



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 89

NEW YORK, N. Y., TUESDAY, JUNE 15, 1937

FIVE CENTS

## AFM to Push Disk Ban

### NBC SIGNS BARRYMORE IN SHAKESPEARE WAR

Following the plans of CBS to offer a series of eight Shakespearian dramas in one-hour versions, starting the middle of next month, NBC yesterday completed negotiations with John Barrymore for his appearance in similar series to run during approximately the same weeks.

The NBC presentations will be 45 minutes long and are tagged "streamlined Shakespeare". Six plays will be offered, starting with "Hamlet" on June 21 at 9:30-10:15 p.m. over the NBC-Blue network, and followed on succeeding Mondays by "Richard

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### Pacific Coast Admen Convene in Salt Lake

Salt Lake City—Annual convention of the Pacific Advertising Clubs Ass'n got under way here yesterday with preliminaries occupying most of the first day. Sessions wind up tomorrow. Cooperating with Frank B. McLatchy, general chairman of the conclave, KSL is broadcasting as much of the proceedings as practicable.

### Better Programs Seen By Joyce, RCA Ad Chief

West Coast Bureau, RADIO DAILY

Los Angeles — With sale of radio sets this year topping 1936 and totaling close to 9,000,000, a higher general quality of programs is predicted by Tom Joyce, RCA ad chief, here for a brief stay.

"The outlook for better broadcasting is extremely encouraging," he said. "Net income for the first four months of this year was 22.8 per cent

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### Miami Radio Guild

Miami—Radio Guild of Miami has been organized by radio dealers and service men in this area. Membership is by invitation only, and it is the aim of the group to include only members who are thoroughly capable and have proper equipment. A program of advertising, listing names of Guild members, has been launched.

### Little Ironies

Having been stung by a street-corner peddler who sold him a gadget which is supposed to eradicate static and other noises from radio sets, Dr. Kurt Hessler of WMCA's "Home Talk" program exposed the fake over the air. As Dr. H. gave the gyp the works, another peddler of "static-eradicator" gadgets turned on his demonstrator and regaled the ears of his sidewalk crowd with the unexpected lowdown.

### TEXAS BROADCASTERS ELECT TAYLOR PREXY

Houston—O. I. Taylor of KGNC, Amarillo, was elected president of the Texas Broadcasters Ass'n at the annual convention here. Other officers are: Martin Campbell, WFAA, Dallas, vice-president; James R. Curtis, KFRO, Longview, secretary-treasurer. Directors are Frank Smith, KXYZ, Houston; Ralph Bishop, KFJZ, Fort Worth; Hugh Half,

(Continued on Page 3)

### Good Will Tour of Colo. For Admen's Delegation

Denver—Chartered for the first leg of a good will tour of Colorado, "The City of Denver," streamlined train, leaves Chicago Saturday with 50 national advertising executives who will be the guests of KLZ in Denver and KVOR in Colorado Springs. Promotion of Colorado as a national mar-

(Continued on Page 3)

## Invasion of Foreign Radio Time By U. S. Advertisers Up Sharply

Invasion of foreign radio time by American advertisers to date has increased more than 300 per cent over the entire year of 1936, and at the rate of new contracts being signed the current year will see more European and South American programs for U. S. products than the combined total of the four years previous.

According to Jean Sasson, manager of the French language activities of Radio Luxembourg, all desirable time has been sold out and a large waiting list is on tap. Sunday, devoted

## President Joseph N. Weber in Annual Report Sees National Action to Curb Electrical Transcriptions

### GENERAL MOTORS SETS 2 COAST NET SERIES

West Coast Bureau, RADIO DAILY

Los Angeles—General Motors is going on the Don Lee coast network starting this week with a half-hour musical show, "Presenting David Broekman," signed for a year.

The program is a revision of "Thomas Lee Presents" which used Broekman's band. The new program will go on the air Friday nights, using Stafford Sisters and Jimmy Newell as vocalists to supplement the band. There is a strong possibility that the program will go coast-to-coast in the fall.

General Motors, on behalf of Cadillac also will start a new air series on the Coast tonight over Don

(Continued on Page 8)

### Look Magazine to Air Network Show in Fall

The Cowles interests, owners of KRNT and KSO and publishers of newspapers and the magazine Look, will go on the air with a coast-to-coast hook-up on a major chain early next fall to plug the picture magazine. Program will be titled "Stop, Look and Listen," and will be com-

(Continued on Page 7)

Louisville—Only national effort can bring success in the efforts of organized musicians to curb the use of electrical transcriptions on the air, said Joseph N. Weber, president of the American Federation of Musicians, in his annual report to the convention, which got under way here yesterday and will continue throughout the week.

Weber lauded the Chicago musicians' local headed by James C. Petrillo for taking the first steps in curbing disk work on the part of its members. The Chicago action was taken with the full knowledge of

(Continued on Page 8)

## NAB CONVENTION LIST KEEPS GROWING LONGER

Another batch of delegates yesterday reported their intentions to attend the NAB convention at the Hotel Sherman, Chicago, June 20-23. Among them are:

Major Edney Ridge, director of WBIG, Greensboro, N. C., who also will be at the ringside of the Braddock-Louis fight; Arthur Church and

(Continued on Page 3)

## "Good Will Hour" Survey Gives Show High Mark

In the first survey undertaken to determine the popularity of WMCA's Sunday night 10-11 p.m. "Good Will Hour," directed by John J. Anthony as the successor to "Good Will Court," the tabulated report by Ross Federal

(Continued on Page 8)

### KXBY Resumes Tele

Kansas City—KXBY has resumed its series of daily quarter-hour broadcasts in connection with experimental television broadcasts made by First National Television School, which owns and operates the radio station. Broadcasts were temporarily discontinued a month ago when station moved to new studios in the Fidelity Bldg.

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(Registered U.S. Patent Office)

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JOHN W. ALICOATE : : : Publisher  
DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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**FINANCIAL**  
(Monday, June 14)

| NEW YORK STOCK EXCHANGE |             |         |         |          |
|-------------------------|-------------|---------|---------|----------|
|                         | High        | Low     | Close   | Net Chg. |
| Am. Tel. & Tel.         | 164 5/8     | 162 1/2 | 162 7/8 | - 2 1/8  |
| Crosley Radio           | 19 1/2      | 18 3/4  | 18 3/4  | - 2      |
| Gen. Electric           | 51 1/8      | 49 3/8  | 50 3/8  | - 1 1/8  |
| North American          | 23 1/4      | 22 3/8  | 22 7/8  | + 3-16   |
| RCA Common              | 8 5/8       | 8       | 8       | - 1/2    |
| RCA First Pfd.          | 67          | 65 1/2  | 65 1/2  | - 1 7/8  |
| RCA \$5 Pfd. B.         | (110 Asked) |         |         |          |
| Stewart Warner          | 18 3/8      | 17 7/8  | 18      | - 1/4    |
| Zenith Radio            | 32 1/4      | 31      | 31 1/4  | - 1      |
| NEW YORK CURB EXCHANGE  |             |         |         |          |
| Hazeltine Corp.         |             |         |         |          |
| Majestic                | 3           | 3       | 3       |          |
| Nat. Union Radio        | 1 1/2       | 1 1/2   | 1 1/2   | - 3/8    |
| OVER THE COUNTER        |             |         |         |          |
|                         | Bid         | Asked   |         |          |
| CBS A                   | 26 3/8      | 28      |         |          |
| CBS B                   | 26 1/8      | 27 1/2  |         |          |
| Stromberg Carlson       | 13          | 14      |         |          |

**Government Spending \$150,000 Yearly on Air**

Washington Bureau, RADIO DAILY  
Washington—Office of Education, Dept. of Interior, spent \$54,962 in preparation of educational radio programs in the fiscal year ended June 30, 1936, and the Resettlement Administration spent \$28,615 for electrical transcriptions, according to the report of the Brookings Institution made public yesterday by Senator Byrd, chairman of the Senate investigatory committee. Report, also covering government expenditures for films, says some \$150,000 is being spent annually for radio activities.

