



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 81

NEW YORK, N. Y., THURSDAY, JUNE 3, 1937

FIVE CENTS

CIO Air Campaign in Fall

NEW GEN. FOODS SHOW JULY 16 ON NBC-BLUE

The new series of General Foods (Huskies) programs featuring Robert (Believe It or Not) Ripley gets under way July 16 in the 9-9:30 p.m. spot on the NBC coast-to-coast Blue network. Rest of show not set as yet. This is the first network show to be aired in the interest of this product.

Ripley is currently under contract to Standard Brands on Sundays, 7:30-8 p.m., over the NBC-Blue, but terminates his run June 27. Show will continue on the air with Ozzie Nelson and his orchestra, Harriet Hilliard and whoever is selected to replace Ripley. Benton & Bowles Inc. has the General Foods show and J. Walter Thompson Co. is Standard Brands' advertising agents.

New WSGN Rate Card Shows Some Increases

Birmingham—A new rate card, showing increase in time rates for certain classifications, has been issued by WSGN, Birmingham News and Age-Herald station.

"This new rate card is in line with our plans to place WSGN in a more favorable position to compete with other Birmingham stations, and at

(Continued on Page 3)

\$234,761,000 Gross 1934 Income Reported by Radio

Washington Bureau, RADIO DAILY
Washington—Report made public yesterday by Secretary of the Treasury Morgenthau revealed that during 1934 a total of 449 broadcasting companies reported gross receipts

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WEAN's 15th Year

WEAN, Providence, is another station celebrating its 15th birthday this week. Station will broadcast a birthday program over MBS on Saturday at 7:15-7:45 p. m. with WHB, Kansas City, which is also celebrating its 15th year in radio, saluting WEAN in its program over MBS at 11:30 p. m. to 12 mid-night.

Banker Lauds Radio

Birmingham — "Bankers should make more use of radio, because through this medium they can reach the largest number of persons in the shortest possible time, and in a friendly, personal manner impossible with other advertising media," says Maclin F. Smith, v.p. and trust officer of Birmingham Trust & Savings Co. Smith recently was elected a v.p. of Alabama Bankers Ass'n, with a membership of some 200 banks.

HEARST LOSES APPEAL IN WMAL STOCK SUIT

Washington Bureau, RADIO DAILY

Washington—U. S. Court of Appeals has affirmed action of the District Court in dismissing the suit brought by Hearst Radio Inc. to compel heirs of the late M. A. Leese to sell to it the majority of shares in WMAL.

Corporation declared it had obtained an agreement entitling it to buy the stock when certain details were effected. However, it was

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International Silver Signs Sunday CBS Spot

International Silver (1847 Rogers) has signed for the Sunday 5-5:30 p.m. time period on CBS. Niche follows directly after the New York Philharmonic Concerts and before

(Continued on Page 3)

NBC Summer Business Gain May Exceed 15% Estimate

NBC's "summer" business is now giving every indication of exceeding the tentative expectancy of a 15 per cent increase over the same hot weather period of 1936, with nine shows to be heard on the NBC webs this summer that were not on last year and but one cancellation of a program that was on last summer (General Motors—off in June and back in fall).

The nine programs new this summer are: "Passing Parade", "The Hour of Charm", "Tic Toc Revue",

Labor Union Will Use Radio Exclusively In Coast-to-Coast Drive Employing a Staff of Commentators

By NORMAN WEISER

An intensive campaign, designed to reach every phase of American industry, is now being organized by the CIO, with radio scheduled to be the sole medium. Present plans call for concentrated coverage of the entire nation, with time to be purchased on all national networks and a majority of the independent stations. Network spots will be five-a-weekers with special commentators to be hired by the CIO for the broadcasts. Local broadcasts will be aired along same lines.

Starting date for the drive is being held up pending various actions now in progress by the CIO, but a

(Continued on Page 3)

MAJOR BOWES REGAINS CROSELY RATING LEAD

Marking what is believed to be the first time a radio program has climbed back into first place in the Crosley ratings after having dropped from that position, Major Bowes and his Amateur Hour, sponsored by Chrysler over CBS on Thursday nights, has gone to the head of the list again with a rating of 24.2, according to the reports furnished subscribers yesterday. The achievement is considered all the more outstanding since Major Bowes now has a week-day spot, whereas he formerly

(Continued on Page 8)

WBAP Feeds Texas Net 25 Programs Weekly

Fort Worth, Tex. — Twenty-five quarter-hour shows a week, totaling six hours and 15 minutes, are being presented regularly over Texas Quality Network utilizing the pick-up facilities of WBAP, 50,000 watt Star-Telegram station, according to WBAP Director George Cranston.

Each of the 25 weekly quarter-hours is sponsored, one of the sponsors, the Burrus Mills & Elevator Co., Fort Worth, being the original T.Q.N.

(Continued on Page 3)

FCC APPOINTS KAUFMAN FOR SEGAL-SMITH CASE

Washington Bureau, RADIO DAILY
Washington—FCC yesterday took its first step toward prosecution of attorneys Paul F. Segal and George T. Smith when it was made known that Samuel F. Kaufman of New York had been appointed as special

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New Fast Air Service Available to NAB Meet

As a result of new low fares and the recent slash in air travel time from coast to coast with its new continental service, United Air Lines plans to operate extra sections to

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New Tele Camera

London—A television camera ten times as sensitive as any yet operated at BBC headquarters will be used shortly. Developed by the Marconi-EMI Co., from their Emitro instrument, the new camera makes possible the televising of scenes in indifferent lighting and transmission from interiors not specially lit, such as halls and theaters.

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(Registered U.S. Patent Office)

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FINANCIAL

(Wednesday, June 2)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167	165	166	+ 1 1/2
Crosley Radio	21	21	21	- 1/4
Gen. Electric	53 3/8	52 7/8	52 7/8	+ 1 1/8
North American	26 1/2	26 1/8	26 1/4
RCA Common	8 7/8	8 3/4	8 3/4
RCA First Pfd.	68 1/4	68 1/4	68 1/4	- 1/2
RCA 55 Pfd. B.	(75 Bid)			
Stewart Warner	18	17 1/8	18
Zenith Radio	33 1/8	33	33 1/8	+ 1/4

NEW YORK CURB EXCHANGE				
Hazeltine Corp.	15 3/8	15 3/8	15 3/8	- 1/4
Majestic
Nat. Union Radio	1 7/8	1 3/4	1 3/4	- 1/4

OVER THE COUNTER			
	Bid	Asked	
CBS A	53	54 3/4	
CBS B	52 1/4	54	
Stromberg Carlson	13 1/2	14 1/2	

Czech Hour on WCBM
Baltimore—WCBM has started another daily foreign program, a Czechoslovakian hour, aired at 2 p.m., to bring the activities of the large number of Czechs to the attention of the public.

Hanson's Appendix Cut
O. B. Hanson, NBC chief engineer, was operated on for appendicitis in Norwalk Hospital yesterday morning. His condition last night was reported favorable. In his absence George McElrath, operating engineer, will carry on.

