



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 71

NEW YORK, N. Y., WEDNESDAY, MAY 19, 1937

FIVE CENTS

Chev. Balks at Rate Hike

Looking On ... AND LISTENING IN

UNREASONING CRITICISM

The New Republic, weekly journal whose opinions usually are sound, takes a badly aimed potshot at radio in its issue dated today.

"The disaster to the Hindenburg was one more reminder of how very disappointing the radio is as a medium for communicating news," it says, charging that the first reports on number of dead were wildly overestimated, and that the dialing of one station after another brought only the usual entertainment programs with possibly the tail-end of a news bulletin, all of which was very annoying to the listener in question who apparently expected the radio to bring him a complete story, accurately and instantly, from a scene where all was turmoil and excitement

We do not know how The New Republic reasons, but if it had meant to be fair it could have pointed out that two, three and four hours after the radio was giving correct information and extensive details on the fatal crash, the newspapers were still headlining the first exaggerated reports.

As long as the human element enters into news reporting, the first bulletins on any major calamity can never be perfect.

What radio does, however, is to beat all other mediums by anywhere from one to six hours in informing the public of the findings as fast as they are ascertained.

If The New Republic tuner-iner had stuck to one good station instead of skating all over the dial he could have heard plenty of complete statements on the Hindenburg situation starting from less than 10 minutes after the explosion occurred

When the same editorial writer suggests that one station in each city should

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WORC Paper Tieup

Worcester—WORC has made a tieup with Worcester Evening Post whereby paper furnishes local news items to the station in exchange for credit lines. Items are inserted in Transradio Press periods. WORC also gets special display on the Post's radio page, and station has several programs weekly under newspaper auspices

NEW NBC COAST STUDIOS WILL ADOPT UNIT PLAN

West Coast Bureau, RADIO DAILY

Los Angeles—When NBC builds its Hollywood studios, it will borrow a leaf from the movies, and adapt the production unit idea to radio, Don Gilman, coast chief, revealed on his return from New York. A central administration building will house offices and general departments. Around this, there will be grouped the individual studios, keeping each production to itself, and allowing for expansion by the addition of units as they are needed.

Although NBC has several sites in mind, the company will make no decision and take no steps towards

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CBS and KMBC Renew For Five-Year Period

Herbert V. Akerberg, CBS vice-president in charge of station relations, returned to New York yesterday from Kansas City, where he successfully negotiated a five-year renewal contract with Arthur Church, head of KMBC, according to a reliable source. Prior to Akerberg's trip west there was some talk of the station switching to NBC.

WHN Amateurs Become Traveling Theater Unit

The WHN Amateur Hour, sponsored by Procter & Gamble for Oxydol, will broadcast future programs from a different Loew's theater each week beginning May 25. Program, heard Tuesdays 7-8 p.m., has been airing from the stage of the Ziegfeld

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Music Publishers Meet Today On Songwriters' ET Demands

Leading music publishers are holding a meeting this afternoon to discuss action or method of procedure, if any, in regard to the move made by the Song Writers' Protective Association which seeks to handle the licensing of electrical transcriptions and motion picture synchronization use of their compositions, effective on publications after June 1.

40 Stations Are Being Dropped in New WBS Disk Series Due to Drastic Increases in Rate Schedules

ABC of Sales

NBC's sales department will be the subject of the next "ABC of NBC" broadcast, Saturday at 7:45 p.m. Roy C. Witmer, v.p in charge of sales, will be interviewed. Script is being prepared by James Costello.

EQUITY MOVE IN RADIO AWAITS SURVEY RESULTS

Organization of the radio actor by Actors' Equity Association will neither be accelerated nor impeded by the Equity annual election and meeting scheduled to be held June 4, there being no such platform in the "regular ticket," nor is the matter in question scheduled for any sort of a membership vote. Equity officials stated that apparently erroneous

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Five NBC Broadcasts On Indianapolis Race

Five separate broadcasts, totaling two hours of air time, will go over the NBC-Blue network in connection with the annual Indianapolis auto speed classic next week.

One pre-race airing takes place May 28 at 5:45, another May 30 at 3:45, and three on the afternoon of the race. Graham McNamee and Charles Lyon will be at the mikes.

Chevrolet is planning to sign a renewal for the ninth series of WBS transcriptions, but will reduce the station list to about 360 stations. Reason for chopping off 40 stations from the list is due to what the agency, Campbell-Ewald, believed were unwarranted increases in time rates within the past few weeks. Some stations hiked their rates 200 to 300 per cent for a quarter-hour period.

Disk schedule is financed jointly by the auto manufacturer and his

(Continued on Page 3)

P. & G. IS LAUNCHING \$50,250 PRIZE CONTEST

Procter & Gamble, in the interest of Ivory Flakes, through the medium of two of its NBC programs, "The O'Neill's" and "Story of Mary Marlin", will launch a \$50,250 weekly letter contest, beginning Monday.

For the five best letters received each week, completing the sentence

(Continued on Page 3)

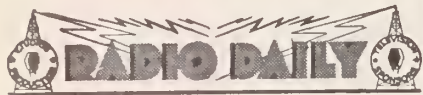
Firestone Tire Show Renewed for 52 Weeks

Firestone Tire & Rubber Co., sponsors of "Voice of Firestone" Mondays, 8:30-9 p.m. over an NBC-Red network of 64 stations, has renewed for 52 weeks effective June 7. Firestone has been on the air continuously since December, 1933. Sweeney & James Co., Cleveland, is the agency.

Quints to Talk

Dionne Quintuplets will talk on the air for the first time in broadcasts from Callender, Ont., over Mutual on May 23 and over the NBC-Red network on May 28, the third birthday of the quints George Taggart, commentator when the quints made their air debut over NBC on their first birthday, will again officiate.

