



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 77

NEW YORK, N. Y., THURSDAY, MAY 27, 1937

FIVE CENTS

# Switch Ford Show Again

## Looking On .... AND LISTENING IN

**SURVEYS** Falling victim to survey-itis, we ransacked our belfry for a system of fact-finding that would be minus doubts and uncertainties as to the value of radio advertising, and finally hit upon something that looks about as fool-proof as any batch of figures can be.

We dug up the latest financial reports of some leading air sponsors, with findings as follows:

Chrysler, with one of the premier ether programs (Major Bowes), earned \$14.25 a share last year, against \$8.07 the year before and \$2.19 and \$2.78 in the respective preceding years.

Texas Corp., with Eddie Cantor as Mayor of Texaco Town, shows \$4.10 a share net last year against, respectively, \$1.85, \$64 and a deficit of \$.05 a share.

Procter & Gamble earned almost as much in the first six months of its current fiscal year as it did in the entire year of either 1935, 1934 or 1933.

General Foods with Jack Benny, the Maxwell House Showboat, "We, the People," etc., did \$2.71 a share last year, against \$2.23, \$2.12 and \$2.12 in respective preceding years.

Ford netted \$7.65 a share last year, against \$1.03 the year before.

General Motors' past four-year per share figures are \$5.36, \$3.70, \$1.99 and \$1.72; Firestone, \$3.28, \$1.53, \$.71 and a \$.21 deficit; Bulova, \$7.45 in the first nine months of the present fiscal year, against \$2.29 the year before; Borden, \$1.80, \$1.10, \$1.02, \$1.06; Coca Cola, \$4.66, \$3.48, \$3.12 and \$3.20.

Space brings us to a halt, but you get the idea.

Sponsors don't need to wonder if radio advertising is doing them any good.

The answer is right in their ledgers.

### WCKY Talent Search

Cincinnati—A ten-week radio talent search will be launched June 8 by WCKY through the medium of a "Stars of Tomorrow" contest in cooperation with the Liberty Theater, Covington, Ky. Both professionals and amateurs are eligible for the contest, which carries cash awards of \$250. Winners will appear at theater for three days.

## EDYTHE MELROSE JOINING STREET-FINNEY AGENCY

Edythe Fern Melrose joins the Street & Finney advertising agency the latter part of this week with title of Radio Director. Miss Melrose who has been with Pan-American Radio Corp. for some months also has her own commercial on the air via WMCA in "Charm in Women" and is regarded as an expert in this particular field. Before joining Pan-American, she was station manager of WJAY, Cleveland.

Street & Finney agency, handling various radio accounts as well as others, will increase their radio activity and create a large department to handle the increased scope being planned.

## Krank Starts Pantages On CBS Coast Stations

A. J. Krank Co., St. Paul (toilet articles) yesterday began "Lloyd Pantages Covers Hollywood," a gossip program, on the five CBS Pacific Coast stations, Wednesdays, 7:30-7:45 p.m. PST. Series originates from KNX and is signed for 52 weeks

(Continued on Page 3)

## Eddie Stanley to Head Texaco Summer Program

The Texas Co. has selected Eddie Stanley, comedian, to head the summer show which is set to replace Eddie Cantor beginning June 6. Cantor, whose last airing is May 30, will introduce Stanley on his last broadcast. Others to appear regularly on the summer series are Pinky Tomlin, Ella Logan, Igor Gorin, Jacques Renard

(Continued on Page 3)

## New High In Free Radio Time Gives Picture 935 Minutes

### New Station at Troy Makes Four for Wilder

Syracuse, N. Y.—Licensing of a new station at Troy, N. Y., by the FCC adds a fourth station to the group controlled by Col. Harry C. Wilder and associates. The Wilder

(Continued on Page 3)

## Saturday Night "Universal Rhythm" Being Moved to Spot Vacated by the "Sunday Evening Hour"

### John Mayo to A.R.S.

John Mayo, formerly with CBS for four years and at one time manager of WNOX, Knoxville, has joined Advertisers' Recording Service, Inc., makers of instantaneous recordings, as sales manager.

## NEW JACK OAKIE SERIES BEGINS SEPT. 28 ON CBS

R. J. Reynolds Tobacco Co. (Camel cigarettes) has renewed Jack Oakie for a new series of programs to begin Sept. 28. Oakie is scheduled to leave the air after his broadcast June 22. The present program, airing over a CBS network of 80 stations Tuesdays, 9:30-10:30 p.m., will be replaced for the summer by a program headed by Benny Goodman and his orchestra with guest stars. The summer series, which begins

(Continued on Page 3)

## Lambert Test Campaign On Two K. C. Stations

Kansas City—Lambert Pharmacal Co., St. Louis, is using two stations here, WDAF and KMBC, in a test campaign for Listerine brushless shaving cream.

Arthur Killick is featured in the WDAF show as Fatty Lewis, a humorous character. Margaret Hillias,

(Continued on Page 3)

Ford Motor Co. will shift its Saturday night "Universal Rhythm" program into the "Sunday Evening Hour" spot on CBS when the latter fades for the summer June 13. The move marks the second time within the past six weeks that the "Universal Rhythm" program has undergone a major change. On April 17 the show switched from an NBC network to its present spot on CBS and began airing over a hook-up of 13 stations from 7:30-8 p.m. with a repeat airing from 10:45-11:15 p.m. which was heard over 78 stations.

The Ford Sunday Evening Hour, (Continued on Page 3)

## FEENAMINT RETURNS SEPT. 7 ON MUTUAL

Feenamint account is due back on the air over Mutual network on Sept. 7, at 7:30-8 p.m. This will be the first time in years that the account has been heard other than on a Sunday evening.

Talent set so far is Arnold Johnson orchestra, and strong possibility of a tieup with the Macfadden publication "Movie Mirror".

## Lucky's "Hit Parade" Extended Through July

American Tobacco Co. (Lucky Strike cigarettes) has extended its CBS contract for the Saturday 10-10:45 p.m. "Your Hit Parade" program until July 31. Program is aired by 84 stations. Lord & Thomas is the agency.

### Short Wave Cantor

Sunday's broadcast of the Eddie Cantor program on CBS, with Leslie Howard as guest star, will be shortwaved over W2XE to England at the request of Cantor and Howard, the reason being their desire to have their friends, Jack Buchanan and Elisabeth Bergner, listen in. Both Cantor and Howard will make pleas for world peace.

(Continued on Page 3)

**RADIO DAILY**



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**Radio News Flashes in Downtown Show Window**

Cedar Rapids, Ia.—WMT not only is giving its listeners about a dozen news periods daily, but is making it possible for the folks to get late flashes even when they are out shopping and away from their radios.

A large illuminated bulletin board has been placed in a downtown show window. Station posts all late bulletins on the board throughout the day to attract attention of shoppers. Special announcements scheduled calling listeners' attention to the bulletin board to get their news while downtown and away from their radios.

**Pearce Begins Airing From Road on June 8**

Al Pearce and his gang will begin their road tour broadcasting June 8 with their regular show for the Ford Motor Co. emanating from Detroit on that date. Chicago, Denver, San Francisco and Los Angeles follow in order, with the show scheduled to stay in Los Angeles for nine weeks. Program is heard Tuesdays, 9-9:30 p.m. over the CBS network. Tom Foley, of the N. W. Ayer & Son agency, will accompany Pearce.

**Kasper-Gordon Handling Additional Disk Series**

Boston — Additional transcription series being released by Kasper-Gordon Studios, Inc., local transcription firm, include "Treasure of the Lorelei," series of 26 pirate adventure stories designed for juvenile appeal; "The Green Valley Line," railroad melodramas in 26 quarter-hour episodes, and "Honor the Law," police thriller enabling tieups with safety campaigns.

