



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 70

NEW YORK, N. Y., TUESDAY, MAY 18, 1937

FIVE CENTS

Songwriters Ask ET Fees

Looking On ... AND LISTENING IN

RADIO DRAMA Slowly but surely a form of drama specifically designed for entertainment of radio audiences is being created, perfected and popularized.

Judging by the samples already offered, it isn't hard to visualize a day in the not too distant future when "first nights" of radio plays will be as much an event as the present premiere performances of Broadway's legitimate theater.

Under this future state of affairs, dramas will not be broadcast just once and then scattered to the winds.

They'll be repeated on the networks and released to independent stations afterward.

The critics' reviews will drum up new listeners for the good shows, and at least arouse discussion on the bad ones.

Front rank authors will be able to get enough royalties from repeat performances to encourage them to write for radio.

Think of the conveniences and comforts that the radio drama will be able to offer its audiences—and the critics.

No delayed curtains.

No late comers stepping on your corns. Smoking all through the show.

And immediate relief, by a twist of the dial, if the show happens to be that bad!

Of course, there are those who will say that it can't be done—that it's just a fantastic theory—and that drama over the air will never give the satisfaction that audiences get from performances in the theater.

That's what they said about the movies, too.

Radio Delivers

Dayton, O. — When six major airports and three private pilots couldn't provide a plane to fly Virgil Murphy, manager of Miami Hotel, to the bedside of his stricken wife in Florida, the frantic Murphy called WHIO and asked that his plea be aired. Within 30 minutes three planes had been offered, and soon Murphy was winging south.

PROTESTS USE OF CKLW TO BROADCAST TO U. S.

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Apparently issuing a call for "American first" in radio, Congressman Gardner R. Withrow (Prog., Wis.), has sent a letter to Chairman Anning S. Prall of the FCC asking why Mutual Broadcasting System has selected CKLW, Windsor, Ont., to broadcast programs to Detroit audiences when a Detroit station could do the job, RADIO DAILY learned yesterday.

"It would seem to me that (American programs broadcast to American audiences should use American outlets wherever possible," says Withrow in his letter. "In order that I may have the picture clearly before

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Nebraska Governor Signs Anti-Ascaph Bill

Lincoln, Neb.—Gov. R. L. Cochrane yesterday signed the anti-Ascaph bill which becomes effective at once. Attorney-General Hunter said he didn't know how the bill could be enforced.

Forcing Court Ruling On Baseball Reports

Detroit—As a result of arrangements by James F. Hopkins, manager of WJBK, to obtain baseball reports despite refusal of Western Union to supply the service to him, the fight of WJBK to compel W.U. to give him the same service as it is giving another station here is expected to be forced back into the courts.

The U. S. District Court last week

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Texaco Gives Eddie Cantor New Agreement for Six Years

Good-Will Campaign Discussed by Ascaph

Inauguration of a new policy of public relations designed to bring good-will to Ascaph was presented yesterday to the opening session of the three-day meet of field repre-

(Continued on Page 8)

Transcription Licensing on Songs Published After June 1 Being Taken Over By Writers' Own Ass'n

Libel Bill Signed

Des Moines—Bill recently passed by the Iowa legislature exempting radio stations from damages for libelous statements carried on the air, provided station proves due care was exercised to prevent the statements, was signed last week by Governor Kraschel.

PROCTER-GAMBLE ADDING FRIDAY SERIES ON NBC

Procter & Gamble on June 4 will extend the "Personal Column of the Air" program on the NBC-Red network, 4:15-4:30 p.m., to include a Friday series at the same time and on the same number of stations. New schedule will be on the air Mondays through Fridays. The NBC-Blue network show remains as it. P. & G., under the new schedule, will have 21½ hours weekly on NBC nets exclusively.

13 WGN Accounts Sign Renewals for 52 Weeks

Chicago—WGN has 52-week renewals on all the following current accounts:

Gen. Mills, "Arnold Grimm's Daughter"; Cudahy Packing, "Bachelor's Children"; Borden Wieland, "Marriage License Bureau Ro-

(Continued on Page 3)

Council of the Songwriters' Protective Ass'n yesterday took the most important action in its career and notified all members that, in accordance with their agreement with the SPA, the organization will exercise its right to administer all rights assigned to it, with the exception of the small rights assigned to Ascaph. The proposed action becomes effective June 1, and applies only to such works as the writer in question disposes of after that date. SPA move is not retroactive.

The rights concerned in the SPA move as outlined by Irving Caesar, president, are particularly electrical

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LOUIS-BRADDOCK MATCH GOES TO BUICK ON NBC

Buick Motor Co. has signed with NBC for the exclusive right to broadcast the blow-by-blow description of the Braddock-Louis fight over 125 stations of the combined NBC-Blue and Red networks. Fight will be staged in Chicago on June 22, and program is expected to take the air

(Continued on Page 8)

Notre Dame Home Games Will Be Aired by NBC

NBC yesterday announced that plans have been completed for broadcasting all Notre Dame home football games this fall on a sustaining

(Continued on Page 3)

3 Agencies Expand

Though the hot summer months usually are a slack period for advertising agencies, three of them are moving to larger quarters because of increased business demands. L. H. Hartman Co. Inc., located at 444 Madison, has added an additional suite of offices. Montrose-Rosenberg Co. will increase present quarters. Casimer-Best agency moves to larger space.

Texas Co. has signed Eddie Cantor to a six-year contract for its Texaco Fire Chief programs, new agreement ending in June, 1943. Gas company signed the comedian yesterday on the coast through the William Morris offices and The Buchanan Co. (formerly Hanff-Metzger) agency.

Contract is the second long-term

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(Registered U.S. Patent Office)

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 DON CARLE GILLETTE : : : Editor
 MARVIN KIRSCH : : : Business Manager

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NETWORK SONG FAVORITES

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

Selection	Publisher	Times Played
Where Are You (Leo Feist Inc.)		34
Carelessly (Irving Berlin, Inc.)		33
Too Marvelous For Words (Harms, Inc.)		30
September In The Rain (Remick Music Corp.)		29
There's A Lull In My Life (Robbins Music Corp.)		28
Never In A Million Years (Robbins Music Corp.)		23
Love Bug Will Bite You (Santly Bros.-Joy, Inc.)		21
Wake Up And Live (Robbins Music Corp.)		20
Blue Hawaii (Famous Music Corp.)		19
It Looks Like Rain (Joe Morris Music Co.)		19
They Can't Take That Away From Me (Chappell & Co.)		18
Was It Rain (Santly Bros.-Joy, Inc.)		18
Boo Hoo (Shapiro, Bernstein, Inc.)		17
Let's Call The Whole Thing Off (Chappell & Co.)		17
On A Little Dream Ranch (Shapiro, Bernstein, Inc.)		16
How Could You (Remick Music Corp.)		15

COMING and GOING

ABNER SILVER, songwriter, sails tomorrow on the Normandie for England. He will write music for Gaumont Pictures there.

PIERRE DE LANUX, noted French air commentator, arrives today on the Normandie from England.

HALE BONDURANT, sales manager of the Central Broadcasting Company, owner of WHO, Des Moines, who was on a business trip to Chicago and Detroit, returned to his desk yesterday.

JOHN MAYO with MRS. MAYO and his mother are due back in town today from a trip to Washington.

HUGH BOICE, JR., national sales manager of WNEW, left last night for Chicago on business.

PEDRO DE CORDOBA, stage and screen star, flew in from Hollywood to appear in the Spanish Pageant at Madison Square Garden and engage in air work.

WELCOME LEWIS is motoring to Hollywood on a business and pleasure trip.

BEN COHN planes today via TWA for Hollywood to open coast offices for George B. Evans.

RICHARD KOUNTZ, head of Witmark Standard department, is in Hollywood on business and is expected back in New York May 25.

DAVID NILES will return Thursday from his business trip.

FERCY DEUTSCH, WBS president, returned to his desk yesterday after a Los Angeles trip.

