



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 52

NEW YORK, N. Y., THURSDAY, APRIL 22, 1937

FIVE CENTS

Press-Radio is Renewed

Looking On ... AND LISTENING IN

RANDOM ITEMS The scarcest quantity in radio variety programs is originality. Two new big-time air shows that made their debut last Sunday night both used a Jewish stogee although the airwaves are already cluttered with programs having stogees.

RKO Radio Pictures proudly announces that its musical film, "Shall We Dance," will get plugs on 187 major broadcasts between March 17 and May 5. Which is still less plugging than Bernie and Winchell are giving their picture—and such a use of radio programs has never had an equal. Yet some movie folk call radio their enemy.

In reviewing the recently broadcast CBS blank verse drama, "Fall of the City," Time Magazine ran the review under the heading of Theater. Radio isn't quite sure yet whether it ought to feel complimented.

The New York Advertising Club luncheons are worth better than a local airing. They produce an unusual amount of good entertainment in the way of interesting personalities, timely sidelights and the prolific Lowell Thomas in his most sparkling humorous form.

Listening to play-by-play descriptions of baseball games on the air makes a fan very eager to see the games. It's both a tribute to the announcers and assurance that the airings will help rather than hurt baseball attendance.

The Kansas City Kansan, newspaper, is again listing radio programs in its columns. It tried dropping the daily log but met with such public protest that the service was restored. A newspaper without a radio chart today is like a clock without hands.

News to Order
Wichita—Though aware that its UP news broadcasts were being utilized in Wichita public school classes, KANS didn't realize the full extent of this service until the other day when the principal of one of the schools phoned Manager Herb Hollister and asked for more strike news on the 10 a.m. period for the civics class.

BORDEN SHOW ON WHN WILL BE FED TO WOR

Effective May 12, WHN will feed a commercial program weekly to WOR. Program, sponsored by Borden Co. for its Pioneer Ice Cream division, has been set for a 52-week run and will air every Wednesday 8-8:30 p.m. over both WOR and WHN.

Show is tagged "Broadway Melody Hour" and will feature Col. Jay C. Flippen as emcee, Irving Aaronson's orchestra and guest stars. Harold Stretch, WHN sales department, negotiated the deal. Young and Rubicam is the agency handling the show.

WSAN of Allentown Joining NBC on May 1

WSAN, Allentown, Pa., will join NBC on May 1 as an optional Red or Blue network outlet, it was announced yesterday by NBC. WSAN is the only station in Allentown and operates on 500 watts, 1440 kcs. NBC rate will be \$120 per hour. J. C. Shumberger is president of WSAN Inc. J. H. Musselman is station manager. NBC networks now have 125 stations.

RCA, AT&T Obtain Writ On Transmitting Patent

Wilmington, Del.—Judge John P. Nields in U. S. District Court yesterday granted a preliminary injunction in the case of RCA and A.T.&T. against Collins Radio Co. It was alleged that defendant had infringed

8 Atlantic Seaboard Stations Go With Mutual in September

Program is Conceived, Sold and Aired in Hour

Tulsa, Okla.—R. P. (Bud) Akin, KTUL salesman, set some kind of speed record when he conceived, sold and aired a special sports quarter-hour in a few minutes more than an hour. One of his sporting store clients called and said Tony Acetta, national bait casting champ was in town for a night performance and they wanted

New Bureau Agreement is Extended for Another Year—Publishers Adopt Friendly Radio Attitude

Advertise Sustainers
Chicago—For the first time, as far as is known here, a hotel is spending money to advertise its sustaining broadcasts. Palmer House has allotted \$1,800 for next two weeks to plug Henry King's orchestra (WGN-Mutual) in ads on radio pages of local newspapers. Ralph Ginsburgh and the Palmer House Ensemble will get ads the week after.

FIRST COMMERCIAL SET FOR WLW WIRE

The first commercial program to be heard over the new WLW wire will begin airing today, 2:30-2:45 p.m. Drums, Inc. (cleaner) is the sponsor, with C. C. Winningham, Detroit, handling the show. Program has been set for 13 weeks and will

Willys-Kyser Show Set On 25 Mutual Stations

The new Willys-Overland nationwide program, "Surprise Party," featuring Kay Kyser's orchestra, will start Sunday, May 2, at 10-10:30 p.m., over 22 Mutual stations, with three

The American Newspaper Publishers Association's radio committee report released yesterday announced the renewal of the Press-Radio bureau for another year. NBC and CBS have agreed to underwrite the cost of its operation as in the past.

Committee report also took cognizance of television, facsimile printing, foreign news propaganda by radio, and devoted an appendix to the newspaper owned wireless company Press Wireless Inc. Firm is now used by Transradio to broadcast news to stations subscribing to its service.

NAPA convention to date has not uttered a word against the radio. Even the annual report of the NAPA Bureau of Advertising which in the

NEW KYW, WGY STUDIOS WILL COST \$1,000,000

Complete plans for building of new studios for KYW, Philadelphia, and WGY, Schenectady, were announced yesterday by Lenox R. Lohr, NBC president. At the same time it was learned that NBC has amended its present station contracts with General Electric, owners of KOA, KGO and WGY, whereby the expiration dates have been staggered. The original contract signed Nov. 25, 1932, contained a simultaneous expiration clause.

The new contracts call for the WGY contract to run until Dec. 31, 1942; KOA to July 1, 1943; KGO to July 1, 1944. WGY and KOA are 50,000-

2 KDYL Shows Waxed
Salt Lake City—Two KDYL programs, "The Woman's Hour" featuring Harriet Page, and "The Kangaroo Artists Revue", for children, have been recorded on disks here by James B. Keysor Sound Studios. The transcriptions are going east to the station's national representatives, John Blair & Co. Both shows have made quite a hit hereabouts.

Reports that Mutual will expand its network facilities into the southeast next fall were confirmed yesterday by Fred Weber and Theodore C. Streibert, MBS general manager and vice-president, respectively. Negotiations are now going on for eight stations, between Richmond and Atlanta to join the network next September. Initial conference between Fred Weber and representatives of the southern stations was held in the Hotel Charlotte, Char-

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FINANCIAL

(Wednesday, Apr. 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169½	168¾	169	+ ¾
Crosley Radio	22¾	22	22½	+ 7/8
Gen. Electric	56½	55½	56½	+ 1
North American	26½	26½	26½	+ ¾
RCA Common	10½	10½	10½
RCA First Pfd.	73¼	72½	72½	- 1¼
RCA \$5 Pfd. B.		(98¾ Bid)		
Stewart Warner	20¾	19½	20¾	+ 1
Zenith Radio	38½	37¾	37¾	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	16	16	- 3/8
Majestic	4	4	4
Nat. Union Radio	2½	2½	2½

OVER THE COUNTER

	Bid	Asked
CBS A	54½	56½
CBS B	54¼	56¼
Stromberg Carlson	15¼	16¼

"Bachelor's Children" Is Adding 4 Stations

Cudahy Packing Co., Chicago (Old Dutch cleanser) on April 26 will add WKRC, WGR, WJSV and WEEL to its "Bachelor's Children" Mondays through Fridays, 9:45-10 a.m. Roche, Williams and Cunyngham Inc., Chicago, has the account.

