



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 72

NEW YORK, N. Y., THURSDAY, MAY 20, 1937

FIVE CENTS

Agree on Research Plan

DODGE DISK CAMPAIGN STARTING NEXT WEEK

After many unavoidable delays, principally the automotive strikes, the Dodge Brothers Corp. will launch its Frank Morgan transcription campaign on 100 stations next Monday. Program is a quarter-hour musical, broadcast once to twice weekly. Ruthrauff & Ryan Inc. placed the account.

Music Men to Meet Song Writers' Group

Group of 20 leading music publishers who met at the offices of the Music Publishers Protective Ass'n yesterday for the purpose of discussing the move by the Song Writers' Protective Association decided to have a committee meet with the SPA sometime today.

Publisher committee is headed by A. M. Wattenberg, attorney for the Music Publishers Holding Corp., a Warner Bros., subsidiary and includes Walter Douglass, Jack Bregman and Louis Bernstein. Irving Caesar, president of the SPA, will have a committee of writers also.

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Construction is Begun On New Miss. Station

Granada, Miss. — Construction on WMFN, 100-watt here to be operated by a company under control of P. K. Ewing, New Orleans radio man, is definitely under way, Ewing declared, with the transmitter to be located at Mississippi city. The new station will serve the Granada-Greenville area and will cover one of the richest produce market areas in Mississippi, Ewing said.

Studio Gymnastics

Denver—KLZ's Early Risers Club, conducting calisthenics over the air for the past two years under supervision of Walter Hakanson of the Y.M.C.A., tried inviting early morning exercisers to come to the studio and do their gymnastics there. Twenty-five grunt-and-groaners actually showed up in response to the first call.

Television Clause

Eddie Cantor's new six-year contract under Texaco sponsorship contains a clause making Cantor available for television broadcast. Cantor also must be prepared at any time to direct, produce and star in any televised show under his present sponsorship. He also will supervise any programs used during his vacations. Cantor's contract doesn't contain the usual 13-week cancellation clauses.

CHICAGO SURVEY SHOWS TASTES ARE GOING UP

Chicago—Quality programs are gaining in popularity, according to the results of a three-month survey in which 5,970 Chicago families were interviewed by 50 investigators, whose results have been published by Prof. L. M. McDermott of De Paul University.

The poll, in which 98 per cent of those interviewed were housewives, showed that melodic rather than noise music is preferred; educational and informational programs are gaining in acceptance; improvement in daytime programs is demanded, particularly from a musical standpoint;

(Continued on Page 8)

Lifebuoy Drama Disks Going on 65 Stations

Lever Bros. (Lifebuoy) starts a series of five-minute dramatized recordings on 65 stations across the country the week of June 7. Ruthrauff & Ryan Inc. is the agency.

Holds Cathode Ray System Lacks Television Essentials

By WILLIAM H. PRIESS

President, International Television Radio Corp.

Despite the great efforts that have been made to widely introduce motion pictures into the home, this form of visual entertainment is still confined substantially to the theaters. Not only is the cost of home movie projection equipment large, but a library of films sufficiently extensive to appeal to a broad and diverse

NAB, NBC, CBS Would Share Expense of Projects--Joint Committee to Include A.N.A. and A.A.A.A.

MIKER-PRODUCER GUILD BRINGS WMCA IN FOLD

WMCA's entire staff of 17 announcers and producers has joined the American Guild of Announcers & Producers, the organization formed at WABC with Roy Langham as president.

A letter was sent by the AGAP to Donald Flamm, WMCA president, notifying the station of the affiliation and asking for recognition of the union and collective bargaining. William Weisman, vice-president of WMCA, told RADIO DAILY last night that a letter had been received from the AGAP but no official action had been taken as yet.

Under the terms of the Wagner Act, the AGAP cannot exclude any

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New English Station Proposed in Montreal

Montreal—When Canadian Broadcasting Corp. directors meet in Regina, Sask., among items to be considered is a proposed new station for this city to broadcast exclusively in English, with the other to be in French.

Increase in power of all Canadian stations, and shifting of the engineering department from Ottawa to Montreal, also will be taken up.

Chicago—NAB research and commercial committee, meeting here Tuesday and Wednesday, agreed to recommend to the NAB directorate the selection of a research expert to represent it in discussions with A.N.A. and A.A.A.A. representatives on a joint committee to establish a cooperative radio research bureau. Committee also discussed financing of research projects and reached agreement that NAB, NBC and CBS would share these expenditures.

Paul Peter, secretary of the general joint committee on radio research, New York, addressed the group. Members present included chairman Arthur Church, KMBC, Kansas City; James W. Baldwin, NAB managing director; H. K. Boice, CBS; Roy O. Witmer, NBC; William J. Scripps, WWJ, Detroit; J. O. Maland, vice-president WHO, Des Moines; John Elmer, WCBM, Balti-

(Continued on Page 3)

Furgason & Aston KFRU Eyes Move to St. Louis

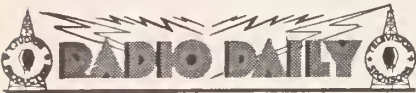
KFRU, Columbia, Mo., now represented by Furgason & Aston, Inc., is planning to move to St. Louis pending final okay on its FCC building permit which entitles it to 1,000 watts day and night, full time. Station is owned by St. Louis Star Times and shares time now with WGBF, Evansville, Ind., also represented by Furgason & Aston.

Opposition newspaper of the KFRU owners filed an appeal from the new building permit allowed the outlet.

Contented—by Radio

The "Fellow Listeners!" radio department conducted by John Canning Jr. in Farm Journal, June issue, quotes a farmer, Lester H. Ashdown of Port Byron, Ill., who says he obtained an average gain of 2.6 pounds of milk from each of his Guernsey cows within a week after he had installed a radio in his barn.

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

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RADIO EDITORS' FORUM

New Publicity System Urged

By DOROTHY MATTISON

Worcester (Mass.) Telegram and Gazette

THE millenium for the radio editor will have arrived the day the networks, advertising agencies and individual press agents work out some plan for coordination instead of duplication of publicity releases.

And, curiously enough, cutting down their publicity output would be something the networks, agencies and p. a.'s might well celebrate along with the eds—inasmuch as the time the editors are now devoting to winnowing the mail might then be used to getting the contents of the mail into print instead of into the wastebasket.

While it is true a good radio column can be turned out anywhere a good listener sets up his receiver, no one knows any better than the non-New York radio eds that they could not function so effectively without the co-operation of the Manhattan press representatives. But it is also true that the present New York radio publicity set-up often defeats its own ends, simply because no editor can possibly read all the contributions which find their way to his desk and still find time to cock an ear to the radio or even to assemble all the press contributions he receives. Consequently, many of the items he could and would use as legitimate news never emerge in print because he hasn't time to sift and edit all the material which arrives in "triplicate" from these three sources: one release from the network on which a show is aired, a second release from the ad agency handling the same show's account for the sponsor, a third from the press agent of the artist heard on the show.

Some of the advertising agencies carry even further the ancient and erroneous theory that it is effective to send out ten times the amount of publicity they expect will actually be used. Result is the papers are flooded with hand-outs, and the ad

agencies are pushing up their own mailing costs and cutting down the editor's time for editing their material because he is greeted daily by identical press releases sent to him in his own name, as well as to The Radio Editor, the City Editor, the Managing Editor, the Advertising Department, et al.

It all gets pretty involved, with the radio editor making his choice between scanning the whole crop halfheartedly or consigning most of the mail to the wastebasket and depending more and more upon reading the trade papers to see that he isn't scooped if he elects to be out when the postman knocks half a dozen times a day.