HERBERT AKERBERG, CBS vice-president in charge of station relations, is expected back in New York today or tomorrow. He was in Texas yesterday.

SAMUEL H. COOK of WFBL, Syracuse, is in New York.

S. HUOK of Hurok Attractions sails May 19 on the Normandie for a summer talent hunt through Europe.

VICTOR M. RATNER, advertising and sales promotion head of CBS, leaves Friday for three week vacation trip. Will spend at least part of the time in the mid-west.

Mpls. A Cappella Choir Returning in September

Minneapolis—The Minneapolis A Cappella Choir of 60 mixed voices, a feature attraction with its "Majesty of Song" program on WTCN Sundays for the past four months, returns to the air in September. The sponsors adroitly hung the announcement of the new series of concerts on George Hultgren, conductor of the choir since its organization, and known as the Bernie Bierman of song.

The choir spawns a new soloist almost every program. In addition it has a regular male quartette, a male chorus, and most recently put its women's chorus into a program. Fan mail has been big.

Sponsor is the Minnesota Federal Savings & Loan Ass'n. Account is handled by Luther Weaver and Associates, which agency first put the choir on the air. Weaver took the role of announcer in the final program.

KXBY's New Studios Are Formally Opened

Kansas City—New studios of KXBY on the 22nd floor of the Fidelity Bldg. were formally dedicated over the week-end, with attendance including two planeloads of agency executives from Chicago and New York. H. R. Makelim, general manager of KXBY, chartered the TWA planes to bring the men here.

Saturday's program included an inspection of the studios, followed by a banquet at night in the Hotel Muehlbach.

No WHN-Union Deal Yet

No agreement has been reached yet in negotiations between the ARTA, technicians' union, and WHN, it was stated yesterday by Louis K. Sidney, managing director of the station. Another parley is scheduled for tomorrow.

New Coast Disk Firm Plans Heavy Schedule

West Coast Bureau, RADIO DAILY Los Angeles—Aerograms, Inc., newest of Hollywood's recording companies, with a group of old timers in the recording game at the helm, makes its bow this week, and by week-end expects to be in full swing on a heavy production schedule. Plant is less than a block from Hollywood and Vine, at 1611 Cosmo. Gordon d'A. Soule is president and production chief. C. Curtis Bird, business manager; Harold Soule, chief engineer and Harry P. Cos in charge of sales.

Policy will be to supply complete service for advertising agencies, recording with modern equipment under direction of agency's own production staff, or furnishing a complete production department, from script to disk, for agencies that do not wish to produce. Work is to start next week cutting at least three show series that will range from five minutes to half an hour for each episode.

Studios are of new design, with non parallel reflecting surfaces, special acoustical treatment of walls and ceilings.

Among innovations will be equipment for monitoring on set, with portable mixing turret for use in either of the two studios, or in monitor room.

Remler Recording Amplifiers form the nucleus for several channels of newest high fidelity type of installation. Test rack permits instant routine testing of all equipment. There are four recording machines, with two wax lathes weighing more than half a ton each, and lighter equipment for use where immediate playback is wanted. Extra channel is for use in recording on portable set, for out of the studio work.

2 WGN Shows Fade

Chicago—Bowman Fireside Theater on WGN fades June 2, returning Sept. 29, probably with tab operas. Behind Camera Lines, a Charles P. Hughes production, closed last week.

FINANCIAL (Monday, May 17)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165	163	163	- 1
Crosley Radio	19 1/2	19 1/2	19 1/2	+ 3/4
Gen. Electric	50 3/4	50	50	- 3/8
North American	23 3/4	23	23	- 3/8
RCA Common	8 3/4	8 5/8	8 3/4
RCA First Pfd.	66	65 1/2	65 1/2	- 3/4
RCA S5 Pfd. B	(90 Bid)	110	(Asked)
Sfewart Warner	18 3/8	17 3/4	17 3/4	- 3/8
Zenith Radio	34 1/2	33	33	- 2

NEW YORK CURB EXCHANGE				
Hazeltine Corp.
Majestic
Nat. Union Radio	2 1/8	2	2

OVER THE COUNTER				
	Bid	Asked		
CBS A	53	55		
CBS B	52 1/2	54 1/2		
Stromberg Carlson	12 3/4	13 3/4		

Italian-Swiss Colony Plan Series on Mutual

Another classical music program, introducing Silvia Grazzini, coloratura soprano already known in concert circles, and a symphony orchestra directed by Eugene Plotnikoff, will start on WOR-Mutual early in September under sponsorship of Italian-Swiss Colony (California wine distributors). Program will probably have an 8-9 p.m. Friday spot.

New Chi Airshow Firm

Chicago — Abbott Ross, David Brazel and L. J. Hertzberg have formed Airshows Co. with offices at 139 North Clark St. to make and distribute broadcast recordings and films.

RADIO EVENTS, INC.
 AN INDEPENDENT PRODUCING GROUP
 SERVING ADVERTISING AGENCIES
 535 Fifth Avenue,
 New York, N. Y.
*From script to production—
 that's extra something that's good radio*

WWVA Wheeling Show Is Shifted to Theater

Wheeling, W. Va.—"It's Wheeling Steel," Sunday noon show aired over WWVA here and WPAY, Portsmouth, O., has shifted from the WWVA studios to the Capitol Theater, where it will hereafter be aired before an audience. Eddie Johnston, Dayton Powell, Walter Shane, Musketeers Quartet and an orchestra directed by Earle Summers comprise the talent, with John Carter of Wheeling Steel as narrator.

WMBO Transmitter Tests

Auburn, N. Y.—WMBO last week started its 30-day program test period with its new RCA high fidelity transmitter and new vertical antenna, with increase of power to 250 watts daytime. The new transmitter is one of the first in a new series of RCA Type 250-D for 100-250 watts.

Donald Peterson
 PRODUCING
JUNIOR G-MEN of AMERICA
 WOR—6:30 P.M. M.W.F.

SONGWRITERS' ASS'N DEMANDS DISK FEES

(Continued from Page 1)

transcription and motion picture synchronizations. These are now cleared by publishers through the offices of the Music Publishers Protective Association and the chairman of that board is usually appointed agent and trustee to collect such license fees.

Electrical transcription firms have been informed by Caesar, via letter, that in the future the SPA will clear all numbers disposed of by its members after June 1. At the same time SPA members have been informed there is no intention of embarrassing them or the people who buy such rights and no attempt to increase the present type of license fees for synchronization and electrical transcriptions.

Music publishers have also been formally advised of the situation. This leads to the strong possibility of a war between writers and publishers.

In his letter to members, Caesar asks them to remember that television is coming along soon and that, for instance, there are 250,000 slot machines playing phonograph records at 5 cents a selection and that none of this money accrues to the writer of the songs in question.

SPA states that everything should go on as usual in so far as music users are concerned, excepting that the writer will clear and retain his rights through SPA. Something the publishers have always done themselves.

13 WGN Accounts Sign Renewals for 52 Weeks

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mances"; Gordon Baking, "Lone Ranger"; Libby, McNeil & Libby, Dave Bacal, organist; Alka Seltzer, Tom, Dick and Harry; Northern Trust, "The Northerners"; Pabst, Sports Review; Sawyer Biscuit, man-on-street; Bayer Aspirin, "Wife vs. Secretary"; Cal Aspirin, "Painted Dreams"; Sure Laboratories, "Toast to Romance"; Ovaltine, "Little Orphan Annie."

A new account is "Musical Mail Box," 42nd St. Sales Corp., through McGiveran-Child agency.

NEW PROGRAMS—IDEAS

Real Clue-Hunters Aired

With the mystery yarn increasing in popularity every day, KSTP, St. Paul station, aired a stanza Monday to show how clue-hunters actually work. Frame was aired from the recently-established criminology laboratory of the St. Paul police department, with Dr. John Dalton, chief criminologist, interviewed as he worked over his microscopes, test tubes and retorts, examining evidence in the latest murder and hit-run death cases.

