



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 74

NEW YORK, N. Y., MONDAY, MAY 24, 1937

FIVE CENTS

NBC Coast Workers Unite

NETWORKS STUDYING FOREIGN TELEVISION

That the networks will spend the large part of the summer studying foreign television is evident from the list of network officials who will be present in Europe before the end of July.

Edwin K. Cohan, CBS director of engineering, is already in Europe and will not return until sometime in July. C. W. Farrier, coordinator of all NBC television activities, William S. Rainey, head of production, and Robert E. Shelby of the engineering

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Personnel of WCPO Doubles in 2 Months

Cincinnati—Due to increase in sales, the personnel of WCPO has doubled over the past two months.

Sales staff has been increased by John P. Smith and James H. Knox of New York; A. H. Tomsett, WCPO salesman since 1930, is acting sales manager. Jack Rieman of Washington has been appointed office manager and assigned a new staff of five to more effectively handle the volume

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A. J. Krank Script Show On Eight CBS Stations

A. J. Krank Co., St. Paul (hair oil & lather kreem), tomorrow will begin a quarter-hour script show on eight CBS mid-western stations (WBBM, KRNT, WCCO, WISN, WFBM, KFAB, WMBD and KMOX) 11:15-11:30 p.m. EDST. Program will be entitled "Minute Mysteries" and will originate from Chicago. Series is signed for 13 weeks through McCord Co., Inc., Minneapolis.

KGGC on 24 Hours

San Francisco — First San Francisco station to operate 24 hours a day will be KGGC, which soon launches its all-around-the-clock schedule.

W. N. McGill, manager of the station, has received notice of the FCC's approval of the full-time operation. The Commission's authority is effective July 6.

Ex-Vocabulary

Olean, N. Y.—A novel spelling bee aired by WHDL from the Kiwanis Club, with two Catholic priests, Baptist, Methodist and Episcopal ministers, a rabbi, a utility official and a school principal taking part, developed a big laugh when one of the Catholic priests couldn't spell "Presbyterian." The bee was so interesting and amusing that it was allowed to run beyond its time, with other broadcasts cancelled.

WABY AND WOKO OPEN STUDIOS IN TROY, N. Y.

Albany — WABY, the NBC-Blue network station in this city, and WOKO, the CBS outlet, have opened studios in Troy. The Collar City studio is located in the Flatiron Bldg. in the heart of the city.

Both Albany and Troy will be

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Summer Biz Is Better At WPTF, Raleigh, N. C.

Raleigh, N. C. — Usual summer slump is not evident at WPTF this year, the station's local chart of sponsored programs showing fewer signs of vacancies than anticipated at this season. Programs have taken a decided upward trend in the past few weeks, with many sponsors renewing for periods of a year and sev-

(Continued on Page 7)

Employees of Los Angeles Studios Form Union for Collective Bargaining —No Outside Affiliations

By VERNE BAILEY

Los Angeles—Employees of National Broadcasting Company, here, excluding officials and heads of departments, organized their own union late last week for purposes of collective bargaining.

Tracy Moore was made temporary chairman, and a committee was named to draft a constitution and by-laws.

The new organization has no outside affiliations, it was stated.

LABOR RELATIONS BOARD TO RULE ON WHN UNION

Meeting held last Friday by executives of WHN and American Radio Telegraphists Ass'n, with Mrs. Elinore Herrick of the National Labor Relations Board sitting in, was placed in the lap of the Labor Relations Board. Federation of Labor had filed a request with Loew's Inc. that only A. F. of L. members be employed at WHN, which is owned by Loew's. The ARTA is a CIO union. Behind the AFL request was a possibility that they would call out all stage hands, musicians and motion picture operators in Loew's theaters.

Mrs. Herrick, when contacted by RADIO DAILY, said that a hearing would be held before the Labor Re-

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Lehn & Fink Launching One-Station Test Show

Lehn & Fink Products Corp. will begin a test campaign for Tussy cosmetics over one station shortly. Just where the program will be spotted has not as yet been determined, but plans call for an expansion if the airing is successful. William Esty & Co. is handling the account.

COLONIAL NETWORK DEFENDS CIO ACTION

Boston—Charges by the CIO that the Colonial Network violated free speech as a result of announcement in connection with a broadcast by John L. Lewis that had been booked by the labor union were denied Saturday by John Shepard 3rd, head

(Continued on Page 3)

WBHP, Huntsville, Ala. Begins Broadcasting

Huntsville, Ala.—Following a dedication program Thursday night, WBHP started its regular schedule Friday morning as the newest station in Alabama. W. H. Pollard is owner and manager, with Virgin Sanderson and M. C. Davis, engineers; Vance Brooks, chief announcer; Richard Schiffman, commercial manager, and Weston Britt, program director.

★ THE WEEK IN RADIO ★

... Definite Labor Trend

By M. H. SHAPIRO

AS the week wore to a close, it appeared that the labor situation, in so far as the unions were concerned, was a case of catch-as-catch-can and every union for itself.... in effort to organize the technicians... In New York, WMCA's entire staff of 17 announcers and producers joined the American Guild of Announcers & Producers, recently formed at WABC with Roy Langham as president.... At WHN, labor conferences took place during course of several days, the ARTA (CIO Union) striving for its points.... CBS was carrying on negotiations

with the Langham outfit.... and the IATSE came into the picture to organize the technicians generally... AFL support was claimed here and there, as the AFL came out in the open to fight CIO.

Song writers threatened to complicate the licensing of electrical transcription copyrighted music (also movie synchronization) by taking over these rights from the publishers on works brought out after June 1... conferences set between writer and publisher committees.... Squawk to the FCC came from a congressman

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More Sets Sold

Washington Bur., RADIO DAILY

Washington—Sales of radio sets last month were higher than in the same month a year ago, according to tax receipts of the Bureau of Internal Revenue, which reports that \$331,618.50 was collected in taxes on radio and phonograph sales in April of this year, an increase of \$10,611.66 over the same month in 1936.



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★ THE WEEK IN RADIO ★

... Definite Labor Trend

(Continued from Page 1)

who couldn't see why Mutual should use CKLW to reach audience in U.S....Eddie Cantor drew a six-year contract from Texaco, minus the cancellation clauses...Buick and NBC will have the Louis-Brad- dock fight (night of the NAB ban- quet by the way)...Special events rivalry hit a new high both between nets and unaffiliated outlets... WJBK placed the Western Union baseball score biz in laps of FCC... CBS on the coast went in for a pre- television series at Wednesday broad- casts, the actors going through the motions of being televised instead of just broadcasting....

RCA-Victor gathering of whole- salers was told by David Sarnoff that tele was still on the far side of the corner....In an article in RADIO DAILY, William H. Priess, president of the International Television Corp., believed that the cathode ray sys- tem lacked tele essentials...Chevro- let Motors balked at increased sta- tion facility costs and took off about

40 outlets on its disk campaign.... Ascap held a three-day meet of its 55 field representatives, and dis- cussed ways and means of making the organization more efficient, also many other problems, particularly the adverse legislation in several states...Nebraska governor signed its so-called anti-Ascap bill...but not all of the newspapers there seemed in accord with the measure.

NAB research and commerial committee talked over the Joint Committee proposition once more and decided to recommend that the NAB director select a research ex- pert to sit in with ANA and AAAA ...FCC said question of newspaper ownership of stations was not with- in its jurisdiction...same day the FCC decided to go through with the threatened investigation of the acts of some radio lawyers in Wash- ington...Continental Radio changed its name to Scripps-Howard Radio, Inc., so that the newspaper chain would be more closely associated with its subsidiary....