CBS-Guild Meet Delayed

Scheduled meeting between the CBS bargaining committee and the American Guild of Announcers & Producers yesterday morning was postponed at CBS' request until 3 p.m. today.

STATIONS!

The Morning Bulletin Board
America's Perfect Morning Variety Show
STAR RADIO PROGRAMS, INC.
250 Park Avenue New York City

A Radio Success Story

Drene shampoo was introduced to the public by Procter & Gamble about 18 months ago via WBS spot announcements in chosen cities and today is the largest selling shampoo on the market. From the spot announcements the sponsor placed WBS quarter-hour disks in five test cities with Jerry Cooper as vocalist singing under the name Jack Randolph. From the test series the station list has grown to 100 stations using the disks, plus the three NBC network shows.

Ed Smith, to Gen. Mills As Program Dep't Head

Chicago—S. C. Gale, advertising director of General Mills, Minneapolis, has signed Edward G. Smith, WGN production director, as manager of the General Mills program department, effective June 1. Smith will leave WGN May 15 for a Southern vacation which General Mills is giving him.

Smith has been with WGN six years, coming from the King-Trendle Broadcasting Co. (Michigan network). At WGN Smith has produced "Bachelor's Children," also aired on CBS and Mutual; "Painted Dreams" and "We Are Four."

General Mills has Gold Medal Feature Time on CBS, outletting from Chicago studios "Betty and Bob," "Modern Cinderella," Betty Crocker, and "Hymns of All Churches," and from New York John K. Watkins' comments. Also currently testing "Arnold Grimm's Daughter" for Soft-asilk on WGN.

Battle Re-enactment Over Virginia Network

Petersburg, Va.—One of the outstanding historical pageants of the year, the re-enactment of The Battle of the Crater here, where the famous Civil War battle actually took place, will be broadcast by WPHR of Petersburg and fed to the Virginia Broadcasting System on April 30 at 11 a.m. Taking part in the program will be the Fifth Regiment of the U. S. Marine Corps, cadets from Virginia Military Institute, Second Battalion of the 111th Field Artillery of Virginia National Guard, Company G of the First Infantry of the National Guard, the Quantico Post Marine Band, and many notables.

Richmond News Leader, daily paper, is sponsoring the broadcast.

Senator Bankhead Halts Airing of Tax Hearing

Washington Bureau, RADIO DAILY
Washington—After arbitrarily halting a broadcast of District of Columbia tax problems, Speaker William T. Bankhead refused to give any reason beyond the mere fact that he doesn't believe in this type of broadcasting. He said in part: "There have been no broadcasts of committee hearings since I have been speaker, and I am not willing there should be."

Maryland Hunt Race on NBC

NBC-Red network will air the 44th annual running of the Maryland Hunt Cup Race on Sunday, 3:45-4:15 p.m., with Clem McCarthy at the mike.

Two WNEW Accounts Renew for 3rd Year

WNEW has received its third consecutive renewal from two of the station's largest time buyers. Canadian Fur trappers, renewed for 52-weeks, now airing 7 times weekly on Make Believe Ballroom for 15-minutes per period. One half-hour musical show Sundays and 48 spot announcements weekly on the Dance Parade. Jordan Furs, also renewed for 52 weeks, now broadcasting daily show lasting for half-hour and tagged "Uncle Pete and Louise," 15-minute musical show Sundays, and 18 spot announcements weekly on Dance Parade. Schillin Advertising agency has both accounts.

Zenith Radio Withdraws Objections Over S. E. C.

Washington Bureau, RADIO DAILY
Washington—Zenith Radio Corp. of Chicago has withdrawn objections to making public disclosure of certain information filed under Securities Exchange Act. Info released concerned capital stock, investments in securities and affiliates, and income for dividends. E. F. McDonald, Jr., is president and a director.

Shurick Recommended For FCC Secretary Post

Minneapolis—Edward P. Shurick, now assistant general manager of WJGY here, has been recommended by Ernest Lundeen, U. S. Senator from Minnesota, for appointment as secretary to the FCC in Washington. Shurick has been in radio for eight years and was at one time manager of KSTP here.

Minnesota Democratic leaders also have endorsed his appointment to the FCC post.

Wales Gets Bird Food Account

Wales Advertising Co., Inc., has been appointed to handle the Nature Friend, Inc. (bird food products) account.

Radio advertising is being expanded, bringing Anice Ives to Philadelphia daily on WIP and participation in a New England program on WEEL and other CBS stations.

LEO SAYS: 

Greetings to a new sponsor—DRUMS, Inc., on WHN every Thursday from 2:30 to 2:45 P. M.

WHN DIAL 1010
AFFILIATED WITH M.G.M. LOEW'S

COMING and GOING

ANDRE KOSTELANETZ leaves New York for Hollywood after his April 28 broadcast to appear in the Paramount motion picture, "Artists and Models."

LILY PONS returns to Hollywood in July.

PAUL MOSHER of the David Alber publicity office leaves New York tomorrow for Connecticut on business.

BERNICE CLAIRE returned to New York yesterday from Little Rock, Ark.

EMIL COLEMAN leaves New York tomorrow for Pittsburgh to play an engagement.

JANE PICKENS arrives in New York today from Pittsburgh.

HORACE HEIDT and his band leave town tomorrow for Washington to play a week's engagement at the Earle Theater.

PAULINE SWANSON of Bob Taplinger's Hollywood office arrives in New York today and will remain here for a week.

LOWELL THOMAS sails April 28 on the Europa for England to cover the coronation.

GEORGE W. TERRELL of the General Electric Co. arrived in New York yesterday aboard the Western World from Buenos Aires.

PHIL SPITALNY is scheduled to return to New York from Chicago this week.

HARRY KERR, radio publicist of J. Walter Thompson Co., was in Washington yesterday and returns today.

GUNNAR WIIG, manager of WHEC, Rochester, N. Y., is in New York on business.

Spring Radio Cleanup Topic of Caldwell Talk

Elimination of noise and interference from radio receiving sets will be the subject of a talk by Dr. Orestes H. Caldwell, editor of Radio Today and former Federal Radio Commissioner, over the NBC-Blue network tomorrow at 7 p.m.

