



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 50

NEW YORK, N. Y., TUESDAY, APRIL 20, 1937

FIVE CENTS

Sues W. U. Over Baseball

Looking On AND LISTENING IN

RADIO-THEATER A trend toward broadcasting from regular paid-admission theaters appears to be quietly under way in several sections of the country.

Around New York alone, at present, there are sponsored airings of portions of shows or special radio features from the Brooklyn Paramount Theater, the Park Plaza Theater in the Bronx, the Paramount in Newark and the Fox in Brooklyn.

For listeners before a dial, these programs are not always as satisfactory as their more regulated counterparts from broadcasting studios.

But there may be ways to remedy that. The more interesting query raised by this situation is how it hooks up with the studio audience problem.

The much mooted question of radio and theater opposition also may find some kind of a solution here.

From a radio standpoint, advertisers could sponsor individual acts of a vaudeville show, or a participating sponsorship could take over the whole performance.

Types of radio programs desiring an audience would find the real thing in a regular theater charging admission.

Laughs and applause would be genuine.

From the theater standpoint, if the show is good, the airing will boost business at the box-office during its entire run.

Of course, the angle of reviving theater audiences may find opposition among those who consider the theater a competitor of the radio.

But in as much as the present widespread access to studio shows is doing that very thing anyway, why not get together and make it a cooperative arrangement between radio and stage under terms and conditions that will benefit both.

13 MORE SHOWS ADDED IN WLW-WHN HOOK-UP

Program details for the rest of the week were completed yesterday by WHN for its exchange series with WLW which premiered 9 p.m. yesterday. Thirteen more sustainings were added to the 18 already set, bringing the total of broadcasts to be heard over the hook-up the first week to 31.

WHN will broadcast first program Thursday at 7 p.m. when Buster Locke and orchestra air. Later in the evening Ted Travers' orchestra, Will Osborne's orchestra and "Moon River" will be heard. Friday's schedule will begin at 12:45 p.m. with Will

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Record World Audience Will Hear Coronation

Largest international audience in the history of radio will hear the Coronation ceremonies taking place May 12 in London, according to data compiled by NBC. In addition to the U. S., where all networks will carry the event, 12 countries already have arranged for special broadcasting facilities.

Start Work At Once On New KMTR Studios

West Coast Bureau, RADIO DAILY
Los Angeles—Architect's plans have been approved, work is to start immediately, and within 90 days, KMTR is to have a new home, it is announced by Victor Dalton, owner. The site is on four acres owned by Dalton, on Cahuenga, just South of Santa Monica, now the site of Dalton's transmitter and the building

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3-Hour Daily Gamut Show For Gen'l Mills on WMCA

A three-hour variety show plus sports will start tomorrow 2:30-5:30 p.m. as a seven-days-weekly program sponsored by General Mills over WMCA. A 14-piece orchestra with soloists and other artists will be spotted on each broadcast. Garnett Marks and King Lear will give running comments on baseball scores throughout the country, reported ev-

WJBK, Detroit, Files Action to Compel Telegraph Company to Furnish Scores of League Games

KRSC on 24 Hours

Seattle—KRSC is now broadcasting 24 hours daily, with a slogan of "Good Music Always". It's the only station in these parts on continuous service.

DON GILMAN TO CONFER ON TELEVISION STUDIO

San Francisco—Among matters to be taken up with NBC officials in New York by Don E. Gilman, v.p. in charge of the western division, who leaves tomorrow for the east, will be the question of whether NBC will expand its present Hollywood studios or seek more space elsewhere in order to provide for television developments.

Having just recently completed Hollywood studios, NBC is now confronted with the necessity of enlarging its quarters to meet the in-

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WRGA Leases Theater For 2-Hr. Paid Shows

Rome, Ga.—WRGA has leased the City Auditorium for two-hour Saturday night presentations of its "Hill Billy Jamboree," charging 15 and 25 cents admission to see the broadcast. Price Selby of the WRGA staff acts as m.c., with Wally Adams, also of the studio, assisting backstage.

Detroit—An action of far-reaching effect was instituted yesterday when WJBK turned to the FCC and the local courts in an effort to compel Western Union to furnish the station with baseball reports, which the telegraph company allegedly is withholding from WJBK because the service has been sold to a bigger station, WWJ. At the same time, WJBK attorneys filed mandamus proceedings in local courts, contending in both cases that W. U. is a public utility and as such cannot enter into contracts restricted to favored parties.

WJBK maintains that the present

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ITALY TO SEEK GOOD WILL IN U. S. RADIO SERVICE

Surrounded with more than ordinary secrecy, the Italian Government is reported readying a network program for good will purposes, intended to offset the adverse opinion of that country dating back to the Ethiopian war, and to encourage the return of considerable lost tourist trade. Further, the general rush to

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Six Coast-to-Coasters Sets Record for Mutual

West Coast Bureau, RADIO DAILY
Los Angeles—With six programs going transcontinental over MBS, Don Lee System today sets an all time high for number of coast-to-coasters going out from the Don Lee

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15 Years for WHB

Kansas City—WHB celebrates its 15th anniversary next month. Built by Sweeney Auto School in 1922, station was taken over nine years ago by Cook Paint & Varnish Co. General Manager John Schilling, builder of the original plant, and Chief Engineer Henry Goldenberg, who joined two months after it went on the air, are still with it.

News Competition

St. Paul—In an effort to deliver news to its listeners ahead of the newspapers, KSTP has pushed its noon hour newstime period ahead to 12 noon from its former 12:40 p.m. spot.

The local rags in both Minneapolis and St. Paul have been hitting the streets between 12:30 and 1 p.m. on weekdays.

ery half inning. Bob Carter will flash racing results and Buddy Cantor will give Hollywood news and gossip.

Other sports results also will be flashed, plus remotes. Hal Janis will have charge of gathering and compiling the program material.

Bertram Lebar, WMCA sales mgr. closed the deal with General Mills.



Vol. 1, No. 50 Tues., Apr. 20, 1937 Price 5 Cts.

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DON CARLE GILLETTE : : : Editor
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Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Application for entry as second-class matter is pending.
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FINANCIAL
(Monday, Apr. 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168	167 1/8	168	+ 5/8
Crosley Radio	21 3/4	21 3/4	21 3/4	- 1/4
Gen. Electric	54 3/4	54 1/8	54 3/4	+ 3/8
North American	26 1/4	26	26 1/4	+ 1/8
RCA Common	10 3/4	10 1/2	10 5/8	+ 1/8
RCA First Pfd				
RCA \$5 Pfd. B.	(98 Bid)			
Stewart Warner	19 3/8	19 1/4	19 1/4	+ 1/4
Zenith Radio	38 1/2	37 1/4	38 1/2	+ 2 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/8	16 3/8	16 3/8	+ 3/8
Majestic	4	4	4	
Nat. Union Radio	2 5/8	2 5/8	2 5/8	- 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	54 3/4	56 3/4
CBS B	54 3/4	56 3/4
Stromberg Carlson	15	15 3/4

Veet Starts Test Series Before Nat'l Campaign

Philadelphia—Gardner Manufacturing Co., makers of Veet, a dry powder shampoo, plans a national spot campaign to develop distribution for the product. Though the account has not yet been assigned to an advertising agency, company has arranged for a test series over WFIL, taking daily participation in the "Classified News of the Air" stanza for 11 weeks.

