



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 83

NEW YORK, N. Y., MONDAY, JUNE 7, 1937

FIVE CENTS

## Hot ET Competition at NAB Meet

### BIG 6-UNIT CAMPAIGN ON WHB ANNIVERSARY

Kansas City—WHB's 15th Anniversary Celebration, which ran all last week, closed Saturday night in a blaze of glory as a result of a promotion campaign consisting of six different units, designed to reach varied classes of people. Of interest to other stations planning anniversary (Continued on Page 3)

### Spud Cigarette Account Switched to 3rd Agency

Axton-Fisher Tobacco Co., Louisville, has appointed Lawrence Gumbinner Advertising Agency here to handle the Spud cigarette account, effective immediately. Max Geller is the account executive. Media plans are not completed as yet.

This is the third agency to handle the Spud account within the past year. Kenyon & Eckhardt resigned from the account last fall. Young & Rubicam took it over and hired Ed Wynn to exploit the product via NBC and got a fair rating of around 15 with the show. Wynn signed off the air last month.

### WCKY's Increased Power In Effect Within Month

Cincinnati—Work of installing WCKY's new 10 kw. RCA transmitter has been placed under way, and station expects to be on the air with its 100 per cent power increase by July 1.

Coincident with the power step-up, L. B. Wilson, president and general manager of WCKY, has appointed Lloyd George Venard to the post of sales and merchandising director. Venard was sales promotion manager at WGAR, Cleveland, for the past three years.

### Televisé "Thriller"

Berlin—"Detective Inspector Jenkins", a thriller by Adolf Weber, was televised recently in all "television cinemas" of Berlin and Potsdam. Trembling gangsters, thieves going into jail, murderers on the electric chair were clearly reproduced from the television transmitter at Witzleben on the screens before the tele receivers at more than a dozen localities.

### No Summer Dullness at WLBC

Muncie, Ind.—WLBC has hung out the "Sold Solid" sign on its announcement schedule. The local independent station is sold out on spot business from 5:30 a.m. to 11:30 p.m. every day, Sundays included. Not a single spot is available for the rest of this month, according to Frederic W. Ayer of the Merchandising Department.

### ANOTHER SPORT EVENT IS SNATCHED BY CBS

Continuing its sweep of the sports field, CBS over the week-end signed exclusive right to broadcast the Poughkeepsie Regatta, the annual rowing classic, on June 22, paying over \$1,000 for the privilege.

Hitch comes in that CBS contract is exclusive only in that they will (Continued on Page 8)

### Settlement is Reached In \$15,000,000 Suit

The \$15,000,000 triple damage suit brought by National Union Radio Corp. against RCA, General Electric and A. T. & T. was withdrawn Saturday from the U. S. District Court, with the exception of the action against ATT. Plaintiffs were sued under the Sherman anti-trust law for alleged violations through which National Union claimed losses of \$5,000,000 in its radio tube manufacturing business. Cash terms, if any, were not disclosed, but settlement involved adjustment of mutual obligations and court costs.

Federal Judge Samuel Mandelbaum sat in on the settlement and Javits & Javits, attorneys, represented National Union Radio.

### LYTELL DISK SERIES GOING ON AIR IN JULY

The Bert Lytell transcriptions being prepared by WBS for Larus & Bros. (Edgeworth tobacco and Domino cigarettes) will take the air sometime in July on about 10 stations, with more to be added as choice time periods become available.

Program will be known as "Alias Jimmy Valentine" and will be a quarter-hour disk airing three times a week in evening spots. Blackett-Sample-Hummert Inc. has the account.

### Major Lohr and Gilman Huddle on West Coast

West Coast Bureau, RADIO DAILY

Los Angeles—Major Lenox Lohr, NBC president, and Don Gilman, western chief, conferred here over the week-end. Site for the new NBC studio is expected to be determined before Lohr leaves.

Lohr also is understood to be working on "improvement of NBC's Blue network service in Hollywood."

Reports have cropped out several times that NBC was seeking to buy Victor Dalton's KMTR or one of several other local stations.

## ★ THE WEEK IN RADIO ★

... P. & G. Comes Through

By M. H. SHAPIRO

PROCTER & GAMBLE'S 52-week renewal of eight shows on NBC definitely does things for the NBC daytime revenue . . . and not to be overlooked is the unqualified endorsement of the script type of program . . . P. & G., however, did a little figuring ahead on what may seem lesser items than the network time . . . naturally everybody connected with the various casts and script writing were amenable to playing ball with such a grand outfit. . . .

The CIO air campaign contem-

plated for the Fall got a rise out of the CIO officials, but nothing officially denied to date . . . Membership for each station was proposed by the NAB as an amendment to its by-laws at the coming convention . . . where members own more than one station, it is proposed that the owner must make application for each outlet. . . .

Chairman Anning S. Prall of the FCC opposed the five-year radio station license bill in a letter to the House Interstate Commerce

(Continued on Page 2)

### Barrage of New Ideas in Disks to be Shown at Convention

New ideas in electrical transcription programs are being promised by the various ET manufacturers, particularly those specializing in the library type of service, the new ideas in question being readied in time for the forthcoming NAB convention in Chicago. NBC's Thesaurus expects to have selling points other than the worn out method of manufacture such as vertical or lateral cut, hill and dale, etc., believing that the broadcaster is now past that stage (Continued on Page 8)

### NBC GROSS LAST MONTH JUMPED 25.5 PER CENT

Gross receipts booked by the NBC networks last month totaled \$3,214,819, an increase of 25.5 per cent over the corresponding month last year. Red network gross revenues are up 37 per cent with a dollar volume of \$2,261,344 and the Blue figures, \$953,475, are up 4.6 per cent compared with May, 1936.

Total for the first five months is \$16,944,720, up 23.3 per cent against the same period in 1936. This is the eighth successive month, and tenth time in the network's history, that the combined NBC network billings have been over three million.

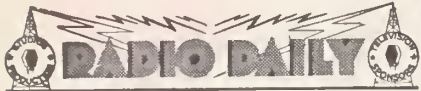
### Tele-Film Projector Shown at Paris Expo

Paris—A newly developed device combining a film projector with a "picture-catcher" tube is included in the German Post Administration's display of television activities in the (Continued on Page 8)

### KOB Celebration

Albuquerque, N. M.—For the dedication of its new 10,000-watt RCA transmitter and in celebration of the station becoming NBC's New Mexico outlet, KOB is bringing Rita Rio and her all-girl orchestra here June 14 for a program of dancing and entertainment. Event will be held in the University gymnasium.





(Registered U.S. Patent Office)

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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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★ THE WEEK IN RADIO ★

... P. & G. Comes Through

(Continued from Page 1)

Committee . . . one of the grounds mentioned by Prall is that revocation of license was the only punitive measure available . . . Van Cronkhite Associates absorbed the foreign language station rep organization of Roseler & Howard Inc. . . . NBC issued separate rate cards for Red and Blue networks, effective July 1. . . station rates the same with one exception and of course 19 outlets have been added to the webs since last card came out. . . .

CBS reorganized its special events and talks department. . . Hearst Radio denied reports that Transamerican was to take over the national station representation biz. . . . Emile Gough, v.-p., said he had merely talked over with John Clark the possibility of Transamerican adding revenue to Hearst Radio. . . . NBC came out with a letter in which the Social Security angles were clarified as much as possible. . . preliminary para-

graphs virtually repeated the recent RADIO DAILY story anent the chaotic condition. . . .

Major Bowes again leads the one-hour shows in the Co-Op Analysis Reports. . . . FCC appointed Samuel F. Kaufman of New York as special attorney in the disbarment proceedings against two radio attorneys, Paul F. Segal and George T. Smith. . . . Hearst Radio Inc. lost its appeal in the suit whereby it hoped to obtain majority of the stock of WMAL. . . . United Air Lines announce special fast service to NAB Chi Convention. . . .