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(Registered U.S. Patent Office)

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FINANCIAL

(Tuesday, May 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 $\frac{1}{4}$	162	163
Crosley Radio	183 $\frac{3}{4}$	183 $\frac{3}{4}$	183 $\frac{3}{4}$	+ 3 $\frac{3}{4}$
Gen. Electric	52	49 $\frac{7}{8}$	51 $\frac{5}{8}$	+ 1 $\frac{5}{8}$
North American	23 $\frac{5}{8}$	22 $\frac{1}{4}$	23 $\frac{3}{8}$	+ 3 $\frac{3}{8}$
RCA Common	8 $\frac{7}{8}$	8 $\frac{1}{2}$	8 $\frac{7}{8}$	+ 1 $\frac{1}{8}$
RCA First Pfd.	66	65 $\frac{1}{4}$	65 $\frac{1}{2}$
RCA \$5 Pfd. B
Stewart Warner	183 $\frac{3}{8}$	173 $\frac{3}{4}$	18	+ 1 $\frac{1}{4}$
Zenith Radio	33 $\frac{3}{4}$	32 $\frac{1}{2}$	33 $\frac{3}{4}$	+ 3 $\frac{3}{4}$

NEW YORK CURB EXCHANGE

Hazeltine Corp.	163 $\frac{3}{8}$	163 $\frac{3}{8}$	+ 1 $\frac{1}{2}$
Majestic	3 $\frac{1}{8}$	3	- 1 $\frac{1}{8}$
Nat. Union Radio

OVER THE COUNTER

	Bid	Asked
CBS A	52	53 $\frac{3}{4}$
CBS B	51 $\frac{1}{4}$	53 $\frac{1}{4}$
Stromberg Carlson	12	13

Television Tests Show Geologic Disturbances

Berlin — Tests undertaken with movable television transmitters on the tops of the Brocken and Feldberg mountains in Germany showed that geologic conditions such as the subsoil water level, ore and coal deposits strongly affect the radiation of television waves. The quite incalculable disturbances caused thereby can be eliminated, so far, only by transmitting through cables, but this being rather expensive, especially in large and sparsely populated areas, the general introduction of television all over the world will still take some time.

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway MEd. 3-1270 New York

Gabriel Heatter Answers Editorial

Taking exception to The New Republic's editorial criticizing radio's news coverage of the Hindenburg crash, Gabriel Heatter in his 9 p.m. Monday program over WOR, said in part:

"Any report of a dirigible in flames turned to a shambles in 29 seconds would naturally contain some inaccuracies—one hardly waits for a certified audit in reporting a disaster of such magnitude. When bulletins from Lakehurst report only a few survivors you naturally say so in your radio time—when you find there were twice as many survivors you are happy to know you were wrong and you offer a prayer of thanks

"And any reasonable listener who knows he is getting fragmentary bulletins of a tragedy, not yet five minutes old, accepts whatever figures are quoted as born of temporary excitement and limited check-up—especially when the reporter pauses every two minutes to remind his listeners all figures are pure guess and born of confusion and desperation. But I am more concerned with the criticism which complains of schedules of comedy and entertainment maintained even in the midst of calamity.

"The New Republic writer would do well to visit a broadcast station and get some notion of what it means in time and human effort and money to plan its entertainment—he would discover it is not an easy matter to say to men and women who have worked hard and long and to advertisers who have made their plans and to actors and musicians and production men—sorry no show tonight. It would hardly be fair to them or even to the public waiting for them.

"The show goes on In flood and fire and hurricane—interrupted only to bring news to men and women waiting anxiously for bulletins of dead and wounded. Certainly radio which maintains its schedule and yet breaks in to provide news of great moment would seem to be entitled to praise instead of criticism. The writer would also do well to meet the men who go at times half a night and all night—engineers—production men—announcers—who go all night without food or sleep hanging to a ticker and a microphone in every emergency."

Looking On . . . and Listening In

(Continued from Page 1)

broadcast news reports exclusively, he might just as well advocate only one newspaper for each community.

And has he forgotten the service of radio in the recent Ohio Valley floods, where loss of life and damage to property would have been at least double if radio stations had not turned their facilities to the dissemination of news, broadcasting direct messages to families in danger zones, and finally the quick raising of funds to relieve distress?

Radio has modestly allowed itself to be taken too much for granted.

Its miracles and many good deeds are accepted as matter of course.

But its comparatively insignificant faults are amplified by critics to a degree that is admirably illustrated by The New Republic's editorial exaggeration of an unwarranted complaint.

Ray Hughes Reorganizes Staff at KRLH, Midland

Midland, Tex. — A complete new staff has been assembled by Raymond L. Hughes, who is back at KRLH as general manager after six months with the commercial and announcing staff at KXYZ, Houston.

Hughes, who is the founder of KRLH, which bears his initials, brought Thomas K. Betzel with him from KXYZ as commercial manager.

A complete new program schedule is being put into effect. Midland is in the Permian Basin oil fields of Texas.

KFJZ Renews Thesaurus

KFJZ, Fort Worth, yesterday signed its third renewal on NBC Thesaurus service. Station manager R. S. Bishop signed the contract.

Comer Adv'g Agency Gets Baking Account

Worcester Baking Co. of Worcester, has appointed the Russell C. Comer Advertising Co., New York office, as its agency. K. K. Hansen, is account executive. Radio will be used by the baking concern in a forthcoming campaign.

Shell Show to Change

Shell Show with Joe Cook, aired Saturdays 9:30-10:30 p.m. over the NBC-Red, will definitely make a change in the present set-up at the conclusion of its present 13 weeks. If sponsor decides to stay on the air through the summer, which at present seems unlikely, Cook and the majority of the present cast will go off, with an entirely new presentation stepping in. J. Walter Thompson is the agency.

