



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 67

NEW YORK, N. Y., THURSDAY, MAY 13, 1937

FIVE CENTS

Enlarge Television Screen

Looking On ... AND LISTENING IN

IMPETUS There's going to be a general improvement in the quality of Sunday evening variety shows starting immediately.

Reason: W. C. Fields.

Reactions to the veteran clown's initial airing on the Chase & Sanborn show indicate that he is going to have the bulk of listener attention on forthcoming Sunday evenings.

That is, provided he keeps up his opening pace, and also provided the competing shows don't perk up to his level.

Something tells us that the other shows aren't going to take it lying down.

Professional pride—as well as the bugaboo of a lowered popularity rating—will spur them to healthy action.

And that's going to benefit things all around.

LONG SHOWS Unless the straws in the wind are leaning the wrong way, programs of one, two and even three hours' duration are headed for wider adoption.

Fewer and longer periods, permitting more complete and better balanced shows in the dramatic and musical line especially, should find favor with sponsors because the audience interest is more assured.

Listeners will stick to a program that has continuous suspense, news interest or any kind of sustained entertainment quality.

A case in point is WMCA's current three-hour afternoon program of sports, news and variety, which seems to be hitting plenty of dialers in the right spot.

Extension of this trend would mean more smoothness in radio schedules, bigger demand for time by sponsors, more commercial employment, less need of sustaining fillers, and a higher standard for radio entertainment as a whole.

Dancing In Studio

Chicago — After each broadcast of the forthcoming "NBC Night Club," which makes its debut May 20 at 11:00 p.m. EDT as a weekly feature, the studio will be cleared for dancing by the studio audience. Attendance will be limited to 50 couples. Morey Amsterdam is emcee of the new show. Besides dancing, there will be a floor show.

PRESS INFORMS READERS ON CORONATION AIRINGS

Probably for the first time in radio history leading newspapers made every effort to aid the reader in getting first-hand information from the air and provided special schedules designed to assist the listener in catching the Coronation broadcasts. Without reservations, dailies bowed to radio, indirectly acknowledging its supremacy as a means of learning about the event, and referred readers to the pages wherein the radio info could be found.

This was especially true of yesterday's New York Times, which has no radio affiliations which might justify giving radio such a break. Daily News, leading tabloid with largest newspaper circulation in these parts, played up the radio coverage and used considerable space in telling readers how and when to listen in. The News also has been conservative on radio, although affiliated with the Chicago Tribune which owns WGN.

Just as though the receiving sets were the polls on election day, attention was called to the early hours the transmitters would be open, etc. Currently, many newspapers are

(Continued on Page 3)

Hal Sheer Is Appointed Philco General Manager

Hal Sheer, former general sales manager of Philco Radio & Television Corp., has been appointed general manager, succeeding Thomas O'Loughlin, who has become Philco sales executive for New York and New England.

7 More Major Sport Events Signed Exclusively by CBS

Dill's Best Program Gets Another Renewal

Dill's Best and Model Tobacco have renewed their Monday CBS program, heard 8-8:30 p.m., for 13 weeks effective May 31. Program, featuring Pick and Pat, Benny Kruger's orchestra and Edward Rueger, has been airing over the network steadily since June 3, 1935.

New Tubes Enabling Larger Images Are Described by RCA Men at Final Meeting of Radio Engineers

Over-Arranged

An arranger came to Shep Fields with an original orchestration of "Little Old Lady." Shep scanned it carefully. "It's pretty drastic," he said. "Don't you think maybe you could insert an interpolation of 'Little Old Lady?'"

CORONATION BROADCAST IS LONGEST IN HISTORY

Broadcast of the Coronation of King George from London yesterday established a record as the longest continuous international broadcast in radio history, according to NBC. Program, carried in full over both the Red and Blue NBC networks lasted for seven hours. NBC opened

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Two New Sustaining Get Regular CBS Spots

CBS has set two new sustaining features for regular airings over the web. Hobart Bosworth, veteran actor and author, will be featured in a series titled "Dean of Hollywood" to begin May 14 and which will be heard 6:15-6:30 p.m.

Margaret Daum, soprano, recently signed by the Columbia Artists Inc. and the Metropolitan Opera, begins a weekly series May 18 at 1:30-5 p.m.

RCA's newly developed television projection tubes, which make it possible to reproduce televised scenes brightly on a relatively large screen, were described in a paper by V. K. Zworykin, W. H. Painter and R. R. Law of the RCA laboratories at yesterday's final session of the annual convention of the Institute of Radio Engineers. A demonstration accompanied the report. The tube, about 18 inches in length, produces an image about 1½x2¼ inches on its fluorescent screen. This is so brilliant that a simple optical system will project it on a large screen. A projected picture 18x24 inches compares favorably in brightness with home motion pictures. In the demonstration, a picture 3x4 feet in size was shown, bright enough to be seen by the gathering of several hundred engineers.

The principal feature of the demonstrated device is a new type of "electron gun," developed by Dr. Law and a group of associates in the RCA laboratories at Harrison, N. J. The gun is the structure in a television receiving tube which focusses flying electrons into an extremely slender beam. In projection, it is necessary to start with a much smaller and brighter picture than in the case of a "kinescope" which is viewed directly. Since the brightness is dependent on the current in the beam, the smaller picture requires a much larger beam current in a smaller "spot."

The television images shown were on the 441 line standard which RCA adopted some months ago for its practical field tests. Despite the en-

(Continued on Page 3)

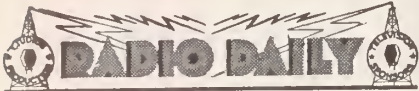
Papa Lohr Tells

Washington Bur., RADIO DAILY

Washington—Success of Lenox Lohr, NBC prexy, is due to "luck and hard work," his father Gustavus Lohr told a RADIO DAILY interviewer. "My son was interested in books and numerous hobbies since he was very young," said Lohr pere, "and he still is. He collects everything from stamps to butterflies."

Following the announcement earlier this week that CBS had completed negotiations with Col. Matt Wynn to broadcast exclusively the running of the Kentucky Derby for the next five years, CBS officials yesterday confirmed the reports that CBS had also set seven other major sport events for exclusive airing over their web. Programs, to be aired during May,

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(Registered U.S. Patent Office)

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FINANCIAL

(Wednesday, May 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166	165 5/8	165 3/4	+ 1/8
Crosley Radio	19 3/4	19 3/4	19 3/4	+ 1/4
Gen. Electric	53	51 3/4	52	+ 3/4
North American	24	23 5/8	23 5/8	- 1/4
RCA Common	9 3/8	9	9	+ 1/8
RCA First Pfd.	68 3/4	68 3/4	68 3/4	+ 1/4
RCA \$5 Pfd. B	(94 1/2 Bid)		97 (Asked)	
Stewart Warner	19	18 1/4	18 1/4	- 3/4
Zenith Radio	35 1/2	35 1/4	35 3/8	+ 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/8	16 3/8	16 3/8	+ 1/8
Majestic	3 1/4	3 1/4	3 1/4	
Nat. Union Radio	2 1/4	2 1/4	2 1/4	

OVER THE COUNTER

	Bid	Asked
CBS A	52 3/8	55 1/4
CBS B	52 3/8	54 1/2
Stromberg Carlson	13 1/2	14 1/2

Mertens & Price Name Reps

West Coast Bureau, RADIO DAILY
Los Angeles—Ralph Rogers, president of Associated Radio Writers Inc., Boston, has been appointed Eastern rep for Mertens & Price transcription firm (Sunday Players, etc.) Rogers has named Radio & Film Methods Inc. of New York as N. Y. sub agents. C.O.R.T. has been appointed Buenos Aires reps for South America, to sell disks in English and to reproduce some of the shows in foreign language.