In his talk, titled "Spring Clean-Up for Your Radio", Dr. Caldwell will give some simple rules for doing away with the objectionable noises.

Pitkin Test Series Scheduled for WINS

A series of four test programs featuring Walter B. Pitkin and built around his latest book, "Careers After 40," will start April 29 at 4-4:15 p.m. over WINS. It will be a new type of radio show dealing with careers.

W. R. Murphy of Clark H. Getts Inc. is handling.

"It's A Fact!"

Don't forget, this daily script of news oddities, expertly written AND INSTANTLY SPONSORABLE, is also available in GERMAN, POLISH, ITALIAN and JEWISH.

Write or Wire

Van Cronkhite Associates, Inc.
360 NORTH MICHIGAN AVE.
CHICAGO
State 6088

8 SEABOARD STATIONS GOING MUTUAL IN SEPT.

(Continued from Page 1)

lotte, N. C., last week. Virgil Evans, owner of WSPA, Spartanburg, arranged the meeting.

Weber said that the southern stations would join the network as a group and because of necessary preliminary work affiliation could not possibly be started before Sept. 1.

With these new outlets Mutual will have completed its eastern seaboard coverage from Boston to Atlanta and is a step nearer to breaking the long line-haul to Texas. Additions of stations in the Mississippi valley south of St. Louis will bridge the gap. Weber would not comment on the rumors that he was negotiating for WNRB, the Scripps-Howard station in Memphis.

With the recent addition of the Oklahoma network, KTAT and WRR, in Texas, the Don Lee network last January, Mutual before the year is out plans to have coverage in all the principal states in the country.

First Commercial Set for WLW Wire

(Continued from Page 1)

air every Thursday. Arthur Chandler—chats with organ comprise talent setup.

Show, originating from WLW, will be aired over WHN, WAAB, WTHT, WSAR, WSPR, WLBZ, WFEA, WNBH, WLLH, WIXBS, WEAN and WICC. Latter stations, with the exception of WHN, make up the Colonial network.

A special hook-up has been made to include web so as to place sponsor's advertising in additional territories not affected by the new WLW-WHN affiliation. WFIL and KQV, regular members of the wire, will not carry the show.

Program is Conceived, Sold and Aired in Hour

(Continued from Page 1)

him interviewed at 3-3:15 p.m., just before daily play-by-play report of Tulsa baseball game. Akin grabbed a telephone, called two other sports stores in Tulsa, and had commercial set in a few minutes for a quarter-hour program. He called again and had Acetta sent up. The interview went on, clicked and pulled a nice crowd at the night's performance.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

April 22
Greetings from Radio Daily to
Eddie Albert
Bert Roggen

NEW PROGRAMS—IDEAS

WMT Midnite Theater Show

The "Easy Iowa Song Fest," a new feature to the Iowa airwaves, heard over WMT, Cedar Rapids-Waterloo, every Saturday night from 11:30 to 12:30 and originating in the Paramount Theater, Cedar Rapids, brings the mid-west a full hour variety program. Show is sponsored by Easy Washing Machine Co. and its distributors.

Frank Voelker, radio's blind organist, a community sing conducted by Doug Grant, Bill Brown and his inquiring microphone, Bob Leefers and his minstrel show, and Bert Puckett as Master of Ceremonies, are some of the highlights heard every Saturday night in this full hour of fun-packed entertainment.

In the two weeks the show has been on the air it is estimated 1,600 people have seen the performance. Situation now is that, in order to be assured of a seat, people are attending the second show to be there when the program goes on the air.

First 30 minutes of the show is devoted to community singing with Frank Voelker at the organ and Doug Grant conducting the songs from the stage. Bill Brown, conductor of the "Movie Man" broadcast over WMT, circulates through the crowd asking questions at random to anyone seated along the aisles of the house.

Bob Leefers, has been added to the staff of WMT in charge of auditioning performers who are given an opportunity to show off their wares on the program.

A novel way of introducing this portion of the program has been worked out by Grant and Leefers. One system used is the introduction of Leefers, the Old Schoolmaster. Kids are brought to the front of the room to perform. Idea is to get away from the old system used on most amateur programs. Everyone living in or around Cedar Rapids is invited to sit in and participate in the show

"Civic Salutes" on WINS

A new weekly series known as "Civic Salute," will be inaugurated May 4 at 8:30-9 p.m. on WINS. The

program, designed to acquaint New Yorkers and those in this vicinity with important facts about their neighbor cities and towns, will be dedicated each week to another city or town in the primary service area of WINS, which takes in a population of over 13,500,000.

On Tuesday night, May 4, WINS will tender a Civic Salute to Bayonne, N. J. Mayor Lucius F. Donohoe of Bayonne will open the program with a talk on "Bayonne and Her Future." Other prominent speakers will be Preston H. Smith, Superintendent of Schools, who will discuss "The Social and Cultural Life of Bayonne," and Edward F. Clark, president of the Chamber of Commerce, who will talk about "The Business of Bayonne." A. L. Hahn, secretary of the Bayonne Historical Society, will give the "Salute to Bayonne," in which he will cover the vital and most dramatic facts in the city's history and progress. The Bayonne High School Glee Club, under the direction of Miss Wakefield, will also be heard on the program.

It is planned, in each case, to give a graphic picture of the business and cultural life of the locality, emphasizing the musical and artistic achievements as well as the commercial.

Other cities and sections which will appear on the series are: Elizabeth, N. J., Jersey City, N. J., the boroughs of Bronx, Brooklyn, Manhattan, Queens and Richmond. Also tentatively scheduled are Hackensack, Hoboken, Newark, Passaic and Paterson in New Jersey, and Pelham, New Rochelle, Mt. Vernon and other important towns in the New York area.

Amateur Guests

"Morning Guests," a program planned by WCAU, Philly, to introduce its new artists to the radio audience, returns to the air at 7:45 a.m. Monday through Friday. These 15-minute daily broadcasts offer a new opening for talent who have never had the opportunity to get a period on the air. The radio audience is asked for comments.

Rained Out Games Mars Opening "Sports Parade"

Opening program of the General Mills-sponsored three-hour "Sports Parade" which started on WMCA at 2:30 p.m. yesterday was handicapped by rain causing postponement of most baseball games.

Special sports comment was given on the program by Bob Carter, Garnett Marks, King Lehr, Dick Fishell and Hal Janis, while Don Kerr emceed the variety portions of the show which included Lorraine Barnett, Jerry Baker, Kay and Buddy Arnold, Helen Young, Lee Grant's orchestra and others. Buddy Cantor (Powell Clark) dished out movie gossip.

