



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 76

NEW YORK, N. Y., WEDNESDAY, MAY 26, 1937

FIVE CENTS

WHN Case to Labor Board

JELL-O SUMMER SHOW STARTING ON JULY 4

Headed by Jane Froman and her husband, Don Ross, the Jell-O summer show will have its first airing July 4 over the NBC-Red network at 7 p.m. Program will continue for three months, airing from New York, while Jack Benny and Mary Livingstone take a vacation.

Thomas G. Sabin Opens Radio Adv'g Service

Thomas G. Sabin, at one time New England sales manager and service manager of the eastern division for NBC, has set up offices at 30 Rockefeller Plaza to conduct a radio advertising and consultant service, cooperating with established advertising agencies in the development of radio business.

Sabin has been in radio for nearly 14 years as writer, performer, organizer and executive. He was one of the first to recognize the importance of recordings.

WBS Starts Disking New Chevrolet Series

World Broadcasting System is now recording the new series of Chevrolet disks which will be placed on 355 stations beginning the week of June 7.

Gustave Haenschen and his orchestra is being featured in the absence of Rubinoff, who is in Hollywood.

Edward Race, tenor, has been signed to make a group of disks in the WBS Chevrolet series. Race will cut the first set in June. Deal

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Another Ascap Bill

Advices received here are to the effect that Michigan has joined the states introducing so-called anti-Ascaph measures. This makes the 17th state to introduce or pass such measures. In three states similar bills have already been passed by the legislatures. On Monday the Ascaph appeal will come up in Tacoma, Wash.

CIO Talk Via WCOP

Boston—WCOP stepped into the local CIO-radio picture and made the pick-up of the speech by John L. Lewis, head of the Committee for Industrial Organization, from Lawrence. It fed the program to WORC, Worcester; WPRO, Providence, and WSPR, Springfield.

Contracts originally signed with the CIO and the Colonial Network were cancelled when station insisted on an announcement of its CIO stand before and after the broadcast.

JACK LAVIN RESIGNS AS WHITEMAN MANAGER

Jack Lavin, for the past seven years personal representative of Paul Whiteman, has resigned, with the tentative intention of later going into the artist management and rep business for himself. Resignation has been hanging fire for several months, Lavin seeking to take a vacation for the first time in several years.

According to present plans, he will

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Recording Musicals For Allis-Chalmers

Allis-Chalmers Mfg. Co., Milwaukee (all-crop harvester), is transcribing a series of quarter-hour musical programs at the WBS studios in Chicago for placement on 60 stations across the country. Sponsor had a similar campaign last season which proved very successful. Bert S. Gittins, Milwaukee, is the agency.

ARTA Files Complaint Charging Station With Attempting to Form a Company Union Contrary to Wagner Act

TWO 50,000-WATTERS PLANNED IN CANADA

Montreal—Canadian Broadcasting Corp. has decided to build two 50,000-watt stations, one at Vercheres, Quebec, about 12 miles from here, and the other at Hornby, Ont., about 35 miles from Toronto. Construction is to start next month, with operation expected to begin in October. Each station will cost about \$300,000 and will have a 600-ft. radiating tower, with individual type transmitter, according to Dr. Augustin Frigon, assistant general manager.

L. W. Brockingham, chairman of the CBC board of governors, said it is the intention of the corporation to construct and control all high-powered broadcasting stations in Canada. They will recommend to

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50 Per Cent ET Split Would Suit Songwriters

At the conference yesterday between the songwriter and the publisher committee, seeking an amicable solution to the writers' demands for all electrical transcription and motion picture synchronization license fees, it developed that the writers would agree to a 50 per cent split of all moneys so received by the publishers, on works published after June 1.

While this is a concession granted

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Reports that the American Radio Telegraphists Ass'n, CIO union, had filed a formal complaint with the National Labor Relations Board claiming WHN was attempting to form a company union in violation of the Wagner Act were confirmed last night by Mrs. Elinore Herrick, regional director of the board. Mrs. Herrick also said that the ARTA had filed a petition of an election at WHN to determine who should be the sole bargaining agent for WHN employees. Case is now pending be-

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"PROF. QUIZ" PROGRAM ADDING SIX STATIONS

Nash-Kelvinator Corp., Detroit (refrigerators) on June 5 will add six stations (WADC, WNAX, WHIO, WIBX, KSCJ and KTUL) to its "Prof. Quiz" program on CBS, Saturdays, 8-8:30 p.m. Also on June 5 the program will inaugurate a repeat broadcast for mountain and Pacific coast stations, 12 midnight to 12:30 a.m. Geyer, Cornell & Newell Inc. is the agency.

N. W. Ayer Agency Signs Elsa Maxwell for Show

Elsa Maxwell, society favorite, has been signed by N. W. Ayer & Son. Although the agency has a client set, Miss Maxwell will be but part of a proposed show scheduled for early next season.

Tigers-Yankee Game in N. Y. Sneaked to Detroit by WJBK

Old Gold Air Program Again Being Rumored

Following the completion of the P. Lorillard Co. (Old Gold) contest, reports to the effect that the cigaret firm will return to the air are once

(Continued on Page 3)

Detroit—WJBK yesterday scored a big scoop over all competition when it broadcast a play-by-play description of the Tigers-Yankee baseball game played in New York.

This marked the first time a New

(Continued on Page 3)

Renew Edwin C. Hill

American Tobacco Co. (Lucky Strikes), which recently started Edwin C. Hill in a series of daytime programs on 89 CBS stations, Mondays through Fridays, 12:15-12:30 p.m., with repeat at 2:30 p.m., has signed a 13-week renewal of the series, effective July 4. Lord & Thomas has the account.



(Registered U.S. Patent Office)

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FINANCIAL

(Tuesday, May 25)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169	168	168	—
Crosley Radio	22	22	22	— 1/4
Gen. Electric	54 1/2	53 3/8	53 3/4	— 1/4
North American	25 3/8	24 3/4	25 1/8	— 1/2
RCA Common	9 3/8	9	9	— 3/8
RCA First Pfd.	69 3/4	68 1/2	69 1/2	+ 3/8
RCA 5% Pfd. B.	(76 Bid)			
Stewart Warner	19 1/4	18 3/4	19	+ 1/4
Zenith Radio	33 3/4	32 3/4	32 3/4	— 1/4

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
CBS A	54 1/4	56 1/4
CBS B	53 1/2	55 1/4
Stromberg Carlson	14 1/4	15 1/4

Toilet Goods Ass'n Meet

Second annual convention of the Toilet Goods Ass'n Inc. got under way at the Hotel Biltmore yesterday with Lee Bristol, vice-president of Bristol-Myers Co., as the principal speaker.

Tomorrow at 1:30-2 p.m., WINS and the Yankee network will broadcast a special program of interest to all members of the association.

Holsten in New Agency Post

Richard Holsten, formerly vice-president of Cramer Tobias Co., has assumed his duties as an account executive with the Sterling Advertising Agency. Holsten, following his resignation from Tobias, spent an extended vacation on the continent visiting Paris and London.

NBC \$12,000 Blowout for Whiteman Stunt

NBC will blow a possible \$12,000 roll on special Paul Whiteman exploitation on June 19, when the maestro will be heard in a one-hour concert on the networks, the show to be recorded and a cocktail party arranged in connection with the program.

Plans call for huge orchestra of full symphony strength or more, tentative figures ranging to 120 men. Show will require at least five rehearsals and may be sold to potential sponsors as a super road attraction in connection with broadcasts.