AP Motion Denied

Federal Judge John W. Clancy yesterday denied the motion of Associated Press and 16 other defendants who sought permission of the court to obtain depositions from out of town witnesses in the \$1,700,000 anti-trust suit filed against them by Transradio Press Service.

Promotion Men Meet Today

Promotion men meet today in the Green Room of the Hotel Edison. Murray Arnold of WIP and Lambert Beeuwkes of KYW are coming over from Philadelphia for the meeting.

NBC Gets Track Meet

NBC has arranged for the exclusive rights to broadcast the ICAAAA track meet from Randall's Island, May 20-29. No network set yet.

COMING and GOING

NELSON OLMSTEAD of KNOW, Austin, Tex., is in town.

EDWARD G. ROBINSON, after doing some guestar shots on the air while East, left yesterday by train for Hollywood.

HUGH SHIELDS of WICC, Bridgeport, off for a brief trip to Indiana.

EARLE BACHMAN, KXBY's New York representative, is remaining in Kansas City for two weeks to work with Hal Makelim, general manager, and the production staff.

E. J. ROSENBERG of Transamerican is expected back from Cleveland this week.

FRANK JARMAN, manager of WDNC, Durham, N. C., is spending his honeymoon in New York. His bride is the former FRANCES MOSS, also of Durham.

CASPER REARDON leaves for Hollywood July 1 to join Universal Pictures.

O. B. HANSON, NBC chief engineer, left last night for Washington and Philadelphia on an inspection tour, to be gone until the end of the week. CHESTER A. RACKKEY, sound engineer, accompanies him.

WAYNE RANDALL, NBC publicity director, returns to Radio City late today or tomorrow after a two-week vacation.

JOHN PATT, manager of WGAR, Cleveland, and MRS. PATT arrive in town tomorrow and sail Saturday for a vacation in Bermuda.

TED MATHEWS, manager of WNAX, Yankton, is in New York.

W. O. PAPE, owner of WALA, Mobile, was in New York yesterday.

EDYTHE MELROSE of Pan-American Radio Sales flew to Boston last night; back late today.

LAMBERT BEEUWKES, sales promotion manager of KYW, Philadelphia, and MURRAY ARNOLD, promotion manager of WIP, Philadelphia, in town today.

EDWARD McHUGH, NBC's Gospel Singer, is moving to Chicago, from which point he will broadcast starting July 1.

JOSEPH BELL, NBC actor and production man, sails on the Dixie tonight for New Orleans, Los Angeles and Santa Barbara, to be gone between two and four weeks.

B. & W. Adds WWL

Brown & Williamson Tobacco Co., Louisville, today starts Henry Du Pre in a new series of sports broadcasts on WWL, New Orleans, Mondays through Saturdays, 10-10:15 p.m. Spot is in addition to the 21 other southern stations broadcasting B. & W. sports programs. Batten, Barton, Durstine & Osborn Inc., placed the account.

Musical Show for Deutsch

Producer Harry Delmar has assigned writers to do a musical comedy titled after Emery Deutsch's new song, "Gypsy From Poughkeepsie." The show is slated for an early fall opening with Emery Deutsch picked for the leading role.

Deutsch will portray a musical genius who has made his home in a trailer. Many spots will be set aside for the maestro's expert fiddling. All numbers will be original Deutsch medleys.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

CHEVROLET IS DROPPING 40 STATIONS ON DISKS

(Continued from Page 1)

dealers who are allowed so much per car for advertising. Stations which have doubled and tripled their rates are mostly located in small towns where auto sales are limited. If a dealer is handling all the cars he can sell and the local station jumps the rates on him half the cost must be met by the dealer from his own pocket.

From the manufacturer's angle, a large number of stations have announced rate increases within the past few months which means the disk budget had to be increased to take care of the renewal.

A study of the schedule revealed the large rate increases and what with the time bill going up in the larger key cities, Chevrolet decided to drop the "expensive" stations and thereby bring the budget closer to its old scale. Chevrolet disk contracts come up for renewal every 13 weeks.

WHN Amateurs Become Traveling Theater Unit

(Continued from Page 1)

Theater in the past, but station has decided to change show into traveling unit to build up a following throughout greater New York. The publicity staff of Loew will co-operate with WHN in the advance and promotion work to be done. Only de luxe houses will be used, and each one will plug airings one week in advance of appearance.

U. S. Marines on KFEQ

St. Joseph, Mo.—The U. S. Marine Corps recruiting division, in cooperation with the American Legion Band, recently presented a most interesting hour broadcast on KFEQ. Program consisted of skits of Marine activities and military music by the band. Marines and ex-Marines took part in presenting three sketches of Marine activity.

The first skit, "The Last Days of the World War," recounted an actual World War experience of Capt. James P. Schwerin in what was probably the last battle of the war on the European front. "Sea Going" gave listeners a taste of a marine's life at sea and was embellished with a series of bugle calls and illustrations of their use. "Aviation Sketch," introduced by Capt. C. J. Peters of the Aviation Squadron of the U. S. Marine Corps, told of a Nicaraguan adventure.

The broadcast brought many favorable comments and the Corps plans to return with another program.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

NEW PROGRAMS—IDEAS

Invade Maternity Ward

There isn't any place that WFBC, Greenville, S. C., won't put its microphones for its popular program, "His Majesty, the Baby." Last week Chief Announcer Bill Bivens and Chief Audio Engineer Hubert Brown interviewed the new arrivals in the maternity ward of the Greenville General Hospital. In order to gain admittance to the ward, they had to wear white aprons and antiseptic coverings over their mouths, which didn't cramp their style enough to be noticed.

Program is a Monday morning series sponsored by Eckerd's Drugs and has been highly successful in listener interest, results for the sponsor, and in building good-will all-around.