Paramount Show Fading
West Coast Bureau, RADIO DAILY
Los Angeles—"Paramount on Parade" will finish its short career on the air after next Sunday's broadcast. Daylight saving forces too early an hour to get good stars.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES
535 Fifth Avenue, New York, N. Y.
From script to production—that's extra—something that's good radio

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending April 17, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Carelessly (Irving Berlin, Inc.)		35
Too Marvelous For Words (Harms, Inc.)		35
Boo Hoo (Shapiro, Bernstein, Inc.)		30
Where Are You (Leo Feist, Inc.)		27
September In The Rain (Remick Music Corp.)		24
Little Old Lady (Chappell & Co.)		21
Moonlight And Shadows (Popular Melodies)		21
Sweet Is The Word For You (Famous Music Corp.)		19
When Love Is Young (Miller Music, Inc.)		19
I've Got My Love To Keep Me Warm (Irving Berlin, Inc.)		18
Never In A Million Years (Robbins Music Corp.)		18
Swing High, Swing Low (Famous Music Corp.)		18
What Will I Tell My Heart (Crawford Music Corp.)		18
How Could You (Remick Music Corp.)		16
Let's Call The Whole Thing Off (Chappell & Co.)		16
My Little Buckaroo (Witmark & Sons)		16
That Foolish Feeling (Leo Feist, Inc.)		16
You're Here, You're There (Marlo Music Co.)		16
Blue Hawaii (Famous Music Corp.)		15
Love Bug Will Bite You (Santly Bros.-Joy, Inc.)		15
Sweet Leilani (Select Music Co.)		15
To A Sweet And Pretty Thing (Shapiro, Bernstein, Inc.)		15

Foreign-Language Shows Increase to 20 at WOV

Reflecting the growth of foreign-language broadcasting, WOV, leading Italian language outlet of the country, now feeds 20 network shows weekly to Eastern stations including WRAX, WICC, WEAN, WAAB, WOR, WINS, WSPR, WABY, WIBX, WMBO, WSAY and WBNY. WOV also acts as central office for 22 weekly programs fed to out-of-town outlets but not heard over WOV.

Radio Got 14 Per Cent Of 1936 Adv'g Dollar

At the initial session of the annual convention of the Association of Newspaper Publishers which opens today at the Waldorf-Astoria, the ANPA Bureau of Advertising annual report will reveal that, out of \$427,561,000 spent for advertising in 1936, radio received 14 per cent. In 1935 radio garnered 13.4 per cent, according to the bureau.

WTBO Names McGillvra
Cumberland, Md.—Henry B. McNaughton, general manager of WTBO, announces appointment of Joseph Hershey McGillvra as national sales representative for the station. R. W. Clipp, formerly of NBC and now business manager for WFIL, Philadelphia, is president of WTBO.

WDNC's Annual Ward Week
Durham, N. C.—Montgomery-Ward is holding its annual Ward Week with daily disk broadcasts of the Rhythm Rascals over WDNC.

Robert Hoffman Married
Syracuse, N. Y.—Robert H. Hoffman, radio editor of the Herald, was married Saturday to May Labby.

Sobriety Series Signed On 10 Don Lee Stations

West Coast Bureau, RADIO DAILY
Los Angeles—Samaritan Institute (liquor habit cure), which has been on local stations consistently, is moving to wider fields and has signed for Don Lee system of 10 stations, starting today with a twice-a-week series of 15-minute programs featuring "The Old Judge," Howard Esary producing. Allied Advertising Agency placed. Contract runs 52 weeks.

Giants-Dodgers Opener Being Sponsored on WOR

For the first time in New York City, a major league baseball game other than a World Series has been sold to a sponsor. Opening game today between the Giants and Dodgers at Ebbett's Field was bought yesterday by Crawford Clothes. Dave Driscoll and Stan Lomax will give play by play description via WOR, which had acquired the rights.

New Coast Disk Firm
West Coast Bureau, RADIO DAILY
Los Angeles—Fitra Productions, Inc., has been formed with Dr. W. H. Voeller as president, I. O. Witte, vice-president, and Edward Pavarof, secretary and treasurer. The firm will handle transcriptions, radio programs, slide films, industrial films, and also plan to make a feature film later in the year.

LEO SAYS:
WHN's Jimmy Jemal is radio's original inquiring reporter—with a N. Y. Daily News following since 1921!
WHN DIAL 1010
AFFILIATED WITH M.G.M. LOEW'S

COMING and GOING

CHARLES E. GREEN, head of Consolidated Radio Artists, Inc., returned yesterday from Texas via Chicago.

ALLEN T. SIMMONS, owner of WADC, Akron, headed for New York on business.

ED PAMPHILION, WFIL operations supervisor, leaves today for a Florida vacation.

JOE STORY, KMBC retail sales representative, left Kansas City Saturday for Philadelphia and will be gone a week.

JANE PICKENS is leaving the "Zeigfeld Follies" at Indianapolis this week and will do a guestar shot on the "House That Jack Built" Friday from Sewickley, Pa. She then returns to New York for more radio work.

IRVING MILLS is in Hollywood seeking new recording talent and discussing picture deals for Cab Calloway and Ina Ray Hutton.

DOUGLAS D. STORER, indie production man, will remain away from his office until next week, touring the south.

E. J. SAMUELS, commercial manager of WMAS, Springfield, Mass., has returned from a business trip to New York.

Q. A. BRACKETT, president of the Connecticut Valley Broadcasting Co., owners of WSPR, Springfield, Mass., has returned from Washington, D. C.

GRACE MOORE leaves for Hollywood on Sunday.

LOUIS K. SIDNEY, managing director of WHN, goes to Hollywood Thursday for a three-week stay.

GIULIO MARCONI, son of the inventor, arrived yesterday from Italy. Will spend two years here studying radio at RCA plant.

DON E. GILMAN, NBC western division chief, leaves San Francisco tomorrow for New York.

HAVEN MacQUARRIE leaves the Coast May 7 on a cross-country personal appearance tour. He will also scout talent for Warners.

New NBC Minstrels Start Series Tomorrow

Chicago—NBC Minstrels, headed by Gene Arnold, with Harold Peary, Bill Thompson, Vance McCune, Shorty Carson, Edward Davies, Clark Denis and a male ensemble and orchestra under Al Short, take the NBC-Blue network tomorrow at 10:30 p.m. EST as a weekly feature.

Local color will be injected by the designation of honor cities, selected on a basis of votes received in proportion to population.

WFIL Program Adds Time
Philadelphia—To accommodate additional advertisers seeking participation in Martha Laine's "Woman's Club of the Air," daily WFIL feature, station has added 15 minutes to the regular half-hour.

Sales! Sales! Sales!

It's the sales that count. Never mind how many listeners you have who just "love" your news programs.

Are your news programs SOLD? If not, then you better contact us immediately.

"RADIO'S ONLY NEWS COUNSELLORS"
VanCronkhite Associates, Inc.
360 NORTH MICHIGAN AVE.
CHICAGO
State 6088

SUES WESTERN UNION FOR BASEBALL SCORES

(Continued from Page 1)

W. U. contracts which exclude this station constitute restraint of trade. The station sets forth that it was the pioneer in telegraphic description of baseball here. It started broadcasting out-of-town games by means of wire reports back in 1933 when other stations were unfavorable to the plan. Later WWJ, CKLW and WXYZ adopted similar broadcasts.

Commenting on the legal action, Manager James F. Hopkins of WJBK said it was a friendly move insofar as W. U. is concerned. "That company is only doing what a large and powerful station with the backing of two big national advertisers wants it to do," he said, adding that impartial survey published by the Detroit News showed more than 50 per cent of those listening to out-of-town games last season tuned in on WJBK for them.

Hopkins said that WJBK counsel is confident W. U. can be forced to either furnish baseball reports to all who want them or refuse them to all alike.

W. U. buys the country-wide score reports from the leagues on an exclusive basis, and in turn sells the service.

Start Work At Once On New KMTR Studios

(Continued from Page 1)

housing KMTR's engineering and technical staff.

New home of KMTR will be housed in a group of one-story buildings, grouped together to conform to the Mexican style of architecture selected by the builders. Administration building will house 20 suites of offices, rehearsal studios, etc. Separate building will house auditorium studio. This is the fifth new radio studio plant to be announced in Los Angeles this year.

