



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 51

NEW YORK, N. Y., WEDNESDAY, APRIL 21, 1937

FIVE CENTS

Baseball Debut Hogs Air

KIRKMAN SOAP ACCOUNT ADDING SEVEN STATIONS

Kirkman Co. (soap), now sponsoring Jack and Loretta Clemens locally over WABC from 9-9:15 p.m. Monday through Friday, have added the following stations to the line-up: WOKO, WIBX, WFBL, WHEC, WHK, WEEI, and a Buffalo outlet yet to be decided. Stations will begin airing programs May 3. At that same date the show will switch to an afternoon spot and will be aired 2:15-2:30 p.m. Monday through Friday. N. W. Ayer & Son has the account.

Radio Sales Promoters In Get-Together Lunch

Radio sales promotion managers representing New York stations and the major networks will get together at noon today around a luncheon table at the Hotel Victoria. Problems of mutual interest will be discussed, and formation of an association embracing promotion, advertising and publicity men is likely to be proposed.

KSTP Is Going After Wider Farm Audience

St. Paul—To build up a wider farm audience for KSTP, made possible by the station's new transmitter which has increased coverage by approximately 2,500,000 population, the Twin City independent is launching a weekly series of broadcasts from the campus of University Farm, the agricultural college of the University of Minnesota.

The broadcasts also will result in statewide publicity for the station, because farm school officials, deciding that the series would be excellent

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WSMB Strikes Gas

New Orleans—Some people hit oil and get riches. But WSMB hit gas and is glad it didn't turn out to be a headache. Test piles for the station's new transmitter house across the river from here, went into a gas well. Station says they have no plans to utilize the discovery at present, but as tests showed the ground can hold the building construction will proceed.

NBC Shows Add WLW

Jergen Woodbury Co. will add WLW to its "Follow the Moon" series of programs on the NBC-Red on April 26, dropping WSAI, WIRE, WAVE. S. C. Johnson added WLW on Monday night to its NBC-Red network show and will add WMBG on June 28 when it joins NBC. WRVA, WSAI, WWNC, WJDX, WCOL are being discontinued by the sponsor.

FRANK PARKER TO HEAD CHESTERFIELD PROGRAM

The Chesterfield program, heard Wednesday nights, 9-9:30 p.m. over the CBS web and featuring Lily Pons with Andre Kostelanetz's orchestra, will undergo a change in the near future. Miss Pons is slated to leave the program; with Frank Parker taking over. Parker, currently heard on the Woodbury program Sundays, 9-9:30 p.m. on the NBC-Blue, will probably be replaced on that show by Niela Goodelle. Miss Goodelle appears this coming week end as a guest. Her appearance will be in the form of a public audition. Newell-Emmett has the Chesterfield account.

World Tele Conference Is Scheduled for Cairo

Cairo—A world conference of wireless communications and television will be held here May 12-15. Delegates from the U. S. are expected to participate.

NBC Automotive Billings Jump 69% in First Quarter

Television Exposition In London June 10-17

London—First exposition of British Television organized by the Radio-Electrical Industry of Great Britain will be held June 10-17 at the South Kensington Museum.

Over 20 Broadcasts Devoted to Season's Starter Games Yesterday—Six Local Play-by-Play Descriptions

BOOKSHELF PROMOTION HEADED FOR AIRWAVES

Clip-the-coupon-and-get-a-set-of-books at "almost a gift" price, circulation booster which has proved tremendously successful for many newspapers throughout the country, may take on a radio counterpart, according to proposition now being offered to station and sponsor.

Method of coupon clipping for individual and sets of books, plus low prices for the tomes in question, usually desirable classics, is planned on a large scale provided it works out okay on small or large unaffiliated outlet first. Organization with the idea has done the same work for newspapers, and is seeking to try it out on a large indie outlet, if possible.

First approached in this territory
(Continued on Page 3)

New Kate Smith Show Set for CBS Network

General Foods (Calumet baking powder and Swans Down flour) announced that its new show, starring Kate Smith, will be aired over the CBS network Thursdays, 8-9 p.m. The starting date for new series is still indefinite. Miss Smith, signing off the A. & P. program June 24, will vacation before beginning new series late in July or August. The new series will mark the first time in many years that General Foods

(Continued on Page 3)

Setting a record for amount of air time devoted to baseball in a single day, opening games of the season yesterday hogged most of the afternoon time and a good slice of the evening. More than 20 broadcasts were devoted to the occasion in the metropolitan area alone, including play-by-play descriptions of the Yankee vs. Senators game from Yankee Stadium over five local stations.

WABC (CBS network), WJZ (NBC-Red net), WMCA, WNEW and
(Continued on Page 3)

NEW MOVE TO ELIMINATE CANNED MUSIC ON RADIO

Activity by the National Association of Performing Artists Inc. is again cropping up, with court procedure coming to a head in the State Supreme Courts of Pennsylvania and New York. NAPA, seeking to restrain radio stations from using phonograph records for either sustaining or commercial purposes, is headed by Fred Waring, who has

(Continued on Page 7)

Appeals Court Nixes New Maryland Station

Washington Bureau, RADIO DAILY
Washington—FCC's refusal to permit Monocacy Broadcasting Co. to operate a radio station at Rockville, Md., just across the District line, was upheld by U. S. District Court of Appeals. Ruling sustained previous
(Continued on Page 3)

Eagle Eye

Norfolk—John New, sales manager at WTAR, is good news to purse losers. Latest instance took place last week in Washington, where he found a pocketbook. On his last New York trip, he found a satchel in a taxi, and just before that, a wallet in a local drug store. Owners of all were located by New.

(Continued on Page 2)



Vol. 1, No. 51 Wed., Apr. 21, 1937 Price 5 Cts.

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

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.

Application for entry as second-class matter is pending.

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NBC First Quarter Billings

Table with columns for 1937 and 1936, showing Amount, Per Cent of Total, and Per Cent Change for various categories like Automotive, Building, Tobacco, etc.

Automotive Billings Jump 69% in Quarter

(Continued from Page 1) dealers, Packard, Pontiac and Studebaker.

In the laundry soap field, NBC sales increase 59.7 per cent over the first-quarter a year ago, the drug and toilet goods business jumped 20.7 per cent for the same period.

Three industries, automotive, drug and food, contributed more than one-half the total NBC billings for the first quarter.

The complete breakdown appears on this page.

"Lend a Hand" Brings in 7 Jobs on First Airing

WNEW's initial "Lend a Hand" program brought in seven jobs. Sponsored by Madison Loan Corp., Martin Block, conductor of the job-getting show, interviewed 28 persons on the premiere broadcasts.

Opening broadcast brought Block a flood of letters from job seekers. Mail is being filed under names of jobs requested.

Kerr to M.C. 3-Hour Show

Don Kerr, m.c. at WMCA, will handle the three-hour daily variety show starting at 2:30 p.m. today under General Mills sponsorship.

Indemnity Firm Loses Action Against WBNX

Federal Judge John W. Clancy in U. S. District Court yesterday ruled against the Century Indemnity Co. in its suit for damages to recover \$22,250 from WBNX and other defendants.

In 1931 the station owners and WBNX agreed to consolidate the outlets WMSG and WCDA and for value received give Waltham its time signals every half hour.