Nor do the frequent changes in actual radio program schedules contribute any joy to the radio editor. But he usually recognizes that these changes are unavoidable and appreciates that the very flexibility of radio constitutes much of its value. Changes are bound to crop up faster than schedules can be revised by the networks and affiliated stations which furnish the newspaper program listings. But radio, while using the papers to keep its listeners informed about its programs, is leaving the papers holding the bag on responsibility for apparent program inaccuracies printed by the papers. If up-to-the-second radio makes a change of play and varies from the newspaper-announced program, then radio and not the papers should assume the responsibility for the change—assume it by announcement of cancellation or substitution of a program when broadcast time rolls around and listeners waiting up for Phineas Q. Blatt's address get ired at their newspaper instead of the broadcaster when a swing band or other program swings blithely into action with no word of explanation regarding the change.

COMING and GOING

LOWELL THOMAS arrives in New York aboard the Queen Mary on Monday and will immediately leave for Hollywood by train to attend the Fox Movietone convention.

JOHNNY GREEN flew in from Hollywood yesterday to sign contracts with Young & Rubicam on his new summer series for Packard over NBC-Red on Tuesdays and will return Friday.

AL DONAHUE arrived from Bermuda yesterday.

DICK MOONEY of the Earle Ferris office has gone to Chicago regarding expansion plans.

WILLIE YOLEN of the Earle Ferris office returned from Boston yesterday.

HARLAN EUGENE READ, commentator, who is in England, returns next month to start a new air series via Mutual.

ROSA RIO, singing pianist, is vacationing in New Orleans.

SHEP FIELDS goes to Philadelphia tomorrow.

SYDNEY RAYNER, NBC star, leaves for the coast July 15 to appear at the Hollywood Bowl. He will also confer with Universal Pictures.

KENNETH BERKELEY, manager of WRC-WMAL, Washington, is in New York.

AARON S. BLOOM, director of the commercial department of Kasper-Gordon Studios, Boston, arrived in New York yesterday for a two-day visit. He is at the Park Central.

RUDY VALLEE arrived yesterday from London.

J. OREN WEAVER of CBS' Chicago news department spent yesterday in New York and left for Washington on a brief visit to his mother, after which he returns to Chicago.

WHK-WJAY Revamping Program Department

Cleveland—As a result of resignation of Program Director Mary O'Kelley, who is marrying Dr. Arthur B. Peacock of Columbus, N. J., the WHK-WJAY program department will undergo a reorganization June 15. Mendel Jones, who has headed the continuity department, will take over programming for the two stations. Bev Dean, publicity director and news editor, takes over Jones' old post and also continues as press relations head temporarily.

M-G-M Show is Set

Louis K. Sidney, managing director of WHN, yesterday confirmed the reports that he will leave the station within the next three weeks to direct a series of programs to be built by M-G-M on the west coast. As yet there has been no word whether the move would be permanent. Herbert Pettey, at present acting as associate director, will probably assume Sidney's duties for the time being.

FINANCIAL

(Wednesday, May 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/2	163	163 1/2	+ 1/2
Crosley Radio	19 1/4	19 1/4	19 1/4	+ 1/2
Gen. Electric	52 5/8	51 1/2	52 3/8	+ 3/4
North American	23 3/4	23	23	- 3/8
RCA Common	8 7/8	8 3/4	8 3/4	- 1/8
RCA First Pfd.	67	67	67	+ 1 1/2
RCA \$5 Pfd. B	(75 Bid)			
Stewart Warner	18	18	18	
Zenith Radio	33 5/8	33 5/8	33 5/8	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.				
Mastec				
Nat. Union Radio	2 1/4	2 1/4	2 1/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	54 1/8	56 1/8
CBS B	53 1/4	55 1/4
Stromberg Carlson	12 1/2	13 1/2

Callahan on New Job

New Orleans—Vincent F. X. Callahan, formerly at WRC-WMAL, Washington, yesterday took charge of WWL, local CBS outlet, as manager. Callahan said he had no immediate plans for any changes here.

Armstrong Back Next Week

Louis Armstrong and his "Harlem" program with Eddie Green and Gee Gee James will do one more broadcast from Chicago, Friday at 9 p.m. over the NBC-Blue, and next week will resume broadcasting from New York.

BIRTHDAYS						
1	9	3	7			
4	5	6	7	8	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May 20

Greetings from Radio Daily

to

Vet Boswell

L. B. Wilson

Donald Peterson

WFBR Has Big Plans For Pimlico Races

Baltimore—WFBR, basic NBC-Red network outlet here, having signed for exclusive airing of Pimlico's Preakness and Futurity races, expects to put these races on the full NBC-Red network with a national sponsor next year. For the past few years, the events have aired over the NBC-Blue with American Oil using a seaboard hookup, but the Pimlico authorities are anxious to have a national sponsor.

Hope H. Barroll, Jr. and Purnell H. Gould represented WFBR in signing the races, while Alfred Gwynne Vanderbilt acted for the Maryland Jockey Club.

WFBR also airs the annual Maryland Hunt Cup Race over the NBC-Red.

Kasper-Gordon Start Kid Program Division

Boston—Kasper-Gordon Studios, Inc., program planners have inaugurated a Children's Program Division under the direction of Louise Hampton, merchandising expert.

Special merchandising plans and tie-ins for each program for specific types of businesses are in preparation. Programs will be for bakeries, candy manufacturers, dairies, food products, and department stores. Each series will be waxed for syndication.

STATIONS!

The...

Morning Bulletin Board

America's Perfect Morning Variety Show

STAR RADIO PROGRAMS, INC.
250 Park Avenue New York City

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

MIKER-PRODUCER GUILD BRINGS WMCA IN FOLD

(Continued from Page 1)

announcers or producers who wish to join the Guild, provided they furnish the Guild with proof they are bona fide employees of a station. Langham declared that applications have been received from individuals all over the country.

The AGAP is still carrying on negotiations with the CBS bargaining committee and the matter is now before the lawyers. Gerard Wickler is representing the Guild and Sidney Kaye and Joe Ream are the CBS attorneys.

The WHN-ARTA meeting yesterday was adjourned to Friday. Negotiations between the station and the union will be settled before June 5, it is understood, because Louis K. Sidney, WHN managing director, is slated to leave for Hollywood next month.

Music Men to Meet Song Writers' Group

(Continued from Page 1)

and the movement on foot to have the SPA take over the licensing of electrical transcriptions and motion picture synchronization licensing on works published after June 1, will be thrashed out.

Plans Network Program

Anderson Co., Gary, Ind. (spot-master) is contemplating the use of a network program to publicize this new product sometime in July. Spot-master is a new type of rear view mirror for autos to eliminate blind spots. Sponsor is currently using a program on WIND. Schwab & Beatty has the account.

WGCM Appointments

Gulfport, Miss.—Robert Johnson has been appointed program director of WGCM here, with Harold Trosper as chief engineer.

Die-Hard

White Plains, N. Y.—A curious angle of the now rapidly aging "Newspaper vs. Radio" controversy has been unearthed here. The Reporter, only local daily, has published a couple of pictures showing city officials awarding prizes in the weekly "Safe Driver" contests, part of a thrice-weekly broadcast campaign sponsored by Mayflower Stations Inc. over WFAS. Paper has studiously avoided any allusion to the broadcast aspect of the Safe Driver contests in captions or news comments, and climaxed with blacking out microphone call letters in one of the snaps taken in the WFAS studios. Rib-tickler lies in the fact that both Mayflower Stations and WFAS are year-around users of display advertising space in the sheet.