May 13

Greetings from Radio Daily

to

David Brockman

Louis Prima

Ken Darby

Want the Commercials Straight

Standard Brands, makers of Royal Gelatine and sponsors of the Rudy Vallee variety hour on the NBC-Red apparently didn't like the way the British announcer read the commercials last week on the Vallee show from London. Announcer's delivery made the commercial sound humorous, and he slid over the word "Royal" which is the key word of the plug. Anyway, the commercial will be read tonight by Graham McNamee, who will cut into the London program from the New York studios.

More Stations to Use Nat'l Marbles Tourney

Lynchburg, Va.—As a result of a letter sent by James L. Howe, production manager of Lynchburg Broadcasting Corp., operating WLVA here, to 45 stations throughout the east concerning the formation of a radio division in the National Marbles Tournament, several stations already have signified their intention of going along with the idea. First to join WLVA in the move are WBIG, Greensboro, N. C., and WMFR, High Point, N. C.

The idea is for the radio division of local marble champions to have contestants in the National Marble Tournament, June 27-July 2, at Wildwood, N. J. Howe says the stunt is a good station promotion feature, making a novel broadcast with sponsorship possibilities. WLVA is now conducting its local tourneys.

No WSIX Deal

Nashville—There is absolutely no foundation to reports that WSIX, or any interest in it, is being sold by the owners, Jack and Louis Draughon, Springfield, Tenn., RADIO DAILY is informed by S. A. Cisler, station manager.

Ray Middleton Signed

West Coast Bureau, RADIO DAILY
Los Angeles—Ray Middleton, Chicago opera star who was brought here to do "All Points West" on the first Chase & Sanborn show, has been signed through the fall, with options, the J. Walter Thompson agency announces. With W. C. Fields also signed for 16 weeks, and Werner Janssen, Eddie Bergen, Don Ameche and Dorothy Lamour also on contracts running a year or more, the show has its talent 100 per cent on long contracts except for guest stars.

Auditioning Male Vocalists

American Tobacco is holding daily auditions for a male soloist to replace Buddy Clark, who has been signed to a seven-year contract by Universal films. Clark does his last "Hit Parade" program June 2, and will leave for Hollywood a few days later. Sponsors are not interested in name singers, as the vocalist receives no billing on the broadcasts. Stuart Allen, baritone, auditioned yesterday.

Dan Landt a Papa

Dan Landt, one of the three brothers who comprise the Landt trio, became a father of a boy yesterday afternoon. Trio is currently airing on the Saturday Ford Motor Dealers program over CBS.

Warners Officially Close Music Suit Against WNEW

Suit of M. Witmark & Sons, Remick Music Corp. and T. B. Harms Co. against the W. B. O. Broadcasting Co. was ordered discontinued by mutual consent yesterday by Federal Judge John W. Clancy in U. S. District Court. Defendants, suing for a total of \$35,000, alleged that their songs were illegally used over WNEW.

Action is one of the many filed by the Warner music houses during the time Warners were out of Ascap.

Heyer Joins KXBY

Kansas City—Clair Heyer, for the past year and a half sales manager and promotion director of KXBY, has resigned to join WHBF, Rock Island, Ill., as national sales manager and head of merchandising and promotion. He starts his new duties June 1 after a short vacation.

Lee Television Broadcast

West Coast Bureau, RADIO DAILY
Los Angeles—Don Lee television department will observe National Foreign Trade Week, which starts Saturday, with an opening day broadcast of "Commerce Around the Coffee Cup" (film), sound over KHJ and images over W6XAO, for 15 minutes, starting 8 p.m. PST. Harry R. Lubcke, television chief, will have as guests at his home receiver, Clayton Lane, acting chairman Foreign Trades Division, Washington; William H. Schroeder, general chairman of Los Angeles Foreign Trades week committee; Stanley T. Olafson, Walter Measday, A. C. Eichholz and other committee men assisting in the week's program here.

Writes Book on Writing

Boston—Unable to find a suitable text book for use in his radio writing course at Boston University, Ralph Rogers, well-known in the field of radio as President of Associated Radio Writers, Inc., made a bet with a friend that he could prepare and have published such a book within a month. He won the bet. The volume, "Do's and Don'ts of Radio Writing" was written in exactly 14 days and was off the press within 27 days. Already more than 15 colleges and hundreds of writers have ordered the book, according to Rogers.

PAT BALLARD

SPECIAL RADIO MATERIAL

Fred Astaire Fred Waring
Osgood Perkins Frank Parker
Lennie Hayton Lady Cavendish
Eleanor Powell Kay Thompson
Rep. MARK HANNA—654 Madison Ave.

COMING and GOING

HARRY HERSHFIELD will leave for a five-day trip to Bermuda next week.

HARRY NORWOOD left yesterday afternoon for Toronto. He will return to New York on Monday.

GEORGE WOODS leaves for Hollywood this week and will be gone ten days.

A. S. FOSTER, advertising manager of WWL, New Orleans, is en route to New York with MRS. FOSTER and family.

PAUL LEWIS of CBS Concert Bureau returned to New York from the coast yesterday.

KELVIN KEECH leaves for a 17-day cruise of the Caribbean on July 1.

JOHN CHARLES THOMAS leaves today by United Air Lines for the coast.

TOM REVERE of the Benton & Bowles office, now on the west coast, returns to New York next week.

HERBERT V. AKERBERG, CBS vice-president in charge of station relations, was in Kansas City this week for a conference with Arthur B. Church, president of the Midland Broadcasting Co., operators of KMBC.

BILL BURTON of Rockwell-O'Keefe Inc. leaves for Pittsburgh today to be gone until Monday.

CHARLES SMITH of the NBC artist service in Hollywood, now in New York on business, returns west the end of the week.

PAUL WHITEMAN and his manager, JACK LAVIN, arrived in town yesterday. Band will open engagement at Loew's State Theater today.

TITO GUIZAR, CBS singing star, returns from Boston where he headed the stage bill at the Metropolitan. He departs for Hollywood next week, under contract to Paramount Pictures.

Harbord Receives Medal

Washington Bureau, RADIO DAILY
Washington—General J. G. Harbord, chairman of the RCA board, last night was presented with the Ordnance Medal of Merit by the Army Ordnance Ass'n in the Mayflower Hotel.

In his speech of acceptance, Harbord told of the vital part radio will play in any future war.

Rubinoff Detained on Coast

West Coast Bureau, RADIO DAILY
Hollywood—Dave Rubinoff's picture commitments has extended his stay on the coast until June 15, which also keeps Walter Craig and producing unit there until that time. Rubinoff was due East before that time to continue the electrical transcription recordings for Chevrolet. Understood that Chevrolet has renewed its World Broadcasting System series, still on its first 13 weeks of the contracts resumed after the recent auto strike at General Motors.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

Combining the finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.

TELEVISION IS SHOWN ON A LARGER SCREEN

(Continued from Page 1)

largement, it was difficult if not impossible for the eye to detect line-scanning or other details by which the illusion of direct vision was accomplished.

Although it is regarded in scientific circles as a distinct technical advance in RCA's television developments, engineering opinion is that Dr. Law's contribution could not at this stage be incorporated in home television receivers. The achievement is possible only under special conditions employing special laboratory equipment. The intense bombardment by the electrons from this gun has required research to produce a luminescent material to withstand it. This work continues.

Next in the review of RCA's present technical status in television was a paper by C. E. Burnett, who described methods developed by which television receiving tubes or "kinescopes" may be quickly and accurately tested for their qualities of faithful reproduction of television pictures. In this work the electrical impulses from the image on the television camera, or "iconoscope," are not employed, but a specially generated set of impulses produce a uniform pattern, in which distortion is readily observed. Since television receiving tubes are most susceptible to distortion when recording impulses at a high frequency, the test current is set to provide a pattern at the tube's upper limit of frequency reproduction. The resulting, very fine, polka-dot pattern is the same as might be obtained if a half-tone engraving were made of a blank sheet of gray paper. The pattern represents the irreducible minimum of reproduction on the 441 line standard, in the present status of the television art, and if the tube performs with uniform sight response at this frequency, it can be trusted to record larger areas of light from a televised subject with at least equal fidelity.