DON KERR
MASTER OF CEREMONIES
GENERAL MILLS SPORTS PARADE
WMCA
2:30 to 5:30 P. M. DAILY
36 COMMERCIAL HOURS WEEKLY

Four Radio Revisions Urged

Four revisions in the present broadcasting setup are urged by Dr. S. E. Frost Jr. of Teachers College in a thesis, "Democracy and Radio," as a means of assuring freedom of speech on the radio and to protect the interests of Americans. Dr. Frost, who was connected with a commercial radio station for four years, recommends:

"Free the station owner from liability for statements made by speakers using his facilities.

"Designate certain hours during which discussions of social, political and economic questions shall be broadcast without censorship.

"Require a station owner who presents a speaker advocating one side of an issue to also present speakers representing other sides of the issue.

"Give wide publicity to each station's treatment of requests for time for the discussion of issues so that the public will know how the station owner is administering the public trust which is his by virtue of his license."

"Junior G Men" Program Celebrates First Year

"Junior G Men," popular kid serial produced by Donald Peterson Radio Productions and sponsored by Fischer Baking Co. over WOR thrice weekly, celebrated its first year yesterday.

Several former members of the "Junior G Men" cast are now in the headline class, the screen having taken Billy and Bobby Mauch and Charles Peck, while Roy Le May, Junior Bealin, Eric Burtus, Billy Redfield, Fred Strange and Ralph Williver were taken by the legit.

Rena Craig was recently added to the Peterson staff of script writers and will also take part in shows.

"Junior G Men" yesterday went to a 6:30 p.m. spot, instead of 5:45, on Monday, Wednesday and Friday.

Neff-Rogow Inc. is the agency.

First Registry Out June 10

First issue of the National Radio Registry bulletin, giving names, addresses, etc., of radio talent, will make its appearance June 10. Bulletins will be issued monthly. A \$1 registration fee is charged for listing in each bulletin.

Doris K. Sharp, formerly of CBS, is associated with the new venture, which has established offices at 415 Lexington Ave.

Steinberg to Speak

A. Ralph Steinberg, president of Radio & Film Methods Corp., has been programmed to speak to the Credit Retailers Association of America at the annual convention to be held the week of Aug. 23 in the Hotel New Yorker. Steinberg's subject will be the development of electrical transcription for retail selling by radio.

WWVA Sees Bright Fall Outlook

Wheeling, W. Va.—Interest in fall business being shown at WWVA indicates a banner season next fall, according to station officials. Advertisers are reported rapidly contracting for new periods to start in the fall, while old clients are protecting themselves for good positions. McKenzie Milling Co., which has been on WWVA several years, is among latest accounts to sign over again.

New WSGN Rate Card Shows Some Increases

(Continued from Page 1)

the same time realize a more substantial revenue in line with new equipment which we are installing," said T. O. White, new production manager.

Work Out WRDT-NBC Deal

Campbell Arnoux and Ovelton Maxey, general manager and resident manager, respectively of WRDT, Richmond, are in town arranging for WRDT's joining the NBC-Blue network on June 27 as a supplementary basic station. WRDT is now under construction and will inaugurate its service simultaneously with joining NBC. Arnoux is also manager of WTAR, Norfolk.

Mutual Staff to Cleveland

Mutual Broadcasting System, only major network to date that has scheduled daily airings from the Cleveland Exposition, will send the following staff to that city for the summer: Robert Babcox, Fred Lyle and Dave Irwin, engineers; Harold Wadell, production; Robert Lee, Carl Mark, Russell Richmond and Arthur Cook, announcers. Complete high fidelity equipment will be used.

Connah Quits BBD&O

Doug Connah, radio publicity director of Batten, Barton, Durstine & Osborn Inc., has resigned. Publicity department is undergoing a reorganization. Connah will announce his future plans shortly.

Skol Series on WJZ

In addition to the MBS series, Skol, the Swedish antiseptic, tomorrow will start a local program over WJZ, 9:45-9:55 a.m. Renee Long will be the talent, talking on personality and beauty. Peck Advertising Agency handles the account.

CALIFORNIA OVERNIGHT

Fly United's Mainliners overnight to LOS ANGELES and SAN FRANCISCO. Lv. New York at 5:55 p.m.—breakfast in CALIFORNIA. (Only 3 stops.) 2 other coast-to-coast flights daily. To CHICAGO—3 non-stop flights daily, only 4 3/4 hours.

TICKETS: 58 E. 42nd St., MU 2-7300

UNITED AIR LINES

COMING and GOING

EDWARD K. KLAUBER, CBS executive vice-president and director, returned to town yesterday to attend the CBS board of directors meeting in the afternoon.

ALFRED H. MORTON, NBC manager of owned and operated stations, left yesterday afternoon for Schenectady to visit WGY.

SCOTT HOWE BOWEN, owner of WIBX, Utica, N. Y., and DALE ROBERTSON, manager of the station, are in town.

ERNEST TRUAX has left New York for Hollywood.

BILL BACHER of "Hollywood Hotel" will be in New York all this week from the coast.

MR. and MRS. DAVID F. SYME (he's manager of 3HA in Australia), were in New York visiting and left yesterday for England on the Aquitania.

HARRY ELLIOT of the CBS San Francisco office is in town for a few days.

LARRY ELIOT of WJSV, Washington, and JOHN HEINEY, radio editor of the Washington-fashion shops in New York.

LYDIA TODD, WBAL, Baltimore, fashion expert, sails June 18 for the fashion centers of Europe to gather information on the Fall modes of dress. She will spend two months abroad and before returning to Baltimore visit the fashion shops in New York.

JULIAN FIELDS, talent agent, is in Hollywood on business and is expected back in New York in a week or ten days.

JONIE TAPS, professional manager of Shapiro-Bernstein, music publishers, leaves tomorrow for Chicago and will be gone ten days contacting band leaders in the Windy City.

DOROTHY HAAS of Fanchon & Marco Agency, Inc. leaves today to join Al Pearce and his gang in Buffalo. She'll make the tour to the coast with them, in the interests of Fanchon & Marco and Pearce, and will visit radio and motion picture editors in all the cities, returning to New York around July 15.

Speaker Guest Announcer On WHK Baseball Airing

Cleveland—Tris Speaker, former manager of the Cleveland Indians, for two innings yesterday was the guest announcer on the New York-Cleveland game which was broadcast from here over WHK. This was Speaker's first appearance at the ball park and was a complete surprise to listeners because it was generally believed that he was still confined to his home with injuries suffered several months ago. Jack Graney is the regular announcer of the Cleveland games which are sponsored jointly by General Mills and Socony Vacuum.

JERRY COOPER

HOLLYWOOD HOTEL

CBS

FRIDAYS 9 P. M. EDST.

CIO RADIO CAMPAIGN SCHEDULED FOR FALL

(Continued from Page 1)

tentative start has been set for early fall.