Astaire in Special Operetta

A special comic operetta, "Bojangles of Harlem," with lyrics and musical interludes by Johnny Green, will serve as the Fred Astaire radio vehicle April 27 over the NBC-Red net. Charles Butterworth, Francia White and Trudy Wood will be in the cast.

WMAZ's 7th Annual Bee

Macon, Ga.—Seventh annual spelling bee at WMAZ will be held April 22-24, with 18 county schools taking part. Bee has been sponsored each year by Bankers Health & Life Insurance Co.

RALPH KIRBERY

"The Dream Singer"

63 WEEKS

LIPTON'S TEA

N.B.C.

NEW PROGRAMS—IDEAS

Traffic Court on Air

"Traffic Court on the Air" will be a new sustaining over WCKY, Cincinnati, starting Friday. The program, aired 9-9:30 a.m. EST, will originate in Judge Joseph P. Goodenough's Traffic Court at the City Hall in Covington, Ky.

Actual testimony in traffic cases and the verdicts of the court will be broadcast by remote control. The weekly program is a contribution to the safety movement and at its conclusion each Friday there will be safety talks by Covington officials, including Judge Goodenough, Alfred Schild, assistant police chief, and George W. Hill, city prosecutor, of Covington.

Six Coast-to-Coasters Sets Record for Mutual

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system. This includes the period during which KHJ and Don Lee were CBS affiliates. KHJ, Los Angeles, is originating "Sing Time," Homer Canfield's "Radio Parade," the premiere of "A Star is Born" from Grauman's Chinese Theater, Sterling Young's ork and Ted Fiorito's ork. San Francisco is originating Waldman's orchestra.

Radio Execs in Town For Publishers' Meet

Radio executives who are expected in town today to attend the Association of Newspaper Publishers convention at the Waldorf-Astoria include Richard Borel, WBNS; James Cox, Jr., WHIO; John Cowles and Gardner Cowles, Jr., Iowa network; E. J. Stackpole, Jr., WHP; Dale Taylor, WESG; C. C. Council, WDNC; B. F. Orr, KTRH; Phil Lalonde, CKAC; Frank Gannett, WHEC; J. P. Fishburn, Jr., WDBJ; Earl Glade, KSL; A. L. Glasmann, KLO; David E. Smiley WDAE; John D. Ewing and John C. McCormack, KTBS; Guy C. Hamilton, McClatchy stations.

Also Roger and Charles Peace, WFBC; Col. J. Hale Steinman, Mason-Dixon Radio Group; A. E. McCullough, WGAL, WDEL; Joel H. Bixby, KBIX; Joseph R. Knowland, KLX; G. C. Willings, WCOA; O. L. Price, KEX, KGW.

WWVA Gets Short Wave

Wheeling, W. Va. — West Virginia Broadcasting Corp., operating WWVA, has been granted short wave licenses W8XKB and WAAH Station plans to put the mobile relay stations into use immediately. New Western Electric remote equipment recently was installed.

KMBC Music Week Auditions

Kansas City—KMBC is holding private auditions of musical talent for airing during National Music Week.

Philip L. Ponce Moves

Philip L. Ponce Inc. has moved to new offices at 444 Madison Ave.

Medical Aid Service

Two programs weekly, Mondays and Wednesdays at 4:30 p.m., are being offered over WOV by the People's Medical League, a non-profit organization which arranges for medical aid, on behalf of families of limited incomes, at reduced rates. The Monday program features "Medical Oddities in the News", with Henry L. Davis as commentator, while the Wednesday presentation is a dramatic sketch in serial form portraying events in the life of a typical New York family, thus bringing out the need for medical care at reduced fees.

Announcer Guild Confab Adjourned to Tomorrow

Confab held yesterday morning between representatives of CBS and the American Guild of Announcers was adjourned until 10 a.m. tomorrow. Ken Roberts has been selected to serve as alternate on the Guild bargaining committee because Perry is slated to leave soon for Peru to announce the CBS eclipse program on June 8.

Roy Langham, president of the Guild, denied that the Guild had any intentions of calling a strike if its demands were not met by CBS. Langham further declared that at no time have the talks with CBS officials been held on anything but friendly terms. Of the 30 CBS announcers and production men, the Guild, according to Langham, has 25, while three cannot sign with the Guild because of other union affiliations.

WBBM Business Spurt Shoves Back Ork Pickups

Chicago—Business is so brisk at WBBM that all remote orchestra pickups have been shoved back beyond 11 p.m. and on some nights well beyond midnight.

On alternate Fridays, Goldberg Credit Clothing has the WBBM Nutty Club on at 11 to 1 a.m. Saturdays the Drug Trades' Pappy Cheshire Barnyard Frolics compete with WLS National Barn Dance, 10:15-12:15.

Mutual Texas Salute

Mutual Broadcasting System on Monday will salute its new Texas affiliates, KTAT, Ft. Worth, and WRR, Dallas, with special musical programs from New York and Chicago.

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

M.W.F.

ITALY TO SEEK GOOD WILL IN U. S. RADIO SERVICE

(Continued from Page 1)

England to attend the Coronation is diverting a wealth of travel money to the British Isles, with possibility that most of the tourists and sight-seers will visit Scandinavian countries and France after the London ceremonies, rather than risk Mediterranean travel and the Spanish civil war ramifications.

Although network time has already been set, according to reliable sources talent is yet to be chosen and this end will be given the personal okay of Mussolini himself. Transcriptions of auditioned talent and sample programs are being rushed abroad for the edification of Il Duce. Last disks to be put aboard an Italian liner included a name orchestra, male singer doing pop ballads and an operatic soprano doing Italian arias. Credits are all for Italy in institutional manner. No tie-up with any steamship line or travel bureau is included.

5 Signed by Metropolitan

Five young singers employed by the networks have received contracts from the Metropolitan Opera and will appear in the spring series to be presented by that organization. Singers are Robert Weede, Thomas L. Thomas, Donald Dickson, Margaret Daum and Helen Traubel.

WNBC
NEW YORK'S OWN STATION

Lead in
PROGRAM PLANNING

TODAY'S BASEBALL

DAILY 6:45 P.M.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

Yankee Network, Inc., Quincy, Mass. CP for new facsimile station. 41000 kc., 500 watts.

Genesee Radio Corp., Flint, Mich. CP for new station. 1200 kc., 100 watts night, 250 watts day, specified hours.

C. Frank Walker & Waldo W. Primm, Fayetteville, N. C. CP for new station. 1210 kc., 250 watts, daytime.

Harry Schwartz, Tulsa. CP for new station. 1310 kc., 250 watts, daytime.

Brenau College, Gainesville, Ga. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

Curtis Radiocasting Corp., Richmond, Ind. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

Champaign News-Gazette, Inc., Champaign, Ill. CP for new relay station. 39700, 39900, 40800 and 41400 kc., 10 watts.

Champaign News-Gazette, Inc., Champaign, Ill. CP for new relay station. 39700, 39900, 40800 and 41400 kc., 2 watts.

KSLM, Salem, Ore. CP for change in frequency and power to 1360 kc., 500 watts.

APPLICATIONS GRANTED

WDBO, Orlando, Fla. CP covering changes in equipment and increase in day power to 5 Kw.

WAYX, Waycross, Ga. CP to install new equipment and increase day power to 250 watts.

KGGM, Albuquerque, N. M. Lic. to cover CP. 1230 kc., 1 Kw., unlimited.

King Trendle Broadcasting Corp., Detroit. Extension of authority to transmit, via WXYZ, programs to Canadian Radio Commission by means of commercial telephone wires.

Radio Air Service Corp., Cleveland. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 50 watts.

National Broadcasting Company, Inc., Chicago. CP for new relay station. 31100, 34600, 37600, 40600 kc., 50 watts.

W6XRE, Los Angeles. Lic. to cover CP for new high freq. station. 88000, 120000, 240000, 500000 kc., 500 watts.

Crosley Radio Corp., Cincinnati. CP for new high freq. station. 25950 kc., 200 watts.