Red Cross Talks on WICC

Bridgeport—WICC is presenting a new series of 5-minute daily American Red Cross talks.

Hubert Gagos Joins UP

San Francisco — Hubert Gagos, KJBS news and publicity director, has resigned to join the United Press radio division.

Leo Sava Tonight's Best Bet: 8 to 8:30 P.M. Broadway Melody Hou. with Col. Jay C. Flippen. WHN DIAL 1010 AFFILIATED with M-G-M & LOEW'S

COMING and GOING

CAMPBELL ARNOUX, General Manager of WTAR, Norfolk, is spending most of the week in New York.

TED HUSING will go to Holland, Mich., to report the famous Holland Tulip festival via CBS May 15.

RUDY VALLEE leaves for England immediately after Thursday's program. He will remain there for two programs and then return to Radio City.

WILLIAM VAN DEVEREN, director of the American Tobis Corp., arrives today aboard the Ile de France.

MAREK WEBER, orchestra leader and violinist, also arrives in New York aboard the Ile de France today.

EUGENE GOOSSENS, symphony orchestra leader, and MRS. GOOSSENS sail today aboard the Queen Mary for the Coronation.

ABE SCHECHTER, NBC director of news and special events, was in Louisville yesterday arranging final details on Brown & Williamson-Kentucky Derby broadcast, May 8. Expected back today.

FRANK CONRAD, McCann-Erickson radio time buyer is en route east from Hot Springs, Ark., and will be back at his desk tomorrow.

PAUL WING, NBC spelling master, off to Buffalo tomorrow to arrange spelling bee broadcast between Buffalo and Philadelphia postmen.

Commercials Consume Only 9 P. C. of Time

San Francisco—Clocking of commercial announcements at KJBS by Operations Manager Ed Franklin revealed that only about 9 per cent of program time is being devoted to plugs.

Amon Carter Toastmaster

Amon G. Carter, publisher of the Fort Worth Star-Telegram and owner of the WBAP, will be toastmaster tomorrow night at the annual dinner of the Bureau of Advertising of the American Newspaper Publishers Association, at the Waldorf-Astoria.

Extending Eleanor Howe

Eleanor Howe's "Homemaker's Exchange," WABC CBS network program, will be extended for six weeks, beginning April 27.

FINANCIAL

(Tuesday, Apr. 20)

NEW YORK STOCK EXCHANGE

Table with columns for High, Low, Close, Net Chg. for various stocks like Am. Tel. & Tel., Crosley Radio, etc.

NEW YORK CURB EXCHANGE

Table with columns for Bid, Asked for various commodities like Hazeltine Corp., Majestic, etc.

OVER THE COUNTER

Table with columns for Bid, Asked for various securities like CBS A, CBS B, Stromberg Carlson.

WOV Service Forum Resuming

WOV on May 2 will resume its Public Service Forum series, featuring opinions of leading citizens on vital current topics, aired 6:30-7 p.m. Sundays.

Kelly with McCann-Erickson

Paul Kelly has been appointed assistant production manager of McCann-Erickson Inc., Chicago. Kelly was formerly associated with Kirtland-Engel Co. and Erwin, Wasey & Co., both of Chicago.

Star Radio Signs KGU

Star Radio Programs has added KGU, Honolulu, to its list of subscribers. The Hawaiian station is taking "Good Morning, Neighbor", a woman's program that was heard currently over many stations throughout the U. S. and Canada.

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording. ALL WORK GUARANTEED. 1600 Broadway ME.D. 3-1270 New York

RADIO NEWS

is fast becoming the greatest function of radio. What about your news setup? Are you making a profit out of it? Do people tune in your station throughout the day because it is the NEWS STATION? If not, then you better contact us at once. "RADIO'S ONLY NEWS COUNSELLORS" VanCronkhite Associates, Inc. 360 NORTH MICHIGAN AVE. CHICAGO State 6088

OPENING OF BASEBALL HOGS AIR SCHEDULES

(Continued from Page 1)

WINS all carried the Yankees-Senators description from the field, with the WINS being fed by CBS.

A sponsored play-by-play account of the Giants-Dodgers game at Ebbetts Field, Brooklyn, was aired over WOR.

These games, including some "dug-out dope" broadcasts prior to the "play ball" signal, and the intermittent reporting of score results by various small stations, monopolized the air for close to three hours in the afternoon, crowding out a lot of scheduled programs.

Baseball reports and summaries occurring later in the day included Don Dunphy over WINS at 6 p.m., resumes over WEA, WHN and WMCA at 6:30, "Today's Baseball" on WMCA at 6:45, half-hour resume of the Giants-Dodgers game, etc., on WINS, with Jack Ingersoll, and the Stan Lomax sports reports on WOR at 7, a sports talk on WNEW at 7:15, and several others.

Announcers handling yesterday's games, and distinguishing themselves, included Ted Husing, CBS; Tom Manning and Graham McNamee, NBC; Dave Driscoll, WOR; Earl Harper, WNEW, and Dick Fishell, WMCA. Garnett Marks assisted Fishell.

There also was a good deal of baseball material on the air Monday night, following the day's initial games between the Athletics and Senators, American League, and Phillies vs. Boston, Nationals.

KSTP Is Going After Wider Farm Audience

(Continued from Page 1)

for the school, have started to flood state papers with copy and pictures on the forthcoming series. The job of sending out the publicity was taken over by the school because of its exceptional connections, both with rural editors and county agents throughout Minnesota.

The series will be carried each Thursday, with KSTP's mobile short-wave transmitting unit used for the broadcasts. The unit will rove through the campus, picking up work of the various divisions, and highlighting, especially, the experimental and research work at the school and the part the school is playing to aid farmers of the state.

In addition to an initial story and cuts announcing the opening of the series, the school also will send out a complete story each week on the division to be covered in the forthcoming broadcast.

Dorothy Haas in New Post

Dorothy B. Haas has resigned from the press department of WOR to become publicity director of the New York offices of Fanchon & Marco. New appointment takes effect immediately. No replacement has as yet been announced by WOR.

NEW PROGRAMS—IDEAS

Tit for Tat on WHBL

Sheboygan, Wis.—Opposites attract, proverbially and actually. WHBL, The Sheboygan Press station, has proved it in two of its programs which, in their setups, are diametrically opposed.

One is "Music Memory," conducted by Jack Foster, in which a staff pianist plays more or less familiar compositions. Listeners are asked to list the numbers played each day, and theater tickets go to those with the lists most nearly like the correct, unannounced titles.

The opposite show is "Stump Us," in which six members of the staff cooperate in attempting to meet the demands of listeners for old and new vocal music. If the staff can't play or sing the number requested on the program, the listener who asked for it gets an automatic pencil engraved with his name. Sometimes the Stumpster challenges the request, and the listener must send proof of the music's correct title, etc. If he complies and the number meets the rules, he gets a pencil, too.

And both programs are heavy mail-pullers.

Marble Contest on Air

The Tidewater Marble Tournament took to the ether Saturday over WTAR, Norfolk, with Tom Hanes, sports miker and editor of the Ledger-Dispatch, handling the show. Four best kids from 10,000 marblers competed in the finals, with winner awarded trip to Wildwood, N. J., as prize. Event is sponsored by papers annually, although this is first year WTAR has made pick-up.