**The Script Library**  
A DIVISION OF RADIO EVENTS, INC.  
535 Fifth Avenue,  
New York, N. Y.  
A Radio Script for Every  
Sustaining and Commercial Need

**NETWORK SONG FAVORITES**

Following is an accurate list of performances for the week ending June 12, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 10 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

| Selection  | Publisher | Times Played |
|--|-----------|--------------|
| September In The Rain (Remick Music Corp.)           |           | 28           |
| Carelessly (Irving Berlin Inc.)                      |           | 24           |
| Where Are You (Leo Feist Inc.)                       |           | 24           |
| It Looks Like Rain (Joe Morris Music Co.)            |           | 23           |
| Sailboat In The Moonlight (Crawford Music Corp.)     |           | 23           |
| Sweet Leilani (Select Music Corp.)                   |           | 23           |
| There's A Lull In My Life (Robbins Music Corp.)      |           | 23           |
| Never In A Million Years (Robbins Music Corp.)       |           | 21           |
| Merry Go Round Broke Down (Harms Inc.)               |           | 20           |
| When Two Love Each Other (Joe Davis Co.)             |           | 20           |
| On A Little Dream Ranch (Shapiro Bernstein Corp.)    |           | 19           |
| They All Laughed (Chappell and Co.)                  |           | 19           |
| They Can't Take That Away From Me (Chappell and Co.) |           | 19           |
| Was It Rain (Santly Bros.-Joy Inc.)                  |           | 18           |
| Love Bug Will Bite You (Santly Bros.-Joy Inc.)       |           | 17           |
| Swing High, Swing Low (Famous Music Corp.)           |           | 16           |
| Where Or When (Chappell and Co.)                     |           | 16           |
| You're Looking For Romance (Ager Yellen Bornstein)   |           | 16           |
| Toodle Oo (Shapiro Bernstein Inc.)                   |           | 15           |
| Let's Call The Whole Thing Off (Chappell and Co.)    |           | 14           |
| Turn Off The Moon (Popular Melodies)                 |           | 14           |
| Wake Up And Live (Robbins Music Corp.)               |           | 14           |
| Blue Hawaii (Famous Music Corp.)                     |           | 13           |
| Cause My Baby Says It's So (Remick Music Corp.)      |           | 12           |
| Having Wonderful Time (Paull Pioneer Corp.)          |           | 12           |
| Good Mornin' (Famous Music Corp.)                    |           | 11           |
| Love Is Never Out Of Season (Leo Feist Inc.)         |           | 11           |
| Johnny One Note (Chappell and Co.)                   |           | 10           |
| The You And Me That Used To Be (Irving Berlin Inc.)  |           | 10           |

**New Coast Disk Firm**

West Coast Bureau, RADIO DAILY  
Los Angeles—Gerald King, president of Standard Radio, and J. S. Glenn, New York capitalist, have formed a new firm to be known as Radio Features Inc. to make custom-built disks to order and to produce programs on their own for sale to sponsors or agencies.

Initial production will be a series of 60 songs by Donald Novis and 40 orchestrations, together with continuity and a card index. This program has already been taken for Australian rights by Broadcasting Service Ass'n Ltd. of Sydney, through Ralph L. Power, local agent.

**WBIG Producing 4 New Shows**

Greensboro, N. C.—Program Director Ernie Smith of WBIG has in production four new shows, including "The Walk of Life," a 15-minute vox pop broadcast from the National Theater here; "Continental Nights," a musical half-hour; "See America First," a 30-minute musical program of Americana, and "Live and Learn," a new question program. The famous WBIG Dinner Bell Hour, a rural program, is being revamped by Smith.

**WDNC Airs Novelette**

Durham, N. C.—"Superstitious Mountain," 18-chapter action novelette inspired by old Arizona's strangest story and written by Oren Arnold, will be previewed in playlet form over WDNC on June 23 coincident with the start of the serial in the Durham Sun next week. Frank Jarman, Jr. did the radio adaptation.

**WBOW Appointments**

Terre Haute—Horace Capps, who started at WBOW in 1930 and more recently has been with the artists staff of WLW, Cincinnati, has been appointed program and production head at WBOW here, effective July 1, it is announced by W. W. Behrman, director. Capps resigned as head of the music department of the Clinton County (O.) schools to take the new position.

Wendell Siler, formerly at WSVA, Harrisonburg, Va., has joined the WBOW announcing staff, and Wilfred MacDill has assumed charge of the merchandising department.

**Kullman Turns Down Offer**

Having been signed for another 13 weeks on the Palmolive program with Jessica Dragonette over CBS, Charles Kullman has had to turn down an invitation from Arturo Toscanini to sing at the Salzburg Festival in Austria. It marks the first time in four years that Kullman will be unable to sing at the Festival.

**O. B. Hanson Leaves Hospital**

O. B. Hanson, head of the NBC engineering department, left the Norwalk Hospital yesterday. He'll rest at home for a few days before returning to the job.

**COMING and GOING**

NORMAN LONG, British Broadcasting artist, arrives today in New York on the Aquitania.

CHARLES K. WOODBRIDGE, former prexy of the International Advertising Association, and MRS. WOODBRIDGE also are among the arrivals today from abroad.

FORD BILLINGS, California Radio chain chief, is en route to Florida, after which he comes to New York to confer with Hearst Radio execs.

RUBINOFF and his violin finished airing from the Coast on Sunday and left for New York, from which point their future airings will originate.

JOE MORRISON is in town for personal appearances.

BENNY MEROFF is in town on a business conference with the Rockwell-O'Keefe office.

WEBB ARTZ of United Press left Saturday and will be gone two weeks.

CHESTER RACKEY, NBC audio facilities engineer, is back from his vacation.

FATHER O. L. ABELL, top executive of WWL, New Orleans, is in New York.

PAUL LOUIS of Columbia Concerts Corp. leaves town on Thursday for a month's vacation in Florida.

JOHN F. ROYAL, NBC vice-president in charge of programs, returned to New York late yesterday afternoon, completing a round trip flight to Bermuda aboard the Bermuda Clipper.

BILL HEDGES of WLW is in town for few days.

JOHN VanCRONKHITE, president of VanCronk-hite Associates Inc., Chicago, is expected in New York today.

T. K. QUINN, president of Maxon Inc., and his family sail for Europe on the Normandie tomorrow to be gone about six weeks. A farewell party was tendered Quinn by Phil Spitalny and the "Hour of Charm" orchestra on Monday evening.

**New Shows on WROL**

Knoxville—"BGO Revue," sponsored by Beeman's Laboratories of Atlanta, started a daily series of recorded hillbilly music over WROL. "The Whole Town's Talking," sponsored by Scott-Popejoy Motor Co. (Willys Motor Cars), and "The Old Mountaineer," sponsored by J. L. Caton, publisher, also are new WROL programs.

**Donald Ewert Joins NBC**

Daytona Beach, Fla.—Donald Ewert, formerly chief engineer of WMFJ, has resigned to join the technical staff of NBC in New York. Webster Ellenwood, chief operator, was promoted to fill the vacancy, while Don Fitch was added as an operator.

**The Tavern**  
RADIO'S  
RENDEZVOUS

MAKE THIS YOUR  
LUNCHEON—  
DINNER—SUPPER CLUB

158 W. 48th St. Toots Shor

**WE CAN'T GO ON THIS WAY**  
A TORCH BALLAD THAT CAN BE SWUNG  
**ROY MUSIC CO.**  
1619 BROADWAY, NEW YORK, N. Y.



## U. S. SPONSORS USING MORE FOREIGN AIR TIME

(Continued from Page 1)

been using the outlet for some years. Gustavo Uribe, owner of HJ3ABF, Bogota, Colombia, who also sailed for home last week, stated that U. S. business has encouraged the South American radio stations to install better equipment. While here, he bought considerable up-to-date apparatus, also subscribed to NBC Thesaurus library service. South American outlets are on their toes, ready to handle electrical transcription or live talent shows for American clients, majority coming through Conquest Alliance Co.

South American situation has reached the point where advertisers disregard the "summer time," the comparable hot weather period there being in reverse to that in the U. S. The regular season there starts in April and continues through August. In September the weather period corresponds to May in the Northern hemisphere. Contracts being signed now carry through the former South American slump period.