CBS May gross billing revealed an increase of 45.9 per cent over May, 1936. . . . Paul H. Raymer Co. becomes national representative for McClatchy chain of stations in Cal., effective Aug. 15. . . . Liggett & Myers (Chesterfield) moves two shows to the Coast the end of this month. . . .

J. E. Pearson Handling KWTO-KGBX Nat'l Biz

Springfield, Mo.—John E. Pearson, who came to KWTO last November as head of a promotion department, has been elevated by Sales Manager Ralph D. Foster to the newly created post of manager of national accounts for KWTO and KGBX. Pearson formerly headed the KWTO-KGBX news and market departments, which he organized, for six years.

Carl Ward is assistant in charge of promotion, with Terry Moss in charge of NBC traffic.

KGVO Acquires Location For Expanded Quarters

Missoula, Mont.—KGVO has bought a two-story building next to the projected new million-dollar hotel here and will remodel it into larger quarters, to be ready for fall occupancy.

Turnout for 8 a.m. Show

Last Saturday morning's broadcast of the "Morning Almanac" was staged from the CBS Radio Playhouse before a full house. Program is aired from 8-9 a.m. over WABC only. Visitors jammed 45th Street at 7:30 a.m. waiting to get in.

Stunt was a one-time shot to test the program's pull. Over a period of two weeks, eight announcements were made offering free tickets to the broadcast. A total of 2,974 requests were received. House only holds 1,000. One group came from Philipsburg, N. J., about 60 miles from New York.

Phil Cook is the star of the show, with Orrie Hancock handling the production. Lew White and the Funnyboners also are in it.

"Spotlight" Cast Changes

"Spotlight Revue," new Rose Marie program starting at 3:30 p.m. today over WOR, will have Benny Davis as emcee and Leo Freudberg's orchestra, instead of the emcee and orchestra previously announced. Leo Fuld and Beatrice Joyce also are to be on the first show.

Art Gentry Wins Spot

Art Gentry will become a permanent feature of the CBS Theater Matinee program, heard Thursdays, 3-3:30 p.m. His experimental emceeing proved so satisfactory it was decided to retain him.

Grigsby Heads New Firm

Chicago—B. J. Grigsby, who organized and was president of Grigsby-Grunow Co., is president of the newly organized Elsbert Manufacturing Co., Inc., with offices and factory at 353 West Grand Ave. Other officers are: Raymond J. Grigsby, vice-president, O. E. Grigsby, secretary, and H. E. Kranz, chief engineer.

Company is developing and will shortly begin manufacture of a new type of slow speed high torque fractional horsepower electric motor, also ignition devices and systems for greater efficiency in internal combustion engines, particularly with low-grade fuel.

R.-O'K. Signs Margie Knapp

Margie Ann Knapp, 12-year-old singing "find" from the southwest, now appearing on WHN programs, has been signed by the Rockwell-O'Keefe agency.

Republic Pictures, which made "Hit Parade," starring a batch of radio names, has optioned Margie for its next musical film. She also is slated for some Brunswick and Columbia disks.

COMING and GOING

CECILE CUMMINGS of the NBC program desk has sailed for a six-week stay in Europe. She will include Dublin, London and Paris in her stops.

BLEVINS DAVIS, who covered the Coronation as special commentator for NBC, returns today on the Queen Mary.

JOSEPH J. WEED of Weed & Co. spent the week-end in Toronto, expected back at his desk today.

ROBERT STEPHAN, radio editor of the Cleveland Plain Dealer, is in town stopping at the St. Moritz.

UNCLE EZRA and the Hoosier Hot Shots arrive in Cleveland today and will broadcast from Radioland at the Great Lakes Exposition.

RAY WINTERS, WOR announcer, has left for a two-week vacation. He will motor through the South, visiting Virginia and Georgia.

LAURETTE PETERSON, secretary of WOR's Special Feature division, is embarking on a cruise to Havana and will be gone eight days.

DAN GELLERUP, technical supervisor of WTMJ, Milwaukee, was in New York last week for a conference with Bell Laboratories.

DR. ALBERT A. EPSTEIN, president of Advertising Corp. of America, arrives today from England aboard the Queen Mary.

PAULA O'BRIEN of Music Corp. of America is in Montreal for one week on business.

CHESTER LaROCHE, president of Young & Rubicam, and PAT WEAVER of the radio production staff arrived back in town from Hollywood.

BILL GOODHART, vice-president of Music Corp. of America, is on a one-week cruise and will go direct to Louisville for the convention there next week.

KCKN News Periods Offered to Sponsors

Kansas City, Kas.—After presenting news hourly since Jan. 1 on a sustaining basis to develop listeners, KCKN is now offering the periods to commercial sponsors for the first time. Station has UP service, airing 17 times daily, with Olaf Soward at the mike.

Paul Frank Joins Weed

Paul Frank has joined the New York office of Weed & Co., station reps. Frank is well known in Detroit and New York advertising circles and for the past four years has been advertising manager of Spirits, trade publication in the wine and liquor industry. Prior to that, he was on the staff of Paul Block & Associates, and for three years managed the Detroit office.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and KOOL CIGARETTES

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

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

Table with 7 columns and 4 rows of numbers for Birthdays. Columns are labeled 1, 9, 3, 7. Rows are labeled SUN, MON, TUE, WED, THU, FRI, SAT.

June 7 Greetings from Radio Daily to Alois Havrilla



## BIG 6-UNIT CAMPAIGN ON WHB ANNIVERSARY

(Continued from Page 1)

events, the six units as mapped by Don Davis, president of WHB Broadcasting, and John T. Schilling, general manager, were:

1—Radio Listeners: Special anniversary programs by WHB all week long, including an interview with E. J. Sweeney, station's founder; dramatized highlights from WHB history; description of daily "balloon ascension" releasing 15 helium-filled balloons bearing gifts and party tickets; "Sidewalk Reporter" questions regarding radio and WHB history; bulletins on the Celebration by Newscaster John Cameron Swayze; special anniversary announcements on each "station break" every quarter hour, etc.

The special anniversary programs were well advertised in advance, the promotion including daily page ad in the K. C. Journal-Post, with which WHB is affiliated. Building where studio is located was decorated with flags, as were the studios and the stores of many WHB advertisers, while the streets of downtown Kansas City were bedecked with flags and banners. Publicity stories went to all papers in the area and to national radio editors. A "Remembrance Contest" invited listeners to send in old press clippings and souvenirs relating to early days of WHB.

Community party was held Saturday night in the main arena of the new \$6,000,000 Municipal Auditorium. WHB fed this party coast-to-coast over Mutual. WOR and other stations during the week gave salutes to WHB.

2—Local Advertisers: Party at Municipal Auditorium was a direct tie-up with the stores of WHB's retail advertisers, through free ticket distribution at stores. Station gave them a dinner. To prospective advertisers, WHB mailed a souvenir book and an eight-page advertising reprint.

3—National Advertisers and Agencies: Received reprints of station's advertising material, with national clients invited to the party. A studio party was staged at 9 a.m. Saturday for out-of-town bigwigs, followed by a luncheon, golf, dinner and the evening party.

4—Broadcasting Industry: Celebration material mailed to all American and Canadian stations, networks, FCC, et al.

5—Club Mailings in K. C.: One of

### Handy

Kansas City—Hearing a demonstration by striking hotel workers on the street in front of the Pickwick Hotel, whose top floors are occupied by KMBC, Special Events Announcer Neal Keehn and Publicity Chief M. F. Allison lowered a mike on an extension cable above the crowd and aired nearly 10 minutes of the fracas.

## NEW PROGRAMS—IDEAS

### Typical Father Search

A search for the ideal American father has been launched by Richard Brooks, WNEW news commentator, in cooperation with the National Father's Day Committee. Listeners are invited to nominate names in public life. Letters will constitute ballots to be totaled by the Committee several days before "Father's Day", June 20.