New NBC Coast Studios Will Adopt Unit Plan

(Continued from Page 1)

building the new plant until the present 3½-year lease is disposed of, Gilman said. Only thing definite is that the site will be in Hollywood, centrally located, and not in downtown Los Angeles or in an out-of-the-way location. For one thing, Gilman said, the company feels there is glamour value in being able to say "from Hollywood," which his company will not permit when airings are from Los Angeles proper.

Among the headaches connected with the new studios is the fact that no matter how work is rushed, they cannot be completed much before the year's end—and the coming of fall promises to have so many shows airing from here that it may be necessary to put up temporary structures to take care of them. Present airings just about use the limit of available studio and theater spots—and the fall schedule will at least double the number of programs originating here.

Handle Radio Tieups for Expos

Edward F. Korb and Worth Colwell have been appointed to handle all publicity and public relations work for the following expositions to be held this fall and winter: National Automobile Show, Oct. 27-Nov. 3; Brooklyn Auto Show, November; Exposition of Chemical Industries, Dec. 4-11; Heating and Ventilating Exposition, Jan. 24-28; National Sportsmen's Show, Feb. 18-26, and International Flower Show, March 14-19. Korb and Colwell will handle the radio tie-ups made in conjunction with the meets.

Decision Reserved

Justice Samuel I. Rosenman, of the N. Y. Supreme Court, reserved decision yesterday on the motion filed by counsel for Dr. John Hays, who seeks to examine before trial defendants in his \$100,000 suit against "March of Time" program producers and CBS for alleged use of his name without authority.

WTAX Sports Review

WTAX, Springfield, Ill., has been featuring a Sports Review and Interview each Monday, Wednesday and Friday for the past several weeks which has gained wide public acceptance throughout central Illinois. The first half of the quarter hour program, consists of daily baseball results, interesting highlights in the sporting world and the latter half is devoted to interviewing both local and transient sporting figures who are constantly drawn to the Capital City of Illinois. This program has proven most satisfactory to a local department store having one of the outstanding sporting goods department in central Illinois.

Equity Move in Radio Awaits Survey Results

(Continued from Page 1)

ous information to this effect had appeared in some daily newspapers.

Exact status, according to the Equity spokesman, is that the AEA never votes on such propositions, and in so far as organizing radio actors is concerned, the Equity Council had decided to do it some time ago, and a committee appointed then is still studying the matter and surveying the situation. General Counsel Paul Turner is also at work on the organization of the radio actor.

"Many of the members of the committee as well as those on Equity Council are working in radio right now," said the Equity officials, "and for this reason the committee personnel will not be revealed. When survey on conditions, payments and scale by networks and advertising agencies is completed, the networks will be called upon and told just what Equity has in mind. We are certain the networks would rather deal with us than the C. I. O., for instance. At least we have radio actors in our midst who understand the problems of both sides."

WFAS Air Theater Is Four

White Plains, N. Y.—The WFAS Air Theater celebrated its fourth anniversary on the air last week. Group broadcasts a 30-minute show each Saturday evening at 8:30. Frank A. Seitz, dramatic director at WFAS, sprung a surprise on the cast by calling for brief, ad-libbed remarks from three charter-members of the group: Mary Lawrence, Shirley Newbrook and Warren Ives. John Lindsay, sound productionist, came in for a bit of gentle ribbing.

CLAUDE SWEETEN

SONG PUBLISHERS MEETING ON WRITERS' ET DEMANDS

(Continued from Page 1)

SPA since the large producers have their own publishing subsidiaries. Thus the big publishers with motion picture affiliation are not as worried as the small indie publishers.

Important publishers voiced the opinion to RADIO DAILY that electrical transcriptions are more or less a matter of song exploitation and that they couldn't see how the SPA was going to take over exploitation of tunes. The exercising of Section IX of the by-laws and contract of the SPA has been hanging fire since 1932 and the SPA Council suddenly decided to seek these rights exclusively for the writer. Irving Caesar, president of the SPA, is equally optimistic that the writers will eventually secure and handle the rights other than that assigned to Ascaph.

P. & G. Is Launching \$50,250 Prize Contest

(Continued from Page 1)

"I use Ivory Flakes for washing my stockings because...." a cash award of \$1,000 will be presented. Contestants submitting the next 1,250 best letters will receive two pairs of \$1.35 silk hosiery.

All entries must be accompanied by an Ivory Flake box top. No limit is placed on the number of entries. Winners of the cash awards will be announced on the radio programs. Contest closes July 3.

NEW ORLEANS

"Down Old Melody Lane" is the title of a new 30-minute co-operative program WWL is putting on, bringing into play Carl Lelky's string ensemble with Madge Langford, contralto, alternating with Dorothea Ernst, soprano, as singers. Daily.

The "Sidewalk Broadcasts" of Henry Dupre, 15 minutes daily, over WWL from spots along Canal Street, are now sponsored by Gulf Refining.

Less of a shiny blonde and dropping some of the pseudo-dignity as she turns rhythm singer, Velma Raye is probably the most frequently aired singer here. Goes over three stations daily—WWL, WSMB, WDSU—as she sings with The Roosevelt Rhythm Kings from the hotel's cocktail room.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

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

Open





all Summer

Every Pocket-Book and Change Purse that Milady Owns...Open to NBC Advertisers All Summer Long

Summer is the spicy season of gay romance and high adventure. Milady spends eagerly! Spends for glamorous accessories... for trips... for Cinderella's glass slippers... spends even for food. And the Colonel's Lady and Judy O'Grady are sisters-under-the-skin when it comes to buying... artichokes or apples... lipstick or liniment... caviar or cabbage.