Bermuda Clipper Debut Being Broadcast by NBC

When the Pan-America "Bermuda Clipper" and the Imperial Airways "Cavalier" start their first passenger carrying trips to and from Bermuda, about June 3, NBC will have a crew aboard to carry out two-way broadcasts from the ships. Broadcasts will be heard in this country exclusively over the NBC networks and in British Isles through the BBC.

Felix Greene, BBC representative here, and A. R. Thompson, NBC engineer will be in the "Cavalier" when it leaves Bermuda. Louis Sturgell, NBC engineer, with an unselected announcer will be in the "Bermuda Clipper" when it takes off from Port Washington. Two-way conversations will be carried on at the take-off of each ship, as the ships pass over the ocean and when they land at their destinations.

A special NBC transmitter, WOEH, will feed the talks to the RCA station at Riverhead which in turn will feed the NBC networks and BBC. George Milne, eastern division operations supervisor, Max Jacobson, field supervisor, and John Hartley, special events, of NBC will go out to Port Washington today to inspect the "Cavalier," which arrived yesterday, and lay plans for the installation of radio equipment.

WOR special events department met the "Cavalier" yesterday as it arrived in Port Washington and broadcast a description of the landing. Later Capt. N. Cumming, pilot of the ship was interviewed on the station and at 5:15 p.m. a special program was relayed to BBC through WOR facilities. Dave Driscoll and Jerry Danzig covered the event.

Al Mitchell Renewed

Al Mitchell, "The Answer Man", has been renewed by Provident Loan Society on WOR.

In addition, sponsor has provided Mitchell with office space, thus saving him a heavy telephone bill entailed in his question-answering work.

Hildegarde in Foreign Series

Hildegarde, NBC vocalist, has been signed for a series of 26 broadcasts, sponsored by Pond's, to be heard over Radio Luxembourg in Europe. Deal was set by the J. Walter Thompson agency. The singer is scheduled to return to the U. S. sometime in August.

Les Weelans Resigns

Denver—Les Weelans, musical director KLZ, has resigned and will join the staff of KDYL, Salt Lake City.

Attorneys File Brief In WJBW Court Action

New Orleans—WJBW attorneys have filed a brief upholding Judge Cage's no jurisdiction ruling before the state supreme court. Brief makes same point as Judge's decision, stating the matter is one for the FCC. Law provides for appeals against FCC decisions to U. S. Appellate Court in District of Columbia, and civil district court here lacks jurisdiction. Supreme Court is reviewing Judge Cage's decision on appeal of Southern Broadcasting Co., who claims managerial contract with owner Charles Carlson and asks injunctions against alleged acts.

WJBW-WBNO Hearings Set

Washington Bureau, RADIO DAILY

Washington—FCC has set July 7 for hearings on pending applications for changes, construction permits and increased time filed by WJBW and WBNO, New Orleans. Both seek increased power and WBNO wants change of frequency as well as renewal of license and unlimited time instead of sharing with WJBW. Latter station also asks change from time-sharing.

Go After Pirated Music Sheets

Music Publishers Protective Ass'n is taking vigorous measures to stamp out pirated and all other unauthorized editions of song sheets containing copyrighted lyrics of its members. Notice is going out today so several hundred news dealers and distributors warning them of prosecution under the copyright laws and that in cases where 100 lyrics are sold in one folio of the pirated editions, the vender, dealer or distributor is liable to a fine of \$25,000.

Saturdays Off for WBS

Beginning this Saturday, World Broadcasting System will close its offices on Saturdays, except for a skeleton staff in each department, it was announced yesterday by Percy L. Deutsch, WBS president. Skeleton staff will be on duty until noon. Schedule will run through summer.

David L. Miller Joins WMCA

David L. Miller, formerly heard on "Beauty Forum" and the "Let's Get Together" transcriptions over a network, has joined the WMCA announcing staff, it is announced by Bob Carter, chief announcer for the station.

COMING and GOING

HOWARD PETERSON, production manager of WOW, Omaha, and MRS. PETERSON have left for a California vacation. They will visit Los Angeles and San Francisco and see Walter Cassel, formerly a member of WOW's entertainment staff, now in Hollywood.

SYLVIA BETTY FROOS, radio singer, arrives today aboard the Paris from England.

MRS. IRVING KAHAL, wife of the songwriter, leaves Saturday for a vacation upstate.

FRANCIS BARTON, radio time buyer of N. W. Ayer & Son, left yesterday for the agency's Philadelphia headquarters.

JOAN BLAINE arrived in New York from Chicago yesterday for a Lord & Thomas program conference.

BASIL LOUGHRANE of Lord & Thomas is in Chicago.

MRS. PAUL WARBURG sails for Europe today aboard the Queen Mary.

HELEN MORGAN arrives today from England aboard the Washington.

I. C. GARY, president of the Gary Tobacco Co., is another arrival on the Washington today.

LEE P. LOOMIS, executive of KGLO, Mason City, is in New York.

ALBERT S. FOSTER, WWL sales promotion director, is a New York visitor.

MAY SINGHI BREEN and PETER DeROSE arrived back in town yesterday after a two-week vacation in the West.

DALE ROBERTSON, manager of WIBX, Utica, is in town.

Sign Staff Personnel For WRTD, Richmond

Richmond, Va.—Additional appointments to the staff of WRTD, new Richmond Times-Dispatch station, which opens June 27, have been made by Ovelton Maxey, resident manager, and Campbell Arnoux, general manager of WTAR, Norfolk.

In addition to David Bain, formerly of WTAL, Tallahassee, as head of the engineering staff, there will be Carlton Abernathy, also of Tallahassee, and Elmer Pritchett of WTAR as Bain's assistants; Mildred Williams, formerly of WSOC, Charlotte, secretary and traffic manager; Claude Taylor of WGH, Newport News, production manager, and Sam Lawder of Washington and Ernest Bowman of WTAR, announcers.

Program director and continuity manager will be named in the next ten days.

New WMCA Commercial

"Sally of the Switchboard", new commercial, sponsored by Brander & Co. Inc. (sunburn oil), to be heard on Tuesdays and Thursdays, 2:15-2:30, premiered yesterday over WMCA. Amy Sedell of the station's dramatic staff plays Sally. The agency is the Norman H. White Co.

Wanted—Announcer

Local Texas Station desires announcer. Give full details of experience, education, references. Send picture. State salary expected. Box 666, RADIO DAILY, 1501 Broadway, New York City.

WESTCHESTER

"New York's Hearthside"

Is Yours with

W-F-A-S

Hotel Roger Smith White Plains

TIGERS-YANKEE GAME SNEAKED TO DETROIT

(Continued from Page 1)
 York Yankee game was aired in this fashion, the broadcasting being unauthorized by the American League. The games are sponsored.

Two-Hour Sports Series Set on WJBK, Detroit

Detroit—Starting Friday at 3 p.m., a new series called "Today's Winners" will be heard over WJBK. Program will run for two hours each week-day the Detroit Tigers are playing at home. The show will consist of baseball scores, turf results, together with the results of all sporting events being held throughout the country. "Today's Winners" will be presided over by sportscaster Al Nagler, who will intersperse the results with popular music. All Tiger road games will be broadcast, as usual, via the reconstructed wire reports.

WBS Starts Disking New Chevrolet Series

(Continued from Page 1)
 was set by the Jack Arthur Office. Jean Ellington, NBC vocalist, has also been set for the series. Phil Regan begins his end of the work on Chevrolet disk series next week.

Releasing Mountie Serial

Boston — "Blair of the Mounties," quarter-hour transcription series of 26 episodes, is being released to stations and advertising agencies in New England by Kasper-Gordon Studios Inc., local transcription firm. Producer is Walter Biddick Co.