Broadcast, via the station's mobile transmitter, caught Dalton in the midst of several investigations, one piecing together bits of headlight glass found near a hit-run victim's body and other pieces from a suspect's car; the other combing over a pair of shoes for dirt for microscopic examination in an assault case. Dalton also interviewed on his toughest cases; also on how, through a mere piece of broken rivet and a tiny strip from a running board built up two cases, sent two fellows to the bastille. Dalton also told of what he thinks of the so-called perfect crime, and how the exactness of science helps the modern sleuth.

Realism emphasized throughout, especially the difference between the fiction sleuth and the real thing.

Laughs In The News

"Chuckles and Oddities in the News" is a new program featuring Pat Flaherty, sponsored by Nevelow Bros. Auto Supply Stores, over WOAI, San Antonio. An unusual angle of the program is that each day continuity will be linked with the product being sold, at the same time carrying out the same theme and make-up of the program from day to day. For example, radio star gossip will be broadcast on days when radios are promoted; places to fish, swim and interesting sights to see will be broadcast when tires are sold; oddities about automobiles will sell automobile accessories and human interest items from the news, unusual angles, etc., will sell refrigerators. In addition, the program will be heavily merchandised. It will be featured in newspaper ads, Pat Flaherty will make personal appearances at the stores, regular week-end sales of Nevelow Brothers will be tied-in with the broadcast and placards telling about the program will be placed in all six of Nevelow Brothers Stores. A contest and an offer are contemplated after the program has been under way for a few weeks. The program was placed by Bernard M. Brooks Advertising Agency.

Series from Old Letters

A new 13-week dramatic series being inaugurated over KJR, Seattle, depicts pioneer life of the Pacific Northwest from letters 80 to 100 years old, never before made public. Dramatizations are being given by Ted Bell, director of the radio department, Cornish School of Seattle.

The sketches from the letters of America's "last frontier," most recently settled of all sections, have been prepared by Don Cook and his associates in the radio department of the University of Washington. Characters are portrayed by actors from both the Cornish School and the big Seattle "U."

Teen Age Amateurs

A new series of programs, "Amateur Teen Age Follies," is now heard over WJBK, Detroit, every Wednesday and Friday evening, 7:30-8:30. The show features the cream of Detroit's talent between the ages of 13 and 20. "Teen Age Follies" is under the personal direction of Uncle Nick Nichols, who has been handling juvenile performers around Detroit for the past decade. Program sponsored by Borin Bros., ice and fuel dealers.

Seeing the City

"Seeing Kansas City", a new weekly quarter-hour sustaining feature aired by WDAF, Kansas City, is credited to the local real estate board as a gesture of courtesy. Hazel Hopkins, staff writer, does the scripts and the show presents dramatizations of visits to various local points of interest such as the art gallery, municipal airport, union station and Liberty Memorial.

From Marriage Bureau

WIRE, NBC-Red affiliate in Indianapolis, has started a marriage license pick-up each Saturday noon with the title, "So You Want To Get Married?"

Program, broadcast direct from county marriage license bureau, features questions of would-be newlyweds and presents by local sponsors. Jack Stilwill is handling the announcing.

Classified News

Daily 6:15 p.m. news program on KDYL, Salt Lake City, is presented in departmental form—local, foreign, sports, markets, etc. Idea is to give a bird's-eye view of all news to listeners who miss the shorter newscasts during the day. All spot ties in for the program were readily sold.

Troubles of the Heart

Under the title of "Tell Mrs. Griggs," a new heart-ache series is being conducted by Nancy Grey over WTMJ, Milwaukee, on Tuesdays and Thursdays at 3:15-3:30 p.m. James Irving writes the scripts, and response from listeners has been very good.

RECORDINGS

Productions -:- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BR 9-8265

PROTESTS USE OF CKLW TO BROADCAST TO U. S.

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me, may I ask for an immediate answer."

At the FCC it was learned that the letter had been referred to A. D. Ring, Commission engineer, and to the legal division for further consideration.

Notre Dame Home Games Will Be Aired by NBC

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basis. Partial schedule follows: Oct. 2, Drake; Oct. 23, Navy; Nov. 6, Pittsburgh; Nov. 27, Southern California. Phillips Carlin, who has handled football arrangements for NBC for the past 10 years, negotiated the agreement.

WLW likewise will carry the Notre Dame games, with Red Barber at the microphone, and it is possible that WLW will feed to programs to MBS as it did last year.

Forcing Court Ruling On Baseball Reports

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refused to grant WJBK an order, and the station took its case to the FCC on the grounds that W. U. is a common carrier.

Circus Pickup

Akron—On May 25, WJW will broadcast direct from the show grounds of Cole Bros. Circus. Personal interviews will be heard with Clyde Beatty, famous animal trainer, and Ken Maynard, favorite movie star of the west. A street parade broadcast is scheduled to be made from three points.

Chicago Centennial Series

Chicago — Lawyers Legislative League of Illinois is sponsoring a new series of dramatic programs titled "The Building of Chicago" on WLS at 8 p.m. Thursdays, starting May 20, with prominent jurists, lawyers and civic officials as the chief actors.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

BIRTHDAYS

May 18
Greetings from Radio Daily
to
Raymond Paige
Meredith Willson
Lew White
Richard Brooks

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

NEW BOOKS

WHAT ABOUT RADIO? By Kenneth M. Goode. Published by Harper & Bros., New York. \$2.75.

For the radio advertiser in particular, and for any body in general who is seriously interested in radio business, this volume will prove informative and stimulating. Entertainingly written in a very readable style, it is the work of a man who knows what he is talking about, and since he is that smart he doesn't make dogmatic assertions or expound intangible theories, but presents voluminous data, suggests avenues for further pursuit or speculation, and leaves the reader with plenty of food for thought, discussion and enjoyment.

Such chapter headings as "When Do They Listen?", "Why?", "How Do They Listen?", "...And What Happens", "What People Say They Like" and "Nothing's Wrong with Radio but the Broadcaster" give a slight idea of the ground covered. Being an advertising authority and also having an ingenious faculty for assembling and presenting data obtained from numerous surveys by different mediums, plus his own keen observations and comments, Goode has made every one of his chapters lively and provocative.

Sponsors and advertising agencies who are so concerned these days with "surveys", "popularity reports", "listening charts" and other largely incomplete tabulations will find the answer to a great many of their questions in this 250-page book.

THE CAUSES AND ELIMINATION OF RADIO

INTERFERENCE, by Joseph E. Foster. Published by C. W. Nelson Co., South Braintree, Mass. \$1.50.

Based on Joseph E. Foster's years of experience as radio interference engineer for Long Island Lighting Co., this 150-page book gives a comprehensive analysis of the subject and will prove highly valuable to dealers, servicemen and radio listeners. In a non-technical style, Foster tells how power company investigators go about locating sources of interference and explains the responsible conditions.

New "Hit Parade" Vocalist

Freddie Lipson, built-up via the Studebaker program as the "Gibson Girl", replaces Patricia Norman on the Lucky Strike "Hit Parade" series tomorrow night. Program is a twice-weekly via NBC and CBS. "Gibson Girl" was set on the show by James L. Saphier, who auditioned many femme vocalists for Lord & Thomas.

John Huston in "Wife"

John Huston, son of Walter Huston, has been added to the cast of "Backstage Wife". The younger Huston appears to be following in his father's footsteps since he will play the reincarnated Lincoln in "Lonely Man", a play soon to open at the Blackstone Theater in Chicago.