Kasper-Gordon also is handling several series of 30-second skits, produced by Walter Biddick in Hollywood, for jewelers, laundries, dry cleaners, bakeries, loan companies, used car dealers, etc. The skits are lively dramatizations.

**Latonia Races on WCKY**

Cincinnati — All-Sports Review heard over WCKY at 3:15-5:30 p.m. will have an added feature starting Saturday when Latonia Race Track opens. WCKY will broadcast daily the feature race at the famous old Kentucky course.

Another popular sports feature of last year, which returns to WCKY on May 31, is "Who's Who in Racing". On each program, racing officials, owners, trainers and jockeys are interviewed. This three-a-week program will originate in WCKY's Netherland Plaza Hotel studios.

**Theater Series on WTAR**

Norfolk — Granby Theater broke precedent by contracting for a series of regular spots over WTAR. Heretofore all theater business has been heavy air plugging for special box-office attractions. Granby Theater spots will run weekly for 13 weeks.

**Maslin Joins Marschalk-Pratt**

Frederick G. Maslin, formerly of the Advertising Associates of Boston, has joined the Marschalk & Pratt, Inc., advertising agency. Maslin had been connected with industrial advertising for many years prior to his joining Advertising Associates.

**Another Ameche Goes West**

Chicago—Jim Ameche, brother of Don Ameche, leaves for Hollywood tomorrow. Jim has been playing the lead in NBC's "Jack Armstrong." On the coast he will take a screen test with Warners.

**Joins CBS Press Department**

William Slocum, formerly with the World-Telegram, has been added to the CBS press department staff.

**Thomas Airing En Route**

Lowell Thomas, one of five Movie-tone News delegates to the annual 20th Century-Fox sales convention, will keep his radio schedule intact by broadcasting from convention headquarters in the Ambassador Hotel, Los Angeles, and by making five other broadcasts from four different cities en route and on his return.

Thomas leaves New York by plane today, and will broadcast on his regular program over NBC-Blue network from Chicago tomorrow. After addressing the convention in Los Angeles on Monday he will go on the air directly from the ballroom of the Ambassador. Leaving by train that night, Thomas will stop in Denver for a broadcast Wednesday night, in Chicago the following night and then Cincinnati. He will miss only one broadcast out of six, that scheduled for June 1.

**Transradio for WMT**

Cedar Rapids, Ia.—WMT has completed installation of Transradio teletype service, airing news programs and special bulletins and flashes from 6 a.m. to midnight.

Program Director Doug Grant has listed 11 news programs daily, with more in the offing. Special flashes are given every hour.

Benne Alter has taken over the early morning spot, with Grant and Ray Cox handling the remainder.

**Annapolis Naval Ball on WFBR**

Baltimore—WFBR has arranged to pick up the June Ball from the U. S. Naval Academy at Annapolis, and will feed it to the NBC-Red network on June 2 at 10:05-10:30 p.m. This will be the first time the event has been aired. Stewart Kennard, WFBR special events man, made the arrangements.

**COMING and GOING**

DR. WALTER DAMROSCH, NBC music counsel, sails aboard the Rex on Saturday with MRS. DAMROSCH for a month's vacation in Italy and France. They will return on the Normandie, sailing from Havre July 7. On June 25, in Paris, the famed conductor will attend the International Music Educators' Conference.

WALT FRAMER and NAN GRAYSON, starred on the Pittsburgh Backstage program on WCAE, will spend their vacation in California, beginning the last week in June and lasting four weeks.

PAUL WING, NBC spelling master, is at Athens, O., today, airing the Spelling Bee from the banks of the Ohio River.

HUGH STUDEBAKER boards the Sante Fe Chief in Chicago tomorrow for Hollywood, where he will resume his characterization of Sully Watson on the Fibber McGee and Molly program.

CHRIS ROBBINS, father of Gus Arnheim's vocalist, June, and who has been in New York for the past week to visit his family, returns to New Orleans today.

AL SHAYNE leaves tomorrow for a week-end in West End, N. J.

FRANK CURLEY and his daughter, ROSE MARIE, leave today for Lakeville, Conn., for the week-end.

A. B. SCHILLIN, head of Schillin Advertising Corp., with MRS. SCHILLIN and MR. and MRS. S. HALPERN of the Haupt firm, will leave tomorrow for a cruise to Virginia Beach.

TEDDY HILL left on the Lafayette with his orchestra to appear at the Ambassadeurs in Paris.

SHEP FIELDS and his band arrive tomorrow from Pittsburgh and begin an engagement at the Surfside Club, Atlantic Beach.

RICHARD WEED of the Amsterdam Artists Service is on the west coast on business and is expected back in New York on June 15.

JAMES L. SAPHIER goes to the coast next week on business.

ALFRED H. MORTON, NBC manager of owned and operated stations, returns to Radio City today after trip to Springfield and Boston, where he visited WBZA-WBZ studios.

TOM FOLEY of the N. W. Ayer & Son radio publicity staff left town last night to accompany the Al Pearce show west for the next five weeks. He is in Philadelphia today. Pearce gives a show there for Ford dealers.

**General Motors Show Fading for the Summer**

General Motors will terminate the "General Motors Symphony Concerts" for the summer months, effective June 6. Program is heard on the NBC-Blue network, Sundays, 8-9 p.m. Series will be resumed again in September, it is understood.

**FINANCIAL**

(Wednesday, May 26)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168	167 1/4	167 3/8	- 5/8
Crosley Radio	22	22	22	0
Gen. Electric	54 1/4	52 7/8	53 3/8	- 3/8
North American	25 3/4	25 1/4	25 3/4	+ 5/8
RCA Common	9 1/8	9	9 1/8	+ 1/8
RCA First Pfd.	69 3/8	68 1/2	68 1/2	- 1
RCA \$5 Pfd. B.	(75 Bid)			
Stewart Warner	19	18 3/4	18 3/4	- 1/4
Zenith Radio	33 1/4	33	33	+ 1/4

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	3	3	3
Majestic	3	3	3
Nat. Union Radio	3	3	3

**OVER THE COUNTER**

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

**NBC Is Reducing Prices On Reference Recording**

NBC transcription department, effective June 1, will reduce the price of reference recording and allow discounts up to 15 per cent on quantity orders. Reference recordings are used by sponsors, artists, bands, etc., for recording broadcasts for future reference.



May 27

Greetings from Radio Daily to

Evelyn Morin  
Don Mario  
Florence Sperl



HOLLYWOOD HOTEL  
CBS

FRIDAYS 9 P. M. EDST.

## PROPRIETARY ASS'N WINDS UP CONVENTION

At the concluding session of the Proprietary Ass'n convention held yesterday at the Hotel Biltmore, the entire afternoon was devoted to a symposium of advertising representatives dealing with the control of drug advertising.

John W. Bates, a WOR employee who handles auditions and is a contact between the station's program and sales department, spoke for Mutual. He charged that a Proprietary Ass'n member, when asked to change his commercial announcement, refused and so did his advertising agents. MBS solved the problem, Bates declared, by changing it themselves.

Bates also got involved in the merits of radio versus magazines before he concluded his talk. Lee Bristol, of Bristol-Myers and chairman of the meeting, tried to clarify Bates' remarks concerning magazines and said that the meeting had no intention of discussing the merits of any medium.

Janet McRorie, NBC director of continuity acceptance, told the association that the primary thought that must be kept in mind when writing radio commercials is, "how is it going to sound?" not, "how is it going to look?" Miss McRorie also stated that NBC listeners frequently write in to the network regarding commercials and the leading complaint is the over-statement or exaggerated claims some sponsors make for their products. Other listeners ask, "We buy the product; why say so much about it?" Repetition of words is another cause of listener complaints. The practice of some sponsor's ordering their announcers to "yell" their wares over the air is another sore spot with the consumer, she said.