"Blair of the Mounties" was original Northwest Mountie series, taken from the true adventures of Col. Rhys Davies of RNWMP. Audition samples are now ready through Kasper-Gordon Studios for advertising agencies and radio stations.

Zeke Manners in New Spot

Zeke Manners and his gang, formerly heard in the afternoons, will hereafter broadcast over WMCA at 10:15-10:45 p.m. Monday through Saturday. His morning shows, 10-10:30, remain unchanged.

Sorey Orchestra on WMCA

Vincent Sorey and his orchestra will be heard over WMCA on Mondays, Thursdays and Saturdays at 12-12:30 a.m., from the Mori restaurant.

CLAUDE SWEETEN

NEW PROGRAMS—IDEAS

WQXR Adding 3 Programs

WQXR adds three new programs to its summer list. The first is a series of four broadcasts, during the month of June, featuring Jacques Wolfe, composer of "Shortenin' Bread" and "Lonely Road," in a variety of negro selections for violin and piano, starting June 9. Second is a series of health programs for the summer months under the auspices of the N. Y. Tuberculosis and Health Ass'n, to be heard on Mondays beginning June 7. The third will be a series of organ recitals by Winslow Cheney to be broadcast Monday evenings through June.

New Interview Twist

"The Recording Reporter", new wrinkle of presenting first hand interviews with people who figure in hot news of the day, is being worked out by the Cleveland B. Chase Company, with Floyd Buckley as the "reporter".

Samples auditioned for prospective clients find Buckley bringing the mike into homes of people who figured in the day's news, also wherever else they may be and are at all accessible.

Show Gen'l Elec. Film For Exploitation Tieup

General Electric's new industrial film, "From Now On," with a cast headed by Irvin S. Cobb, had its first showing after the regular "Hour of Charm" broadcast Monday night, at the Center Theater, in Radio City. Film runs about an hour and carries both humor and love interest, making an entertaining comedy apart from its advertising feature. Theme revolves around the gal who wants a modern home and the boy who doesn't believe he can afford it. In addition to showing the film after the Spitalny broadcast over the NBC-Red network, Rex Cole Inc., G. E. distributors, and General Electric sales department will send negatives around the country to dealers for varied tieups and exploitation.

In the opinion of one G. E. executive, the film "From Now On," with its collateral advertising, is probably a forerunner of what advertisers will use when television arrives and is accepted. While the movie is produced as a high-class entertainment picture, products are shown and demonstrated in a way that does not seem to deter from the entertainment value, since the story is strong enough to warrant the spectator waiting to see how it ends.

Studebaker Signing Off

Studebaker, with Richard Humber's orchestra, on the NBC-Blue, Mondays, 10-10:30 p.m. will sign off the air after next Monday's program.

Small Town Celebration

Taking the reverse angle on a Memorial Day broadcast, WOR will trek its special events crew to Woodbridge, N. J., population 10,000, to see how it is done in a small town. August Greiner, Mayor of the town, and students from the local high school will do appropriate orations. Broadcast will cover the parade and the speeches to follow from 10:30-10:45 a.m.

Will Air Softball Games

Lincoln—Completeness of the softball layout here and interest which drew 297,243 spectators last summer has led Reginald B. Martin, KFOR-KFAB station manager, to promote the broadcast of the key game each week this season with Harry Johnson, the stations' sports announcer, at the mike. City has five floodlighted ball-parks.

Program on Dogs

A program of interest to dog-lovers and owners has been started over station KLZ, Denver. Each 15-minute weekly broadcast is given over to a certain breed of dog, with Chris Cusack, canine authority, answering questions about feeding, habits, training, etc.

Old Gold Air Program Again Being Rumored

(Continued from Page 1)
 again making the rounds. During the contest, no word could be learned from the company on its stand, but an announcement was made recently that Old Gold would resume its regular advertising schedule immediately. Fred Waring, who at one time headed a coast-to-coast show for the company, and then left to broadcast for Ford, is now on his way back east after film work on the coast. Should Lorillard definitely make up its mind to return to the air, it is expected to build around Waring, and present a show similar to its last airing. Lennen & Mitchell is the agency handling the account. At present judges are deciding the winners of the recently concluded \$200,000 contest in which 2,000,000 entries were received.

Degree for Dr. Dunham

Dr. Franklin Dunham, NBC educational director, will be honored with the degree of Litt. D. by St. Bonaventure College.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

WHN UNIONIZING CASE GOES TO LABOR BOARD

(Continued from Page 1)
 fore the Labor Relations Board for a hearing. ARTA is representing the WHN engineers who have been endeavoring to obtain recognition of the union along with wage and hour adjustments for the past few weeks. Last week the AFL entered the picture with a request that only AFL men be hired in WHN or all AFL men in Loew's Metropolitan theaters would be called out.

50 Per Cent ET Split Would Suit Songwriters

(Continued from Page 1)
 from the original demands of the Song Writers' Protective Association, it is understood that the publishers cannot see the writers' viewpoint at all. Another meeting between the two committees has been set for Friday. Publishers have been issuing license fees on these rights through their designated agent and trustee.

Complain on Manhandling

Several WOR listeners to Dave Driscoll's description of the arrival of Dick Merrill at Floyd Bennett Field have filed complaints against the rough handling Driscoll received at the hands of the police at the field. The complaints were wired to Mayor LaGuardia, who in turn sent the charges to Commissioner Valentine for investigation. A thorough probe has been promised by the Commissioner. No complaint was filed by Driscoll or WOR.

Summer Devotional Series

Dr. Paul E. Scherer, pastor of Lutheran Church, Central Park West, begins a summer series of devotional programs under title of Sunday Vespers on June 6 at 4-4:30 p.m., replacing Dr. Harry Emerson Fosdick's National Vespers.

Peggy Wood Starts June 9

"Peggy Wood Calling," new program featuring the American stage star, singer and writer, debuts June 9 at 2:45-3 p.m. as a Wednesday and Friday broadcast on the NBC-Blue network.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
 KOOL CIGARETTES

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

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

GUEST-ING

GLADYS SWARTHOUT and ARMAND TOKATYAN, on General Motors program, May 30 (NBC-Red, 8 p.m.).

JOSE ITURBI and JOSEPHINE HUTCHINSON, on Chase & Sanborn show, May 30 (NBC-Red, 8 p.m.).

JIMMY DURANTE, repeat engagement, and PATSY KELLY, on Sealtest Sunday Night Party, May 30 (NBC-Red, 10 p.m.).

BUNNY BERIGAN, on "Saturday Night Swing Club," May 29 (CBS, 7 p.m.).

MISCHA LEVITZKI, on Ford Sunday Evening Hour, June 6 (CBS, 9 p.m.).

CONNIE MACK and MRS. JOHN J. McGRAW, on Shell Show, May 29 (NBC-Red, 9:30 p.m.).

ESTELLE TAYLOR, on Broadway Melody program, today (WHN-WOR, 8 p.m.).

LEE WILEY, on Gulf Refining program, July 4 (CBS, 7:30 p.m.).

DIXIELAND BAND, in a jam session with Midge Williams, swing singer, and Willie (the lion) Smith, pianist, on Ben Bernie program, June 8 (NBC-Red, 8 p.m.); Stoopnagle and Budd, on same program, June 15; Frank Parker, on same program, June 22. All deals set by the Herman Bernie office.

ERIC BLORE and HERBERT MUNDIN, on Jack Oakie's program, June 1 (CBS, 9:30 p.m.).