The CIO recently attempted a test series in the New England states. The failure of that series has caused the CIO to completely revamp the planned campaign. Network commentators such as Lowell Thomas, Boake Carter and John B. Kennedy who have either ignored the CIO or have spoken against it will not be included in the organization's plans. Instead, a staff of unknowns, picked from local stations throughout the country, will handle the network broadcasts for the CIO, leaving the present commentators free to voice their opinions as in the past.

\$234,761,000 Gross 1934 Income Reported by Radio

(Continued from Page 1)

of \$81,103,000 for the year. Of these 449 stations only 197 reported net incomes which totaled \$8,205,000. Group paid an income tax of \$1,128,000.

A breakdown of this group showed that 197 reported net incomes of \$8,205,000 on a gross revenue of \$69,275,000 and 252 reported no net incomes on a gross income of \$11,828,000 and a deficit of \$2,138,000. Income tax paid by former group totaled \$1,128,000. Thirty-five radio stations reported no income data, probably non-commercial stations, and 69 were inactive.

In the radio equipment and parts field 268 companies filed reports with 81 declaring net incomes of \$3,170,000. Gross incomes were \$61,861,000. A tax of \$436,000 was paid. Companies reporting no net incomes totaled 161 and their losses were \$8,754,000 on a gross income of \$91,979,000. Twenty-six companies filed no income data and 53 others were said to be inactive.

International Silver Signs Sunday CBS Spot

(Continued from Page 1)

the General Baking-Guy Lombardo show. Series, a dramatic show emanating from Hollywood, will start Oct. 3. Young & Rubicam Inc. placed the account.

E. A. Warner Joins Midland

Kansas City—E. A. Warner, account executive handling Montgomery-Ward shows for Ferry-Hanley agency here, has resigned to join Midland Broadcasting Co. on the promotion and sale of Arthur Church's "Phenomenon" disk series.

Jerry Lee, Singing Lifeguard

Jerry Lee, baritone on the Howard Clothes program over WNEW, has accepted a job as lifeguard at the Miramar Pool at 207th Street in addition to his vocal activities. Pool has the P. A. system and will tune in on his program.

NEW PROGRAMS—IDEAS

Skit Around Baseball Cub

A timely and interesting program revolving around one "Lefty Culpepper," fresh from the mango patches of Quiggsville, Tex., is making quite a hit over WTMJ, The Milwaukee Journal Station. Sponsored by Gridley Dairy Co. and aired at 5 p.m. thrice weekly, the program was concocted by three WTMJ continuity writers—Russ Tolg, Jack Payne and Harry Eldred.

Jack, as Jim Carter, villainous, covetous fellow-pitcher; Harry, as Pancakes the superstitious negro trainer, and Russ, as Mr. Peabody, venerable old skin-flint from Lefty's home town, form, with the great Lefty himself, the back-bone of the sketch. The part of the confident but green-as-the-grass-in-the-infield Culpepper is capably portrayed by Frankie Behrens who numbers among his possessions the recognition of Major Bowes and a drawl that would make Joe E. Brown look twice to his vocal chords.

Completing the cast are Jane Ann Skinner, as Lefty's inspiration; Kathryn Bennett, as Maizie a mischievous gal-about-town and Russ Leddy, who keeps the whole set bearing down as O'Donnell, manager of the Green Sox.

Important to the successful execution of the program is perfect timing. Everything is exact, as the characters go through the actual motions of batting, throwing, running—right in the studio.

Revolving as it does around an entertaining cycle of baseball drama, night-club episodes, and romance, the program is a good-will builder for the key products—milk-cream and ice-cream of the Gridley Dairy Co.

"Housewives' Market Reports"

Telling housewives just what they can expect when they go to market to get their fresh vegetables and fruits this spring, summer and fall is the purpose of a new series cooked up by KSTP with the federal department of agriculture in St. Paul.

Dubbed "Housewives' Market Reports," the series, heard at 12:10

Star Programs for Australia

The syndicated scripts of Star Radio Programs Inc. are soon to be heard over 3HA in Melbourne and Victoria, Australia. David F. Syme, managing director of the station, has contracted with Star for three feature programs, "Adventures of Dexter Randolph," "Death Stalks the Honeymoon" and "County Fair!"

WIOD Weekly Studio Party

Miami, Fla. — Every Thursday, WIOD is giving a studio party, 10-11 p.m. After the performance, guides are available to conduct guests through the studios. Tickets may be secured and reservations made over telephone.

Tuesdays, Thursdays and Saturdays, features authentic, impartial reports as to quality, type, price, et cetera, given by Harry Charter of the Minneapolis division of the U. S. department.

Series first went on the air last year over KSTP, was so popular that station is renewing for the coming months. A flood of letters and phone calls to the station indicated housewives think the series tops. Special emphasis is placed at canning times on the proper time to make purchases of comestibles for canning—proper time as to price, quality and the like.

"Fortune Calls" Clicks

Julian Goldman, sponsor of "Fortune Calls" over WISN, Milwaukee, has had such excellent response to the program that a 26-week renewal has been signed.

In this popular program, three numbers are picked at random from the telephone book. Listeners who can identify the numbers as their own and call the station within 15 minutes following the announcement, receive awards.

Water Safety Series

With a view to helping reduce number of drownings this summer WBAL, Baltimore, has started a series in which C. M. Falconer, member of the Red Cross First-Aid and Life-Saving Committee, and Mrs. Fred H. Cook, director of health for the Maryland Congress of Parents and Teachers and Red Cross life-saving examiner, discussed "Water Safety" at the initial broadcast this week.

KSL Civic Shows

A new series of Civic Shows by KSL, Salt Lake City, June 19, when the first of ten weekly half-hours will be short waved from the open air auditorium of Liberty Park. Activities of each of the nine other city recreational projects will also be aired. City Department of Recreation is cooperating with Fred Taylor of KSL.

1,000 Watts for WAAB

Boston—WAAB, Mutual network outlet, will increase its daytime power from 500 watts to 1,000 watts effective July 13. FCC grant was obtained last week.

New Workshop Melodrama

"Downbeat on Murder," melodrama written especially for radio by Charles Tazewell, will be presented by the Columbia Workshop over CBS on Sunday at 7-7:30 p.m.

RADIO PRODUCER

Well known motion picture director and writer who has produced and broadcast from NBC Hollywood and New York studios—writing—appearing in—and producing over 200 programs—is desirous of becoming affiliated with an established advertising agency as producer. Box A-101, RADIO DAILY, 1501 Broadway, New York City.

NBC SUMMER BUSINESS GAIN MAY EXCEED 15%

(Continued from Page 1)

American Radiator. Majority of these shows run out on current 13-week renewals during early or mid-summer.

General trend, however, as in the past, is for the great majority of accounts to continue through the summer with changes in talent here and there.

WBAP Feeds Texas Net 25 Programs Weekly

(Continued from Page 1)

sponsor when Cranston conceived the T.Q.N. idea in October, 1932, before the network came into its own in September, 1934.