Special CBS Broadcast On Start of New Studios

CBS will air a special half-hour broadcast April 27 when Donald W. Thornburgh, CBS v.p. in charge of Pacific Coast operations, presses the lever that officially begins construction on the web's new studios and offices. Program, to be aired from 4:45-5:15 over the entire CBS hook-up, will feature Eddie Cantor, Joe Penner, Jack Oakie, Al Jolson, Martha Raye, Victor Young, Tiny Turner, Ken Murray, Milton Berle, Lud Gluskin and many other prominent radio and screen stars. Building will be completed by December of this year.

NEW KYW, WGY STUDIOS WILL COST \$1,000,000

(Continued from Page 1)

watters. KGO is a 7,500-watter and now has an application pending before the FCC for 50,000 watts. In the same application is request for permission to move the KGO transmitter to the same site now used by the NBC-owned station, KPO in San Francisco at Belmont, Cal.

The new KYW studios, costing \$600,000, will be located in a new six-story building to be built at 1619 Walnut St. Cost of the building is being borne by NBC and the land is leased until 1955 with option to buy in the meantime. Station contract with Westinghouse Electric, owners of KYW, 10,000 watt station, runs until Dec. 31, 1945. Ground for the new studios, designed by Tilden & Pepper, Philadelphia architects, will be broken within a week and it is expected the building will be ready for occupancy on Nov. 1. With the exception of the first floor, entire building will be used for studios and offices. Basement will be used as an auditorium and will seat 200. In Schenectady, NBC will spend \$300,000 on its new studios which will occupy 20,000 square feet on Erie Blvd. Entire front of the building will be of glass brick. Harrison & Fouilhoux, one of the architects used on the Radio City studios, designed the new studios.

Above construction work on NBC owned and operated stations is a part of the \$5,000,000 plan outlined for the stations. New studios are now being constructed for WRC-WMAL in Washington, and plans for new studios in San Francisco and Cleveland will be announced soon. It is expected that the Frisco studios for KGO-KPO will remain at the same address, 111 Sutter St., but WTAM is looking for a new location. Announcement on the new WTAM, Cleveland site is expected within the week. Don Gilman, NBC vice-president in charge of west coast operations, who will be in New York in a few days, will have more to report on the Hollywood and San Francisco expansion work.

Construction work will be carried under the supervision of Alfred H. Morton, manager of the NBC owned and operated stations, with O. B. Hanson, NBC chief engineer, handling the technical details.

SELL TIME WITH SOUND

Make your sales story BRIEF — CONCISE — DRAMATIC
Record it on a Presto disc and send it to the time buyer. Records bring results. Ask for proof.

PRESTO RECORDING CORP.
149 W. 19th St., N. Y.

NEW BUSINESS

Signed by Stations

WNEW, New York

System Brake Service, beginning today, 5-min. daily "Dugout Interviews," 13 weeks with options; Jadwiga Remedies Inc., beginning April 26, for indefinite period, daily spots; On The Spot Exterminating Co., beginning today, 26 weeks, daily spots; Live Wire Heating & Construction Co., beginning April 25, Sundays, 7-7:15 p.m., musical program, 13 weeks; United Drug Co. (Rexall), Tuesdays through Saturdays, beginning April 27, spots for indefinite period, through Street & Finney Inc.; Meyer C. Ellenstein, Monday through Thursday, 15-min. musical program for indefinite period, through Schillin Advertising agency.

WBBM, Chicago

Longines Watches, 15-min. "Melodie Time," Eddie House, organist, thrice weekly, through Arthur Rosenberg Co., N. Y.; Procter & Gamble (Crisco), renewal of one-min. spots on "Chicago Hour"; Kraft-Phenix Co. (chocolate drink), 15-min. "Tomahawk Trail," thrice weekly, through J. Walter Thompson; Lucky Tiger Mfg. Co., Kan. City (hair tonic), 15-min. "Hollywood Serenade" disks, Sundays, through Midland Advertising Agency, Kan. City; Stephano Bros. (Marvel cigarets), 15-min. "Flanagrams," daily, through Aitkin-Kynett Co., Phila.; H. Bendrich Inc. (cigars), 15-min. sports, Pat Flanagan, thrice weekly, through Ruthrauff & Ryan, Chicago; Atlas Brewing, 15-min., sports, Pat Flanagan, through Henri, Hurst & MacDonald.

WFAS, White Plains, N. Y.

Swiss Federal Railroads, Norwegian Travel Information Service, German Railroads Information Office, Belgian Consulate (teachers' summer courses), Vogue Opticians, Mme. E. Clement (corsetiere), Charles W. Ackerman (men's clothes), Cafe Continental, Rey and Pierre (French restaurant) and Louise Elya (body treatment), all of New York City, signed for spot series through Associated Broadcast Advertising Co., New York.

WJAY, Cleveland

United School of Christianity, daily 8:30 p.m., series featuring Wayne West.

ONE MINUTE INTERVIEW

XAVIER CUGAT

"When people get sick of sweating and whirling like dervishes to those madcap tempos, they always come back to cool off to our Tango rhythms. Swing is definitely on the way out. Why? Because there are not enough bands like Benny Goodman's to make it a lasting art. Anyhow, when people are dancing or listening they prefer inspiration to perspiration!"



● ● ● Ford's Tuesday night CBS show with Al Pearce will be aired from the coast starting in the middle of June... John Nesbitt's "Passing Parade" gets 14 new stations of the NBC net starting June 1 making a total of 29... Marty May, who was featured on a sustainer via CBS last summer, auditioned the other day at NBC... Vincent Lopez has dis-banded for his trek west for the Grace Moore show, taking only two men, and picking up the remainder there... Freddie Rich tore a ligament while conducting the other night—tripping from the bandstand—but continued with the show... Carl Ravel will have THREE CBS spots from the Lexington... The Cycling show will fade in June, returning to the air in September... Conrad Thibault, who copped third prize in the Los Angeles Open last year, has entered his application for this year's contest... Don Wilson has lost 15 pounds to make the grade as a movie star... Bunny Berigan's swing band is the last-minute switch to succeed Benny Goodman at the Pennsylvania.

● ● ● Mickey Alpert opens at Ben Marden's Riviera May 27 and will be featured on a COMMERCIAL conducting a band and ad libbing. This is the "inside" for the delay of the audition scheduled earlier in the week... Joey Nash, who besides being a grand singer, adds a sideline to his ability with good humor, offers this: "I know a guy so stubborn that he has listened to Amos and Andy for five years—and still won't clean his teeth"... Jimmy Jemail, the inquiring reporter, celebrates his 16th year of cross-examination about the day's topics, having questioned more than 100,000 people... The recent murder in the WOV studio building, New York, was first flashed across the air by WOR, New Jersey!