The relation of outdoor illumination to television pick-up was discussed by a group of RCA engineers, including Harley Iams, R. B. Janes and W. H. Hickok, whose joint paper revealed that extensive investigation of the amount of light available for the transmission by television of outdoor scenes under a wide variety of conditions has been made. For years the authors have been systematically measuring and recording the brightness of typical scenes, such as sporting events, street scenes, beaches, etc., in all seasons and over a wide range of latitude.

It is believed that present television pick-up equipment is sufficiently responsive to light to be generally successful for baseball, which is played in the brightest months of the year, and usually in fair weather. Other events such as parades and races usually offer no great difficulty with illumination. Pick-ups of football games were said to be less likely to be satisfactory—especially those ex-

NEW PROGRAMS—IDEAS

State Gives Vacation Info

New York State is going on the air via WGY to tell the people of this and neighboring states about the points of interest worthy of summertime visits. For six weeks, beginning Wednesday, May 26, the WGY Players will offer quarter-hour historical dramas. The first will be "The Battle of Oriskany." Radcliffe Hall will direct the group which will include Patricia Sheldon, Maurice Randall, Frank Oliver, Betty Shurig and Ralph Cohen.

News Through University Eyes

WWJ, the Detroit News station, in collaboration with the University of Detroit, presents weekly an educational program of unusual distinction entitled "The University Looks at the News." Subjects of foremost current interest are considered by members of the U. of D. faculty. Each speaker is an expert in the field which embraces his subject, and is eminently qualified to give the radio public an authoritative analysis and opinion. Such fields as law, political science, psychology, philosophy, chemistry, biology, literature, music, painting and others have furnished topics for these fifteen minute talks.

"Talking About Stars"

"Let's Talk About Stars," a 15-minute program of sport, theatrical and motion picture comment, is heard each Sunday afternoon at 1:45 over WAAT, Jersey City. The program is conducted along the lines of an

tending into the late afternoon of the late season for this sport, when even those in the stadia must strain their eyes to follow the plays.

Following this outline of some of the pick-up problems of television, Albert Rose and Harley Iams of the RCA laboratories at Harrison, N. J., presented a paper dealing with the general technical considerations of pick-up tubes employing cathode-ray beam scanning. The three general methods of accomplishing television transmission by means of cathode-ray beam scanning are: (1) to make the image-carrying surface of the tube vary the number of electrons from a beam of constant intensity which can reach the surface according to the light and dark areas of the image it bears, (2) to allow a constant number of electrons to strike the surface but control the number of secondary electrons released by changes (due to light) in the character of the surface, (3) to allow a constant current to strike the surface, but control the secondary emission by electric or magnetic fields. The last method is the one employed in the "iconoscope" of the present RCA television system. The characteristics of ten different types of pick-up tubes, in one or the other of these categories, were described, as were other considerations, common to all three types.

The symposium was concluded with

interview, with Jack Mitchell as interviewer and master of ceremonies. Jerry Cotter handles the theatrical end of the program, Bob Stokes is the motion picture commentator and Ray Freifelder is the sports reporter.

Game Warden In Series

J. W. Dalston, District Game Warden of East Texas, has been running a series of programs each Saturday afternoon at 6:30 over KFRO, Longview, Tex. Game Warden Dalston answers questions concerning the hunting and fishing laws of East Texas together with suggestions on how to enjoy the outdoor sports. Judging by the fan mail received on this program it is a very popular feature.

Polish Amateur Contest

An amateur contest for talented Polish people is being conducted Thursday nights over WJAY, Cleveland, under sponsorship of the Wanda Furniture Co. Native Polish music and ensemble singing is interspersed throughout the program.

"Musical Headlines"

A new commercial show entitled "Musical Headlines," telling the highlights of the week's news in song, makes its debut Sunday over WCAE, Pittsburgh.

News Review of the Week

A review of the past week in world news comprises a new Sunday evening program handled by Richard F. Gloyne at KFOR, Lincoln.

a paper by Zworykin, G. A. Morton and L. E. Flory of the RCA laboratory at Camden, in which the three scientists described the theory and performance of the "iconoscope." The broad theory of operation of this device had been known to members of the Institute of Radio Engineers generally for some time. This paper was a detailed mathematical exposition of the principal factors involved, as developed by the creators of the "eye" of the RCA television system. The paper also discussed some new forms of "iconoscopes" and their characteristics. It was revealed that new types, now in their experimental stage of development, bring within possibility sensitivity many times that of present "iconoscopes." Such advance will improve the television camera's ability to pick up scenes in stormy weather, or in the reduced light of late afternoon, or at other times when illumination of scenes is low.

Prefacing yesterday's talks, RCA gave a practical television demonstration Tuesday night for an invited list of about 400 engineers. Demonstration consisted of a newsreel and a studio performance.

IRE convention closed last night with a banquet at which Capt. P. P. Eckerley, IRE vice-president from England, Alfred N. Goldsmith and R. H. Marriott, radio consultants, were the speakers.

7 MORE SPORT EVENTS ARE SIGNED BY CBS

(Continued from Page 1)

June, August, September and October, include three golf tournaments and four tennis matches. Ted Husing has been set for the entire schedule.

Press Informs Readers On Coronation Airings

(Continued from Page 1)

using the ether to obtain speeches not previously released and to note whether the speaker follows copy even though a talk has been the subject of advance copies. Herald-Tribune is one of several large papers utilizing its own recording facilities to take down speeches, which beats its own reporters on the job.

Coronation Broadcast Is Longest in History

(Continued from Page 1)

its networks at 4:45 a.m. and completed its pickup from London at 11:46 a.m. RCA Communications short wave facilities were used and reception was excellent.

CBS ran continuously from 5:15 a.m. to 11:47 a.m. Both networks, as well as Mutual, also had other Coronation programs in the course of the day and night.

RCA Communications also did big business in radio photo transmission.

WMCA
NEW YORK'S OWN STATION

leads in
Program Planning

INTERNATIONAL NEWS SERVICE

5 Programs daily

NEW BUSINESS

Signed by Stations

WGN, Chicago

Wilson & Co., Woman in the Store, thrice weekly, 52 weeks; Lawndale Ogden Motors, "Musical Highlights," disk, Sundays, 52 weeks, through Schwimmer & Scott.

KXBY, Kansas City

Skel Gas Co., Happy Long in five weekly periods, 13 weeks, through Newton Cross of Ferry-Hanley Adv. Co., Kansas City.

WBBM, Chicago

Lavena Corp., Sunday night program, through H. W. Kastor & Sons.

Murell Wright at WNEW

Murell Wright of Rochester is the new announcer on Ted Webbe's "Man on the Street" program over WNEW.

ST. LOUIS

Exams for radio operator licenses will be conducted at the Court House here Friday and Saturday under direction of William J. McDonell, inspector.

No less than 16 different school, university and academy groups made a tour of the KMOX plant in the past 15 days, reflecting the many new radio courses instituted in schools.

Uncle Jimmy and His Texas Cowboys, hillbilly unit at WTMV, East St. Louis, now being sponsored by Dickerson's department store.

Warren Champlin, former WEW announcer, has joined WTMV. Fred Moegle, veteran mike man, has become chief announcer, while Alex Buchan takes over the man-in-the-street stint.

About 400 St. Louis independent grocers attended KMOX's "Phillips Poly Follies," half-hour musical show, aired over CBS from the Columbia Playhouse last night. After the show, they held their monthly business meeting and then were taken for a tour of the station.