The sponsor list utilizing WBAP pick-up facilities includes: Burrus Mills, Bewley Mills, Hawk & Buck Co., the O'Daniel Hillbilly Flour Co., and Universal Mills, all of Fort Worth, and the Crazy Water Co., Mineral Wells, Tex.

Interesting to note about the WBAP pick-ups is the fact that three of these sponsors air a total of 17 remote programs through WBAP weekly. The Mineral Wells show originates some 80 miles west of Fort Worth, the Burrus stanza has its origin 7½ miles distant from Fort Worth and the Universal Mills account gets its start in Schulenberg, Texas, 250 miles from WBAP. R. C. "Super" Stinson is in charge of WBAP technical operations.

Prolific Speaker

Lincoln — Reginald B. Martin, KFAB-KFOR manager, has become the month's most popular luncheon speaker. Was called on to sell radio to seven luncheon clubs in the past 30 days.

"Jazz Nocturne" to Shift

"Jazz Nocturne," Mutual network program, will shift to Mondays, 8-8:30 p.m., on June 14. Program remains on that time during the summer months only.

KABC Adds 45 Minutes

San Antonio—KABC is now staying on the air until midnight every night except Sunday. Sign-off time was formerly 11:15 p.m.

BARRY WOOD

Presented by

DRENE

WJZ

EVERY THURSDAY 7:45 P. M.

Personal Manager

MATTY ROSEN

GUEST-ING

WEBER and FIELDS (postponed from June 4), GEORGE JESSEL, AL JOLSON and MARX BROTHERS in preview of "A Day at the Races," on Hollywood Hotel, June 11 (CBS, 9 p.m.).

HELEN MENKEN, on Hammerstein Music Hall, June 8 (CBS, 8 p.m.).

ERROL FLYNN and FRANCES FARMER in "British Agent," on Lux Theater, June 7 (CBS, 9 p.m.).

DOROTHY STONE and CHARLES COLLINS, on Major Bowes Capitol Family, June 6 (CBS, 11:30 a.m.).

GENE RAYMOND, on "Hit Parade," June 12 (CBS, 10 p.m.).

LOUISE MASSEY and The Westerners and EMIL BOREO, on Shell Show, June 5 (NBC-Red, 9:30 p.m.).

CORNELIA OTIS SKINNER, on Sealtest Sunday Night Party, June 6 (NBC-Red, 10 p.m.).

CONSTANCE BENNETT, on Chase & Sanborn show, June 6 (NBC-Red, 8 p.m.).

NORSEMAN QUARTET, on Marion Cole's "Hitching Your Hobby," June 8 (WMCA, 11 a.m.).

DON HEROLD, interviewed by Chuck Thorndike, today (WINS, 8:45 p.m.).

PAUL HAAKON, dancer, interviewed by Dorothy Beach, today (WINS, 11:30 a.m.).

COMMANDER C. J. MacGREGOR, interviewed by Bill Harding, today (WINS, 4 p.m.).

MR. and MRS. JESSE CRAWFORD, playing twin electric organs, on Shell show, June 5 (NBC-Red, 9:30 p.m.) Booked by Ed Kirkeby of CRA.

Organized Safety Program

Denver—Realizing the need of an organized safety campaign to cope with traffic accidents, KVOB has stepped forward with an accident prevention drive enlisting the active participation of Governor Ammons, Mayor Stapleton and other prominent officials. First program went on the air last week. A committee of state and city officials meets today with Harry Hill, KVOB associate news editor, in the Mayor's office to work out further details. New programs will supplement KVOB's dramatized accident prevention series, "Death Rides Again." As part of KVOB's educational features, they are strictly sustaining.

Chaplain in WNEW Series

Rev. Charles J. Haulenbeek, YMCA chaplain, will take over a 15 minute spot on WNEW on Tuesdays and Thursdays, 7:15-7:30 a.m. Rev. Haulenbeek will deliver talks on religious subjects.

Radiatorium

Bristol, Tenn.—Other studios may call it a theater, an auditorium or a parlor lounge, but at WOPI it's known as the Radiatorium. Seating capacity is 350.



● ● ● Lux Radio Theater fades July 12 returning eight weeks later over the same net and using the same time... Campana is looking for a variety air show for the Fall. This will be supplementary to its "First Nighter" airings... Jack Haley and Virginia Verrill will be on "Show Boat" starting July 8, remaining on this spot until the Log Cabin series starts Oct. 14, with the femme singer signed to co-star with Haley... Tony Martin replaces Dick Foran Monday on the Burns and Allen program... John Trent will appear on George Fischer's "Hollywood Whispers" next Saturday via Mutual... "Cops on the Air", radio columnist Jo Ransom's book, is out... Scrappy Lambert won \$500 consolation prize in the Irish Sweeps... Billy Wilson and Jane Rhodes (she's just been signed by RKO) have been added as vocalists to the Johnny Green-Packard show... Jonie Taps has a lock on his office phone... That 3-karat ring to be placed on June Robbins' finger (she's Gus Arnheim's vocalist) may have many fellows worrying—but it's merely a gift from her father.

● ● ● Wisdom of having recording equipment on the scene at public events was again demonstrated at the Amelia Earhart take-off for her round-the-world flight from Miami... WQAM, on the scene with mobile transmitter, had amplifier trouble. Lines were switched to the recording outfit and Leslie Harris, station wordslinger, put the entire description on wax. Immediately following the take-off, the recordings, with 45 minutes of description, were rushed to the studios... A police escort, with sirens screeching, conducted Maurice Fink, control man, over the route at 80 miles an hour... Transcription was on the air 23 minutes after the Earhart departure... Throughout the day Miss Earhart stayed tuned to WQAM in order to pick up weather reports.

● ● ● Clem McCarthy's description of the Louis-Braddock fracas will be aired over 125 NBC outlets June 22... "Snow Village Sketches" fades from the air-lanes June 26 and will return in the fall... Eddie Cantor wanted Bert Gordon for the Chase & Sanborn summer show—but Gillette grabbed up his option and gave him a long-terms... Rubinoff's resumption of broadcasting from New York will start June 20 instead of the date originally scheduled... Murray Weintraub is now in charge of Geo. Lottman's coast office, with Jerry Olenick, former ass't story editor under Sam Marx at M-G-M, in charge of the copy dept... Tim and Irene will remain on the air for their sponsor during the fall and winter with their feature picture commitments being shot out on Long Island instead of the west coast... Wilbur Hatch, who conducts "Vocals By Verrill" from the west coast, auditioned a half-hour show yesterday with a 33-piece ork for a food-packing concern famous for their tea... Joe Besser opens at the Orpheum in Los Angeles next week... Will Carl Ravell open at the Montclair Roof (which Ralph Hitz has just purchased) when Don Bestor (which we reported many editions back) returns to the Lexington?