COMING and GOING

ARTHUR JARRETT leaves for Texas today to appear at the Pan-American Casino for ten weeks. In addition to vocalizing, he'll head an alternate orchestra.

FRED ALLEN and PORTLAND HOFFA (Mrs. Allen) leave for the west coast in July via the Panama Canal.

JOE SHAW, head of the authors and pub- lishers' division of Wilson, Powell & Hayward, has left for Hollywood.

MICKY ALPERT left Saturday morning for Boston and will return with JACK BREGMAN today.

S. D. FUSON of the Arthur Kudner agency was in Detroit last week and returns today.

BUCK WEAVER, WBBM, Chicago, news edi- tor, is visiting Washington and New York.

G. W. GRIGNON, manager of WISN, back to Milwaukee after several days in New York.

ARNOLD JOHNSON will vacation on a tramp steamer.

ISIDORE ACHRON, well-known pianist, ar- rived yesterday from France.

JERRY BELCHER was in Pittsburgh yester- day for his "neighbors" broadcast, which came from the home of a coal man.

DONALD FLAMM and HARRY HERSHFELD leave Thursday for a five-day cruise to Ber- muda.

ARTHUR BORAN is in Reading, Pa., this week, heading a radio unit in vaudeville.

A. B. CHAMBERLAIN, CBS chief engineer, was upstate over the week-end.

MRS. K. G. BONDY, mother of the advertis- ing manager of General Electric Co., arrives today aboard the California from the west.

Jolson Recessing Earlier

West Coast Bureau, RADIO DAILY Los Angeles — Al Jolson's Rinso- Lifebuoy program, originally sched- uled to go off the air for the summer in July, has moved its time up to June 29. September 6 set for re- suming. The whole Penner show will be off for the summer, and Oakie College will finish June 27, although Camel is expected to replace it with a lighter show for the summer, and may pick up Oakie again in the Fall.

Kay and Buddy in New Show

Kay and Buddy Arnold, harmony team now heard on the WMCA Wheaties program, "Grandstand and Bandstand," daily 2:30-5:30 p.m., will also broadcast a sustaining series from 4:30-4:45 p.m. daily to 8 sta- tions of the Inter-city network with WMCA not included. Program will consist of vocals and guests. Jerry Baker, Lorraine Barnet, Don Kerr, Harriet Brent, Powell Clark and Hel- en Young have been set for appear- ances.

CBS to Air Latonia Derby

Columbia Broadcasting System will air an exclusive account of the run- ning of the Latonia Derby on June 12 from Covington, Ky. Broadcast is scheduled for 6-6:30 p.m. but no an- nouncer as yet has been handed the assignment.

R. L. Watkins to Use Radio

R. L. Watkins Co. (Mulsitan) will use radio in an extensive advertising campaign in greater New York this summer. Thompson-Koch, Cincin- nati, is the agency handling.

"Robin Hood" Premiere

First presentation of "Robin Hood," original radio dramatization with in- cidental music, all by Wells Hively, will take place May 31 over the NBC-Blue network at 8-8:30 p.m.

FURGASON & ASTON



Representation with Concentration

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and KOOL CIGARETTES WJZ-10 P. M. E.S.T.—Friday NBC Network Dir.: A. & S. LYONS, Inc.

WABC Wins Golf Meet

WABC golf team, for the second consecutive year, were the victors in the annual radio golf tournament held at River Vale Country Club, Bergen county, N. J. Teams from WOR, WMCA, WHN and WEAF-WJZ were entered. Alfred J. McCosker, WOR president, donated two boxes of golf balls to the two golfers with the lowest scores. Phil Duey of NBC and Philip Howard, WABC were the winners. Jaek Poppele, WOR chief engineer, was low man for his station. About 30 participated.

WJTN Chautauqua Outlet

Jamestown, N. Y.—WJTN has been designated by Dr. Arthur E. Bestor, president of Chautauqua Institution and president of Town Hall Inc., New York, as the official 1937 radio outlet for the chautauqua sessions at Lake Chautauqua, N. Y. WSYR, Syracuse, under same control as WJTN, will carry the broadcasts by special wire from here. Programs also will be fed to NBC-Blue network, with which WJTN became affiliated May 15.

Madge Marley on Pearce Tour

Madge Marley, soprano, has joined Al Pearce for his personal appear- ance tour which starts May 28 in Philadelphia and finishes in San Francisco on June 29.

Howard Perry at WTAG

Howard Perry, until recently di- rector at WQXR, New York, has been appointed commercial manager of WTAG, Worcester.

New CBS Rate Card

CBS this week will distribute its revised rate card No. 23 containing all the new additions to the CBS network and rate increases. Card will be dated June 1.

FINANCIAL

(Saturday, May 22)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include CBS A, CBS B, Stromberg Carlson.

WFAS Gets Disking Equip.

WFAS, White Plains, has just placed an order with Presto Record- ing Corp., New York, for two Presto 16-inch dual 78 and 33-1/3 rpm tran- scription tables, equipped with RCA High Fidelity micromatic pick-ups. One of the tables will be fitted with a Presto acetate-disc cutting mechan- ism for use at both 78 and 33 rpm, capable of cutting 16 inch disks. In- stallation will be completed in about two weeks.

Salter on "Parade" June 16

Harry Salter and his band join Lucky Strike's NBC "Hit Parade" starting June 16.

BIRTHDAYS calendar grid for May 24, 1937.

May 24

Greetings from Radio Daily

to

Rachel Carlay Dwight Latham

NETWORKS STUDYING FOREIGN TELEVISION

(Continued from Page 1)

staff, will sail for England early next month to have a look-see for NBC. Group will visit Holland, France and possibly Germany, in addition to England. Rainey will make a special study of television production technic as practiced by the European countries. NBC men are expected to remain abroad for about six weeks. Reports were current last week that John F. Royal, NBC vice-president in charge of programs, would also accompany the television group as a representative of the program department, but that is off.

William S. Paley, CBS president, is expected to start on his annual vacation to the old country either the second or third week in June. David Arnoff, RCA president, gets off on the same route at an earlier date than usual, probably late in June.

Frederic Willis is going to Norway late this month, but he said that he was definitely going on a vacation with no business to be handled. Edward Klauber, CBS executive vice-president, is still on vacation at an undisclosed spot.

In addition to looking over television developments for CBS' new Chrysler tower television transmitter and also at its new headquarters to be built on Park Ave., Cohan will devote part of his time to a study of regular and short wave broadcasting methods.

Farrier, Sarnoff and Rainey will no doubt spend a good part of their time at BBC, inasmuch as the EMI television system they are using has a working agreement with RCA.

Hoff Succeeding Marsh As Al Pearce Orchestra

Carl Hoff and his orchestra have been selected by the Ford Motor Dealers to replace Larry Marsh and his band on the Al Pearce show during the summer months. Program now heard over a CBS network of 69 stations every Tuesday from 9-9:30 p.m., will air from the west coast during the summer and leaves New York June 1. On that date the broadcast will emanate from Philadelphia. Marsh will be unable to leave New York because of previous commitments. Hoff will remain on the show at least nine weeks. When the program moves back east in the fall, Marsh and his orchestra will return to the series having already signed a contract. N. W. Ayer & Son has the account.

City of San Pedro on KFOX

Long Beach, Cal.—Backed by enterprising local merchants, the San Pedro Chamber of Commerce is sponsoring "San Pedro Marches On!" twice-weekly half-hour variety show over KFOX. Program boosts San Pedro as a home site and cultural center, besides its shipping and other advantages.