### Junior Vox Pop

"Vox Pop, Jr." designed for the kids, as the title indicates, has been launched over KDYL, Salt Lake City. Programs come from the city's amusement center for youngsters, Liberty Park.

Same station has another very popular Saturday program for juveniles, "Kangaroo Artists' Revue", also aired from Liberty Park. Show is staged on the park's outdoor auditorium like a real vaudeville show. Title of program is an outgrowth of an older series, "Kangaroo Club", which started on KDYL 11 years ago.

### WCBS "Bus Broadcaster"

Broadcast direct from the Union Bus Terminal, Springfield, Ill., the

### Husing to Cover Golf Meet

Ted Husing will cover the National Open Golf Championship for CBS, when that network broadcasts a series of six programs in connection with the tournament June 10, 11 and 12. A complete staff of sport experts will assist Husing, who has also set arrangements to interview the winner of the meet immediately following the prize presentation. Program is one of the special sport features set by CBS as regular broadcasts for their 1937-38 schedule.

Husing also airs the annual Princeton Invitation Track and Field Meet, June 19, over CBS at 5-6 p.m.

### New AT&T Patent Counsel

DeWitt C. Tanner, associated with Western Electric in a legal capacity for nearly 36 years, including 27 years as general patent attorney, has been made consulting patent counsel of A. T. & T. Franklin T. Woodward, assistant general patent attorney, succeeds him. Joel C. R. Palmer, patent attorney of W. E., has been appointed contract counsel of Electrical Research Products.

the most unique stunts was a series of mailings to all members of local business organizations. Letters were written by a club member to fellow club-members, and enclosed the eight-page ad reprint and two tickets to the Party.

6—Mailings to WHB Alumni, Mutual network associates, etc.: All former WHB artists and graduates were sent souvenirs, and some attended the staff dinner Thursday evening as a preliminary to Saturday's Party.

"Bus Broadcaster" brings to the radio audience of WCBS an interesting slant on the street broadcast idea.

People from all over the country are interviewed, giving their opinion on timely topics and stories of their various travels.

Colorful effects are made possible through the cooperation of the local bus attendants, including the arrival and departure of buses, the calls and adventures of the Red Caps.

Various and attractive prizes are offered on the program for the best questions which questions the staff of WCBS attempt to answer—sometimes in vain.

### WCOA Nocturne Wins Favor

With Roland Nuttrell at the console of the Wurlitzer organ at the Parkway Theater, Baltimore, WCOA is now presenting a Nocturne half-hour from Monday to Friday. The program goes on at 11:15 p.m. and the station has received many expressions of appreciation from its listeners. Charlie Purcell officiates at the mike, injecting select bits of philosophy at intervals as the organ's strains fade into an appropriate background.

### NBC Exhibit at Education Meet

NBC will have an exhibit at the National Education Ass'n convention in Detroit, June 26-July 3. Display to show the assembled educators how broadcasting works. The display will be built in three sections, one showing the RCA Building in Radio City; another, a photo montage, all the possible points from which programs are transmitted, and the third, the receiving end, including school listening groups, home receivers, and others.

### Baker Renews Writers

Sam Perrin and Arthur Phillips have been given new two-year contracts by Phil Baker, who has been signed for another year by Gulf Refining. The scribes start at \$1,400 weekly and will get raises every six months to \$2,300 a week. Baker also is taking them west for his picture, "Goldwyn Follies."

### Radio Talk at AFA Meet

A "Breakfast Clinic" on radio is on the program of the Advertising Federation of America convention in the Hotel Pennsylvania, June 20-23. Jacob Albert of the Detroit News will conduct the discussion, at 8:30 a.m., June 22. This is the only radio topic on the program.

### S. F. Postal Auction on NBC

San Francisco—The San Francisco Post Office's annual auction of packages unclaimed or undelivered during the preceding year, to be held Wednesday under the supervision of Postmaster William H. McCarthy, will be broadcast over the coast-to-coast NBC-Blue network, 11-11:15 a.m. PST.

## NOR'WEST GOODWILL TOUR BEING AIRED OVER WCCO

Minneapolis—A series of special remote broadcasts, covering the forthcoming Goodwill Trade Tour of the Minneapolis Civic and Commerce Association to South Dakota, during June, will be carried by WCCO. Eight broadcasts from towns in South Dakota will be staged June 14, 15 and 16, with a send-off program here June 13 just before the train departs. This will be the first time in the history of Northwest radio that a station has followed the progress of a Civic and Commerce Trade Tour.

Engineers and other representatives of WCCO will accompany Minneapolis business leaders to stage the eight broadcasts. Pick-ups will be made in each of the towns by WCCO, at the scene of the meetings.

Civic and state representatives in the various South Dakota towns to be visited will be heard over WCCO in this series. The broadcasts will enable Northwest listeners to follow the highlights of the good-will tour and will also give leading citizens of South Dakota an opportunity to address their remarks to the entire Northwest.

WCCO officials have inaugurated the series to increase the cooperation between South Dakota and Minneapolis, felt to be increasingly important in view of the rapid business come-back being staged by South Dakota.

### Bond Presto Disk Users

As a result of recent letters sent to radio stations and instantaneous recording studios by a coast firm advising that the use of coated disks for such recordings infringes on U. S. Patent 2,008,092, Presto Recording Corp. has signed a contract whereby Chicago Lloyds, insurance firm, is to assume liability for damages which may be claimed in event of a court decision against Presto or any of its clients.

The infringement claims were investigated by James & Franklin, patent attorneys for Presto, and were reported as being without foundation. This opinion was confirmed by attorneys for National Patent Corp., who will issue certificates of protection to users of Presto disks.

## BARRY MCKINLEY

Griffin "ALL-Wite"  
Tie Toe Review

Management

NBC Artists' Service

Personal Representative

James L. Saphier



## ORCHESTRAS MUSIC

**H**UGHIE BARRET and his Tavern-on-the-Green ork, currently heard on the Griffin "Allwite" program, begin to air from the Tavern via WOR tonight at 11:15-11:30. Jean O'Neill, who co-stars with Hughie on the "Allwite" program, will be his guest on his first broadcast. Effective June 12, the Tavern-on-the-Green music will be heard regularly at 7:15-7:30 p.m. on Saturdays and at 11:15-11:30 p.m. on Wednesdays.

Mike Riley's orchestra and the Don Bestor musical outfit have been signed for Warner Vitaphone shorts through a deal worked out by Fanchon & Marco and CRA.

Billy Swanson, Boston society orchestra leader now being featured at the Hotel Edison Green Room, begins a twice weekly broadcast via CBS at the end of the month. The Swanson ork features a "sax sextette", probably the largest saxophone unit being used by any of the important bands.

Charles Stenross and his band, recently aired via KDKA, have been set by CRA for the hot months at the Deshler-Wallick Hotel, Columbus. They succeed Billy Baer and ork.

Shep Fields and the boys remote from Surfside, Atlantic Beach, L. I., Wednesdays and Fridays, 11:30 p.m., via WABC and the CBS network.

Maestro Leo Reisman and his Waldorf-Astoria Orchestra, after playing three weeks at the Paris Exposition at the invitation of the French government, will also perform for three weeks at the Monte Carlo Casino in Monte Carlo before returning to the Waldorf Roof late in August.

Abe Lyman and his musical aggregation begin their annual summer tour with a one night engagement at Washington and Lee College, Lexington, Va., June 11, with several other cities throughout the South and Mid-West scheduled for one night engagements in the Lyman itinerary. Lyman returns to New York each week to conduct his "Waltz Time" program and then resume his road activities.

Lou Blake and the band are scheduled for a summer engagement at the Plantation Cafe, McCordesville, Ind.