Generally speaking, Miss McRorie, concluded, very little trouble is experienced with NBC advertisers, but a few still hold out for the "scare'm, sell 'em copy."

John Benson, president of the AAAA, explained what agencies were doing along the lines of copy control and pledged his cooperation with the association.

### Whimsy On the Air

Chicago—The Rev. Henry Scott Rubel, former local rector and now of Glendora, Cal., has written a dramatic whimsy for Princess Pat cosmetics, bowing in tomorrow over WMAQ, in which Pat, a talking lipstick, and Hank, a chattering handkerchief, detail their romance in a milady's bag. Loretta Poynton and Harold Peary will interpret the lippy characters. Rev. Rubel writes under the name of Hal Raynor for Joe Penner.

## NEW PROGRAMS—IDEAS

### Reverse Swing and Classics

Extremely popular is the new Dale Evans piano feature, "Swing and the Classics in Reverse," now being aired over WSJS, Winston-Salem, N. C., Thursdays 7-7:15 p.m. Highly entertaining, the program is also educational in showing the relation between modern swing and the music of the masters.

Dale plays the new favorites as they would have been interpreted by famous composers, swings their compositions in the modern manner, adds her own inimitable touch to the whole, finds the result very interesting both to herself and her listeners.

When some fans protested "swinging the classics," Dale built a new show reviving favorites of former years with radio audience guessing the titles. More listeners protested cancellation of "Swing and the Classics in Reverse," so many, in fact, that the program was continued with "Tune Guessing" set to air regularly at an early date, also.

### Eddie Stanley to Head Texaco Summer Program

(Continued from Page 1)

and his orchestra and James Wallington. Bobby Breen and Deanna Durbin will remain on the show for two weeks after Cantor leaves, then they will vacation until September when the present line-up is scheduled to return. The summer series will be produced by Cantor, although he himself will not be heard on the air. Program is heard over the CBS network Sundays 8:30-9 p.m. on a hook-up of 75 stations with a repeat at 12 Mid.-12:30 a.m. to a west coast network of 12 stations.

### New Station at Troy Makes Four for Wilder

(Continued from Page 1)

group now includes WSYR here; WJTN, Jamestown, N. Y.; WNBX, Springfield, Vt., and the new Troy station, which will operate on 950 kc. with 1 kw. power. Construction of studios and transmitter at Troy is to begin immediately.

### WGCN Opening Biloxi Studios

Gulfport, Miss.—WGCN soon will open its new studios in the Buena Vista hotel, Biloxi. The station maintains two sets of studios, one in the Great Southern Hotel here and the other at Biloxi, so as to cover both of these nearby gulf coast communities. Transmitter is at Mississippi City. The 250-watt station will continue its policy of playing up local events in broadcasts, especially news events, when practicable, so as to keep the local angle of the station before its auditors.

### "Yours Fraternally" on WBBC

Practically every American organization of importance is represented on the WBBC program known as "Yours Fraternally", heard every Saturday at 7:30-9 p.m. The programs are intended to acquaint listeners with the aims and purposes of the various institutions and clubs and those participating in the series include the U. S. Chamber of Commerce, the Brooklyn Bar Association, Grand Jurors Association, Girl Scout Federation of Greater New York, Reserve Officers Training Corps, Industrial Home for the Blind, Odd Fellows, Elks, Masons and similar groups. The programs are under the direction of Bert Child.

### Garden Program on CBS

A new CBS sustainer makes its bow Saturday, to be heard once a week on that day at 10-10:15 a.m. Program will feature Ruth Cross, garden authority, who will offer regularly seasonal tips to gardeners.

### New Jack Oakie Series Begins Sept. 28 on CBS

(Continued from Page 1)

June 29, will be cut to half hour, 9:30-10 p.m., but will retain station line-up. With the broadcast of Sept. 28 the show will resume its full hour period and its present talent lineup. Goodman will begin the new series in New York, but will broadcast from different cities across the continent when he goes on tour later in the summer. Programs will air from Hollywood when fall series begins.

### Lambert Test Campaign On Two K.C. Stations

(Continued from Page 1)

Ellis DeLong and a male quartet complete the quarter-hour show, aired twice weekly. Spot announcements are being used on KMBC.

Sponsor has a script show all lined up for a national network presumably for Listerine, the antiseptic, but is holding off until a good spot becomes available. Lambert & Feasley Inc., New York, is the agency.

### NBC Promotes Gilbert Ralston

Gilbert Ralston, NBC guide, has been promoted to the transcription department staff.

### DON KERR

MASTER OF CEREMONIES  
GENERAL MILLS SPORTS PARADE  
WMCA

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

## FORD IS SWITCHING 'RHYTHM' TO SUNDAYS

(Continued from Page 1)

as per its annual custom, fades for the summer after a 39-week series, and its 9-10 p.m. spot will, for the first time, be filled by the same sponsor who will retain the 95 stations now on the network. Although the present 13-week contract for "Universal Rhythm" is not up until July 10, it is believed that the sponsor will have no trouble cancelling early. Present talent line-up will be retained for Sunday show and a chorus will be added. Guest stars are also contemplated. N. W. Ayer & Son is the agency handling the account.

### 935 Minutes Free Time Gained by One Film

(Continued from Page 1)

utes of time, over 19 stations and five network boosts.

Schedule reveals two contests on WVFW and WARD, on photos of Fred Astaire and Ginger Rogers; two contests on WINS and WAAT, for best letters, winners getting passes to the show; four interviews, Erno Rapee on WHN, Gene Snyder on WINS' Postal Theater Guide; two by DeWard Jones of Music Hall press department; also reviews on WABC, WOR, NBC, WMCA and Inter-City web; WEVD and WNEW plugging the picture tunes month in advance, also reviewing the film when it opened; WBBC and WCNW reviews and advance spot announcements.

As expected Fred Astaire program on NBC (Packard) did advance work a month ahead, apart from credits for the picture's tunes being used on the major nets.

### Krank Starts Pantages On CBS Coast Stations

(Continued from Page 1)

through Milton Weinberg Advertising Co., Los Angeles. Series is in addition to the CBS program in the mid-west sponsored by the same company.

### Jolson as Napoleon

Al Jolson will enact the chief role in Arthur Caesar's play, "Napoleon's Barber," in his "Cafe Trocadero" program over CBS on Tuesday, 8:30-9 p.m.

## BARRY WOOD

Presented by

DRENE

WJZ

EVERY THURSDAY 7:45 P. M.

Personal Manager

MATTY ROSEN

## NEW BUSINESS

Signed by Stations

### Boston

WNAC: Colgate-Palmolive-Peet, 32 participations in Yankee Network News Service, five days weekly, on various stations, through Benton & Bowles, N. Y.; Procter & Gamble (Drene), disks, through H. W. Kaster & Sons, Chicago; Dodge, disks, through Ruthrauff & Ryan; Armand Co., Des Moines (face powder), spots, through Collidge Adv'g Agency, Des Moines; Eastern Racing Ass'n (Suffolk Downs), spots, through Ingalls Advertising, Boston; Hemphill Diesel Engineering School, Boston, six 15-min. programs, through R. H. Alber, Los Angeles, on five network stations; Chevrolet, renewal, through Campbell-Ewald, Detroit; Moxie Co., Roxbury, 20 participations in Yankee Network news service.

WAAB: Skol Products (sunburn lotion), 52 quarter-hour programs, through Peck Adv'g Agency, New York; Community Dentists Inc., 312 participations in News Service, through Commonwealth Adv'g Agency; Hecker Products (Force), spots, through Erwin Wasey & Co., N. Y.; Adams Hat Stores, N. Y., Blair-Sabatino fight from N. Y. Hippodrome, through Glicksman Adv'g Agency, N. Y.