And as the mercury flirts with the century mark, does she stop listening? A thousand times No! NBC advertisers have discovered this fact. Last Summer they invested 72 per cent more than the previous Summer in NBC week-day daytime programs alone! They are learning that there is no "off season" when NBC programs invite to buy. May we tell you how... and why?

*RCA presents the "Magic Key of RCA" every Sunday
2 to 3 P. M., E. D. S. T., on the NBC Blue Network*

National Broadcasting Company

A Radio Corporation of America Service

San Francisco

FRANK CASTLE, concert pianist, featured on KYA and the Orange network for six months, opens an extended engagement with his ork at the Deauville club, Thursday night, replacing Ran Wilde, who embarks on a series of one-night stands through California.

Tom Guinn is announcing the Bay Meadows daily racing over KYA during the absence of Joe Hernandez, who is in the Pacific Northwest on a business trip.

Sam Dickson, NBC script writer, in Hollywood dickering about his brainchild.

Ford Billings, general manager of the California Radio System, visiting KYA on a business trip from Los Angeles.

Frank Anderson, the "Ne'er Do Well," has started a vocal series at KYA's Oakland studio.

John Marley will take the lead in a "Smoke Rings" program to be piped from KSFO to KNX in Hollywood for release there. First show is set for May 27.

"Death Valley Days" started its fourth year over NBC's Pacific Red network on Tuesday, May 19.

Announcers Cliff Engle, Abbott Tessman and Archie Presby, using three-way communication, handled the opening of the new San Francisco mint Saturday.

"Sunset Land," with Grant Carter as narrator, is a new Wednesday evening traveltalk series on KYA and the Orange network. Agatha Turley is soloist, with Walter Rudolph's orchestra furnishing concert music.

Dr. L. L. Stanley, resident physician of San Quentin prison, is the center of an unusual new series on the Orange network. Reiland Quinn, KYA production manager, and Dr. Stanley are doing the dramatizations, based on cases supplied by the doctor.

OMAHA

Bill Baldwin, WOW staff announcer, is leaving to join WGN, Chicago, this week.

Jesse Butcher of NBC station relations department conferred with WOW officials last week.

Foster May is delivering commencement addresses at half a dozen high schools hereabouts.

Dusty Rhoades, whose music has come from the Omaha Music Box, is moving to Krug park ballroom this week. Helen Nash and Billy Hanson will do the vocals.

Freddie Ebener's band is on KOIL nightly from Chez Paree.

RALPH KIRBERY

"The Dream Singer"

67 WEEKS

LIPTON'S TEA

N.B.C.



● ● ● Benny Goodman and his ork will handle the Jack Oakie show which goes 30 minutes after the 15th airing, when Jack blows for the summer....Don Wilson, signed for three years on the Jack Benny show, may do other shows....Tim and Irene have been renewed for 13 weeks....Willie Farmer departs from Leon and Eddie's the 27th, leaving a former sax-tooter in his spot. Willie goes to the Rockefeller's Promenade June 14....Gus Haenschen, now at St Luke's Hospital, has been signed to direct his band for a new recorded Chevrolet series which makes it the first time sponsor used band other than Rubinoff. Benay Venuta will star on the first set of discs....Charles Kullman of the Palmolive show, has been set for the "Goldwyn Follies"....Jan Peerce will solo with the Newark Symphony June 29....Carl Ravell's team plays Frank Parker's nine Sunday at Diamond Five, Central Park.

● ● ● CBS' Colonel Jack Major, who does everything on his Monday show, says:...."It is beginning to look like FDR has turned Washington into a baseball game. He is the pitcher and has 9 men to retire before the Democrats come to bat. Those with a batting average of over 70 make him nervous and it's pretty hard for him to fan any of them....Looks like the more he fans 'em, the hotter they get!....A fellow by the name of Hughes is the umpire at home plate—while a guy called Lewis calls the strikes. (He is usually sitting down)....The first inning (which began in 1933) the Dems. got three men on base. NRA got as far as third—AAA got to second—and Guffey was caught coal, trying to steal....My suggestion is the next time the Dems. get the bases loaded, put Garner in as pinch-hitter and he'll knock one of those long Texas leaguers."

● ● ● Harry Salter with his "sweep music" goes Lucky in June for seven weeks....Andy Devine appeared on the Benny show Sunday using crutches....Peter Van Steeden does "Hit Parade" as a quester next Saturday sans band....Betty Wragge of the "Pepper Young Family" was screen-tested by M-G-M and goes west in the Fall....Songsmiths are set for a Rubinoff turn, as is Phil Duey....Sue Mitchell, "Swing Session" vocal clicker, goes to Bunny Berigan at the Penn Friday in the featured singing spot....Barry Wood is dieting and exercising so that he may look romantic....There must be a dearth of columnists around (or else they're all on the air now!) because Paul Stewart, an air actor, is the "Hollywood scandal-monger" on the Noxzema show!

● ● ● Don Hastings, manager of KDB, Santa Barbara, Cal., following the Coronation airing received from Mutual, asked his listeners if they would like to hear the recording of King Edward's abdication speech....The dialers were given 10 minutes to respond and within that time 105 calls were taken—85 for the playing of the recording and 20 against....One listener was so indignant he threatened to have all English subjects boycott the station and wire the British Consul—but the record was played and received favorable comment....WMAZ, Macon, Ga., has gone in for civic activities in a big way....E. K. Cargill, prexy and general manager, has joined the Kiwanis Club, is Chairman of the C. of C., member of the Propellers Club and head of the local model gas airplane association....George P. Rankin, Jr., vice prexy and chief engineer, has become a Rotarian....Wilton E. Cobb, secretary and treasurer, is a Civitan Club booster....Frank "Red Cross" Crowther's civic duties include membership in the Exchange Club, and Walter Graham, salesman-announcer, is a Lions Club dues-payer!