NEW PROGRAMS—IDEAS

"Feminine Feats and Fun"

Under the guidance of Cy Newman, recently heard as race commentator from Pimlico, WBAL of Baltimore is putting on a Tuesday-Thursday-Friday noonday feature known as "Feminine Feats and Fun."

This program will be divided into three parts by Newman, who is a sports reporter of wide experience: (1) outstanding Women Athletes of Today, to include brief biographies of such noted women as Helen Wills Moody, Patty Berg and "Babe" Diedrickson; (2) women's Sports in Baltimore, including bicycling, softball, golf, swimming, and many other sports, and (3) oddities in the news, and answers to sports questions, wherein Newman will attempt to solve problems and answer any inquiries concerning sports problems confronting his listeners.

WDNC Vacation Special

Vacation suggestions from Travel Magazine are being presented by the Globe Trotter over WDNC, Durham, N. C., on Tuesdays and Thursdays at noon.

Vivid descriptions of glamorous lands, set to enticing musical backgrounds, comprise the programs, which are conducted by Kay Lee, of the WDNC continuity department. The broadcasts are signed on and off by the sound effects of different modes of travel—airplanes, ships, railroad trains, etc. Appropriate music is used to furnish the proper atmosphere to the program, while Kay presents the scripts in her most appealing style. The correct questions are asked by the announcer, who acts as stooge to the globe-girdling Kay.

New Family Life Treatment

Radio drama of a unique type has hit the air on WTMJ, The Milwaukee Journal station, and an entirely new radio form was born. New series is "Letters of the Cartright Family," to be heard Monday-Wednesday-Friday at 10:45 a.m. Program deals with family life, but instead of the usual dramatization, story is told through the family's letters to each other. Novel twist is that letters speak in voices of the writers. Device is logical and achieved startling effect in first broadcast. Author of the show, a well-known WTMJ figure, prefers to remain anonymous. Feature is copyrighted.

"Religion in Your Life"

Starting May 30, at 8 p.m., a new Sunday program entitled "Religion in Your Life" will go on the air over WCPO, Cincinnati. The program of sacred song and sermon will be led by Reverend Davis of the First Baptist Church of Ludlow, Ky., and will originate from the Ludlow Church. Services will be conducted by Reverend Davis with his own congregation taking part in a mammoth radio evangelical program.

"Junior Varieties" on WBAL

A novelty program has been launched at WBAL, Baltimore, on Fridays at 5:15 p.m., under the title of "Junior Varieties."

The program offers an opportunity to youngsters, between the ages of five and fifteen, of becoming radio announcers. The youngsters will open the program, introduce musical selections, read commercials and, in general, control the entire program. A number of them will participate in each broadcast, with an ultimate winner being selected to handle an entire program by himself.

"Young Playmates" on WICC

A new series of children's programs entitled "Young Playmates" will start May 27 on WICC, Bridgeport, as a 5:30 p.m. Thursday feature. George Tompkins, director, will present a weekly group of young radio aspirants, naturally associated in groups, and hold interviews of a semi-humorous nature with them. Youngsters, aged 10 to 15, will be queried on their aspirations, hobbies, daily routines, etc., as well as being presented as soloists.

Senator's Weekly Talk

Senator Crawford Jamieson of the state legislature at Trenton, N. J., does a weekly broadcast over WTNJ, discussing new bills before the senate.

COLONIAL NETWORK DEFENDS CIO ACTION

(Continued from Page 1)

of the network. Shepard said the textile workers' committee who signed for the radio time was aware that the station planned to insert the announcement saying:

"The next hour has been engaged by the Textile Workers Organizing Committee. The opinions to be expressed during the period are those of the speaker and his organization. They do not reflect the opinion of this network, the management of which is definitely opposed to certain principles of the C. I. O., notably the sit-down strike."

Later the textile leaders cancelled the broadcast as a result of objections by Lewis, and said protest would be filed with the FCC. The textile group said the station's statement was a distortion of C.I.O. principles, which, it said, did not include the sit-down strike.

Meanwhile arrangements were made to have the Lewis speech in Lawrence on Sunday aired by three independent stations.

Ina Ray Hutton for Philly

Ina Ray Hutton and her Melodears, being held over at the Paramount on Broadway, will follow with a booking at the Earle Theater, Philadelphia. Three major film firms are reported dickering for a screen contract with the blonde bombshell through her manager, Irving Mills.

Mertens and Price Inc. Announce

EASTERN SALES
AND SERVICE

Now under personal
direction of

RALPH ROGERS

President, Associated Radio
Writers, Incorporated

HEADQUARTERS

NEW YORK

RADIO & FILM METHODS CORP.

101 Park Avenue, New York City

BOSTON

ASSOCIATED RADIO WRITERS, INC.

137 Newbury Street, Boston, Mass.

MERTENS AND PRICE, INC.

1240 South Main Street, Los Angeles, Cal.

AGENCIES

H. W. KASTOR & SONS ADVERTISING CO., Chicago, have announced the reopening of New York offices in the RCA Bldg. Arthur Kastor is in charge. Agency closed its New York offices about two years ago.

ALVIN AUSTIN CO. has been appointed advertising and publicity directors of the 1937 Father's Day campaign.

BURT COCHRAN will be promoted and transferred June 15 from the post of Pacific Northwest manager of McCann-Erickson Inc. to a new post in charge of new business development with offices in Chicago. Vernon Churchill, Portland, Ore., manager, succeeds Cochran in Seattle.

J. WALTER THOMPSON Co. has been appointed by W. F. Young Inc., Springfield, Mass. (Absorbine) to handle its account, effective Sept. 1.

LAMBERT & FEASLEY INC., has moved to 9 Rockefeller Plaza.

BAGGALEY, HORTON & HOYT INC., Chicago, is handling the radio advertising contracts for the W. A. Sheaffer Pen Co. The McJunkin agency is handling the magazine advertising.

JOE L. KILLEEN, co-founder of the Fitzgerald Advertising Agency, New Orleans, has been elected president of the company. Killen succeeds C. L. Fitzgerald, who has resigned, effective June 1, to accept an executive position with the Fletcher & Ellis Advertising Agency. Other officers elected include: Joseph H. Epstein, v.p., Leonard Gassner, v.p. and treasurer and Roy M. Schwartz, secretary.

Paley and Luce Must Appear

William S. Paley and Henry R. Luce, respective presidents of CBS and Time Inc., have been ordered by Supreme Court Justice Philip J. McCook to appear for examination before trial on June 4 in connection with the \$100,000 suit for damages filed by Dr. John M. Hays. Dr. Hays alleges unauthorized impersonation of himself and name mentioned several times on a "March of Time" program dealing with ambulance chasing and fee-splitting by physicians. Dr. Hays sets forth he gave the interview but specifically requested that his name not be mentioned.

Pope Pius on NBC

Pope Pius XI, speaking from Rome, will broadcast his greetings and papal benediction on his 81st birthday over the NBC-Blue network next Monday, 12:30-1 p.m. Same program will be short waved to the entire world through the Vatican radio stations.

Delaware 100% In

Radio stations in the state of Delaware have subscribed 100 per cent to Radio Daily. The state has two live-wire stations, WDEL and WILM, located in Wilmington, with J. German Walsh as manager.