WTMV's "Trading Post," conducted by Woody Klose, has become very popular as a place to swap articles.

Complete Entity

Siloam Springs, Ark. — KUOA boasts an unusual distinction in that it owns all its facilities. Most stations depend upon the telephone company for that all-important link, the program circuit from studio to transmitter. KUOA has even built and owns a remote control line six miles long, in addition to its cable for programs and order circuits which connects the transmitter and studio separated five blocks. The company which owns KUOA even owns the power plant which generates the power for the Western Electric 5 kw. transmitter, and all the electricity used in transmitter and studio.



● ● ● Jack Haley with Ted Fio Rito's band pipes an audition from Hollywood to Radio City this morning for Benton & Bowles... Phil Baker has just placed his scrawl on a two-year contract for Gulf... Ed Wynn's next sponsor will be—the one offering the best time... Mrs. Kelvin Keech is ailing, with Kel nursing... Doris Sharpe, CBS hostess for the past seven years, has tendered her resignation and in two weeks will become a partner in National Radio Registry, with Ted Husing, Fred Uttal, Bill Johnstone and Bill Adams among her clients... Pete Macias' Heigh Ho Club in D. C. will be barred to the public next year and present entertainment for the Nation's lawmakers exclusively... Ted Dale of Abe Lyman's band stepped off the curve the other day and broke his right arm—one day after informing his insurance agent that he'd like to talk with the latter NEXT week about a policy... Paramount Pictures has sent Arthur Franklin here to direct the Tito Guizar and Kirsten Flagstad sequences for the "Big Broadcast" flicker.

● ● ● CBSlinger Andre Baruch was on the air doing a show when someone entered the studio whispered into his ear—while talking, "Your house is on fire"... Andy couldn't finish fast enough to drive out to Brooklyn... Dean McCammon, Ford county, Kansas, farm agent, recently received over \$50,000 worth of soil conservation checks to distribute among county farmers... Previously, he had sent notices to farmers... However, he was out of envelopes, so he sent the item to KGNO, hoping a few of the farmers would come in and get their checks... The station obliged and made the announcement during their news airing... When Dean returned to his office after lunch, more than 150 farmers had come to get checks—and there wasn't any other publicity until that night—when the evening papers featured the "Call."

● ● ● If he hasn't yet (by the time this reaches print), Nat Brusiloff, will shortly resign from the baton-wielding job at Mutual, retaining his "Jazz Nocturne" show only... He had a conference with Gerard Swope of General Electric the other day—and may be heard on a network show for this sponsor... Raymond Paige will conduct a symphony concert in Frisco, July 22, and then do likewise in Portland and Seattle... Paul Monroe, who directs the Edward G. Robinson bit on the Kate Smith show tonite, may resign from CBS to go with Ted Collins... Incidentally, Kate and Ted will spend their vacation at Lake Placid and then to Banff, Canada, making color motion pictures... John Mayo's trip to Washington Saturday is to pay a visit to the White House occupants—and renew his license plates before talking with FCC officials.

● ● ● George Hoffer, one of WGY's transmitter engineers and a licensed radio operator, has found a code he can't read... His home is equipped with a transmitter and has an antenna tower on a wooden pole topped by a 15-foot aluminum tube... While rummaging in his attic he heard a very rapid tap-tap-tapping... He tried breaking the message into dots and dashes and, failing, investigated the source of the signals... He found a red-headed woodpecker sounding out his "Love Call" to his "Silent Love" on the tube... The bird returned every three days and pecked away for eight hours... Al Artego, with a 40-piece ork a la Kostelanetz, will be heard on a commercial—just as soon as he knows what to do about the TWO agents who submitted him to the sponsor.

Coming Events

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.

Short Wave Reports

NBC is inaugurating a series of weekly forecasts of reception conditions for short wave broadcasts, to be compiled by W. A. R. Brown, NBC engineer.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

PATRICIA GILMORE, mood indigo vocalist, sings under the Leon & Eddie aegis once more with the present revue . . . The Hudson-DeLange swing-song girl, Nan Wynn, will be ethered with that ork from Rye, via NBC, starting May 28. . . . Gretta Palmer, who writes, to wed Sanford Clark, who underwrites, May 28. . . . Lucille Linwood and partner Lanny Gray auditioned Tuesday for a possible spot on the Fred Allen Show. . . . All things being equal, they may make several WOR transcriptions. . . . "The Naughty Naughts" scheduled to carry their fin de siecle frivolity to Atlantic City, then London. . . . Russ Morgan will likely feature musical numbers from the show on an early Philip Morris broadcast. . . . The Phil Baker program may present the entire opus, with Phil playing the doughty lead. . . . The atelier goes air-minded with Dorothy Howe, Art Shavian warbler, erstwhile commercial photog model, appearing in a current Camel ad, and Joan Howard, another eye-appeasing recruit from the studios, giving Frankie Basch the low-down on the psychology of the girl on the magazine cover" over WMCA on Friday. . . .



Elsie Mae Gordon, "Trouble House's" Phoebe, has twice shown up for non-existent rehearsals and twice failed to appear for actual ones . . . Result—Henry P. Hayward is applying for patents on an artist-summoning device, with punch-butons controlling lights in the delinquent performer's home. . . . Vita Kane, program department lass at WNEW, leaves the "Live Alone and Like It" contingent on June 29th in favor of matrimony. . . .



Dorothy McKay, Esquire's femme cartoonist, to be interviewed by Chuck Thorndike over WINS Thursday. . . . Rose Marie, no longer self-styled "Baby", now revelling in the making of successful Variety disks for Master Records, retains the 400 dolls sent her by radio fans as mementoes of pre-adolescent prestige. . . . Peggy Santry and spouse, J. P. McEvoy, now honeymooning in Japan, have met the Emperor, were quartered at the Embassy, and have gathered considerable material which augurs well for their fall radio program. . . . to run simultaneously with a series of humorous lectures and a new play by McEvoy. . . .

ORCHESTRAS - MUSIC

DON BESTOR and ork open at the Congress Hotel in Chi on Friday. Rockwell-O'Keefe Inc. set the deal.

Glenn Miller, who pinch-hit at the New Yorker for Gus Arnheim and his band when they played the Brown University dance last Friday evening, scored so heavily with his recording of "Moonlight Bay" that a new pressing of it will have to be made, reason being that the records are all sold out.

"Peckin", the latest dance sensation, is being popularized through contests in various cities by Cab Calloway, who introduces and demonstrates the number in his stage show.

Joe Salvaggio is being ethered again and doubling as dance band for New Orleans' Penthouse.

Armand Hug is subbing pro tem for Freddie Newmann, pianist for the Roosevelt Rhythm Kings on WDSU, New Orleans. Newmann is in Philadelphia, attending his father's funeral.

Maestro Tony Almerico and his musical aggregation are being aired nightly from the La Place nitery in La Place, La., with a WWL (New Orleans) wire.

Duke Ellington and his lads will make a special broadcast to Europe through the BBC facilities in London, May 21. A special wire will be installed in the Cotton Club by CBS for the occasion.

Lynn Cole, tenor, and Winston and

Sutton, piano-duo, are heard Sunday nights at 9:30 over WBBM, Chicago. Cole was formerly guitar-playing soloist with the George Olsen ork. The program is sponsored by Lavena Corp. through H. W. Kastor and Sons.

Jolly Coburn and his band, now being featured at the Normandie, Boston, will play the Hartford Golf Club, Hartford, Conn., Saturday. CRA set the deal.

Johnny Hamp and ork will open at the New Penn Club, near Pittsburgh, June 24. In the interim they are playing a series of one-nighters. Among the dates booked are Oil City, Pa., June 11, and Columbus, Ohio, June 12.

Bob Crosby and his boys open at the Ritz-Carlton Roof in Boston, July 6.