Two Odd Features for WTAR

Two stunt shows will feature in

Appeals Court Nixes New Maryland Station

(Continued from Page 1)

District Supreme Court decision denying injunction against FCC to broadcasting company.

Monocacy contended its application already had been approved and that FCC should be enjoined from holding any hearing on subject. Application was granted July 2, 1935.

WCAU, Philadelphia, protested proposed Rockville station on July 23, 1935, charging it would cause interference on its wave length. In September, 1935, WCAU withdrew its protest and FCC announced it would reconsider Monocacy application and hold hearing. Monocacy sought to prevent this hearing, but District Court dismissed its injunction suit.

Benny's Fifth Year

Jack Benny, currently airing for General Foods (Jell-o) every Sunday, 7-7:30 p.m. over NBC, will celebrate his 5th anniversary on the air May 2. Benny, together with his wife, Mary Livingstone, is planning to take a furlough from the series in June and make a European trip.

the WTAR program listings beginning May 1. Odder is remote in maternity ward of Norfolk General Hospital and will consist of pick-up after feeding time. Scheduled are interviews with new and expectant mothers, ambitions fathers have for kids, and gurgles of younguns themselves.

Other show is luncheon interview in front of National Bank of Commerce Building, which houses WTAR studios. Jeff Baker will poke questions at passersby three times weekly.

"Hicksville Social"

"The Hicksville Thursday Evening Social," new program, will be inaugurated by KVOO, Tulsa, Okla., tomorrow at 10:30 p.m. The Social will be a weekly feature depicting a typical country gathering and entertainment. Trafton Robertson, KVOO staff announcer, is the author.

Gospel Service on KVOO

KVOO, Tulsa, Okla., is presenting a new and unique gospel service daily except Sunday. "Voices of Praise," new to the Southwest, consists of a short sermon and a men's choir. The sermon is delivered by Rev. Lehman Jr., son of Rev. Lehman, who has been heard for many years on various eastern radio stations.

Rural Editor Series

"The Country Editor" is a new feature over KVOO, Tulsa, Okla., every Friday at 6:45 p.m. The Editor is Hugh Park, editor and publisher of the Van Buren Press-Argus of Van Buren, Ark. Park typifies the rural editor by commentating on the news from a squeaky swivel chair while he puffs away at his pipe.

New Kate Smith Show Set for CBS Network

(Continued from Page 1)

has used the CBS web. Last year the sponsor spent \$1,280,169 with NBC. A full coast-to-coast network will be used, with stations and starting date now being set by sponsor and Young & Rubicam, who will handle the show.

Adds Sound Effects Library

Thomas J. Valentino, who handles the Gennett Records library, has been appointed eastern representative for Speedy-Q Sound Effects Library. Forty numbers already have been recorded. A third sound effects library will be released by Valentino in a few months.

LOUIS ARMSTRONG

AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays,
NBC Blue, 9 P. M.

At Paramount, New York
JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.

BOOKSHELF PROMOTION HEADED FOR AIRWAVES

(Continued from Page 1)

is station WMCA, which received the proposition as a circulation booster for the station. Donald Flamm, head of the station decided that a sponsor ought to be interested and when brought to the attention of oldest WMCA sponsor, a furniture house, the deal was almost closed; in fact, it is still pending. Sponsor, however, is somewhat in doubt as to how the listeners would react to buying the books at very low prices, since the deal would involve a huge print order for the books in question in order to obtain the low prices. Furniture store figured they might be loaded with a hundred thousand books or so and wind up having to place them on sale at the store, which would be okay excepting that it is not a part of their regular merchandise line.

Possibility is that WMCA, with or without the Inter-City hookup, may sell the idea to an advertiser whose product would permit carton or package top clipping. With newspapers, mere number of coupons do not count unless each is from a different day's issue and they are numbered accordingly. While there is a small margin of profit on the books for the promoters, distribution calls for separate quarters or branch offices of the newspapers for such depots. Some dailies made tie-ups with various centrally located stores that handle newspapers and magazines.

New York "Evening Post", first to work out the book deal here, boosted its book staff to the point where it got to be big business and a rushing one at that, to the point where the Post's circulation climbed by well over an additional 100,000 and several other local dailies began to follow suit with various book propositions.

It is believed that the same idea can be worked out for radio, either as a means of increasing or measuring an outlet's audience, or as a straight sponsor proposition. If a local test works out, nationwide exploitation is expected to follow. Another angle is the detective story programs, wherein the books distributed would be confined to suit the tastes of the rabid detective story fans.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

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

NEW BUSINESS

Signed by Stations

WGN, Chicago

Drug Trades, Pickard Family, six nights a week at 6 p.m.

WBNX, New York

Italian Broadcasting Co., two daily half-hour programs for 52 weeks; Emil's Beauty Salon, 13 weeks of German announcements; Rupert Huber Restaurant, 15-min. weekly German musical program, 13 weeks; Julius Lederer, announcements, 13 weeks.

Iowa Network

Skelgas, Les Hartman's German Band, two quarter-hours weekly, placed by Ferry-Hanly Advertising Agency of Kansas City.

WNEW, New York

Fusion Committee in battle for five city commissioners of Newark, N. J., 15 campaign speeches over period of three weeks, through Schillin Advertising Corp.; Mayor Meyer C. Ellenstein of Newark, six campaign speeches; Michael P. Duffy, police commissioner of Newark, four speeches.

"Unseen Friend" Time Shift

"Your Unseen Friend," CBS network program written and produced by M. H. H. Joachim, will be heard 10:30-11 p.m. starting April 27. Show is now on at 5 p.m. Harry Salter's Orchestra provides the music, and Beneficial Management Corp. is sponsor.

"Mail Box" Fetches Mail

One of the finest programs for bringing in mail response is "The Mail Box," with Radio Postman in charge, heard over KFVS, Cape Girardeau, Mo. On 27 broadcasts, 2,273 letters and postcards were received from five states including Missouri, Arkansas, Tennessee, Illinois and Kentucky.

90 for KFVS "Reporter"

The Inquiring Reporter, a Man on the Street feature, heard over KFVS, Cape Girardeau, Mo., has passed its 90th consecutive broadcast. The original sponsor, a drug store, is still sponsoring this program. A local theatre also has a tie-in with this program.



● ● ● Frank Parker will become a feature of the Chesterfield ciggie show on completing the present Woodbury series... Ted Healy auditioned out in Hollywood for NBC the other day... Carroll Nye, radio editor of the Los Angeles Times, who has been "riding" announcers for a long time, gets "revenged with music" by 20th Century-Fox pictures. They have HIM play an announcer in the flicker, "Sing and Be Happy"... Jean Paul King's reason for dark glasses is legitimate—he has an eye infection—caused by a bad molar... Ozzie Nelson will do vaudeville starting in June—after completing his run of co-ed dates... Haven MacQuarrie will do 14 weeks of vaudeville with a unit of "Do You Want To Be An Actor." This will be a fill-in and Warner Bros. talent-scouting stunt, via special train, before returning to the air in the fall... Swing Harpist Casper Readon has been given a flicker-ticket at Universal... Henny Youngman will double in radio this week—doing his regular bit on the "Band Wagon" tomorrow and a guestarrrer on the "Nine O'Clock Revue" Sunday.