PETTY CASH VOUCHER

Week ending May 21

● ● ● Saturday... Run up the Drive for cocktails at the John Mayos with June Robbins... John, though an important man in the political and radio world is just like you, you, you and you. He knocks himself out interpreting his unwedded daughter's remarks. She's two!... To the New Yorker and Gus Arnheim's music. Somehow we let ourselves in for something by accepting a broker's invite to a recital at his penthouse... Here, prima donnas, violinists and the elite of the finer things in music wear us down, prompting us to retrace our steps to Lindy's for a midnight repast... Willie Farmer, Russ Morgan, Yvette Rugel, and Henny Youngman stay up talking about Bert Frohman's sudden attack until morning, and as the dawn breaks we're driving Henny to Brooklyn.

● ● ● Sunday... The appointment to attend the ball game with Jack Pearl is off because he's in Baltimore mixing with the Vanderbilts and Whitneys, so A. L. Alexander is our choice. We miss him because the front tire is flat—only on the bottom... Decide to remain in town so we take a busman's holiday and attend the Bert Lahr show. Tom McKnight relates a gag he phoned to us from out of town—but it wasn't worth the call... Frank Parker is taking "Honeychile" for a coke while the attention is focused on Dick Merrill... Norman Foley "sells" us on a Spencer Tracy picture... Then to Leon and Eddie's for the Bob Hope fracas... Bert Lahr, Ethel Merman, Rose Blane, Gloria Whitney and EVEN Henny attend, among others.

● ● ● Monday... Listen to the Lucky auditions... Hear that Tiny Ruffner may return east... Get the old scalp treatment and the information that, with the next, we're graduating with honors, completing the course in seven—instead of twelve, like that Pearl feller!

● ● ● Tuesday... Attend the Ben Bernie rehearsal and Sonny Schuyler wants to know what happens to him. We can't tell him that he's to be signed for seven years on the following day—because that would kill a Thursday item... We break into a rehearsal room at Chappell and hear Judy Starr, Rudy Vallee's vocalist, being coached by Audree Collins, with Patricia Norman standing by... Later Audree phones to say that when Judy got back to her hotel a wire awaited her informing of her father's death... The tune she rehearsed, and did so well, was "They All Laughed"... To the Mickey Alpert band rehearsal, which is swell, and meet the lovey-doviey in the chorus for the Riviera (That's to be our home after next Thursday)!

● ● ● Wednesday... At the Beatrice Lillie rehearsal we discover that Abe Lyman doesn't speak with the Englishwoman—because no one, it seems after all these programs, has thought about introducing them!... Teddy Powell's "experience," which we've been debating about using breaks in another column, "cleaned" up... To the Johnny Messner opening and see Al Zugsmith... Sammy Fain with Sally Fox and the Irving Kahals discuss a fishing trip... Thursday... Dull outside of the studios, so we go home to bed.

● ● ● Friday... Phil Duey phones about attending the golf game at River Vale... Bill Weisman, Andy Baruch and some of the others "threatened" us against taking sides a few days back, so we decline and decide to go to Coney Island for laughs, winding up the night with a scavenger search of a new thrill in rides, but give up this futile effort, thinking that we're just in the mood to do a column like this.

Total Expense..... 60c for six rides on the ferris wheel. AUDITOR'S REMARKS. Request denied. From the report above you were dizzy enuff without resorting to artificial appliances!

GUEST-ING

ROSCOE ATES, interviewed by Powell Clark on "Grandstand and Bandstand," today (WMCA, 2:30-5:30 p.m.)

JACKIE HELLER, on Ben Bernie program, June 1 (NBC-Red, 8 p.m.) Booked by Herman Bernie office.

BERT SWOR and LOU LUBIN, return date on Al Pearce show, tomorrow (CBS, 9 p.m.)

EDDIE FOY, JR., ARTHUR CARLON, ALFRED DRAKE and MARYLYN MILLER, on Hammerstein Music Hall, tomorrow (CBS, 8 p.m.)

GARY COOPER and JEAN ARTHUR in "The Plainsman," on Lux Radio Theater, May 31 (CBS, 9 p.m.)

ZASU PITTS, GAIL PATRICK and RUDOLPH GANZ, on Bing Crosby program, May 27 (NBC-Red, 10 p.m.)

GOLDIE and DUSTY, radio's first blackface comedy team, on Fred Allen's Town Hall, May 26, NBC-Red, 9 p.m.

ENOCH LIGHT, RUTH BARNES, MARGO and BROWN, and EIGHT HUSSARS, on Broadway Melody Hour, May 26, (WHN-WOR, 8 p.m.)

New WPA Series Starting

"The Federal Radio Repertory Theater" starts its series of social dramas over WEVD next Sunday at 10-11 p.m. First offering will be Karel Capek's "R. U. R.," adapted for radio by Joel Hammil and directed by Howard da Silva, assisted by Harry Goldsmith. Ibsen's "Master Builder" will be the second bill. Two cycles, one by foreign dramatists and the other by Americans will be offered, with much experimentation in method of presentation.

8 Orks for Atlantic City

The Million Dollar Pier in Atlantic City has signed with Consolidated for eight name radio and dance orchestras to be featured there between July 1 and Labor Day. Schedule of CRA bookings for the Pier is: Jan Savitt, Johnny Hamp, Clyde McCoy, Clyde Lucas, Don Bestor, Harold Stern, Jack Denny, and Russ Morgan. Most of the engagements are for a week's run. Spot will have an NBC wire this summer.

Church's 8th on WFAS

White Plains, N. Y. — Nepperhan Avenue Baptist Church of Yonkers, which has built up a big "radio congregation" via Sunday evening broadcasts over WFAS since 1932, has arranged for its eighth consecutive commercial over this station. The 90-minute weekly broadcast has never lacked financial support from the congregation.

Services for Robbins

Funeral services for Merton C. Robbins, founder and publisher of Robbins Publishing Co., who died last Thursday, were held Saturday in Pelham. Robbins published "Advertising & Selling" and six other trade journals. He was 67.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

MAY SINGHI BREEN and Peter de Rose sending tabloid postcard reports from out Denver and Salt Lake City way....Peter invited to play the organ at the Mormon tabernacle....Both entertained the Denver Knot Hole Club, local lumber men's organization, with apropos ditties, "Timber" and "Wagon Wheels".....A few thifty souls at WCR-Mutual figured out a way to avoid teletype expense....Every afternoon at 4:5 the mesdemoiselles Teddy Salzburg and Paula Nicoll go on the air, without benefit of network service, and broadcast program corrections and changes in commercials to the Mutual stations....All 56 of them detail Gregg-minded damsels to listen in and transpose the data for the benefit of those concerned....WHO's three little maids, Annabel, Kay and Betty Jane, chosen by Natl. Honor Society for scholarships to pay half their tuition at a midwestern college, the lasses being seniors at East High School, Des Moines....Enoch Light's chanteuse, Muriel, is granddaughter to General Sherman, which makes her a pacifist, too....

Lee Wiley, who's been dispensing indigo ditties at the Versailles, states the laments most in demand are "Careless Love" and "Motherless Child"....Helen Olheim transports her vocalizing to Hollywood to be heard on the Rubinoff program, May 30, with Marian Claire scheduled to do a repeat thereon June 6....WINS' lark de luxe, Billie Allen, reports the completion of several movie shorts....WQXR's Dorothea Beckman says Tom Boggs' ("About Town") gourmet party t'other P.M. gave rise to the suggestion that a gourmet club be formed....Listeners-in who attended talked symphonic music while they attacked Lucullan vittles....