● ● ● Moreland Murphy, chief announcer of KCMO, Kansas City, spends his leisure hours away from the mike in building model airplanes and will exhibit a six-foot gasoline power plane at a meeting next week of the Model Gas Engineers Club... Garry Harrison and Linus Travers of the Yankee Network are proud owners of complimentary fishing licenses signed by Gov. Murphy of New Hampshire—but Garry spent a week-end with Carl Wheeler fishing in MAINE!... A "man in the street" interview a la Boston: Walter Harvey, WAAB announcer, showed up the other night to conduct the Sidewalk Quiz in his top hat, white tie and tails. Walter was headed for a party after the show and didn't have time to change!

ORCHESTRAS
MUSIC

JACK DELMAR and ork are closing their second season at La Casa Ballroom in Philly, with plans for a repeat already set for the fall opening on Sept. 10. Spot has a KYW wire.

Maestro Henry Mays takes over the Evergreen Casino, Philly, for the summer season.

Consolidated Radio Artists Inc. bookings yesterday included Charlie Barnet, opening June 15 at Hickory Lodge, Larchmont (formerly Post Lodge); Mike Riley and Don Bestor, set for motion picture shorts; Jack Denny, renewed at Drake Hotel, Chicago, for four weeks from June 15.

Eddie Saunders, ex-vocalist with Eddie Fitzpatrick, and his recently formed musical aggregation have begun a three-month engagement at Guerneville Park, following which they'll return to Frisco for radio work. Vocalist is Jane Cook.

Jeri Harris, Lang Thompson's ork's featured vocalist, is aired nightly over WLW from the bandstand in Jimmy Brink's Lookout House, Cincinnati. Jeri debuted with NBC's Breakfast Club, when she and her two sisters formed the trio known as June, Joan and Jeri, the Harrison Sisters.

Batoneer Harold Stern and his boys have been set by CRA to succeed Clyde McCoy at the Hotel Peabody, Memphis, with a June 23 opening. McCoy moves on to the Graystone Ballroom, Detroit, for an extended engagement.

Joe Venuti and the band, now making merry at the Nicolle Hotel, Minneapolis, have had their contract extended until June 7.

The orchestras of Don Redman and Don Albert will be aired over WDNC, Durham, in the near future. Redman will be heard Friday June 11 at 5:45 p.m., Albert on Monday May 31 at 5 p.m. The two bands will be appearing for dances on the above dates.

Luck Millinder is scheduled to do a series of one-night stands at ballrooms in eastern Pennsylvania and South Jersey resort towns, prior to his summer location at the Larchmont Inn, starting June 25.

On Sunday's Bond Bread Program it will be announced that Carmen Lombardo really wrote "Sailboat in the Moonlight", the origin of which ditty was shrouded in mystery at the time Guy introduced it on the show.

James J. Walker's "Will You Love Me In December As You Do In May", is undergoing a rebirth in popularity as a result of Ethel Gilbert's vocal activities in the new revue at Bill Hardy's "Gay Nineties".

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

JESSICA DRAGONETTE has purchased her 21st "Alice Blue Gown" chez Hattie Carnegie and will observe her biennial ritual of warbling the ditty thus designated for the 21st time on her June 9 broadcast when she presents "Irene" ... Fanchon & Marco's Dot Haas, erst-while WOR-Mutual press dept. lass, all agog and atwitter at the prospect of visiting Fargo, N. D., while en route with the Al Pearce outfit, which she joins in Buffalo tomorrow... on account of it's supposed to get more torrid there than anywhere... which sounds like a bit of an anticlimax to us... Pontiac's flying femme commentator, Kathryn Cravens, attends the Essex House luncheon in Newark today at which guest-of-honor Eleanor Roosevelt will award medals to most successful sellers of tickets for Essex County Symphony Society concert, with a view to telling about it on her June 7 broadcast...

About to legalize their anti-"Live Alone and Like It" inclinations in CBS program, stenographic, and reference files dept. are the Mesdemoiselles Florence Ehrlinger of program and reference files, who weds sometime during the summer, Helen Richter of the steno section, scheduled to be a June bride, Maude Stubner and Sally Prouty, both of the same section, who'll go matrimonial at some early but undesignated date... Helen Lawson, sec to Jan Schimek of copyright division, who recently agreed to say "I do" sometime soon, is a steno section alumna... Agnes Law, dept. head, admits with an unexecutive twinkle there are more romances brewing... WNEW's engineer, Ira Mercer, enters double harness with a lass named Caroline La Mond at a not-too-distant date...

Mary Lou Haywood, WPTF's production department handy gal, opened the station's vac season by taking off for Philly and points east this week... Cora Shepard, CBS hostess, back from Texas after a month's absence... Fayette Krum, "Girl Alone" scriptist, leaves Chi for her native Pontiac, Ill., this week, object being to work as reporter, columnist and newspaper woman extraordinary on the Pontiac Daily Leader... Fayette plans to remain there one month, during which time she'll author "Girl Alone" continuity as usual...



"YOUR NECK O' THE WOODS"

Sustaining

WABC—CBS Network, Mondays, 10:30-11 p.m.

FOLKLORE AND FANCY, CULLED FROM VARIOUS STATES, NEEDS LESS NARRATION AND MORE DRAMATIZATION.

Carl Carmer, author and story-teller, inaugurates a new series devoted to the legends and songs associated with different states in the Union (one state at a time), the opening stanza being given over to the Ohio River Valley. The tall stories of "Mike Fink" played a major part in the presentation, supplying material that a Fred Allen could deftly handle. Small orchestra and male chorus as well as soloists did the songs, further embellishing the entertainment. Production is in the hands of Max Wylie and Earl McGill.

Arkansas is scheduled for next Monday and folks everywhere are asked to send in their lore to Carmer at CBS. Considerable narration was heard on the opening program, with comparatively little dramatization that might add a little more guts, as it were. Not that the production was a poor one.

N. Y. University Forum

The New York University Forum presented a dramatization of "The Outward Door" on its broadcast over WHN last Thursday night, and the program did little to impress. Long explanations of plots and situations, plus an attempt to teach the novice how to write novels, only made the program drag to an all-too-slow ending. Program idea is a good one, but cast and commentator both need to be told that radio audiences don't listen to excess gab, especially when nets offer all-star presentations at the same hour, 8:30-9 p.m.

Carl Freed

Carl Freed and his Harmonica Lads, being fed to the east these days via WHN over the WLW Line from Cincinnati, Tuesdays and Wednesdays at 2:30 p.m., present a merry little quarter-hour of novelty musical entertainment. Freed has a talented bunch of youngsters and he knows how to handle them for pleasurable results.

"Kraft Music Hall"

Bob Burns, back from vacation, came through with a good line of material built around Bing Crosby's folks, and did as well as though he were kidding the Arkansas kinsmen. Bing himself has a voice that seems to improve if anything, while Jimmy Dorsey's rendition of that famed "Bee" composition was terrific.

"LOUISIANA HAYRIDE"

Sustaining

(WOR-Mutual System) Saturdays, 9:30-10 p.m.

ALL-COLORED SHOW FROM COAST WITH THE USUAL FINE CHOIR AND LIGHT COMEDY SCRIPT.

