a sustaining program ever to be made by an independent station!

Chicago

EDWARD DAVIES, NBC baritone, joining Paul Whiteman's orchestra as soloist for appearance at Loew's Capitol, Washington, week of May 21.

Irna Phillips back from New York with nothing to say about her prospective new show, "Experience of a Lifetime."

Four of Chicago's better known juveniles are featured in WAAF's new Saturday serial Jimmie and His Pals. Jimmie McDonald is head guy; others are Seymour Young, Charles Davis, Jr., and Ann Russell. WAAF program director Edward Simmons writes and produces it.

Carole Cleveland, a Gulfport, Miss., songstress, is the newest voice at WJJD. Ben Kanter, station's musical director, is spotting her on Mid Morning Jamboree twice a week.

Gale Page, NBC songstress and comedienne, featured with Jack Denny's orchestra in current Drake Hotel floor show.

"See Our Stars" sponsored by S.O.S. Co., (scouring pads), a new program of gossip about radio personalities, has started, four times weekly, over WMAQ with Norman Ross, former Olympic swimming champ as voice. On Fridays he will interview a celeb. Set through McCann-Erickson.

Jim Dudley, imported by WJJD from KQV Pittsburgh recently, has a new sports review on WJJD nightly at 6:45. Looking for a sponsor.

Charlie Gilcrest, Daily News radio ed. back from trip to Hollywood Paul Small and Jack Brooks, vocal duo, are doing a thrice weekly sponsored program on WGN for Levinson Radio stores, through Schimmer & Scott agency, on a year's contract.

Alexander McQueen and a double piano team now doing "Nothing But The Truth" thrice weekly for Bathasweet Corp., through H. M. Kiese-wetter agency, for a year.

Bradner in Broadway Gossip

Detroit—Curtis C. Bradner, who for years has broadcast news of the day and now is one of Detroit's most listened-to newscasters, has begun a new show over WWJ, Detroit News station. Bradner gives pithy, witty commentaries on the folks, the foibles and fashions of New York's Great White Way, in the broadcast called, "Bradner on Broadway". This show goes on the air every day except Saturday immediately following the broadcasts of the Detroit Tigers' baseball games. Sponsor is "Square Deal" Miller, Detroit jeweler.

Patents and Trademarks

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

Write
LESTER L. SARGENT
Registered Patent Attorney
1115-K St., N. W., Washington, D. C.

★ Coast-to-Coast ★

THROUGH WIBA, Madison, Wis., and over the NBC-Blue network at 11:30 a.m., May 19, Clarence A. Dykstra, former city manager of Cincinnati, will deliver his first radio address as president of the University of Wisconsin when he addresses the alumni association.

WROL, Knoxville, recently started coming on the air at 5:45 a.m., and will continue to do so for the next year at least, since Clark's Credit Clothiers signed a year's contract for that time. The station is now sold solidly from 5:45 to 8:30 a.m. with hardly time for station breaks.

Matty Levine, pianist returns to the WMCA airwaves on Saturday at 1 p.m. He will continue his programs of piano recitals, presenting guest soloists from time to time.

Charles J. McInire, veteran sports announcer at WMBH, Joplin, Mo., is handling the play-by-play home games of the Joplin Western Ass'n club, sponsored by R. & S. Motor Sales Co. (Chevrolet dealers).

Unique in radio courtesy annals is the policy recently adopted by Iowa Broadcasting Co. in using its own three columns of newspaper space to include the entire program schedule of WHO in addition to that of its own three stations, KSO, KRNT and WMT, and some of the features of KMA, WOI and WSUI. The space is secured in the morning and evening editions of The Des Moines Register and Tribune and The Sunday Register. In addition to program schedules, radio editor Mary Little uses considerable art and commentary on current and forthcoming

History in Continuity

St. Paul—Officials of Minnesota's Historical Society were prevailed upon by KSTP to tell the story of Minnesota, basing it on exhibits in the society's museum, as a special broadcast Tuesday (May 11), commemorating the 79th anniversary of the Gopher state's admission to the union.

Broadcast, carried direct from the society's museum via the station's short-wave unit, concentrated not on hit-and-miss material in the glass cages, but told the story in a chronological form, using only the outstanding material that would tell the story.