CBS's Col. Jack Major is holding a brief for equal rights for men these broadcasts....The first masculinist?....June Joyce, the 10-year-old dazzler on the Bob Emery program over WOR yesterday, did a tasty bit of juvenile emoting as the infant menace....Meredith Mason of KWK, St. Louis, interviewed rising star Eleanor Whitney on that station recently....Eleanor was in town in connection with her flicker, "Turn Off the Moon"....Cast addenda....to "Pretty Kitty Kelly"....Jane Houston, who plays a policewoman, Eustace Wyatt as Isaac Hemish....to "Big Sister"....Elspeth Eric as Gertie....



AIR PARADE IN REVIEW

"NBC NIGHT CLUB"

Sustaining
WJZ-NBC-Blue Network,
Thursday, 11:05-11:30 p.m.
**NIGHT CLUB ATMOSPHERE SHOW
ORIGINATING IN CHICAGO STUDIOS
WITH DANCE GUESTS IN ATTENDANCE.**

Program originates in Studio A of NBC Chicago facilities, with the center of the room cleared for 100 guests who may dance if they wish. "Customers" are the first 50 couples who write in for tickets. Announcement to this effect is heard locally, since the Eastern outlet ran Press-Radio News for the 11-11:05 p.m. period and of course the dance angle is of no interest to distant listeners.

Morey Amsterdam is emcee, orchestra is fairly good and there are a couple of vocalists. Some comedy was heard, more or less in satirical vein. For the hour it is on, program makes a somewhat different sustaining period, but not exactly coming under the head of extraordinary. Stunt angle with the dance is probably okay from the local view.

"Hollywood Hotel"

There has been a steady pickup in the quality of the "Hollywood Hotel" program over the past few weeks. Last Friday night's "Trip to Hawaii" sequence was exceptionally enjoyable. Full of pep and strumming rhythm, with much fine vocalizing by Jerry Cooper, Frances Langford, Igor Gorin and the ensemble. Claudette Colbert, Melvyn Douglas and Robert Young in "I Met Him in Paris" was the film preview, and the players did good work. Program is heard on CBS at 9 p.m. Fridays.

Lou Holtz

Revisiting the airwaves via a couple of guest shots following his recent return from England, Lou Holtz sounds as good as ever. In his appearance last week on the Ben Bernie program over the NBC-Blue network, Holtz had Manya Roberti as partner, and they made a very effective team. There's a swell bet here for some good sponsor.

ORCHESTRAS - MUSIC

FREDDIE STARR and his ork debuted at the Roosevelt Grill on Thursday eve, replacing Charlie Dornberger and his band. The Starr musicmakers are scheduled to furnish music at that hostelry throughout the Summer until the return of the Guy Lombardo aggregation.

Maestro Ralph Watkins and his band have been renewed for an additional four weeks, effective last Saturday, at the Frolics, which spot they've been enlivening since its opening several weeks back.

George Case and his Hill-Billy Hullabaloo have entered on their second year as a commercial on WCPO, Cincinnati, with their novelty arrangements of old songs, western and southern folk tunes. Case is supported by Mary Lou Geiselman at the emcee mike.

Batoneer Gus Arnheim and his band at the New Yorker have rung up the curtain on a new number by Benny Davis and Rube Bloom titled, "Is This Gonna Be My Lucky Summer?", with Benny Davis singing the vocal yesterday, just to show the lads how it should be done.

Twentieth Centry-Fox has adopted the melody theme of the first published number of Ina George, called "Dance Today," as the motif for its "Goodnight My Love."

Hickory House's new wing will contain a bandstand, equipped with instruments to be placed at the dis-

posal of visiting musicians for use in jam sessions. The regular Hickory House Ork will continue to play from its position in the center of the bar.

An unusual musical offering, in the shape of a one hour presentation of the Haydn Oratorio, "The Creation," was heard over WINS and the New York Broadcasting System under the auspices of the Washington Heights Oratorio Society, composed of 30 mixed voices, under the direction of George Volkel, at 8-9 p.m.

WDNC's Robert, a student of the University of North Carolina, who commutes between Durham and Chapel Hill for the Nocturnal Serenade program, offers ballads and semi-classics, played as violin solos with piano accompaniment.

The lost music of the Incas will be presented over WINS by Pacora Blue Mountain, a descendant of the extinct Indian tribe which flourished hundreds of years ago in South America. He'll be heard every Friday, 8:45-9 in a program featuring South American music, and songs from the Inca, which he has discovered and arranged.

Moissaye Boguslawski, Chicago WIND staff pianist, has completed a series entitled "Piano Play Books," featuring a new technique for piano instruction for children starting at the age of four.

★ F. C. C. ★
ACTIVITIES

APPLICATIONS RECEIVED
General Electric Co., Schenectady. CP for new high frequency station. 41800 kc., up to 5 Kw. power.

Paul F. Godley, Montclair, N. J. CP for new high frequency station. 41800 kc., up to 5 Kw. power.

Havens & Martin, Inc., Richmond, Va. CP for new relay station. 1622, 2058, 2150, 2790 kc., 500 watts.

C. G. Hill, G. D. Walker and Susan H. Walker, Winston-Salem. CP for new relay station. 31100, 34600, 37600, 40600 kc., 5 watts.

Radiophone Co., Oklahoma City. CP for new relay station. 1622, 2058, 2150, 2790 kc., 200 watts.

National Battery Broadcasting Co., St. Paul. CP for new high frequency station. 25950 kc., 1 Kw.

Harrisburg Broadcasting Co., Harrisburg, Ill. CP for new relay station. 31100, 34600, 37600, 40600 kc., 10 watts.

Earle C. Anthony, Inc., Los Angeles. CP for new relay station. 1606, 2022, 2102, 2758 kc., 100 watts.

Earl A. Nielson, Phoenix, Ariz. CP for new station. 1210 kc., 100 watts, unlimited. Hebrew Evangelization Society, Inc., Los Angeles. CP for new station. 1570 kc., 1 Kw., unlimited.

HEARINGS SCHEDULED
Today: KGO, San Francisco. CP for increase in 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 25: Nathan N. Bauer, Miami. CP for new station. 1420 kc., 100 watts, unlimited.

KOOS, Marshfield, Ore. Vol. assignment of license to KOOS, Inc. 1200 kc., 250 watts, daytime.

May 26: J. K. Patrick & Co., Athens, Ga. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

John W. Haigis, Greenfield, Mass. CP for new station. 1210 kc., 250 watts, daytime.

WSMB, New Orleans. CP for increase in power to 1 Kw., 5 Kw. LS. 1320 kc., unlimited.

May 27: Virgil V. Evans, Gastonia, N. C. CP for new station. 1420 kc., 100 watts, unlimited.

WELI, New Haven. Mod. lic. to 930 kc., 250 watts, 500 watts LS., unlimited.

Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime.

May 28: WBOW, Terre Haute, Ind. CP to change power, frequency to 1290 kc., 500 watts, L Kw. LS., unlimited.

Glenn E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime.

EXAMINERS RECOMMENDATIONS
WHBB, Selma, Ala. Mod. of lic. to 1500 kc., 100 watts, unlimited, be granted.

WHBB, Selma Ala. Vol. ass. of license. 1500 kc., 100 watts, unlimited, be granted.

J. Leslie Dess, Sarasota, Fla. CP for new station. 1390 kc., 250 watts, daytime, be denied.

WILM, Wilmington, Del. CP for removal of station to Chester, Penn. be denied. 1420 kc., 100 watts, share time.

Northern Broadcasting Co., Traverse City, Mich. CP for new station. 830 kc., 500 watts, daytime, be denied.