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

S. L. Slover Corp., Norfolk. CP for new station. 1370 kc., 100 watts night, 250 watts day, unlimited.

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts night, 250 watts day, unlimited.

APPLICATIONS RETURNED

WMC, Memphis. Mod. of license to increase night power to 5 Kw.

Richfield Broadcast Co., Richfield, Utah. CP for new station. 1370 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

WAPO, Chattanooga. CP to change power and hours of operation to 1420 kc., 100 watts night, 250 watts day, unlimited, be granted.

WSOC, Charlotte. CP to change frequency and power to 600 kc., 250 watts, 1 Kw. LS., unlimited, be denied.

Northwestern Publishing Co., Danville, Ill. CP for new station. 1500 kc., 250 watts, daytime, be granted.

Safety Legion for Kids

The Safety Legion, a full-hour Saturday afternoon show sponsored by Price's Dairy and aired over KTSM, El Paso, affords the kiddies from one to 14 years old an opportunity to perform over the radio. On this program, only five of the many contestants that register weekly perform. The rest of the hour is taken up with a Safety Talk by one of the officials of the Police Department, a lot of fun and nonsense conducted by Uncle Van Des Autels, and a dramatized story of Robin Hood and His Merry Men, not to mention the fact that the Safety Legion Orchestra adds considerably to the success of the program.

Dick Roll Joins WHIO

Dayton, O.—Richard "Dick" Roll, formerly of WALR, Zanesville, Ohio, has been added to the announcing staff of WHIO, Dayton. Besides being a capable announcer, Dick is also a talented piano player and has appeared on several studio programs. He is only 20, the youngest announcer of the staff.

GUEST-ING

BIDU SAYAO, Brazilian soprano, on Ford Sunday Evening Hour, May 30 (CBS, 9 p.m.).

BENAY VENUTA, on Walter King's "Song Contest," today (WINS, 12:15 p.m.).

ELAINE ARDEN, LYNN MARTIN and the MERRY MACS, on Show Boat, tomorrow (NBC-Red, 9 p.m.).

JIMMY BRIERLY, on Broadway Melody program, today (WHN-WOR, 8 p.m.).

JANE PICKENS, on House That Jack Built, May 21 (NBC-Red, 7:45 p.m.).

RUTH ETING, on Shaefer Beer show, May 23 (WOR, 9 p.m.).

Patents and Trademarks

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

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

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

JACK and LORETTA CLEMENS established some kind of a record in ditty delivery t'other day....They recorded "Way Out West on West End Avenue" for Victor, sang it in five distinct styles five separate times, and came out right in their timing each time....Doris Hare, the Piccadilly Hillbilly, returned to the shadow of Big Ben on account of a Coronation party at the N. Y. Piccadilly Hotel infected her with the well-known nostalgia and she accepted offer to appear in a London production the next day...Winnie Lightner's brother, Freddie, and a cast, will audition for Young & Rubicam, and the Phil Baker show, Thursday....Mary Martin being flicker-tested by Columbia....Shirley Ross, who had an invite to guesstar at a native celebration in Hawaii this week, disconsolate because her singing spot on the Ken Murray show prevented....Haila Stoddard planning summer histrionics at Ivoryton, Conn....

▼ ▼
"Heinz Magazine of the Air" goes in for mass guesstarring with the 30 "Hour of Charm" gals scheduled for appearance on the May 26 airing.... They'll sing "The Gaucho" and "The Lost Chord" but will leave their instruments at home....Bert Parks and Jack Stapp planning a hegira to Atlanta, Ga. for vac purposes within the next few weeks....That new hat Billy Artzt is sporting is a Preakness chapeau....Fran Elliott, CBS hostessing lass, is devoting herself to song-writing, in addition to her regular job....Claims that fencing with song pluggers who have to pass her before contacting CBS bandleaders gave her the notion....Sam Schiff, chief of page-staff at Columbia, is assembling material for a mag tale....It will be full of studio stuff....

▼ ▼
Jeanne De Lee, femme lead of "Your Parlor Playhouse", is learning to pilot a plane....Bill Bouchey of the same show is a full-fledged pilot....Bee Wain, co-vocalist with Kay Thompson, has decided once and for all that a career comes before matrimony....The League of Insurance Women offer an original drama over WINS this afternoon in observance of Life Insurance Week....Anice Ives' "Everywoman's Hour" on WMCA features an all-girl ensemble to furnish music.... the male announcer disappears as soon as the show is officially on the air, leaving the studio to the distaff side....



"TIC TOC REVUE"

Griffen All-White

WJZ—NBC-Blue Network, Mondays, 7-7:30 p.m.

Birmingham, Castleman & Pierce Inc. **SMART LITTLE MUSICAL VARIETY SHOW WITH NICE BATCH OF TALENT.**

Quite refreshing and smart, though it follows set lines, is this new half-hour musical program with Hughie Barrett as maestro; Barry McKinley, baritone; Jean O'Neill, soprano, the Tune Twisters, and John B. Gambling as emcee.

McKinley and the Tune Twisters already are well known for their popular brands of vocalizing entertainment. Miss O'Neill, a newcomer, has a velvety voice and a style that augur well for her. The Barrett orchestra, which has been a draw at Central Park's Tavern-on-the-Green, also has a pleasing individuality, while Gambling's handling of the program is showmanly.

Numbers played and sung on the initial broadcast were of the popular vein—"Dancing in the Dark," "He Ain't Got Rhythm," "Where Are You?" (sung by Miss O'Neill), "Little Old Lady" (by McKinley), "Melancholy Baby" (by Miss O'Neill), and others—but they were given new touches that made them very pleasing to the ear.

ELDER MICHAUX

Sustaining

WOL-Mutual Network, Mondays, 10-10:30 p.m.