APPLICATIONS SET FOR HEARING
Centennial Broadcasting Corp., Dallas. CP for new station. 1500 kc., 100 watts, daytime.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 Kw., unlimited.

Ocala Broadcasting Co., Ocala, Fla. CP for new station. 1500 kc., 100 watts night, 250 watts day, unlimited.

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

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

KRKD, Los Angeles. Auth. to transfer control of corporation to J. F. Burke, Sr., and Loyal K. King.

APPLICATION DENIED

H. O. Davis, Mobile, Ala. CP for new station. 610 kc., 250 watts LS., unlimited.

APPLICATIONS DISMISSED

Utica Observer Dispatch, Inc., Utica, N. Y. CP for new station. 950 kc., 1 Kw., daytime.

E. Va. Newspaper Publ. Co., Clarksburg, W. Va. CP for new station. 1250 kc., 1 Kw., daytime.



● ● ● After three years on the air via CBS and then WOR, Feen-a-mint fades May 16... GGG, the clothes firm, is looking for talent and air-time... Carl Hoff slated to return to "Hit Parade"... Jeremy Gury, head of the Phillips H. Lord research department, is another to resign from that office. New job places him in charge of public relations for Intourist, Inc., agency to promote traveling to Russia... Ruth Weinberg of the Earle Ferris office out again this week because of the illness in family... The CBS Bowling championship was won by the Maintenance dept' composed of the air conditioning super, building super, and manager of the playhouses, who scored over the Production dept' with Andre Baruch reaching a score of 244... Red Norvo succeeds Hal Grayson who follows Benny Goodman at the Pennsylvania... Recommended: Tommy Dorsey's record of "Marie" with "Song of India" (also a honey) on the reverse side.

● ● ● That Lord & Thomas audition at NBC behind locked doors the other day was the playing of records for the J. C. Penney department stores... Jack Kofoed has bought another home in Penn. This time it's a rambling mansion in Ekins Park... Jack's brother, William H., the publisher, will shortly bring out a class men's mag called, "Sir," scheduled for an August date-line... Hal Le Roy opens at Benny Gaines' swanky Mayfair in Boston tomorrow, following Benny Fields... Hal opens at the Paramount on the 4th... Will Osborne has been signed for 13 transcriptions for a fashion concern with an option for 36 more... Milton Douglas, the comic, has been signed by M-G-M pictures with options... Mary McCormack, the radio actress, takes a screen test for RKO this afternoon... Frank Cooper is offering Marta Abba and John Halliday to the agencies as permanent features.

● ● ● Homer Canfield, Hollywood columnist syndicated in 12 newspapers, starts a coaster today with flicker scandal via Mutual... Walter Cassell has been signed as a permanent feature on the Rubinoff show as long as the fiddler remains west... George Fischer, another air columnist, who starts writing "Hollywood Diary" for the L. A. Daily News, also gets an air spot via MBS starting May 1, to be called "Hollywood Whispers"... Tim and Irene could have had the Jack Benny-Jell-o spot again this summer, but preferred 26 weeks via WOR to the 13 of subbing offered by General Foods... Teresa Small went over to the Ripley show doing research, leaving Ejler Jacobson with Phil Lord—and he is also expected to resign.

● ● ● Tip to publishers: ... One shrewd professional manager has a "system" all his own on obtaining "No. 1" position with a tune for any given week... He selects a song that has a catchy melody, contacts singers and leaders, making arrangements in their particular style—after which he asks them to HOLD it—not to play the tune until he asks them... A week or two may pass... The firm's pluggers will stay away from the definite contact—not even asking a "break" on another song... Then—the fireworks begin... Every maestro and singer will be wired, phoned or entertained and the word goes out to PLEASE do the song this week... Zoom—the song gets all the "plugs" within the week and comes out on top of the heap.

● ● ● Mickey Alpert called off his CBS audition slated for last night—until a future date... Bobb Venn, emcee of the Silver Shadow University of Iowa Night Club, has his diploma and may be found engaged as page boy at NBC because he wants to be an announcer—but will settle for an opening in the sound department... Robert Taylor's mother, Mrs. Ruth Brugh, will tell about her boy, "America's Sweetheart", on the Vallee show Thursday, which will also feature Wynne Murray, currently appearing in the Broadway musical, "Babes In Arms"... The Four Jesters in Macon, Ga., being aired via WMAZ, are kiddin' themselves into a platform for the mayoralty race in that city... Roy Cambell's outfit appearing with Tom Howard's daughter, Ruth, tonight, will henceforth be billed as the Eight Huzzars... "Beetle" or Harry McNaughton, is no relation to H. B. McNaughton, who is general manager of WTBO, Cumberland, Md., though both have radio engineer qualifications.

ANNOUNCERS

WALTER KUCHLER, formerly of KMLB, Monroe, La., has joined WAML, Laurel, Miss.

WILLIAM WATSON is a new announcer at KONO, San Antonio. He also will warble in spare time.

JACK MITCHELL of the Payne Advertising Agency's radio division, San Antonio, is handling announcements of two new KTSA spot programs, one for Karotkin's Trading Post and the other for Interstate's Where to Go.

ANGUS PFAFF, chief announcer at WJBK, Detroit, and hostess Betty Wallace are now Mr. and Mrs.

BOB EVANS, mikeman at WJW, Akron, leaves shortly to join WSPD, Toledo.

PHILIP KEITH PALMER, formerly announcer with WIOD, Miami, has joined WMAS, Springfield, Mass.

ARTHUR BERGSTROM, formerly with the Dramatic Group of WTIC, Hartford, replaces Douglas Clark at WSPR, Springfield, Mass.

New Variety Show on Way

Among contemplated new programs is a musical variety show with Enoch Light supplying the Melody Magic, and Joe Lewis, the clown, acting as master of ceremonies, introducing guest stars each week. Definite negotiations are being made by its cigarette sponsor for a Sunday evening spot.

12 Denver Theaters on Air

Denver—Three half hour programs weekly are sponsored by the 12 Fox theaters here. Featuring talent from the Denver theater orchestra, or from the Tabor stage show, and others, the programs are from the Paramount theater by remote control. The Sunday program is at 11 a.m. and Monday and Wednesday from 11:30 p.m. to midnight.

WJBW Suit to Higher Court

New Orleans—Counsel for Southern Broadcasting Co. stated late last week that it would ask the state Supreme Court to review the civil district court ruling that the state courts lacked jurisdiction in cases where injunctions issued might affect control of radio stations. Judge Hugh Gage on Friday affirmed WJBW owner Charles Carlson's plea that the state court lacked jurisdiction.

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April 20

Greetings from Radio Daily to

Wilfred Glenn

Betty Lou Gerson

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St.

Toots Shor

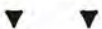
**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

HAZEL GLENN, who viewed the quins through glass last year, on her tourist's trek to Callander, will sing on the Dafoe program over CBS Mondays, Wednesdays and Fridays....Elsa Maxwell, Park Avenue's gift to enfeebled parties, auditioned for a big commercial 'other day....In a current radio popularity poll, sponsored by an ever so fan mag, Annette Hanshaw, two years divorced from the ether, appears to be taking eighth place, just one jump removed from mirth-maker Martha Raye.... Chase & Sanborn auditioned a new theater of the air program which, if all goes well, should place Thespis on the air with the proverbial loud report....Jean Dickinson, new "American Album of Familiar Music" lark, who studied in Africa and India, and speaks Hindustani, auditioned for Blackett-Sample-Hummert two years ago, was filed for future reference....they re-auditioned her when they needed a prima donna pronto.... all she does now is warble....but NBC intends to restyle her facially and sardonically....