Joe Venuti and his music-making contingent will be heard at the Great Lakes Exposition, effective June 12. The booking was made through Rockwell-O'Keefe, Inc.

CRA has set two bands at Pleasure Beach Park, Bridgeport, Conn. Ted Black and his ork play there May 16, and Rita Rio's all girl ork is the attraction May 23.

Bobby Brinn inaugurates a new radio "first" when he introduces England's song hit, "A Little Chap with Big Ideas," over WOR Friday evening for the first time in America. The number is published by Cecil Lennox in England. Mills have taken over American distribution rights.

Fred Kirby Auditions for Pix

Charlotte—Fred Kirby and his Smilin' Cowboys, doing a daily show for RCA over WBT, auditioned Monday night for Republic Pictures, Hollywood.

Kirby has been negotiating for some time with the movie moguls of the western film capital, and finally the negotiations got to the point where a producer wanted to hear the Smilin' Cowboys. So, while the producer sat in North Hollywood and tuned in to WBT, Charlotte, N. C., Kirby and his cohorts gave a sample of their wares.

Included in the Smilin' Cowboy outfit are Happy Sam Fowler, Elmer Warren, Ted Poole, and Kirby.

WQAM Finds Tastes the Same

Miami—WQAM has completed a check-back survey of the program preferences of 5000 persons in the Miami area, and finds them to be exactly the same as a year ago when a similar survey was made.

Photographing Special Events

Longview, Tex.—KFRO is having pictures made of the special events broadcast by the station. Figures it builds good will, besides providing a photographic history of the events.

New Commercial on WBT

Charlotte—Old North State Breweries Inc. (Esslinger's Beer and Ale) of Concord, N. C., begins a new show over WBT, with topnotch talent featuring Johnny McAllister and Holly Smith, doing a racy quarter-hour of wit, novelty and popular tunes.

In opening the new show, "Just The Two Of Us," Esslinger's is distributing 10,000 announcements in sticker form for automobiles over North and South Carolina. The announcements give the time, 5:45-6 p.m., of the new show and the name of the product sponsoring it.

"Let's Visit" Returns May 17

"Let's Visit," WOR program featuring Dave Driscoll and Jerry Danzig, who take their microphones into the homes of New Yorkers for conversational visits, returns to the air over WOR and the full Mutual on Monday at 8:30 p.m.

DON KERR

MASTER OF CEREMONIES
GENERAL MILLS SPORTS PARADE
WMCA

2:30 to 5:30 P. M. DAILY
36 COMMERCIAL HOURS WEEKLY

★ F. C. C. ★
ACTIVITIES

HEARINGS SCHEDULED

May 18: John D. Fields, Inc., Las Vegas, Nev. CP for new station. 1370 kc., 100 watts, unlimited.

KGKO, Wichita Falls, Tex. Mod. of CP to 570 kc., 1 Kw., 5 Kw. LS., unlimited.

EXAMINER'S RECOMMENDATIONS
Leonard A. Versluis, Grand Rapids, Mich. CP for new station, 830 kc., 500 watts, daytime, be denied.

Juan Piza, San Juan, P. R. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited, be granted.

Feinshreiber Back to CBS

Bill Feinshreiber, who left the CBS publicity department to manage Carnegie Hall, returns to CBS to work in the continuity department.

PHILADELPHIA

Ground has been broken for the new KYW building. Leslie Joy is station manager.

Arnold Nygren, WFIL engineer, soon marries Elaine James.

Herbert Austin KYW announcer, and Helen Elizabeth Darby of Colfax, Ind., have set the date for late July.

Ewing Julstedt, WFIL engineer, packing for a two-week vacation to southern isles.

Joseph Gross chalks up fifth year of news commentating for English and foreign language programs at WPEN-WRAX.

Norris West, assistant program manager at WCAU, back from announcing the S. F. Symphony for CBS on the coast.

Margaret Hanley, after five years at WIP, is leaving radio to be secretary at the Hanscom Hotel, Ocean City.

WIP birthdays this week include: Betty Shaffer, yesterday; James Tisdale, 15th; Murray Arnold, 14th.

Ed Pamphilon back at his engineering post at WFIL following a fortnight in Southern climes.

Mac Parker, WCAU news commentator, drops his affiliation with the Philadelphia Record for an advertising agency post.

Erva Giles, of the WFIL music department, readying for a vacation to her home town, Ellsworth, Me., in time to attend the strawberry festival.

Frank V. Becker, WFIL chief engineer, moves his domicile from a South Jersey point to suburban Drexel Hill.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE
SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS



STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 31 of a Series

EARL C. ANTHONY, owner of KFI and KECA, starts home this week after a week's stay in Honolulu. His son, Kelly Anthony, hopped the China Clipper to Hong Kong, where he'll stay only until the Clipper heads back for Honolulu, on his way home.

Jerry King, Standard Radio, spent the week-end in Mexico, taking in the races at Caliente, and a bit of golf at Ensenada.

Standard Radio library added WMMN, Fairmont, West Va.; CCPO, Cincinnati; WWNC, Asheville, N. C., and a new station, not yet open, in Uniontown, Pa.

Harry A. Earnshaw reports sale of "Chandu" series to Star Outfitting Co., San Francisco, with magic trick giveaway; United Baking Co., Schnecknady with premium offer. Gooch Bakeries, Lincoln, Neb., using picture premium.

Walter Biddick Co., station reps, report taking on coast representation for KTAR, Phoenix, Ariz.

Union Oil Co. is capitalizing on the popularity of its "Thrills" broadcast (NBC coast red net) by distribution at its service stations of a monthly newspaper illustrated with pictures, drawings and descriptions of the thrills dramatized on the air. Frederick C. Dahlquist is producer Lord & Thomas is agency.

Deal on with Milton Berle and his picture people which is expected to keep the "Sing" on from the Coast through the summer.

Ford Billings, KEHE and Orange net chief, off for San Francisco to assist in opening of new KYA studios.

National Voice, dry weekly, disk series for 80 stations, erroneously otherwise credited, are being made by Electro Vox—who also were called on, by wire, to take an air check in Hollywood, for Ferde Grofe's new Hollywood Ballet performance in New York.

Picket line took its place this week in front of new CBS studios, under construction by William Simpson contracting company, in an effort to win a closed shop policy. Few rocks thrown at trucks, mostly by non-pickers in crowd, when line was first formed. All quiet since first hour, contractors report.

Lewis Browne, author of "This Believing World" has been signed for a Wednesday night 15-minute sustaining program over KFI, titled Lewis Browne Looks at The World.

Raymond R. Morgan office announces William Farnum's "Drums" goes off the air for the summer May 20, to resume in fall. Series has had 137 episodes in five sequences. Vera Oldham, writer; Cyril Armbruster, producing; Felix Mills doing music.

"Cassandra", dramatic serial with orchestra, which has been a three times quarter hour on KHJ, goes to a weekly half hour over KNX and CBS coast net starting May 25 for Sylmar Packing Corp. (Sylmar olives). Pacific Market Builders, agency.

F. A. Yarbrough of American

WJBK—Detroit

1500 K. C.—250 Watts Day, 100 Watts Night

JAMES F. HOPKINS, Owner & Gen. Mgr.

MICHAEL E. KENT, Sales Mgr.

WJBK, youngest radio station in America's fourth largest city, is owned and operated by James F. Hopkins Inc. Licensed to operate on a cleared local channel, unlimited hours, WJBK is one of the few stations to broadcast on a 24-hour a day schedule.

Established in 1926, WJBK coverage today includes the City of Detroit and Wayne, Oakland and Macomb counties. Some 2,163,000 persons are included in the 513,088 radio families serviced regularly by the station. WJBK's market represents 45 per cent of Michigan's total population, 55 per cent of Michigan's total employment and 60 per cent of Michigan's total general merchandise sales. Approximately \$1,125,000,000 is annually spent by WJBK listeners.