Ted Lewis and his lads are ethered Tuesdays, Wednesdays, Thursdays and Sundays via NBC from the Chez Paree, Chicago. Ruth Daye, contralto, and the Radio Aces, trio, are featured with the Lewis orchestra for all of their broadcasts.

Ozzie Nelson and the ork open at the Astor Roof on Aug. 2.



### PETTY CASH VOUCHER Week ending June 4th

● ● ● **Saturday**... Police officer delivers a bench warrant to the house—because we took Vincent Travers' advice and didn't answer a dollar parking summons... We drive out to the Hollywood in Jersey to hear Al Shayne and Marty May, then drive through a fog to Lindy's which is as deserted as a Jack Benny broadcast... Tommy Dorsey, Benny Goodman, Mickey Alpert, Russ Morgan, Eddie Elkins and Jack Bregman get into an argument about paying our check—as we pick it up and leave!

● ● ● **Sunday**... Drive with Alpert to the Riviera, which is still in the construction stages—but, truly a madman's dream for a club... Then to Tuckahoe, where the starter goes on the car and begins burning. A state trooper assists in overpowering the blaze. "Is the car insured?"... On learning that is was, he said we should have let it burn!

● ● ● **Monday**... A letter from Roy Brant of KFYZ, Bismarck, N. D., saying that we should be about ready for a "meal ticket" on that expense account... Go to see the "guy" about fixing the warrant—but he wasn't in—so we decided to forget about it—because, after all, the Almighty Power of the Press, is able to cope with anything legal... Meet Joe Rivkin, former agent, who went with Hal Roach and is now with Columbia Pictures... Joe is nice to the fellows he met on the way up.

● ● ● **Tuesday**... Wire from coast correspondent relating how Scott Weakley, KROW, Oakland, production manager, discovered a boner on a commercial which had been written by an agency: "your children won't like it one bit more than you do," which should have read: "You'll enjoy it as much as your children"... From Chicago's WAAF comes word that Rev. Father Charles EPSTEIN of the St. Henry's Roman Catholic church is conducting talks via the station Sundays... We hear that WFBM, Indianapolis, is "infested with love bugs" because the station waived their "no visitors in studio" rule during the late hours, permitting lovers the privilege of billing and cooling to the music of name bands. The other night, a couple had been marooned for the night when the station closed its doors!

● ● ● **Wednesday**... Among other things, attend the Buddy Clark farewell party at the Tavern and note that no one asks Clark to speak... Buddy leaves for Hit Parade airing and the party continues upstairs in an apartment—with Rocco Vocco and Jonie Taps rattling the cubes in hot style... Then to Jack Osterman's opening with Bob Goldstein where we meet the usual Broadway crowd... Osterman's performance was so good—that we discovered he has his name on too many contracts already for air appearances... Later we meet Milton Pickman with Judy Starr.

● ● ● **Thursday**... We arise too late to answer the "warrant," so we attend the Rudy Valle rehearsal and hear that Oshins and Lessy may return to Totem Lodge in the Catskills... At the Kate Smith rehearsal we discover the dynamic Ted Collins, sweating to get the show in great form—which he succeeds in doing!... That night Al Shayne calls for us and we dine with Harry Link—who takes us to a music store to hear some records—but we "sell" him on Ruth Etting's chanting of "A Message from the Man in the Moon," which is tops in vocalizing.

● ● ● **Friday**... A cop awakens us and takes us before the judge (who is a pal of a friend of ours!)... We're fined ONE dollar for parking and TEN bucks for contempt of court—not answering the warrant!... After telling the judge who we are, he banged the gavel—as though to raise the fine!—so we paid off and left!

TOTAL EXPENSES... Eleven dollars court fees!

AUDITOR'S REMARKS... Request denied—you should have paid him the DOLLAR—and given him the car!

## ☆ F. C. C. ☆ ACTIVITIES

### APPLICATIONS RECEIVED

National Broadcasting Co., New York. CP for new relay station and license to cover same. 1606, 2022, 2102, 2758 kc., 100 watts.

KMAC, San Antonio. Vol. assignment of license to W. W. McAllister and Howard Davis d/b as Walmac Company.

### APPLICATION RETURNED

William C. Smith, Bogalusa, La. CP for new station. 1470 kc., 100 watts, daytime.

### HEARINGS SCHEDULED

June 7: WRBC, Inc., Cleveland. CP for new station. 880 kc., 1 KW., unlimited.

June 8: WTBO, Cumberland, Md. Transfer control of corp. to Delaware Channel Corp., 800 kc., 250 watts, daytime.

Phillip Jackson, Brunswick, Ga. CP for new station. 1420 kc., 100 watts, daytime.

June 9: WWL, New Orleans. CP for change in power to 50 KW., 850 kc., specified.

June 10: WRVA, Richmond. CP for change in power to 50 KW., 1110 kc., unlimited.

Johnson City Broadcasting Co., Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Knoxville Journal Broadcasting Co., Knoxville. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Richard M. Casto, Johnson City. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

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

WKBH, La Crosse, Wis. Auth. to transfer control of corp. to Harry Dahl. 1380 kc., 1 KW., unlimited.

June 28: Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts.

George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

L. L. Coryell & Son, Lincoln, Neb. CP for new station. 1450 kc., 250 watts, 1 KW. LS., unlimited.

June 29: WSMB, Inc., New Orleans. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

WDSU, Inc., New Orleans. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

June 30: W. W. Luce, Lauderdale, Fla. CP for new station. 1050 kc., 1 KW., daytime.

Zenith Radio Corp., Chicago. CP for new high frequency station. 42000, 56000, 60000, 86000 kc., 1 KW., unlimited.

Dr. William States Jacobs Broadcasting Co., Houston. CP for new station. 1220 kc., 1 KW., unlimited.

Birmingham News Co., Birmingham. CP for new station. 590 kc., 1 KW., unlimited.

Sept. 16: Leonard A. Versluis, Grand Rapids. CP for new station. 830 kc., 500 watts, daytime.

EXAMINER'S RECOMMENDATIONS  
KIEM, Eureka, Cal. CP for increase in power to 1 KW. 1450 kc., unlimited, be granted.

WMBO, Auburn, N. Y. Transfer control of corp. be denied. 1310 kc., 100 watts, unlimited.

Isadore Goldwasser, Anniston, Ala. CP for new station be denied.

H. W. Wilson & Ben Farmer, Wilson, N. C. CP for new broadcast station be granted.

### CALL LETTERS ASSIGNED

A. Frank Katzentine, Miami Beach. New broadcast station. WKAT.

Crosley Radio Corp., Cincinnati. Relay station call letters changed to WLWB.

Iowa Broadcasting Co., Des Moines. New high frequency station. W9XTB.

Minnesota Broadcasting Corp., Rose Township. New high frequency station. W9XTC.

### Emil Mogul Joins Austin

Emil Mogul, well known broadcasting executive, has joined the Alvin Austin Co., New York advertising agency. Mogul originally conceived the idea of the possibility of building a large retail clothing business through the use of radio exclusively, and sold the idea to Barney's Clothes. Barney's ("Calling All Men") is today one of the largest users of radio time, for a single retail clothing establishment, in the entire world.



WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

**KAY PARSONS**, self-styled "Girl O' Yesterday", off the ether pro tem, proves her claim to modernity by taking over once more directorship of showboat cruises she inaugurated five years back on S.S. Bear Mountain... Much pow-wowing concerning a network wire for the craft... Kay and Buddy Arnold are putting it to the listeners-in as to whether their program continues along present informal lines or hews to the line taken by others of a similar type... The voting is being done via Uncle Sam's post... Nautical addenda... Party in the cocktail bar of the Hotel White on Thursday, in honor of Mayor La Guardia's new municipal bark, the "Mary Murray", was emceed'd by Cliff Newdahl with Radio Row further represented by John Uppman, Evelyn Case, who adds visual to vocal appeal, and Shannon Day, ex-chorine radio scriptist...