Unless the listener has a hot favorite elsewhere, "Louisiana Hayride" supplies fairly good entertainment of a more or less orthodox style. First program established the characters at the beginning, such as Uncle Dan, the patriarch of the settlement and owner of the general store, where most of the action took place; Aunt Julie, a fortune-teller whose son Lucius, a law student, has just returned from the city with his special vocabulary; Nettie, Uncle Dan's daughter; Martha, the "it" gal, and others, including Sol the natural-born promoter. Choir is worked in for "rehearsals," etc., and at the dock to meet the boat bringing Lucius.

Script is by Robert Cummins and choir under the direction of Sherman T. Walker. According to announcement on the program some or all of the cast are from Federal Theater projects.

"Strollers Matinee"

A half-hour of this 45-minute KDKA (Pittsburgh) program went network yesterday over the NBC-Blue at 12:30-1 p.m., and it provided a highly enjoyable session. Very amiably emceed, interspersed with good singing and amusing comedy, and backed up by an orchestra that is strong on smooth-flowing and tuneful music, the show is a topnotcher of its kind. Program is emceed by Glenn Riggs, while Umberto Egizi is the conductor of the Strollers orchestra.

Children's Hour

Horace Blue, as master of ceremonies with a leaning to the philosophical, and Ralph Edwards, as announcer, do a nice job in the handling of the Horn & Hardart Children's Hour on Sunday mornings over WABC. Paul Douglas has been handling the stint for a long time.

"Robin Hood"

As a contrast, this original radio dramatization of the old English legend presented Monday at 8-8:30 p.m. over the NBC-Blue network was refreshing stuff. Authored by Wells Hively, who also provided incidental music for the work, it employed poetic dialogue to tell how Robin Hood and Friar Tuck aided the lovelorn minstrel, Alan-A-Dale, to win back his sweetheart. Reading of the parts was excellent.

★ F. C. C. ★
ACTIVITIES

APPLICATIONS GRANTED

WHLB, Virginia, Minn. CP for changes in composite equipment and increase day power to 250 watts. 1370 kc., unlimited.
WKY Radiophone Co., Havens & Martin, Inc., Birmingham News Co., Earle C. Anthony, Inc., and Harrisburg Broadcasting Co. have been granted CP for new relay stations.

SET FOR HEARING

C. Bruce McConnell, Indianapolis. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified.
Floyd A. Parton, San Jose, Cal. CP for new station. 1330 kc., 250 watts, daytime.
Enterprise Co., Beaumont, Tex. CP for new station. 1350 kc., 250 watts, 500 watts LS., unlimited.
W. H. Hartman Co., Waterloo, Ia. CP for new station. 1400 kc., 500 watts, daytime.
Church of Jesus Christ of Latter Day Saints, Salt Lake City, Utah. CP for int'l station. 15250, 21460 kc., 50 KW.

ORAL ARGUMENTS

Leonard A. Versluis, Grand Rapids. Granted oral argument to be held Sept. 16.

ACTION ON EXAMINER'S REPORTS

Lincoln Memorial University, Middlesboro, Ky. Granted CP for new station. 1210 kc., 100 watts, unlimited.
Baker Hospital, Muscatine, Ia. Denied auth. to transmit programs to stations located in Canada and Mexico.
J. Leslie Doss, Sarasota, Fla. Denied CP for new station. 1390 kc., 250 watts, daytime.
Northern Broadcasting Co., Traverse City, Mich. Denied CP for new station. 830 kc., 500 watts, daytime.

APPLICATIONS RECEIVED

Burlington Broadcasting Co., Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

APPLICATION RETURNED

Dickmar Broadcasting Co., San Diego, CP for new station. 890 kc., 1 KW., 5 KW. LS., unlimited.

HEARINGS SCHEDULED

June 18: Clark Standiford, L. S. Coburn & A. C. Sidner, CP for new station. 1370 kc., 100 watts, unlimited.
J. K. Patrick & Co., Athens, Ga. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.
June 23: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.
Asso. Arkansas Newspapers, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.
Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.
June 24: Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.
June 25: Honolulu Broadcasting Co., Ltd., Honolulu, T. H. CP for new station. 1010 kc., 250 watts, unlimited.
John W. Haigis, Greenfield, Mass. CP for new station. 1210 kc., 250 watts, daytime.

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

WBIG, managed and directed by Major Edney Ridge, comes in for two citations in the souvenir booklet on "The Dynamic Decade, 1927-1937," just celebrated in Greensboro, N. C. The station is among the items in the Expansion Period, and again in the Restoration Period.

G. Richard Shafto, vice-president and manager of WIS, Columbia, S. C., has returned from a brief visit to Washington.

Ray Middleton, baritone, on Sunday will make his third appearance on the Chase & Sanborn Hour.

Raymond Tompkins, after 88 programs of "Light on the News" for Gas & Electric Co. over WFBR, Baltimore, has signed off for the summer. He returns in September.

WICC, Bridgeport, notes: Don Ferdi and his ork vacationing after finishing at the Stratfield Hotel Rose Room... John Scott, after 10 years' broadcast in the metropolitan area on the "Happy Hour," takes over the WICC spot on Sundays with Rev. Edmond Hains... Ellen White, soprano, and a 40-voice Junior Choir of First Congregational Church of Greenwich present a program June 6 at 5:15 p.m.

Uncle Don of WOR, together with Bill Treadwell, writer and commentator, and the two children who won Uncle Don's recent American Citizen Contest, are back from Washington, where they were received at the White House by Mrs. Franklin D. Roosevelt.

John S. Young finished his sixth year as lecturer on radio orientation at New York University last week.

WNBC, New Britain, Conn., items: Shorty Hicks, formerly with Otto Gray and Ken Hackley's crowds, will soon be spotted regularly on WNBC; Larry, Johnnie, Billy and Walt continue their Saturday afternoon clam-bakes... Agawan Park race results are on a commercial basis through wire from WMAS... Herb Tilley is getting good mail response to his Sunday morning singing... Same for Hal Goodwin's early morning Melodic Reveille and Jack Lacey's man-in-the-street.

Milwaukee Broadcasting Co., operating WEMP, has amended its articles of incorporation increasing its stock from 100 to 300 shares of no par value stock.

WIS, Columbia, S. C., dedicated a minute of silence to the memory of Robert W. Cain, prominent local business man, who was killed in an auto accident.

Norbert Alexis, Notre Dame junior, has joined WBRY, New Haven, as announcer, replacing Lee Johnson, who took a leave of absence.

RADIO PERSONALITIES

No. 40 in the Series of Who's Who in the Industry

RICHARD MASON, General Manager of WPTF, Raleigh, Eastern Carolina's dominant station. Only 29 years old and one of radio's youngest executives. Has devoted past 10 years to promotion of WPTF and now can regard the station as one of the Tar Heel state's most prosperous and most popular. Gifted in almost every phase of the work, he has served as announcer, continuity writer, vocalist and production manager. Following this thorough apprenticeship, was promoted to the top office.