● ● ● *Publicity is a great thing!... If you doubt it, we could recommend a certain prominent air personality who has been given the "skids" by his long-time sponsor... However, with the efficient work of his press agents, newspapers have been printing the story that HE was tired and wanted a vacation, begging his sponsor to release him!... Noble Sissle will be featured on this week's Swing Session... Hill Billy Zeke Manners, reading the newspaper headlines, shouts across table at Lindy's to George Evans... "I wonder how the 'Wagner ACT' will do at the Roxy?"*

● ● ● "Check, Please," half hour dramatic show, written and directed by Neal W. Hopkins, who writes the Sisters of the Skillet show, will be auditioned for MBS Friday morning by Jules Seabach and John Bates... Fred Norman's offering as a substitute for the Jack Benny show during the summer is also being considered by a tobacco sponsor now on the air and another agency. A personnel change will take place in this show before it becomes an air feature... Dorothy Lamour, picture singing star, has made two records for Brunswick... The Serenaders, featuring Norman Cloutier, Jean Ellington and Hal Gordon, start a sustaining coast-to-coaster Saturday night on the NBC-Blue... Lew Hearn, brother of Sam, will be featured with Zeke Manners and his gang... Ed Sammis of the CBS press dept. is out with the grippe.

● ● ● Frances Hunt believes in the adage of show business—"the show must go on"—and is continuing her vocalizing with the Goodman crew against medico's orders... She has to have her tonsils removed, the sissy—which will be done upon the conclusion of her present engagement... The Lester Lees move to their Conn. home tomorrow. Lester has been viewing the fashion plates in Esquire—so as to become the typical Connecticut Yankee!... The Frolics opening (on the site of the Montmartre) which will feature Ralph Watkins' band has been postponed until tomorrow night... Ed Smalle's lucky number must be "seven" because that's the number of people in his crew for the Phil Baker show—and they've just been renewed for the 7th time.

● ● ● With special permission of her discover, Abe Lyman, Rose Blane, the singer, opens tomorrow night at Leon and Eddie's. She has appeared with Paul Whiteman, on Kraft Music Hall, and for Harvester Cigars...

PROMOTION

WTAQ Weekly Paper

WTAQ, Green Bay, Wis., a recent addition to the CBS network, has started a weekly house organ, "Radio Beacon," containing fan news both local and national, a full week's program information in detail, and photographs of radio personalities and current events.

In miniature tabloid size, running 16 pages, and priced at 3 cents a copy, the sheet also carries a batch of ads from local business firms and theaters.

Store-Window Broadcast

One of the five weekly quarter-hour airings of "Style and Smile Leaders," sponsored by Bently Clothing Co., Kansas City, over WHB, has been shifted to the store window, where Jack Grogan and Les Jarvies originate the show. Powder puffs and nail files are given to sidewalk listeners who are induced to come into the store by announcement of the awarding of ten pairs of tickets to those guessing nearest the true value of a diamond ring displayed within.

Exploit Sportcaster

KXBY, Kansas City, is providing all distributors of Twenty Grand cigarettes with window streamers bearing the photo of Walt Lochman at the mike to tie in with his daily sports chat aired under sponsorship of Axton-Fischer Tobacco Co.

Enlarge Mailing List

Besides installing a new addressograph and postage stamping machines, KXBY, Kansas City, has increased its mailing list to 2,500 names, enlarging it to include all local distributors of products advertised nationally by radio, whether or not they buy local radio time. To this list is being sent a brochure introducing station talent and outlining the station's facilities, in addition to showing how they can tie in their merchandising efforts to the radio advertising sponsored by manufacturers whose products they sell. A second brochure describing new studios which the station takes over May 1 will go to this list within the next week.

WTAR Moving Transmitter

Norfolk — WTAR is moving its transmitter to the new location in Glen Rock. Meanwhile station is operating from its recently rebuilt auxiliary, which matches high-fidelity operation with the main one.

Announcer Killed in Spain

Loni Wahipiti Maui, radio commentator, was killed in the recent battle for control of University City in Spain, according to advices received by Socorro Rojo through the Febas, Spanish News Agency.

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
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21	29	23	27
22	30	24	28

April 21
Greetings from Radio Daily to
Max Jordan

**WITH THE
WOMEN**

By ADELE ALLERHAND

FRANK and ANNE HUMMERT of Blackett-Sample-Hummert fame, have found their Greenwich, Conn., retreat so conducive to successful scripting they may ask the authoring dept. to go bucolic.... Ruth Cornwall, penwoman of "Death Valley Days", is spending days and nights in Death Valley.... Johnnie Green (of the writing not swingcopating Greens) busy co-scripting with her via Uncle Sam's mails.... Dorothy Haas, for the past 2½ years WOR's femme dispenser of publicity, takes her talents to Fanchon & Marco, there to take charge of publicity and promotion today.... Our best, to you, Dorothy.... When Mrs. Ed Wolfe tuned in on a sustainer emanating from Brooklyn, she was so impressed by the script she told Ed about it.... Net result.... Jane West was signed to create "The O'Neills".... she's still doing it.... Celia Branz's ex-spouse, Joseph Stopak, has taken a string quartet to Philly to lend harmonic support to her recital there.... Virginia Sims, erstwhile soloist with the Kay Kyser outfit, rejoins them in the windy city this week....

Nellie Revell will occupy the unique position of "roast-mistress" at the George Rector dinner, the object being to see that the guests, as well as the entree, are done to a turn.... Helen King, the graphologist-contest queen, negatived Reuben H. Donnelly Inc. offer to team up with that outfit.... NBC's mezzo-balladeer, Carol Weyman, has acquired a permanent schedule at last.... She's on WEAJ Mondays at 2:30 p.m. and WJZ Wednesdays at 10:15 p.m.... Lillian Kaye, WEL's drama-vocalist was stopped by warbler's bete noir (laryngitis, to you) from auditioning with Sammy Kaye's band, starting a new commercial and appearing at a suwell country club....

Collette Lyons, Mervyn Le Roy's flicker-find, arrives tomorrow on the Chief for three-week vac before doing "Hotel Haywire" for Paramount.... She'll guestar on several programs.... Rose Blane, who's made vocal music with the Abe Lyman band for more than two years, goes "Leon & Eddie's" in their new Spring Revue, April 22.... National Oil Products gave Tim and Irene a bang-up party after their premiere t'other eve.... Abe Lyman, Vincent Lopez (whose send-off it was), Jolly Coburn, Roger White, Alton Alexander, Meri Bell and Del Scharbert were on the guest list....



**"COMMENTATOR
MAGAZINE"**

Commentator Publishing Co.
WEAF, Mondays, 11:05-11:15 p.m.
Cecil, Warwick & Legler Inc.

**INTERESTING EDITORIAL SHOP TALK
ABOUT NEW MAGAZINE.**

With the indefatigable Lowell Thomas and the likewise industrious John B. Kennedy as its headliners, this brief program serves its purpose in a very entertaining way. The purpose is to acquaint the public with the new Commentator Maga-

zine and to arouse interest in its contents. By means of a free-for-all editorial conference, with the publisher and others also taking part, the end is achieved.

Thomas is editor of the new publication, devoted to informative articles on current topics, and Kennedy is advisory editor. Both also contribute articles. Air program discusses these articles, as well as those of George Sokolsky and other prominent writers.