Foretaste of television....the NBC photographic exhibition, cheered us enormously....Ray Lee Jackson, Desfors, and Haussler with their black and white magic have cameraed glamorously Ether-Eves Louise Massey, Betty Wragge, Natalie Bodanya, Adela Rogers St. John, Mary Small, Gina Cigna, Irene Beasley, Irene Rich, Cornelia Otis Skinner, Irene Wicker, etc., to say nothing of the bass-singing contingent....Ray Lee had a few interesting behind-the-camera remarks to contribute on last night's NBC program over WEA, which should help establish his rep for versatility.... Gertrude Lawrence, now contracted to take the air for an oil company, will do a repeat on "Showboat" a week from Thursday....



Best wishes to Estey Stowell of Benton & Bowles who said it with orange blossoms in Morristown, N. J. last Sat.... Jessica Dragonette and other radio folk were wedding guests....Henrietta Brown, sec to Bobby Brown, Chi CBS program director, to marry May 6....they'll visit the Kentucky Derby....Ina Grange, who won a Dionne doll, refuses flatly to be photoged with it....Harriet Brent went NBC from Buffalo at the "Silver Grill", with the Dixieland Band, last P.M....



"FUN IN SWINGTIME"

with Tim and Irene
Admiracion Laboratories Inc.
(shampoo)

WOR (Mutual), Sundays, 6:30-7 p.m.

Charles Dallas Reach Advertising, Newark

LAUGHS WERE ALMOST NIL, AND MUSICAL END COULDN'T OFFSET THE HANDICAP.

The music of Bunny Berigan's orchestra topped this program's debut on Sunday. Comedy presented by Tim Ryan and Irene Noblette was disappointing. Material makes or breaks a comedian's reception by the radio audience, and it was very poor stuff that this comedy team offered. Last portion of half-hour delved into the pet-peeve gag-bag and came out with the moth-eaten phone pest who calls you up and wants you to "guess who this is." To even mention it on the air, let alone make a five-minute skit out of it, is larceny.

Lennie Hayton was the guest star and played a too-short piano solo, "Sweet Sue." Three lusty commercials helped to fill-out the half-hour.

JACK BERCH

Delv, Limited

WOR-WEAN, Mondays, Wednesdays, Fridays, 9:45-10 a.m.

NICE MORNING PROGRAM OF SONGS AND CHAT AIMED TO PLEASE FEMMES.

Possessing a good voice and a pleasing conversational manner, Jack ("Singing Salesman") Berch offers an enjoyable program of singing and chatting that is well geared to appeal to the feminine ears. Jack's style is friendly, and he slips in the commercial remarks in a manner that makes them easy to take.

"THE RIGHT JOB"

Sustaining

WGN-Mutual Network, Sundays, 2:30-2:45 p.m. EST.

VOCATIONAL ADVICE BY PSYCHOLOGIST MAKES GOOD SERVICE PROGRAM.

Presented under auspices of the University Broadcasting Council and Northwestern University, this is a very helpful public service program appealing to ambitious persons who want to be steered into the line of work that suits them best.

Program is in the form of an interview conducted by Dr. Samuel N. Stevens, psychology professor at Northwestern University. Actual interviews with young persons are used, with names not being divulged, and most of the talking is done by Dr. Stevens.

Last Sunday's case was that of a young business woman with exceptional qualifications. Her dissatisfaction was diagnosed as due to the fact that the positions she had held did not measure up to her talents,

and a different line of work was suggested.

Listeners are invited to write in for booklets prepared by the National Youth Administration for vocational guidance, or to apply for personal interviews.

"MANHATTAN MERRY-GO-ROUND"

with Bert Lahr

Dr. Lyons' Tooth Powder
WEAF (NBC-Red network), Sundays, 9-9:30 p.m.

Blackett-Sample-Hummert

REVISED PROGRAM HEADED BY LAHR GOES IN MORE FOR COMEDY WITH FAIR RESULTS.

Under its revised setup, with Bert Lahr heading the cast, this program displaced some of its musical bits in favor of comedy, wherein Sunday night already is long on quantity though shorter on quality. The brand delivered by Lahr in his first show was neither very good nor very bad. Just a batch of hokum about a guy who inherits a hotel in the mountains and goes up there to try to run it, with the usual amusing complications.

A cast of capable performers aided Lahr in the sketch material. Louis Sorin, stooge, helped to get laughs.

In the orchestra end, the Don Donnie aggregation did a snappy job. Rachel Carlay, carried over from the previous show, did a nice bit of vocalizing. Ditto the Men About Town.

Ford Bond handled announcements.

RUBINOFF

Chevrolet

CBS Network, Sundays, 6:30-7 p.m.

Campbell-Ewald Co. Inc.

FIRST-CLASS VARIETY SHOW WITH PLENTY DIVERSITY PLUS RUBINOFF MUSIC.

A program embracing a good deal of diversity gave the new Rubinoff-Chevrolet series a nice sendoff. Emanating from Hollywood, the initial bill was ushered in with an Eddie Cantor song hit medley in honor of the guest appearance of Eddie Cantor, who indulged in some amiable ribbing of his former radio program mate, after which he sang "Gee, But You're Swell." Then Fred Keating took over as emcee. Keating has a suave, clear-cut style that ought to get across nicely, though he didn't quite hit his stride at the opening show.

Walter Cassell, new baritone sensa-

ADOLF SCHMID

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC

New York City

GUEST-ING

ROBERT TAYLOR and IRENE DUNNE in "Magnificent Obsession," on Lux Radio Theater, April 26 (CBS, 9 p.m.).

SIDNEY FOX of "Masque of Kings" on Theater Guide program, today (WINS, 11:30 a.m.).

HORACE HEIDT, on Jay C. Flippen's amateur program, tonight (WHN, 7 p.m.).

WALTER CONNOLLY, ROSE BAMPTON and ERNEST SCHELLING, on Bing Crosby's Kraft Music Hall, April 22 (NBC-Red, 10 p.m.).

SIR CEDRIC and LADY HARDWICKE and ERIK ROLF, mimic, on Rudy Vallee Varieties, April 22 (NBC-Red, 8 p.m.).

MURDOCK PEMBERTON, of Esquire staff, and BILL BROWN, boxing commissioner, on Esquire program, today (WOR, 8 p.m.).

CLIFTON FADIMAN, in "The Writer and His Audience," on WPA's Exploring the Seven Arts, April 21 (WQXR, 9:45 p.m.).

THE TUNE TWISTERS trio (Andy Love, Bob Wacker and Jack Lathrop), on the Fred Allen program, April 21 (NBC-Red, 9 p.m.).

MARY SMALL, DALE CARNEGIE and NADINE CONNER, on Lanny Ross' Show Boat, April 22 (NBC-Red, 9 p.m.).

DURELLE ALEXANDER and RAY JONES, on Jack Eigen's Broadway Newsreel, today (WMCA, 10 p.m.).

tion recently grabbed by the films, registered fine in "Song of the Open Road." Carmel Myers did a one-woman dramatic skit about an actress who shot a blackmailing boy friend in Paris, the action winding up aboard the Titanic with Miss Myers singing "Kiss Me Again" just as the ship has its fatal collision with an iceberg.

Ella Logan, the Scotch lassie, sang "They Can't Take That Away From Me" very pleasurably. Dave Rubinoff played "The Night Is Young" as his violin solo, and for a finale the Chevrolet Quartet did "Boo Hoo."

Bob Sherwood handled the commercial announcements, which were short and sweet. The orchestra under Rubinoff had plenty of rhythm and pep.

THE SONGBIRD OF THE SOUTH



KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS



WHEN George Fischer's Hollywood Whispers starts airing coast to coast over Mutual, May 1, the program will continue with an announcer's novelty which has gone big on the Coast. Announcer talks in a whisper, and chirps in and out of the program with what are apparently heckling questions, which give Fischer a chance to say things he wouldn't dare to do straight.

Charles E. Saylor, who has been with J. F. Helmold & Brother of Chicago for past ten years, here to take post as Director Public Relations for Don Lee net.