Pauline Alpert, WOR's "Whirlwind Pianist", goes numerical with "A Million Stars Can't Be Wrong", her first go at popular composition... The Alpert lass has written a dozen instrumental numbers including "Dream of a Doll", her theme song... Frankie Basch, WMCA's "Roving Reporter", will interview Jane Worth, Daily Mirror fashion columnist tomorrow over that station... Anice Ives and husband Lou Ancker, now convalescing in Mt. Sinai Hospital, became long distance godfather and godmother respectively last Saturday for baby Anice Jacquilin Koetz, in Chi, with vows taken via the Bell System... Edith Holder, once of WOR, to throw an engagement party June 13...

Gretchen Davidson of Heinz Magazine of Air's "Trouble House" has added a miniature gold can with the mystic number 57 on it to her charm bracelet... John Reed Kennedy, announcer for that program, is pinch-hitting vocally for Bill Adams, now enjoying a fortnight's vac at Sea Island, Ga... Ann Goodman and Alma Graef, both WMCA gals, leave for Mexico on June 17... Bob Edge has left on an experimental fishing trip somewhere in the Gulf Stream... Which naturally brings us to the subject of Lorna and Julia, flutists of "The Hour of Charm", and the lesson Billy the Oysterman gave them in cooking lobster on a General Electric range...



FERDE GROFE

Group of American Banks  
WABC-CBS network, Fridays,  
10-10:30 p.m.

The Wessel Company

GROFE CONDUCTS PLEASING OWN ARRANGEMENTS OF LIGHT OPERA AND CONTEMPORARY WORKS.

For the next 10 weeks, associated bank group in cooperative sponsorship replace the heavy symphony programs with lighter fare. Guest speakers will not be heard during the period and, apart from opening commercial, there is no interruption until the closing line of credit.

With Grofe on this series are Mary Kendall, soprano; Edward Ellington, and the Ed Smalle group of voices. Vocals are pretty well interspersed, probably too much so. Musically the program is very digestible and included a Victor Herbert medley; Rube Bloom's "Song of the Bayou"; Friml's "Giannina Mia" from "The Firefly"; "Parade of the Wooden Soldiers" and "Mardi Gras" from Grofe's "Mississippi Suite." Soloists and choral work was excellent, particularly the former. Grofe has the type program that fits his work and should click.

Vallee Varieties

In a repeat appearance, Joe Laurie Jr. provided the highspot of last Thursday evening's Rudy Vallee show on NBC-Red network. Laurie told a "human interest" story about some Bronx flies. It was choice humor, and Laurie again demonstrated that he is a swell bet as a mike personality.

Dramatic feature of the program, Erin O'Brien-Moore and Frankie Thomas in "The Breaking Point," wasn't especially hot. It just proved once more the ultimate futility of trying to crowd much-condensed dramatic playlet into a program where the mood is "variety," which connotes preferably light entertainment. In a two- or three-hour show, the inclusion of a bit of heavy drama is more feasible—although even in the heyday of vaudeville the dramatic playlets were nearly always regarded as so much poison. Miss O'Brien-Moore and young Thomas are good thespians and acquitted themselves well in the brief time allotted them. But the playlet's climax—the conversion of a motherless lad to liking his father's future wife, whom the kid has hated all along—was made to happen too quickly to be convincing.

On the same program, Julie Oshins and Ben Lessy, night club comedians, did not quite live up to the high touting given them as new finds. Perhaps it was because they haven't been sufficiently acclimated to the mike. They seemed to have style, though some of their gags were pret-

ty old. Their Russian-English foolery, however, was very enjoyable.

Mary Small sang a rather over-arranged concoction off the "Mr. Paganini" tree in her usual good delivery, while Walter O'Keefe added some of his equally diverting comments.

"Show Boat"

Ben Bernie added the title of "assistant show boat captain" to his radio, stage, movie and other accomplishments last Thursday night, when he guested with Lanny Ross on the latter's CBS program. The old maestro did a nice job, giving the show a touch of something different, yet never taking anything away from the program's regular entertainers, including Nadine Conner, Margaret McCrea, Thomas Thomas, Molasses and January, and Captain Ross, not forgetting Al Goodman's orchestra.

Briefly

The "Hollywood News" program sponsored by Noxema on WABC-CBS has worked up into about the most interesting quarter-hour of its kind. Not only does the commentator cram an amazing amount of news into his time, but the items are all of unusual interest, in good taste and handled in original style. Del Casino, Milton Herth and Ray Block's orchestra are other excellent parts of the program.

"The Listener Speaks," over WOR on Friday nights, presents a vast number of viewpoints on a varied array of subjects. Program nearly always has a highlight, though some of the tyro speakers read off their pieces in a way that would easily put folks to sleep at that late hour.

Charlie Ruggles injected a good deal of fun into the Bing Cosby show last Thursday over the NBC-Red. Incidentally this program, noted for its informality, is by way of letting that informality get out of hand, resulting in a rather loose show. Just a little something to watch.

Pauline Lord and Kenneth MacKenna were especially fine in "The Mariners" on the Kate Smith "Band Wagon" Thursday night over CBS.

Industrial Series on Colonial

Boston-Colonial Network (WAAB here) will air a series of luncheon conferences on the subject of the "Industrial Situation" under auspices of Chamber of Commerce. Today's speaker is Senator David I. Walsh. William Green, A. F. of L. head, and Colby M. Chester, chairman of General Foods, are to speak later.

GUEST-ING

JOE LAURIE JR. for third successive week on Rudy Vallee program, which also will have DOCK ROCKWELL and CROSS & DUNN, June 10 (NBC-Red, 8 p.m.)

BERT LAHR, interviewed by Nellie Revell, tomorrow (NBC-Red, 5 p.m.)

HARRIET HILLIARD, DOUGLAS FAIRBANKS JR. and WILLIAM FRAWLEY, on Bing Crosby show, June 10 (NBC-Red, 10 p.m.)

JACK OSTERMAN and MARION MARTIN, on Jack Eigen's Broadway Newsreel, tomorrow (WMCA, 9:30 p.m.)

TED HAMMERSTEIN, JAMES McCANN and HY GARDNER, on Chamberlain Brown program, today (WMCA, 1:20 p.m.)

MARIO KURENKO, Russian soprano, on "Music and You," June 10 (WOR, 8 p.m.)

JOSEPHINE ANTOINE, on final Ford Sunday Evening Hour, June 13 (CBS, 9 p.m.)

FRANK FAY, on Jack Oakie College, June 22 (CBS, 9:30 p.m.)

AD AGENCIES

ALBERT W. SHERER, formerly vice-president of Lord & Thomas, has been appointed assistant to F. K. Montgomery, vice-president of National Biscuit Co. Sherer will assist in the management of the sales and advertising departments. Appointment is to take effect immediately.

COWAN & VAN LEER, INC., advertising agency, have been appointed by the government of Venezuela to handle its tourist and development advertising. In the campaign, radio will be included, being spotted throughout the country. No station list is available as yet.

JOHN WARD, formerly associated with the Atherton & Currier Advertising Agency, has been elected secretary of the Vox Company of Advertising.

Schloss Elected V.P.

Andrew Schloss, manager of the Hal Goodman Advertising Agency, has been elected a vice-president of the company.

FRANK  
DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.  
NEW YORK

BRyant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up



## NEW BUSINESS

Signed by Stations

### WOAI, San Antonio

Renewals: General Mills, through Blackett-Sample-Hummert, Chicago; Burrus Mill & Elevator Co., Fort Worth, through J. Walter Thompson, Chicago; Bewley Mills, Fort Worth; Dodge Bros., disks, through Ruthrauff & Ryan, Detroit; Chevrolet, disks, through Campbell-Ewald, Detroit; Crazy Water Co., through Rogers & Smith, Dallas; Folger Coffee Co., Kansas City, through Blackett-Sample-Hummert, Chicago.