Humor as well as serious thoughts are exchanged in the confab, making it a very interesting 10 minutes.

ORCHESTRAS - MUSIC

INA RAY HUTTON and her Melodears will appear in person at the Paramount Theater, New York, for a week starting May 19. This is the blonde bombshell's first stage appearance at this theater, although she has been seen on the screen there many times.

Clyde Lucas begins an engagement at the Michigan Theater, Detroit, on May 21. Engagement set by Mills Artists.

Joe Marsala and his Chicagoans, heard thrice weekly via WHN from the Hickory House, and who will guestar on the WABC "Swing Session" on May 1, will wax four sides for Variety Records this week. The numbers they will do are old-timers and include "Clarinet Marmalade," "Wolverine Blues," "Jazz Me Blues" and "Chime Blues."

The Seven Loria Brothers, Mexican child-musicians, last heard on the air with Lanny Ross, have arrived in Hollywood to start work with Milton Berle in the film, "New Faces." Under a new contract with the Curtis & Allen Agency, the Lorias will make three more radio guest appearances before their return to New York in July.

Rosa Ponselle and Frank Forest, singing with the Cincinnati Symphony Orchestra, conducted by Eugene Goossens, will be presented by

WMCA, New York

Webster - Eisenlohr, Inc. (cigars), "Today's Winners," racing results, 25 weeks, Monday through Saturday, placed by N. W. Ayer & Son; Harry Jay Treu, New York (furs), "Happiness Circle," 52 weeks, through J. Dresner Adv'g Agency; College Inn Food Products, Chicago (tomato juice), 35 spots; Hecker Products Corp., 12 spots, through Erwin, Wasey & Co.

General Motors Promenade Concerts in a broadcast from the Cincinnati Music Hall over the NBC-Blue April 25 at 8-9 p.m.

The Swingtimers, novel orchestra with harmony quartet music, make their appearance over KFVS, Cape Girardeau, Mo., under the sponsorship of a cleaning company. Program is now entering its twelfth week over this station.

Tito Guizar, Mexican tenor star of CBS, appeared in a Carnegie Hall recital last night, assisted by the Metropolitan String Ensemble of the Met Opera Orchestra, in the preliminary to a nationwide concert tour. Scores of radio celebrities, among whom were Howard Barlow, Gladys Swarthout, Oscar Bradley, Lanny Ross and Emery Deutsch, attended.

Ben Bernie will catch up on his shuttling from coast to coast and with "all the lads," settle down in the old home studios in Radio City, after his NBC broadcast from Hollywood on April 27. His own band is returning with him to New York and their first broadcast from home territory will be on May 4.

Margo, heard on Mondays over WHN, has organized her own band of nine men. She is the tenth member and the only female in the outfit.

The Philadelphia Orchestra left for its 13,000 mile tour of the United States and Canada Monday night, to be gone until May 28. Iturbi and Ormandie will alternate as conductors during the tour.

**COMMENTS
On Current Programs**

Lux Radio Theater

Because he's a real all-around trouper, Joe E. Brown chalked up another radio score in "Alibi Ike" over CBS on Monday night. Brown registers well on the air. On this occasion he had the able help of Helen Chandler, Roscoe Karns and William Frawley among the supporting cast lined up by Director Cecil B. DeMille. Mr. and Mrs. Babe Ruth were interesting intermission guests.

Don Ferdi Orchestra

Heard via WICC, Bridgeport, late Monday night, the Don Ferdi Orchestra was caught in a batch of unusually delectable music. Either for dancing or for purely ear entertainment, it was distinctively tuneful, rhythmic and soothing.

Fibber McGee

Fibber McGee and Molly sailed into their new spot Monday night, over the NBC-Blue at 9-9:30 p.m., with sails in the wind. Fine concoction of fun in a bank, with action and laughs. The Kay Kyser music also was swell.

"Origin of American Music"

George Sharp's new series, tracing the origin and history of favorite American songs, is an enjoyable Monday 2 p.m. program over WMCA. Sharp has a pleasing baritone voice, and the illustrations used in depicting the musical numbers are both interesting and instructive. David R. Fenwick is collaborator on preparation of the programs.

Talk on Radio Technique

Technique of producing a radio play will be discussed for the special benefit of 4-H Club members competing in the Social Progress Program during the National Farm and Home Hour on Friday by C. L. Menser, producing manager of the NBC Central Division. Menser, a veteran in radio, will point out some of the tricks in producing a smooth, coherent play for radio presentation in the program at 12:30 p.m., EST, over the NBC-Blue network. The fifth and final talk on the technique of writing a radio play will be given May 7 by Ken Robinson, continuity chief of the NBC central division.

JOSEF CHERNIAVSKY

"The Musical Cameraman"

26 WEEKS COAST-TO-COAST FOR
1847 ROGERS BROS.

Available for Personal Appearances
During Summer Months as Guest Conductor

Thrilling Orchestral Novelties

Studio Address: 609 W. 115th St., N.Y.C.

CLAUDE SWEETEN

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

April 26: Frank M. Stearns, Salisbury, Md. CP for new station. 1200 kc., 250 watts, daytime.

WHBB, Salem, Ala. Mod. of license, and Vol. assign. of license. 1500 kc., 100 watts, daytime.

May 10: T. E. Kirksey, Waco, Tex. CP for new station. 930 kc., 250 watts, 500 watts LS, unlimited.

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

Carolina Advertising Corp., Columbia, S. C. CP for new station. 1370 kc., 100 watts, 250 watts LS, unlimited.

May 13: Dallas Broadcasting Co. Dallas. CP for new station. 1500 kc., 100 watts, daytime.

Loyal K. King, Pasadena, Cal. CP for new station. 1480 kc., 250 watts, daytime.

State Capitol Broadcasting Ass'n., Austin, Tex. CP for new station. 1120 kc., 500 watts, 1 Kw. LS, specified.

May 14: Louisville Broadcasting Co., Louisville. CP for new station. 1210 kc., 250 watts, daytime.

Louisville Times Co., Louisville. CP for new station. 1210 kc., 100 watts, unlimited.

Harold F. Gross, Lansing, Mich. CP for new station. 580 kc., 500 watts, 1 Kw. LS, unlimited.

Fannie Brice Quitting Stage

Fannie Brice, now appearing in the traveling "Ziegfeld Follies," was signed yesterday by Metro-Goldwyn-Mayer to a long term contract. Miss Brice announced at the same time that she will retire from the stage with the completion of the run of her current show. In the future she will devote her time exclusively to radio and the screen.

WADC to Air Park Bands

Akron—Plans are being made to put in a WADC line at Summit Beach park here to air the music of nationally known name bands playing the big pavillion there this summer.

John Bogart Married

John Bogart, Herald-Tribune radio editor, was married to Marjorie Goodell last week-end. Couple are now on a one-week honeymoon.

ANP Talk on WINS

Sanford E. Stanton, political writer currently acting as a newspaper syndicate correspondent at the 50th annual ANP convention, will discuss the events of the convention to date this afternoon over WINS from 3:45-4 p.m.