### Foreign Advertisers

Current contracts for Central and South America, Cuba and Hawaii include:

Carter Medicine Co., through National Export Advertising Service, five stations in Costa Rica; HP5B-HP5C in Panama; KGMB, Hawaii; nine outlets, plus 20 stations on the Yellow and Green network in Brazil; 20 stations in Cuba; HCB and HCRB, Ecuador; TGX, Guatemala; WNEL, Puerto Rico; four outlets in Venezuela and two in Peru. A far jump to Alaska is included in Carter's pills, which account also uses three stations in Alaska.

American Tobacco Co., through Lord & Thomas, via CBS, has "Hit Parade" until end of July and Edwin C. Hill until end of October on two Hawaiian stations.

Kolynos Co., through John F. Murray agency, 78 quarter hour transcriptions on five stations in Colombia; two in Hawaii; series of 26 ET shows over nine outlets in Brazil.

Fougera & Co., through Small & Keiffer, placed 26 ET shows on WKAQ, Puerto Rico. Mrs. Winslow Syrup, through International Advertisers, 206 spots on CMCY, Cuba.

West India Oil Co., through McCann-Erickson, Inc., 52 half-hour live talent shows on TGX, Guatemala.

Cardui Company, through U.S.A. Corp., dramatized spot announcements on four stations in Colombia, four in Cuba, HIZ, in Dominican Republic, TGX, Guatemala, HRN, Honduras and two outlets in Venezuela.

Colgate-Palmolive-Peet Co., through Benton & Bowles, series each of 156 and 104 announcements of 50 and 100 words on KGMB and KHBC, Hawaii; 39 quarter-hour disks (Colgate dental cream); 39 announcements of 100 words in Japanese on KGMB and same contract in Filipino, also for dental cream.

Anacin Co., 78 quarter-hour disks of "Easy Aces" on KGMB and KHBC, through John F. Murray Agency.

Knox Co. (Cystex) through Allen C. Smith agency, 28 ET quarter-hour programs on TGX, Guatemala.

Richard Hudnut, three 15-minute weekly shows for 26 weeks, live talent dramatizations on five stations in Cuba, also two 15-minute musical shows live talent over same

## NEW PROGRAMS—IDEAS

### Interview the Zoo

St. Paul—KSTP, Twin City independent station, made monkeys out of its announcers the other day. Spotting a special events program for the opening of the zoo, the station sent two of its announcers, Brooks Henderson and Roch Ulmer, to the zoo, where they walked right into the so-called "monkey island" to visit with the Simians and to tell listeners just what the quarters were like behind the bars. The show developed plenty of comedy angles, with Ulmer and Henderson interviewing a polar bear on how it feels to be a polar bear in a temperature of 100; talking with the lions to determine what a lion thinks about in a cage, etc. Many freak angles were worked into the 15-minute stanza.

### Air Station in the Making

A new series of weekly programs depicting a radio station in the making will be aired over WFIL, Philadelphia, from the 18th floor of the Widener Building where WFIL's new studios are rapidly nearing completion. Announcers Al Stevens and Vernon Crawford, equipped with portable short wave pack transmitters, will tread their way through the maze of wires, lumber, iron, brick and mortar that covers the vast floor, interviewing the various artisans as they bend to their task and in general describing the picture that unfolds before them. Each week, chief engineer Frank Becker, who is supervising the construction work, will take a turn at the microphone to point out the progress made since the preceding broadcast.

### KSTP Aims University

Most citizens look upon their universities as just a place where guys get educated, but, to destroy that illusion and to show that its university does something else, too, KSTP, St. Paul, put its mobile unit into action to show just how the University of Minnesota's college of agriculture is devoting a lot of time to building new industries for the state. Particularly apropos was a shot from two sand caves on the west bank of the

outlets for Hudnut's Face Powder. Through Export Advertising Agency.

Wm. R. Warner Co., through Export Advertising Agency, strip across the board of quarter-hour baseball and other sports with commentator, on five Cuban stations, contract runs 26 weeks.

Pro-Phy-Lac-Tic Brush Co., through National Export Advertising Service, daily dramatized spots on three Cuban stations, contract runs until end of 1937.

Lambert Pharmaceutical Co., same agency as above, daily spot announcements on Panama, Cuban and Puerto Rican stations.

Zonite Products Corp., through Gotham Advertising Co., 52 quarter-hour transcribed music programs on WKAQ, Puerto Rico and 26 quarter hours of live talent over IIRN, Honduras.

Procter & Gamble (Crisco), through Compton Advertising Co., 117 spot announcements on two Hawaiian stations.

Borg-Warner Co. (Spark plugs), 104 dramatized spot announcements on CMW, Cuba.

Lady Esther (cosmetics), transcribed music

Mississippi where the dairy division of the university, after three years' experimentation has begun the production of a roquefort type cheese, turning it out now in commercial quantities of about 20,000 pounds per annum. Show also told of many other research angles being developed at the "U" to stimulate new business for the state.

### Midwest "Neighbor" Program

KFAB of Lincoln and Omaha, a Central States Broadcasting Co. station, is making a hit with its "Howdy Neighbor" program, aired for a half hour each Saturday at 1:30 p.m. CST. Sponsor is the Interstate Transit Lines, Union Pacific subsidiary.

Plot is for a KFAB crew to invade a new Nebraska or Iowa town each Saturday. Local talent from the "honor city" is aired, Man-on-the-Street John Shafer interviews local bigwigs and Dalton Norman, with the Stage Hands, provides the musical background. The program is wired in directly from the honor city.

### Air New Employee's Curiosity

Zelle Wade, newest addition to the staff of KVOR, Colorado Springs, got to put her curiosity about radio on the air. Coming from dramatic work at the Colorado Springs Fine Arts Center, Miss Wade was green about the "whys" and "wherefores" of the radio business, so she prepared a list of simple questions. Then, on the regular Monday morning "Sincerely, KVOR" program, she asked the questions of Wauhilaue LaHay, program director, and Eustace Taylor, chief engineer. Miss LaHay and Taylor gave her the answers in understandable phraseology. The novel program got quick response.

Miss Wade's job is to assist on continuity and programs.

### Pecht's WBAL "Week in Review"

Baltimore—Jerry Lee Pecht has been added to the staff of WBAL with his own Sunday program, "The Week in Review," in which he will gather news stories, boil them down and present the gist of the news of the week at 11-11:15 A. M.

of Wayne King, 26 half-hours on HP5B-HP5C, Panama.

Procter & Gamble (Oxydol), through Blackett-Sample-Hummert, 260 quarter hour transcriptions of "Ma Perkins," two Hawaiian stations. Other Hawaiian biz includes Pond's cold cream, through J. Walter Thompson agency, 26 half-hours; also Servel Inc., through BBD&O, using "March of Time" for 13 half-hours and more time reserved.

Conquest Alliance Co. cleared accounts mentioned above and has in all some 128 contracts extant.

## RECORDINGS

Productions -- Transcriptions

Sound Reproductions Corp.

17 West 46th St.  
New York City

Telephone  
BRy 9-8265

## TEXAS BROADCASTERS ELECT TAYLOR PREXY

(Continued from Page 1)

WOAI, San Antonio, and Carl Wyler, KTSM, El Paso.

Convention talks were made by Harold V. Hough, WBAP; James W. Baldwin, NAB secretary, and Graham Robertson of New York. Association passed a resolution praising Hough for his services as NAB treasurer and urging his renomination at the Chicago convention.

## NAB Convention List Keeps Growing Longer

(Continued from Page 1)

J. Leslie Fox, KMBC, Kansas City; Donald Dwight Davis, John Schilling, Henry E. Goldenberg and Norvell Slater, WHB, Kansas City; T. L. Evans and A. F. Schliecker, KCMO, Kansas City; W. A. Bailey and Ellis Atteberry, KCKN, Kansas City, Kas.; H. Dean Fitzer, WDAF, Kansas City; Wyn Esch, WMFJ, Daytona Beach, Fla.; Mr. and Mrs. Earle J. Gluck and W. C. (Bill) Irwin, WSOC, Charlotte; "Bevo" Whitmire, WFBC, Greenville, S. C.; Karl Wyler and Roy Chapman, KTSM, El Paso; Ralph Brunton and C. L. McCarthy, KJBS-KQW, San Francisco.

## Better Programs Seen By Joyce, RCA Ad Chief

(Continued from Page 1)

up over corresponding period of last year. This means major broadcasting chains have more money for sustaining programs as well as for special features. National radio advertisers have increased their budget for talent, and we can expect finer programs than ever before.