### WCKY, Cincinnati

Pabst Beer, one spot before Louis-Braddock fight, through Sears & Ayer, Chicago; Chevrolet, disks, renewal, through Campbell-Ewald Inc.; Scholl Mfg. Co., through Donahue & Coe, New York.

### Los Angeles

KEHE—Johnson, Carvell & Murphy, for Kellogg's Ant Paste, Friday participation spot of 15 minutes, "Listen Ladies" W. A. Ingoldsby, agency. Goes full Orange net.

### WNBH, New Bedford

Procter & Gamble (Crisco), through Compton agency; Chevrolet "Musical Moments"; DeWolf & Vincent, "Dupont Paint Parade," ET.

### Texas Quality Network

Morton Milling Co., "La France Friendly Frolics," three 15-min. programs weekly, through J. Walter Thompson, Chicago.

KHJ—Chevrolet, "Musical Moments", disks, through Campbell-Ewald Co., 26 broadcasts, twice weekly. (Use full Don Lee net).

### KFEL, Denver

Studebaker, through NBC, half-hour weekly program; Maytag Home Equipment Co., four spots weekly.

### KDYL, Salt Lake City

Kool Cigarettes, seven half-hour programs, through BBD&O.

### WOR, Newark

Post Institute Inc. (Ultrason), through Hirshon, Garfield, Inc.

### Dick Foran Winds Up

West Coast Bureau, RADIO DAILY  
Los Angeles—Dick Foran, baritone on the Burns and Allen show, is being withdrawn by Warners after tonight's show in order that he may devote his time to a new musical film, "Opera Goes West". Foran is under contract to the Warner studio. Tony Martin, former vocalist with Burns and Allen, joins them again June 14.

### Armstrong Series Ending

The Louis Armstrong all-colored show sponsored by Standard Brands (Fleischmann yeast) on the NBC-Blue network, Fridays, 9-9:30 p.m., fades after the June 25 broadcast.

## RADIO PERSONALITIES

No. 41 in the Series of Who's Who in the Industry

ONE of the best known radio engineers in the country is John V. L. Hogan, founder of WQXR, New York, who started his work in radio as an amateur 35 years ago.

From his original coherer type receiving set, which he built in 1902, Hogan began experiments which led to his developing something like a hundred new methods and devices for the improvement of radio and broadcast transmission and reception, and, later to the establishment of WQXR, one of the most unusual broadcasting stations in the U. S.



Proponent of quality and cultural programs.

In 1906 and 1907, Hogan worked with Dr. Lee deForest, sometimes called "the father of radio," as chief laboratory assistant in the development of the audion and the radio telephone. Together they operated what was perhaps the first radio telephone "broadcasting" station, transmitting phonograph music by wireless on frequent test schedules. Hogan, shortly thereafter, received permission to operate his own station atop the Times Building in New York, then one of the tallest buildings in the city.

While a student at Sheffield Scientific School of Yale University in 1909, Hogan took honors in physics and mathematics and used the graduate physics laboratory for radio experimentation. During the war, he was active in designing and producing radio outfits for submarine chasers, "Eagle" boats and aircraft. In 1920, he was elected president of the Institute of Radio Engineers. He is the author of innumerable scientific papers pertaining to radio and has lectured at many important universities and organizations on his subject.

In 1928, Hogan received the original construction permit for an experimental television-sound station, the sound track for television experiments which engaged his attention at that time. A transmitter was erected in Long Island City, and W2XR came into existence, as Hogan's personal experimental station.

It was Hogan's purpose, at that time, to establish a radio station which would combine fine transmission with fine programs. The first programs sent over the air by the new high fidelity method were recordings and transcriptions of the world's greatest music by the finest orchestras. The listeners developed through these early broadcasts for a few hours each day brought WQXR, the commercial station, into existence in 1936.

Today, Hogan is president and controlling stockholder of Interstate Broadcasting Co. Inc., owner and operator of WQXR. He is recognized as having proven that radio can be used as a means for the transmission of quality and cultural programs. His experiments are continuing in the field of facsimile and television.

## Programs That Have Made Station History

No. 7—WSJS' Dr. Carlton's Health Talks

ON May 31, WSJS, Winston-Salem N. C., celebrated the seventh anniversary of its oldest continuous program. Every Monday evening at 8 o'clock since June 1, 1930, Dr. R. L. Carlton, head of Winston-Salem's City Health Department, has brought to the community a personal message on the subject of individual and public health or has presented some outstanding figure in the field. The program on May 31 was his 364th.

One of the principal reasons for the ever-increasing success and influence of the health program is the

fact that Norris O'Neil, general manager of WSJS, has never exercised censorship on the doctor's remarks, believing that the station's audience has a right to hear frank discussions of any and all health problems, and that radio is the best means of bringing these discussions to it.

All opportunities to sponsor the program are turned down. Dr. Carlton's Health Talks are strictly a public service.

Dr. Carlton's radio anniversary comes shortly after WSJS's seventh birthday, celebrated on April 17.

## PROMOTION

### KDAL Movie Tieup

KDAL, Duluth, dresses up its evening movie parade with musical introduction and close, giving the otherwise ordinary commercial a lively tone. Music used is pressing of Paramount newsreel's exciting opening and closing orchestral build-up. Movie parade is handled in straight announcements of "minute previews" of current pix at Minnesota Amusement Co. theaters in Duluth. Tie-up gives KDAL trailer advertising in all Minnesota Amusement theaters. Trailers are advantageously spotted in flicker houses, showing immediately after feature pix.

### Nedick Contest

A Ford V-8, three Philco radios and 12 crates of oranges are among awards to be given in a radio contest by Nedick's Stores Inc., sponsors of Vincent Connolly, newscaster, who starts the contest over WOR at 6:45-7 p.m. today. To be considered for the weekly awards, listeners merely have to visit one of the 115 Nedick outlets (orangeade stands) in the Metropolitan New York area and New Jersey and write on an official entry blank obtained at any one of the above stores the approximate total number of customers making purchases during the week.

The number will be determined by a staff of accountants who will check sales slips weekly and all decisions will be final.

### KLZ Seasonal Circular

In an attractive folder titled "Where Business Goes in the Summertime", KLZ of Denver points out the advantages of radio advertising at this season of the year in the part of the country where an unusual number of folks are to be found vacationing.

"While they're cooling off in Colorado, don't let them cool off on you!" is the circular's sage advice.

### WCBS Coverage Data

A new coverage data folder has been issued by WCBS, Springfield, Ill. The information is briefly presented with map, tabulations and other matter.

### Ferris Incorporates West

Earle Ferris' new coast publicity offices have been incorporated in California under the name of Earle Ferris Radio Feature Service Inc., located in the Taft Bldg., Hollywood, with Ferris as president-treasurer; Irving Parker, vice-president and general manager, and George Lesall, secretary. Roberta Woodburn, account executive, and Connie Vance, former publicity director for KNX, also are among the coast personnel.

### "Flying Dutchman" Back

"Flying Dutchman," William Stoess' program from Cincinnati, returns to WHN on Wednesday, 8:45-9 p.m.



**Coming Events**

- June 1-10: Radio-television exposition, Moscow.
- June 8-9: Radio Manufacturers Ass'n annual convention, Hotel Stevens, Chicago.
- June 10-13: Radio Parts Manufacturing Trade Show and Institute of Radio Service Men, Hotel Stevens, Chicago.
- June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.
- June 13-16: Pacific Coast Advertising Club convention, Hotel Utah, Salt Lake City.
- 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.
- June 26-July 3: National Education Ass'n Convention, Detroit.
- July 12-17: International Congress of Short Waves, Vienna.
- Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.
- Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.
- Nov. 26: Inter-American Radio Conference, Havana.