Unusual Response

Tulsa, Okla. — KVOO has had unusual response on a new type of program, entitled "Ship O' Dreams." The half-hour features the reading of original Vagabond Poems by Allen Franklin, program director, accompanied by the KVOO staff trio, Trafton Robertson, baritone, KVOO Vagabond Ensemble, and Lydia White at the organ. During the first two weeks on the air at 11:30 Friday nights they received unsolicited mail from 42 different states.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 21 of a Series

WFIL—Philadelphia

1 Kw.—560 Kc.

SAMUEL R. ROSENBAUM **DONALD WITHYCOMB**
President General Manager

WFIL is the newest radio station in Philadelphia. Yet, in prestige, it is already one of the oldest. Just a little over two years old, WFIL in a recent Ross Federal certified radio survey of Philadelphia was placed No. 2 in audience popularity among the city's eight stations—second, by a very close margin, to a long established, higher powered unit.

Owned and operated by a private corporation, the WFIL Broadcasting Co., the station's remarkable growth is probably a reflection of its heritage, for the station comes of pioneer stock, being a combination of WFI and WLIT, two of Philadelphia's first broadcasting stations. The present call letters were heard for the first time in January, 1935.

When Donald Withycomb, long time director of stations relations for NBC, left his New York post to take over the management of WFIL, the station was floundering and the outlook was bleak. True, WFIL started off with the NBC Blue wire, but it carried a very small percentage of the commercials because of the close proximity of WJZ which was then being sold to cover Philadelphia. Surrounding himself with a competent staff of executives, Withycomb proceeded to "go to town" and make broadcasting history in Philadelphia.

Here's what happened in those two years: the NBC-Blue commercials hopped up to 90 per cent and with Jack Stewart's sales department delivering the goods the local and national spot sales did likewise. WFIL's network affiliations were increased from 1 to 4. Besides NBC-Blue, the station now has Mutual and Transamerican-WLW, and it has organized, and is key station for, the Quaker State Network. It cracked the hostile Philadelphia press-radio situation and now has time-space swaps with three of the city's leading dailies. It was the first station in the city to establish a merchandising and client's aid service and it still leads in this field. It has established a rock-ribbed program reputation based on four points: choice network selections, quality or "class" music and entertainment, news and special features. The station's WFIL News Bureau is known from coast-to-coast and its special features division (the only one in town with mobile pack equipment) has covered everything from political conventions to the recent Louisville flood.

Withycomb's aides at WFIL include Sales Manager Jack Stewart, Business Manager Roger Clipp, Chief Engineer Frank Becker and Program Director John Clark.

WFIL's amazing growth has been accomplished under difficult operating conditions, with makeshift studios and separated executive quarters. When the station moves to its new \$200,000 home in September, and begins transmitting its signal from a new tower, progress for WFIL will really begin.

Joplin, Mo., Students Run WMBH For a Day

Joplin, Mo.—For one day last week, WMBH was turned over to the graduating class of the senior high school, with the entire staff standing by for emergency. The students started to work at 6 a.m. and signed the station off at midnight. A news staff, continuity staff, office staff, and management had been selected, with three shifts to work 6 hours each in order to give as many students as possible a little intimate connection with radio from the inside.

Students managed programs, selected programs, did everything but make some commercial announcements. In addition, about 125 of them appeared on different programs throughout the day, at the behest of their student program-director. The "Looking Into the Past," "Talk of the Town" street broadcast and "Radio Soap Box" open forum, by arrangement, were all distinctly high school in flavor. About 75 students were required to staff the station for the day.

KFVS "Around Town" In 95th Broadcast

A participating program that has "made good" is the half-hour show heard each Sunday afternoon over KFVS, Cape Girardeau, Mo., and known as "Around the Town with Tom and Helen." It features the imaginary Sunday afternoon travels of a young couple and consists of dialogue and musical background. The program has been broadcast since 1935, totaling 95 consecutive broadcasts.

W3XKA Back on Air

Philadelphia — W3XKA, the Westinghouse ultra high frequency short wave transmitter atop the Architects Building, again is on the air with a new frequency of 31,600 kilocycles. Regular programs of KYW are being transmitted daily, 10 a.m.-11 p.m. Engineers under the direction of E. H. Gager, plant manager for KYW, are at present conducting field experiments including the use of recording meters to measure fading.

GUEST-ING

MARGALO GILMORE, ILKA CHASE and EARLE LARIMORE in a scene from "The Shining Hour" on the A. & P. Show, May 6 (CBS, 8 p.m.).

JOHN BEALE on Lux Theater, May 17 (CBS, 9 p.m.).

JANE PICKENS, on James Melton's Sealtest Party, April 24 (NBC-Red, 8 p.m.).

LOUISE MASSEY and the West-erners, on Leo Reisman's "9 o'Clock Revue," April 25 (WOR, 9 p.m.).

PHIL REGAN, on Ed Wynn Show, May 1 (NBC-Blue, 8 p.m.).

REINALD WERRENATH, on Hammerstein Music Hall, April 27 (CBS, 8 p.m.). Booking arranged by Dorothy Worthington.

PEGGY WOOD, on George K. Arthur's "The Stage in Review," April 21 (WQXR 6:45 p.m.).

Workshop at KFRU

Columbia, Mo. — Young aspiring radio actors from the University of Missouri Workshop, with the help of their director, Howard Hake, and under the supervision of George Guyan, program director of KFRU, and David Frederick, KFRU feature writer, have begun producing in the studios a series of dramatic sketches depicting the early history of the Show-Me state. These authentic sketches are heard each Wednesday evening.

A repertoire group of 16 young men and women are learning the fundamentals of dramatic production in the field of radio and, according to their director, are "eating it up."

The station recently dedicated its new studios and transmitter, with a message from President Roosevelt among the felicitations received.

Jack Benny from Waukegan

Jack Benny has sent word to Mayor Mancell Talcott of Waukegan that he expects to do a broadcast from there probably on June 27. Benny expects to do a broadcast from Chicago June 20. He winds up his series on July 4 and plans to finish off in New York.

KMO Studios in Puyallup

Tacoma—KMO has opened a new broadcasting studio in the Kilgore Building, Puyallup, Wash.

Seattle Paper on the Air

Seattle—The Ballard Tribune, local newspaper, is exploiting itself over KRSC.

Air-Tuning

Buffalo—Since the WBNY studios were completely air-conditioned recently, the studio pianos no longer get out of tune.



THE transcontinental swing being taken by Haven MacQuarrie starting May 7 is expected to result in some new talent for the Warner Bros. studios. The "Do You Want To Be an Actor?" producer will pick a boy and girl in each of the big cities which he plays on his personal appearance tour. The winners are to be brought back to Hollywood via special train, after which Trans-American has definite plans which will keep MacQuarrie on the air.

Hec Chevigny, formerly of KOL, Seattle, and now script chief of KNX, Hollywood, will have his latest book, "The Lost Empire," off the press this fall.

Lou Francis, girl pianist, has been signed for a three times a week 15-minute sustaining program on KGfj.

New Move to Eliminate Canned Music on Radio

(Continued from Page 1)

in back of him the leading orchestra leaders and other talent appearing on the ether and who make phonograph recordings.

In the high court of Penn. the case of Waring vs. WDAS is expected to result in a decision establishing a precedent one way or the other, which will guide courts in other states. Lower court restrained WDAS from playing Waring disks, and the station, backed by the NAB, took an appeal. Decision is expected within a day or two.