Pontifical Mass on CBS

Solemn Pontifical Mass celebrating the Feast of Pentecost will be broadcast from Holy Name Cathedral in Chicago as the regular "Church of the Air" over CBS on Sunday, 1-2 p.m., EDST. The celebrant of the mass will be His Eminence George Cardinal Mundelein, Archbishop of Chicago.

shows. A great many letters have poured in from readers, approving the inclusion of the WHO schedules.

Lee Konecky, formerly announcer for WAAW, Omaha, now is promotion manager for Krug Park, Omaha.

"Gately Family Gathering," aired six times weekly for two years over KFVS, Cape Girardeau, Mo., is still pulling for a clothing store. During specials sales, two programs daily are run. Program includes modern rhythm, with "sales talk" by various members of the Gately Family.

WHIO, Dayton, O., recently conducted a test to ascertain extent, if any, of early morning audiences. The results were surprisingly big.

The Barry Gray Trio, recently organized by J. N. Wisner down in Dallas, auditioned last week for Clyde Rembert, manager of KRLD; W. A. Roberts, sales official for the station, and a representative of the Ferguson & Winsett advertising agency.

American Federation of Actors have elected Rudy Vallee honorary president; Sophie Tucker, president, Ben Bernie, second v.p., and Harry Richman, fourth v.p. and chairman of the council. The remaining officials elected for the coming year are actors of the legitimate theater.

The four New York news photographers who were present when the huge dirigible, Hindenburg, exploded in mid-air at Lakehurst will give a description over WHN of the tragic events as they saw and photographed them, in a special broadcast today at 6-6:15 p.m. They will be interviewed by Jimmy Jemal, inquiring reporter.

WMCA Adds Clubs

Luncheons of the Kiwanis Club and the Lions Club in New York will be aired by WMCA starting next week, in addition to the weekly airings of the New York Advertising Club luncheons. The Lions have their luncheon meets on Tuesdays, and the Kiwanians on Wednesdays.

Firm Seeks New Capital

Washington Bureau, RADIO DAILY
Washington—International Radio Corp. of Ann Arbor, Mich., manufacturer of radios and cameras, has filed a registration statement with the Securities & Exchange Commission covering 31,400 warrants entitling stockholders to buy new shares at \$10 a share.

WLW Signs Frim Sisters

Three Frim Sisters, vocal combination, were among the acts signed by WLW, Cincinnati, as a result of recent auditions. Sister act will be heard over WLW facilities for three months beginning May 17.

San Francisco

Sam Moore, veteran bay air performer, starts a series of three-a-week morning broadcasts via KYA for Redlick-Newman Furniture Co. called "Sam Moore's Howdy Folks." George Nyklicek is at piano.

Hugh Barrett Dobbs, "Captain Dobbie," starts a "To the Ladies" afternoon show via KJBS Monday through Friday.

Bill Fuller, KJBS announcer-producer, resigns for free-lance writing and commercial production though still emceeding his early morning "Downstairs" show.

More Personnel Shifts In NBC Artists Service

More personnel shifts in the NBC Artists Service, to become effective May 15, were announced yesterday by George Engles, vice-president. S. L. Ross is transferred to advertising agency division. William Hillpot, who recently joined the staff, will be an artists service representative with the program department on commercial programs. John Potter will be Fred Niblo's assistant in the television and motion picture department.

Ernest Cutting, now in charge of auditions, will be talent scout for the network and will contact all NBC stations. Chester Stratton, associated with Cutting, will become sustaining booking representative. Jack Von Tilzer and Robert Smith, jointly, will handle auditions, with the former handling popular talent and the latter concentrating on classical artists.

Air Alimony Sitdowner

KFEL, Denver, put Mrs. Genevieve Johnson on the air from Longmont, Col., on the 11th day of her famed "Alimony Sitdown Strike" on the lawn of her in-laws. Gene O'Fallon had a wire stretched 35 miles and Bill Welsh and Frank Bishop handled the interview. Mayor of the town also was heard, a band did its stuff and Pathe News did the rest.

GUEST-ING

ARTHUR BYRON, JOSEF LHEVINNE and wife, ALEXANDER KIRILOFF's GYPSIES, ELLS-WORTH VINES and FRED PERRY, on Joe Cook Shell Show, May 15 (NBC-Red, 9:30 p.m.)