JACK NORWORTH, on "Hitching Your Hobby," June 1 (WMCA, 11 a.m.).

Palmer Greer Joins WKRC

Palmer Greer, transmitter engineer, formerly of WHIO, is now in Cincinnati with WKRC.

WSPR Adding 15 Minutes

Springfield, Mass.—WSPR is adding 15 minutes daily, 8:45-9 p.m., to its summer broadcasting schedule.

15 Years in Education

Columbus, O.—WOSU, Ohio State University station, has rounded out 15 years of activity in the educational radio field.

Exonerated

Springfield, Mass. — All those gags about WPA workers being as immobile as statues aren't so. At least, the WPA boys have been fully exonerated in the eyes of WSPR here. The station had proof last week, when a WPA road repair crew accidentally tore up 200 feet of telephone cables between WSPR and its transmitter, thereby forcing the station off the air for 30 minutes.



• • • After Carl Hoff's nine shows with Al Pearce from the west, the baton-wielding job will revert to Larry Marsh... Russ Morgan will do only two Phillip Morris shows from Cleveland's Great Lakes Exposition and these will be aired during July... M. H. H. Joachim of "Your Unseen Friend" is writing a play for Broadway production in October... Gloria Whitney, former Vincent Lopez vocalist, was signed early this morning to chant with William Farmer's crew in the Sunken Gardens of Radio City. (It's no longer "Willie" because of the Rockefeller spot)... Farmer will croon duets with Whitney, so expect "romantic stories" about them in the fan papers, but we know they're both promised to others!... Pity poor Mickey Garlock who has to have his letters from that 20th Century chorus girl deciphered by friends—because the correspondent can't spell!

• • • Lou Herzog was discussing television the other day and said that experts were overlooking some important problems of the video art... "If they ever attach the thing to phones, we'll have to shave twice a day... And think of the women!... Why, it'll take 'em 15 minutes to get ready to answer the phone!"... And, that's no foolin'... Wally Porterfield, KFRU, Columbia, Mo., newscaster, does more than mere wordslinging for a livelihood... His playwrighting also has brought him some profit. The other day he won the U. of M. Bradley play contest. While he was aircasting, the news came through as a "local" but Wally was too modest to air this fact, so he wickered the story. However, news is news, and toward the close of his broadcast, Wally's mike was cut and from another studio an announcer released the name of "Porterfield, winner of the Bradley prize" without even Wally knowing this was being done.

• • • Coupons on ciggies made by Jack Pearl's sponsor are being sent to the Friends of the Lincoln Battalion, who in turn redeem the ducats for butts instead of premiums and send them to the boys fighting for the Loyalists in Spain!... Has it been printed that CBS director Paul Monroe now answers to the female call of "pappy"?... Stevens Hotel in Chi sold out last week for Lou Bring and Frances Hunt's opening tonight... Edith Wilson, "Hot Chocolate" star, does a turn for Louis Armstrong on Friday... Anna May Wong is being offered to agencies as a guestar... Sonny Schulyer will double between vocalizing on Ben Bernie's program and one-nighters with Abe Lyman... They say that Col. Manny Praeger will have his nose bobbed... Pat Kennedy, another one of the "Lads," would like to get a job here... Sam Harris, producer of "You Can't Take It With You," will appear on Harry Hershfield's show tonight to accept the "Radio Critics Award for the Best Play of the Year." Besides Harry, Bide Dudley is other member of the voting class.

• • • Carl Ravell, Frisco maestro now at the Lexington, was screen-tested HERE by Paramount—proving that if you want to stay WEST you must come EAST!... P.S. He clicked!... Jack Benny's attack of the flu is the basis of his next Sunday's script... Jerry Blaine auditioned for a sponsor last week and word is expected shortly on the outcome. Incidentally, he enters his eighth month at the Park Central... C. A. McLaughlin, sales manager of Cleveland's WHK, is driving a new Lincoln... Engineer Burt Koebly and announcer Lee Henry of the Breakfast Club are composing a new song... George S. Kaufman visited WNEW the other day to watch Zeke Manners and gang broadcast—considering writing in a part for them in his hillbilly satire scheduled for early production... Guy Goodwin, WTNJ announcer, finally discovered how to beat the ponies—he flew through the air—and over the finish line when the nag under him stopped short while galloping along.

PROMOTION

Kitchen Program Tieup

Through a tieup with a giveaway game, the "Meet the Missus" program sponsored by Fitzpatrick Bros. (soap flakes) on WBBM, WCCO, WJR, WKRC and WHK, has drummed up great interest. The game is a variation of Parchesi, using a board which fits on top of a bridge table. This board is sent for one box top and ten cents. Demand has been heavy.

The WBBM program is aired from the Home Arts Club, where Tommy Bartlett does a vox pop with club-women and others at the luncheon sessions.

Spitalny Unit Tour

General Electric, sponsors of the "Hour of Charm" now airing over an NBC-Red network of 52 stations every Monday from 9:30-10 p.m., will use the Phil Spitalny all-girl orchestra in an extensive promotion series. The orchestra, now heard on the radio series, will make personal appearances in women's clubs, social centers and other community gathering places. Sponsor is attempting to tie up products with the feminine interest in the band.

Wrappers for Admission

Capt. Ozie Waters and his Colorado Rangers, on KLZ, Denver, for several months and various radio stations formerly, have gone stage show and are appearing for Blue Barrel soap at theaters in Denver and this region. The setup includes a requirement that children must have Blue Barrel soap wrappers to see the show.

Alfred Cheney Johnson Audition

Alfred Cheney Johnson, famed photographer of the Florenz Ziegfeld "Glorified Girl" era, was auditioned for Movie-Matic, camera account, through Alsop Radio. Series is intended as dramatizations concerned with Johnson's photo work on Ziegfeld stars and at the close, Johnson hands out advice to amateur photographers. Possibility that the series will also go electrical transcription.

PHILADELPHIA

Lew Anker, former chief announcer at WIP and husband of Anice Ives, director of women's clubs programs over WMCA, is seriously ill in Mt. Sinai Hospital.

James Begley, KYW program manager, plans to fly to the coast for his vacation next month.

Mayor S. Davis Wilson has banded the radio stations together in a pact that will give the city free air time for events of civic importance. Station press agents, for the first time, were given press cards by the Mayor.

Uncle Jim (Jim Nassau) is presenting a weekly adventure story, "Suppose It Did Happen," for his kiddie shows over WIBG.

Clarence Fuhrman, WIP musical director, will provide the music when Al Pearce and his gang come here Friday to entertain the auto dealers at the Bellevue-Stratford Hotel.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

ESTELLE LEVY, though still in her teens, is a veteran of many network programs...The little lass, who not only plays parts, but dances, sings and performs on the piano and sax, has appeared on occasions in the shows of Eddie Cantor, Edwin C. Hill, "Modern Romance," "We, the People," Paul Whiteman, Fred Allen, Easy Aces, the Columbia Workshop, Gang Busters, The Gumps, "Follow the Moon," "Death Valley," Vick's, Spry, Personal Column of the Air, Camay, Mrs. Wiggs, and a flock of others...She also was tops as Dorothy in the Fanchon & Marco "Wizard of Oz" production recently auditioned for a network possibility...and did a fine piece in the Columbia Workshop's "Paul Revere" as well as in the children's opera, "Second Hurricane"...she is a comedienne and handy in dialects.