**Equity Results Today**

Results of the general election of Actors' Equity are expected to be announced sometime today, it being understood that the Frank Gillmore regime remains fairly intact. Nothing new was brought up at the annual meeting Friday regarding organization of radio actors.

**NBC Golf Tournament**

NBC Athletic Ass'n will hold a golf tournament at the Rockland Country Club, Sparkill, New York, on Wednesday. Golf committee consists of George Engles, John F. Royal, Dan S. Tuthill, Mark Woods and A. Frank Jones, chairman.

**Latin Program Resuming**

"The Other Americas", with Edward Tomlinson, commentator, resumes tomorrow as a regular Tuesday feature over the NBC-Blue network at 10-10:30 p.m.

**New Charles P. Hughes Show**

Chicago—Charles P. Hughes has a new show, "Summer Melodies", in the interests of 42nd Street facial cream, over WAAF six mornings weekly. McGovern-Charles is the agency.

**RADIO EDITORS' FORUM**

**We Need More and Better Publicity**

By MARY LITTLE

Radio Editor, Des Moines Register & Tribune

AS one of the big ten among American newspapers from the standpoint of liberal space to radio, The Des Moines Register & Tribune makes use of a large amount of publicity received from networks, advertising agencies and independent press agents. From our standpoint, therefore, we must disagree with Dorothy Mattison when she urges cutting down the publicity output. We need not less publicity and fewer press agents but more of both. However, we do need better press agents in the business. Publicity that constitutes news, too, is desirable for radio columns. Here is where some press agents fall down. Having, obviously, no newspaper training, they lack the newspaper slant, write fan magazine stuff rather than newsy or human interest material for newspaper radio columns. But that is no indictment of the publicity system in general. There are men in many occupations who don't belong. It is up to the radio people who hire press agents to select those with background and ability to write in both newspaper and magazine mediums. In some cases artists refuse to pay a proper wage and therefore get just about what they're paying for.

We find surprisingly little duplication of effort among publicity sources. Networks, advertising agencies and independent press agents may all write about the same program and star, but there is a difference in methods of handling, highlights featured and material included. Where networks and agencies usually feature a program and have only incidental material on artists, the independent press agent will take the opposite tack—and both groups are welcome here.

As for lack of time to read publicity material sent in and therefore tossing everything into the waste basket, I don't think that's customary

in most newspaper radio departments. Perhaps we get less material than is received by Miss Mattison's office, though even that is doubtful, but we've developed a speedy, efficient system for checking material, using the most notable and newsworthy quickly, throwing away the utterly impossible and saving the material that might complete our already large files on radio people for a day of dearth.

As for listening to the radio, we manage to do that rather conscientiously. We have a radio in our office and make it a point to tune in on shows we should check and review. The total of new shows is never so tremendous that an editor can't get a day's work done and listen to programs, too.

One aspect of publicity most press agents might develop further is the photographic. In our case, we use a hundred pictures a week and can always use more photos.

But we have no complaints when an advertising agency sends out a greater amount of publicity than we can actually use. If it's well done, we welcome it. We don't expect others to write our column for us; we have a blue pencil and know how to use it. And if some of the material sent to us doesn't get in today's column, it's still good file stuff for future consideration.

Perhaps it's all in the attitude, but radio is a department of the newspaper, it strikes us, that resembles the newspaper in general. A newspaper editor doesn't throw out one wire service because it covers the same stories handled by another service. He doesn't throw out both services because he has a reporter covering the same story. The radio column like the newspaper itself is a process of selection gauged by news and human interest value.

**CHICAGO**

VIVIAN DELLA CHIESA has signed to appear with the Chicago City Opera company this fall. Robert Griffin, leading actor of "Mary Marlin" and "Today's Children," is turning baritone on the latter show these days.

Gladys Butler has replaced Phyllis Norton as singing lead in Gold Medal's "Modern Cinderella" and Clark Dennis supplanted Eddie Dean as male warbler. Dave Gothard is the speaking voice for this part.

Ralph Andre, brother of Pierre Andre, free lance announcer, is writing scripts for Blackett-Sample-Hummert.

Muriel Stafford, handwriting analysis expert, is readying a show for Mutual auditioning.

Jack Fulton of Wrigley's "Poetic Melodies" planned to St. Louis to guest at KMOX.

**LOS ANGELES**

E. D. BEDELL, who has been second in command of the firm's affairs, last week took over the general managership of Radioaids, following a meeting of the board of directors called after the resignation of M. J. Mara. Bedell says the firm will continue its policy of producing five minute commercial disks as selling aids to the various industries, and will handle custom built transcriptions.

Bobby Breen and Deanna Durbin set to remain on the Cantor Texaco summer show for two more weeks. Igor Gorin, originally set to start with the summer series, will join the cast the third week.

Bill Price ork replacing Val Lightner at Monte Carlo Gardens, airing by remote for two night broadcasts over KMTR.

*San Francisco*

Muriel Elstrom, soprano, will be featured in an Orange CRS net show, "Casino de Parea," written and produced here.

Charles E. Peck, relief operator, will fill in at KYA during the vacation period of the technical department.

NBC's Vera Vague, Leo Cleary, Ken Gillum and Charley Marshall and Mavericks entertained RCA Manufacturing Co. moguls at the Hotel Oakland.

Milton Samuel, NBC press ace, has been hosting Harry Brundrige, St. Louis Star roving reporter, who came up from H'wood to do stories on John Nesbitt, Meredith Willson, and members of "One Man's Family."

Bernie Milligan, former L. A. radio editor and now radio production man, still in town after his trip here for Golden Gate Fiesta.

Ethel Cotton, well-known for her nationwide broadcasts of the "Art of Conversation," back to her native Frisco and huddling about cutting discs for Lord & Thomas.

Herb Caen, radio ed of S. F. Chronicle on vacash in Movieville while Howard Needham, former ed, pinch-hits.

Ralph Richards, NBC pianist, has left for Chicago to study with Rudolph Ganz with whom he won a scholarship.

Langendorf United Bakeries, about to junk Bennie Walker's amateur show, decided to save the vehicle and injected new blood in it in the form of Reg Code, veteran S. F. showman. Amateur standards will be raised and Code will book show into district theaters and handle all outside promotion.

**Vitalis Series Starts On WLW Line Tonight**

Bristol-Meyers (Vitalis) begins its new series over the WLW line tonight, from 8:30-9. The series, set for a 13-week run, will originate at WHN studios and will be aired over WFIL and WLW. Programs, entitled "For Men Only," will feature Ray Sinatra's orchestra and Joey Nash. Guest stars will also be used each week.

New series is the first national advertiser to buy time on the newly organized wire. The service, which also includes KQV, has already received orders for time from other national time buyers, but programs are not set to begin until the fall.

Pedlar & Ryan, agency handling the series, has set Bert Acosta, Alec Morrison and Estelle Taylor for the first airing.

**Libby Hall in New Spot**

Libby Hall, now featured soloist with Dick Messner and orchestra, also vocalist with Julian Woodworth's orchestra, will be heard in a new WMCA spot, Fridays at 7:15 p.m., starting this week.



## HEAVY ET COMPETITION SEEN AT NAB MEETING

(Continued from Page 1)

and wants a drastic departure from the cut and dried library.

While NBC is out to present a revision of its type of continuity and program setups, it will also offer the subscriber a comprehensive service to go with the disk series that goes commercial, a complete guide book that does not stop with the broadcaster, but continues to help, including the sponsor. More 15-minute programs will also be an NBC specialty.

Standard Radio is heralding a surprise, having done unusually well with its new features each season to date, including the series of sound effects and local color to fit various type shows. World Broadcasting System, somewhat in a different position than most organizations, will also be on the job with new features. WBS's method is considered by many as an ideal plan and as having the custom field pretty well sewed up.