In New York, Supreme Court Justice Hammer handed down a memo in which he allowed the Decca Record company to intervene in the action of Frank Crumit vs. WHN and Goldenrod Brewery Co. Crumit is a NAPA member and suit is a local test case, one of several pending by NAPA members. Decca averred it and not the artist controlled the right to restrain stations, etc., from playing the records in question. Artist, says Decca was paid for his work and recording company owns it.

Justice Hammer, however, in allowing Decca to intervene, merely threw the case back into NAPA's lap, since he does not have prejudice against Crumit filing an amended complaint and continuing the fight to keep Decca out. The Crumit-WHN action has been set on the May 3 Supreme Court calendar and it is scheduled to come up within the week following this date.

Maurice J. Speiser of New York and Philadelphia, is general counsel for the NAPA, while Milton Diamond, is attorney for Decca.

NAPA is not connected with the Los Angeles organization, the American Recording Artists Association. Latter group is not averse to radio playing records made by its members so long as the outlet in question pays a performing rights fee.

RADIO PERSONALITIES

No. 27 in the Series of Who's Who in the Industry

DEWNEY H. LONG, sales manager of Columbia's Southern key station, WBT, Charlotte, N. C., has had a career that is literally a story of office-boy-to-executive. He began as office boy in a railroad company department in Chattanooga, Tenn. After a few years, he took a business



From office boy to executive post.....

course, returned to the office and soon became assistant to the chief clerk. Leaving that, he worked as secretary of a creosoting plant and was transferred to Spartanburg, S. C. There, he began his selling activities by working for a wholesale bakery, but depression caused his specialty cake line to fall and he entered radio, peddling announcements for a Spartanburg station, the owner of which operated three other stations. Within a few months, Long was sent to Huntsville, Ala., as manager of a station. He returned to Spartanburg for a while and quit radio for a business of his own. Bitten by the show bug, however, he succumbed again, and joined the staff of a new station at Greenville, S. C., as commercial manager. Shortly thereafter, in 1933, he came to WBT as a salesman, and in 1936 was promoted to Sales Manager by General Manager William A. Schudt, Jr.

Long was born in Trenton, Ga., is married and has two boys, one eight and the other not yet a year old. He has a genial disposition, likes everybody and everybody likes him, is a quick thinker, easygoing, and possesses a diplomatic manner and polish that appeals to all types of people. Long's hobby is golf, at which he excels.

Lake Mich. Under-Water Broadcast Is Described by WTMJ Engineer

Milwaukee—Dan Gellerup, technical supervisor of WTMJ, gives the following report on the technical handling of the station's recent broadcast from 58 feet below the surface of Lake Michigan—the "American Dress Rehearsal" of the Lusitania Salvage Expedition—which created widespread interest:

"The equipment used was a medium, low-frequency, broadcast relay transmitter, WJER, with an outlet of seven and one-half watts. The talk-back circuit was a seven and one-half watt ultra high frequency broadcast relay transmitter, W9XAZ, while the speech circuits consisted of a Western Electric 22A amplifier and three Western Electric 633A microphones. A rather peculiar lineup of speech equipment was used because each of the two diving helmets was equipped with both head phones and microphones, all working off a common amplifier. Since the nature of the diving test prohibited the use of a number of cables for communication, a four-wire shielded cable was used with each diving dress. Two wires carried the microphone output at 25 ohms and the other two carried the headphone circuit at 12,000 ohms, the latter circuit being bridged across the amplifier output. The circuits in this cable were free from any feedback even though the decibel gain from the input and output circuits was of the order of 70 decibels. Besides feeding the headphone circuits, the program line also fed the newsreel sound equipment. This was also accomplished with a bridging circuit.

"The microphones were built in as an integral part of the breathing tubes in the divers' helmets. The

headphones were fitted into skull caps worn as part of the diving suit. During the entire broadcast, all microphones were open so that the two divers under water and the announcer on deck could converse with each other without the use of any switching circuits.

"During the broadcast, the only trouble encountered was caused by the gas-driven generator. The gas tank for this unit was in the base and the gas feed was a suction type. When the ship started to roll, the gas sloshed about in the gas tank, allowing the carburetor to draw up air, which caused the engine to sputter and die out. The total interruptions were something under two minutes. A gravity feed tank would eliminate this trouble."

Bible Series on CBS

A Sunday series of "Living Dramas of the Bible" will start next Sunday 2:30-3 p.m. on the CBS network. They will be written by Margaret Sangster, Lewis Beach, Ernest Howard Culbertson and Thyra Samter Winslow. William N. Robson will direct.

Amateur Movie on WMAZ

Amateur movie hobby has hit WMAZ, Macon, with a bang. First, Chief Engineer George P. Rankin Jr. started out with an outfit some two or three years ago, to be followed in a few months by President E. K. Cargill; last Fall Wilton Cobb, secretary and treasurer, went in for the idea, and now comes Frank Crowther, salesmanager, to make it a camera quartet. Between them the WMAZ staff has been more than "shot."



LOU JACOBSEN has left CBS to produce "Bowman Fireside Theater" and "Northerners" for J. Walter Thompson.

Larry Holcomb turned over the continuity department at NBC here to Ken Robinson and departed with wife and child for a vacation in Santa Fe before returning to New York as radio director for Fletcher & Ellis.

Richard Marvin, radio production director of J. Walter Thompson, back from Dallas on the Omar account.

Lois La Chance, torch singer, who bowed in recently on the Bowman Fireside Theater, is playing this week at the Chicago theater.

J. Morse Ely of J. Walter Thompson radio department back from honeymoon in Mexico. Bride is Louise Stanley of Evansville, Ind.

Arch Oboler, author of "Lights Out" and of Irene Rich's scripts, off to New York to consult with publisher regarding "Lights Out" volume shortly to be brought out.

Bill Stoker, soloist with Kay Kyser, and who left for home in Salt Lake City last week, now writing friends here that he is going into Missionary work for the Mormon church in New York. Also plans to study at Juilliard school.

Kay Chase, who writes "Painted Dreams" and "Helen Trent," back from a Florida vacation. She spent all the time there writing scripts.

Joe E. Brown, in town for a week of baseball broadcasting over WJJD, for which he's reported getting \$3,000, was host to radio and sports writers at a Drake Hotel luncheon yesterday.

Carl Hoefle's new song (he's pianist for Tom, Dick and Harry) was introduced on the air on the "We Are Four" serial. Bud Vandover (Tom) did the singing.

Bill Irvin (Don Foster, radio editor of The Times) is back from Hollywood where he visited the Wendell Halls.

Mrs. Wayne King and children, Penny and Wayne Jr., plan to go to their northwoods Wisconsin farm early in May for the entire summer. Wayne will duck up there occasionally between Lady Esther broadcasts.

Fibber McGee and Molly (Jim and Marian Jordan) signed contracts Monday for their Paramount picture. The Johnson show thus moves to Hollywood, with its first broadcast from there May 3. Harlow Wilcox, stooge and announcer, may go along. Ted Weems must stay behind because of his Mutual commercial, so Jimmy Grier will be the coast ork. Show is expected to remain west about six weeks.

Joe Du Mond, baritone, poet and narrator, replaces Gene Arnold as narrator for the Cadets Quartet and Harry Larsen. Arnold continues on "Fitch Romances," plus the new NBC Minstrels.