Nightingale Jean Travers to premiere at the Versailles come Thursday...Vet Boswell and little Vet Boswell Jones visiting with Aunt Martha these days...Mitzi Green, 16-year-old mine, can boast five guest shots on the air since the "Babe in Arms" opening...Loretta Hoppner, WMCA press dept. lass, reaching the convalescent stage after an appendectomy at Morrisania Hospital...NBC Entente Cordiale...Romany Marie, Greenwich Village nomad, and Helen Moye Lee, Chinese vendor of Eastern bibelots, on "A World in a City"...They're saying "Romance of Helen Trent's" Janet Logan is a dead ringer for Janet Gaynor...Helen King's photog on June "Contest World" is a suwell likeness.



Dr. Marie Bentivoglio, unexpectedly an Australian contribution, offers statements in proof of "Women Are the Same the World Over" on "Let's Talk It Over," May 31...The delectable little blonde child in "Excursion," monikered Marilyn Erskine, is an NBC baby...Bridgeport's local muse takes the air May 28 over WICC with Caroline Wylie reading a group of writings by Bridgeport Poetasters...Edith Jolson of that station intends to lotus-eat for the summer, away from WICC routine.

ORCHESTRAS - MUSIC

HAPPY FELTON'S ork will be heard for the first time this season from the William Penn Hotel in Pittsburgh on Friday night, 11:30-12 via WCAE. The band opens the Urban Room Roof for the season.

Benny Goodman's musical aggregation will play a one-nighter on June 20 at the Aragon Ballroom in Chi.

Louis Panico's ork has given way to the Don Fernando outfit at Chicago's Oriental Gardens. Spot has an NBC wire.

Shep Fields has added a trumpet to his organization, which is soon to begin a local engagement at the new Surfside Club, Atlantic Beach.

The Herman Waldman band, which played the Sir Francis Drake Hotel in Frisco until the strike three weeks ago, left for Houston, Texas, this week-end. Al Kavelin, who's been musicmaking at the Mark Hopkins, moves on to Milwaukee. All Frisco hotels are still picketed by striking employees.

Ran Wilde, engaged in a tour of one-night stands throughout California before going New Yorkward for a three-week engagement at the Rainbow Room, played Sweet's Ballroom in Oakland on Sunday. Aired via KYA over six California Radio System stations.

Salmaggi Opera Co., heard at the

N. Y. Hippodrome, has as regular members of its performing company William Hargraves, bass heard on the Chesterfield and Philip Morris programs; Ivy Dale, contralto on the Phil Cook program, Mario Cozzi, who takes the air regularly on his own program, and Stephen Kennedy, baritone featured on an NBC sustainer.

Joe Frassetto, Hotel Philadelphian batoneer, aired over WIP and the Intercity Net, will make music for Phil Barr's 500 club in Atlantic City this summer.

Carvel Craig, who made music at the Starlite Gardens Roof spot last season, will replace Wally Stoefer at the Hotel Utah, Salt Lake City. His musical contingent will be heard on two periods per week for KSL sustaining features.

Carol Lofner and his band open the summer season at Saltair May 29, which marks Lofner's second opening of the Pavilion on the shores of Great Salt Lake. KSL will feature six nightly periods per week.

Jimmy Dorsey's ork will receive coast-to-coast airing over WOR-Mutual several times weekly, beginning this week, from the Pan-Pacific Ballroom in Los Angeles. Programs will originate through the facilities of Mutual's California affiliate, KHJ of the Don Lee network.

Two Seek Stock Registration

Washington Bureau, RADIO DAILY

Washington—Majestic Radio & Television Corp. has filed application with Securities & Exchange Commission for registration of 350,000 shares of \$1 par value capital stock, issued, and 200,000 to be registered on notice of issuance. Securities are to be listed on New York Curb Exchange.

Also registering was National Union Radio Corp. for 345,000 shares of \$1 par value common stock to be registered on notice of issuance on New York Curb Exchange and Chicago Stock Exchange.

KIRO Broadcast from School

Seattle — Practical experience in broadcasting is given by KIRO to radio drama classes at Cornish School here. A half-hour drama, entitled "Weekend Murder," was presented Monday by remote control from the Cornish School Studios, broadcast over KIRO. The cast of ten was directed by Hector Cant.

Jesse Owens Ork in Webb Spot

Jesse Owens, Olympic track champ who is now devoting his talents to the amusement field, will bring his orchestra to the Good Time Society broadcast next Monday at 9 p.m. over the NBC-Blue network. He replaces the Chick Webb band.

Junior Officials on WLTH

The Junior City Officials will be on the air today at 4:15 over WLTH. Group includes the "Boy" Mayor, President of the Board of Aldermen and the Controller. An interview will be held between the Junior City Officials and their corresponding Municipal officers: Wm. F. Brunner, Acting Mayor and President of the Board of Aldermen, and Frank J. Taylor, Controller.

Toto on WFAS

White Plains, N. Y.—Toto, the famous clown, now appearing on the floor show at Greenhaven Inn, Mamaroneck, is making a series of radio appearances over WFAS here during the Saturday night programs of Charles Biondo and his Greenhaven Red Revelers.

Lorenzo Jones Adds Spot

Lorenzo Jones, NBC-Red network afternoon serial now heard Monday through Thursday, will add Friday to its schedule next week. Phillips Milk of Magnesia Tablets is sponsor, with Karl Swenson as Lorenzo and Betty Garde as his wife.

NBC Signs Burt Lynn

Burt Lynn, novelty musician, has been signed by the NBC Artists Service. His specialty is the vibrolyn. Jack Von Tilzer is the NBC contact.

**NEW BUSINESS
Signed by Stations**

WBT, Charlotte

Pennzoil Co., Phila., disks, through Fuller, Smith & Ross, Cleveland; Chrysler Corp. (Dodge motors), disks, through Ruthrauff & Ryan, N. Y.; Diamond McDonnell & Co. (Bluing), Phila., spots, through J. M. Korn & Co., Phila.; Refrigeration & Air Conditioning Corp., Youngstown, weekly studio program, through National Classified Agency, Youngstown.

Denver

KFEL: Toledo Glass Co., Owens, Ill.; Kindel Bedding Co., through Deans & Haney agency; Coronet Magazine, from NBC.

KOA: Oregon State Highway, through Botsford, Constantine & Gardner agency; Lewis Howe Co. (Tuns), through H. W. Kastor & Son.

KSFO, San Francisco

Coca Cola Bottling, "Singin' Sam" disks, through D'Arcy Adv'g Co., St. Louis; Day & Night Heater, S. F., spots, through Hixson O'Donnell Agency, Los Angeles; Calo Dog Food, S. F., spots, through Emil Brisacher, S. F.

WIP, Philadelphia

Hecker's-O Force, through Trans-american and Irwin-Wasey Co.; Ismak Rug Mills, through Harry Feigenbaum Agency; Gardner Mfg. Co. (hair shampoo), through Courtland D. Ferguson Co.

KSL, Salt Lake City

Oregon State Highways, disks, through Botsford, Constantine & Gardner; Best Foods, through Benton & Bowles; Dodge motors, through Ruthrauff & Ryan.

WHO, Des Moines

Chrysler (Dodge motors), Frank Morgan Varieties, disks, through Ruthrauff & Ryan, N. Y.

WOW, Omaha

First Federal Savings & Loan Ass'n of Omaha, three weekly and one Sunday airing.

WNEW, New York

Crystal Lake Corp., spots; Little Falls Laundry, spots, through United Adv'g Agency, Newark.

WHN, New York

Dodge Brothers Corp. (motor cars) starts today for 13 weeks through Ruthrauff & Ryan.

RALPH KIRBERY

"The Dream Singer"

68 WEEKS

LIPTON'S TEA

N.B.C.