A REPORTER WITH A CONSCIENCE

● ● ● The recent "Reporter with, etc." in which we slapped the wrists of artists because they played "upstage" to songpluggers, brought the wrath of many upon our humble head—and complaints (in defense) to our desk... Their rebuttal was that the "boys" were pests and general nuisances to their well-being—phoning them at various hours, asking if they were "doing a song," following this with more calls or visits inquiring "when," etc.... To all which we add—Come clean, fellers, and remember back when you were on the "outside lookin' in," when you were looking for your own BREAK... Do you recall the times you've phoned (yes, and visited) John Royal's office at NBC, or Ralph Wonders (when he was at CBS) or Jules Seabach at WOR?... Think back when you bothered the life out of the receptionists at the William Morris office, Lyons & Lyons, Rockwell-O'Keefe; Wilson, Powell & Hayward; Doug Storer, asking WHEN will you do that audition, when will they interview you, when is your option going to be picked up, etc.... Sure, you were looking for a JOB!... Well, every song to the contact men are JOBS and they must appeal to you, in these instances, for a break.

● ● ● The years spent in reporting has brought us many things besides the weekly "swindle sheet"... And, of the harvest we've reaped carrying a press card, one possession we value above all others, are the people we've met and now permitted to number amongst our intimate friends or acquaintances... If we had to start over again, we'd surely chose this route... Of course, we've met many people from whom we'd like to BUY back our introductions (and maybe there are many on the other side of the barrier who'd prefer to do the same with ours) BUT on the whole, they're a grand bunch... The circumstances leading up to these friendships, we hope will prove entertaining.

● ● ● Take the time Pete Hilton, then publicity man for Lord & Thomas (he's an exec of the Hiitz Hotels now) invited us out to Trommer's in Brooklyn the first Saturday that beer became legal... His companion was introduced to our young bride... We asked if we might print his romantic inclinations and he said yes, providing we mentioned TROMMER'S "publicity man" which we did... Pete's a pappy now... Ralph Wonders introduced us to Tommy Rockwell back in '32 at a nite club opening in Jersey... We met Jules Seabach at CBS when we tried to tell him what a grand singer so-and-so was. John Royal at NBC the same way... Both turned the guy down and since then we've respected their opinion. He's working as an office clerk now (five years later)... Can't recall the year (but it's so long) when we were introduced to Charlie Green, then sharing space in a small office... His hospitality to others has not waned, even though he's head of Consolidated Radio Artists now... Reporter Lee Mortimer did the honors with Irving Mills some years back... Block and Sully were in a hot poker game when we intruded... Burns and Allen, also Guy Lombardo, were interrupted during a rehearsal in a SMALL studio (without an audience) at CBS to say "how be ya" in '32... Morton Downey, Bing Crosby, Ted Collins and Kate Smith in a similar manner... We can't remember exactly where or when we met Jack Pearl, but that's oke with us... We couldn't know a grander guy...

● ● ● This could continue indefinitely but space doesn't go on forever. There are many we'd like to meet, such as Bruce Barton, Heagan Bayles, Bill Hodges, Earle Ferris, Dave Driscoll, and the other grand people around who've helped the industry with their ability and clean business tactics.

PROMOTION

Wake 'Em for Broadcast

WMT, Cedar Rapids-Waterloo, and KRNT and KSO in Des Moines, all stations of the Iowa network, pulled neat promotion stunt in connection with the coronation broadcasts which for a time threatened to tie up every telephone line coming into the stations.

Broadcast started in the middle west at 3 a.m. Several announcements were given on the air prior to the broadcast, stating that if anyone wanted to get up and hear the program, the stations would be glad to call them just before it was scheduled to take to the air. As a result two extra girls had to be hired to take care of the calls in the Cedar Rapids studios which netted the station a good deal in the way of good will promotion.

WTIC Historical Data

History of WTIC, Hartford, and vital market data and statistics is being presented in a new 32-page booklet. Source of the material includes government and commercial agencies, the latter being Ross-Federal and Jansky & Bailey. Growth of the station since 1925 from 500 watts to its present 50,000 watts, and colored maps and zone tabulations on population, listeners, industries, etc., are also presented.

Case histories of local advertisers are given, one advertiser having increased its WTIC time some 3,200 per cent in the past two years.

WOAI List of Advertisers

A new issue of WOAI News Casts, the May house-organ, contains a list of the 1937 advertisers over WOAI, San Antonio, to May 1, several success stories, items of interest to retailers about new 1937 campaigns and their merchandising tie-ups, program and talent notes, testimonial letters, several photographs of commercial and sustaining programs, results of a popularity survey and other station news.

G.E. Show With Film Premiere

General Electric's "Hour of Charm" broadcast May 24 over NBC-Red network at 9:30 p.m. will be aired from the stage of the Center Theater, Radio City, before an invited audience, coincident with a showing of "From Now On", new Irvin S. Cobb 20th-Century Fox picture. Cobb is seen in role of a bachelor in an old-fashioned home, which will be contrasted with modern household equipment.

KDLR Coverage Data

A folder giving detailed coverage data, as well as other information about the station, its advertisers and a couple of leading programs, has been put out by KDLR, Devil's Lake, N. D.

WCAE Summer Appeal Piece

Using "swing" as an art and text motif, WCAE, Pittsburgh has put out an interesting folder giving "the inside story on summer appeal." Copy gives a few reasons why advertisers should and use WCAE the year around.

NEW BUSINESS

Signed by Stations

Philadelphia

WFIL: Mitten Bank & Trust, through Harry S. Goodman Agency, N. Y.; Poth Beer, through Schwartz Agency; Mahoney Shoe Dressing; Locust Furriers, through Ed Shapiro Agency; F. W. Fowles (Gay Products), through Ferguson Agency; Dr. Allen L. Michaels (chiroprapist); Reliable Motors Co.; Hap's Ice Cream Co., through Ferguson; Sorgi & Co. (refrigerators); J. Frank & Sons (ginger ale), through Buckley Agency.

WDAS: Shore Electrical Co.

WSOC, Charlotte

Seven-Up Bottling Co., General Foods (Certo), DeVoe Paint Co., Charlotte Laundry, Ban-Dan Laboratories, Pritchard Paint Co., Charles Stores, Purcell's, Johnston Furniture Co., Lucielle Shops, Pound & Moore, Epting's Inc., Kay Jewelry, Davidson College, Payne-Farris Co., Nu-Enamel Co., Belk Bros., Sterchi Bros. Furniture, J. O. Jones Co., R. P. Covington, Charlotte Fish & Oyster, John A. Leland, City Ice Delivery.

San Francisco

KFRC: Gallen Kamp stores, through Long Adv'g Service; Sutter Hospital Drug Store; Moore Electric Supply; San Francisco Ass'n of Underwriters.

KPO: Lewis-Howe Co., St. Louis, through H. W. Kastor & Sons; Cardinet Candy Co., Oakland, through Tomaschke-Elliott Inc.; J. W. Marrow Mfg. Co., L. A.

Springfield, Mass.

WSPR: Mass. State College; Italian-American Co-Op merchants program; Committee for Industrial Organization; Radio Co-operative League (radio dealers).

WMAS: W. F. Matton Engineering Co., Holyoke; Stillman's Dept. Store.

WHO, Des Moines

One Minute Washer Co., Newton, Ia., Jack Shelley in "Women in the News", through Fairall & Co. agency; Allis-Chalmers Mfg. Co., Milwaukee, through Bert S. Cittens agency, Milwaukee; E.Z.A. Laboratories Inc.; Davidson's Furniture Store.

Dallas

WFAA: South Texas Cotton Oil Co. (Crustene), through Franke-Wilkinson-Schiwetz Inc., Houston; A. J. Krank (cosmetics), through McCord Co., Minneapolis.

KRLD: R. C. Cola (beverage).

KFYR, Bismarck

International Harvester, Leaf Bros. (Spray Brite), Procter & Gamble "Kitty Keene" disks, Hamm's Brewing Co., American Gas Machine Co.

KFRU, Columbia, Mo.

Allis-Chalmers Mfg. Co., Milwaukee (harvesting machine), "Pioneer Stories," twice weekly.