NEW PROGRAMS—IDEAS

Program for Brides

A large local furniture store in Charlotte feels that the brides of the WSOC audience should have a program of their own, and although only a few "shots" in the news series have been on the air so far, already the mail count proves very promising. A versatile young lady of the station's artists staff who presents herself as "Alberta, the Carolina Nightingale," conducts the program, from her piano. Strains of "Here Comes the Bride" opens the quarter hour show. Alberta makes an enticing presentation of sweet ballad songs, which she sings with true fervor, being a bride of only three months herself. Newlyweds of the audience are requested to send in questions on general issues which come up between novices at matrimony, like "Should a wife share her husband's checking account," and the like. This feature, gives the program its real title "Cupid's Interviews," conducted by "Alberta, the Carolina Nightingale." The young lady presents the questions which have been sent in, and then asks that some other bride come to the studio to answer the question on the air. Compliance with this request will bring a gift from the sponsor of the program for the ones who hazard answers by radio. Program time is Tuesday and Friday, 11 a.m.

Vocational Aid on KSTP

Help for the baffled high school senior as he prepares for his June plunge into the cold cruel world is sought in a new twice-a-week program series launched this week by KSTP, St. Paul-Minneapolis independent.

Purpose of the series, which will be wholly realistic in nature and no Pollyanna outlet to tell how swell every profession is, is to aid the student in selecting a vocation, either for immediate entry into it or as a course of study should he be heading for a university.

During each program a prominent leader in a certain professional field in the Twin Cities will be brought before the microphones of KSTP, as will three students who are planning to enter that profession. The broadcasts will be in the nature of round-table discussions with the kids grueling the professional man about his field. The discussions will be down-to-earth, with particular emphasis to be laid on the disadvantages of the field, the pre-requisites of that job, the present status as to saturation with workers, and all the other angles that might steer a youngster into another line of endeavor.

Series will run far into June, with a number of professional leaders of Minneapolis and St. Paul already lined up for the casts, which will open with a broad discussion of the subject "Choosing A Vocation." Thomas Dunning Rishworth, educational director of the station, will sit in on the discussions to knit them together before the microphone.

Good Will Airings

A series of Good-Will airings from middle Georgia towns is being launched this week by WMAZ, Macon, Ga., with the city of Perry, 28 miles from Macon, as the first stop. The folks of Perry considered the event so important that they prevailed upon a judge to adjourn court that afternoon in order that an attorney scheduled to try a case could speak on the program.

Stunt is being arranged by Propellers Club, composed of young men in the Macon Chamber of Commerce. E. K. Cargill, WMAZ president and general manager, is member of the Trade Expansion Committee which is arranging to bring in the groups, place them on the air, hand them 100 ticket books good for free drinks, movies, ice cream, lake-park admissions, etc.

WJW Trading Post

You don't have to give away "gold-dollars" to draw fan mail around Akron, O. The WJW Trading Post broadcast daily for over 18 months has drawn into the mail box of this 250-watt station over 15,000 letters. Listeners are invited to write in describing the articles they wish to swap, borrow, loan, or give away. The letters are read over the air slowly enough so that all names and addresses can be copied.

Recently the WPW announcer read a letter, stating that the person wished to give away five pups. He personally investigated the give-away person after the broadcast and found that the dogs had been given away and in addition some 25 other calls had been made.

Letters referring to deals with real estate or automobiles are not read, otherwise the service is free to all listeners.

Parents' Forum

KLZ, Denver, has a new series of educational programs titled "Parents' Forum". Problems of child rearing will be discussed.

Narrator Mark Hansen will present questions and their answers from the Parents' Magazine. Questions sent in by listeners will be forwarded to Parents' Magazine and will be answered and discussed on subsequent broadcasts.

"Voice of the Traveler"

"The Voice of the Traveler" is a new Monday through Friday series aired over KANS, Wichita, from the Union Bus Depot in that city. Sponsor gives prizes for best questions submitted, and participants receive a bar of ice cream. Going over big, according to Jack Todd, KANS program director.

DON KERR

MASTER OF CEREMONIES
GENERAL MILLS SPORTS PARADE
WMCA

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

NAB DISCUSSES PLANS FOR RESEARCH BUREAU

(Continued from Page 1)

more, and H. K. Carpenter, WHK, Cleveland, commercial section chairman.

NAB directorate is expected to act on recommendation at convention here June 20. Chairman of five divisions of commercial section yesterday assembled reports and lined up agenda for June convention. Members attending were John J. Gillin, WOW, Omaha, radio promotion; C. M. Everson, WHKC, Columbus, National Sales; Lou Avery, WGR, Buffalo, who replaced J. Burl Lottridge, KOIL, who resigned recently. Martin Campbell, WFAA, Dallas, committee standardization sales forms, was absent.

Baldwin announced convention program was not yet set and that one more committee would be called.

Sales Promotion Men Will Meet Each Month

Sales promotion men held their second meeting yesterday at a luncheon at the Hotel Edison. Despite the announcement tendered after the first meeting, no attempt at organization was made. Luncheon was purely a social get-together. It is fairly definite that meetings will become a monthly affair in the future. Those present at the meeting were: Murray Arnold, WIP; Larry Nixon, WMCA; "Red" Reynolds, CBS; Bob Schmidt, Mutual; Al Simons, WHN; Jimmy James, NBC; Ed Claplan, WOR, and Bob Holtz, WMCA.

2 WLVA Marbles Entries

Lynchburg, Va.—WLVA, which last year sent the first radio sponsored entry to the National Marbles Tournament finals at Ocean City, N. J., this year will send not only its entry to the national finals but also the runner-up to the Southern Tournament, Gulfport, Miss.

A three-radio division will be represented at the national event in Wildwood, N. J., starting June 27. WBIG, Greensboro, N. C., and WMFR, High Point, N. C., are the other station sending a champ.

Over 3,000 youngsters are taking part in the WLVA competition.

JERRY COOPER

HOLLYWOOD HOTEL
CBS

FRIDAYS 9 P. M. EDST.

GUEST-ING

BRUNA CASTAGNA, on "Hit Parade," May 22 (CBS, 10 p.m.). On same program, HELEN GLEASON, May 29; LEO CARRILLO, June 5; GENE RAYMOND, June 12; LOUIS D'ANGELO, June 26.

HERBERT MARSHALL, OLIVIA DE HAVILLAND, LUPE VELEZ and LIONEL ATWILL in "Under Two Flags," on Lux Radio Theater, May 24 (CBS, 9 p.m.)

ETHEL MERMAN, MAURICE EVANS, JUANO HERNANDEZ and WALTER O'KEEFE, on Vallee Varieties, tonight (NBC-Red, 8 p.m.)

NAZIMOVA, STOOPNAGLE & BUDD and FRANK LUTHER, on Joe Cook Shell Show, May 22 (NBC-Red, 9:30 p.m.)

JAN PEERCE, on Radio City Music Hall program, May 23 (NBC-Blue, 12:30 p.m.)

OLSEN & JOHNSON, on Jack Oakie College, May 25 (CBS, 9:30 p.m.)

TYRONE POWER, LORETTA YOUNG and GREGORY RATOFF in "Cafe Metropole," on Hollywood Hotel, May 28 (CBS, 9 p.m.)

JANE PICKENS on the Cycle Trades of America program, May 27 (NBC-Blue, 7:15 p.m.)

"FATS" WALLER returns to the Swing Show, May 22 (CBS, 7 p.m.)

ERNO RAPEE, on the Music Box program, Saturday (WHN, 6:15 p.m.)

Edna Courtleigh In 2 Spots

Edna Courtleigh of the WPA Federal Theater Radio Division will do two outside jobs today, one on the "Personal Column of the Air" over WJZ at 11:15 a.m., and the other on "Personal Column" over WFAF at 4:15 p.m.

SAN ANTONIO

Leonard Holland was recently added to the KABC announcing staff.