TRUMAN BRADLEY spent a busy week shuttling back and forth between Chicago and Detroit. He has a daily news commentary show here and after each broadcast hopped a plane for Detroit to make movie shorts at Jam Handy and Wilding studios. On Sunday he made his final trip there to announce the Ford Sunday evening show.

R. Calvert Haws has resigned as program manager of WCFL.

Sears-Roebuck is getting ready to do some auditioning again. Last show was the dramatic "Then and Now" over CBS.

Val Sherman, night operations manager at CBS, has taken leave from this job for the summer to help Pat Flanagan on his baseball broadcasts.

Templeton Fox has been assigned the lead in NBC's new serial, Linda Fairchild's "Stepmother." Mercedes McCambridge is the stepchild. Harvey Hays is the papa.

Franklyn MacCormack, reader on Wrigley's Poetic Melodies, is driving in each day from rustic lodge at Nippersink, Wis., about 70 miles out.

Betty Reller, star of CBS "Betty and Bob" appearing at National Grocery convention in Memphis over week-end.

Joe Emerson and Fred Jackey, head men of Gold Medal Hymns of All Churches, and announcer George Thorndyke are back from a rush week-end trip to New York.

Jimmy and Eddie Dean, Texas harmony warblers, have a new NBC sustaining show at 9:30 a.m. Mondays.

Gene Arnold will journey to Dallas to m.c. program dedicating Laurel Land Memorial Park, June 21.

Johnny Johnston, NBC baritone, has been picked as the regular Club Matinee soloist.

Allan Grant, former pianist for Irene Wicker, is performing on NBC National Farm and Home Hour now.

Big Mystery on WMCA

In a special broadcast over WMCA at 8:45-9 tonight, Frankie Basch will interview Shipwreck Kelly, who has just come down off his flagpole with a sprained ankle. Miss Basch will try to find out how he got a sprained ankle up there in the air.



May 26

Greetings from Radio Daily

to

Al Jolson Roy Wilson
Howard Parker Edward MacHugh
Charlotte Buchwald Al Durkin

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 37 of a Series

WOAI—San Antonio

1190 K. C.—50,000 Watts, Cleared Channel, Full Time

G. A. C. HALFF, Pres.-Treasurer

HUGH A. L. HALFF, General Manager

LLOYD H. ROSENBLUM, Mgr. of Sales & Merchandising

WOAI began operations in September, 1922, with what was then considered lots of power—500 watts. The purpose of the station was to sell radio receiving sets. WOAI kept abreast of the times, boosting its power on May 12, 1925, with a special dedicatory program, to 5,000 watts. WOAI presented the South with its first (then considered), super-powered station. Early in 1928, February to be exact, WOAI became affiliated with NBC, carrying programs of both the Red and Blue networks. To more properly serve its growing trade area, WOAI, in September, 1930, went on the air with its new transmitter operating with 50,000 watts. WOAI has always adhered closely to extremely high and stringent standards and policies. This applies to power, transmission, entertainment and the type of advertising handled. These qualities have assured WOAI of not only a large but a loyal and friendly audience.

Perhaps the most outstanding feature of WOAI is its news service. Ken McClure, newscaster, is by far the Southwest's most popular and well known radio personality, receiving thousands of unsolicited letters yearly—an average of nearly 40 every day in the year. Pat Flaherty, sports commentator, is right behind McClure in popularity, and WOAI's newest star, The Girl Reporter (Leona Bender), has in six months built up a large listening audience, with her morning program heard three times weekly.

WOAI is a member of the Texas Quality Network, which affords blanket coverage of Texas. Programs originate from WOAI, San Antonio; WFAA, Dallas; WBAP, Fort Worth, and KPRC, Houston—all member stations. The Texas Quality Network averages 46 quarter and half-hour weekly commercial programs.

The station has one of the oldest weekly commercial programs anywhere—"Texas Treasures," sponsored every Monday night for the past eleven and a half years by Gebhardt Chili Powder Co. "Texas Treasures" celebrated its 600th consecutive program on May 24.

WOAI presents many other sterling local programs featuring everything from hill-billy units to organ melodies. WOAI is proud of its merchandising department which has begun, since its inception early in 1936, many innovations in radio merchandising. The station now has as complete a merchandising service as any station in the country. Several mass tie-ups with local drug and grocery outlets have achieved wide national publicity and have increased sales, through effective contests and displays, from two to five times normal sales, these figures being quoted from the outlets tying-in with the feature.

WOAI subscribes to the World Broadcasting System and consequently has a full line of transcribed services to offer advertisers.

According to Forbes Magazine, San Antonio is the center of the fifth best High-Spot territory in the United States today. Together with four other high-spots in the nation, the San Antonio trade territory is farther ahead of business in 1936 than any other territory containing over 1,000,000 people. The median gain over last year has been 28 per cent. This fertile, wealthy, growing territory is the effective sales area served by WOAI for the past 14½ years. WOAI has grown and keeps growing with its rich market. New programs, new ideas, larger studios and staff, better equipment—all keep WOAI one of the best radio stations in America.

Detrola Appoints Agency

Detroit—The Detrola Radio & Television Corp. has appointed Grace & Bement, Inc., as its agency. Detrola also said that G&B would handle copy for its newly-formed subsidiary, Detrola Refrigeration Corp. of Detroit.

The agency has also been named for Electrical Products Co. of Detroit.

Cy Taillon Quits KLZ

Denver—Cy Taillon of the commercial department at KLZ has resigned as of July 1, and will spend his summer acting as announcer and emcee at rodeos and fairs. Taillon was for five years announcer and national advertising manager on KGHL, Billings, and was on KSTP, St. Paul, and WDAY, Fargo.

Suggests Radio Pulitzer Prize

Chicago—A "Pulitzer Prize" for the year's outstanding radio achievement is urged by Julian Bentley, WLS commentator and news writer, in Stand By, which he edits for Prairie Farmer Company.

Radio Adv'g Firm Formed

Haverhill, Mass. — The Industrial Broadcasting Corp., 50 Merrimack Street, has been organized to sell radio broadcasting advertising. John B. Hatch is president of the new organization.

Consolidated Edison Recess

Consolidated Edison Co. will broadcast its final Sunday night "Echoes of New York Town" program over WJZ on June 6. Account is scheduled to return to the air next fall.



JACK BENNY was much improved yesterday, following his flu attack, and is expected to be ship-shape for next Sunday's broadcast.

Eddie Bergen (and Charley McCarthy) who came west for the new Chase & Sanborn show, have been booked in to panic the crowds at the Coconut Grove, Ambassador hotel, starting June 1.

Ken Stuart, sportcaster and emcee, has joined the Orange network and is located at KEHE. He succeeds Mel Roach, who resigned.

Walter Cassel just finished a Technicolor short, "Golden Dawn," in which he sings two numbers—the title song and "Song of the Mounted Police."

KANSAS CITY

Fran Heyser, KMBC production head, has left for Hollywood to supervise recording of another 35 episodes of "Phenomenon", utility company disk show. Barbara Winthrop, head of KMBC continuity department and author of the show, leaves soon to assist Heyser.

Among KMBC folks planning vacation visits to Hollywood are Tex Owens, Bob Crawford, Rod May, Francis Mahaney, Tookie Cronenbold, Herb Krataska, James Coy, Paul Fonda, Woodrow Wilson, Norma Shorey and Paul Henning. LeRoy Smith and Eddie Edwards will visit the Ozarks, Bob Riley and Mr. and Mrs. Jimmie Gardner are going to Colorado, and Ruth Bart plans to visit Chicago.