HENRY WILCOXON, interviewed by Elza Schallert, May 14 (NBC-Blue, 10:45 p.m.)

NICK KENNY, on Bill Wright program, May 20 (CBS, 3 p.m.)

GELETT BURGESS, on "Magazine of the Air," May 18 (CBS, 11 a.m.). WALTER PITKIN, same program, May 22.

MELVYN DOUGLAS with CLAUDETTE COLBERT, on "Hollywood Hotel," May 22 (CBS, 9 p.m.)

PEGGY WOOD, on Hammerstein Music Hall, May 18 (CBS, 8 p.m.)

EVERETT MARSHALL, on "Your Hit Parade," May 15 (CBS, 10 p.m.)

★ Program Reviews and Comments ★

"MUSICAL MOMENTS"

Chevrolet Dealers
WHN, Mondays, Wednesdays and Saturdays, 6:15-6:30 p.m.; also thrice weekly on WOR and WMCA in N. Y. C. area.
Campbell-Ewald Co.

TOPNOTCH DISK SERIES STARRING RUBINOFF WITH GUEST STARS.

Rubinoff's new series of Chevrolet platters, which went on the air last month, has held to a consistent level of high entertainment value. Through inadvertence, the last disk in his previous series recently was reviewed as the first of the new group, and an erroneous impression of the present series was obtained thereby.

Out of about half a dozen of the new programs caught recently, all had excellent merit. Guest star combinations, two to a disk, included Gogo De Lys and Johnny Hauser, Virginia Verrill and Reed Kennedy, Buddy Clark and Mary Eastman,

Jerry Cooper and Honey Dean, Benay Venuta and Terri La Franconi, and Arthur Jarrett and Arlene Jackson.

Graham McNamee is the announcer. Commercial matter is held down.

"HOLLYWOOD SUNSHINE GIRLS"

Skol Products
KHJ-Mutual network, Tuesdays, 12:15-12:30 p.m.
Peck Advertising Agency

PLEASEING LITTLE PROGRAM OF HARMONY BY FEMININE TRIO.

First Mutual network commercial from the coast to hit New York via WOR is a peppy and generally pleasing quarter-hour of vocal harmonies. The three girls who comprise the singing troupe have sweet and lilting voices, while their selection of numbers is appropriate to their style. They rattled off "How Could You", "If I Had Rhythm in My Nursery

Rhyme" and other bits quite deftly. Tied in with the program is the offer of a weekly watch prize for best letters on "Why I Like Skol."

Paul Martin's Music

From out of the west over the NBC-Blue network on Monday nights at 10:30 there comes an unusually pleasurable half-hour of music conducted by Paul Martin and featuring a vocal trio called The Three Cheers. It is a distinctive type of music. The announcer calls it sweet, and it is. Martin's combinations of instruments are out of the rut class, and he has individuality in the way of tempo, rhythm and other things. This San Francisco aggregation can get itself a lot of fans if given the chance.

"Alfalfa Network"

On or about 4:20 p.m. Friday, on WAAT, Jersey City station, there cropped up an unexpected gem of comedy, in an "Alfalfa Network" show featuring "The Voice of the Swamp," and proving to be satire and travesty at its best. Particular piece of comedy was a takeoff on Walter Winchell. But the sheer imitation was not the thing so much as the extraordinary comedy material, a script of rare merit. Added was the slow motion impersonation of

the Winchell style of voice inflection, accents, ideas of what he considers important or perhaps funny.

Combination of events also was a great slap at pompous station-breaks and nets, but all for laughs—and there were plenty. Show as it stood was major network fare.

Mason and Dixon

Bob Mason and George Dixon, who are back on WMCA at 10:45 a.m. Tuesday, Thursday and Friday, are hitting a good stride in the inspirational song and verse line. Their rendition of well-known songs—such as yesterday's grand vocalizing of "Lindy Lou"—as well as their hymns and original material is heart-warming and spirit-lifting. Program has a friendly feeling that comes over the air quite effectively.