Charles Belfi is now the production manager for Alamo Broadcasting Co.

Jack Mitchell has succeeded Charley Casper as sports announcer at KTSA. Casper has gone to Saint Louis as publicity director for the Browns baseball team.

Walter Beck of the KTSA production staff is on vacation.

Bill Boyd and His Cowboys are now heard regularly on KONO.

The Morning Express and Evening News, local owned sheets, are now listing KABC, WOAI, KMAC, KTSA and KONO programs daily with radio comments and news notes omitted. The Light, Hearst afternoon paper, with Renwick Cary as radio columnist-editor, is the only newspaper carrying full news items and remarks on chain and local programs.



● ● ● Deal to place Ken Kling's cartoon characters ("Joe and Asbestos") on the air, with Gus Van doing one part and Ken himself in the other role, is set with a ciggie firm—pending a ruling from the authorities—if horse tips are permissible... Stanley Wood, Vincent Lopez's singer, goes with Eddy Duchin's crew the 27th... Jack Pearl is fighting a cold caught watching the Preackness from the Vanderbilt box Saturday... Mrs. A. L. Alexander is up and around again after divorcing herself from the appendicitis at Mount Sinai... Charlie "Mousie" Warner of Remick, is recovering from injuries received in his auto smack-up over the week-end... Garnet Marks is now announcing 5 Star Final for the Inter-City group... Benny Fields will stay at the Sun and Surf club one week only—because of his previous commitments at the Loew's State, Detroit, and thence to Hollywood... Danny Ahearn's "Charity Girl" (he was formerly an air exploiter) has a modernized Scarlett O'Hara as the theme of this novel.

● ● ● Detroit's WWJ has a Vox Pop airing from a Marriage License office... Leslie Marcus has the prospective brides and grooms talk about each other in that romantic manner... Recently John Sassone and Concetta Vetere applied for a permit to live as cheaply as one, and were broadcasting their sentiments, when in walked John's brother, Martin, with Concetta's sister, Rachel, who arrived for the same purpose... Instead of a duet, Marcus aired a bridge game... WICC, Bridgeport, takes a mike today into the home of Maria Louise Hall, who will be interviewed by Joe Lopez on her 100th natal day... If you're on your way to see Harold E. Fellows, chief exec of WEEI, Boston's CBS outlet, this will strike your eye in the corridor: "Fire Hose" (and directly beneath) "Announcers".

● ● ● Sonny Schuyler is off probation on the Ben Bernie show. He was signed to a long term contract yesterday and goes west with "All the Lads"... The announcement won't be forthcoming until June as to who'll succeed Buddy Clark on "Hit Parade", but Larry Taylor will be the selection... Patricia Norman, who clicked on this show, has been signed for a Warner short with Carl Hoff's crew to be made next month... The inside is that it's not just another job for the girl—but actually a screen-test... Barry Wood goes on Hammerstein's Music Hall next month... Lois Kay, another Lopez singer, will be the other vocalist with Mickey Alpert's band at the Riviera opening Thursday with a Mutual wire.

● ● ● Dick Merrill came out of the Woodbury show Sunday all wet from nervous perspiration... He was afraid of the mike!... He encountered Bob Goldstein and asked him how the show was... "Boy, you sure were BAD!... They're giving you another chance to do it AGAIN later"... Dick didn't understand he had to do a repeat for the coast... Broadway Columnist Ed Sullivan and his vaudeville act, "The Dawn Patrol Revue", auditioned at NBC the other day... George Griffin and his "Castles of Romance" show, which just faded, has been signed for 13 weeks in Sept... Major shifts at Robbins brings Willie Horowitz in from Chi, with Benny Goldberg going from Boston to the Windy City... WBNX will use a 2,000-year old manuscript (just uncovered in an ancient tomb) for new series.

NEW BUSINESS

Signed by Stations

WHOM, Jersey City

Hecker H-O Co., Polish programs, through Erwin, Wasey & Co.; Le Winter Radio Stores, Italian and German programs; Jadwiga Remedies, Brooklyn, Polish program; Nuovo Mondo Motion Picture Corp., New York, Italian spots; Benjamin Photo Studio, New York, Irish program spots; I. & M. Fur Co., New York, Jewish spots.

KSL, Salt Lake City

American Fur Co., three weekly programs, through Frank McLatchy; Granite Furniture Co., "Happy Living," produced by Josephine M. Goff; Southeast Furniture Co., 52-week spot schedule, through Frank McLatchy; Lyman Motor Car Co., spots.

WNEW, New York

Bayonne Pleasure Park, spots; Arnold Constable, Sport Forum; Dermal Chemical Co. (Kolliol for sunburn) participation on "Joymakers." Serutan, daily spot, through Schillin Adv'g Agency.

KXBY, Kansas City

Tom Moore Cigars, five-a-week racing resume by Jim Bannon, through N. W. Ayer.

New NBC Dramatic Shows

Chicago—Two new dramatic shows are being prepared by NBC. "Step-mother," serial to be written by Joclyn Gerry, starts Monday as a five-a-week, while "There Was a Woman" begins Saturday, 8-8:30 p.m. EDST, over NBC-Blue.

Myron Bennett at WXYZ

Detroit—Myron J. Bennett, formerly at WTMJ, Milwaukee, and WENR, Chicago, and KTAT, Fort Worth, is now on the announcing staff of WXYZ here.

SAN FRANCISCO

Bob Hall, radio editor of the "Call-Bulletin", (S. F.) flew in the plane along with Don Thompson, chief of special events broadcasts, when Thompson described a flight over Yosemite Sunday for KPO listeners.

Bill Holmes, radio editor of the Oakland "Post-Enquirer," back in his swivel chair after a two-week vacation in H'wood.

Henry P. Drey, manager of KROW, Oakland, denies report published elsewhere that his station has affiliated in any way with KFNB, Los Angeles, or Transamerican.

"Speed" Reilly, alert KLS sport-caster, will interview a "talking" racing greyhound from the El Cerrito Racing Kennels tonight.

Midget auto races are aired from Neptune Beach Speedway, Alameda, every Tuesday night, with Wellington Morse, KLS production manager, and "Speed" Reilly on the mike.

Frank Manoff, KROW's San Francisco announcer in their Hotel Bellevue studios, switched to KLS, Oakland, as announcer-technician.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

BERTHA BRAINARD, NBC's commercial program manager, is living proof of her own emphatically pronounced statement that the field of radio imposes no limitations on women....Believes that given an equal measure of ability, there are no paths indented by male boots on which some gal's 3½ triple A's can't leave as definite an imprint....That there are situations in which the mere fitness of things demands the presence of a member of one sex rather than that of the other, in radio, as elsewhere, she doesn't deny....Declares that although the pouting and bad sportsmanship characterizing the behavior of the femininity in business constitute an imperative bid for oblivion, the femme who voluntarily abandons her birthright of feminine persuasiveness for the desk-pounding genre of forcefulness is stupid....



Anent the intermittently burning question of femme voices and the mike allergy with which they're sometimes credited, NBC's first lady intimates it's a lot of balderdash.... Says it all started way back when women's voices were not acceptable because radio had not embraced the high and low frequencies which female voices have....Listeners-in became accustomed to the idea of male voices and now that the technical difficulties have been overcome they'll just have to be educated to a new idea....In the matter of girl announcers on programs advertising feminine products, she believes it's a question of the approach....Where the romantic idea filters subtly through commercial announcements, the male voice functions with more telling effect....There's one subject on which Bertha Brainard maintains a smiling silence....the future of women in television....She leaves all that kind of thing to the NBC oracles who dictate official policy....