Ben Klassen, former Los Angeles singer whose ballads more recently have been heard on Eastern programs, back on the Coast, to join KFI-KECA artists. With Wesley Tourtellotte and Mona Content, he starts organ, piano, song program series on KFI, Monday nights.

Segar Ellis is starting his fourth series of 16 recordings of late pop tunes for Standard Radio. Irene Taylor, singing.

KHJ, Don Lee outlet, has added Harry L. Bryant of Gaffney, S. C., to its technical staff.

Low Weiss, Don Lee chief, will tell about "tomorrow's programs" at a joint meeting of Los Angeles and San Diego ad clubs in San Diego April 21.

Los Angeles City Employees Association signed for a campaign on 10 local stations to plug Charter Amendment No. 1 (pensions). Walter McCreery of Allied Advertising Agency placed account, with time running to May 4 (election day) on KNX, KHJ, KFWB, KEHE, KMTR, KMPC, KFAC, KRKD, KFVD and KGFJ.

Harry Owens and his Royal Hawaiians just finishing 30 sides for Dekka Records, in Recordings, Inc., plant. Lonnie MacIntyre and his Seven Seas cafe ork, doing six tunes for Decca in same plant.

Sol Bright and his Hawaiian Ork, which has had an evening spot nightly, will start Friday with an afternoon spot added, both programs on KFWB.

Paul Zens, CBS arranger and male chorus director, had his newest song, "My Design for Loving You," accepted for publication by Crawford Music Co.

Richard Mack, New York scripter, is here to work on the new Don Ameche show which J. Walter Thompson are putting on the air starting May 9.

Cliff Clark, original barker on the old Gilmore Circus, and renewed as barker on the revival, next week starts a new role, as producer of the Saturday night Coast red net show on NBC. Raymond R. Morgan is agency.

Gillette Community Sing, Ruthrauff & Ryan agency, has renewed on CBS for another 13 weeks.

Elza Schallert will interview Victor Moore and Helen Broderick on her Friday night program.

★ Coast-to-Coast ★

EDITH ARNOLD, popular artist at WPTF, Raleigh, N. C., is to be starred in her own program of gospel songs, "Sweet Songs of Long Ago," twice weekly, starting April 27. Raymond Cosby will be at the console.

Richard Rolland, who sings in the Bing Crosby style, has been added to the "Music in the Morning" program on WXYZ and the Michigan network.

Tommy Johnson, advertising agent for KOMA, Oklahoma City, is back at work after an operation.

Ken Wright, organist, has a nightly 30-minute program and also appears in six other commercials and two sustainings weekly at WKY, Oklahoma City.

Richard Mason, manager of WPTF, Raleigh, and J. R. Weatherspoon, president of WPTF Radio Co., are back home after a trip to New York and Washington.

KDKA's "Cornfield Follies," Saturday night show from the Manos Theatre, Ellwood City, was presented from the studios in Pittsburgh last Saturday. Next Saturday the show will come from New Castle, under local auspices.

J. Walter Thompson agency held auditions in Ft. Worth for a successor to Eddie Dunn as m.c. on the

Radio Tops Lineage

New Orleans—Radio advertising is exceeding newspaper lineage in dollars and cents as far as the bakers and affiliated industries are concerned, Dr. L. A. Rumsey told the sixth annual convention of the Louisiana State Bakers Ass'n here this week.

3 Men on a Script

Milwaukee — Jack Payne, Russ Tolg and Harry Eldred, all of the WTMJ continuity staff, got together on a script show called "Lefty Culpepper," about a raw-boned Texas boy who goes in big league baseball. After an audition, Gridley Dairy bought it for thrice-weekly airing. Contract engineered by Neale Bakke.

4 More Pontiac Broadcasts

After four more broadcasts, Pontiac Varsity Show heard Friday nights over the NBC-Red net with John Held Jr. as m.c. will end the season. Remaining shows will come from U. of Okla., April 23; U. of Wash., April 30; U. of Nebr., May 7, and Cornell, May 14.

Jack Berch in New Series

Jack Berch, "singing salesman," has started a new series over Mutual's WOR and WEAN, sponsored by Delv, Ltd. Will be heard Monday, Wednesday and Friday, 9:45 a.m.

Light Crust Doughboys program over WBAP and the Texas Quality net. Dunn returns to WFAA, Dallas.

John F. Patt, manager of WGAR, Cleveland, and vice-president of the Cleveland Advertising Club, assembled a talent for a musical skit, "35 Years of the Cleveland Scene," presented at the club's 35th anniversary celebration last week.

Ralph Rae has been added to the staff of WBAP, Ft. Worth, as pianist and arranger, working with Maurice Steinberg.

George Fischer, West Coast screen commentator, will make his metropolitan debut on May 1, when his program is heard coast-to-coast via WOR-Mutual.

Buffalo is almost half-way round the world from New Zealand, but WBNY's frequency check program every month is logged by numerous D-X fans there.

"Boots" Grant, announcer at KSLM, Salem, Ore., is famed locally for trick mustache. First salaried announcer on KSLM. Came from clothing store. Former orchestra leader, well versed in music. Handles talent programs, Man on the Street, and incidental announcing. Calls city officials by their first names, and they like it.

Buddy Clark for Films

Buddy Clark, soloist on the Lucky Strike Hit Parade broadcasts, has been signed by Universal Pictures and will leave for Hollywood as soon as current commercial commitments are cleared up. Clark's voice was dubbed in the film "Wake Up And Live" where Jack Haley was supposed to sing.

Madison Loan Adds Time

Madison Personal Loan Co. has bought six additional 15-minute programs on WMCA and twelve 15-minute programs on WAAT, Jersey City, the latter to go into effect April 25.

Stern Joining NBC

William Stern on June 1 will join the NBC news and special events staff, succeeding Glenn Morris, who resigned to enter the movies. Stern last fall served NBC as a football announcer, and in his new capacity will act as sports reporter, arranging sports broadcasts.

Denver Daylight Time Veto

Denver—The bill which had been championed by the local radio stations and given much time for publicity by all of them, for daylight saving time in Denver, was vetoed by Mayor Ben Stapleton after being passed by the city council.



WITH a cast composed of Don Merrifield, Nancy Hurdle, Ed Prentice, Orwin Brandon, Gertrude Bondhill, Guila Adams, James Andelin and Jean McDonald, "Arnold Grimm's Daughter" made its WGN debut last night, replacing "Cactus Kate." Edwin H. Morse directs the show, authored by Margaret Sangster. It will run Monday through Friday.

Joan Blaine is expected back this week from her southern vacation.

Arch Farmer, WBBM news writer, and his French teacher winged to New York for honeymoon after marriage here.

Ken Ellington has launched a news roundup sustainer, "And So It Goes," at WBBM. It goes on 2:15 p.m. Saturdays.

Bill Irvin (Don Foster, Radio editor of Daily Times) is on a Hollywood vacash.

William Ray, NBC news desk chief, in Bermuda.

Henry Weber, WGN musical director, back from Hollywood, where his wife, Marion Claire ("Great Waltz"), signed for a feature film with Principal Pictures.

WIND is the only local station giving the games of both Cubs and White Sox a daily airing. Russ Hodges does the miking.

Don McNeill, m.c., Helen Jane Behlke, soprano, and Clark Dennis, tenor, who have been making Coca Cola transcriptions of Breakfast club, return to NBC's regular Breakfast club lineup at 9 a.m. (EDST) Monday.

"Jittering Spooks," three-act mystery farce by Neil Schaffner, "Toby" of the National Barn Dance, appears in a new 1938 dramatic catalogue. Schaffner plans to produce it for his own traveling tent show this summer.

Jimmy Durante, Bob Hope and Vivian Vance, all of "Red, Hot and Blue," stage musical at the Grand, will appear with Harold Stokes and the WGN dance orchestra Wednesday night, 6:30.

Suit Dismissal Upheld

Dismissal by lower court of the complaint of Thos. B. Dixon against A. T. & T. and Western Electric charging infringement of patents for television and film amplifying apparatus was upheld yesterday by the U. S. Circuit Court of Appeals.