Utilizing the newest RCA and Western Electric turntables, for lateral and vertical cut transcriptions, both 78 and 33½ r.p.m., WJBK subscribes to the following transcription libraries: NBC Thesaurus, Associated Recorded Music Service and Standard Radio. The transmitter is located in almost the exact center of the Detroit metropolitan area, at the Louis Rose Building, Highland Park. Studios and business offices are located at 6559 Hamilton Ave., Detroit.

Listed among the satisfied time buyers using WJBK as a steady medium are Chevrolet Motor Co., Dodge Bros., R. G. Dun, Ford Motor Co., Kroger Grocery and Baking Co., Schmidt Brewing Co., United Detroit Theaters, Hickock Oil Co., Goebel Brewing Co. and Good Housekeeping. R. G. Dun received 175,000 cigar bands in a test contest over the station and the Schmidt Brewing Co. pulled 500,000 beer caps in a similar test.

WJBK's staff includes Angus Pfaff, chief; Les Mitchell, Robert Longwell, Charles Sterritt, Al Nagler, Larry Gentile, James O'Brien and Billy Morell, announcers; James Frank Perkins, continuity head; Herbert Mertz, musical director; Sybil Kriehoff, program director; Betty Roberts, director of women's programs, and Paul Frinke, chief engineer.

Microphone Co. arranging to have booths in both the Chicago and New York conventions. With him in Chicago will be A. H. Brunug, Chicago representative, and in New York, Dan R. Bittan, Eastern rep. Yarbrough will be at both shows, particularly stressing his new Multi Purpose mike.

Marvin Young, NBC coast production manager, who has been teaching radio production at U. C. extension classes, tried to resign this week. Class protested, some students agreed to take two courses, if he'd change his mind—which he did.

Amos 'n' Andy adding four stations, NBC having added to McClatchy group—KFBK, Sacramento; KWG, Stockton; KMJ, Fresno and KERN, Bakersfield.

Guardian Institute, through Allied Advertising Agency, has signed for three 15-minute week-day programs, and Sunday half hour, on KEHE, using The Islanders, Hawaiian singing and instrumental group.

Frank W. Dillon organization will follow its "Two Dumb Detectives" serial (finishing its first 26 weeks) with a new program, not yet decided, to run weekly for a year.

Bob Davis, star salesman on KEHE's staff, leaves this week for Chicago to marry a San Francisco girl, then returns to Los Angeles to make his home.

Italy Off Coronation

Rome—Italian radio stations ignored the Coronation ceremonies yesterday, following a similar policy on the part of Italian newspapers. Due to strained relations between Italy and England over the Ethiopian situation.

Danish Jubilee on CBS

The Danish Jubilee of King Christian X and Queen Alexandria, celebrating the 25th anniversary of their reign, will be aired over CBS on May 15, at approximately 5:15 p.m. Program will cover the torchlight parade and the King's speech from Amalienborg Castle, Copenhagen, and will be relayed to this country via BBC.

Enjoined from Using Name

Supreme Court Justice Bernard L. Shientag yesterday granted a temporary injunction in favor of the Philadelphia Storage Battery Co., manufacturers of Philco radios, restraining Morris Mindlin from using the word "Philco" in connection with his razor blade business.

Blum Interview On Again

The Lowell Thomas interview with Premier Blum will take place tomorrow as originally scheduled, to be heard over the NBC-Blue network, instead of May 18, as was recently announced. Thomas will broadcast from London on May 18.

Hobart Bosworth in CBS Series

Hobart Bosworth, veteran actor, author, and producer, will inaugurate a new weekly series from Hollywood, over the WABC-Columbia network tomorrow 6:15-6:30 p.m., EDST, entitled "Dean of Hollywood."

Ed McConnell Renewed

Acme Sunshine Melodies program, featuring Ed McConnell, and heard over the NBC-Red network Sundays at 5:30, has been renewed for 52 weeks, effective August 29.



PAUL LUTHER, CBS announcer, expects his ship to come in shortly. He is half owner and advertising manager of the Martin Luther company, chemical manufacturing concern that just put over its first big deal with a Chicago drug chain.

Walter Wicker, who moved to New York recently, is helping Myrtle Vail write "Myrt and Marge" as well as handling production on the show.

Don Bestor's band will replace Bob Crosby's at the Congress Casino with an NBC wire starting Friday. Crosby is to play a week's stand at the Aragon ballroom before leaving the city on a road tour.

Helene Miller, Pittsburgh songstress who understudied Gracie Barrie in the Scandals, is warbling with Jack Denny's ork at the Drake hotel.

Wedding Bells: Willard Waterman of NBC's "Girl Alone" and Mary Anna Thoeleen of Kenosha, Wis., are planning a June wedding. They will live in Kenosha, Waterman commuting. . . Jeanne DeLee, headliner of Mutual's new Parlor Playhouse series and Ira Leon, Chicago business man, also will jump off in June.

SEATTLE

Maitland Jordan, youngest staff announcer at KOMO-KJR, has been assigned to do all the commercial announcing for the Bon March department store. Includes weekly 28 newscasts, five morning broadcasts with Jane Dillon's House of Dreams and a Boy Scout program.

Harold GeBauer, formerly of KMED and KORE, is the latest addition to the KOMO-KJR announcing staff. Marilyn Boles has moved into the publicity-news department, while Jean Wylie is a staff addition.

Hal Wolf soon will start a new KOMO-KJR series, "Century Notes", produced and announced by himself.

Ray Howell has taken his program "With Them It's Different" to new time at 10:35 over KIRO.

Gene Baker, KIRO program manager, was presented with a gold watch fob by a listener who likes Baker's "Wanderer's Song" recitals.

Mike Donohoe of the Post-Intelligencer sports staff is doing a horse-racing series on KJR.

Dorothy Lois Smith of KOL and Leroy Grandley, formerly of KOL but now with CBS in Hollywood, plan to marry.

"Exploring America With Carveth Wells" is back on KHQ, sponsored by Continental Oil Co.

June Burns, whose husband Farrar is the brother of Bob Burns, is doing "Puget Soundings" thrice weekly on KXA.

Loren B. Stone, KIRO commercial manager, is passing out cigars in honor of Loren, Jr.

Leon Lassen now appears in three KIRO broadcasts, the daily baseball games, a Baseball School of the Air on Mondays and the evening all-sports talk.

Coast-to-Coast

RALPH KIRBERY'S recent renewal by Lipton's Tea makes it seven renewals in a row for the Dream Singer. Same for Al and Lee Reiser. Kirbery and the Reisers are heard three times weekly in the NBC program.

Ed Sims, commercial manager of WMFJ, Daytona Beach, Fla., is the father of a 10-pound girl, born on Mother's Day.

George A. Ansbro, young NBC announcer, and Marie deChantal Turecarno of Brooklyn will be married soon.

A. E. Nelson, manager of KOA, Denver, entertained Don E. Gilman, NBC vice-president, on his way from New York to Hollywood, and Alfred H. Morton, also of NBC, in charge of NBC operated stations. The men were guests of honor at a luncheon at the Denver club attended by the KOA staff.

WQAM, Miami, notes: Texas Dave McEnry, Singing Cowboy, has shifted his allegiance to WPHR, Petersburg, Va., for the summer. Maurice Fink, control man, is the father of a nine-pound image. Kenyon Lee, conductor of Ole Curiosity Shop, celebrated his 2,000th broadcast a few days ago by repeating the first program he aired. Jack Thursten, musical director, has deserted the pipe organ to try his talents on a new studio Hammond electric. Gale Smith, engineer, is the unofficial greeter of Cuban radio hams who visit here. Olga Petroff has joined the staff as receptionist.