KGO: Acme Breweries, through Emil Brisacher & Staff; Lewis-Howe

ORCHESTRAS - MUSIC

PHIL SPITALNY and the "Hour of Charm" Ork will play a date at Dorney Park, Allentown, Pa., June 10. Deal was set by CRA.

Nick Lucas currently featured on the Al Pearce show, recently won a Federal Court battle over a song written by two Pennsylvania youths without having to put up a defense. He celebrated his victory by rendering, without benefit of guitar, "Tip Toe Through the Tulips" in the marble corridor of the courthouse at the request of six women jurors who sat on the case.

Frances Maddux, sophisticated songbird of CBS "Roadways to Romance," is currently warbling at Chicago's Hotel Stevens Continental Room. Jimmy Joy is batoneer.

Cab Calloway is scheduled to play the Melody Mill, Dubuque, Ia., June 26, and Appleton, Wis., June 27. CRA is responsible for the arranging of both dates.

Trionon in Chi will feature a series of name bands during the dog days, including Red Nicholls, Anson Weeks and Ted Weems who leaves the Aragon to open there September 1.

Lou Blake and his Aristocrats of Music took over at the Park Plaza Crystal Terrace last Friday, to be aired nightly via KMOX, St. Louis.

Harold Stern and his band will play one engagement at Fernbrook Park, Lucerne, Pa., June 5.

Maurie Sherman and the music-making lads will open the summer season at Lake Geneva, Wis.'s Riviera, effective May 28.

Don Juan, Latin batoneer, and his Cuban band are holding forth in the musical manner for the first time at El Toreador, N. Y. C. Spot has a WNEW wire.

A new series of torrid dance orchestrations, written and arranged by Buck Ram, is being released by Jack Mills under the title of "Historical Swing Series." The four basic num-

bers are: "Noah's Ark," "Adam's Apple," "Bagpipe Stomp" and "Queen Elizabeth."

bers are: "Noah's Ark," "Adam's Apple," "Bagpipe Stomp" and "Queen Elizabeth."

Edgar Matthews, baritone heard on the Capitol Hour Sunday morning show, introduces "Southland Serenade," one of the most distinctive of the new Mills Music song releases.

Johnny Hamp and all the boys will play a date at Staunton Military Academy, Staunton, Va., May 31.

A new series of organ recitals from the Skinner Studios on Sunday mornings from 10-10:30 a.m. over WQXR features Arthur Huntington, who has been organist in various metropolitan churches for many years and a member of WQXR's musical editorial staff since 1934.

Matty Levine, pianist, returned to the WMCA airwaves last Saturday at 1. Mr. Levine will continue his programs of piano recitals, presenting guest soloists from time to time.

Fred Waring's Three Fellas, Roy Ringwald, Craig Leitch and Paul Gibbons, have finished a new song, "Little Fraternity Pin," which Rosemary Lee will use in her picture.

Stuff Smith and his Onyx Club Boys have been set by Herman Bernie for the Walter Wanger film, "52nd Street." Engagement begins June 14.

Glen Gray and the Casa Lomans will be featured at Eastwood Park, Detroit, effective Aug. 20.

The scene of Del Courtney's musical activities from May 25 on will be the Detroit Book-Cadillac.

Batonist Lou Blake and his band will open at the Park Plaza Hotel, St. Louis, May 14. CRA was responsible for the deal.

Jan Garber's Orchestra will be heard in Gadsden, Ala., under the WJBY aegis on June 7. Station has presented several name bands in the past, including Kay Kyser and George Olsen.

Start New KFYZ Studios

Bismarck, N. D.—Construction has started on the new KFYZ studios in the same location as the old quarters, the Hoskins-Meyer Bldg. Layout was designed by Ivar Nelson, chief engineer, and work should be completed in a month. Acoustical design is carried out in acousti-celotex panels on walls and ceiling, with sheet rock borders and rubber tiled floors.

For the Archives

Rochester, N. Y.—WHEC had such success with its recordings of the Coronation ceremonies that the Rochester Museum requested privilege of reproductions for its permanent libraries.

WITH THE

☆ **WOMEN** ☆

By ADELE ALLERHAND

ERSTWHILE "Baby" Rose Marie is in process of creating a series of 24 disks comprising her repertoire of popular ditties... If all goes well, she'll cross the Big Pond for profesh reasons soon... The comely lass who does those commercials from time to time on the "Captain Tim Healy" airings is Julia Stewart... Frankie Basch takes to the air tonight in somewhat unexpected fashion... She'll do a flagpole interview with "Shipwreck Kelly" in his Fifty-third Street eyrie over WMCA... That station's "Vanishing New Yorker" broadcast on Thursday will have a bona fide telephone operator to speak one line, on account of none of the thespiennes sounded like t.o's... Ray Lee Jackson of NBC reports it's been more fun photoging the Kiddoodlers, (the kitchen utensil tympanists) than anybody...

Ann Harding's new assistant in CBS publicity is Teresa Wilson and she hails from Los Angeles... Kathryn Cravens is busy playing hostess to her sister these May days... Ann Leaf's sister, Esther, who's organist for Tri-States Theaters and is occasionally heard on sustainers, has a new son... Edith Caldwell, warbler, and Charles Floyd, organist, both of the George Olsen organist exchanged marital vows at the Houston country club, t'other day, with George and sec Dorothy Ross standing by as attendants... The bride and groom were with the Orville Knapp outfit before Olsen took it over some 10 months back... Dick Schroeder, CBS press dept.'s office boy is vacationing at Elkton, Maryland... Garrett Porter, "March of Time" scriptist is spending some weeks in Topeka, Kansas, because of a death in the family...

Prof's J. Howard Hanson and Jos. K. Folsom, both known to fame as instructors in the much discussed marriage course at Vassar, will discuss "Responsibilities of Marriage", in the academic manner, on "Let's Talk It Over", May 24, which program will be heard at 4 instead of its usual 3:30... WFIL's Women's Club to throw its final monthly party of the season tomorrow with the festivities filtering over the airwaves via that station... Martha Laine, club director, has promised a program of guest talent, with entertainers from the Guy Lombardo outfit, currently appearing at the Earle Theater, in the foreground...

AGENCIES

CHARLES E. PRINS, v.p., and William W. Keifer, Jr., secretary-treasurer, have resigned from Kelsey, Prins & Keifer, Inc. and will form the firm of Prins & Keifer, Inc. They will retain all accounts previously directed to them.

BENNETT BATES, who recently resigned from Lennen & Mitchell, has joined the executive force of Benton & Bowles, Inc.

CAROLYN LARLINS, formerly with G. Lynn Sumner Co., has joined T. J. Maloney Inc. as an account executive. Miss Larlins had also been associated with the Mathes Advertising Agency.

R. H. TAGGERT, advertising manager of "Jersey Life," has resigned to establish his own advertising agency. Headquarters will be located at East Orange, New Jersey.

Minn. U. Scriptor Auditions

Minneapolis—University of Minnesota's class in radio script writing is in the throes of its regular semester auditions. The 40 scriptors not only wrote the respective programs that make up the three auditions, but they are both "audience" and "talent" in the shows. The script runs the gamut from one minute commercials to 15-minute family sketches and music shows. Transcriptions are used for the "orchestras". The auditions, ending May 21, are in the studios of WLB, the University radio station.

Decidedly high English requirements were fixed by Luther Weaver, Twin Cities radio agency advertising man, when he established the course in February, 1936, at the request of the University Extension Division of which Dr. Richard R. Price is director.

WHEC Aids Community Chest

Rochester, N. Y.—WHEC donated six 15-minute periods for publicity of the Community Chest campaign. Programs were dramatized stories of cases helped by various agencies which are supported by the Chest. The dramatics were planned, written, and directed by Walter Folmer. The casts were composed of professional Rochester actors.

Station also donated several spots the last few weeks to the Chest campaign which were used for talks by prominent Rochesterians. To complete the station's activities in this regard, the WHEC weekly Variety Show, "Stone 1320", in which Rochester industries and institutions are honored, saluted the campaign in a recent program.