### WSJS, Winston-Salem

American Oil Co., 112 spots, through Joseph Katz Co.; Dodge, disks, through Ruthrauff & Ryan; Brown & Williamson Tobacco (Avalon), six 15-min. sports resumes and renewal of Raleigh-Kool through July 4, BBD&O; Chevrolet, renewal through Sept. 23, Campbell-Ewald; Carter's Little Liver Pills, 52 weeks, six spots weekly, renewal, Street and Finney.

### WTAR, Norfolk

Sears-Roebuck, "Hollywood Spotlight," 26 times, leased from Transco; Chrysler (Dodge), "Dodge Presents," 13 times; Chesapeake Auto Supply Co., "Extra Margins of Safety," 15-min. thriller, eight times, for Pennzoil.

### WMAQ, Chicago

Chrysler (Dodge cars), Frank Morgan disks, through Ruthrauff & Ryan; Association of Pacific Fisheries, spots, through J. Walter Thompson.

### WNEW, New York

Alkine Laboratories, 16 weeks on "Make-Believe Ballroom," thrice weekly, through Schillin Adv'g agency.

### Annunciator for Announcers

Drop-in studio listeners at WMBH, Joplin, Mo., wanted to know which announcer was on duty. WMBH engineers devised a cabinet with the names of the staff announcers, each name being illuminated. Top plate reads "On Duty." Switches in announcer's booth enable announcer to change the name of the man on duty—the old vaudeville name card brought up to date.



● ● ● After all bets were down and they were coming down the home stretch for the Lucky Strike "Hit Parade" vocal job, Stuart Allen was called in to audition—so HE starts June 9 in place of Buddy Clark... Murray Korman's "Studio Party" featuring gueststars and show girls gossiping while allegedly being photographed by Korman will take the air in the fall, sponsored by a cosmetic manufacturer... With all the top-notch bands being aired from WGN, WMAQ, WENR, WLS and WBBM in Chicago, Eddie Wolpin, Charlie Warren, Jonie Taps and Rocco Vocco, New York "contact man," will invade the Windy City to contact the Duchins, Dennys, Brings, etc... George Olson opens next Friday at the Coconut Grove in Los Angeles with his OWN band—and will return to open at the International Casino on Broadway in August... Jolly Coburn will be aired once weekly via NBC from the Clairemont... Carl Mark, WHK, Cleveland announcer, must have company when he drives his car—some one to pull the choke—that's the reason for word-slinger Guy Wallace always in Mark's auto... Ben Larson of Ruthrauff & Ryan was rushed to the hospital late yesterday afternoon for observation.

● ● ● A stage hand finally got on the air last week in Indianapolis... Jack Stilwill, broadcasting his "On the Aisle" show over WIRE, had moved into the Lyric theater for an interview with the Mills Brothers... They were singing, when suddenly the "p.a." system began pounding away in the background, calling instructions to vaudeville artists... However, the Mills brothers unconcernedly went ahead with their rendition of "Swing For Sale"... Pre-summer aid for weary radio columnists is already at hand... All they have to do is mark an "X" on the return card and back comes a column with the by-line of your favorite comedian or singer... Bob Taplinger offices have gone a step further this year and organized the Committee for Radio Editors' Summer Relief.

● ● ● About \$15,000 worth of sound effects equipment is being prepared here at CBS to send to Hollywood... Announcer Kenneth Roberts was in an auto smack-up with actress Minerva Pious the other a.m.... Charles King is being feted tonight at Leon and Eddie's, instead of Sunday, which is a holiday... Mickey Alpert will use "Keep Punching" as a tag-line during his airings... Ray and Grace MacDonald of "Babes in Arms" appear via WINS this morning... Zeke Manners is set for a summer network show... Songwriter Irving Kahal will turn over ten per cent of his royalties on "The Night Is Young" to Spanish Loyalists... Jane Pickens has been awarded another Fellowship at Juilliard Institute, making it her third in a row.

● ● ● Clair Shadwell, who runs the Musical Clock for WBT, Charlotte, has proof that "once an announcer, always an announcer" is correct... Shad was ill recently with the flu and his temperature rose to 103 (with options). While burning with fever and shivering with chills, he announced every commercial he ever had on the air. When he finished, Mrs. Shadwell reports, he started in on the recordings and transcriptions... "And by the time he began to get well," she said, "his poor brain was so overworked that all it could prompt him to say was 'it certainly is a mess, it certainly is a mess'... WIS, Columbia, S. C., recently had their entire staff on the air. Vic Lund and Frank Burger, announcers, air-toured the studios and offices with a mike, and had everyone from porter to head man... Some thought that Vic was kiddin' when he interrupted their work with the plea to say something into the mike—and plenty had red faces when they heard that what they DID say was REALLY aired. Program clicked big with the dialers.

## 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 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.

## Stewart Quits FCC to Join Nat'l Research Council

Washington Bureau, RADIO DAILY

Washington—The retirement of Dr. Irvin Stewart as vice-chairman of FCC at the end of his term, June 30, was disclosed yesterday in an announcement by the National Research Council. He is to become director of the Committee on Scientific Aids to Learning, a Council adjunct.

Dr. Stewart was appointed by President Roosevelt in 1934.

The Committee will maintain headquarters in New York City. It will first undertake a survey of the work and experience of the National Advisory Council on radio in education.

WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

IN the natural course of radio events, it would appear there ought some day to be a Juvenile Hall of Fame... which should harbor, at least in effigy... Walter Tetley, the bairn who appears on the Fred Allen program, Jimmy Donnelly and Janice Gilbert, co-thespians in "The O'Neills" and the Helen Menken opus, Jimmy McCallion and Audrey Eagan of "Billy and Betty," and Junior O'Day, who graces "Give Us the Funnies" and "Billy and Betty" both... also Tommy and Andy Donnelly, youthful free lance kin of Jimmy of that name, and Arthur Anderson, the Tommy of "Bambi"... Winifred Toomey and Pat Ryan of the Madge Tucker histrionic outfit, and Jackie Kelk youthful scion of "The Gumps"... In addition, there's Billy Halop, who scored in "Dead End," now working on the flicker of that name, Bobby and Billy Mauch, currently cinematic in the "Prince and the Pauper"... Evelyn Levy, mentioned here yesterday... and sub-sub-sub-deb Betty Philson, the Little Eva of "Sweet River."

Kay Arnold, who together with brother Buddy, is an easy-on-the-ear feature of WMCA's "Grandstand and Bandstand" program, came to radio via high school... Has an ingratiatingly low contralto voice tucked away in a diminutive frame... Goes on the air 6 or 7 times an afternoon, on account of she and Buddy have a program of their own too... Began by winning Feenamint Amateur Hour contest... Went commercial when overheard accidentally by sponsor... The Arnold duo squabble over song arrangements (Buddy's work) but grow calm when they reach studio sanctuary... Like their work... Present ambition—to do more of the same.

Lily Pons to give a mass interview to high school journalists June 1 at CBS Theater No. 1... The undergraduate fourth estaters insisted, so La Pons decided to do it that way... June Aulick absent from CBS press dept. because of tonsil curtailment commitment... Too bad, June... Adela Rogers St. John is planning to spend from Friday to Tuesday in Cleveland visiting with husband Pat O'Toole's family... She'll broadcast from there next week... Vivian Shirley's June 1 air-guest over WNEW will be Buda (Maxon's) Baker.



"MELODIGRAMS"

Postal Telegraph  
WINS—N. Y. State Broadcasting System, Wednesdays, 6:45-7 p.m.  
TUNEFUL PROGRAM OF POP MUSIC AND TRIBUTES TO EMPLOYEES.