Fibber McGee and Molly

Fibber McGee and Molly, who are finding plenty of material for fun-making out in Hollywood, had an enjoyable addition to their program Monday night over the NBC-Red network in the person of Tommy Harris. As featured vocalist with Jimmy Grier's orchestra while the program originates on the coast, Harris sounds as though he will make a good number of friends. Grier is doing very nicely by McGee in the musical line.

Trend to Shorter Week In Chicago Radio Field

Chicago—Local stations and agencies are showing a disposition to shorten the working week in line with action of major networks, though in some cases the midwest has already had shorter hours. WBBM extended its five-day week to entire personnel, after starting with announcers and production men. WGN has had a 40-hour week since NRA days. WMAQ and WENR are following the NBC policy. WLS office staff is on 5½ days, while broadcasting personnel is being staggered. WJJD and WIND are on a 38-hour schedule for office and 40 hours for broadcasting staff.

BBD&O agency is on a five-day summer schedule. J. Walter Thompson follows suit next month. Lord & Thomas also goes to a five-day week June 1. Young & Rubicam is adopting 35-hour week in July, when Blackett-Sample-Hummert go five-day.

2-Hour Nightly Disk Show

Longest commercial program on San Francisco lanes is KJBS' nightly disk show from 10 to 12 midnight. Produced and presented by Announcer Wallace Gade, it's heard 365 days a year. One hour and a half is dedicated to classics, five minutes to news flashes and 25 minutes to dance music. Written requests are encouraged.

BOSTON

Roland Winters, staff announcer of the Yankee and Colonial networks in Boston, is ill at his home. He is expected back on the job in a week.

Dana Fitzgerald, announcer on WAAB and WNAC, is receiving fan mail.

Fred Hoey and Bill O'Connell are doing their stuff on baseball broadcast over the Yankee and Colonial networks.

Prominent Composers Writing for the Radio

West Coast Bureau, RADIO DAILY
Los Angeles—Werner Janssen, young American musician who, at 37, has conducted most of the world's big symphony orchestras, and is here to conduct the new Chase & Sanborn hour likes radio, likes sponsors and sees an intellectual challenge in the work before him.

He thinks 36 pieces is the right number for a radio symphony orchestra.

In Vienna, he tried conducting behind glass, to hear the music as it sounds on the air, and here he has ordered ear phones and will conduct with them, ignoring the sound of the orchestra in the studio, and concentrating on the tonal effects as they will be heard on listeners' radios.

"Radio is of such great importance in the music of today, that I know of at least half a dozen great composers who are writing works planned exclusively for radio broadcasting," he said.

He named Paul Hindemith, Uno Klamis, Samuel Barber and Anis Fuleilian as among the composers in America now who are doing distinguished work for the air, and added that several other fine composers are working in Europe.

Luminosity of orchestration and getting thickness of the reeds are among the problems of creating music for broadcast purposes, he said.

"This radio series has given me the first chance I have ever had to pick the players of my orchestra" he said. "You have no idea what a help that is to a conductor."

Expand "Lorenzo Jones"

"Lorenzo Jones", comedy sketch show sponsored by Sterling Products, now on the NBC-Red network, Monday through Thursdays, 4-4:15 p.m., will be extended to take in the Friday period, effective June 4.



RADIO DAILY

★ ★ Little Talks on Big Subjects ★ ★

RADIO DAILY has proven itself . . . It is here to STAY . . . Circulation response has EXCEEDED its highest expectations . . . It will continue to mind its OWN business and publish a crisp, newsy, human and ACCURATE daily newspaper to which the great radio industry can point to with pride.

BROWN URGES SAFEGUARD FOR FREE SPEECH ON AIR

(Continued from Page 1)

the all-encompassing powers which the radio has made possible.

"Legal problems of communication are not really new, nor do they demand an abrupt break with the past. Careful consideration of the law of communications is of the utmost importance and there is no more pressing question in the whole fabric of our civilization than the determination of wise and judicious control of this socializing instrument," Commissioner Brown continued.

In an interview over WGAR later, with Ted Hanna as interviewer, Brown answered a series of questions on radio and television. Regarding the latter, he said there was nothing new he could add at this time except that it is important not to "freeze the art" by allowing thousands of sets to be sold to the public and thus blocking scientists from making further improvements.