NEGRO EVANGELIST RETURNS WITH HIS SPIRITUALIST RHYTHMS AND DEVIL-CHASING.

Originating in Washington, Elder Lightfoot Solomon Michaux is heard on coast-to-coast hookup of Mutual Broadcasting System. Theme song, "Happy Am I," is none the less happy in its present interpretation than in the past; and later in the program piano, bass and other in-

struments embellished the proceedings. For good measure quartets of both sexes were heard and Elder Michaux lashed the devil on two fronts. He didn't forget to put in a couple of plugs for Mutual, and he did it nicely.

Type of program is still a colorful half-hour with a personality all its own.

"THE MOVIE PILOT"

Hudson River Day Line

WEAF, Mondays-Wednesdays-Fridays, 7:30-7:45 p.m.

Wendell P. Colton

JUST A SO-SO PROGRAM OF MUSIC AND MOVIE REVIEWER COMMENTS.

There seems to have been an idea behind this program, but the first airing was a routine and colorless affair. After a bit of music, Regina Crewe, film critic of the N. Y. American, was introduced as the first guest critic of series. She singled out "Shall We Dance" as the current film for her special comments.

Then some supposed film fans were called upon to give their views on pictures they had seen recently. This sounded very much like a staged bit.

Finally Miss Crewe came back, and as the announcer called out titles of current neighborhood films she gave a brief comment on each. Apparently only selected films were mentioned, and all remarks were favorable.

Gilmore Circus

Gilmore Circus (NBC Coast red net) really went circus this week and hit an all-time Gilmore Circus high, so far. Cliff Clark, producer and barker, did his build-up so well that even the measured harmonies of the Paul Taylor choir belonged under a big top. Felix Mills band is a knockout. The half hour has scads of talent, and it's started to hit the real circus pace.

ORCHESTRAS - MUSIC

FERDE GROFE, composer and bandleader, will fly from New York to Hollywood, July 22, to conduct a concert of the Southern California Symphony in the Hollywood Bowl. Grofe, whose second Hollywood appearance as symphonic conductor this is, will introduce several of his own compositions, including "Hollywood Suite."

G. Schirmer Inc. music publishers, have appointed John L. Margo as advertising manager. Margo was formerly associated with the William Jameson Co., distillers.

Ray Block, CBS conductor who helped launch the new Noxzema commercial last Friday is coach, arranger and director of the "Swing Four-

teen," heard on the Philip Morris programs. Block also does this work for the Eton Boys, Patti Chapin, "Do Re Mi" et al.

Hal Kemp's CBS orchestra, which has been voted the favorite band at the University of Virginia for the third successive year, will make music for the June 14 and 15 dances there. They will also play a date at his alma mater, the University of North Carolina, June 5 and 7.

Herbert Gately has filed suit against Mort Dixon, Jesse Greer and Irving Berlin Inc. for alleged piracy of the song, "Did You Mean It?" Berlin yesterday filed a general denial of the allegation.

★
**Radio Daily
Will Send
a Complete
Staff to
CHICAGO
to Cover
the Big
NAB
Convention
In June
From Every
Angle for
Radio Daily
Readers
All Over
The Land**





THE "Hollywood Sunshine Girls," who recently began a series sponsored by Skol on Mutual, are a trio of contraltos, Vivian Edwards, Pauline Dugart and Hope Huntingdon.

Next Saturday's Don Lee-Mutual Gas Light Theater offering will be "Ten Nights in a Bar Room," with Wilfred Lucas, Lee de Cordova, Creighton Hale, Minta Durfee Arbuckle, William Desmond, Dot Farley and Joseph De Grasse among the players.

Standard Radio adding its first military band records to library, readying to do a series by Hollywood American Legion Band, Joe Calling, directing. Sides will include marches and concert band numbers.

Vail Leightner's ork replacing Wayne Wise band in KMTR remotes from Monte Carlo cafe. Bill Fleck's ork replacing Slim Martin in the Zenda Ballroom dance band fifteens.

Santa Monica Junior College has installed school and college recording machine from Universal Microphone Co. for use of department of speech.

Dr. Francis Townsend and Mamie Stark, woman baritone, doing series of phonograph records at Carson Taylor studios, for distribution through Townsend clubs.

KANSAS CITY

CELEBRATION of WHB's fifteenth year on the air, scheduled for week of May 15, has been postponed until next week.

Bobby Meeker and his band open this week at the Muehlebach Hotel, replacing Leonard Kellor. Band is aired nightly by WDAF.

Earle Smith, KMBC newscaster, celebrates his second anniversary on the air May 18, with his 3,193rd news offering.

Howard Green, a WDAF staff entertainer for some years and now with Roger Pryor's orchestra, made a guest appearance over the station Sunday while visiting his parents here.

With expiration of Curtis Candy's contract for "Young America Speaks," KMBC is airing the show once weekly to keep it before listeners through the summer.

★ Coast-to-Coast ★

NEW talent recently added by KANS, Wichita, includes Virg Bingham, pianist-arranger, coming from KOA, Denver, and teaming again with Harry Wells, and Ken Kenyon, also known as Eddie Linn, announcer, formerly at WLW and WXYZ.

Earl Lord, vocalist, has joined the announcing staff of WMAZ, Macon, Ga.

Jack Wyatt is the latest addition to the announcing personnel of WWJ, Detroit. He went there from NBC in New York.

Jack Todd, program director at KANS, Wichita, has been looking after things while Herb Hollister, g.m., trekked to New York, Washington, Chicago and Detroit.

Star Radio Programs' newly signed contracts with WFOR, KDAL and KVOL call for Star's Commercials service, while CJAT has signed for the Bulletin Board. It had been reported that all four signed for the latter program.