"Phonograph record sales for the first four months of this year were more than 575 per cent ahead of corresponding period of 1933."

### Jane Pickens In Opera Aria

Jane Pickens, soprano, will appear with the Philadelphia Symphony orchestra June 22 at Robin Hood Dell. Ferde Grofe is guest conductor of the orchestra that evening. The concert is for the benefit of the Philadelphia Milk Fund. Miss Pickens will sing an operatic aria before an audience for her first time.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

M.W.F.



## PROMOTION

### KFOX Newspaper Publicity Swap

A unique trade deal on swapping of publicity was made between KFOX, Long Beach, Cal., and the Long Beach Shopping News, local weekly advertising sheet with circulation of more than 70,000. Shopping News, which is entirely an advertising paper containing no news items other than household hints, and gardening tips, or notice of a civic event, gives KFOX a radio chatter column each week devoted exclusively to KFOX activities. The station in return plugs the Shopping News over the air, pointing out particular bargains being advertised.

Present plan is for KFOX to run a picture of an artist or announcer each week, then broadcast the fact and urge each listener to get his copy of Shopping News and obtain the picture. Out-of-towners may write for copies.

### Fan Magazine Tieup

Radio Press, Philadelphia fan magazine, in effecting a reciprocal advertising deal with WDAS, uses the air time for daily sidewalk interviews as a circulation promoter. While Ed Robertson, staff announcer, conducts the street quizzing, sheet's workers distribute sample copies to the crowd that congregates, thus saving mailing expense on the giveaways. And to make the direct selling job complete, subscriptions are solicited on the spot.

### WHO Tall Corn Sweepstakes

WHO, Des Moines, has announced the first WHO National Tall Corn Sweepstakes to find the tallest stalk of corn grown in the United States and Canada during the 1937 growing season. Cash prizes aggregating \$275 will be awarded by WHO, including a first prize of \$100, second prize of \$50, third prize of \$25, five prizes of \$10 each and ten prizes of \$5 each.

### Hopping on Headlines

Taking advantage of a Des Moines Sunday Register banner headline, reading "Iowa Again Leads in Farm Income," and another story about the coming bumper wheat crop, KMA of Shenandoah, Ia., obtained extra copies of the paper, placed stickers on them with an arrow pointing to the prosperity stories and asking "Have You Arranged With KMA to Get Your Portion?"

### Youngman Wins Pilot Award

Henny Youngman, comedian on A.&P. Band Wagon program over CBS has been named as the winner of the Pilot Radio Weekly Award of Merit.



● ● ● Kansas City and environs are still talking about the big seven-day WHB 15th Anniversary Celebration put over by Prexy Don Davis and Gen. Mgr. John T. Schilling... Windup of the event was a Saturday night party in the Arena of K. C.'s new \$6,000,000 Municipal Auditorium... There were no free admissions—and not a line of advance newspaper advertising was used on the party—yet more than 15,000 persons jammed the Arena for the event... The crowd was as big—or bigger than—those drawn by Ben Bernie, Bob Burns, Rubinoff, Veloz and Yolanda and other top names at K. C.'s widely publicized "Jubilesta" last fall... and it was the first time such a big crowd had ever been assembled in K. C. through radio promotion alone.

● ● ● Prof. Quiz's mail for the five days ending last Friday totaled 28,193 pieces by actual count... Allen Scott, popular WROL, Knoxville sports announcer and commentator, who ordinarily keeps other sportsmen in the headlines, made the headlines himself the other day when he won the News-Sentinel Hole-In-One golf match... The most surprised person of all was Allen... Newsman Bob Maguire had a radio wedding at WICC, Bridgeport, with Larry Cruza as usher and Jud LaHaye chauffeuring the bride to the church while station execs and aircasters were in attendance... Irving S. Strouse, who resigned from the publicity dept. of J. P. Muller agency, will shift to Artists Management and the Paul Whiteman interests... Three KCKN programs received front page publicity in the June 11th issue of the Kansas City "Kansan."

● ● ● E. Phillips Oppenheim's "The Amazing Partnership," which was placed on wax as an audition for A. & P., is being road-toured by the sponsor to get the reaction of branch store managers... Kay Kyser will be in a N. Y. spot shortly... Jack Osterman is going to Rudy Vallee's throat specialist for vocal chord treatment... Bob Haring is the new house conductor at WOR—for two weeks—and will be followed by Al Roth of St. Louis... Shep Fields is wearing a slipper—because of an ingrown toe nail... Benny Meroff is in town to arrange for an out-of-town spot with a wire... With all the people auditioning for the Frank Parker spot on Woodbury, Joey Nash may be the selection... Al Shayne is booked into the Pavilion Royal... Afterthought: The Boswell Sisters (who were at one time the "adored" of the critics) originated the "over-arrangement" cf numbers which is now causing Kay Thompson consistent rebukes.

● ● ● Russ Morgan was called to the coast for picture work by a "two-name" firm and it isn't Warner Bros... Mickey Alpert's absence from the Riviera tonite is caused by his trek to Boston to attend his sister's wedding... Bert Lebar's appearance at the NAB convention depends on Mrs. Lebar's condition... Skinny Ennis, drummer and vocalist in Hal Kemp's band will form an aggregation of his own... Eadie Lang, sister of Bing Crosby's deceased guitar player, Eddie, is considered a Martha Raye type of singer at the Mirador... A fellow rushed up to Bob Goldstein with the news that he had just signed a SEVEN YEAR contract with an insignificant station (no pay). To which Bob inquired, "Who broke a mirror for you?"... Bill Engle of the WMCA engineering dept and Don Kerr, announcer and emcee, are leaving for a short fishing trip... and will bring back the longest lies you ever saw.

## ORCHESTRAS MUSIC

A L DONOHUE and ork, now featured at the Rainbow Room, N. Y. C., and originally scheduled to remain there until October, will leave that spot in August, to return for the winter season, October to January.

Prince Waln and his Waikiki serenaders inaugurated a period of Hawaiian and American rhythm at the Atlantic City Ambassador on June 26. Deal was set by Rockwell-O'Keefe.

Art Shaw and the band open at Hunt's Plaza, Wildwood, N. J., July 3, through arrangements by Rockwell-O'Keefe.

Lee Authier's musical aggregation, airing over WSPR, Springfield, Mass., Sunday afternoons, now features Irma Serra and Eddie Martin, vocalists.

Nancy Martin, WCAE vocalist, has turned songsmith. The search for a theme melody for her commercial on that station having proved futile, she proceeded to pen a ditty called "Give Me a Melody" which is now heard Tuesdays and Thursdays at 12:30 p.m.

Dance numbers played by Worthy Hills and his boys, at the Pavilion Royale, Savin Rock, Conn., will be fed via WELI to WNCA and the Inter-City Network on Wednesdays, Saturdays and Sundays thereafter.

Robert Emmet Dolan, Sealtest Sunday Night Party batoneer, has added two harps to his outfit. One is played by Casper Reardon, swing specialist. Dolan has the only band in radio with two harps.

With numerous name bands appearing in Atlantic City this summer, CBS has arranged with Station WPG for three pick-ups weekly from the Steel Pier so that the bands may be heard by the CBS coast-to-coast audience. Programs are scheduled Tuesdays and Thursdays 11:30-12 midnight and Saturdays 5-5:30 p.m. First band to be aired is Red Norvo's.

Blaise Pasque and ork will music-make for the new Edgewater Club at Lafayette, La.

Will Holland and his band open at the Glass Hat in the Congress Hotel, Chi., with an NBC wire, at an early date.

## AD AGENCIES

JOSEPH C. HAUCK, formerly account executive with the United States Advertising Corp., has joined Vredenburg-Kennedy Co. Inc. in the same capacity.

FORREST U. WEBSTER has resigned as merchandise sales manager of Cutler-Hammer, Inc., Milwaukee, to join the staff of Lord & Thomas in New York.