● ● ● Ina Claire started her script rehearsals yesterday—in preparation for the commercial... Lyn Murray is auditioning male singers to send to the Texas Exposition... Hal Block and Arthur Perrin, Phil Baker's script writers, will accompany the comic to the coast so as to work on "Goldwyn Follies"... Edgar Bergen's new book on ventriloquism, "Charlie McCarthy Sez," will be published shortly... Mario Braggiotti will also dis-band and do solos... "American Cavalcade," new pocket size monthly, will make its debut on the newsstands tomorrow... Sammy Schuff, Captain of the CBS pages, is the only one Kate Smith wants to handle her shows—and this is the only show Sammy works on... Wheeler and Woolsey will be another pair of comics to appear on the nets in the Fall.

● ● ● Martin Block's son, Gene, 8, has been listening to his dad's "Make Believe Ballroom" for some time and came to the conclusion that the job of announcing is a push-over... So to prove his point, Gene has obtained WNEW's permission to conduct a portion of dad's show Saturday morning, doing the commercials and ad libbing on kiddie recordings... If he clicks, the station plans a commercial... Bill Savacool, in the sales dept. of WNEW, asked the program director for a sports show about fishing... The director was stumped—because his talent had been snatched up—so now Bill, the salesman, became Bill, the Fisherman, and is selling himself!

● ● ● Frances Langford has been forced to leave the Campbell "Hollywood Hotel" show because of illness and will remain absent for the next three weeks... Jack Haley, now on the coast, knows that a deal is pending for a permanent spot on the air with an agency—and the show comes from Hollywood...

PROMOTION

Dairy Contest on KGNO

A promotion campaign that will run to May 19 was started this week at KGNO, Dodge City, Kas. Four separate weekly contests, sponsored by Fairmont Creameries, giving away each week 75 baby chicks and 25-pound sack of chick feed for the best letter in 25 words or less on "Why I Like Fairmont's Better Butter Better." Final contest, including all letters received, has ten grand prizes, including cash, chicks, butter, feed, ice cream and milk. All prizes will be obtained through the dealers.

The idea is to kill two birds with one stone: increase the number of youngsters interested in chick raising, through the weekly poultry gifts, and popularize the sponsor's product, butter, through necessity of including a carton label with each contest entry. Sponsor sells butter and also has a hatchery connected with the institution.

"Cooking Forum" Booklet

In connection with the Cooking Forum broadcast and the installation of its new all-electric test kitchen, WSPR, Springfield, Mass., has mailed out a booklet "Cooking Forum" to all manufacturers and wholesalers of food products in southern Vermont, western and northern Connecticut and western Massachusetts, the area which the station reaches in its broadcasting radius.

The booklet describes in detail the Test Kitchen, time, rate, program outline, merchandising and purpose.

Mildred Brunelle is director of the Forum.

Mrs. Johnson Planes Again

In her first plane trip since the recent crash in which her husband was fatally injured and she was badly cracked up, Mrs. Martin Johnson yesterday flew from St. Louis to Tulsa to fill a lecture engagement.

A radio program starring Mrs. Johnson is now being prepared by her representatives, Clark H. Getts, Inc.

ANNOUNCERS

ALAN SHEPPARD left KOIN, Portland, auditioned immediately at KSFO, San Francisco, and found his name put on payroll pronto. Married only two weeks, Sheppard will bring his wife here this Saturday.

ALLEN KENNEDY, formerly with WNEW, joins the announcing corps at KYW, Philadelphia, replacing Charles Arlington, who resigned to make a place for himself on the networks.

DAVE TYSON, of the WFIL, Philly, staff, will once again conduct the kiddie shows at Steel Pier, in Atlantic City, this summer.

BOB CARTER, horse racing expert and chief announcer at WMCA, will be on hand for the daily 2:30-5:30 p.m. "Sports Parades" at that station during the summer months.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

TODAY'S Televisa...the gals definitely appear in the televisual scene, according to Dr. Peter Goldmark of the CBS Engineering Department, but their peculiar qualifications, which yield them a slight advantage over the more hirsute sex as regards their employment in the entertainment end, handicap them for the more technical side of television....Femme scientists, although superb mathematicians, and possessed of a super-abundance of super-swell ideas....to paraphrase the Herr Doktor...tend toward the visionary, rather than the practical, or televisionary....



The lasses lead in photogenic potentialities and pictorial appeal.... They take to make-up like the proverbial barnyard fowl to its favorite aqueous element....For television they'll be taking to shades of green or blue lipstick, on account of the tele-camera is sensitive to the red end of the spectrum, making that color appear white....Cosmeticians are laboring in their labs and bringing forth better and better television make-up....RCA's experiments are producing particularly gratifying results....



There'll undoubtedly be as many femme tele-scribes as male....But, due to the comparatively diminutive size of television screens, their scripts will provide entertainment of the musical comedy variety, where one person at a time is pictured....To show the entire cast of a dramatic or musical production on a screen of the present size would be to reduce it to absurdity....Dr. Goldmark holds forth the hope that the remedy will be arrived at in the not-too-remote future, with the construction of larger screens....



Non sequiturs....Frances Woodbury has been added to the "Pretty Kitty Kelly" cast....Dorothy Lowell who leads a complex emotional life on the air (in "Our Gal Sunday" she's in love with a man who doesn't like her....in "Trouble House" she's adored by one she doesn't give the well-known hoot for) has a bona fide husband at home, thank you....Alma Adams, 18-year-old tuba playing "Hour of Charm"-er, graduates from Dumont High School in June....Ex-baby Rose Marie appearing at Hartford's State Theater for four days....

ORCHESTRAS - MUSIC

GUY LOMBARDO and ork open in Detroit on April 30, move on to Pittsburgh, Philly, Baltimore and a series of college engagements, at not-yet-determined dates, then return to home territory to take musical command at the Waldorf, June 24.

The "Singing Waiters" will offer a program of operatic drinking songs over the CBS network on April 28 at 2:30-2:45 PST, on the occasion of their first Wednesday broadcast from the Paris Inn, Los Angeles. Their original airings took place Saturdays at the same time.

Billy Hays, Intercity maestro, collaborates with Morde Berk, Philly songsmith, on "How Can You Do It to Me". Tune has been placed with Schuster-Miller.

Steel Pier, Atlantic City, promises Maestri Tommy Dorsey, Guy Lombardo and Benny Goodman for the Memorial Day week-end.

Jimmy Littlefield, former WCAU (Philadelphia) maestro, opens the season at Willow Grove Park on Saturday.

Ozzie Nelson is planning to do radio production, building and directing feature network programs. But this will not affect his baton-waving. His featured song on next Sunday's Bakers' broadcast over the NBC-Blue network at 7:30 p.m. EST will be "To A Sweet Pretty Thing", a number he also recorded for Blue Bird phonograph disks.