Splitting their radio advertising up between WHB on the Missouri side, where they use five quarter-hour shows daily, and KCKN, the Kansas side air station, where they use a weekly 30-minute Community Sing show, Gorman Furniture Co. turned the airing of its annual auction and free musical show over to KCKN while getting the talent for the floor show from the WHB Artists Bureau. Furniture and novelties were auctioned off. Ralph V. Nelson handled the KCK auditorium remote, while Les Jarvies from WHB emceed the floor show.

Raul H. Frye, formerly in the Radio division of TWA in the Kansas City office, has joined the staff of WDAF as a technician.

Lee Roberts, KCMO dramatic director, has returned from a vacation in Detroit with his parents.

Russ Crowell, until recently with the Red Nichols ork, and Betty Roth, soloist with Jimmie Grier's orchestra, are former WHB entertainers who are vacationing in Kansas City.

Midland Television, Inc., is moving from present offices with KMBC in the Pickwick Hotel into new quarters in the Power & Light building in preparation for a June 1 opening of a new television school.

WJAX FISHING PROGRAM MAKING UNUSUAL RECORD

Jacksonville, Fla.—A broadcast that has won wide acclaim and developed into one of the most unusual and outstanding features ever to emanate from this city is the "Atlantic Refining Fishing Program" aired Mondays, Tuesdays and Thursdays at 6:45 p.m. over WJAX. Sponsored by Atlantic Refining Co. and handled by Harry E. Cummings, the program has been on the air for the past five months, arousing increasing interest from week to week.

Where the fish are biting—who has made the catches and what baits were used—a monthly Fish Story Contest, offering fine prizes of tackle—general information pertaining to the sport—these are some of the highlights.

From the office of Harry E. Cummings, Radio Program Service, approximately 400 self-addressed post-cards are sent out each week to fishing camps, hotels, sporting goods houses, etc. In addition, approximately 50 letters and telegrams go to those who are slow in replying.

On Friday morning these reports are assembled into a bulletin (the Fish-O-Gram). This is hurried to the printer and is ready for mailing that evening to all Atlantic Refining Co. dealers in this territory. They post the Fish-O-Gram at their place of business on Saturday morning. Radio programs emphasize the importance of listeners dropping in on their Atlantic dealer to see where the fish are biting.

A Fishing Camp Booklet has been compiled, the only one of its kind that has ever been prepared here. Radio listeners also are invited to drop by their Atlantic dealer for one of these handy guides.

About five weeks ago, the Jacksonville Journal, realizing the tremendous amount of interest that has been stimulated by these broadcasts, asked Cummings if Atlantic Refining would be willing to furnish them with fishing information each Friday, in return for their giving the sponsor full credit. This was agreed.

Recently, the Tourist and Convention Bureau of this city, realizing the great importance of the fishing industry to this state, planned a fishing camp map of the country in which Jacksonville is located. As the Atlantic Fishing Program had the information they needed, it was agreed that Atlantic would assist them and they would give Atlantic full credit on the face of the map. This they have done.

It is a frequent occurrence for sporting goods houses to feature Atlantic's Fish-O-Gram and Fishing

RADIO PERSONALITIES

No. 39 in the Series of Who's Who in the Industry

H. LESLIE ATLASS, vice-president in charge of CBS' Chicago office since 1930 and founder of WBBM, and his younger brother Ralph, president of WJJD and WIND, started toying with kilowatts in the pre-war days. After being graduated from Lake Forest Academy near Chicago and serving in the U. S. field artillery overseas in the World War, Leslie (the H. before his name was just adopted to impress his first boss) spent several years in the automobile, packing, real estate and investment businesses, then took a serious interest in his brother's childhood plaything, wireless, and joined with him in founding WBBM in Lincoln, Ill., in 1923. Later the transmitter was moved to Chicago, and in April, 1925, it was moved to the top of the Broadmoor Hotel.



Pioneered in many now successful policies

The story of WBBM's phenomenal rise as Chicago's only independent station, its sale to CBS, and outstanding place among the nation's great commercial successes, is the story of the growth of the driving, quick thinking, quick acting, sales and executive personality of Leslie Atlass.

When every other station in the country devoted its entire Sunday schedule to church services, Atlass pioneered, announced that his station would have church services Sunday morning, but dance music Sunday afternoon and evening. When radio's commercial possibilities were only faintly realized, he made radio's largest local commercial sales of the twenties—one half of WBBM's time for one year—to the Stewart-Warner Corp., still one of radio's big advertisers. When baseball's moguls threatened to drive out broadcasters, Atlass helped sell the late Wm. Wrigley Jr. and Phil Wrigley on radio's value as an attendance builder, and finally won major league backing of the play by play reports.

Among his friends "Les" is known as a staunch, dependable backer in a pinch, as a builder of men. Among his aides who have advanced to successful positions are Don Thornburgh, v.p. in charge of Columbia's Pacific coast network; J. L. VanVolkenburg, former president of KMOX; James D. Shouse, present executive of the St. Louis station; and J. Kelly Smith, general manager of Radio Sales, Inc.

BOSTON

Lewis S. Whitcomb, publicity head at local CBS outlet, WEEL, is back at his desk after several weeks' illness.

"Charmed Eyes," owned by Charlie Phelan, sales manager at Yankee Network, won the first race at Suffolk Downs on Monday, the opening day of the meet. It paid \$38.50 to win.

Benny Goodman and his band breaking all kinds of records at the Metropolitan Theater this week. He had the fourth best Saturday the Met has known since it opened 12 years ago.

Mike Nidorf Laid Up

Mike Nidorf of the Rockwell-O'Keefe office is confined to his home by illness.

Camp Booklets in their window displays.

The program also has evoked wide audience response. Everyone in this city is thoroughly familiar with it and most of the radios are tuned to WJAX during the broadcast. Entries in the Atlantic Fish Story Contest come from six states beyond Florida, with an appreciable number from North Carolina and Kentucky. During the running of Kingfish last month at Cedar Key, that little city gave full credit to the Atlantic Refining programs for keeping their hotels filled and their boats chartered.

FORT WORTH

Merle H. Tucker, on leave of absence from KROD, El Paso, has been appointed director of radio for the Fort Worth Frontier Fiesta opening June 26.

Jay Whidden and ork are now airing several nights weekly by WBAP from the Casino Park ballroom. Art Kassel and ork begin a run at this spot June 11.

A. M. Woodford, chief engineer at WBAP, is on leave of absence to serve as chief technical advisor for the Frontier Fiesta. J. E. Bridges was promoted to chief engineer for the summer, with Speedy Maersch taking over the control panel. Bridges, by the way, recently became the father of a girl.

Zeke Williams and His Rambling Cowboys, sponsored by Gulf Spray over WBAP, are making personal visits to Texas Quality Network cities.

Herb Southard is back on the job as announcer at WBAP after a throat ailment.

NOW AVAILABLE:

Young lady who held responsible position in production department of radio station. Also several years' experience in legitimate theater and advertising agency. Box No. 500, RADIO DAILY, 1501 Broadway, New York City.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

If You
Are In
RADIO
and not
Reading
Radio Daily
Every Day
You Are
Holding
Out On
Yourself

JACK LAVIN RESIGNS AS WHITEMAN MANAGER

(Continued from Page 1)

take a month's trip to the coast before making any definite decision on future connections. Whiteman indicated that he had no successor in mind as yet.