Billy K. Wells and Eleanor Lewis, the bride he acquired Saturday, collaborating on scripts for Lew Lehr's next week's auditions....WOR's Vincent Conolly a bet to do a "Women In the News" stunt for Benton & Bowles....Emery Deutsch to dedicate his Friday's program to Dee Collins who goes coastward soon to do a flicker job....According to Helen Gleason, radio has increased everyone's rate of wordage from 60 a minute to 120...She says 50 court stenographers say so...



"THE HOBBY LOBBY"

Sustaining

WOR-Mutual Network, Tuesdays, 10:30-11 p.m.

NEWEST FORM "AMATEUR" PROGRAM PRESENTING FOLKS WITH ODD AND INTERESTING HOBBIES.

Dave Elman, formerly radio head of the Marshalk & Pratt ad agency, seems to have a good idea in this show and apparently has spent considerable time doing research work in making the presentation. According to his interviewer for the opening spiel, at least 100 people were on the stage, ready to tell about their hobbies. Thus "the man in gray" was a hotel manager who was the only person extant running a chicken ranch on the roof of the hotel. Fresh eggs and chickens for the patrons. Name of the manager and hotel was omitted to avoid the gentleman being pestered but a card to Elman will bring any additional info desired.

Jean Sabal explained how she classifies the balls and balls of strings which she has saved. An artists' model has more orders than she can fill for her cemented broken dishes which she assembles for interior decorators. Jordan Bierman, youngest inventor, aged 8, told about his collapsible clothes rack. A toy bank collector also proved interesting, likewise a miniature railroad hobbyist who made practical use of his pastime. Other equally odd collectors came on and all in entertaining manner.

Elman has done a thorough job and handled the show nicely. Seems as though there are commercial possibilities for it.

"GANGPLANK INTERVIEWS"

Sustaining

WMCA, Tuesday, May 18, 10-10:15 p.m.

RECORDED SPECIAL EVENTS INTERVIEWS OF RETURNING CORONATION TRAVELERS.

These interviews took place during the early afternoon and were recorded for night-time broadcast, which is a good way of making daytime special events available to a wider listening audience. Boat was the Normandie and the first man brought to the mike was attorney Hyman Bushel, who represents Rudy Vallee. Like a good attorney, Hymie got in several plugs for his client's sponsor. Jack Connolly, head of Pathe News, told about his 27,000 feet of film on the Coronation. Dorothy Mackaill was next, also another movie actor who was enroute to Hollywood. The fact that he made the trip with his wife was regarded as quite a feat, instead of being taken for granted by the interviewer. Grover Whalen was not yet in sight and the program reverted to the studio

music for a short time until he was available. He mentioned the difference between the Paris Exposition and the fair to be held here, also gave his regards to Donald Flamm, WMCA head. Percy Strauss also got a mention as being traveling companion of Whalen.

Frankie Basch alternated with Martin Starr on the interviews, with Dick Fishell, WMCA special events chief, also on the job.

"STEINIE BOTTLE BOYS"

(The Funnyboners)

Glass Container Ass'n of America
WEAF-NBC-Red network,
Tuesdays, 7:30-7:45 p.m.
U. S. Advertising Corp.

ORDINARY POP MUSICAL PROGRAM WITH FAIR AMOUNT OF PEP AND RHYTHM.

Nothing about this program to make it stand out from dozens of song and instrumental shows. Fairly snappy and tuneful, it nevertheless follows routine lines. The "Bottle Boys", who are The Funnyboners, start off by singing "Boo Hoo", after which "Christopher Columbus" is played, then a singing of "Today I Am a Man", a playing of "Mr. Ghost Goes to Town" and a final vocalizing of "Let's Call the Whole Thing Off".

Commercial copy plugs beer in bottles, with theme song chirping "beer is better in bottles", obviously to counteract can manufacturers.

BENNETT AND WOLVERTON

Sustaining

WJZ-NBC-Blue, Wednesdays and Fridays, 2:30-2:45 p.m.

MILD MUSICAL ENTERTAINMENT BY VOCAL AND INSTRUMENTAL COMBINATION.

Betty Bennett, pianist and vocalist, and Joe Wolverton, swing guitarist and singer, provide a quarter-hour that is pleasing in a quiet sort of way. Both currently popular and lesser known numbers were included in the initial broadcast, among them "The Love Bug", "One Never Knows", a guitar rendition of "Avalon", Miss Bennett vocalizing "Sweet Heartache", and others. The duo has a good sense of harmony. Program originates from Chicago.

Students Give Safety Dramas

In conjunction with the safety drive being conducted by the Moline, Ill., police force, under the direction of Officer Floyd H. Taylor, head of the traffic department, a bi-weekly safety program is broadcast over WJBF, Rock Island.

A regular feature of the broadcast is the presentation by Moline high school speech class students of safety dramas, prepared by the Bureau of Education, Department of Interior, for which the students receive regular school credits.

**★ F. C. C. ★
ACTIVITIES**

APPLICATIONS GRANTED

WPRO, Providence. License to cover CP; 630 kc., 500 watts night, 1 Kw. day, unlimited.

WQAN, Scranton, Pa. Mod. of license to use WGBI transmitter as main transmitter and use present main transmitter as auxiliary for emergency only. Increase power to 500 watts.

WGBI, Scranton. Lic. to use WQAN transmitter as auxiliary transmitter.

Schonert Radio Service, Harrisburg, Ill. CP for new high frequency station. 31600, 35600, 38600 and 41000 kc., 100 watts.

W6XAO, Los Angeles. CP and lic. to add aural transmitter to television station. 150 watts, same frequencies with A 3 emission.

W2XE, New York. Lic. to cover CP to make changes in equipment and increase power to 10 Kw.

SET FOR HEARING

Chickasha Daily Express, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime.

Broadcasters, Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

Curtis Radiocasting Corp., Richmond, Ind. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

United Broadcasting Co., Tulsa. CP for new station. 1550 kc., 1 Kw., unlimited.

Decatur Newspapers, Inc., Decatur, Ill. CP for new special station. 1550 kc., 1 Kw., unlimited.

A. L. Beard, Jasper, Ala. CP for new station. 1500 kc., 100 watts, unlimited.

Airfan Radio Corp. (Ltd.) San Diego. CP for new station. 1420 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

WSAU, Wausau, Wis. Mod. of license to 1370 kc., 100 watts, unlimited, be granted.

RCA Communications, Inc., New York. License to use 2 additional frequencies be granted.

WREN, Lawrence, Kas. Auth. to transfer control of corp. to Kansas City Star Co. be denied.

APPLICATION DISMISSED

WSJS, Winston-Salem. CP to operate on 1250 kc., 1 Kw., unlimited.

HEARINGS SCHEDULED

May 24: KGO, San Francisco. CP to increase power to 50 Kw. 790 kc., unlimited.

Carolina Advertising Corp., Columbia, S. C. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

May 27: General Electric Co., Belmont, Cal. CP for new station. 9530 and 15330 kc., 20 Kw., unlimited.

June 11: Fields McCarthy Co., Poplar Bluffs, Mo. CP for new station. 1310 kc., 100 watts, daytime.

WKBH, La Crosse, Wis. Auth. to transfer control of corp. and renew license. 1380 kc., 1 Kw., unlimited.

C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts, 1 Kw. LS., unlimited.

Harold F. Gross, Lansing. CP for new station. 580 kc., 500 watts, 1 Kw. LS., unlimited.

Commission has ordered hearings for the following three cases subsequent to Sept. 6: Thomas J. Watson, Endicott, N. Y., CP for new station; Hearst Radio Inc., New York, CP for new station in Albany; Citizens Broadcasting Corp., Schenectady, CP for new station.