This Wednesday program in the three-way series just launched by Postal is dedicated to employees deserving mention for distinguished service. First to be cited was a messenger boy who performed commendable service during the Ohio Valley flood earlier this year.

Embellishing this nice good-will gesture is a batch of popular music, with Louis Katzman's orchestra doing its usual good job of providing the structure, while Emile Renan, a good baritone, and Dorothy Kirsten, an equally pleasing soprano, contribute the vocals.

Program is a fine institutional gesture as well as agreeable light entertainment.

"MILLSTREAM"

Sustaining  
WHN, Tuesdays, 8:45-9:15 p.m.  
SERIAL WITH SMALL-TOWN SETTING MAKES FAIRLY GOOD START.

Employing an ample cast, and moving with fair speed toward dramatic interest, this new serial play started off auspiciously enough. It has a hinterland locale, and after some brief preliminaries to spot a few characters, the action is given a melodramatic hypo in the form of a mysterious murder, which is always a dependable device for promoting a little suspense. And so to the work of probing the who, why and other facts of the case.

Albert F. Brown is the author of the script, while members of the cast include Harold Willard, Robert Travers, Betty Skinner, Gail Henshaw, Jerry Blake, Lucy Forbes, Joan Danton, Louis Krugman, Florence Schilling and others.

"THE MEADE FAMILY"

Postal Telegraph  
WINS—N. Y. Broadcasting System, Mondays, Tuesdays, Thursdays, Saturdays and Sundays, 6:45-6:50 p.m.

BRISK FIVE-MINUTE DOMESTIC SHOT PUTTING OVER MESSENGER SERVICE.

This brief program is the small end of a three-part Postal Telegraph series, the other two portions being 15-minute shots aired once weekly.

Opening presentation, enacted in a typical family setting, carried announcement of Postal's messenger service and its lowered night letter rates. On the former score, it was brought out that it's cheaper to call a messenger than to take up the time of high-salaried employees for errand work.

Jack Oakie

Olsen and Johnson gave a lift to Jack Oakie's show on CBS at 9:30 Tuesday night. Their daffy comedy was a bright spot on the program. After a rather haphazard introduction and very brief shot in the first half of the program, they came back in the second half for a more substantial portion, which was the liveliest part of the show. Judy Garland, talented young singer, Shaw and Lee and the orchestras of Benny Goodman and Georgie Stoll also contributed.

Al Jolson

Parkyakarkus (Herry Einstein) delivered the highlight of Tuesday night's Al Jolson program over CBS at 8:30. Singing a parody on "Let's Call the Whole Thing Off," Parky not only panicked the studio audience, but it was the kind of stuff that got across to the outside listeners as well. A parody by Parky should be a "must" on every Jolson program. Due to Martha Raye being ill, the Scotch lassie Ella Logan stepped in and gave Jolson a nice bit of assist.

Al Pearce

The brand of blackface comedy dispensed by Swor and Lubin went over swell on the Al Pearce program Tuesday night at 9 over CBS. Nick Lucas, Tizzie Lish and the rest of the Al Pearce gang did their usual duty.

Ben Bernie

In addition to the welcome organ work of Mr. and Mrs. Jessie Crawford, Tuesday night's Ben Bernie show on the NBC-Blue at 9 had a harmony aggregation called the Vass Family from down south, who did a novelty number that was most refreshing.

"Good Time Society"

The 11-11:30 p.m. NBC-Blue network spot on Mondays has been considerably enlivened by the "Good Time Society" aggregation. Chick Webb's orchestra, Juano Hernandez as narrator, the Juanita Hall Choir and baritone Edward Mathews always provide a volubly rhythmic half-hour.

Jean Sablon

As good a reason as any for staying up an extra quarter-hour at night is to hear the French troubadour, Jean Sablon, now heard at 11:15-11:30 p.m. on Mondays and Fridays over the NBC-Red network. Sablon's intimate and romantic style of crooning is pleasant stuff, especially for feminine ears.

Hugo Mariani

Emanating from the French Casino, the Hugo Mariani orchestra provides some varied rhythms ranging from the blaring and exotic to the smooth and languorous. It's an unusually

GUEST-ING

JACK PEARL and CLIFF HALL on "Nine O'Clock Revue," May 30 (WOR, 9 p.m.)

HELEN GLEASON, on "Your Hit Parade," May 29 (CBS, 10 p.m.)

MRS. PATRICK CAMPBELL, LUCILLE BROWNING, STUART CHURCHILL and ALLAN ROBERTS, on "Hammerstein Music Hall," June 1 (CBS, 8 p.m.)

EDITH WILSON, Harlem torch singer, on Louis Armstrong program, tomorrow (NBC-Blue, 9 p.m.)

ANNA MAY WONG, FLORENCE REED and JOE LAURIE, JR., on Rudy Vallee show, tonight (NBC-Red, 8 p.m.)

ED SULLIVAN, on "Magazine of the Air," June 2 (CBS, 11 a.m.)

CLAUDETTE COLBERT, on "Hit Parade," June 5 (CBS, 10 p.m.)

PHILA. JACK O'BRIEN, on Dick Fishell's "Sports Resume," tonight (WMCA, 6:30 p.m.)

adept aggregation, able to shift mood, tempo and design with facility.

Eddie Foy, Jr.

Heard briefly on "Hammerstein Music Hall" over CBS on Tuesday night at 8, Eddie Foy, Jr. sang his dad's favorite, "He Goes to Church on Sunday." Too bad the program didn't accord Foy more time, because he sounded as though he could make an excellent air impression if given the right chance. This, incidentally, is the main fault of the Hammerstein programs. Too much good talent isn't given a half chance. Fewer guests and more opportunities for each would result in better balanced shows and more fairness to the artists.

KANSAS CITY

Jack Starr, KMBC sports commentator, is organizing a Spit Argue Club in connection with his Wednesday night sports resume. Membership will be made up of local sports fans and authorities, some of whom will be aired.

KXBY has started airing time signals three times daily by remote from the "Old Town Clock" in the tower of the Fidelity building where its new studios are located.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

## Coast-to-Coast

**J**OE LEWIS, who is being groomed for a coveted spot on the air waves, and, who is, at present, scoring a comedy sensation at the Frolics, will appear at headliner on the stage of Loew's State Theater in N. Y.

*Bill Seymour, news room editor at WKRC, Cincinnati, is back home with his bride, the former Patricia Garrity, dancer. They'll reside at 3411 Clifton Ave., Cincy, after June 1.*

Harry Golder, chef of the "Sunrise Breakfast Club" over WXYZ, Detroit, enters Polyclinic Hospital in that city on Saturday to get a divorce from his tonsils. He expects to be back on the job in a week or so.

*Al Feeney, once All-American footballer at Rockne's Notre Dame, is airing sports reminiscences on Mondays at 8:30 p.m. over WFBM, Indianapolis. Show deals with oddities of the past in sports world and doesn't include present, thus avoiding conflict with Len Riley's "Sports Page of the Air" sponsored by Brown & Williamson.*

"Chapel Echoes," a Sunday feature at WICC, Bridgeport, for four years, gives its final broadcast of the season on Sunday. Herbert Anderson, baritone, directs the program, with Gertrude Hanson as accompanist, and a mixed quartet.

*Al Bland, pilot of "Dawn Patrol" on WKRC, Cincinnati, tops the staff in fan mail. Lots of his fans also come to the studio to say hello personally.*

Dr. Alexander Lyons of the Eighth Avenue Temple (Brooklyn) is conducting a Saturday Morning Devotional Service via WBBC from 7:30-8 a.m., with the program designed primarily for shut-ins. The airing consists of a sermon, readings from the Psalms, a memorial benediction and organ music.