Dick Stabile's band fills two spots on WCAE, Pittsburgh, tomorrow night, the first at 7:30 for 15 minutes, the second radio dance session at 12:30 a.m. for a half-hour.

Johnny DeDroit and his swing-making aggregation have gone sustaining over WDSU, New Orleans. Johnny was one of the pioneer hot trumpeters in the early jazz days.

**WHO to Feed NBC-Red
On Drake Track Relays**

WHO, Des Moines will broadcast the events of the Drake Relays, track classic of the Middlewest, 2-4:30 p.m. on Saturday. The broadcast will be fed to the NBC-Red network. The program will be handled exclusively by WHO staff members. Dutch Reagan, ace WHO sports announcer, Dick Anderson, WHO staff announcer, and Harold Fair, WHO program director, will be at the microphones. Reed Snyder, supervisor of studio operations, will have charge of the staff of engineers who will handle the broadcast.

Wichita Eagle Lists KANS

Wichita, Kans.—The Wichita Eagle, which formerly carried radio programs listings of its own station but omitted the log of its competitor, KANS, is now running the daily programs of the latter station.

Sibelius' "First Symphony" and Haydn's "Surprise Symphony," so called because of the manner in which the composer brought every instrument in the orchestra in at an unexpected moment, will both be heard on the Chicago NBC Symphonic Hour tomorrow at 11:05 p.m. EST, over the NBC-Blue, under the baton of Roy Shield, NBC central division musical director.

The Salzburg Orchestra, under the direction of Dr. Bernhard Baumgartner, will be heard today in a short wave rebroadcast from London. The program will feature Hans and Robert Schulz, celebrated Continental concert pianists, in Mozart's "Concerto in E Flat", written for two pianos and orchestra, originating from the BBC studios. The international broadcast will be aired over the nationwide NBC-Blue network from 6:05-6:30 p.m., EST.

The Symphonic Singers of Stout Institute of Menominee, Wis., under the direction of Harold Cooke, will present a program of operatic and religious music in a special feature broadcast over the CBS web from the National Federation of Music Clubs' Biennial Convention at Indianapolis next Tuesday, 4:30-4:45 p.m., EST.

The United States Marine Band will feature the "Song of the Marines" from Warner's "The Singing Marine" next Tuesday on its NBC-Blue hook-up at 2 p.m.

Eight programs from the festival of choral and symphonic concerts during the National Federation of Music Clubs' Biennial Convention, April 23-29 in Indianapolis, will be broadcast over NBC networks. More than 4,300 local music clubs throughout the country are affiliated with the federation and approximately 10,000 members are expected to attend the convention.

**Discuss MBS Renewal
For "The Lone Ranger"**

Detroit—Gordon Baking Co. and its advertising agents, Brooke, Smith & French, are now holding meeting on the renewal of its three half-hour "Lone Ranger" programs over the MBS coast-to-coast network. Sponsor intends to renew the series until September, 1938.

Mutual will feed the program as a sustaining feature to stations not on the client's list. Stations can sell the program locally if they prefer.

MCA Signs Alan Scott

Alan Scott, commentator who has just completed a 1 year stretch over WCAU, Philadelphia, has been signed by Music Corporation of America to write, produce and act in radio dramatizations.

GUEST-ING

TITO SCHIPA, from Milan, on Magic Key of RCA, April 25 (NBC-Blue, 2 p.m.)

GENE SARAZEN, golfer, EDWARD WIGGAM, psychologist, and LARRY COLLINS, trick trombonist, on Joe Cook's Shell Show, April 24 (NBC-Red, 9:30 p.m.)

JOE DiMAGGIO, on Sealtest Saturday Night Party, April 24 (NBC-Red, 8 p.m.)

LAWRENCE TIBBETT and HELEN JEPSON, on General Motors Promenade, May 2 (NBC-Blue, 9 p.m.) JOHN CHARLES THOMAS and KITTY CARLISLE on same program the following Sunday.

CHARLIE KENNY, on Walter King's "Song Contest," today (WINS, 12:15 p.m.)

PHIL COOK, on Douglas Allan's "Little Moments with Big People," today (WINS, 2:15 p.m.)

BEN BERNIE, on Walter Winchell program, April 25 (NBC-Blue, 9:30 p.m.)

RALPH KIRBERY, on Nellie Revell program, April 27 (NBC-Red, 5 p.m.)

SAM JAFFE of "Lost Horizon," on the Sports Parade program, today (WMCA, 2:30 p.m.)

ANTONIO MODARELLI, composer and conductor of Pittsburgh Symphony Orchestra, on Heinz Magazine of the Air, May 3 (CBS, 11 a.m.). MRS. CLARA SAVAGE LITTLEDALE, ed. Parents Magazine, same program, May 5; DELMAR EDMUNDSON, in a "Mother's Day Editorial," same program, May 7; DOROTHY THOMPSON, in "Message for Youth of Today," same program, May 10; CAROLYN WELLS, same program, May 12; LEONARD LIEBLING, presenting BETTY JANE ATKINSON, same program, May 14.

BILLIE BAILEY, and ARTHUR CARRON on Hammerstein Music Hall, April 27 (CBS 8 p.m.)

JACK HALEY, PATSY KELLY and SHIRLEY ROSS, on Hollywood Hotel, tomorrow (CBS, 9 p.m.)

BLANCHE YURKA, on Hammerstein Music Hall, April 27 (CBS, 8 p.m.)

THE SONGBIRD OF THE SOUTH

**KATE
SMITH**

A & P BANDWAGON
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS



THOMAS LEE ARTIST BUREAU, which has been quartered at Don Lee KHJ studios, this week leased space and prepared to move early in May to Hollywood quarters which will bring them closer to talent centers. New home will be in Equitable Building, Hollywood and Vine. Robert Braun will continue as manager, with bureau handling screen, radio and stage talent.

Connie Vance, formerly with CBS publicity department, this week signs with Radio Features Service Hollywood office, giving up the writing end for outside work, lining up new business.

Globe Investment Co. (loans) has taken over Al Poska's two hour participating program which has been an early morning feature on KEHE, and, through Stodel Adv Agency, signed a year's contract for two hours, six days a week. Poska chats, tells time, plays records.

Jose Rodriguez, publicity director for KFI-KECA, and also art critic who sat on the board that turned down mural plans for San Pedro post office, has been commissioned by Governor Merriam as California delegate to the National Exhibition of American Art, New York.

R. H. Alber & Co., agency, is making its third expansion move to larger quarters. Ten years ago, Albers started in radio. At first he had desk space, same building. This is his third move, and still on the same building, same floor.

Dan Miner of the Dan Miner agency is back from an extended Eastern trip.