He also passed along the prediction that some day radio receivers will print newspapers in the home, bring actual pictures of events and reproduce sound with absolute fidelity.

First Listeners' Data Published by Columbia

(Continued from Page 1)

classifications of retail outlets are listed, by counties. Daytime and night-time data are both included.

Previously, similar information has been obtainable only through the Census Bureau and Department of Commerce reports. The new compilation, copyrighted by CBS, differs in that it is up-to-date and far more minutely detailed than any other breakdown of retail outlets by counties. It also represents an actual count of names of retailers. The six stations covered include WBBM, Chicago; WCCO, Minneapolis; KMOX, St. Louis; WKRC, Cincinnati; WJSV, Washington; and WBT, Charlotte. Similar breakdowns for KNX, Los Angeles, and WEEL, Boston, will soon be published.

ONE MINUTE INTERVIEW

BUNNY BERIGAN

"Swing has not only withstood the cry of the skeptics that decry it 'a flash in the pan', but has gone much further to prove its stay is a lasting one. Swing is the boon to the radio and amusement world today. Because of swing, records are being sold, hotels and ballrooms are being filled, old classics are being revived, and fraternal orders in the form of 'swing clubs' are flourishing."

Programs That Have Made Station History

2. WLS National Barn Dance

THE IOWA BARN DANCE FROLIC, produced by Peter MacArthur of WHO, Des Moines, originated in Davenport, Iowa, in 1931, as a half-hour Saturday night show, sponsored by Mantle Lamp Co. of America, and inspired by J. O. Maland, vice president of Central Broadcasting Co. and manager of WHO, who fathered the first commercialized barn dance type of broadcast in 1928 over a Chicago station.

After a season in Davenport, during which it taxed the capacity of an 800-seat auditorium in Palmer School of Chiropractic, the Iowa Barn Dance Frolic was moved to Des Moines, expanded to a three-hour show, sponsored in half-hour and 15-minute periods, broadcast from the stage of the President Theater, 1300-seat house, from 1933 to 1935. In the fall of 1935 the show moved to Shrine Auditorium, whose 4500 seats have been inadequate on more than one occasion to take care of the throngs that come from far and near to pay to see the broadcast. The Iowa Barn Dance Frolic is one of the first commercial broadcasts that found it necessary to charge admission in order to handle the crowds.

The Iowa Barn Dance Frolic has played to a top theater audience of 4,700 paid admissions, and consistently plays to an estimated WHO listening audience of a million and a half avid fans each Saturday night. This estimate is computed by experts on basis of mail response.

Permanent cast has grown from 16 to 91 artists with guest stars added almost every week for good measure. During the past two seasons many national celebrities have broadcast over WHO on the Iowa Barn Dance Frolic.

Performers fortunate enough to win places on the Iowa Barn Dance Frolic soon became widely popular. Many of them stayed on season after season. Smilin' Sam and Barnyard Pete, members of the original cast, are still heard occasionally Al Clauser and his Oklahoma Outlaws, in 1937, their fourth year with WHO, were featured in a motion picture starring Gene Autry, but returned to their births on the Iowa Barn Dance Frolic at conclusion of the shooting. Louisiana Lou, songbird of the south, still packs them in after five seasons. Lem and Martha, comics, came to WHO via musical comedy and vaudeville. The Songfellows, one of the leading male quartets in the country, sing on the Barn Dance and several other WHO commercials regularly.

Texas Rub and Zeke Clements, Tillie Boggs and Sheriff Quigley, Professor Schultz and his German Band, the Elm City Four, Chuck and Don, Windy Brown, Lars Larsen, Bluebird Trio, Grandpa Jitters, Faye and Cleo, Jo and Jean, Red and his Ramblers, Fred Jeske, the Rash Twins, Jones Sisters, Tiny Tim, Harmonica Joe Travis, Tom Sawyer's One Man Band,

Tommy Tweet, Pals of the Prairie, Ed Morley, Slim Davis, The Islanders, all these and many more are well known names to Iowa Barn Dance Frolic fans.