Virginia Graves, featured lyric soprano at WXYZ, Detroit, is giving up her radio career to marry J. D. Chamberlin of that city. She recently handed in her resignation to Russell Neff, studio and production director, last week.

Margie Ann Knapp and Bob Murray, two of WHN's new singing finds, will appear together with the Don Albert orchestra in a WHN-New York State network program at 7 p.m., tomorrow.

Mason and Dixon, WMCA inspirational singers will be heard from WIP, Inter-City affiliate in Philadelphia, starting May 25, for a period of two weeks. They fill an engagement at the Israelite Baptist Church in Philadelphia and will be heard over WMCA, broadcasting from WIP. The song team will return to the WMCA studios on June 8.

"The Rogue Song," Franz Lehár's musical will be offered in two installments by Jessica Dragonette and Charles Kullmann in the Palmolive Beauty Box Theater, May 19 and 26 over CBS.

The Rural Ramblers, hillbilly unit at KFRU, Columbia, Mo., have opened

RADIO PERSONALITIES

No. 38 in the Series of Who's Who in the Industry

WILLIAM A. SCHUDT, Jr., genial, young (31) general manager of WBT, Charlotte, and one of the best showmen in the radio business. Born in Brooklyn, Schudt did his first radio work in a quiet residential section there as an amateur, in 1923. Shortly thereafter, he joined the radio editorial staff of the paper that subsequently became the N. Y. World-Telegram. As a reporter, he wrote about everything pertaining to radio, and in 1924 he began a column for the paper on the air over WFBH. Column soon developed into a CBS feature titled "Bill Schudt Goes to Press." The spot ran as a network feature for seven years and brought some of the nation's most prominent men to the microphone for the first time.



Has quite a record for a lad of 31.....

In 1927, Schudt took over the managing editorship of "Radio Program Weekly," the first weekly program magazine, but the sheet soon folded because New York papers resumed listing schedules. Day after his magazine died, Schudt was offered the job of handling all public relations for A. H. Grebe & Co., which included WABC. When CBS bought the station, Schudt stayed on, and when television came faintly on the scene in 1931 he was appointed television director, a newly-created title. In his new job, Schudt's flair for showmanship had a chance for full expression, and he made the most of it. On a screen six feet square, he reproduced boxing, wrestling, dancing, dramatics and even backdrops with colors that would transmit. But the time for television was not fully ripe, and CBS discontinued the venture in 1933. A week later, Schudt was on his way South to take over WBT, the just acquired 25,000-watt CBS station. His development of WBT to 50,000 watts, with a plant unsurpassed for modern efficiency anywhere in the country, is a fairy tale of the industry.

a new show known as "Unhitchin' Time", at 6:30-7 p.m. This is for the benefit of farmers who are too busy in summer to hear the Ramblers' 6 a.m. rise and shine show.

Kolin Hager, manager of WGY, has been elected vice-president of the Better Business Bureau of the Schenectady Chamber of Commerce. His secretary, Mrs. Caroline Osan, was elected the same week as president of the Schenectady Business and Professional Women's Club.

John Tucker Battle, newspaperman, playwright and author, is now writing the scripts for "Follow the Moon," NBC serial.

Evan A. Fry, announcer at KCKN, Kansas City, Kan., has conducted the 55-minute noon hour clock show, sponsored by Falconer Furniture, since it was started in 1934. Program just passed its 800th performance.

R. C. Sackett of Pontiac Motors has gone statistical and ascertained that the Varsity Show garnered 13,288 column inches of publicity in the course of its series just ending.

Fibber McGee and Molly will not be lured away from radio by the movies if their sponsor has anything to say about it. The popular comedians who are now making a picture in Hollywood and broadcasting, too, have just been renewed on their commercial radio program for the next fifty-two weeks.

WSMB, New Orleans, in association with the WPA federal music project, has inaugurated a new series

CINCINNATI

Jim McCulla and Jim Begholt are announcing a new baseball program, "Warm Ups and Post Mortems", sponsored, over WCPO. They also handle "Six-to-Niners", funny stuff.

A new all-German program at WCPO will feature Cincy bands in Biergarten music, with announcements in German by William Kosson. John Brakehill will write and produce.

R. G. Jennings, assistant manager at WSAI, back on the job after a week of sneezes and coughs.

Charlie Wayne is now emcee for WLW's "Pleasant Valley Frolics", replacing Charles Seel, who is out for a while due to a throat operation.

Richard H. Keech is preparing dramatizations for a City Gospel Mission series over WLW.

Wil'am Stoess, WLW-WSAI musical director, plans to use guest soloists on the Sunday night concert hour at WLW.

Owen Vinson is now directing "The Mad Hatterfields", WLW program, by Carolyn Clarke, who is Mrs. Vinson.

Dick Bray started a man-on-street series for Chocolate Products Co. on May 10 over WKRC.

Fred Edwards in "Front Page News" on WKRC nightly, now sponsored by Dodge and Plymouth dealers.

Irene Righter is singing with Joe Binder on WKRC's Sloan Furriers program thrice weekly.

of periods devoted to the better type of music. Series calls for a half-hour spot on Friday nights with what is billed as the New Orleans Little Symphony of 25 musicians.

GUEST-ING

BERT FROHMAN and CAROLYN MARSH, on Freddie Rich's program, today (CBS, 3:30 p.m.)

N. Y. UNIVERSITY ALUMNI GLEE CLUB, on Ford's "Universal Rhythm," May 15 (CBS, 7:30 p.m.)

GRACE MARENE, on Barnes Opera House, today (WINS, 11 a.m.)

HELEN JEPSON, on "Magic Key", May 23 (NBC-Blue, 2 p.m.)

EDWARD G. ROBINSON, on Stud-ebacker Show, May 23 (NBC-Blue, 10 p.m.)

BERT SWOR and LOU LUBIN, on Al Pearce program, May 25 (CBS, 9 p.m.)

SID SILVERS, on Jack Oakie program, May 18 (CBS, 9:30 p.m.)

ANN JAMISON of "Hollywood Hotel" program signed through Pete de Lima of Small-Landau agency for Rubinoff show, May 23 (CBS, 6:30 p.m.)

DEL CASINO, on Phil Baker program, May 16 (CBS, 7:30 p.m.)

WNEW Shifts Brooks

Richard Brooks, WNEW commentator now airing daily for Fairbanks-Morse Conservador, will shift from his present 7 p.m. spot to 7:45-8 p.m. Monday. WNEW is also contemplating a new news feature to be aired at midnight with Brooks handling the broadcasts.

KANSAS CITY

Ivan Flanery, formerly at KXBY, is now announcing for WIBW, Topeka. His wife, who aired here as Elaine Deane, went with him.

Lee Roberts, KCMO announcer, motoring to Detroit on vacation. Arthur Ellison will have charge of the dramatic department in his absence.

Jack Starr, KMBC sports announcer, planned to California for two-week vacation.

Al Stein, gag man, and Gene Thirnton, commercial artists, who produced a radio advertising cartoon, "On the Nose," for use in local newspapers by WHB, have incorporated as Superior Features to syndicate the feature.

Anne Campbell Straight, WHB office manager, has resigned effective May 15. Pearl Wise, formerly in agency work, is taking over her duties.

JERRY COOPER

HOLLYWOOD HOTEL
CBS

FRIDAYS 9 P. M. EDST.

MANAGEMENT
COLUMBIA ARTISTS, INC.

☆ "Quotes" ☆

LEE WILEY: "There is one good bet that the movie moguls are overlooking. Why not take pictures of an entire radio broadcast and release it as a short subject? Shows emanating in the East would be unreeling on the West Coast and vice versa. This procedure would save the studios money and help sponsors defray the expense of their airings. Radio programs are about evenly divided at present between New York and Hollywood. I believe, however, that the Hollywood situation won't last and that during the next few months many of the shows currently heard from there will once more come back to New York."