Copyright Suit Dismissed

Federal Judge William Bondy yesterday discontinued the copyright infringement suit filed over two years ago against the defunct Federal Broadcasting Co. and Sam H. Harris, the producer. Suit was filed by Jessica M. Hill, owner of copyright on the song "Good Morning to All," which the plaintiff claims was broadcast over WMCA without permission.

Weed's Detroit Office

New Detroit offices of Weed & Co., will be opened in the Michigan Building, 220 Bagley avenue, on May 24. M. J. Thoman, formerly of the Chicago staff, will be in charge.



★ Coast-to-Coast ★



LOCKWOOD & SHACKLEFORD Agency dug up an old disk series, made two years ago when a flock of present top notchers were starting to climb; dubbed the series down from 52 to 26 sides, and, presto! has a hot then-and-now program for Frank W. Dillon Co. on KEHE. Among the players in the old, and never before released records, are Bob Burns, Martha Raye, Phil Harris and his band, the Five Jones Boys and Etta Moton. Disks run 15 minutes and will go on Friday nights.

C. A. Siepman, director of programs for BBC, spent a few days in Los Angeles on a motor trip investigating educational broadcasting in America; heading east.

Mayfield Kaylor, program director for California net, back on the job after a three week illness.

Howard Chandler, vocal arranger for David Broekman's orchestra, wearing his left arm in a sling, result of prick from palm tree needle and ensuing infection.

Hudson Lyon has been added to KHJ and Don Lee technical staff.

John B. Hughes, newscaster for General Motors Acceptance nightly period, taking a vacation; will do his broadcasts from nearest Don Lee stations while away.

Jim Carroll, known on the air as Jimcrax, starts a new series on KFAC, Tuesdays, Thursdays and Saturdays, in the Will Rogers style.

CBS moving its Fiesta program into the CBS Vine street playhouse, changing times from Wednesdays to Tuesday nights, 10-10:30. Features Wilbur Hatch and ork, Eduardo Durante ensemble and Clayton Post and Don Tortilla Con Frijoles, as m.c.

Vincent Lopez became flying conductor this past week end, hopping to Stanford prom at Palo Alto, Friday night; back to Hollywood for Grace Moore's Saturday program, and playing Sunday in Oakland.

Mary Martin, singer on the Buddy Rogers Twin Stars show, being tested by Columbia Pictures.

Peter Potter, m.c. on Saturday night "Hollywood Barn Dance" on KNX, being starred in "Double Beds," comedy, at Beverley Hills Little Theater.

Fenton Earnshaw of Earnshaw & Young, transcriptions firm, off for East, to spend a while in Detroit before hopping over to Chicago for the convention.

New Thesaurus Subscribers

New subscribers to the NBC Thesaurus are WIS, Columbia, and WCSC, Charleston, S. C. Renewals have been received from WFAA, Dallas, and KTBS, Shreveport.

Disking "Time" in French

"March of Time" cast has been at work assisting a French cast in making three half-hour transcriptions of "The March of Time" in French, for France.

SIDNEY SMITH, 14-year-old tenor who has been singing with Clarence Tackett's orchestra in Oklahoma City for the past three years, has signed a three-year contract with KTUL, Tulsa, for a 15-minute program. He starts June 1.

"Sunshine Hour," on WHBL, Sheboygan, has been put on a twice weekly schedule to care for requests from shut-ins, for whom the program is arranged. Show includes Jack Foster, Ann Kenny, George Eisdold and Les Schmidt, with William L. Doudna announcing.

Albert J. Southwick and Byron Ray, members of the staff at KSL, Salt Lake City, have been addressing organizations on radio-relations.

Oscar Smith of the Bachelors Quartet, on Yankee Network, will be married Saturday to Margery Curtis Drayton at the Hotel Buckminster, Boston.

"Gerry" Belmont, public relations chief of the Yankee and Colonial networks, has been passing out cigars. It's a girl.

Sportcaster Len Riley of WFBM, Indianapolis, aided by Pete DePaolo, winner of the 500-mile grind at Indianapolis in 1925, interviewed Wild Bill Cummings immediately after pulling in pits following record-breaking qualifying spin. Riley's broadcasts with DePaolo in role of official question-prompter and race authority originate from track-side at Indianapolis Motor Speedway daily.

A crew from KWK, St. Louis, including Martin Bowin, Sterling Har-

Newspaper Classified Program

"Spotlites," sponsored by Baltimore News-Post, is being aired by WBAL, Baltimore, every morning from Monday through Friday. The newspaper's classified department is handling the program, which is divided into seven classifications—used cars, help and situations wanted, real estate, for sale miscellaneous, personals, lost and found and miscellaneous.

Fashions for Men

"The Calendar for Men," a snappy show foretelling future events for men, tied in with what is appropriate to wear on such occasions, and rounded out with music and dialogue, has started on KLS, Salt Lake City. Stunt was originated by Tommy Axelsen and sold by Ed Broman to Hibbs Clothing Co. for 52 weeks.

Allan Roberts on CBS

Allan Roberts will make his debut on a network program as guest artist on "Hammerstein Music Hall" on CBS, June 1. Roberts has been heard as the "Prince of Song" on WMCA only.

kins and Jim Burke made a trek through the Union Station Yards to greet the Presidential Party as it stopped in St. Louis while enroute to the nation's capitol after President Roosevelt's fishing trip in the Gulf. A number of distinguished members of the party were heard on the air, direct from the special train, which stopped far out in the railroad yards. One of the most interesting interviews came from the President's secretary, Marvin E. McIntyre, who told all about the "boss" and his experience in landing a tarpon.

Springfield (Mass.) Repetory Players are now presenting dramatic sketches over WSPR, Fridays, 8-8:30.

Phil Davis is writing the continuity for the "Musical Headlines" program, a Sunday and Tuesday feature on WCAE, Pittsburgh. Davis takes stories in the news, tells them briefly, and then selects numbers to fit the news.

A two-hour concert of religious music by the internationally renowned Latter Day Saints Choir from the Tabernacle in Salt Lake City, accompanied by a Hammond Electric Organ, will be broadcast from the natural amphitheater in Zion National Park over CBS beginning at 1:30 EDST on Memorial Day, May 30. Richard L. Evans of KSL is handling production and announcing.

Charles Lyon, NBC announcer, assisted by Lynn Brandt, will be at the mike for the International Golden Gloves Tournament to be aired from Chicago over the NBC-Blue on May 28 at 11:05-12:30 midnight, EDST.

Theater Pipes Bowes Show

Omaha—Most expensive exploitation ever attempted by a theater here took place in connection with last week's appearance of Major Bowes' All-Girl Revue at the Orpheum and the Thursday night Bowes broadcast, which was brought into the theater by remote from KFAB and presented to the audience via the theater's own sound system. Local vote was tabulated before the audience's eyes during program. Exploitation cost \$2,300, of which the program sustained \$1,800—the usual amount spent on phones for each week's honor city—and the theater \$500.

Fizdale Moving to Hollywood

Chicago—Tom Fizdale, back from the coast, intends to move his headquarters to Hollywood in the Fall. He will maintain a small office here.

Jackie Heller at State

Jackie Heller plays Loew's State on Broadway the week of May 27. Deal set by Herman Bernie.

HUGH VOGEL, NBC salesman for several years, and formerly of Freeze, Vogel & Crawford agency of Milwaukee, has transferred to Beaumont & Homan agency here as radio director and account executive.

Marilyn Thorne, juvenile singer, will sing with Ted Weems, pinch-performing for Horace Heidt, on the Alemite show over CBS, Monday May 24.

"Lucky Girl," WGN serial, has been brought back to the air with Kay Campbell in leading role. Show is written and produced by Blair Walliser.

Bill Seymour, WLW actor, brother of Anne Seymour of "Mary Marlin," and Patricia Garrity, daughter of J. J. Garrity, Chicago theater manager, were married Sunday.