"Small Town Hotel," rural life feature at KFOX, Long Beach, Cal., is now heard twice weekly. Hal Nichols and Foster Rucker portray all characters. Script is by Lou Huston.

Bob Hope is secretly preparing a tap routine which he will spring as a surprise on his "Rippling Rhythm Revue" before long.

When the Schaefer beer show closes May 30, Ray Heatherton goes back to his national hook-ups with CBS.

Miriam (Babe) Miller of WICC, Bridgeport, has started a new series, Mondays and Tuesdays, 9:30 a.m. Rev. Harold H. Niles has resumed his commenting over the station on Wednesdays at 10 a.m.

Ivan Hill, formerly of WKY, Oklahoma City, is now located in Los Angeles.

Ralph Nelson, chief announcer at KDB, Santa Barbara, leaves June 1 for Chicago to free lance. Nelson came west with Leslie Howard in "Hamlet" after association with CBS and NBC as dram-actor in New York. Celeste Holm, wife of the megger, who was also with the barnstorming "Hamlet," is in Chicago and an interesting event is expected in June.

Freddye Gibson is the name of the "Gibson Girl" who replaces Patricia Norman on the Lucky Strike "Hit Parade."

Armand Ballendonck, young Belgian-American composer and conductor of New York, will act as guest-conductor in the absence of

Frank Foti in the resumption of a weekly broadcast series over WICC, Bridgeport, today, 2:15-3:00 p.m.

Robert DuFour of Pleasantville, N. Y., is doing part-time announcing at WDNC, Durham, N. C. He also is a student at University of N. C. and a member of Carolina Playmakers. Thomas Loeb of Philadelphia also recently joined the WDNC announcing staff.

Dick Langan, announcer at KIRO, Seattle, will do his vacationing in California next month.

Opening of the annual Athens, Tex., Old Fiddlers' Contest will be broadcast over WFAA the afternoon of May 28. Several hundred old-time fiddlers from all parts of the country will participate.

C. R. Porter, manager of KPLC, Lake Charles, La., looks forward to interesting things now that the station has appointed a national advertising representative, J. J. Devine and Associates.

Initial portion of the concert to be given by the 100-voiced mixed chorus of the Bach Cantata Society of New Haven will be broadcast over WICC direct from Dwight Memorial Chapel at Yale University tomorrow, 8:30-9 p.m.

Three-Hour Program In 16-Part Sequences

Routine of "Grandstand and Bandstand," three-hour WMCA daily program sponsored by General Mills, comprises three units of the following contents: (1) Fanfare by orchestra, followed by Wheaties theme sung by entire company. (2) Orchestra. Hot opening. (3) First commercial by Bob Carter. (4) Orchestra. (5) Baseball lineup by Garnett Marks. (6) Song by Jerry Baker, romantic tenor. (7) First flashes on racing results, scratches, etc., by Bob Carter. (8) Novelty song by the harmony team of Kay and Buddy Arnold. (9) News flashes from I.N.S. wire by King Lear. (10) Song by Lorraine Barnett. (11) Hollywood Gossip by Powell Clarke. (12) Song by Helen Young. (13) More racing results. (14) Rhumba band. (15) Jam Session. Following this, orchestra goes out for five minutes during which time show continues with a roundup of baseball and racing news. (16) Orchestra returns with Wheaties theme.

This sequence takes an hour. The same general routine is followed for the remaining two hours of the three hour show. Whenever a movie guest star or sports personality is introduced for an interview or some special sports event is cut in from a remote point, the routine is altered slightly but the show goes back to schedule after each hour of the grind.



GUILDA ADAMS is a new face in Gold Medal's Modern Cinderella cast at CBS.

Jack Burnett, WGN news writer, suffering from a severe infection on his hand.

Bruce Kamman (Professor Kaltmeyer) has bought a home in Park Ridge and is moving to the country between broadcasts. Cecil Roy of same show flew to Cincinnati over week end.

Happy Jack Turner, one man showman, is now heard over WENR at 4:15 Fridays under sponsorship of Meyercord Co.

Charles P. Hughes, head of the concern sponsoring "Behind the Camera Lines," had himself called "The Greatest showman in the business—the George M. Cohan of Radio" in commercial copy Friday night when the program signed off on WGN.

Rosa Linda, one time child prodigy pianist, to be guest on Chicago NBC Promenade concert Friday evening.

WCB, whose plant was burned in a recent fire, is spending \$38,000 on new equipment and will be using its own facilities again in three months, according to Gene T. Dyer, manager. A 5,000-watt transmitter is being built on WMAQ's old site near Elmhurst. Now using WMBI.

PHILADELPHIA

WFIL has made a fourth tieup to swap time for press space, this time with "Radio Press."

Stoney McLinn, WIP director of sports broadcasts, has started a daily series of sports resumes at 11:45 p.m.

Don Martin, WIP announcer, has resigned and is being succeeded by Kenneth Miller, formerly of WRAW, Reading.

Lynn Adair, author of "Sacred Flame," dramatic script heard over WCAU, has been invited to talk on the value of radio dramatics at the annual dinner of the National School of Oratory.

Virginia Long is the new receptionist at WIP executive offices.

Seventh annual picnic of WIP Homemakers Club, conducted by Carolyn Ann Cross, takes place June 22.

Lee Morse in Omaha

Omaha—Lee Morse, one of the old-time radio stars, is at Chez Paree, new night spot in East Omaha. Bob Downey accompanies her on the piano.

ONE MINUTE INTERVIEW

W. C. FIELDS

"I used to think radio was all right to listen to if you had nothing else to do. But during my illness the radio proved to be my best friend. It was with me night and day, and what a pal it turned out to be."

WESTCHESTER

"New York's Hearthside"

Is Yours with

W-F-A-S

Hotel Roger Smith White Plains