NBC Signs Frank Forest

West Coast Bureau, RADIO DAILY

Los Angeles—NBC Artists Bureau has signed Frank Forest and will represent him in television as well as radio. Forest, just back from a four-month concert tour, leaves July 5 to fill an engagement at the University of Illinois, then to New York for television tests.



"PAUL REVERE"

Sustaining

WABC-CBS Network, Sunday, May 16, 7-7:30 p.m.

HISTORIC FOLK TALE IS GOOD LITERARY JOB BUT LIMITED IN GENERAL APPEAL.

Written expressly for radio by Stephen Vincent Benet, this production of the Columbia Workshop did not seem to have the dramatic suspense or popular interest contained in most of the previous Workshop presentations. From a literary standpoint, it sounded like a good piece of work, as Benet is no novice at the writing art. But suspense, excitement, thrills and climaxes were lacking, and these are basic essentials of any successful radio drama.

The dramatization was largely a narrative recited by an old man to a wide-eyed kid, with Parker Fennelly playing the former part in the same voice that he has used on many other rural characterizations. He told a somewhat whimsical folk tale about Paul Revere and what is suggested as the "inside story" of the American Revolution. The garrulous recitation becomes rather monotonous, with a brief interruption where a scene at Paul Revere's shop is dramatized. Edgar Stehli does well as Revere.

"OF GREAT RICHES"

Sustaining

WJZ—NBC-Blue Network, Saturday, May 15, 8-9 p.m.

FINE ADAPTATION OF ROSE FRANKEN NOVEL, EFFECTIVELY ACTED.

As a sample of the possibilities for full-length dramas on the air, this one-hour presentation is most encouraging. Adapted by Raymond Scudder from Rose Franken's latest novel of the same name, it is an excellent job of scripting, enhanced by first-rate performances and particularly appealing work by Helen Claire as the central character. It's the story of a girl who becomes a famous novelist after marrying a chap whom she met accidentally and romantically. Her success is followed by a rift in the happy domestic scene, with another man and another woman entering the picture, but true love brings about a happy reunion in the end.

Miss Claire put fine emotional feeling and fluid shading in her reading of the principal part. James Meighan was excellent as the husband, and there was very good work by Carl Reid as the wife's friend, Florence Malone, Frank Hale and Jimmy Donnelly. James Church directed.

"OF MICE AND MEN"

Sustaining

WEAF—NBC-Red Network, Sunday, May 16, 10-11 p.m.

ABSORBING THOUGH RATHER SORDID DRAMA BASED ON CURRENT NOVEL.

Seamy and a bit hard to swallow on some points, this drama of a

couple of farm workers struggling to get a few simple pleasures out of life is nevertheless one of those things that get under your skin and hold your interest. One of the two men has the strength of an ox but a nitwit mind. He is so strong that when he pets a mouse or a cat or a dog, he kills it. His favorite pastime is carrying a dead mouse around in his pocket and petting it periodically until his friend finds out and makes him throw the dead animal away. The other fellow is a good, industrious lad whose chief concern is to keep his infantile-minded buddy out of trouble.

The boys get a job on a farm and plan to accumulate a stake so they can buy a little place of their own. But their dream blows up when the unfaithful wife of another worker comes fooling around the strong man, and he unintentionally kills her.

Script is by Francis Wilson, who adapted it from the John Steinbeck novel, which the author also is dramatizing for Broadway. A fine performance was given by Warren Parker in the role of the sensible lad, while the goof was well played by Mark Smith, and the siren by Florence Malone. Direction was by Harry MacFayden.

Briefly

DR. HARRY HAGEN, a pioneer in the radio spelling bees, is back on WABC at 4-5 p.m. Sundays with his school teams of competing spellers. Though the show isn't as fast or as thrilling as some of its counterparts in which grownups participate, it's pretty good listening for the youngsters. Amusing highlight of the initial program in the new series was the failure of about 10 kids to spell "fluorescent."

SUE MITCHELL, heard on last Saturday night's Swing Club session over WABC-CBS, has a voice and style that sounded refreshing.

FISHFACE and FIGSBOTTLE, with Paul Stewart as emcee, had some very funny byplay on sponsors and products Sunday afternoon over the NBC-Blue. Their sponsor was "nobody" and his product was "nothing," and thereby hung a lot of laughable quips.

JACK BENNY again resorted to a scrap with his cast for much of his comedy last Sunday on the NBC-Red. The scrap idea has done such long and hard duty that it is entitled to a rest. Benny's "Ah, Wilderness" take-off was swell.

W. C. FIELDS again scored on the C. & S. program although the continuity surrounding him seemed a bit loose. Don Ameche, the industrious emcee, and guest Carole Lombard offered a slice of "Twentieth Cen-

F. C. C. ACTIVITIES

EXAMINER'S RECOMMENDATIONS

Okmulgee Broadcasting Corp., Okmulgee, Okla. CP for new station. 1210 kc., 100 watts, daytime, be granted.

KADA, Ada, Okla. Mod. of license to 1200 kc., 100 watts, unlimited, be granted.

Central Broadcasting Corp., Centralia, Wash. CP for new station. 1440 kc., 500 watts, unlimited, be granted.

Asheville Daily News, Asheville, N. C. CP for new station. 1370 kc., 100 watts, unlimited, be granted.

Experimental Scripts

KMBC, Kansas City, has inaugurated a series of weekly Saturday night experimental broadcasts in which members of the continuity staff turn out different type scripts for presentation by the studio dramatic staff. First of the series was a mystery show, "Mystery on the Excursion Steamer," in which the opening was written by Gomer Cool, who turned it over to Woody Smith to work out the second act, while the concluding act was left for Fran Heyser to untangle without suggestions from his collaborators. The series will include plays of all types and will be used to check listener re-actions to different styles of dramatic entertainment.

Jerry Cooper Celebrates

Jerry Cooper, now on "Hollywood Hotel," will celebrate his third anniversary of broadcasting Friday, which also marks his third appearance on the series. Cooper's first broadcast was as vocalist with Emil Coleman's orchestra, May 21, 1934.

Joseph Bentonelli sang in fine voice. Edgar Bergen and "Charlie" also held up their end in fine style.

LOUIS ARMSTRONG's orchestra has simmered to a nice tone and tempo in the NBC-Blue 9 p.m. spot on Fridays. Since the show's premiere, when the orchestra was a little too strong on volume, some restraint has been applied thereto, enhancing the rhythm and harmony. The comedy written by Octavus Roy Cohen and dispensed by Eddie Green and Gee Gee James continues very enjoyable.

FRANCES LANGFORD's return to "Hollywood Hotel" last Friday night gave the CBS program an extra cheerful note. She sang very gaily, individually, and in duets with Jerry Cooper, who also delivered. Charles Winninger was grand in "Cappy Ricks."

EDDIE CANTOR brought in Block and Sully and Luis Alberni to block his card against the Chase & Sanborn opposition, and it was another good show for Eddie.

BOB HOPE got a little more into his stride Sunday night in the NBC-Blue 9 p.m. spot. Honey Chile was back with him, and helped a lot. Dick Merrill and Jack Lambie were guest stars.



MOTION PICTURES move another step into the radio field this week, with Sol Lesser of Principal Productions announcing immediate organization of a radio department to handle talent, prepare scripts, produce programs and put them into network schedules. Louis Hyman was named head of the new department. Planned are programs involving Bobby Breen, Marian Claire, Glenn Morris and Smith Ballew. Breen's Cantor contract will be up at the start of the summer season, and although Lesser's office says Breen is expected to return to the Cantor show in the fall, he hopes to put him on a nationwide network program during the interval. Morris is the subject of negotiations for a transcontinental Tarzan strip. Writers announced for the Lesser radio organization include Gertrude Berg, Forrest Barnes, Clay Osborne and Robert Thompson.