Troy Broadcasting Co., Inc., Troy, N. Y. CP for new station. 950 kc., 1 Kw., daytime, be granted.

BARRY MCKINLEY

Griffin "ALL-Wite"
Tic Toc Review

Management

NBC Artists' Service

Personal Representative

James L. Saphier



WHEN Astaire, Butterworth and the others on the show bow out for the summer on the Packard show June 1, the program will be a full hour of sophisticated dance music, with Johnny Green conducting 22-piece orchestra, and using 16-voice rhythm choir, with Trudy Wood and Jimmy Blair for solo work.

Lew Weiss is back from San Francisco where he signed five-year contract with technicians of KFRC in the bay city, establishing 40-hour week and two-week vacation with pay for technical employees.

Frank Kennedy, who for six years held post of development engineer in radio laboratory of Don Lee system, has been named chief engineer for KHJ, succeeding Harold G. Peery, resigned.

Wade Lane, who has come back into radio via the disk route with his "Home Folks" series, has just finished work in Warner Bros.' "Varsity Show" with Dick Powell and Fred Waring.

Mayfield Kaylor, program director for KEHE, returned to his work after a siege of flu and collapsed in the office, so he has left for a month's rest. George Irwin holding down his desk during his leave.

Mertens & Price report Sunday Players placed with Hodgman Mortuary, Lincoln, Neb., for use on KFOR, starting June 6.

R. E. Messer, Raymond R. Morgan Co. auditor, in hospital at Santa Ana for an operation.

In the hope that the playing of an old tune, associated with a woman patient's past, would help restore her normal mentality, group of medicos sought in vain for recorded version of old Edwards tune, "For You a Rose." Assured that it was an authentic call, Edwards co-operated with Electro Vox recording company, visited the studios, disked the song in his best romantic style, and presented it to the physicians.

Lum and Abner, who have so far high-hatted the movies, reported on the verge of giving in, with two major studios dickering for their talents.

Marion Claire signed by Rubinoff to do a repeat on the Chevrolet show of June 6.

Earle C. Anthony, owner of KFI-KECA, NBC outlets, back at his desk after resting in Honolulu.

Dol R. Bill (W. F. Malloy) will do a series of radio short talks for Los Angeles Lion Club in connection with their forthcoming Perfect Baby contest to raise funds for underprivileged children. Has four programs set on KFI and KECA, and a Sunday program on KHJ.

Dick McIntyre and his Hawaiians orchestra, replacing Original Beverley Hill Billies on KMTR for a full hour, early evenings, daily except Sunday.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations;
No. 36 of a Series.

WWRL—Woodside, L. I., N. Y.

205 Watts Day, 100 Watts LS—1500 K. C.

WILLIAM H. REUMAN, President & Gen. Mgr.

FRANK R. CLARKE, Commercial Mgr.

WWRL, "The Voice of Queens County," broadcasting on 1500 Kilocycles, started operation in August, 1926. The studios, transmitter and offices are located in their own building, situated at 41-30 58th Street in Woodside, Borough of Queens, New York.

WWRL's record through the years has shown rapid growth and progress in technical and studio equipment, general programming and sales activity. The studio equipment includes a "Robert Morton" theater organ, turntables of 78 and 33-1/3 RPM for electrically transcribed programs.

The list of commercial accounts who have used WWRL for many years is steadily increasing. WWRL's programs are directed towards residents of Queens, Manhattan and Brooklyn. Many special features of interest are broadcast to people within this area, which are purely local in character and are broadcast exclusively by WWRL. Among those are high school football games, local theater tieups, local debating societies; civic, fraternal and political news and a special series devoted to prominent people of Queens who appear before the microphone regularly. Something of a record is claimed by WWRL in that a great number of the sponsors of their programs have broadcast on the station without interruption over five years. WWRL also broadcasts in foreign languages, including programs in German, Czechoslovakian, Polish, Italian and Hungarian, featuring the finest native orchestras and artists obtainable.

The background and personnel of the station insures to the advertiser as well as the general public a modern well balanced and intimate form of expression best suited to their needs. WWRL's employees number 15 of the regular staff as well as a music and production staff of eight orchestras, singers, comedians and solo artists. The station service includes complete copy and continuity, research and publicity. It subscribes to the Langlois & Wentworth planned program service as a regular transcription service.

SAN FRANCISCO

JACK MEAKIN, NBC maestro, and Ward Byron, author-producer of "Bughouse Rhythm" show, popular transcontinental, leave for a New York trip June 3. May air "Bughouse" from Chicago and New York with different musicians, however.

Robert Struble, who did the California legislature broadcasts from Sacramento for Columbia's KSFO and KNX, has returned to San Francisco but may leave soon for the south. Jack Dolph, CBS Western Division biggie, has ideas for him in Los Angeles.

Chester Smith, KFRC orchestra leader, nearly drowned in San Francisco bay when his two-man sailboat capsized.

Ralph Richards, NBC pianist, departs shortly on a year's leave of absence to study with Rudolph Ganz, Chicago concert pianist. Richards won a scholarship.

Lee Hoagland, formerly of KMTR, Los Angeles, replaces Frank Manoff as announcer-technician in KROW's San Francisco studios. Manoff has gone to KLS, Oakland.

KYA tonight dedicates its new 5,000 watt RCA high fidelity transmitter at Candle-stick Point in Bay View Park.

Agency for "Death Valley Days" celebrated start of program's fifth year by throwing a party in NBC's press department Tuesday night. Press of bay region much in evidence.

New KYA staff members are Farrell Buckley, technician, formerly of KJBS, and Wallace Ford, formerly with WLEU, Erie, Pa. Ford replaces Announcer Tom Jones, resigned.

ST. LOUIS

KWK has obtained the exclusive services of Capt. Alex Papan, noted Roumanian aviator, to act as the station's good-will ambassador at banquets and other gatherings May 29-31 in observance of the tenth anniversary of Lindbergh's Paris flight.

Mayors of 13 Illinois cities attended last week's second anniversary celebration of WTMV, East St. Louis, Ill. Woody Klose, program director, was emcee.

Nick Zehr, plant supervisor for KWK, is back from the east.

CBS to Air "Talking Book"

A novel exposition of "The Talking Book," a remarkable method of recording literary works of every description in order to make them available in phonographic form for the enjoyment of the blind, will be broadcast over the CBS network on Sunday, 9-9:55 a.m. The program is a feature of the "Sunday Morning at Aunt Susan's" series and Jacqueline DeWit, a talented young actress who has played an important part in preparing "The Talking Book," will describe the new system.

More Talent Signed for Expo

Ann Leaf, organist and the Buccaneers, quartet, are the latest talent to be signed for the Great Lakes Exposition. Miss Leaf will appear in Cleveland the week of May 29-June 5 and the Buccaneers arrive two weeks later to stay for one week. Miss Leaf was set by Columbia Artists, Inc.



WAAF celebrated 15th anniversary yesterday with a one-hour panoramic program. Bob Hawk was m.c. Other acts included Eddie and Fannie Cavanaugh; Elsa Mayer, William Nevins, Happy Jack and Handy Andy; Helen and Bob; Russ Perkins, Estelle Barnes; Roy Glahn, Charles Johnson, Duke of the Uke; Three Rhythm Rockets and Clem and Martha.

Roy Witmer, NBC vice president in charge of sales, spending a few days here.

Orestes Caldwell, radio writer, here for RCA convention.

Niles Trammell, NBC vice president, back from an Akron business trip.