Lester Griffith, NBC announcer, and Laura Satterwaite of the production department, got around to admitting yesterday that they had been married since May day.

Henry Busse's boys threw a birthday party for him Wednesday.

Bruce Kamman, Kaltenmeyer Kindergarten boss, will tell all when he is interviewed on WCFL's Radio Comments program Saturday.

Ken Ellington has been picked by CBS to describe the 500 mile Memorial day race at Indianapolis. Ted Husing will be doing the Davis Cup matches at Forest Hills at that time.

Dick McBroom to Head Blair Research Dept.

Chicago—A new research and promotion department, headed by Dick McBroom, for the past two years manager of the NBC press department here and before that in advertising and editorial work, is being established by John Blair & Co., station representatives. Efforts will be made to supply advertisers and agencies with vital sales information by means of a new checkup system aimed to minimize the demands on stations, according to John Blair.

McBroom takes up his new duties June 1 on his return from a coast vacation.

WHBL "Question Box"

"The Question Box" has been added to the schedules of WHBL, The Sheboygan Press station, Sheboygan, Wis. During the 15-minute morning period, "The Question Box Man" offers to answer any answerable question of fact, barring medical, legal, and financial advice—or, for that matter, advice to the lovelorn. The program is conducted by William L. Doudna, WHBL program director.

PROMOTION

WFBL Survey

Results of a survey of WFBL listeners, made recently by Professor Kenneth G. Bartlett of Syracuse University, has been published in an attractive brochure. Said to be the largest telephone and personal interview study ever made in Syracuse or any city of comparable size, the results show WFBL as the most-listened-to station.

Favorite programs, in order of vote, are Eddie Cantor, Lux Radio Theater, Gang Busters, Boake Carter, Major Bowes' Amateurs, Jack Oakie, Jack Benny, Joe Penner, Lum and Abner and Kate Smith. Cantor is first in preference with men, second with the women and third with children. Lux Theater is the women's first, while Popeye the Sailor heads the children's list.

Newspaper-Radio, Tieup

In order to stimulate local interest in the National Boy Scout Jamboree, KCKN (Kansas City, Kas.) promoted 200 genuine Indian arrowheads from proprietor of local Indian curio shop and arranged a simple scrambled letter contest utilizing both newspaper and radio.

Story in the newspaper gave four letters from the name of a famous Boy Scout leader (Dan Beard) and told readers to tune to the radio program to get the 4 other letters that would complete the name.

The four missing letters were announced on the broadcast and listeners were told to look in the newspaper for the other 4 letters.

Free Seeds

A packet of Guinea Gold Marigold seeds and a booklet, "We Grew it," are given by the Northrup King Seed Co., Minneapolis, to listeners to the Almanac of the Air program over WHO, Des Moines, each weekday at 6:45 a.m. Listeners are asked to send in a date line off a packet of Northrup King seeds. Each packet is stamped with the year in which it was packed.

Mystery Contest

A \$50 prize is being offered for shortest solution to crime stories enacted Tuesday nights in "World Fastest Mystery Contest" aired over WFAA under sponsorship of A. J. Krank, Minneapolis (Krank's Lather Kreem and Lemon Cleansing Cream). Same program is aired on other network stations with or without the contest feature.

Offers Book on Furs

Cownie Fur Co. of Des Moines is offering a free booklet titled "The Romance of Furs and Their Care" to any woman who writes to the company telling the kind of fur she owns. The Cownie Musical Furrier, a 15 minute recorded program, is broadcast over WHO, Des Moines, every weekday 8:15-8:30 a.m.

ORCHESTRAS - MUSIC

ZINN ARTHUR'S debut on the MBS network May 27 inaugurates not only a new band but a new style. Arthur is responsible for a new type of music called "Maraccas Swing."

Ed Davies, baritone, is a new Paul Whiteman discovery. He'll be heard with the Whiteman aggregation in Washington the week of May 21, making a total of 43 people discovered by the maestro.

Johnny Mullaney and Ork, booked by CRA, play the annual Warner Bros. employees party in Chi. May 21.

Joe Candullo and his NBC band are heard nightly at Seven Gables Inn, Milford, Conn.

Bobby Lee, from the Parrish Cafe, and Tevia Gorodetsky, from the Russian Kretchma, are the newest additions to the dance remote parade of bands heard over WDAS, Philadelphia.

Bert Block and his Bell-Music abandon the Hotel Syracuse today and will be heard at Coney Island, Cincinnati, for five days, effective May 22, with a WLW wire. Bert takes his Bell Music into the Hotel Statler Roof Garden, St. Louis, for the entire summer, with a bi-weekly airing via CBS.

Julie Oshins and Ben Lessy, song satirists, will continue through the Summer at the Frolics, Broadway rendezvous. They are working on a new comedy routine burlesquing recent happenings at the Coronation in London.

Arthur Ravel, now at French Lick Springs Hotel with his orchestra, confesses his real name is Arthur Valentino. He's a cousin of the late Rudolf Valentino.

Charles Dornberger, whose orchestra enlivens moments at the Roosevelt Hotel, has gone back to flying. He was a pilot for 9½ years and last Sunday made his first flight in 1½ years at Roosevelt Field.

Ascap Meet Closes

Three-day convention of the field representatives of Ascap came to a close late yesterday afternoon. Final day was given over to various discussions, mainly anent the relationship between the home office and reps. The 55 attendees were guests last night of general manager John G. Paine, at the Rainbow Room.

Full-Hour "Clock" on WBRY

New Haven—WBRY has supplanted two network programs just concluded with a full-hour "Musical Clock" at 8 a.m. daily, designed to lend itself to commercial purposes. Walter Howard will handle the show.

Felix Mills, Gilmore Circus band conductor-composer, composes music without a piano or other musical instrument. He sits at an ordinary desk, sets the notes down as fast as they come to him, and rarely has to make changes.

Joe Marsala, Hickory House bandleader, has re-contracted Adele Girard, swing harpist, thus scotching rumors that Adele would join a rival band.

Les Lamont's band, playing in the new Palm Room in Frisco, is aired regularly over KYA Sundays from 10-10:30 p.m. Maestro Floyd Mills has been held over for the summer season at the Du Pont Hotel, Wilmington, Del., via WDEL and a split Inter-city net.

The Imperial Hawaiian Band inaugurate a limited engagement at the Genova Cafe, Camden, N. J., with a WCAM wire, prior to their return to the Steel Pier, Atlantic City, from which spot they air via WPG.

The Olsen musical aggregation concluded an engagement at the Metropolitan Theater, Houston, Tex., on Thursday last, played for a private party at the Country Club Friday night, and left for Los Angeles and the Coconut Grove on Saturday.

Batonist Frankie Richardson and his boys take musical command at the Club Avalon in Wildwood, N. J., May 22.

Earle Row and ork are back at the White Way Hotel, Atco, N. J., for the summer season.

Henry Busse this week wound up an engagement of 124 weeks at the Chez Paree, 72 of them without interruption. Ted Lewis and ork replace Busse for five weeks while he tours. On June 4 Maestro Busse opens a Chez Paree show unit in Detroit for 4 weeks of theater work, flying back to Chi July 2.

Rita Rio plays a one night engagement at the Paramount Ballroom in Philly, May 27.

Paley Amateur Award

Walter Stiles, Jr., amateur radio operator of Coudersport, Pa., has been selected by a board of five distinguished judges for the William S. Paley amateur radio award and will receive the award from Paley at a presentation luncheon at the Waldorf-Astoria Hotel on Monday.