Bill Finley, reported as having left KEHE to go with the Lile Sheldon agency, is freelancing, although he may make an agency connection later.

Ken Stuart has been appointed to replace Mel Roach as m.c. on the California chain's Listen Ladies program.

National Summer Dog Show, Saturday and Sunday, aired by KMTR for two half-hour periods, with L. A. Soap Co. sponsoring.

Bert Rovere and his Paris Inn singing waiters, heard on a CBS nation net weekly, starts this week with three daily 15-minute remotes over KMTR—one afternoon, an early evening and late airing.

Labor troubles in connection with the building of the new CBS studios have been patched up, pickets are off, and the contractors and unions have reached an agreement after a brief strike that followed the picketing. Threat to extend the picketing to CBS studios brought CBS into the picture, and contractors agreed to adopt the closed shop policy.

Hal Bock, NBC publicity chief, left at the week-end to take his vacation—a week in Arizona, a week in San Francisco.

Fred Dick, who runs NBC's mimeograph department, off for Yuma to marry Freidarika Von Hartz.

NBC artist bureau has signed Don Wilson on a three-year contract with General Foods.

CBS will produce its "Smoke Rings" program, just signed for H. Sutliff & Co. (Heine's Blend Pipe Tobacco), originating it in SFSO studios in San Francisco, piping it South to KNX for Los Angeles release only.

Harvey Harding of WLW staff joins Clover Kerr, 15-year old girl who lost both legs and an arm in an automobile accident, and who guested on Gus Edwards show, showed such radio talent that KFWB has signed her to do a 5-a-week 15-minute program, "Bridge Builders," which will be a

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 33 of a Series

WFAS—White Plains, N. Y.

1210 K. C.—100 Watts, Day and Night

FRANK A. SEITZ, Pres.

SELMA SEITZ, Treas.

B. M. MIDDLETON, Sales Mgr.

WFAS, located in the county-seat city of White Plains, Westchester County, N. Y., is in the midst of an important retail-buying market whose annual sales run to nearly a half-billion dollars. This is without considering parts of New York City, which fall within the station's secondary service area. Sales in the WFAS trading area average fifth in the nation. Per-store sales in foods are higher here than anywhere else in the U. S.; filling-stations clock higher sales than anywhere save Manhattan County—surpass even Cook County, Ill., home of Chicago. And out of a population of some 600,000 in the Westchester-primary area, there are better than 480,000 radio listeners. WFAS finds itself in an ideal test market for those products especially which desire coverage in a fine residential region.

WFAS has spared no expense in setting up a model layout for a community station. Established in 1932 in the Roger Smith Hotel, the station erected new "Sky Salon" studios atop the hotel in 1934, and dedicated them in January, 1935. Studios are completely acoustically equipped and decorated in a semi-moderne motif. Maximum signal conservation is preserved by location of the transmitter at the same point with the studios, practically the geographical hub of the County. The station is wide-range equipped, using Brush multi-cell crystal microphones and velocity microphones, RCA dual 78 and 33 rpm tables, and in December, 1936, installed Presto professional recording apparatus.

WFAS was a pioneer in the publication of its own house-organ, which was begun in 1933 as a mimeographed sheet, and expanded in 1934 to a four-page printed format. It now numbers a readership of about 7,000, and is issued without subscription or mailing charge on alternating Wednesdays. It carries a complete two-week program calendar, and editorial stories of sponsors and programs.

In 1936, WFAS installed an especially built two-manual Moller pipe-organ, and recently placed an order with the Lehigh Structural Steel Co. for a 190-foot vertical radiator.

WFAS enjoys the unique position of never having carried a national sponsor to date without at least one renewal, and several number as many as six and seven renewal orders. A recent campaign of 13 five-minute programs drew dollar bills for the sponsor by mail from 27 communities, including New York City, and as far away as Newburgh and Bridgeport. A children's contest polled 174,000 votes by mail in seven weeks. A four-time-weekly recorded request program in mid-afternoon pulls better than 1400 responses a week. Another WFAS show proving of outstanding value to its sponsors is the Mayflower Reporter, a series of street-interviews stressing the Safety in Driving angle, sponsored by Mayflower Stations, Inc.

WFAS furnishes full merchandising cooperation, and has been notable in the issuance of detailed informative brochures of coverage and market data for agencies, sponsors and their space-buyers.

cheery chatty spot with guests first of which will be Lloyd Douglas, writer. She'll do the program from her home by remote.

KNX to take Jack Case spot on "Summer Salute."

Don Lee net and KHJ will originate programs for nationwide Mutual net from 7 to 9 p.m. PST tonight, extending the regular weekly Sing Time to an hour, and following with Earl Hines ork from 8 to 8:30, with Carroll O'Meara's comedy satire "Devil Grass in Paradise" during the final half-hour. The O'Meara play already aired locally, will not be released locally.

George Fischer's "Hollywood Whispers," Mutual net, has set Joan Blondell for interview May 29; John Trent, for June 12.

Hollywood Radio Script Bureau being opened by Bert Phillips, to list and file scripts, with monthly mailing service to keep agencies and other users of scripts posted on what is available. Will classify lists, and handle scripts from 30 seconds to one hour.

Standard Radio has signed KIRO, Seattle, for library service.

Walter Biddick Co. taken on KJBS, San Francisco, and KQW, San Jose, for representation.

Probability that NBC's "Thrills" program will be used for a series of film shorts, using best episodes of the series.

Jack Oakie's College (Camels) goes off the air for the summer, starting June 22. No show yet set to replace it for summer.

Arthur Tibbals recorded coronation, dubbed off enough to make six 12-inch phonograph records, rushed 'em out to music store trade.

Junior Chamber of Commerce preparing to do a coast-to-coast program with Peter Arno, McClelland Barclay, LeRoy Prinz, Russell Patterson and Arthur William Brown. The group of illustrators are to pick a Southern California model outdoor girl.

Wade Lane, old time grand opera, musical comedy and stage star, and for past eight years featured radio player, is creating a series of 52 15-minute song and dialog programs, "Home Folks," for Mertens & Price, Recordings, Inc., is waxing.



PAT BARRETT (Uncle Ezra) yesterday chalked up his 400th broadcast on NBC networks. His wife, Nora Cuneen, and Lucille Long, contralto, the Hoosier Hot Shots and other members of the cast helped him celebrate.

WGN employees formerly on a 41-hour week are now on a 40-hour, five-day schedule.

Joan Blaine's new dramatic show will be a half-hour evening venture, emanating from Chicago for first few broadcasts, then moving to New York. Lord & Thomas handling.

Betty Bennett and Joe Wolverton, novelty duo, signed for new NBC series.

Wayne King and Ted Weems signed for Billy Rose's Aquacade at Cleveland Fair this summer.

Leslie Atlass, CBS vice president here, on executive committee of Chicago Charter Jubilee horse show.

KSTP's Coronation Coups

St. Paul—KSTP pulled three coups of the coronation broadcasts and landed a straight plug story on page one of the Twin City dailies before the boys realized the yarn was out-and-out publicity for the station. First coup came when the station, beating the others in the area to the draw, remained on the air all night. Second, KSTP checked power consumption to see how many were listening in. The check was made at 2:45 a.m., when all the others were off the air, and showed a 3,000,000 watt increase over normal, indicating 123,000 listening. Third coup was obtaining permission from British Broadcasting Corp. to pick up for re-broadcast early features on the crowning of George VI.

Sponsor for Ak-Sar-Ben Races

Omaha — Falstaff Brewing Co. has signed with WOW to sponsor the daily feature races during the Ak-Sar-Ben spring meet here starting Decoration Day. Elaborate plans have been made by Station Manager John Gillin Jr. and Program Manager Harry Burke to make both a sport and a civic affair out of it.

Star Radio Signs 4 Stations

Star Radio Inc. has signed four additional stations for its Morning Bulletin broadcasts. Latest additions are WFOR, KDAL, KVOL and CJAT.