Fred Beck, WJJD staff organist, has polished off five full years on the station.

Ken Fry of NBC special events department has arranged a talkfest with several principals in Louis-Braddock fight here June 22 for broadcasting over NBC at 1:30 Monday May 24. Charley Lyon will do the quizzing.

Herb Morrison, WLS announcer who scooped the world on the Hindenburg crash with his recording, told Sigma Delta Chi frat how he did it on Friday.

Dave Gothard has replaced Eddie Dean in male lead of CBS "Modern Cinderella." Gothard also has male lead in "Helen Trent."

Luise Barklie, who plays feminine lead in "Modern Cinderella"; Sunda Love, Virginia Clark, Nancy Hurdle and Betty Keller all sporting new cars.

WAAF has designated Craig & Hollinberry national sales representatives. Appointment was announced by William Hutchinson, general manager of the Drivers Journal station.

Ben Kanter and Bob Dixon have a new show for Halsted Roosevelt Business Men's association over WIND on three-a-week basis titled "Try and Stump Us." If they fail to play a listener's request they give away a prize.

WAAF staff dropped in on commercial manager Art Harris on his birthday and staged a party.

Announcers Ken Ellington and Don Hancock and Jimmie Patt of WBBM-CBS staff off to Indianapolis to scout time trials for Memorial day race.

George Dunscomb, radio chief at McCann-Erickson, back from a tour of Standard Oil reps in smaller Michigan cities. Standard Oil has an option on services of Chicago Bears professional football team for this Fall. Network show is on ice until Fall.

Bob Burns Back

West Coast Bureau, RADIO DAILY
Los Angeles—Bob Burns returns to the Bing Crosby program Thursday after a vacation.

★ *Coast-to-Coast* ★

MMARTHA AND HALL (Martha Lawrence and Hal Begg) yesterday celebrated their fifth anniversary of radio songs and patter on WOR.

Bob Freeman, musical director in the production department of WEEL, Boston, is back from a southern cruise. Bill Rule has resumed at the controls after a week's illness.

Clinton Price, formerly at KLO, Ogden, is a new announcer at KDLY, Salt Lake City, succeeding Dave Simmons, who quit to enter the advertising promotional field.

Joeko Maxwell, sports commentator at WLTH, had Joe Hasel, the WNYC sports commentator, as guest of honor on Saturday, making it a double dose of sports.

Joseph Ries, educational director of WLW, Cincinnati, and Paul Sullivan, commentator, will be at the mikes for Mutual in airing the 500-mile Decoration Day auto race at Indianapolis.

Lee Kirby officiated at the microphone last Thursday when WBT, Charlotte, broadcast the 162nd anniversary of the signing of the Mecklenburg Declaration of Independence. U. S. Senator Robert R. Reynolds was chief speaker at the event, which drew thousands to Charlotte.

Pat O'Malley, genial song and patter man who recently joined WCPO, Cincinnati, is doing a daily except Sunday quarter-hour. He formerly was at WNOX, Knoxville.

Myron Fox's "Inquiring Reporter" program on KDYL, Salt Lake City, has acquired a sponsor in the Daynes Jewelry Co.

Leo H. Lassen not only triples in broadcasts and at the mike on three programs at KIRO, Seattle, but also does a sports column in a Seattle daily.

George Cahan, formerly of WCAU, Philadelphia, is now on the announcing staff of WTNJ, Trenton, N. J.

Leonard Kapner, manager of WCAE, Pittsburgh, left Saturday on a three-week vacation. He will visit California and may call at the new KEHE studios under the direction of Ford Billingers, former WCAE manager.

Jack Shelley, assistant news editor at WHO, Des Moines, begins a five-minute "Women's News Broadcast" on May 31 as a five times weekly feature sponsored by One Minute Washer Co., Newton, Ia. Shelley also has the Hardware News program.

"The Merry-Go-Round," formerly a two-hour transcribed show, on

WCPO, Cincinnati, has felt the influence of live talent and now features the Basin Street Boys, colored harmony team, and five other artists. Announcer Jim McCulla is emcee.

Manus Kline, sports announcer at WTNJ, Trenton, interviewed Benny Leonard and other oldtime boxers in connection with Trenton Milk Fund Fights recently.

Norman Twigger's Sunday afternoon news program on WCAE, Pittsburgh, has been renewed for another 13 weeks.

John Seagle and his hymns head the "Vocal Varieties" which just started a series over WPTF, Raleigh, N. C., under Raleigh Gas Co. sponsorship. "Southland Echoes," directed by J. Richardson Jones, is another new WPTF program, sponsored by Carolina Sales Corp. of Greenville.

Patient in a Macon, Ga., hospital got so much pleasure out of the early morning broadcasts of the Texas Wranglers over WMAZ that he invited the hillbilly aggregation and Announcer Lew Kent to have breakfast as his guests. Host was still in hospital, but he arranged for the entire group to have breakfast at a local cafe and he paid the bill.

Graham Poyner, production manager of WPTF, Raleigh, N. C., recently returned from historic Roanoke Island in connection with plans to broadcast the 300th anniversary of the birth of the first white child born in America, Virginia Dare.

Vocalist Mary Braun of the Donne quartet here, which airs over WBNO, New Orleans, is out of the running temporarily and in Touro Infirmary, where she underwent an operation.

The "Three of Us," girl trio at WSPD, Toledo, composed of Wilma Schlageter, Virginia Williams and Virginia Frank join the Reggie Childs' ork, which will leave the Commodore Perry Hotel, Toledo, within the next two weeks for the New Penn, outside Pittsburgh.

George Case, former WCPO (Cincinnati) announcer and now a member of the station continuity staff, is writing the "Fact Finder" heard week-days at 5:30 p.m. Robert Bentley is the Fact Finder.

Kenneth Beghold, formerly of WXYZ and the Michigan Network and now chief announcer at WCPO, being an accomplished baritone soloist, the Cincinnati station went to work on a program of ballads for him.

Ken Williams, news reporter, is being heard on a new program at WCKY, Cincinnati, sponsored by Charles E. Smith & Sons (men's store).

LABOR RELATIONS BOARD
TO RULE ON WHN UNION

(Continued from Page 1)

lations Board just as soon as possible to determine who should vote in a WHN election and the election would determine whether the AFL or the CIO was to represent WHN employees. Only the engineers are affiliated with the CIO. The musicians are members of Local 802, an AFL union.

Summer Biz Is Better
At WPTF, Raleigh, N. C.

(Continued from Page 1)

eral additions being made for the spring and summer.

Noticeable among increase in accounts is the addition of new refrigerator programs, Kelvinator, Frigidaire, General Electric, Electrolux, and Westinghouse now being included.

Exclusive of spot accounts, WPTF's program chart for the first two weeks in May listed the following new business: Raleigh Gas Co., 28 quarter-hour programs; White's Ice Cream Co., 13 weeks, three programs weekly; Carolina Sales Corp., renewal of weekly half-hour program for a year; Montlawn Memorial Association, one-year contract for weekly program; Blackwood's Inc., 11 programs weekly for one year; Raleigh Used Car Co., renewed weekly program for 13 weeks.

Kan Rapieff of WICC, Bridgeport, on Sunday assumed an emcee role at Norwalk's Rotaon Point with the Tommy Dorsey orchestra.

Eddie Peabody, emcee of his own "Rancho" variety show heard over KFOX, Long Beach, Cal., is located in Long Beach for two weeks while performing his annual duties of required training at the Naval Reserve flying base. Peabody ranks as Lieutenant.