NRC  
HI-FIDELITY  
**SOUND SYSTEMS**  
Maintained and Installed  
NATIONAL RECORDING CO.  
2 W. 46th St., N. Y. C. Tel.: ME-3-3860  
NRC



WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

**S**HARRI KAYE is the chanteuse selected by Woody Herman for his Wilhows opening... date being June 25.... Helen Gahagan of Broadway and Hollywood fame to concert tour under NBC Artists Service management.... She'll vocalize next month at the Prague Opera House, then give a recital in Salzburg... Returns in August in time for a guest appearance with the L. A. Symphony Ork in the Hollywood Bowl.... Muriel Draper, now heard regularly on "It's a Woman's World," will probably lecture under the same management next season.... Mrs. Roosevelt attacks a problem with universal appeal in discussing the "Housing Bill" on her June 23 broadcast.

▼ ▼  
*Lydia Todd, fashion expert at WBAL, Baltimore for the last three years, will be able to give her listeners first-hand information on Fall modes in the fashion centers of Europe as well as in America when she returns from her foreign trek in September.... Before sailing, June 18, Miss Todd also will inspect the Fifth Avenue and other N. Y. style shops.*  
*Lynn Martin who's gone network went visiting her pals at WTMJ last week.... She was playing a Chi theater engagement and couldn't resist the temptation to check up on the old crowd.... Lynn's been auditioning for a West Coast network show.*

▼ ▼  
*Virginia Vallance, formerly a feature of the General Mills program, becomes a bride June 26, the fortunate gent being Francis M. Randolph.... WROL's swing-songbird, Gracie Ridenous, hospitalized as the result of an auto accident, with several stitches taken in her nose.... Mrs. Marjorie Fitzgerald, sec to WHO's sales manager, planning an Omaha vacation, reason being her parents live there.... Cathryn Cunningham, KSL "Charm School of the Air" hostess, has been invited to teach during a summer school course at Oakland, Cal.... Course to epitomize material she's been presenting over KSL.... She'll be aired several times over KYA, through the management of Gordon Owen, affiliated with that station.... Her brochure, "The Challenge of Charm," will be the course textbook.... Rhea Diamond of WMCA press department received an animated birthday greeting from Larry Nixon yesterday in the shape of two little turtles whose collective shells bore the inscription "Happy Birthday".*



"THE QUESTION BOX"

Towne Publications  
WINS, Sundays, 10:45-11 a.m.

MOVIE QUERIES TIED IN WITH GOSSIP PROGRAM ON BEHALF OF THEATERS.

This is not a quiz in the same category as the current well-known question bees, but rather a quarter-hour of Hollywood and Broadway chatter, with the inclusion of five questions and prizes for listeners who supply the right response. Questions deal with film facts and personalities, and apparently are designed to incidentally publicize New York's Roxy and Paramount theaters and attractions, the sponsors being publishers of theater programs.

There is also a neighborhood store tieup, listeners being advised to call on the listed stores for question blanks on which to send their answers, although the use of these blanks is not compulsory. Awards to winners are a "free day in New York for two," the free stuff including two shows (Roxy and Paramount), sightseeing and meals.

David Lowe is the commentator, doing a satisfactory job.

"Magic Key of RCA"

Helen Hayes' Broadway stage hit, "Victoria Regina," finally was sampled by "Magic Key of RCA" listeners Sunday, with Miss Hayes playing her original role, assisted by Vincent Price and George Macready. Instead of cramming a condensed version of the entire drama into the quarter hour or so, wisdom was exercised in presenting only a special sequence from the play. It went off smoothly and crisply, proving one of the choicest dramatic morsels heard on the air in some time.

Another highlight of the NBC-Blue network broadcast was the vocalizing of Wynn Murray, a torch singer whose pipes and style should take her places.

"Presenting David Broekman"

It would be unfair to review "Presenting David Broekman" on its first airing for General Motors, Don Lee Pacific Coast net. The faults were so blatant that they were almost certain to be corrected. Broekman's orchestra, one of the best in America, was grand as usual. Stafford Sisters were swell, and Jimmy Newell's solos gracefully sung and fine. But the commercials—too long, too many, and so noisy that they tore down the mood that Broekman built up. Softer, more leisurely voice needed—and pare 'em down in length, and omit the preview of next week's show to make room for one more musical number! Then the show's worth putting transcontinental, which is in the works for the fall.

NEAL O'HARA

Brown & Williamson  
(Kool, Raleigh cigarets)

WEEI, Boston, Monday-Wednesday-Friday, 7:30-7:45 p.m.

Batten, Barton, Durstine & Osborn  
SNAPPY PROGRAM OF COMMENT AIMED CHIEFLY FOR MALE INTEREST.

"Four men for men" seems to nicely sum up the new Neal O'Hara's Radio Gazette aired thrice weekly over WEEI. The show has been primarily built for male appeal, which seems a bit incongruous as although it is plugging a cigarette there are plenty of the "gentler sex" who have the smoking habit.

In addition to a radio version of O'Hara popular Boston Traveler column, "Take It From Me," there is Joe Tove, editorial writer for the same newspaper, Edson Smith, financial writer and adviser, and Jay Wesley giving the current sport slant.

The program is peppy with a good pace and not too much ad plugging. Should go places either for this present sponsor or any other. The night the show was caught O'Hara did make an attempt to include the listening ladies.

Chase & Sanborn Hour

Two things in particular are cutting down the rating of this recently launched Sunday night NBC-Red network show. One is the invariably draggy first-half of the program. It smacks too much of killing time and purposely holding W. C. Fields back so he can be utilized completely to buck the Texaco show at 8:30-9 p.m. on CBS. Second is the over-exuberance of Don Ameche, the emcee, who is the loudest laughter at Fields' remarks and whose dialogue frequently overlaps that of the comedian, thereby often killing a good line or at least blurring it.

Also of minor irritation is the shouting tone used by the announcer on the commercials. And, reverting to that initial half of the show, the dramatic skits presented in this period are nearly always pretty bad. Ameche plays the male lead in these sketches, opposite a guest star. Added to his emceeing, his singing, his straightman work for Fields, etc., it is just too much to expect Ameche to be good all over the place.

"Today's Doings"

This new five-minute WMCA sustaining, which started yesterday as a Monday-through-Saturday shot at 8:55-9 a.m., tells what's going on and coming in the way of theater, night club, sports and other entertainment, giving hints to listeners on doing something different. At least, that's the intention. Dick Fishell is re-

★ F. C. C. ★  
ACTIVITIES

Hearings Scheduled

July 6: Southwest Broadcasting Co., Prescott, Ariz. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited. W. P. Stuart, Prescott. CP for new station. 1500 kc., 100 watts, unlimited.

Arthur Lucas, Savannah. CP for new station. 1310 kc., 100 watts, unlimited.

Utica WUTK, Inc., Utica. CP for new station. 1420 kc., 100 watts, unlimited.

WDNC, Durham, N. C. CP for change in frequency and power. 600 kc., 1 KW., unlimited.

WBNS, Columbus. CP for change in power. 1430 kc., 1 KW., 5 KW. LS., unlimited.

July 7: E. B. McChristy, Brownwood, Tex. CP for new station. 630 kc., 250 watts, daytime.

Galesburg Broadcasting Co., Galesburg, Ill. CP for new station. 1500 kc., 250 watts, daytime.

July 8: KPQ, Wenatchee, Wash. CP for change in frequency and power. 1360 kc., 1 KW., unlimited.

Sept. 23: KDON, Del Monte, Cal. CP for change in frequency and power. 1400 kc., 250 watts, 1 KW. LS., unlimited.

Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc., 250 watts, daytime.

WHOM, Jersey City. CP for increase in power. 1450 kc., 250 watts, 1 KW. LS., unlimited.

Sharon Herald Broadcasting Co., Sharon, Pa. CP for new station. 780 kc., 250 watts, daytime.

Allen T. Simmons, Mansfield, Ohio. CP for new station. 780 kc., 1 KW., daytime.

KADA, Ada, Okla. Mod. of lic. 1200 kc., 100 watts, unlimited.

Sept. 30: Johnson City Broadcasting Co., Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

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

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

CALL LETTERS ASSIGNED  
Gulf Broadcasting Co., Corpus Christi, Tex. KRIS.

Harold F. Gross & Edmund C. Shields, Saginaw. WHAL.

responsible for program creation, while Powell Clark (Buddy Cantor) is the commentator. First airing suggested possibilities.