Limited Circulation

"Aunt Sally's Almanac" has probably the world's smallest circulation of any publication. Just four copies are sent through the mails each Wednesday. They are postmarked Jacksonville, and three are addressed to Vic Lund at WIS, Columbia, S. C.; "Windy" Herrin at WTOG, Savannah; Lew "Flash" Bristol at WRDW, Augusta, Ga. The fourth copy remains with the ed-in-chief, Jack Rathburn at WJAX, Jacksonville, Fla.

These gentlemen are all broadcasting baseball games in the South Atlantic "Sally" League over their respective stations for Wheaties. In order that each of the mike-men may know what is taking place in the other cities of the league, Jack Rathburn graciously appointed himself as a clearing house of baseball information. The material is contributed by each of the four subscribers and so far has been both interesting and helpful to the announcers.

Radio Guide Changes

Radio Guide, weekly fan publication, is undergoing a complete change of policy. Headquarters for the magazine, together with Screen Guide, was formerly located in Chicago. Effective June 1, the editorial offices, headed by Herbert Krancer, v.p. and general manager, and Curtis Mitchell, editorial director, will be located in New York.

The magazines have also changed format.

Star Radio Adds 5 More

Star Radio Programs Inc. has added KTOK, KIUL, CJCJ, and KGU, the Hawaiian station, to its lists of subscribers for the Star Commercials. Station WLBC in Muncie, Ind., has signed for the Morning Bulletin Board. The firm grants priority rights and guarantees territorial protection to stations using its programs in order to prevent any overlapping of stations using the same program.

ONE MINUTE INTERVIEW

JOS. N. WEBER

"All talk of what will or may be done at the coming convention of the American Federation of Musicians must be set down as strictly a matter of conjecture. It all depends upon the will of the majority of the 400 delegates present and not even the president of the organization can have his way completely and foretell convention action."

★ Coast-to-Coast ★

COLONEL JACK MAJOR, the CBS entertainer, says: "Things just don't happen. Nossir! It's who a fellow knows—and how much they help him. A fellow can't do things alone—he's just got to have help from his friends Me? Oh, I'm the luckiest fellow in radio! To begin with—I caddied for Irvin S. Cobb when I was a boy down in Paducah, Ky. He told me to write down everything that I saw that made folks laugh or cry. I've done that for 20 years, and I am now drawing on that fund of material for my radio programs. Through Irvin Cobb I met and knew Will Rogers. Will Rogers said, 'Son, always act like you don't know as much as the fellow to whom you're talking—and never say or do anything that will offend any race, color or creed.' (That was the best piece of advice I ever got—I've paid lawyers lots of money for advice that wasn't worth a rip!) And then there's that fellow named Edgar Guest. He became interested in my rhymes and jingles and showed me a few tricks about reaching a person's heart through words. Yes-sir! I'm the luckiest country boy on the radio—thanks to my friends!"

Spot news by up-to-the-minute telegraphic messages on fresh and salt water fishing is brought to sportsmen over KFOX, Long Beach, Cal., each Thursday at 7:45 p.m. Complete information on fishing conditions from Lower California to Santa Barbara are broadcast together with hints on tackle and equipment. Practically all better known fishing resorts are represented by telegram.

KFRU, Columbia, Mo., on receipt of FCC building permit, will establish a new station in St. Louis, but will retain its present KRFU station in Columbia, according to General Manager C. L. Thomas.

A. J. Hougen has been named advertising manager of Tivoli Brewing Co., Detroit. He succeeds H. E. Hougen, who goes to Tivoli's agency, MacManus, John & Adams, Inc., as an account exec.

Ted Husing's talented vocal chords will get a good workout over the Memorial Day week-end when he brings a stroke-by-stroke account of the U. S. efforts to hurdle Australia in the final round of the North American Zone Davis Cup tournament at Forest Hills, L. I. Event will be aired over CBS network on May 29, 30 and 31.

Muriel Draper, author and lecturer, and Dr. Henry C. Link, distinguished psychologist, will be heard for the first time on a regular series when they share the Tuesday broadcasts of the feature, "It's A Woman's World," over the NBC-Red network at 2:30-2:45 p.m., starting June 8. Mrs.

Draper is the mother of the brilliant young dancer, Paul Draper.

Winder R. Harris, Managing Editor of Norfolk Virginian-Pilot, who edits and relates "High Spots of the Week's News" over WTAR once weekly for the National Bank of Commerce, moves from Sunday evening to new spot on Saturday 6:45 to 7:00 p.m. Bank officials decided against a selling commercial on Sunday.

A. Ralph Steinberg, president of Radio & Film Methods, is the author of an article titled "A Philanthropy Created an Industry," in the May issue of The Credit Retailer. Article tells about "Talking Books," recorded literary works, and about electrical transcriptions in general.

Norfolk Junior Chamber of Commerce Radio Committee arranged and delivered a series of Social Hygiene talks over WTAR Norfolk last week in co-operation with City Health Department.

When John Carl Morgan, announcer for WTAR, Norfolk, went to his favorite beach spot near his home at Ocean View for his daily swim the other day, he saw the body of a ten-year-old boy floating near shore. Morgan, a Red Cross examiner, recovered the body at once and administered artificial respiration until the fire department arrived on the scene with pulmotor equipment, but all efforts were of no avail.

When the Nordic Hour, half-hour Scandinavian program, was presented last Monday over KIRO, Seattle, it marked the fifth anniversary of this broadcast, believed to be the oldest Scandinavian program in continuous existence. Broadcast is emceed by Gus Bachman and features Scandinavian music, all announcements being in the Swedish language.

Sunday's Columbia Workshop airing of "A Night at an Inn" was the second Lord Dunsany play to be broadcast by the Workshop. "Gods of the Mountain" was the previous one. Radio Events Inc. handles the English playwright's radio rights in this country.

Milton Berle has hatched out another song, this one entitled "Let's Begin Again." Written in collaboration with two other writers.

Tri-States Theaters, Omaha, off the air since Exploiteer Charlie Schlaifer's "Hollywood Tattler" program was abandoned nearly a year ago, has taken spot announcements to advertise the Mills Brothers' appearance on the Orpheum stage the week

TWO 50,000-WATTS PLANNED IN CANADA

(Continued from Page 1)

the government that all new leases and increases in power be limited to 1,000 watts for private stations. It is also suggested that within the next two or three years additional high powered stations will be erected in the Maritimes and Rockies, as also a high powered short wave station.

SAN ANTONIO

KMAC has a new Sunday afternoon program known as "Juvenile Stars," under the direction of Nell Semaan, accompanied by Beatrice DeLeon at the piano. Idea is to teach youngsters microphone technique with regular voice training over the air.

KONO has a new weekly program called "Zig and Zag" composed of Ted Brown at the organ and Johnny Williams on the violin.

The Sunday Express is now devoting a full page to music—musicians and radio, including local and out-of-town news notes from the studios.

of May 28 with Count Berni Vici's "Spices of 1937."

Allen Prescott received a severe shaking up, luckily escaping serious injury, just out of Stamford while driving back to New York from a week-end at Cape Cod. His car was forced off the road into a shallow ditch when a tire blew out and all but overturned before he was able to bring it to a stop.

Bert Lahr has made up his mind to make California his permanent home, should his picture making plans turn out to his satisfaction. In keeping with this decision, he has not closed for any fall production in the East.

Lee Morse, vocalist, has been held over indefinitely at Chez Paree in East Omaha.

"Sealtest Party," now heard Sunday nights, will originate in Cleveland on June 13. Reason is James Melton playing that city, both vaude and Great Lakes Exposition, about that time.



Average radio listening time of American families is 5.1 hours daily.