First American sale for the new American Kitchen series announced by Mertens & Price, was made this week to C. P. Clark, Inc., agency of Nashville, Tenn., with a bakery sponsoring. Production on the series starts Wednesday.

William Jeffrey has been signed to do a comedy English part in Superio Macaroni's weekly Jimmy Tolson variety show on KFAC.

Visiting co-ed beauty contest gals, brought here for the annual radio show benefit Saturday night, return to their middle western Universities Wednesday, after having visited movie lots, Gillette, Cantor, Jolson shows, under the pilotage of Ray Buffum, Taplinger office man.

Artie Auerbeck expected to stay through the summer on the Cantor show, also Ella Logan expected to come in for a contract to do more of her scotty songs.

Natalie Cantor, 19-year old daughter of Eddie Cantor, and Joseph Metzger, Hollywood antique dealer, are planning their wedding for late next month.



Coast-to-Coast



STEPHEN T. WILLIS, manager of WPRO, Providence, reports 800 letters received as a result of the station's "Be Kind to Animals Week" broadcasting. The event was tied up with the local Loew's theater.

KDYL, Salt Lake City, had two distinguished guest stars recently in Jimmy Dorsey, who appeared on the Hudson Bay Fur Co. "Fashion Matinee" while in town playing a one-night stand, and Father Hubbard, on the "What's Your Hobby" program.

Royal Brougham, sports writer of the Seattle Post-Intelligencer, did the announcing for the "Silver Skis" broadcast from a height of 7,000 feet at Mt. Rainier, the program originating in KVI and being heard in Portland through KOIN.

Temple University mixed chorus of 45 voices will present a series over WFIL, Philadelphia.

Jim A. Aull, publicity director at KYW, Philadelphia, and Victor Henderson, of the Philadelphia Inquirer, address the Upper Darby High School this week on journalism as related to radio and newspapers.

Ben Alley devotes one of his daily programs over WCAU, Philadelphia,

for Household Finance, to compositions of Philadelphia composers.

Jim McCarty, who did character parts on "Sporting Edition" over WCAU, Philly, is now conducting interviews in the bleachers at the ball parks prior to the play-by-play broadcasts over the same station.

The Three Little Funsters began an engagement at the Showbar in Forest Hills, L. I., this week. The boys will be there for an indefinite period. Engagement marks the 21st New York City club where the Little Sachs have appeared.

A. P. Kaye, Shakespearean actor currently appearing in "Candida," and Olive Deering, who plays opposite Maurice Evans in "Richard II," will be heard on a special Shakespearean program scheduled for 11:30 a.m. tomorrow over WINS and the New York State Broadcasting System.

Dr. J. B. Schafer (The Messenger), sponsor of the Secret Giver program over WMCA, is arranging to inaugurate a living memorial sponsorship for indigent mothers. This week The Messenger starts its second week on the air, and Dr. Schafer, as titular head of the Secret Givers plans to augment his present coverage.

Willys-Kyser Show Set On 25 Mutual Stations

(Continued from Page 1)

more to be added on May 16. Don Lee network is expected to be added for the initial broadcast if web can clear the time.

Stations for the May 2 debut are WOR, WGN, WSAI, CKLW, WAAB, WFIL, WRVA, WGAR, WGR, KWK, WSPD, WHKC, WOL, WABY, WMBO, KTAT, WRR, WTOK, KSO, WMT, KOIL and KFEL. On May 16 WCAE, WSM and KSTP join the network.

In addition to Kay Kyser, program will include Ish Kabbible, Sully Mason and Harry Babbitt as soloists, and Lyman Gandee, pianist. First broadcast will originate from WGN, then troupe will tour the country in Willys cars, broadcasting programs from cities on the network. Stays in New York and Boston will be longer than elsewhere. United States Advertising Corp., Toledo, placed the account.

RCA, AT&T Obtain Writ On Transmitting Patent

(Continued from Page 1)

on two patents, numbers 1507016 and 1507017, which are known as "feed back inventions" used to produce alternating current in radio transmitting. Both are DeForrest patents.

Radio Promotion Men Plan to Meet Monthly

Radio sales promotion managers, representing CBS, NBC, Mutual, Hearst Radio Inc., New York State Broadcasting System, Inter-City Broadcasting group, WOR, WMCA, WHN, WINS, WNEW, WBNX and WQXR, met yesterday in the first of a series of monthly luncheons. Meeting was of social nature, but may eventually lead to the organizing of a group similar to the AMPA. Next get-together is set for May 19.

Addressing Ad Men

J. Edgar Hoover and Norman S. Imerie will address the annual dinner of the Bureau of Advertising, American Newspaper Publishers Ass'n, at the Waldorf-Astoria tonight. Amon G. Carter will act as toastmaster and Edwin S. Friendly, chairman of the committee in charge of the bureau, will preside.

"Singing Strings" on Network

Harriet Wilson's "Singing Strings", KNX (Los Angeles) musical program, becomes a nationwide CBS feature beginning April 25, at 10:30-10:45 p.m. Originally called "The Fiddlers Six", this group is composed of six girls under the leadership of Harriet Wilson, who recently appeared in "Born to Dance" and "The King Steps Out".



R. CALVERT HAWS, manager of WCFL, is showing the folks how to do it at the labor station as master of ceremonies of the Friday night Bath Club. Haws, radio director for the Chicago World's Fair in 1933, handled production for Mrs. Roosevelt's last sponsored show for Selby shoes for Henri-Hurst & McDonald.

Macdonald Carey, Iowa U. graduate in 1935 and lately with the Globe Players, has replaced Dan Sutter in the lead of NBC's serial, "Young Hickory." It's hunting a sponsor.

John J. Louis of Louis, Needham and Brorby, Inc., and Helen Wing of the agency will accompany Fibber McGee and Molly (Jim and Marian Jordan) to the coast in handling their broadcasts while making a picture for Paramount. The contract details were handled by NBC Artists service (Dema Harshberger); L. N. & B. for S. C. Johnson & Son, and Jack Votion of Paramount.

Sid Strotz, NBC program chief, is back from a week's business trip to Hollywood.

Abe Schechter, head of NBC special events, back from Louisville where he is making arrangements for the derby broadcast.

Moissaye Boguslawski, composer-pianist of WIND, has dispatched a copy of his new "Coronation March" to Buckingham Palace. Boguslawski expects to depart for London and the Coronation about May 1.

Jackie Heller to open at the Oriental Theater here on May 7 and work on NBC Jamboree.

Bobby Brown, CBS program director, is reviving his Spelling Bee for a one shot Saturday. Cook County schools will sponsor the broadcast.

Mischa Mischakoff, concert master of the Chicago Symphony orchestra, and Edward Vito, NBC staff harpist, Chicago, are thinking over invitations to join the Symphony orchestra NBC is putting together in New York for Arturo Toscanini when he returns for that series of NBC concerts next fall.