*After an absence of several months from the airlines, the Song Birds Trio has returned to WSJS, Winston-Salem, N. C., with a weekly quarter-hour of close harmony. The girls, with guitarist Everette Goins, air Thursdays 7:15-7:30 p.m.*

Jane Barnes, the typical Hollywood extra girl, will be interviewed by Ruth Moss on today's Morning Carnival over WAAB, Boston.

*Ben Bernie, now settled down to a full summer of airing from New York, leaves for Hollywood about Sept. 1 to make more films. Bernie's June 8 program over NBC-Blue network will be a big "jam" session.*

Max Schmeling, German heavy-weight fistic contender, will discuss his views on boxing in an interview with Clem McCarthy, NBC sports expert, to be heard over the NBC-Red network tomorrow at 2:45-3 p.m., at Schmeling's cottage in Speculator, N. Y.

## If I Had A Radio Station to Manage

The third in a series of brief articles by a man who has had extensive experience in serving stations, advertising agencies and advertisers in their radio program requirements.

**I**T'S unfair of advertisers to expect radio broadcasting to do the impossible, but they do. They don't expect the same of newspapers, or magazines as advertising media. But radio—well, that's something different. Advertisers hear of amazing results achieved through some radio program and then figure that their program should do the same. They never take into consideration that perhaps the sponsor of the highly successful program has had *merchandising* effort behind it—that the sponsor, on the expenditure of a few hundreds of extra dollars was necessary to knit integral parts of the campaign together, the few extra hundreds were forthcoming.

Sponsor forget that if you don't tell the people to listen, the public simply is not aware of the program being sponsored. That's where newspaper, direct mail, package inserts, truck posters, one-sheets, window displays, and counter cards come in. That's how radio should be used—tied in with other forms of exploitation. Local advertisers could well afford to follow the example of national advertisers.

If I had a radio station to manage,

I'd refuse any account where the advertiser did not use other forms of publicity to promote a listening audience. They use teaser ads to lead up to a big magazine or newspaper campaign. They should use spot announcements before launching a quarter hour or longer program series. They should use dealer letters, displays and radio page newspaper ads to announce the program—and instead of lessening their newspaper effort, should add radio. Then radio stations would find newspapers more co-operative . . . and this constant newspaper-radio feud would sign a truce and work together.

Competition may be the life of trade—and newspapers and magazines and radio will always vie with one another. But the magazines and newspapers use radio advertising to promote their publications. Isn't it about time for radio stations to buy newspaper space to tell their stories, too? One hand washes the other—it's six of one and a half-dozen of the other—and other similes denoting that in this world a 50-50 proposition makes for better understanding all 'round. Figure it out.

## F. C. C. ACTIVITIES

### APPLICATIONS RECEIVED

Tri-City Broadcasting Co., Inc., Schenectady. CP for new station. 950 kc., 1 Kw., unlimited.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts night, 1 KW. day, unlimited.

WJW, Inc., Akron. CP and license for new relay station. 31100, 34600, 37600, 40600 kc., 20 watts.

WJW, Inc., Akron. CP for new relay station. 31100, 34600, 37600, 40600 kc., 1 watt.

Keystone Broadcasting Co., New Castle, Pa. CP for new station. 1250 kc., 250 watts, daytime.

WTAR Radio Corp., Norfolk, Va. CP for new relay station 31100, 34600, 37600, 40000 kc., 1 watt.

WSOC, Inc., Charlotte, N. C. CP for new relay station. 31100, 34600, 37600, 40600 kc., 0.2 watts.

WTAR Radio Corp., Norfolk. CP for new relay station. 31100, 34600, 37600, 40600 kc., 1 watt.

David G. Adams, San Diego. Auth. to make electrical transcriptions and manufacture records for stations XEBG and XEMO at Tia Juana, Mex.

### APPLICATIONS GRANTED

Minnesota Broadcasting Corp., Rose Township. CP for new high frequency station. 26050 kc., 150 watts.

Iowa Broadcasting Co., Des Moines. CP for new high frequency station. 26,550 kc., 100 watts.

W9XBS, Chicago, Ill. CP to make changes in equipment and decrease power to 50 watts.

### SET FOR HEARING

Meno Schoenbach, Woodward, Okla. CP for new station. 1500 kc., 100 watts, unlimited.

Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.

Ohio Broadcasting Co., Steubenville. CP for new station. 1310 kc., 100 watts, daytime.

United Theaters, Inc., San Juan, P.R. CP for new station. 570 kc., 1 KW., unlimited.

Pacific Radio Corp., Grants Pass, Ore.

CP for new station. 630 kc., 500 watts, unlimited.

### HEARINGS SCHEDULED

June 15 Robert E. Clements, Huntington Pk., Cal. CP for new station. 1160 kc., 250 watts, daytime.

Key City Broadcasting Co., Kankakee, Ill. CP for new station. 1500 kc., 100 watts, unlimited.

Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 wa ts, daytime.

Northwest Research Foundation, Inc., Seattle. CP for new station. 1530 kc., 1 KW., unlimited.

Earle Yates, Las Cruces, N. Mex. CP for new station. 930 kc., 500 watts, daytime.

June 16: El Paso Broadcasting Co., El Paso, Tex. CP for new station. 940 kc., 1 KW., unlimited.

World Publishing Co., Tulsa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

The Tribune Co., Tampa, Fla. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

Southern Minnesota Supply Co., Mankato. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Hickory Broadcasting Co., Hickory, N. C. CP for new station. 1370 kc., 100 watts, daytime.

June 17: Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 1 KW., unlimited.

June 24: Peninsula Newspapers, Inc., Palo Alto, Cal. CP for new station. 1160 kc., 250 watts, daytime.

Arthur H. Croghan, Minneapolis. CP for new station. 1310 kc., 100 watts, daytime.

July 1: North Georgia Broadcasting Co., Rossville. CP for new station. 1200 kc., 100 watts, daytime.

The Rapids Broadcasting Co., Cedar Rapids, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

**EXAMINER'S RECOMMENDATIONS**  
WMZ, New York. Mod. of station licenses to use 2 additional frequencies, be granted.  
WNEJ, Washington, D. C. Mod. of license

## San Francisco

Pat Kelly, former S. F. NBC producer, who went to England for the coronation, will remain there.

Sam Dickson, author of "Winning the West," back from Hollywood where deal for picture rights of another as yet unpublicized script is still pending.

Johnny O'Brien, harmonicist, and Walter Kelsey, violinist, have a Monday 10:45-11 a.m. transcontinental over NBC's Red net.

Ed Mitchell, free-lance producer, auditioning actors and sampling scripter's efforts at KYA's Oakland studios for several accounts.

Rush Hughes, up from H'wood for Golden Gate Bridge Fiesta, will pipe his "Langendorf Pictorial" from San Francisco this week.

Dolores Unger, secretary to Jack Dolph, CBS, back from H'wood where she visited KNX. Connie Blake of traffic department will be transferred to KNX on Saturday.

KYA broadcast its portion of the Golden Gate Fiesta Radio Show from the Civic Auditorium at 10 p.m. Tuesday with Linn Church, chief announcer, emceeding.

Starting June 1, the S. & W. Junior News Show will take on KDYL, Salt Lake City, and KGIR, Butte, as flash stations. Program formerly gave the outlets discs.

## WFBM Fees Batch to CBS

Indianapolis—A series of programs is being fed to CBS this week by WFBM, local member of the network. In addition to a half-hour from the Indianapolis motor speedway aired by Len Riley and Ken Ellington last Saturday and a similar shot on Tuesday, dealing with pre-race activities, there will be a half-hour and a full-hour program on race day (Monday) by Riley, Ellington and Stan Thompson. News and bulletins will be aired by WFBM from the track throughout the day. Station also feeding net this week with two addresses from National Conference of Social Workers.