The Tune Tossers and the Norcross Sisters, now heard over NBC networks with radio audiences on the Iowa Barn Dance Frolic, as did the Murray Sisters and Sunset Corners Symphony, last heard over WCAW. The Lumber Jacks were featured on WHO before they went to KMOX, and the Kentucky Ramblers were well known to WHO listeners before they transferred to WLS. Klondyke Ed, beloved fiddler, was mourned by thousands when he passed on in 1936.

John Behan, whose tenor voice was heard in the first musical sound picture, and whose agile fingers have woven spells on organ keyboard from coast to coast, has been staff organist for several seasons. The Norem Kids, three sweet youngsters whose natural harmonies and lovely voices were discovered by WHO, starlets today, promise untold accomplishment for tomorrow. Hibbard Cleveland's big bass voice is a long time favorite on the Iowa Barn Dance; and Bob and Bill (Ballantine and Osborn), who joined WHO's staff in 1936, are in the virtuoso class on guitars and harmonica. Norman Moon, tenor, featured on Barn Dance production numbers, is well known in New York night clubs and to purchasers of phonograph records.

Impresario Peter MacArthur still sits on the production throne, but a staff of well trained assistants, headed by Stan Widney, carry out his instructions back stage. In addition to the big cast, which mounted to a high of 175 on April 10, WHO's thirteenth birthday, the stage broadcast employs a minimum of five stagehands and a twelve-piece pit orchestra. House staff includes a house manager and assistant, two box office cashiers, four doormen, and six ushers. Show goes on the air at 8 p.m. Doors open at 6:45, and the weather is very bad indeed when the outer lobby is not packed with folks waiting to get front row seats.

Not a "participating" broadcast, each half hour or 15-minute period is devoted to one sponsor. Mantle Lamp Co. of America, Chicago, original sponsors of the Frolic, were still sponsoring the first 30 minutes of the program when it entered the 1936-37 season. Other sponsors who report big results include Murphy Products Co., Burlington, Wis.; Morton Salt Co., Chicago; Keystone Steel and Wire Co., Peoria, Ill.; Earl Ferris Nurseries, Hampton, Ia.; Postal Life & Casualty Co., Kansas City, Mo.; Penn Tobacco Co., Wilkes-Barre, Pa.; American Products Co., Cincinnati; Drug Trade Products Co., Chicago; Flex-O-Glas Mfg. Co., Chicago; Gelpert Studios, Des Moines; Standard Oil Co. of Indiana, Chicago; Kester Solder Co., Chicago; Slingerland Music Co., Chicago; Gardner Nursery,

OFF-THE-AIR-DISK FEE REQUIRES MORE STUDY

(Continued from Page 1)

complications that could not be readily ironed out on an equitable basis.

Since the disks are purely for filing, checking, auditions, etc., and not for broadcasting, it was pointed out by NBC that some audition records require several changes before and after being submitted to a client, and the number of songs changed as well. Also, the networks point to the owned and managed stations for which they would have to pay the fees and that this would run into considerable money. It was decided by Fox that the situation would require more study.

Tentative flat fee originally drawn up by MPPA, but which was not even submitted, would have averaged \$50 for 500 watts and lower up to a maximum of \$250 annually for a 50,000-watt outlet, in so far as stations were concerned.

France Bars Broadcasts On the Duke of Windsor

(Continued from Page 1)

ment, now in London on Coronation airing, spoke to the Quai D'Orsay in Paris over the phone and a spokesman for the French government stated that no phone or mike facilities would be made available for any contemplated broadcast.

Reason given was that the French government was doing everything possible to maintain amicable relationship between England and France. CBS had expected to try a broadcast from France on the Duke of Windsor. Possibility is that the ban will hold good only until after the Coronation activity dies down.

Star Radio Signs 2 More

Star Radio yesterday set deals with WMA, Yuma, and WJBC, Bloomington, Ill., for the Star commercial programs and the Morning Bulletin program. Addition of the two stations brings the total signed in the past week to six.

Osage, Iowa; Olson Rug Co., Chicago; and Pathfinder Magazine, Washington, D. C.

The Iowa Barn Dance Frolic is produced by WHO, Des Moines, 50,000-watt Voice of the Middle West, owned and operated by Central Broadcasting Co., Col. B. J. Palmer, president; J. O. Maland, vice president and manager; Paul Loyet, technical director.

A souvenir book on the Frolic has had a wide sale at 25 cents.

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