A. A. Klinger Forms Ad Firm

A. A. Klinger has left Alsop Recordings Inc. in order to form the Klinger Advertising Corp., 1776 Broadway. Organization will handle radio exclusively.

Margaret Chamberlain Resigns

Margaret Chamberlain, for the past several years a member of the statistical division of the CBS sales promotion department, has resigned.

NEW BUSINESS
Signed by Stations

KSL, Salt Lake City

Utah Poultry & Egg Producers Ass'n, thrice weekly "Morning Matinee" with scripts by Gladys Wagstaff Pinney; Royal Baking Co., "Adventures of Jimmie Allen," five quarter-hours weekly, through Gilham Agency.

WPTF, Raleigh, N. C.

N. C. Equipment Co. adds new series, "Hollywood Spotlight," Wednesdays.

WBBM, Chicago

Commonwealth Edison Co., Kay Brinker, monologist, and Milton Charles, singing organist, thrice weekly series.

WKRC, Cincinnati

Dow Drug Co., "The Dawn Patrol" conducted by Al Bland, daily except Sunday.

WFAA, Dallas

Dr. Pepper Bottling Co., "Pepper Cadets," with Jimmie Jeffries and Edward Dunn of the original Sandman Soldiers, daily 15 mins., starting April 26.

WHO, Des Moines

Refrigeration & Air Conditioning Training Corp. of America, "Dutch Reagan's Sports Slants," 15 mins., Sunday.

WDNC, Durham, N. C.

W. R. Murray Co., takes over sustaining feature "Harmony Hall," thrice weekly in interests of Westinghouse refrigerators; The Watch Tower, six Sunday afternoon addresses by Judge Rutherford.

WAML, Laurel, Miss.

BC Remedy Co., five-minute Sports Review three times weekly during baseball season.

Los Angeles

KEHE: "Come Into My Garden," twice weekly drama under contract for one year to Destruol Sales Co., placed by Western Advertising Co.

KFAC: Bireley's Inc. (orange juice), six-day bicycle races from Pan Pacific Aud., placed by Stanley Worsdell of Allied Advertising Agency.

WPEN-WRAX, Philadelphia

Freihofer's Baking Co., 30-min. Jewish program, Thursdays. Account handled by Larry Everling for Richard A. Foley Agency.

KOIL, Omaha

Brown & Williamson (Sir Walter Raleigh tobacco and Avalon Cigarettes), sports review Monday through Saturdays.

Springfield, Mass.

WMAS: Kelvinator Sales Corp. Kay Fayre sings, 5 half-hours, and

ORCHESTRAS - MUSIC

GUS HAENSCHEN is laboring on special arrangements for the "American Album of Familiar Music," featuring Jean Dickinson, which debuts May 2.

The Waldorf-Astoria's Starlight Roof will have Leo Reisman and Ork playing for dinner dancing weekdays and Xavier Cugat and his tango-playing aggregation offering their Latin rhythms for Sunday dinner dancing. The two outfits will alternate for supper dancing.

Louis Armstrong is topping a season of broken records by breaking Benny Goodman's record at the Paramount. Goodman had previously broken the Ray Noble Ork record; and Noble in turn had broken the Glen Gray record.

The Mills Bros. will open in Youngstown, April 30, vocalize for four days, then take their harmonies to Akron to round out the week.

Paul Whiteman and his boys are being sought by Billy Rose for the 17-week run of the Casa Manana Revue at the Fort Worth Fiesta, opening June 26.

Morton Gould, 22-year-old conductor of "Music for Today," WOR program, becomes assistant conductor, and chief arranger for Paul Whiteman when the latter returns to New York. He'll continue his WOR activities.

Harold Mickey, Southern maestro, now baton-waving for Radio Splendid in South America on the Latin-American Ford program, is in town, comparing musical notes with local bandleaders.

Gus Arnheim and the lads take over at the New Yorker, effective May 4.

Al Donohue and his band play the Coronation Ball in Bermuda on May 4.

Lee Shelley, who got a big kick out of the wire Eddie Cantor sent him, complimenting him on his orchestra, now playing at the Brunswick in Boston, is determined not to let it go to his head. He's planning to improve the band by adding a new set of electrical chimes.

Boyd Raeburn's band, emanating from Chicago's Trianon, where it had alternated with Ted Weems and Kay Kyser, has opened a four-weeks engagement at Omaha's Music Box

Professor Quiz, April 24, half hour.
WSPR: Graduates of Springfield Academy of Beauty Culture, 13 half-hours, "What you should expect from your hairdresser."

Ballroom. They'll be on the air five nights a week from WOW, Omaha.

WBAP, Blackstone Hotel, Ft. Worth, Tex., is now airing dance music from two local night spots, the Ringside Club and the Venetian Ballroom of the Blackstone Hotel. Bill Thompson's Ork is ethered from the Ringside and Everett Hoagland's Band gets aired from the Blackstone, both for dinner and dance music.

Peter Van Steeden's Ork will play for the annual Grand Ball of NBC's Athletic Assn. to be held at the Hotel Roosevelt, Friday, May 7.

Leon Belasco, opening at The Blue Room, New Orleans, takes the airways several times daily over WWL and WSMB wires.

Hal Grayson's Ork has succeeded Jimmy Grier on the Oscar and Elmer show, featured Mondays over WHBL, Sheboygan, Wis.

Newspaper Serial Aired

Durham, N. C.—"Afraid to Love," Durham Sun newspaper serial, is being given a preview broadcast tomorrow evening over WDNC with staff talent taking parts. Frank Jarman adapted and is presenting it.

San Francisco

DON E. GILMAN, NBC's western division v.p. in charge, heading east this week, will be away until about the middle of next month.

Lew Teegarden and Jack Dailey, as Slowshoes and Satchelmouth, have replaced Lassies and Honey in the revamped California Minstrels, heard over KYA and the CRS network. Jack Baxley continues as interlocutor. Jack Owens, Paul March, Joe Sullivan, Doug Keaton, Ben Gage, the Gold Coast Quartet and Leon Rosebrook's orchestra also are in it.

George Nyklicek, organist, pianist and composer, has been added to Alma LaMarr's program, "Home and Style Forum," on KYA.

Special radio plays presented by the Federal Theater Project at the Alcazar theater will be aired via KYA.

George Gibson Davis has started a new "Morning Inspirations" daily series over KYA.

New members of the KYA staff include: Thomas B. Jones, announcer; Walter Thompson, tenor; Ivan Green, actor, in "John Martin, M.D." authored by Bob Stanley; Kathryn Julye, Herb Sanford, Cal Jackson and Max Breslow, added to Walter Rudolph's orchestra.



RADIO DAILY

★ ★ **Little Talks on Big Subjects** ★ ★

Good Morning! . . . Have you read RADIO DAILY? . . . SILLY question isn't it for you are reading RADIO DAILY right NOW. . . and so are thousands of others . . . That's the point . . . RADIO DAILY IS READ. . . and publications with READER INTEREST bring advertising RESULTS. . . A TEST will TELL. . . and . . . We are as close to you as your telephone . . .

13 MORE SHOWS ADDED IN WLW-WHN HOOK-UP

(Continued from Page 1)

Osborne, and will follow up later in the day with Sports on Parade, Ted Travers' ork, "Moon River," Will Osborne and Phil Levant's orks in the early morning. Saturday, Buster Locke, Clyde Trask and ork and "Moon River" will be heard.

58 Mikes to Pick Up Coronation for CBS

Arrangements completed last week by CBS with British Broadcasting Corp. for covering the coronation on May 12 reveal that 58 microphones, seven announcers and 60 engineers will be employed for the event. Some 12 tons of equipment, including seven tons of batteries, and 472 miles of wire also are involved. Bob Trout, Howard Marshall, George Blake, John Snagge and Joly de Lotbiniere are among the commentators who will be on hand.