## Capt. Rees Joins Grombach

Capt. Murray G. Rees, retired from the U. S. Army, has joined the sales staff of Grombach Productions Inc., radio program producers.

to use two additional frequencies, be granted.  
**CALL LETTERS ASSIGNED**  
H. W. Wilson and Ben Farmer, Wilson, N. C. WGT.M.

### MISCELLANEOUS

Niagara Falls Gazette Pub. Co., Niagara Falls. Denied petition to set aside order denying appl. for new station.

Columbia Broadcasting System, N. Y. C. Granted with prejudice request to withdraw appl. for consent to transfer control of station WOAI to CBS, Inc.

### APPLICATIONS DENIED

The following applications were denied as in cases of default for failure to file appearances and statements of facts. G. Kenneth Miller, Tulsa, Ocala Broadcasting Co., Ocala, Fla. and B. J. Hecker, Salem, Ore.

Following stations were granted renewal of licenses on a temporary basis only: KFYO, Lubbock, Tex., WBNO, New Orleans, and WHBC, Canton, O.



STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 38 in a Series

WBT—Charlotte, N. C.  
1080 K. C.—50,000 Watts

WILLIAM A. SCHUDT JR., General Manager  
DEWEY H. LONG, Commercial Manager

WBT is the 50,000-watt southern key station for the Columbia network and is owned and operated by CBS, Inc. The station's newly-modernized studios and offices occupy a complete floor of the Wilder Building, one of the newest and most conveniently located office structures in Charlotte. The new, 431 feet tall vertical radiator and transmitter is situated eight miles from the city. WBT is on the air continuously from 6:45 a.m. to 1 a.m. daily, and from 10 a.m. to 1 a.m. Sundays.

Broadcasting for the first time on April 7, 1921, WBT is the Pioneer Radio Voice of the South. The station has grown from a modest 250 watts to its present power, 50,000 watts being assigned to WBT by the FCC in 1934.

Noted for the showmanship of "Bill" Schudt, 31-year-old general manager, WBT has been in the forefront of progress in the radio industry. Surveys show WBT to be the most popular station in the South and Southeast, serving literally millions with a daily variety of entertainment, education, and information. Price-Waterhouse gave WBT an audience rating of 97 per cent—highest in America.

WBT carries the CBS network programs of all major advertisers, and the local promotion of distributors of leading products. Eight different manufacturers of electrical refrigerators now are using the medium of WBT, which is believed to be more refrigeration advertising than any other station in the country carries.

ORCHESTRAS - MUSIC

FERDE GROFE, batoning an NBC ork in a program of modern American music including some of his own compositions, will do an international broadcast to Italy on June 11 at 4:05-4:45 p.m. over the NBC-Blue. Arrangements were made by CRA.

Clyde Lucas and ork are scheduled for a week's run at the Michigan Theater, Detroit, starting tomorrow. During the week of June 11 they'll offer musical distraction at the Earle Theater, Washington, D. C.

Don Ferdi and his Rose Room ork inaugurate an NBC schedule from Bridgeport at 12:15 May 29, to be heard regularly on Saturdays.

Jack Fulton, Jr., tenor, and Don Hancock, announcer, both of Chicago, have just completed a new ditty immortalizing an unusual feat, titled "Tying Knots in Soda Straws."

Harry Reser and the boys leave for the Coast after finishing four weeks in Detroit at the Greystone and Arcadia Ballrooms.

Emil Boreo, recently returned from a successful London engagement, is set for a week's run at Loew's State in New York. Deal was set by the Herman Bernie office.

Batoneer Worthy Hills and the lads, who've been purveying music to the Pavilion Royale customers in New Haven for the past seven years, will be aired over WELI from that spot twice weekly, augmented by a trio composed of Vera Cruise, Kirk War-

ren and Joe Hogan in charge of the drums.

Koko Head Hawaiians, who are particularly popular at Yacht Clubs and shore resorts, resume their weekly WICC broadcast Thursday p.m. at 7:30. They'll add musical luster to the opening of the Milford Yacht Club.

Leopold Stokowski of Philadelphia Symphony Orchestra fame received the degree of doctor of laws at the University of California in Berkeley, Saturday, May 22, the first honorary academic degree in his illustrious career.

Teddy Hill and the musicmaking lads sailed for Europe on the Lafayette to add rhythm to the Cotton Club Revue at the Paris Cafe des Ambassadeurs.

Chick Webb and band are leaving on a tour through the Middle West.

Marvin Frederick and ork have succeeded Reggie Childs and his outfit at the Commodore Perry Hotel, Toledo. Childs has moved on to the New Penn Supper Club near Pittsburgh and will proceed to the Beverly Hills Club in Cincinnati before returning to the Commodore Perry in the fall. WLW will carry Childs' music from Cincinnati. The Frederick contingent will be aired via WSPD, Toledo, over the NBC-Blue.

Carl "Deacon" Moore and his band, opening Tuesday at the Beverley Hills Club, Newport, Ky., will be ethered via WLW.



JULANE PELLETIER, WJJD pianist, is the bride of Henry St. Germaine, advertising executive of Chicago Daily News.

It's a girl at Al Kavelin's. Youngster has been named Edythe Allyn. Mrs. Kavelin is the former Virginia Gilchrist, radio warbler with Kavelin's crew before her marriage here last year.

Bill Baldwin, formerly of WOW, Omaha, has joined the WGN announcing staff. He replaced John McCormick, who went to WBBM.

Phil Fortman has joined press department of NBC. Fortman, who came from City News bureau, replaced Dick McBroome, who left recently to join an agency.

Lynn Martin and the Merry Macs, who used to call Chicago home, are back from the east, playing at the Palace theater this week.

Truman Bradley, WBBM commentator, is ready to start taking flying lessons at Curtiss airport. He plans to get a ship after he gets his license.

Keith Beecher's band replaces Red Nichols at College Inn today. Frankie Adams, Russ Crandall and Cliff Williams are the vocalists.

Laid Up: Vivian Della Chiesa, NBC songstress, with an infection in her hand . . . Janet Logan of CBS "Helen Trent" with flu.

Irna Phillips, author of The Guiding Light, has written a speaking part in her next Monday's episode of "the unknown soldier of the world," which Arthur Peterson will play.

ST. LOUIS

Harry Babbitt, former featured vocalist at KWK, was here recently for a one-night stand with Kay Kyser's ork.

Bobby Roberts, favorite crooner here years ago, is now emcee at the Green Diamond Night Club near Belleville, Ill.

Vic Rugh, sports and public affairs announcer at KMOX, is doing re-creations of out-of-town games of St. Louis ball teams.

Hal Culver left KWK announcing staff to join WLS, Chicago.

Lester E. Cox, president of WTMV, East St. Louis, has been visiting Chicago.

Al Rauer had been on the WTMV sales staff only three days when he had to undergo an operation. Alex Buchan, WTMV sportscaster, plans to sail June 9 for Scotland. Paul Wills takes over in his absence.

Uncle Jimmy and his Texas Cowboys, WTMV hillbilly outfit, accepted a tieup with the Georgia Wildcasts on WLW, Cincinnati.

Irving Poznan, WTMV scripter, has a "Baseball Oddities" series being auditioned by beer accounts.

F.T.C. CASES

Under an order to cease and desist issued by the Federal Trade Commission, Hogan Advertising Co., trading as The Sendol Co., Kansas City, is prohibited from making certain misrepresentations in the sale of medicines, in violation of Section 5 of the Federal Trade Commission Act.