Stage Understudies

The variety shows put on Sunday night over the NBC-Blue by a group of stage understudies was something different and most enjoyable. These are the boys and girls who seldom get their chance. Being given it on this occasion, they displayed plenty of ability in singing, dramatics and otherwise. Graham McNamee emceed the trick very capably. There ought to be some more of the same.

Texaco Program

Due to Deanna Durbin being tied up by film work, Maureen O'Connor was drafted to fill her spot in Sunday's Texaco program over CBS. Miss O'Connor is another youngster with a remarkable voice and the ability to use it. Eddie Stanley, comedy headliner of the show, gets better as he goes along. Bobby Breen did his farewell stint of the season on this program. Pinky Tomlin and Saymore Saymore also contributed enjoyably. Next week Ella Logan and Igor Gorin join the cast, while Bobby and Miss Durbin vacation.





**OLSON** and **JOHNSON** are making audition disks at Electro-Vox, for new Richfield Oil show (Hixon-O'Donnell agency) planned for a half hour feature on one of the chains soon. Sam Kerner is producing.

Patricia Kay (Mrs. Max Henry in private life), staff singer on KEHE, and Jack Owens, staff tenor, both announce arrivals in their homes. Miss Kay's new daughter weighed 8 pounds, named Patty Joe. Young John Owens is a boy, 7½ pounds.

Lew Weiss, Don Lee chief, week-ended in San Francisco to arrange for broadcasts to originate on the Exposition Grounds. Several Don Lee sponsors wish to air from the fair while the big show is on.

Understood that Shirley Ross is leaving the Campbell show, with F. Wallis Armstrong agency auditioning for a successor.

S. M. McFedrics has moved from sales department to producer for Frederick Dalquist's American Radio Features organization, and Ed Lindsay becomes director of sales.

Pomona College Glee Club of 200 voices making this year's graduation exercise music permanent by recording the numbers, waxing and pressing records for sale to students. Radio Recorders doing the job.

NBC adding Jack Wormser as fourth member of its sound department.

Ken Carpenter, announcer on the Crosby, Packard and other big NBC shows, has just finished making a commercial short for the C. G. Conn Musical Instrument Co.

### Coast Track Meet on Mutual

San Francisco—The N. C. A. A. track and field championships, one of the nation's most important track meets, will be aired from Berkeley, on Saturday, the second day of the meet, at 2:30-4:30 p.m. PST via KFRC and a nationwide Mutual network, Doug Montell doing the miking.

### KSL Staff Assignments

Salt Lake City—Lennox Murdock, director of KSL, has made the following changes in staff assignments:

Ralph Hardy to continuity and production; Wayne Richards, announcer, added to press bureau news staff; Roy Drushall added to informal time announcer's staff.

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June 15  
Greetings from Radio Daily

to  
Jacques Renard  
Max Stuart

## ★ Coast-to-Coast ★

**CLINTON "BUDDY" TWISS** will revive that perennially popular radio feature "Behind the Mike" with Snoopy, Ye Olde Eavesdropper, when he begins a new series over KPO, San Francisco, next Sunday at 8-8:15 p.m. PST. News behind the radio news, interviews with air celebrities and broadcasting executives and employes will be regular features with Twiss, who now announces some of the most important programs originating in the Hollywood studios of NBC. Twiss will fly to San Francisco each Sunday to do "Behind the Mike," which is sponsored by Pacquin Laboratories, makers of hand cream.

*Bob Griffin, announcer at WHO, Des Moines, is vacationing in the north woods of Minnesota.*

**KVOR** (Colorado Springs) Chat: Gilbert Hodges, formerly of KVOB, Denver, has replaced Don McCaig on KVOR's news staff. McCaig left Colorado Springs to re-enter newspaper business in Alliance, Neb.... Bob Freed of Pueblo has joined the announcing staff, replacing Bob Harris who is on the staff of KOA, Denver.... Tom Loritz, salesman, is the proud father of Renee Cecile Loritz—KVOR's first baby since the station reorganized under the management of E. K. Gaylord and Associates last November.... CCC Camp 3810 has a rhythm unit now appearing weekly over KVOR.... KVOR's artist bureau furnished talent for the Colorado Dentists convention here last week. Artists included Byron Jorgenson, Pike's Peak Melodeers, Peggy Keyes and Jack Taylor.

*Howard Peterson, publicity director of WOW, Omaha, is back from a visit to San Francisco and Los Angeles.*

Radio's Rolling Stone (Lyman Cooley), who recently started a twice-weekly program over WHO, Des Moines, has evoked a quick and heavy mail response.

*Marion Talley, in concluding her present series for Ry-Krisp on June 27, over the NBC-Red network, will offer an all-request program. Miss Talley will vacation until September, when she returns for the same sponsor.*

Bob Keller celebrates the completion of his first year on the air when he presents another original Elmer and Elsie monologue today on the program of the Strollers Matinee, emanating from KDKA, Pittsburgh. Val Varr and Jack Hammerschmidt will do the vocal numbers. On Thursday's program, Madeline Ward and Charles Grayson will be soloists, with Dale Jackson in more English comedy.

**KONO**, San Antonio, has the following new series of daily programs: Monday, "Birth of the News"; Tuesday, "Machine Age"; Wednesday, "Men Behind the Classics"; Thursday, "World in Review"; Friday, "Radio News Briefs"; Saturday, "World in Review."

The Dr. Pepper Dixie Network next Sunday afternoon will present its Pepper-Upper Light Opry group in a raw drammer of life in the hills. Music will be furnished by the 21-piece Pepper-Upper Orchestra under the direction of Alexander Keese. The Trace-Lock-Dawson Inc. agency of Dallas handles the account.

*John Fitzgerald, staff organist of WHDL, Olean, N. Y., has been chosen by Warner Bros. Pictures to represent it in the national organ contest to be held in Cleveland in September. The winner will get a contract to make Vitaphone shorts and organ recordings for W-B theaters.*

Carroll E. King is no longer connected with WRBL, Columbus, Ga., managed by J. W. Woodruff Jr.

*WHO, Des Moines, is airing weekly talks by prominent citizens promoting the Citizens Military Training Camps. Programs are on Friday nights.*

Philip Keith Palmer has resigned as junior announcer at WMAS, Springfield, Mass.

*Dewey Lee Drum, emcee of "Early Riser's Club" on WSOC, Charlotte, has another son, christened David Lawrence.*

Ottis Roush of Jackson, Tenn., has joined the announcing staff at WLBC, Muncie, Ind. He succeeds Jack Bush, who resigned to go to New York and try for opera.

*Arthur R. McCreary, who built and owned WOQ, first radio station in Kansas City, and later was a radio supply dealer, died last week at his home, Pacific Beach, Cal.*

Ed Sims, commercial manager and sports announcer at WMFJ, Daytona Beach Fla., was appointed state commissioner of the Florida State Semi-Pro Baseball Tournament which opened Saturday.

*WSOC, Charlotte, had a flock of staff birthdays last week, including Earl J. Gluck, president and manager; Dick Faulkner, Dewey Lee Drum*

Bessie Evelyn Paine, who wrote most of the scripts for the WPA Player's group program over WSPR, Springfield, Mass., is now conducting a variety hour program as a sustainer over the same station.



**THOMPSON BARTLETT**, CBS announcer, journeyed from Chicago to Port Washington, Wis., last week for an annual fish fry participated in by three other friends for the past six years.

Henry Busse now carrying along a femme vocalist, Edith Lane.

Sheila Barrett opened last week at Continental room of Stevens Hotel.

The Prairie Ramblers at WLS are on a vacation. Hired Hands is crew filling in.

Everett Mitchell, head NBC announcer, and wife off for fortnight's vacation in Estes Park, Colo.

Leo Salkin, head man at Consolidated Radio Artists, has been named to Mayor Kelly's Charter Jubilee committee and is taking a hand in mapping entertainment for lake front festivities.

### Weed to Survey Canada

Joseph J. Weed, head of Weed & Co., station reps, and Mrs. Weed, will make an extended tour of the Canadian stations on the firm's roster. Leaving here on 19th, NAB convention will be first stop. After that, trip will take in eight provinces in the Dominion.

Purpose of the trip is to observe business and marketing conditions as well as to make a study of broadcasting in the areas served by the Weed stations. Weed will return to New York about Aug. 1.