GUEST-ING

MARY BOLAND, on Chase & Sanborn program, May 23 (NBC-Red, 8 p.m.).

ANNE JAMISON, on Rubinoff program, May 23 (CBS, 6:30 p.m.).

WILLIAM BRADY, in "A Free Soul" on Kate Smith's Band Wagon, May 27 (CBS, 8 p.m.).

TEXACO SIGNS GANTOR FOR SIX MORE YEARS

(Continued from Page 1)

agreement reached this season with a comedian, Jack Benny having drawn a long one earlier in the year. Deal is reported to have been set following a Texaco survey of some 45,000 dealers on their program ideas.

Good Will Campaign Discussed by Ascap

(Continued from Page 1)

representatives of the organization. John G. Paine, general manager, presided. After president Gene Buck made the address of welcome, E. C. Mills, chairman of the administrative committee, outlined the public relations plan, the talk being entitled, "Problems of Public Relations and Good-Will."

Others who spoke included E. S. Hartman, general counsel and representative of Ascap in the midwest, with Chicago offices. Some 53 field reps are in attendance.

Guizar to South America

After his present personal appearance tour, Tito Guizar goes to Mexico City in June for a Mexican film, then to South America in July for concert and radio work, returning to start work in a Paramount film in September. Columbia Artists Inc. set the bookings.

Approve Mackay Resolution

Washington—Senate yesterday approved resolution of Senator Borah asking FCC to tell Congress why it refused Mackay Radio permission to operate a radio station at Oslo, Norway.

Frank Dyer Sues Decca

Frank L. Dyer has instituted a suit against Decca Recording Co., charging infringement on his patent by that firm. Case has been entered on the court docket and will be heard shortly.

ONE MINUTE INTERVIEW

JACK MILLS

"Radio, which originally had a great deal to do with adversely affecting the sale of phonograph records, is gradually helping that industry get back on its feet again. In addition to popularizing certain orchestras and giving them a name so that their records will sell, there has sprung up a demand for repetition of some of the radio highlights of the season and alert waxing companies have been recording these program excerpts."

★ Coast-to-Coast ★

T. W. SYMONS JR., who with Ed Craney recently acquired KXL, Portland, Ore., has moved to that city with Mrs. Symons and taken up permanent residence there. Harry B. Read, former owner of the station, will manage KSLM, Salem, Ore. Symons also owns KFPY, Spokane.

Duncan McLeod is a new member of the announcing staff at KXL, Portland, Ore.

Dwight Williams, formerly at WCAU, WELK, WJJD and WKBZ, is now on the announcing staff of WTMJ, Milwaukee. He is the second recent addition, the other being Claude Kirchner.

Bob Seal conducts an "I Need a Job" program on WCOL, Columbus, in cooperation with the State Employment Service.

Alec Templeton of "Universal Rhythm," on CBS Saturday nights, was interviewed by Neil Searles over WISN, Milwaukee, at 5 p.m. yesterday while Templeton was playing a concert date in that city.

Production department of WHBF, Rock Island, Ill., got a scoop for an advertiser (Leath & Co., Moline), sponsors of a man-on-the-street series, with the airing of Colleen Moore, former film star, acting as quizzer. Miss Moore is in that city displaying her famous doll house.

Des Moines Air Show activities, held under the auspices of the local chamber of commerce, were broadcast over KRNT, May 15-16.

John W. Quarles, president of Rome Broadcasting Corp., operators of WRGA, Rome, Ga., missed his first directors' meeting of the National City Bank recently. Quarles was one of the organizers of the bank 25 years ago. The directors plan to honor him with a banquet for his loyal record. Radio station WRGA is located on the top floor of the bank building.

Frank Fitzsimonds, manager of KFYR, Bismarck, N. D., is back home after a week in Minneapolis and St. Paul.

WJW, Akron, in cooperation with the state employment service and the local WPA music project, is airing two 15-minute spots weekly under the title of "I Want a Job."

Price Selby, announcer at WRGA, Rome, Ga., is the father of an eight-pound girl, christened Sylvia.

Neil Searles, ace announcer at WISN, Milwaukee, is airing a 15-minute "Diamond Dope" program before every out-of-town Brewer game.

Goodrich Silvertown Stores is the sponsor.

Yale School of Music recitals aired on Mutual and Colonial networks via WICC, New Haven, have been extended to June 14.

Dick Burris, program head of KFYR, Bismarck, N. D., is back on the job after a stopover in Chicago on his way back from the radio education confab in Columbus. Roy Brant, KFYR news director, doubled for him while he was away.

Jack Rice, president of International Radio Club, and his wife Peggy were guests of Happy Quarles and Major Mitchell at WRGA, Rome, Ga., last week.

WOAI (San Antonio) Briefs: Corwin Riddell is rejoining announcing staff . . . Lillian Mitchell has joined the mail dept . . . Ken McClure, newscaster, recently interviewed Beatrice Noyes, famed aviatrix, now surveying for Dept of Commerce . . . Pat Flaherty, sports commentator, made an offer for a map of the fishing area around Corpus Christi, Port Isabel, etc., and received almost 100 replies.

WPTF (Raleigh) vacation plans: Wesley Wallace and Jimmy Little will motor to N. Y. . . . Graham Poyner will make a seaboard motor tour . . . Les Biebl and wife going to N. J. . . . J. B. Clark cruising to N. Y. and may visit Denver . . . Clay Daniel and Gordon Meriwether to visit Georgia . . . Raymond Cosby to see the folks in Tarboro, N. C.

James D. Shouse, manager of KMOX, St. Louis, has been selected as one of the judges of Sunbrite's third annual dealer display contest sponsored by Swift & Co., Chicago.

WEBQ, Harrisburg, Ill., has completely repaired its neon tower, and all is bright again in Harrisburg. The unusually-lit antenna was damaged by sleet storms early in the year.

Associated Radio Writers Inc., Boston, is using the offices of Radio & Film Methods Inc., New York, as temporary headquarters until a sub-agent is named to take care of the N. Y. territory in the handling of the Mehrrens & Price disk releases, according to Ralph Rogers, president of A.R.W.

Mail from listeners has been so heavy in connection with WHBL's "Stump Us" broadcast, that the Sheboygan station has had to call a halt to future letters until further announcement.

Heinie and His Grenadiers, appearing regularly over WTMJ, Milwaukee, have been booked to appear in

LOUIS-BRADDOCK MATCH GOES TO BUICK ON NBC

(Continued from Page 1)

at 11 p.m. Clem McCarthy will do the ringside description.

Buick's 1937 copy slogan is "It's Buick Again!" and this is the third consecutive year that Buick has sponsored the leading heavyweight fight of the year over the NBC networks.

Contract for the rights was signed by T. H. Corpe, director of advertising for the sponsor, after arrangements were made with NBC, Mike Jacobs, and the managers of the two contestants. Charles E. Gannon, vice-president of Arthur Kudner Inc., Buick's advertising agents, represented the agency.

An extensive merchandising campaign will promote the broadcasts but Gannon stated that plans have not been completed as yet.

connection with the Fourth of July celebration at Watertown, Wis.

Jack Joy's orchestra is now being featured with the Oscar and Elmer show over WHBL, Sheboygan, Wis.

James I. Merske, WTMJ announcer, is receiving the condolences of his friends on the death of his father in Milwaukee last week.

WIBU, Poyette, Wis., has been granted permission by the city athletic committee to try out broadcasting of night baseball games at the field.

Myrtle Spangenberg and Lillian Largay have returned to the air over WTMJ, Milwaukee, after a brief absence, the former having suffered an attack of the flu and the latter a sprained ankle and side injury.

"A Volume of Verse," a new sustaining, is being presented Thursdays over WHBL, Sheboygan, by Jack Foster. Station also is increasing its half hour Sunshine Hour broadcast from one to two a week.

Albert W. Marlin, manager of WMAS, Springfield, Mass., has been elected a director of the Springfield Advertising Club.

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