N. Y. Has Over Million Jewish Radio Audience

More than 1,000,000 Jewish radio listeners are included in the New York metropolitan area, according to a survey by Samuel Gellard, manager of WLTH. Total Jewish population of the area is about 2,000,000 or 500,000 families.

Citing results from Jewish radio programs, Gellard states that J. Rabinovich Furniture Co., which formerly did 75 per cent of its trade with Italian and only 5 per cent with Jewish, increased its business with the latter to 50 per cent following a Jewish Amateur Hour radio series.

East & Dumke on WDRC

WDRC, Hartford, will be added on May 4 to the network stations carrying Knox Gelatine's East and Dumke program.

AD AGENCIES

GLEN BUCK CO., Chicago, is moving to larger quarters in the Carbide and Carbon building. Formerly located in the Daily News building.

J. M. KORN & CO., Philadelphia, has been appointed advertising counsel for Diamond, McDonnell & Co. (Irn-Eze and Kuttyhunk). A test campaign using spot radio in Southeastern cities is now being planned.

HENRY SELINGER, Blackett-Sample-Hummert account executive in Chicago, addressed 540 students of advertising on "This Business of Advertising" at the Steuben club Saturday night under auspices of the Chicago Federated Advertising club.

BUCKINGHAM (BUCK) GUNN, J. Walter Thompson radio production man, and Janet Fargo, secretary to Merrill Myers, CBS continuity chief, Chicago, have announced their engagement and will march to the altar in June.

PROMOTION

NBC Plugs New Additions

NBC sales department has a special letterhead with "New Station Information" across one upper corner in blue ink and script type. Letters signed by Roy C. Witmer, vice-president in charge of sales, gives facts concerning new stations affiliated with the network.

On KSOO, for instance, the Sioux Falls outlet which joined NBC the past week, attention is called to the fact that the station is available as a supplementary for either the basic Blue or Red, its power, frequency, intensified coverage, drawing population and retail sales, etc.

"Lost and Found" Popular

Popularity of the "Lost and Found Column of the Air," sponsored by Kortz Jewelry Co. over KLZ, Denver, is evidenced by the flood of telephone calls after each broadcast. Listeners are invited to report lost and founds. Keane Advertising Agency writes the programs.

Newspaper Salute to WBBZ

When WBBZ, Ponca City, Okla., joined the Mutual network recently, the Ponca City News carried a full-page ad inserted cooperatively by 23 local business firms, organizations and individuals. Highlights about the station's history, pictures of the staff, and the dedicatory day's program were included in the page.

Prove Radio Essential

The Kansas City Kansan, newspaper affiliated with KCKN, recently tried discontinuing listing radio programs. Reaction against the move was so widespread and strong that the daily log was reinstated. As a

Carl Hoff Signs Talent

Carl Hoff, band leader who has been signed for a new series of broadcasts to be sponsored by Standard Oil of Indiana, and one of the four bands that alternate on the Hit Parade broadcasts, has signed Patricia Norman and a male octet, The Cadettes, to a one-year contract. Hoff will feature the vocalists on all of his radio programs and in any personal appearances that he may contract in the future. Hoff leaves for Chicago the middle of May to prepare for the Oil series, which will originate in Chicago and be aired over a CBS mid-western network only.

McGee to Hollywood

Chicago—Signed for a Paramount picture, tentatively called "This Way, Please," Fibber McGee and Molly leave in about 10 days for Hollywood. Special story is being written by Don Quinn, their radio writer, in collaboration with Paramount scenarists.

Kathryn Cravens on KNOW

Kathryn Cravens, Pontiac's woman news commentator, will have KNOW, Austin, Tex., among her stations starting Wednesday.

result of this proof that radio programs have become a vital and essential part of modern life, KCKN put out a couple of pieces of literature to impress sponsors with the listener-interest of radio and, therefore, its advertising medium possibilities.

Lohr Speaks in Washington

Washington Bureau, RADIO DAILY
Washington—Lenox R. Lohr, NBC president, last night spoke on "The Future of Radio" before the Board of Trade final meeting at the Hotel Mayflower. Talk was extemporaneous. Eugene Sykes, chairman of the FCC broadcast division, was present at the dinner.

Iodent Taking Vacation

Iodent Chemical Co. (toothpaste), currently on NBC-Blue, Sundays, 11:30 a.m.-12 noon, fades from that network after next Sunday's airing. Sponsor has already put in a bid for a weekday evening spot when it resumes in the fall.

Lipton Signs Albert Ork

Thomas J. Lipton, Inc. (Tea), has signed Don Albert and Orchestra with John Griffen as soloist for a series of eight shows to be aired over WNAC, Boston. Programs begin tonight, and continue Tuesdays and Thursdays, 6:45-7 p.m., originating from WHN, New York. Albert is musical director of WHN and cannot leave city to fulfill contract, therefore a special wire will be run to Boston station for airings. Programs will not be heard in New York. Frank Presbrey Co. has the account.

NBC Photo Exhibit on Air

Intimate glimpses of radio's outstanding stars will be given by Ray Lee Jackson, William Haussler and Syd Desfors, NBC staff photographers, in a broadcast observing the openings of the NBC Photo Exhibit over WEAJ at 6:20 p.m. today.

The photographers will broadcast from exhibit in Gallery 3, mezzanine floor, RCA Building. They will discuss the eccentricities of radio stars before the camera and relate interesting anecdotes about microphone favorites.

Driscoll in Home Series

Dave Driscoll, WOR news and sports announcer, is being featured in a new series of five-minute broadcasts on Tuesdays and Thursdays, 5:10-5:15 p.m. He interviews authorities on home furnishing. His guest speaker tomorrow will be Dorothy Grieg of The New York Woman. The program is sponsored by Decorative Cabinet Co. Edwin M. Phillips Co. is the agency.

Walsh Joins Prov. Journal

Don Walsh of Trans-Radio Press has joined the editorial staff of the Providence Journal.

DON GILMAN TO CONFER ON TELEVISION STUDIO

(Continued from Page 1)

creasing demands for programs from the film capital, Gilman said.

Rapid extension of both Pacific networks is another reason for Gilman's trip, which will keep him east for several weeks.

Woollcott Front-Paged In Visit to Louisville

Louisville—Alexander Woollcott, who delivered two of his broadcasts from WHAS to the CBS network while visiting here last week, was front-paged with a story and a couple of pictures in the Courier-Journal.

One of Woollcott's talks dealt with the fact that it is no longer necessary to shoot race horses when they break a leg. The Town Crier visited a horse farm near here to get the data for the talk.

15 Music Week Airings Are Scheduled by CBS

CBS schedule of musical programs for Music Week, May 2-8, already totals about 15 events and the premiere or first American performances of eight musical compositions.

Banks Want Whiteman

Chicago—Group of banks now sponsoring the Philadelphia orchestra is trying to get Paul Whiteman, now at the Drake Hotel with a Mutual wire, for a summer series to replace the heavier stuff.

3 Programs Change Time

"A Modern Girl's Romance," moves today from its 9:45 a.m. spot to 10:45 a.m., Monday, Wednesday and Friday over WINS and the N. Y. State network.

"The Wife Saver," featuring Alan Prescott, changes from Wednesdays and Fridays, 9:30-9:45 a.m. to Mondays, 1:30-1:45 p.m. over CBS, effective April 26.

Dorothy Gordon's "Children's Corner," CBS sustainer, changes its time from Mondays, Wednesdays and Fridays 5:15-5:30 to Tuesdays, Thursdays and Saturdays, 5:45-6 p.m., effective April 27.

**CONSOLIDATED
RADIO ARTISTS, INC.**

30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND · CHICAGO · DALLAS · HOLLYWOOD

*America's Leading Radio
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BAND OF THE WEEK

"KING'S JESTERS"
And Their Orchestra
La Salle Hotel, Chicago
NBC Network

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