Vinylite (Associated Music Publishers subsidiary) will also be represented at the NAB, having made vast strides the past two seasons with the cream of selected stations, and again offering unusual recordings. Several coast organizations are expected to be present in Chicago, including the San Francisco and Hollywood contingents.

### Universal's Plan

Considerable interest is expected to be centered on the plans of the Universal Radio Corp., making its debut at an NAB meet. Universal will offer a complete service of series, distinctive and protected in each locality and range of station coverages. Innovation in distribution is planned in key cities for better and exclusive service, the distributing method being worked out along the lines of motion picture exchanges.

In addition to what is believed to be a record breaking low price, Universal's scripts and music combined, will lean greatly toward the non-royalty and license stuff, yet freshly treated in every manner.

Due to the stronger competition this season and the fact that broadcasters have had an opportunity to try out all types of service, majority of stations using two or more serv-

## ★ Coast-to-Coast ★

**F**ORMATION of a network in Australia, whereby the Commonwealth Broadcasting Corp. of Brisbane has absorbed, among others, the J. B. Chandler & Co. radio activities, will result in The Script Library, formerly handled in Australia by Chandler, having its material broadcast over the entire dominion chain of 12 stations. Stuart F. Doyle, Australian theater magnate, holds the major interest in the Commonwealth network.

Bob McKee, announcer of WCAE, Pittsburgh, receives his A.B. degree at the University of Pittsburgh on Wednesday.

WVFW, Brooklyn, will have Stan Shaw, the Milkman, and Allen Courtney, the ad lib artist, as special guests on its sports program June 10 at 5 p.m. Yesterday afternoon Jack Dempsey appeared along with the Italian Golden Glovers. Another recent guest luminary was Frank Straface, international golfer.

The Chernovetz Trio of New Haven, a family affair composed of Paul, Nellie and Michael, will be heard Tuesdays at 7:15 p.m. over WICC, Bridgeport.

Charley Rowe of WCAE, Pittsburgh, recently became the daddy of a girl.

Joseph Sampietro and his KOIN (Portland, Ore.) vocal and instrumental ensemble have a half-hour weekly broadcast over the CBS Pacific network, featuring Dorothy Rolfsness, contralto, Walton McKinney, tenor, and Geraldine Peterson, viola.

Bill Steele, who finished a month's engagement at the Club Mayfair in Boston, is playing a week at the Metropolitan Theater.

Neal O'Hara, columnist, and Joe Toye, editorial writer of the Boston Traveler staff, took part in commercial audition at WEEL. Great secrecy surrounds the sponsor's name.

Larry Collins, trick trombone player, has been signed by NBC Artists Service. He will guest on various variety shows.

Charles A. Schenck Jr., who has been connected with CBS and NBC, and who originated the "Time" and many other programs, had a birthday on Saturday.

ices, keen selling will be needed if stations are to be urged to take more than one or two brands of stuff. Fact that renewals are up for many subscribers is another incentive to present "something new."

Delegation of ET men will probably be the biggest to date. NBC has already announced several men to attend its exhibit in addition to Lloyd Egnor, head of Thesaurus, and

"Red-Head Baker," drama by Albert Maltz, originally scheduled to be presented by the Columbia Workshop over CBS on June 13, has been postponed to June 20 at 7 p.m.

Del Casino, CBS tenor, will be formally presented with a commission as "Ambassador of Song" to the Pan-American Exposition opening in Dallas on June 12, during his broadcast tomorrow on the WABC-Columbia network at 5 p.m. Notification of his appointment was received by Casino in a personal telegram from Governor James V. Allred, honorary director general of the 142-day fete.

David Penn, formerly news commentator at WHIO, Dayton, has been added to the staff of WCOL, Columbus, as news commentator.

WSPD, Toledo, broadcast the Inverness Invitational Golf Tournament June 3-6, using a "pack transmitter" for the first time in Toledo.

Hal Nichols of KFOX, Long Beach, Cal., seeing that summer transient visitors are increasing, signed the Villa Riviera, Long Beach's largest ocean front hotel and apartment house, to take to the air in a bid for guest trade.

Lady Sunshine, Old Man Happy's chief assistant at WPTF, Raleigh, N. C., takes over the Children's Birthday Party, giving Gordon Meriwether, regular custodian, a well-earned vacation.

H. K. Carpenter, Manager of WHK, Cleveland, and former manager of WPTF, will visit in Raleigh June 27-July 4, renewing old acquaintances with whom he is one of radio's most popular personalities.

Lee Johnson, who is replaced on the WBRY (New Haven) announcing staff by Norbert Alexis, has connected with WOC, Davenport, as musician.

Charlie Purcell, of WCAO, Baltimore will officiate at the Century Theater at the public tests of local talent for the discovery of candidates for Hollywood. As master of ceremonies, Purcell will present the candidates as well as the representatives of M-G-M Studios.

Joe Lopez and Dick Voynow of WICC, Bridgeport, went to Providence for the WEAN 15th Anniversary Dinner Saturday.

Frank Chizzini, his right-hand man. M. E. Tompkins and Loren Watson of Vinylite will be on hand, also Herbert Ebenstein, Universal Radio Corp.; Jerry King and Milton Blink and assistants, Standard Radio; Percy Deutsch and Bill Hoppes, World; Clarence Venner, Conquest Alliance, and others, including the phonograph recording concerns eyeing and breaking into the custom field.

## ANOTHER SPORT EVENT IS SNATCHED BY CBS

(Continued from Page 1)

be able to have their microphones at the official starting and finish posts and along the route. Anybody can cover the event from the air or from the banks of the Hudson River. NBC and Mutual plan to do just that. Graham McNamee, Ben Grauer and Bill Stern will handle the assignment for NBC, with Dave Driscoll and Jerry Danzig doing the Mutual job. It is assumed that Ted Husing will do the spiling for CBS.

In bidding for the radio rights to the Regatta NBC was first, filing a three-year bid. CBS asked whether the collegiate rowing associate would approve of its covering the event via airplane, and was told that it was for sale. Through some "leak" CBS found out what the NBC bid was and topped it. In fact CBS filed two bids, one for the coming event and the other covering the next three engagements.

In the meantime Mutual obtained a prospective sponsor and entered a bid, later withdrawing when sponsor decided not to go through with the deal. Lawrence Lowman, CBS vice-president in charge of operations, set the deal for CBS.

## Tele-Film Projector Shown at Paris Expo

(Continued from Page 1)

German Pavilion of the newly opened Exposition Internationale. The "Bildfanger" or "picture-catcher" may be exchanged against another one without interruption or phase regulation, so films and open-air scenes may be alternately televised by interchanging the picture-catcher established on the roof of the pavilion and another such instrument placed in the hall.

### Lyman Cooley at WHO

Des Moines—Lyman Cooley, Radio's Rolling Stone, has joined the staff of WHO artists and will present his travels Sundays and Thursdays.

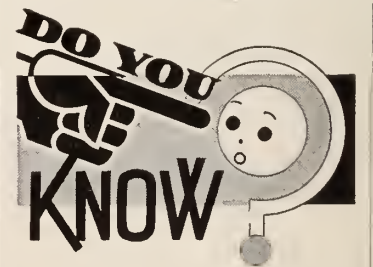
### Hubbell Joins WQXR

Richard W. Hubbell has been added to WQXR's announcing staff.

## ONE MINUTE INTERVIEW

### MARY EASTMAN

"When I started to study singing I learned one lesson I'll never forget. 'Smile when you sing,' an old professor advised me, 'and you'll get that smile into your voice.' I was training for the concert stage at the time and I was taught the importance of injecting personality into a song. Of course the fans can't see you smile over the air but believe me they'll be able to 'hear' that smile."



Andre Kostelanetz at the age of 5½ gave a concert with his piano teacher in Russia before the late Czar Nicholas.