Short-Waving Fight

Through special facilities installed at the ringside, NBC will short-wave the blow-by-blow description of the Braddock-Louis fight to Radio Splendid, Buenos Aires, as a sustainer on June 22. This is in addition to the sponsored fight broadcast which Buick has arranged for the Blue and Red networks.

★

**The Time
June 20-23**

★

**The Place
Chicago**

★

**The Event
NATIONAL
ASSOCIATION
OF
BROADCASTERS
CONVENTION**

★

**Will
RADIO DAILY
Be There?**

★

**YES
and
HOW
with
SPECIAL
EDITIONS
Every Day**

★

CATHODE RAY FOR TELE IS HELD INSUFFICIENT

(Continued from Page 1)

have the advantages that a radio has over a phonograph: vitality, interest and a well ordered flow of subject matter obtained with no effort other than the choice of competing programs.

Every radio-set owner has potentially a library of subject matter, costing him nothing at all, that far exceeds the scope of any possible collection of phonograph records. And, likewise, a television-set owner, after adequate television broadcasting networks are functioning, will have on tap potential subject material, without cost, that is beyond the pocketbook of even a fairly wealthy home movie enthusiast.

But television in the home must produce a picture of substantial size—say two to three feet on a side—which must be of satisfactory quality or detail, and be adequately illuminated. Also, the receiving set must be low enough in cost to be capable of being included in the family budget without undue discomfort.

The cathode ray system of television does not meet the above requirements, and it is rather doubtful whether it ever can be developed as a commercial competition to the home talking motion picture. However the system of the International Television Radio Corp., based upon the resonant vibrating mirror scanner, is devised to meet these requirements. Tentatively the retail price of the receivers has been estimated at \$200. The dream of the public of home talking motion pictures must be satisfied, and the public will continue to exert pressure upon organizations and their engineers until the devices it desires have been made available.

Dr. Lee de Forest, speaking recently over KEHE, Los Angeles, said: "How soon television will actually be commercialized, and in the home, depends on how soon the leaders of television engineering begin the intensive development of mechanical systems which will permit the projection on the home screen of large, brilliant, fine detailed pictures, comparable to today's home movies.

"But so long as these engineers actually praise their present tiny cathode ray miniatures for their 'unobtrusiveness,' the average radio ad-

ONE MINUTE INTERVIEW

SHEP FIELDS

"In swing I believe we have reached the ultimate in popular music. Whatever future ideas there will be in dance style can only be variations of what has already been done. We have gone to every conceivable extreme and from now on we will be merely retracing our steps in some form or other."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 34 of a Series

WDZ—Tuscola, Ill.

250 Watts—1020 kc.

EDGAR L. BILL, Pres.

CLAIR B. HULL, Mgr.

WDZ was founded in the spring of 1921 by James L. Bush for the sole purpose of broadcasting grain and market reports.

WDZ is the oldest station in the state of Illinois and the third oldest in the nation, having been preceded only by KDKA, Pittsburgh, and WGY, Schenectady, N. Y.

While in the beginning WDZ was only on the air every 30 minutes between 9 a.m. and 1:15 p.m. daily to broadcast market reports, today it operates on a full daytime schedule, between 5 a.m. and 5:30 p.m.

It was in 1929 that the station ceased to devote its entire time to markets and became a full-fledged commercial station. In December, 1935, WDZ became incorporated under the name of the WDZ Broadcasting Company, Inc., with Edgar Bill of Peoria as president. At this time WDZ was given an increase in power from 100 watts to 250 watts, and the change of wave length to a clearer channel, from 1070 to 1020.

Clair B. Hull was named manager of the station, and since the first of 1936 the staff has grown from five to 23.

dict had best console himself with what he can now actually find among the ether waves.

"But seriously, it is well within the possibilities that we shall have Television as it should be (and must be, for it to be marketable) within two years. Someone will surely get 'around that corner.' And there he will find, not a small cathode-ray tube, but perhaps a small rapidly vibrating mirror, and a reasonably large screen. Before television, as we like to imagine it, can really arrive, and be put upon a sound economic basis, the picture must first be gotten out of the bottle and put back upon the screen.

"This can be done, and it must be done. There is today sound engineering basis for this statement. And if one-half of the sums which have been expended in America and Europe upon the cathode-beam principle had been devoted to one or two existing mechanical systems, I have little doubt that there would be in operation tonight a score of commercial television transmitter stations scattered among the cities of this country, and many thousands of households enjoying visual entertainment in their homes."

It is safe to predict that television will cause a marked decrease of attendance at the motion picture theaters. This loss will be more than made up by the sale of television sets, the sale of television broadcasting time, the increased sale of products due to television advertising, and the increased use of film and film production facilities for the production of shorts for television purposes. Radio took the bottom out of the phonograph business, but who is there today who would want to turn the clock of progress back to the pre-radio era? And should television provide more genuine interest and entertainment for the general public and many more new commercial advantages, who would then question the general and expanding use of

television facilities even though this process cost the motion picture industry a substantial loss of audiences and a reduction in the tremendous earning power of the few glamorous stars of the silver screen?

People who attend a motion picture theatre resent any attempt to utilize the performance which they pay to see as an advertising medium. But this is not the case in the home. Radio has accustomed us to the sponsored program, just as the newspapers have made it natural for us to have advertising side by side with our news. We know that advertising in a newspaper provides the funds that make it economically possible for the paper to put out excellent issues with complete news from agencies embracing the whole Earth and containing the ideas of the skilled commentators and columnists of the day. We know that advertising on the sponsored radio programs provides superlative entertainment that is commercially healthy. Likewise sponsored television will be acceptable. And with it will be released the most powerful medium of advertising that mankind has ever experienced: Eye value, charm, appeal of products that can only be duplicated by a trip to a store under the guidance of a superior salesman. And, better still, this trip is made as a unit by the whole family who are free to comment upon the merchandise displayed, without being subjected to such censorship as might be self-imposed by the human desire we all have to protect the salesman's statements from our pointed criticism or disagreement.

Omitting from consideration the cultural and entertainment value of television, the very fact that it will create large sales of merchandise by reaching effectively millions of potential buyers, will of itself increase production of merchandise and naturally increased business, and be a marked influence in stimulating and

CHICAGO SURVEY SHOWS TASTES ARE GOING UP

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character of advertising in broadcasts is seldom criticized, though the amount is, and that broadcasters in general are doing a good job of programming.

Duplication of programs (the same event on two stations simultaneously) and the exciting type of children's fare aroused complaint, and there was widespread expression that too few listeners write in commending broadcasters for their excellent programs.

Jack Benny, Father Coughlin, March of Time, Eddie Cantor, Fred Allen, Wayne King and One Man's Family led the list of favorite shows.

maintaining our national prosperity. In other words, the advertising value of television alone would make it a valuable contribution to the well-being of our people.

After we have seen a two-hour program in our home of an evening we naturally have no desire to go to the local motion picture theater. Serials and certain recurring features will tempt us to a nightly habitual use of our set. Of course, the home program must suit our taste. Radio has taught the broadcasters drama and diversity, and we can expect this lesson to be inherited by the program specialists of television. The motion picture theater cannot give the audience anything that approaches the drama and diversity that is possible with television. For example, television can show a boxing bout in progress, while the climax is in the lap of the gods. Motion pictures of the bout are an anticlimax, for we have read about it in the newspapers before we see it at the theater, and that important element of dramatic suspense is absence.

It seems certain that some tens of thousands of people who depend upon the motion picture industry for a living, will find television encroaching upon their livelihood. But is this important when television promises the creation of hundreds of thousands of new jobs and thru its advertising appeal some hundreds of thousands of additional workers to manufacture the products it sells on its programs?

DO YOU KNOW



KNOW

Canada now has approximately
1,026,000 radio licenses in operation,
against 862,110 a year ago.