WIBA, Madison, Wis., has installed a new United Press newsprinter in its studios. The station is now broadcasting four news periods daily.

Richard Shireman, for the past several months commercial consultant for WRJN, Racine, Wis., and prior to that with WGRC, Louisville, Ky., has been named sales manager of WRJN.

"The Question Box," a new 15-minute daily program, has made its bow over WHBL, Sheboygan.

"Smooth Sailing," quarter hour broadcast sponsored by Jaeger Motor Car Co. over WISN, Milwaukee, has been shifted from 1:00 p.m. Sundays to 12:15 p.m.

WNEW pulled a unique special event Friday evening when Martin Block, on his "Make-Believe Ballroom," played a recording of his interview with Jimmy Tiernan, the tiny survivor of the case being front-paged today.

★
**Don't Squawk
If You Cannot
Make the Trip
To Chicago
For the Big
NAB
Convention
(June 20-23)
Radio Daily
Will Be On the
Job Every
Minute For
Radio Daily
Readers
Everywhere**



NEW BUSINESS

Signed by Stations

WFAS, White Plains

Golden Bros. (Kelvinator), Camera Craft Shop, Z. Posner (furs), Vogt's Drugs, White Shoes, all White Plains; Tumble Inn (restaurant), Croton, through Graybar Adv'g, White Plains; Camp Wooponset, Camp Arcadia, Dolly Pam (facials), Stockholm Restaurant, Sayet Inc (furs), Allison Gowns, all through Associated Broadcast Adv'g, New York.

WHN, New York

Chicago Food Products Co., beginning June 14 for 13 weeks, three spots weekly, through Gotham Advertising Agency; Reymer Bros. & Co., Inc., beginning June 15 for four weeks, four transcriptions a week, through Walker & Downing, Pittsburgh; Adam Hat Stores, Inc., renewal for 52 weeks, through Glickman Advertising Agency.

WHO, Des Moines

American Home Products, three serials, "Mrs. Wiggs," "John's Other Wife" and "Just Plain Bill"; One Minute Washer Co., Newton, Ia., Jack Shelley in "Woman's News Broadcast."

WOR, Newark

Swift & Co., starts June 1, on Martha Deane program, through J. Walter Thompson; Dodge Bros. (motor cars), starts June 7, Frank Morgan disks, through Ruthrauff & Ryan.

WCKY, Cincinnati

Goodall Co. (Palm Beach suits), through L. C. Gumbinner Agency, N. Y.; J. Henry Koenig Co. (coffee).

KDLY, Salt Lake City

Coca Cola Bottling Co., "Refreshment Club," new series of disks with Singin' Sam.

KFRU, Columbia, Mo.

Hyde Park Breweries, St. Louis, daily baseball broadcasts.

WICC, Bridgeport

Chrysler Corp. (Dodge Motors), Frank Morgan disk series.

KMOX, St. Louis

Coca Cola Bottling Co., Singin' Sam in "Refreshment Time," disks.

ONE MINUTE INTERVIEW

RALPH KIRBERY

"Radio today demands more realism than a highly romanticized title for a singer, crooner or other entertainer. A radio singer has to be more than just a voice out of ether. The personalities of singers are projected more and more into the radio picture not only by the way they sing their songs, but because the public demands some sort of program setting which gives them an inkling of the type of person they are hearing."

Programs That Have Made Station History**5. WOAI's "Texas Treasures"**

ONE of the oldest commercial weekly programs anywhere is "Texas Treasures," sponsored by the Gebhardt Chili Powder Co., world's largest manufacturers of Mexican foods, in San Antonio.

"Texas Treasures" has been on the air since 1925 and on May 24, 1937, will have celebrated its 600th consecutive weekly broadcast from the studios of WOAI, San Antonio.

A further distinction of this unique and popular program is that its master of ceremonies is recognized as the oldest artist in radio from the standpoint of consecutive service on a commercially sponsored radio program. He is Eduardo Martinez and he began as a cellist in 1925 when the program first hit the airwaves. It is heard every Monday night from 9:30 to 10 o'clock.

Nearly 40 weeks ago "Texas Treasures" underwent a change in style. Instead of consuming the full half hour in straight music by Martinez's

orchestra, a 15-minute dramatic sketch, based on stories of Dr. J. Frank Dobie on the forming of Texas' independence, has been introduced into the variety half-hour. These dramatic playlets, which present chronologically the story of Texas history are written and produced by Lew Valentine of the WOAI production staff.

"Texas Treasures" has had an unusually popular history. Every offer that is made on the program brings thousands of requests, one bringing nearly 10,000 from a single program. (This was at a time when the program was on the Texas Quality Network.) The program has a large listening audience in the middle-west as well as the Southwest and Texas.

"Texas Treasures" is the only known program of its kind on the air, presenting not only an entertaining, exciting dramatic playlet, but real rhumba, Spanish and Mexican music by talented Mexican musicians.

WABY and WOKO Open Studios in Troy, N. Y.

(Continued from Page 1)

mentioned by announcers in signatures hereafter.

WOKO studios have been ultra-modernized, with wall covered by massive photo murals which are attracting hundreds of visitors. Photos present an eye-picture sequence of interesting scenes and buildings in the capital of N. Y. Harold E. Smith, general manager of WOKO, a camera enthusiast, cooperated with Photographer Ralph MacDougal on the scenes.

Speakers for Proprietary Meet

Speakers' schedule for the 55th annual convention of the Proprietary Ass'n starting today at the Hotel Biltmore will include John Benson, president of the American Association of Advertising Agencies; Janet MacRorie, NBC director of continuity acceptance; William H. Berg, president of Health Products Corp.; William S. Groom, vice-president of Thompson-Koch Co.; Edward L. Greene of the National Better Business Bureau and others.

Meetings will continue through Wednesday.

136 Script Library Clients

The Script Library to date has signed 136 stations for its Radio Events scripts. This number of stations is expected to have Decoration Day programs based on material from the Library.

Marion Melton Back

Marion Melton has returned as the featured vocalist with Don Albert's orchestra heard via WHN on Sunday evenings 9-9:30.

Personnel of WCPO Doubles in 2 Months

(Continued from Page 1)

of business that has resulted from increased facilities. Continuity chief is Jefferson Davis Dickerson, former newspaper and radio writer. Dickerson, for ten years a member of the Denver judiciary, has a staff of four writers. Complete change in announcing personnel brought Ken Beghold from WXYZ and the Michigan Network, Bob Knapp of Springfield, Ohio, Andre Carlon from WLW, James McCulla from the Iowa Network, and Don Pavey from WOWO.

WBT Staff Men on Committee

Charlotte — Charles Crutchfield, program director, and Clair Shadwell, Musical Clock maestro at WBT, are members of the publicity committee appointed to advertise the 2nd of July dedication of the Charlotte Municipal Airport, one of the finest in the South. Many of the nation's top-notch aviators will be on hand to put on a first class show, according to the sponsors.

Airing from Masonic Lodge

Rome, Ga.—What is believed to be one of the first broadcasts from a Masonic lodge took place here last week when WRGA aired the entire address of Governor Rivers of Georgia.

Get Saturdays Off

WOR and Mutual employees in New York will have "Saturdays off," effective May 28, for the summer. Skeleton staffs will be maintained in some departments.

Celebrate First Year

Wilson-Powell & Hayward Inc. will celebrate its first year in business tomorrow.

Coming Events

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

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

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

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

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

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

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

June 4: Actors Equity Ass'n annual election.

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

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

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

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

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

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

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

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

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

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

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