Coming Events

April 20-23: American Newspaper Publishers' Ass'n annual convention, Waldorf-Astoria, Hotel.

April 24-25: Association of Radio News Editors & Writers executive committee meeting, 360 North Mich. Ave., Chicago.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 2-9: National Music Week; David Sarnoff, chairman.

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

May 7: NBC Athletic Association Spring Dance, Hotel Roosevelt, New York.

May 10-12: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 12-15: World conference on radio communication and television, Cairo, Egypt.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

May 23-25: National Radio Service Ass'n convention, Dallas.

June 1-10: Radio-television exposition, Moscow.

June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Nov. 26: Inter-American Radio Conference, Havana.



Coast-to-Coast



GEORGE E. HALEY, KMBC director of national program sales, is in Kansas City from Chicago for a brief confab with studio execs.

Ed Sprague, sports commentator on WCAE, Pittsburgh, fills a late spot three nights a week, at 11:10 p.m.

Gilbert Mack of WHN stock company impersonates Charles Boyer in the radio version of "History is Made at Night" on the WHN Movie Club, 8 p.m., Friday.

Rae Carde, femme member of the WJW (Akron) staff, is writing copy since Joe Griffiths left the studios.

Bob Ingram has taken over the nightly sports period on WADC, Akron.

D. A. Wheeler, WISN's chief engineer, is responsible for the elaborate set-up of mikes at various strategic points at Borchert field for the broadcasting by Alan Hale of the Milwaukee Brewer games. A prologue to the game itself, the "Dugout" broadcast, is presided over by Neil Searles.

"The Program Is Yours" is an hourly twice-monthly program heard over KFS, Cape Girardeau, Mo., featuring the 140th Infantry Band, composed of fifty members. The program, sponsored by a bakery, is broadcast by remote control from a town some 15 miles from Cape Girardeau. Program is made up of request numbers sent in by listeners.

Al Hunter, KVOO staff announcer and vocalist, was recently chosen soloist of the First Methodist Church in Tulsa, Okla. Hunter is a baritone and presents his own program over KVOO every Thursday morning.

John Lawson, who edits the expanded radio column for the evening Fort Worth Star-Telegram, has started a "pet peeve" department in the column, for use of his readers who want to write in their peeves about radio in general and particular programs.

Former workers of Jack Parr, WCAE's new announcer from Youngstown, send him letters addressed Jack "Bing" Parr.

Lawrence Suhadolink, operator at WADC, Akron, is honeymooning in the east with his bride, Tresta Taro.

Allan Williams stepped in as chairman of WMCA's "Early Risers" yesterday a.m.

Eddie Wise treated listeners of WEBQ, Harrisburg, Ill., to a swell treat last week when Tom Mix was in town. Wise had the cowboy and circus star on the air for 10 minutes.

Bill Condit of The Speedblenders is back on KMAC, San Antonio, after an illness.

Kenny Kurz is assisting Earl Harper in the WNEW baseball broadcasts.

J. Munger has joined WBRY, Waterbury, as salesman. He was formerly at WKZO, Kalamazoo.

The Old Counsellor, similar to Voice of Experience, is a new sustainer thrice weekly on WELI, New Haven.

Corwin Riddell, program director at KTSA, San Antonio, has obtained Wheaties sponsorship for the Mission team baseball games. "March of Time," Fishing Reports and INS news also are now on the KTSA schedule.

Dick Smith has won a third year scholarship at Harvard law school after having been there two years and affiliated with the Yankee Net in a minor exec position. Smith, national intercollegiate oratorical champ in 1933, used to be on the announcing staff of KFAB-KFOR, Lincoln.

William H. Albee, who walked 1,000 miles from Prince George, B.C., to Atlin, is the current "man of the week" at WLS, Chicago. He will give talks on the Dinnerbell Time and Homemakers Hour programs.

Billy Morell's, "What's Your Opinion," man-on-street show, heard daily 12:30 over WJBK, Detroit, almost had an unwanted opinion the other day. Morell was gabbing with a lady guest, when a tipsy gent in the audience burst through the crowd and wanted to know "who's conducting this meeting?" Billy had one hand on the mike, and the other ready for a shove when Jim O'Brien, WJBK's Turf reporter, who happened to be there, hustled the indignant inebriate away.

Tommy Hoxie, local manager of KSLM, Salem, Ore., is one of radio's youngest execs. Only 24 years old and married, he's been in radio for eight years. Started with KTBR, Portland, and is practically an all-around radio man.

Norman Twigger has been doing such a good job of giving twice-daily news on WCAE, Pittsburgh, that his sponsors have asked that his programs be billed "Norman Twigger-News."

James Milne, WELI proxy, is the new president of the Aims Point Club, New Haven.

Sleepy Hollow Gang of WCAU, Philadelphia, plan a two-week vaca-

ANNOUNCERS

BOB GILL gets the early morning dog watch, 6:45 a.m., at WCAU, Philadelphia. He pulled straws and lost.

GENE SHUMATE, Iowa Network sports announcer, will be at the CBS mike for the annual Drake Relays at Drake University, Des Moines, April 24, while REGGIE MARTIN of Central States Broadcasting will cover for NBC via KSO. Shumate later will air baseball over KSO.

BOD DE HAVEN, sports announcer at KVOO, Tulsa, Okla., is manager of a softball team formed by the station staff.

LESLIE WILLIAMS of the announcing staff at WCAE, Pittsburgh, plays the landlord role in the Wednesday night show, "A Night at the Inn."

BOB EVANS, formerly of WCAE, is now special events and sports announced at WSPD, Toledo.

tion soon, with Lazy K. Hillbillies pinch-hitting.

Sims Rixey, accompanied by Joseph Bradshaw, pianist, started a new thrice-weekly program of "Old Favorites in Song" over KFRU, Columbia, Mo., last week.

Jesse Crawford, while playing a theater date in Buffalo, tuned up the new Hammond electric organ installed by WBNY.

The KMAC (San Antonio) "Birthday Party" has been on the air 6½ years and is getting over 50 letters daily from all parts of the U. S. and ships at sea asking that birthdays be aired on these programs each Sunday morning at 7:30 by Tony Bessan, originator, announcer and studio production manager.

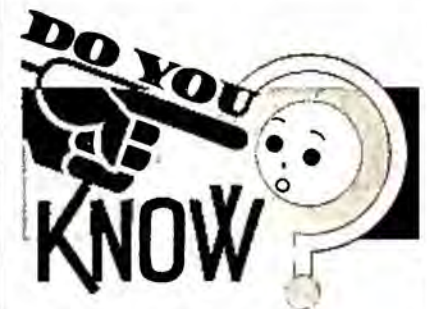
Art Lewis, formerly at WCAE, Pittsburgh, and now selling time at WMMN, Fairmont, W. Va., was a recent smoky city visitor.

Bill Taft, manager of KGY, Olympia, Wash., contends that his station was among the first five to be established in this country.

ONE MINUTE INTERVIEW

HERB HOLLISTER

"Much of the headway we have been able to make since KAWS first went on the air last September has been due to our close attention to the LOCAL Picture. We have made it our business to broadcast consistently everything that has happened locally, and have even gone so far as to create a few events on our own hook."



Arthur Godfrey, Washingtonian, rated the highest-paid in the country, has 12 commercials and one daily program with 75 sponsors.

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