### One-Hour Expo Show on Mutual

Mutual Broadcasting System will stage a one-hour show on June 28 at 10-11 p.m. when the complete show of the Casa Manana at Fort Worth will be presented. Several musical organizations including Paul Whiteman and the Dixieland Jazz Band, as well as motion picture and other stars in the four-part show staged by Billy Rose, depicting the year's four best sellers will be heard. Production has a cast of 300 people.

### Kyser from Hotel New Yorker

Kay Kyser's Willys Surprise Party on Mutual will be heard Sunday night from the grand ballroom of the Hotel New Yorker. Originally it was intended to give the performance from the Mutual Playhouse, but the 800 seating capacity fell short of the tickets already distributed. New Yorker room holds about 1,500.

### NBC Steals a Trick

CBS paid for the exclusive rights to broadcast the National Open Golf tournament last week, but it was NBC that brought the newly crowned champion, Ralph Guldahl, to the mike for an exclusive interview. Usually anyone signing a sporting event presents the winner on the air.



**NEW PATENTS**

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

Re. 20,400. Short Wave Converter. Harold M. Lewis, Great Neck, N. Y., assignor to Hazeltine Corp.

2,082,812. Selective Antenna. Robert H. Worrall, Washington.

2,082,813. Oscillation Generator Comprising Electron Discharge Devices. George M. Wright and Noel M. Rust, Chelmsford, England, assignors to RCA.

2,082,820. Antenna Arrangement. Paul Bouvier and Raymond Villem, Paris, France, assignors to Compagnie Generale de Telegraphie Sans Fil.

2,082,825. Radio Communication System. Thomas L. Eckersley, Danbury, England, assignor to RCA.

2,082,839. Filament Structure for Electron Discharge Devices. Nils E. Lindenblad, Port Jefferson, N. Y., assignor to RCA.

2,082,848. Stem for Electron Discharge Devices. George M. Rose, Jr., Orange, N. J., assignor, by mesne assignments, to RCA.

2,082,851. Electron Discharge Device. Newell R. Smith, Bloomfield, N. J., assignor, by mesne assignments, to RCA.

2,082,995. Radio Receiving System. Edwin H. Armstrong, New York.

2,082,941. Counting Apparatus Operated by Radiant Energy. James H. Burnside, New York.

2,082,961. Automatic Gain Control. Winfield R. Koch, Camden, N. J., assignor to RCA.

2,082,992. Molded Base with Contacts. Wilford B. Wallace, Bloomfield, N. J., assignor, by mesne assignments, to Westinghouse Electric & Mfg. Co.

2,083,025. Automatic Gain Control Circuit. Winfield R. Koch, Merchantville, N. J., assignor to RCA.

2,083,026. Automatic Gain Control Circuit. Winfield R. Koch, Merchantville, N. J., assignor to RCA.

2,083,107. Thermionic Tube. Felix L. Yerzley, Ithaca, N. Y., assignor to RCA.

2,083,170. Radio Receiving Set. Virgil Needham, Osceola, Ark.

2,083,190. Welding Apparatus. John W. Dawson, Wilkingsburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,083,196. Heating Element for High-Voltage Cathodes. Gerhard Liebmann, Berlin, Germany.

2,083,198. Braun Tube. Siegmund Loewe, Berlin, Germany.

2,083,202. Arrangements for Generating Tilting Oscillations. Kurt Schlesinger, Berlin, Germany.

2,083,203. Braun Tube. Kurt Schlesinger, Berlin, Germany.

2,083,204. Braun Tube. Kurt Schlesinger, Berlin, Germany.

2,083,205. Safety Means for Television Tubes. Kurt Schlesinger, Berlin, Germany.

2,083,209. Braun Tube. Manfred von Ardenne, Berlin, Germany.

2,083,232. Automatic Selectivity Control System. Winfield R. Koch, Camden, N. J., assignor to RCA.

2,083,239. Tuning Control. Ekko Oosterhuis, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,083,241. Oscillator Tube. John J. Rogan, Brooklyn, assignor to Hygrade Sylvania Corp.

2,083,242. Method of Direction Finding. Wilhelm Runge, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,083,243. Automatic Gain Control and Noise Suppression Circuit. Otis H. Schade, West Caldwell, and Francis H. Shepard, Jr., Rutherford, N. J., assignors to RCA.

2,083,246. Electronic Musical Instrument. Gilbert Smiley, Brighton, Mass., assignor, by mesne assignments, to G. Willard Rich.

**GUEST-ING**

JOHN CHARLES THOMAS, XAVIER CUGAT, KAY THOMPSON and MARGALO GILLMORE, on "Magic Key of RCA," June 20 (NBC-Blue, 2 p.m.).

KITTY CARLISLE, on the Phil Baker Show, July 11 (CBS, 7:30 p.m.) BETTINA HALL, on the same show, July 25.

JAMES BARTON will appear in a radio adaptation of "Burlesque" on Kate Smith's Bandwagon June 24 (CBS, 8 p.m.).

**Look Magazine to Air Network Show in Fall**

(Continued from Page 1)

posed of music and guests each week. A definite tie-up with the guests will be effected by using the artist whose life story appears in pictures in the magazine as the guest on the air. First star to be heard will be Alice Faye.

**"Thrills" Renewed Again**

West Coast Bureau, RADIO DAILY  
Los Angeles — Union Oil's NBC coast "Thrills" program, so successful that Union Oil broke a precedent and renewed at the end of the first 13, now is assured of a third series, with the signing of a new contract by Lord & Thomas agency. Frederick Dahlquist produces, using March of Time technique in dramatizing historic and current thrill episodes, with background of David Broekman's symphony orchestra.

**Ted Woodward to WMFO**

Birmingham—Ted Woodward, formerly manager of WJRD, Tuscaloosa, Ala., has been transferred to WMFO, Decatur, Ala., in the same capacity, it is announced by J. R. Doss, Jr., operator of both stations.

Woodward came to Alabama from Chicago a number of months ago.

**Gets Chaser Account**

Birmingham—Sparrow Advertising Agency here has been appointed to handle the advertising of the Eureka Chemical Co., of Sylacauga, Ala., manufacturers of "King Bee Ant Chaser," a bottled liquid for killing ants. E. L. Sykes is account executive. A test radio campaign is planned.

**WWVA Studio in Park**

Wheeling, W. Va.—WWVA has arranged to install a regular broadcasting studio in Oglebay Park, the state's largest natural park, near here. The Tri-State Farm & Home Hour will originate daily from the park starting June 21. Other regular features also are planned.

2,083,260. Radiating System for Electromagnetic Waves. Paul F. Godley and Edmund A. Laport, Montclair, N. J.

2,083,292. Diavision. Aloysius J. Cawley, Pittston, Pa.

2,083,330. Electron Discharge Device. Vivian L. Holdaway, Brooklyn, assignor to Bell Telephone Laboratories, Inc.

2,083,335. Electric Protective System. Clifford L. Lpudon, New York, assignor to Holmes Electric Protective Co.

2,083,336. Modulation. Frederick C. Lunnon and Harold J. H. Wassell, Chelmsford, England, assignors to RCA.

2,083,346. Electronic Discharge Device. Victor L. Ronci, Brooklyn, assignor to Bell Telephone Laboratories, Inc.

2,083,357. Mutual Conductance Meter. Loy E. Barton, Collingswood, N. J., and Carl C. Chambers, Lansdowne, Pa., assignors to RCA.

2,083,402. Electrode Mounting for Pool-Type Discharge Devices. Hobart E. Rowe, Schenectady, assignor to General Electric Co.

2,083,416. Radio Direction Finding System. Charles B. Aiken, New York, assignor to Bell Telephone Laboratories, Inc.

2,083,420. Coupling Means for Piezoelectric Crystal Elements. Charles H. Atchisson, St. Louis, assignor to Electrical Research Products, Inc.

2,083,474. High Frequency Receiving Apparatus. Ernest Y. Robinson, Enfield, England, assignor to General Electric Co.

2,083,501. Automatic Gain Control. Wm. Cobb Lane, Jr., Clifton, N. J., assignor to Hygrade Sylvania Corp.