MARIO BRAGGIOTTI: "At every hand we read how this or that orchestra leader rose from obscurity as a miner, farmer, office boy or elevator operator, until it seems that before a bandleader can achieve prominence he must serve an apprenticeship in some trade. Vastly in the majority are leaders whose entire lives have been linked with things musical. There's Enoch Light, the Melody Magician, Leo Reisman, Xavier Cugat, Rudy Vallee, Dave Rubinoff, Emery Deutsch and a host of others."

PICK and PAT: "The airways are always full of pleas for novelty. We have a suggestion for a program that would be different, to say the least. One of the networks should corral the leading comedians and have them swap scripts for one gala novelty airing. Imagine Milton Berle asking 'Vas You Dere?' or Jack Pearl assassinating 'Today I am a Man'. Fred Allen would complicate things by looking for a lost brother while Gracie Allen spied about 'Town Hall Tonight'. And Jack Benny could take a try at 'Who's Excited?' while Judge Hugo Strait played 'The Bee'. We think it would be fun."

LOUISE MASSEY: "With the Westerners I have been making a tour of the country's leading theaters and have found that a radio reputation does a great deal to enhance your popularity at the box office. Before going on the air we were a

ONE MINUTE INTERVIEW

ROSALINE GREENE

"Of course I consider it strange that there are not more women announcers on the air. More than 90 per cent of all the programs are directed toward women. It is logical to assume that they be addressed by one of their own kind. Yet not one of the networks maintains a woman announcer. It is one of the mysteries of radio. There are lots of women available with smooth, well modulated voices who would do credit to any program."

Can't Escape From It

Kansas City, Kan.—Needing a rest after much overwork caused by unusually good business induced through his Noon Hour Clock program on KCKN, Clarence Falconer, owner of Falconer Furniture Co., drove to Excelsior Springs for a few days' relaxation and golf. He arrived just at noon and as he stepped in the Hotel he heard the Falconer Noon Hour Clock program tuned in in the lobby. He hurried to the golf course and there in the Club House, again the Falconer Noon Hour Clock program was tuned in.

The next day at luncheon in the hotel dining room the same thing—Falconer Noon Hour Clock program—was tuned in. Clarence enjoys listening to his program, but since he was trying to forget business entirely for a few days, he asked the maitre d'hotel if he would please tune in some other program. The maitre d'hotel politely refused. Falconer explained impatiently that he was Clarence Falconer, that it was his program, and that he wanted it tuned out. The maitre d'hotel responded stiffly, "Sorry, Mr. Falconer, that program has been tuned in here every day at noon for months. We wouldn't tune it out for you or anybody else."

The noon hour clock was conceived three years ago by Ellis Atteberry, present KCKN station manager, and Clarence Falconer, and has been on the air daily, consecutively, under Falconer sponsorship since that time. Announcer Evan Fry's personality has contributed a lot to the success of the program.

SAN FRANCISCO

Pat Kelly, KFRC publicity man, flew back to town after driving down to Hollywood recently with Bill Holmes, radio editor of Oakland "Post-Enquirer."

KJBS takes on Dick Wynne, ex-KYA, and Vann Connors, formerly of KFBK, Sacramento, as announcers.

Lloyd Yoder, NBC public relations chief, doing his annual two weeks of required training at the Presidio. He's a lieutenant in the Naval Reserve Corps.

KYA's new "Parade of Melody" program on the Orange network Fridays at 7:30 features only hit melodies of 15 and 25 years ago. Walter Rudolph's studio ork brushes the dust away.

Betty Jane Holman, concert pianist with symphony orchestras throughout the country, ex-Paul Whiteman protegee, does four days at Oakland "Roosevelt" theater starting tomorrow.

successful stage group but we never caused SRO signs to go up. However, since contributing to the kilocycle scheme of things we have found that we attract audiences who would never have thought of coming to see our act if they hadn't tuned us in via the airwaves. As a result, we are making more money, and that's what really counts."

ABE LYMAN: "Musicians have much to thank for radio, but the orchestra leader particularly has benefited by it. The microphone has made a personality out of a maestro and by allowing him a speaking voice in the matter, it has made him much more than just a fellow who waves a stick. This development has placed him in greater demand for personal appearances and has, in itself, brought the public closer to the man behind the music."

ROBERT EMMET DOLAN: "Conducting a program featuring guest stars, like the Saturday Night Party, has proved to me that all the talk about the temperament of certain stars is so much nonsense. I have yet to meet one instance of so-called temperament in any of the celebrities

BALTIMORE

J. Thomas Lyons, executive v.p. of WCOA, was toastmaster at a dinner in honor of Harry O. Levin, new Public Service Commission member.

A 10:30 p.m. daily airing of Pimlico highlights, as recorded during the races by Tommy Daly, is being offered by WFBR.

John Adamy is in charge of the mike for the Ice Publicity Committee's periods on WCOA.

"Moonbeams" disk series is being sponsored by Walter Lears & Sons (the Sleepshop) over WBAL, while "Ace Williams" is a Schmidt Baking Co. series on WCBM.

Bill O'Toole, dean of WCOA announcers, is taking up golf but complains that someone keeps moving the holes.

we have led to the microphone. As a rule, they are only too glad to cooperate and make things as easy as possible for everyone. The bigger they are, the easier they are to get along with."

ENOCH LIGHT: "Many persons close to radio fear that the wholesale introduction of recorded music, and even recorded programs, will lead soon to a complete banishment of flesh and blood performances. That isn't so. What everybody seems to forget is that television is directly in the offing. And television will demand the appearance of artists at the mike!"

RUBINOFF: "The trouble with music today, swing or otherwise, is that there is too much 'noodling' around with it. Even though you don't want music too monotonous, you must change the keys once in awhile, but that does not license a musician to so completely change the composition that you do not recognize it in any form. The melodies of the old masters need not be changed, but it is possible to do something to the arrangements to bring them up-to-date."

Viewpoints

Radio Brings Changes In Advertising Agencies

"The development of advertising agencies with the ascendancy of radio is one of the best illustrations of efficiency in entertainment field enterprise.

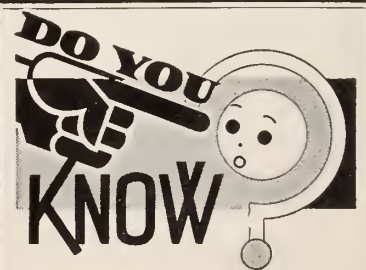
"Not so many years ago the agencies were confronted with a new problem. Advertising clients were beginning to demand radio as a new medium to be used in conjunction with other outlets to the public. The chain radio systems were developing artist bureaus, production departments, sound effects equipment and statistical surveys. The agencies had to go to the radio stations for talent, scripts and show ideas.

"Within the short period of a few years, the picture has changed greatly. The bigger agencies have artists signed for long terms, they have taken many of the better announcers, engineers, script men and executives from their jobs with radio stations and tied them to contracts to work exclusively for one particular agency.

"Today, if a client breathes a word about some sort of an air show, the agency can get up a musical show for audition within a week or less and a script show within a fortnight—all conceived and executed in its own offices."—RAY HEATHERTON.

Commercials Justified By Quality Programs

"Commercial announcements have come in for a lot of criticism from listeners but if they knew the situation in other countries, as far as broadcasting is concerned, these same listeners would undoubtedly stop their complaints. In England, for instance, artists are poorly paid, if at all, because of sponsorial absence and the entertainment lacks lustre. Germany, Russia and Italy fill their air schedules with government propaganda. In America the best of the world's artists are available on radio because they are paid well by sponsors whose main intent is to advertise their products. So, the commercial announcements are really responsible for good listening."—SEDDLEY BROWN.



Radio receivers are being bought in this country currently at the rate of 28 sets per minute.