Encourages individual initiative among staff.

Worked with H. K. Carpenter, now of WHK in Cleveland, during station's pioneer days. Succeeded Carpenter as manager when Cleveland called him to the fold. Under Mason's direction, WPTF has increased its wattage to 5,000, constructed a new transmitter, won the endorsement of sponsors who remain on the air continuously for years, and rated so favorably nationally that few NBC commercials fail to be heard via its air-lanes.

Is young, handsome, modest, enthusiastic, and in off-moments is devoted to two hobbies—amateur movies and horses. Believes secret of his success and that of any executive is to assign definite tasks to staff members and allow each member to interpret those duties, applying individual initiative.

KANSAS CITY

ELLIS DE LONG, associated with WDAF some years ago, when he first entered radio, has rejoined the station as announcer.

Edward Aylshire of H. W. Kastor & Co., agency for Lambert Pharmaceutical Co., was a guest of WDAF for the premiere airing of the Fatty Lewis show being used for Listerine Brushless Shaving Cream.

V. S. Batton, assistant manager of WDAF, is on a two-week vacation in the Ozarks.

KMBC arranged a special broadcast from the Indianapolis Speedway for Marshall Auto Stores of K. C., with Paul Henning, whose brother built three cars for the race, at the mike.

Beulah Karney, KMBC home economist, will have a 45-minute inaugural program June 7 when The Happy Kitchen, participating program, goes before a visual audience in quarters now being enlarged by K. C. Power & Light Co.

Robert Caldwell of the WHB program department and Mrs. Caldwell have left on a two-week vacation to Mexico. Jack Grogan, WHB announcer, leaves Sunday for Chicago to spend his vacation.

Jim Simmons, KCMO program director, has returned from a vacation spent at Joplin, Mo.

In connection with a campaign being conducted by the Daily Kansan and the KCK Chamber of Commerce for first-run movies in that city, E. E. Horton, radio editor of the Daily Kansan and publicity director of KCKN, will take the air three times weekly.

SEATTLE

LOU CONNOR, local sportsman, is conducting a new "Sports Flashes" program over KOL on Thursdays.

"Know Your Neighbor" has been inaugurated over KVI by Tacoma Railway & Power Co. to promote better public and private relations.

Jim Wallace, chief engineer of KVI, was chairman at the Seattle-Tacoma Institute of Radio Engineers' clam-bake at the new KVI broadcasting station at Point Meyer on Vashon Island in Puget Sound.

OMAHA

Ray Olson, formerly with WNAX at Yankton, S. D., as an announcer and production manager, has joined the staff of WOW here, replacing Announcer Bill Baldwin, who has gone to WGN, Chicago.

Ray Suber, with Central States Broadcasting Co. the last five years in dramatic roles, has gone to WLW, Cincinnati.

Arthur H. Faust, dramatic director of KOIL, is vacationing in Hollywood.

Paul Hamman, formerly an advertising solicitor for The Omaha Bee-News, has joined the Central States Broadcasting Co. sales staff.

KMOX Aerial Broadcast

St. Louis—With the use of an "air-radio-car," mobile ground unit carrying two-way radio equipment, KMOX broadcast highlights from Lambert Field during the International Aeronautic Contests and St. Louis air races over the week-end. Josephine Halpin, KMOX commentator, and Harry Flannery, KMOX news man in charge, handled interviews.

Philadelphia

WFIL production staff adds Irene Harding, former NBC organist, to handle continuity.

Frank Wilson, baritone, appearing as soloist with the Morley Singers, heard Thursdays over WIP.

Taylor Grant has officially replaced Roger Griswold as observer for Bill Dyer at the baseball games aired by WCAU.

Newest WIP staff member to succumb to the bite of the love bug is Marian Black, recent addition to the program department. She will be married in October to Granville Klink, Jr., engineer at WDAS.

Arthur Hinett, KYW swing organist, has collaborated with Al Mimkon for a new tune, "One Little Tear." Ditty will be premiered this week on Hinett's NBC-red spot.

Teddy Fairfax, youthful Harmonica King, inaugurates a series of programs of jazz and ballad music over WTEL.

Chris Seiter, the "Lonesome Widow Delighter," as he was called on the old popular S. S. All In Fun participating show heard on local airlines, returns via WDAS with a daily spot for his comedy song interpretations.

Dorothy Guinan, secretary to Jeff Keene, managing editor of the Philadelphia Daily News, is doing a "Women's Page of the Air" stint as Janet Morris over WDAS daily.

Janet Lane, fashion and shopping authority for KYW, hangs on the same family tree as Benjamin Franklin, six generations removed.

Rhythm-Aires, program featuring the KYW orchestra under the direction of Jan Savitt, is being carried daily by the entire NBC red network.

Allen Kearney, WIP staff artist, who masters the ceremonies for the station's "Quakertown Varieties," begins an engagement at the Little Rathskeller, local niterie. Spot has a WIP wire, airing the music of Jack Griffin.

Bonnie Stuart, popular personality singer on KYW, who has been making big strides on the variety shows pumped by the station to NBC-red, has been given a program of her own on Tuesdays at 7:30 p.m.

Bob Street, WCAU general manager, is back at his office after a week in Chicago.

Billy James, pianist for the juvenile stars of the WCAU Children's Hour, has just completed several new songs that will shortly be published by one of the Broadway music houses.

Disk Children's Series

Springfield, Mass.—A series of children's programs on discs has been completed by Mrs. Olive Rice and Mrs. Charles Freeman. Bob White of WBZA here did the announcing. Transcribing was done by the Remy Recording Studios of Springfield. Mrs. Freeman is the wife of Charles Freeman, advertising manager of Springfield Fire & Marine Insurance Co.

Radio Daily special

Chicago Convention

editions will cover

the big NAB pow-wow

with characteristic

Radio Daily Service

--- and by the way we

hope to see you there

MAJOR BOWES REGAINS CROSLLEY RATING LEAD

(Continued from Page 1)

was on a Sunday hour over the NBC-Red network.

Next to Major Bowes on the latest Crosley ratings is Jack Benny, followed by Fred Allen, Lux Radio Theater, Bing Crosby and Eddie Cantor.

FCC Appoints Kaufman For Segal-Smith Case

(Continued from Page 1)

attorney in the disbarment proceedings.

Segal and Smith last month were charged with misrepresenting themselves in applying for permission to practice before the FCC and other charges including organization of dummy broadcasting companies and tampering with FCC records. Up to last night neither Segal nor Smith had filed any brief or statement regarding why they should not be disbarred from practice before the FCC. They must file a reply before June 19.

Place Disked Film Previews

Boston—Scott Furriers Inc., Boston, Providence, Portland and Hartford, have started a series of 15-minute disked film previews of current features over one local station in each of these cities. Deal was handled by Kasper-Gordon Studios, Inc., Boston program producers and transcription house.

Scott will also use "Hollywood Spotlight," disks featuring Bob Burns, Phil Harris' orchestra, Three Radio Rogues, et al. This series also placed through Kasper-Gordon. Edwin Kasper is announcer and emcee.