**WHO READS  
RADIO DAILY**



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**EQUIPMENT**

**MANUFACTURERS**

**SONG WRITERS**

**BAND LEADERS**



**EVERY DAY**





## A. F. OF M. TO PUSH BAN ON RECORDINGS

(Continued from Page 1)

the AFM president, Weber said. The local enacted rules as to just how records could be made in its jurisdiction and provided that they could not be used in the jurisdiction of any other local unless a number of local musicians also were employed when so used. The result may be that finally no records will be made in Chicago, declared Weber.

Winning of the fight to regulate transcriptions will take a long time. The AFM chief pointed out, due to the extensive catalogs of recordings now available and which users of such music can draw upon. Speaking of court suits in connection with unauthorized use of recordings without the consent of musicians, Weber said that so far every test case had been won. As a result of the organization's efforts, he added, Congress may eventually pass a law giving AFM property rights in the duplication of records.

Following open discussion of the ET subject, probably starting today, recommendations and resolutions on procedure are expected to result.

### Amendment to Radio Laws

Weber suggested that the first paragraph of Sub-Section 2-D, Section 2, Article X, page 64 of the organization Radio Laws be amended to read as follows:

"Traveling orchestras or orchestras which play out-of-town engagements may fill engagements for their radio sponsor in the jurisdiction of any local, but are not permitted to function as a studio orchestra."

Also:

"Such orchestras must pay a tax of 50 per cent on the engagement figured from the price of the local in whose jurisdiction they play same," etc.

Nothing in the change of rules as above suggested will interfere with the opportunity of a sponsor to select a local orchestra in preference to a traveling or out-of-town orchestra for a sponsored engagement, Weber pointed out.

### Foreign Talent Restriction

Warning against permitting foreign musicians from coming into this country and working in competition with American artists, Weber cited the proposed U. S. engagement of Pietro Mascagni and his Milan La

## NEW BUSINESS

### Chicago

WMAQ: Scholl Mfg. Co., through Donahue & Coe.

WENR: Scholl Mfg. Co.; Lawndale-Ogden Motor Co., through Schwimmer & Scott.

WGN: Union Pacific R.R., through Caples Co., Los Angeles; Procter & Gamble (Oxydol).

WBBM: Lincoln Life Insurance Co., through Critchfield & Co.

### KSL, Salt Lake City

Sears-Roebuck local branch, daily newscast starting June 19, through W. E. Featherstone; Zion's Cooperative Mercantile Institution, thrice weekly; Certon, disks.

### WIP, Philadelphia

Pennsylvania-Reading Seashore Lines, through Al Paul Lefton Agency; Journal of Living, through Serutan.

### General Motors Sets Two Coast Net Series

(Continued from Page 1)

Lee net. Luther King, rising young colored tenor, Frederick Stark's orchestra and Walter Schumann's choristers will furnish music. Program titled "Royal Troubadour." McMannus, Johns & Adams, Detroit, is agency.

### John Fox Altar-Bound

John Fox, CBS sales promotion department, will be married to Rose Bigman, Walter Winchell's Girl Friday, sometime next month.

### Cycle Races on WTAQ

Green Bay, Wis.—WTAQ will air two broadcasts Saturday and Sunday from the scene of the American Motorcycle Ass'n annual meeting at Shawano.

Scala Orchestra. Explaining the AFM opposition to allowing the Italian aggregation to work here, Weber said that the organization would not object to Mascagni and his orchestra coming into the country as an artistic organization to give concerts in Carnegie Hall, but objected to the orchestra playing a sponsored radio network series in competition with American musicians. Protest to this effect was recently filed with the Commissioner of Immigration by Weber in behalf of AFM.

Television also came in for comment by Weber, who said the new art is still so beset with difficulties that it is impossible to forecast its effect on musicians, though he believes it will reduce theater attendance.

Regulation of musical recording in the motion picture field also was discussed.

### WOR, Newark

Drums Inc. (cleaning preparation), Detroit, through Winningham Inc., Detroit.

### WPTF, Raleigh

American Oil Co., through Joseph Katz Co., Baltimore; Goldston's Beach (resort).

### WBIG, Greensboro

Norge distributors, renew "Sunday Serenade," 15-minute program with Gwendolyn Farrell, soprano.

### WMAS, Springfield, Mass.

American Oil Co., six disk flashes weekly; Crisco, temperature report, 10 times weekly.

### WNEW, New York

Lake Hiawatha, spots, through Radio & Film Methods Corp.; S. & G. Theaters Inc., participations, "Scrap Book."

### Good Will Tour of Colo. For Admen's Delegation

(Continued from Page 1)

ket and to celebrate the completion of extensive building programs at KLZ and KVOR, is the purpose of the good will tour.

On arrival here Sunday, the good will tour will proceed to Colorado Springs to inspect KVOR and to be entertained at the home of Spencer Penrose, Colorado multi-millionaire mining man.

Executives making the tour include Herbert V. Akerberg, C. J. Baker, F. S. Berend, Osborne B. Bond, B. B. Brewer, L. T. Bush, N. J. Cavanagh, W. J. Davis, Herschel Deutsch, Ted Enns, E. A. Fellers, Elmer Froehlich, Gene Fromherz, Carl Georgi, Jr., Max Hacker, Frank Hakewill, H. E. Hendrick, Maxwell R. Hott, H. H. Hudson, H. L. Hulsebus, George Johnston, R. D. Marvin, John F. Mayer, Paul C. McCormick, George McGivern, Robert McNell, R. Metzger, George Pearson, R. J. Potts, E. S. Pratt, N. H. Pumpian, Allen Russell, John R. Sarles, Ray G. Simmons, C. P. Simpson, G. L. Trimble, F. C. Weber, Harry Walsh, Ralph Bateman, Morris Beck, Fred Bell, George Brett, Lowell Jackson, Eugene Katz and S. L. Katz.

### Forming WLBC Dramatic Group

Muncie, Ind.—Bill Davies, new production head of WLBC, is organizing a group of dramatic players to go on the air shortly.

### C. P. MacGREGOR

Hollywood

### AT the CONVENTION

Room 423  
Sherman Hotel

## NBC SIGNS BARRYMORE IN SHAKESPEARE WAR

(Continued from Page 1)

III", "Macbeth", "King Lear", "Richard II" and either "Winter's Tale" or "Cymbelline".

CBS previously announced "Hamlet", "Macbeth", "King Lear", "Twelfth Night", "As You Like It", "Taming of the Shrew", "Henry IV" and "Much Ado About Nothing". Burgess Meredith has been mentioned as likely to appear for CBS.

NBC pioneered in the broadcasting of Shakespeare, having presented its first play, "Macbeth", on Sept. 8, 1929. Since that time, more than 60 performances from Shakespearean works have been aired by NBC.

### "Good Will Hour" Survey Gives Show High Mark

(Continued from Page 1)

Research Corp. shows that of the persons contacted by phone and who were able to identify station or program to which they were listening, 41.42% reported that they were listening to "Good Will Hour." Next most popular station had 20.42% of the audience; third most popular station, 19.14%; fourth, 9.28%; fifth, 7.88%; all other stations, 1.86%.

Total of 3,041 completed calls were made in the New York area between 10 and 11 p.m. June 6. Those who were tuned to stations other than WMCA were asked the question "Have you ever listened to the 'Good Will Hour' broadcast on WMCA?" and 57.19% of the listeners interviewed definitely remembered listening to the program at some time or other—42.49% of these stating that they had heard "Good Will Hour" as recently as one or two weeks previously.

Same question was asked of persons who were not listening to the radio at the time the phone call was made. Of this larger group, 50.73% recalled having heard "Good Will Hour." Of this group, 42.86% said they had listened either one or two weeks previously.

Survey was made at instigation of the publishers of a popular magazine who are considering sponsorship of the program.

## ONE MINUTE INTERVIEW

### EILEEN BARTON

"West Coast radio studio audiences are more responsive to the ethics of studio broadcasting than those of any other section of the country. While Milton Berle broadcast from Hollywood, he was given every consideration from the audience which permitted his MUGGING and still did not disrupt the airing and appreciation of the show for the dialers."

## CONSOLIDATED RADIO ARTISTS, INC.

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America's Leading Radio and Dance Orchestras



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and his  
New Englanders  
with Ruby Wright  
BEVERLY HILLS COUNTRY CLUB  
Newport, Ky.  
WLW, Cincinnati—NBC Network