## ☆ "Quotes" ☆

**DON VOORHEES:** "Twenty years ago, when I organized my first orchestra, you could guess the nationality of most musicians by finding out what instrument they played. For instance, the Germans were represented in the heavy brass sections, the French went in mostly for strings, and the Italians favored the woodwind. Today, there has been such a development of musical study in this country that the majority of orchestra men are Americans. The old distinctions have been wiped out."

**MARY SMALL:** "Radio has made great improvement in the quality of the evening script and variety shows. So much that today radio entertainment stands almost alone as the premier amusement of the day. But along with the evening shows' improvement has followed a decline in the quality of the children's shows in the late afternoon. Script-writers should try to concentrate more on the 'imagination' of the child, rather than to merely attempt to plot thrilling episodes."

**VICTOR YOUNG:** "Little recognition has been accorded the real brains behind the music played on the air. Listeners-in hear of the writers, bandleaders, and vocalists; but they never are told of those musical geniuses whose remarkable ability at arranging makes the continual playing of simple popular songs possible. Men like Ken Starr, Jimmy Dale, Spud Murphy, Domenico Savino and the like are known only to the players and leaders of orchestras."

**RALPH WATKINS:** "Orchestra leaders must conform with atmosphere more than any other single factor. In playing at a night club, the selection of arrangements and tune styles must be made to conform with the night club and the people who frequent it as well as with the weather and the current news items. In playing over a national hook-up, conflict enters into the question to a great deal, but if an orchestra lead-

## ONE MINUTE INTERVIEW

### JOHN NESBITT

"The one question calculated to turn a mild-mannered radio commentator or a newspaper columnist into a glowering maniac is 'Where do you get your material?' Children should be taught in the public schools never, never to ask that question. The material is everywhere around us. Ideas come from conversations with friends, the daily papers, books and magazines. The trick is to know which ones will prove colorful and interesting enough to use."

## Programs That Have Made Station History

No. 6—KGVO's "It's Barn Dance Tonight"

**"IT'S BARN DANCE TONIGHT"**—I shouts out the friendly voice of fun and frolic over KGVO, the CBS affiliate at Missoula, Mont., every Tuesday night at 8 o'clock, Mountain Standard Time, to which some hundred thousand homes in Montana, Idaho, Oregon, Utah, Wyoming, Washington, Northern California and Western California listen religiously. The coverage check on this program was based on returns from post-cards or letters requesting a picture of the Barn Dance characters. And to the astonishment of all, it was found that program was covering the vast amount of territory mentioned above. Several other checks were also made confirming the listening-in audience number and where they came from.

It is within the short period of a year that this novel and entertaining program has grown until it is now considered one of the most popular

er can feel the nation's pulse his efforts will be well received."

**CONRAD THIBAUT:** "America is going to become the musical center of the world before very long—and radio is responsible. Such programs as the Metropolitan Auditions of the Air, Beauty Box Theater, and Frank Black's "Magic Key" have contributed much to the development of young talent. We are now going through a period of schooling for youthful singers, and the next ten years will witness America firmly established as a musical center. America has always come through, and there is no reason to believe that the next decade will close with this country as the world's musical mecca."

**PICK AND PAT:** "The identity of most radio comedians and dialecticians by special phrases or quips which they have popularized is one of the biggest detriments in the long run to a radio star that has ever existed. Consider the possibility of the association between a comedian and his line with the sponsor. The period of time that the comedian is working exclusively for the sponsor is all well, but when the artist discontinues his alliance with the sponsor and seeks new work, his efforts are curbed because of the former tie-up with another sponsor."

**JULIE OSHINS and BEN LESSY:** "Many of the radio variety shows have attempted to bring song satirists to the airlines. Usually instantaneous success accompanies the first appearance of outstanding night club and vaudeville song satirists; but in the later appearances of these song specialists their popularity begins to rapidly decline. The answer is that song satirists on the radio must first build up repertoires which will supply the constant demand for new ideas on the radio."

shows on the air in the far-western and northwestern states and Canada.

The musical end of the program is taken care of by four musicians who not only can play all the old-time musical numbers, hillbilly tunes, cowboy songs, etc.—but sing them in quartet, trio, duet and solo arrangements—depending on how the audience requests them. And to give the program the background atmosphere of the Hay Loft, there are eight characters—Verne Sawyer, who writes and directs the Barn Dance, Bob Young, who emcees the show as "Slim Baker"; Marion Dixon, who portrays the part of "Stiffy"; Stewart Sterling, as "Droopy", the half-witted member of the cast.

The show is too big for a local sponsor as its audience is too far-flung, but it's an excellent buy for any national or sectional advertiser, either for test purposes or to increase distribution.

**BUDDY ROGERS:** "I don't know much about other airings outside of the music realm, but in this field I sense a change in public taste and the winter months will undoubtedly fill a demand for smarter, more melodious songs to the exclusion of blaring, sizzling compositions. With commercial announcements becoming shorter and sponsors getting their credits across in a more subtle manner—song parodies, etc.—the cold weather should find the listener sitting on top of the world if not his radio."

**MILTON BERLE:** "The situation comedy has outmoded the gag methods to such an extent that about the only gags the audience will tolerate today are those based on topical items or on personalities in the news. Situation comedy will also fit in handily when television finally emerges from its experimentation to take its place in the homes."

**BENAY VENUTA:** "Doubling in radio and stage work is not as easy as it seems. One has to sing in two completely different styles. In radio, you must make love to the microphone. One seldom sings full voice before the microphone. On the stage, the louder you sing the better you are. And you can use gestures to put across what must be done by your voice alone in radio. Radio singing, as a rule, is better because it is more restrained."

**JACK WERBY:** "I have always claimed that Boston would some day receive its proper recognition from the radio and picture executives. Boston in the past few months has sent more talent into the radio and picture field than ever before. It seems as if the talent scouts are making their headquarters here, and they have good reason for doing so. I can name a dozen people from Boston who have made the grade in the past weeks."

## Viewpoints

### Public Interest in Music Is Now Highly Developed

"Never before in history have so many millions of human beings reached the degree of interest in or knowledge of music that is general today. The human race has always enjoyed music, of course, with its emotions, but radio is teaching the world to know the art. Critical letters from listeners-in show a marked trend toward a kind of understanding that was the exception a few years ago.

"The American public today appreciates music literally — people want to know 'why' they prefer this or that type of orchestration. And they do know why, in a steadily increasing number of instances.

"Listeners have a youthful determined curiosity. How was such-and-such an effect obtained? How many violins in your string section? What special devices were used to produce 'realistic effects' in the train-wreck sequence of 'Casey Jones'? These are the kind of inquiries we frequently receive.

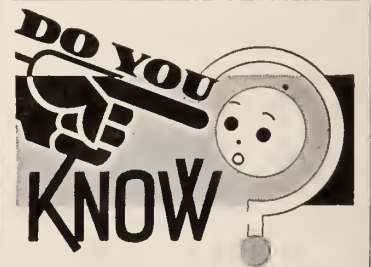
"The air audience is not just satisfied to sit back passively and let the music 'go round and round'. They want to know what makes it go around."—ANDRE KOSTELANETZ.

### Television Will Combine Best of Various Mediums

"Television of the future will combine the best qualities of current broadcasting, motion pictures, the newspaper and the billboard.

"It has every opportunity of becoming the most intimate and perhaps the most pleasurable contact between advertisers and the public, he said. I envisage, along with interesting eye-and-ear entertainment, the presentation of the commercial message with a theme-picture, a theme-song and a single word, rather than the long-winded commercial announcement.

"Television programs will be available only a few hours per day, at first. The concept of the nightly performance will follow. Later, following the trend of early broadcasting, more and more programs will be televised, until finally, television will be as continuously available as radio is today."—HARRY R. LUBCKE.



Joe Penner made his first hit as a boy soprano, singing sacred music.