Switch Macfadden Repeat

Macfadden Publications Inc., effective July 16, will shift the time period of the repeat broadcast to KDYL, KOA and the five Pacific coast stations to 11:30-12 midnight. Program, "True Story Court of Human Relations," is now heard on the NBC-Red network, Fridays, 9:30-10 p.m., with the repeat at 12:30-1 a.m.

Mason Joins Agency in Detroit

Detroit—William H. Mason has joined the local offices of the John B. Woodward, Inc., advertising agency.

ONE MINUTE INTERVIEW

CARL HOFF

"Every radio band leader should make at least one personal appearance a year if he intends to keep his hand on the public pulse. Too many leaders adopt one style and fail to note that changing times call for different styles. Fan mail is no conclusive proof of what the fans want. Many fans haven't time to write or else they just don't care to comment."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 39 of a Series

KWK—St. Louis

1350 Kc.—5,000 Watts Day, 1,000 Watts Night

ROBERT THOMAS CONVEY, President
CLARENCE COSBY, General Manager

KWK, progressive St. Louis outlet for two networks, the National Broadcasting Company (Blue) and the Mutual Broadcasting System, is owned and operated by Thomas Patrick, Inc. KWK was founded on March 17, 1927, by the late Thomas Patrick Convey, and only recently observed its tenth anniversary, a decade of service to the St. Louis area.

Upon the death of Thomas Patrick Convey in 1934, his son stepped in at the helm of the rapidly rising station. Under the leadership of Robert Thomas Convey, KWK continued the progress and growth outlined for it by the far-sighted vision of the founder, who was one of the pioneers in the radio field, having conceived, built and headed KMOX, the Voice of St. Louis.

The studios of KWK occupy the entire ninth floor of Hotel Chase, in fashionable West End St. Louis. On Aug. 28, 1936, KWK's new transmitter was dedicated at Baden, near the city limits, five miles from the studio location. The installation of construction of the new Western Electric 5 kilowatt transmitter, new and modernistic building, and the latest type 390 foot Blaw Knox vertical radiator, forms sufficient evidence that KWK is truly in step with the trend of modern broadcasting.

KWK's staff is headed by Clarence Cosby, general manager; Jimmy Burke, chief engineer; Ray Dady, studio supervisor; Allen Anthony, chief announcer; John Conrad, director of public relations, and Sterling Harkins, program director.

NEW BUSINESS

San Francisco

KFRC: Lever Bros. (Lifebuoy), through Ruthrauff & Ryan, N. Y.; Dodge Bros., through Ruthrauff & Ryan; Nu-Made Mayonnaise, through Lord & Thomas, L. A.; Scholl Mfg. Co., through Donahue & Coe, N. Y.; Oregon State Highway Commission, through Botsford, Constantine & Gardner.

KYA: Hollywood Health & Beauty Publications, through Frank Cox & Staff; Crazy Wells Water Co.; Dr. J. C. Campbell, through Solly Barusch; Polytechnic College of Engineering; Anglo California National Bank; Oakland Speedway.

KGO: Chevrolet, through Campbell-Ewald Co.; Scholl Mfg. Co., through Donahue & Coe, Inc.; Interstate Co., through Drury Co.

WBT, Charlotte

Allis Chalmers All-Crop Harvester, through Bert Gittins Agency; Chevrolet, through Campbell-Ewald, Detroit; Castleberry's Food Co., through Groves-Keen Co., Atlanta.

WOOD-WASH, Grand Rapids

Dodge Bros., through Ruthrauff & Ryan; H. J. Heinz Co., through Maxon Inc.; Swift & Co., through Stack-Goble Agency; Walgreen Drug Stores; Michigan Brewing Co., through John L. Wierengo & Staff.

WMCA, New York

Chevrolet, World Broadcasting System disks renewal; Book Store of the Air, "The Messenger," through Wesley Associates.

WNEW, New York

Pacific Radio, Ted Webbe's Variety Show, through Scheer Adv'g Agency, Newark; Buno Co. Inc., "Make Believe Ballroom."

Chicago

WAAF: Puritan Mills (Py-O-My), Children's Cute Sayings with Zola Haynes and Eddie Simmons.

WGN: Walgreen Drug Co., time signals, through Dade B. Epstein.

WBBM: Refrigeration & Air Conditioning Institute of Chicago, new series, Crusaders novelty quartet, through Critchfield & Co.

KCKN, Kansas City, Kas.

Dodge Bros., Frank Morgan disks, through Ruthrauff & Ryan, N. Y.; Chevrolet "Musical Moments," renewal.

WOR, New York

Calo Products Co. (dog food), Oakland, Cal., disks "Dog News," through Emil Brisacher and Staff, San Francisco; Standard Air Conditioning Inc., Gabriel Heater, through Arthur Kudner Inc.; also renewals by American Gas Machine Co. and Alfred W. McCann Laboratories.

Kansas City

KXBY: Sears-Roebuck, King Motor, Willys Co., Fred Kahn Motor Co., Harzfelds department store, last four through Earle Bachman.

KCMO: Lambert Pharmacal Co., Listerine Brushless Shaving Cream test campaign, also 4-Way Cold Capsules, through H. W. Kastor & Sons.

WDAF: Wildwood Homes Inc.,

HEARST LOSES APPEAL IN WMAL STOCK SUIT

(Continued from Page 1)

shown the details were never worked out and some heirs withdrew their approval of the stock sale. Thus the Appellate Court held there never was a binding contract for the sale of the Leese estate interests and that a contract performance suit was out of order.

New Fast Air Service Available to NAB Meet

(Continued from Page 1)

the NAB convention in Chicago, June 20-23.

New non-stop fast service has been placed in effect between New York and Chicago, while two-stop service on a 12-hour basis is available from both Los Angeles and San Francisco. Thus NAB delegates can leave as late as the evening of June 19 and get to the opening convention ceremonies on time.

Special Mainliners also will be placed in service by United for groups and parties wishing to travel together.

show featuring Germain Haskin and Joseph Wildgens.

KOIL, Omaha

Union Pacific Stages, half-hour in Musical Clock.

WLBC, Muncie, Ind.

Pennzoil and Kuhner Packing Co.

WMAS, Springfield, Mass.

International Motor Car Co., West Springfield; Agawam Breeders and Racing Ass'n.

KFOX, Long Beach, Cal.

Chevrolet disks, renewal, through Campbell-Ewald Co.

KFRU, Columbia, Mo.

Missouri Westinghouse Refrigerator dealers, "The Westinghouse Party," thrice weekly.

WHN, New York

Technicians' Institute, through Winer Co. agency; Adam Hats, weekly boxing bouts.

BIRTHDAYS

1	9	3	7			
SUN	MON	TUE	WED	THU	FRI	SAT
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

June 3
Greetings from Radio Daily

to
Jan Peerce Hugh Studebaker
Joe Kelley Herman Larson
Joe Nash