Ken Fry plans a broadcast on moving day from Shawneetown, Ill. This flood stricken city on the Ohio is withdrawing to a new site three miles from the river's bank. Date for the description is tentatively set for Monday May 10.

Gail Borden, drama critic and columnist of the Daily Times, and whilom radio editorialist for that paper, is on his way to London to cover the coronation. He is the son-in-law of Charles Daniel Frey of the agency bearing his name.

Edward Meeker Dead

Orange, N. J. — Edward Warren Meeker, old-time minstrel star and one of the first radio singers, died this week at a hospital here. Meeker sang over WOR when that station was first established.

★ F. C. C. ★
ACTIVITIES

APPLICATIONS GRANTED

KEHE, Los Angeles. Vol. assignment of lic. to Hearst Radio, Inc. 780 kc., 1 Kw. night, 5 Kw. day, unlimited.

WBNS, Inc., Columbus, Ohio. CP for new relay station. 1646, 2090 and 2830 kc., 175 watts.

SET FOR HEARING

State Broadcasting Corp., New Orleans. CP for new station. 1370 kc., 100 watts, unlimited.

Zenith Radio Corp., Chicago. CP for new television station for experimental purposes. 42000, 56000 and 60000 kc., 1000 watts unlimited.

ACTION ON EXAMINER'S REPORTS

A. Frank Katzentine, Miami Beach. Granted CP for new station. 1500 kc., 100 watts unlimited.

WCOA, Pensacola, Fla. Granted CP to make changes in equipment, move transmitter and increase power to 1 Kw.

RATIFICATIONS

General Electric Co., Belmont, Cal. Action of April 2 reconsidered and directed that application be reinstated on hearing docket. CP for relay station. 9530, 15330 kc., 20 Kw.

HEARINGS SCHEDULED

May 19: Watertown Broadcasting Corp., Watertown, N. Y. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Black River Valley Broadcasts, Inc., Watertown. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

May 20: Bay County Publishers, Inc., Panama City, Fla. CP for new station. 1420 kc., 100 watts, unlimited.

Falls City Broadcasting Corp., Falls City, Neb. CP for new station. 1310 kc., 100 watts, unlimited.

Baker Hospital, Muscatine, Ia. Auth. to transmit programs to stations in Canada and Mexico.

Radio Enterprises, Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime.

Red Lands Broadcasting Ass'n, Lufkin. CP for new station. 1310 kc., 100 watts, daytime.

May 28: L. L. Coryell & Son, Lincoln, Neb. CP for new station. 1450 kc., 250 watts, 1 Kw. LS., unlimited.

Glenn E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime.

EXAMINER'S RECOMMENDATIONS

Cumberland Broadcasting Co., Inc., Portland, Me. CP for new station. 1210 kc., 100 watts, unlimited, be granted.

Twin City Broadcasting Co., Inc., Lewiston, Me. CP for new station. 1210 kc., 100 watts, unlimited, be denied.

Phillip J. Wiseman, Lewiston. Recommended dismissal of application as in cases of default. 1210 kc., 100 watts, unlimited.

Cape Cod Broadcasting Co., Barnstable, Mass. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be granted.

George M. Haskins, Hyannis, Mass. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be denied.

Arthur E. Seagrave, Lewiston, Me. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be denied.

Oak Cliff-Dallas County Broadcasting Co., Dallas. CP for new station. 1500 kc., 100 watts, daytime, be denied.

Arthur H. Croghan, Minneapolis, Minn. CP for new station. 1310 kc., 100 watts, daytime, be denied.

KARK, Little Rock, Ark. Mod. of CP. 890 kc., 1 Kw., unlimited, be granted.

WMEX, Boston. Mod. of lic. 1470 kc., 5 Kw., unlimited, be granted.

RADIO PERSONALITIES

No. 28 in the Series of Who's Who in the Industry

RAY P. JORDAN, manager of WDBJ, Roanoke, Va., is the violinist who fiddled earnestly thirteen years ago at the air debut of the station. Born July 10, 1900, in Blountville, Tenn. Attended public schools in California, venting his energies on successive jobs—shoe-shine stands,



Fiddled while station made its debut.....

telegraph delivery, getting "Bull dog editions" on the stands in his first newspaper job. High school teaching followed his graduation from Daleville College, near Roanoke, and then book-keeping for Richardson-Wayland Electrical Corp., with evenings devoted to a correspondence course in advertising. As store manager later he interested himself in radio, and in 1929 became program director. In 1930 Ray P. Jordan, builder and first fiddler, became manager of Radio Station WDBJ.

Married in 1920, he has three children, is choir director of the First Church of the Brethren, and likes to fish. Hobby—Elephants.

KRBC, Not 7 Months Old, Lands Nine Big Accounts

Abilene, Tex. — Although KRBC will not end its first seven months on the air until April 30, staff members believe that during that period they have set some kind of a record on national and regional advertising volume for a 250-watt station in Texas.

Acceptance last week by the station's national representatives, Wilson-Robertson, of contracts from General Foods Sales Co. and Gulf Oil Corp. brings to nine the number of national and regional accounts booked for KRBC since it opened, Oct. 1, 1936.

The General Foods contract is for a Certo spot campaign. The Gulf schedule is for "Around the World with Max Bentley," 15 minutes twice weekly for 20 weeks. Bentley, well known Texas newspaperman, will round out five days of newscasts weekly with West Texas Gulf dealers underwriting the remaining three days.

Other national and regional accounts handled by KRBC; Magnolia Petroleum Co. broadcasts of high school championship football games; "Hope Alden's Romance" (Taystee Bread), 15 minutes five days a week, 52 weeks; T. & P. Coal & Oil Co. spots; Crystal White soap, ten spots weekly, six weeks; Rubino's "Musical Moments," twice weekly; H. & H. Coffee Co. of Texas, four spots, six days a week, 52 weeks; B. F. Goodrich Rubber Co., thirteen 15-minute programs.

KRBC operates on 250 watts daytime, 100 watts night. It covers the heart of West Texas.

WWL Announcer's School

New Orleans — An announcer's school of the air is WWL's method here of developing announcers to sit in as relief men during vacation periods. Applicants who want to get on the air as announcers will be given an opportunity over a series of periods especially put on for that purpose, starting Saturday morning.

J. O. Maland on Vacation

Des Moines—J. O. Maland, vice-president of Central Broadcasting Co. and manager of WHO, accompanied by his wife, spending a short vacation in the Ozarks. The Malands have no fixed itinerary but are traveling hit-and-miss fashion, stopping where and when they please. They plan to return to Des Moines on Sunday.

Maland will leave again Sunday night for Chicago where he will attend a meeting of the Clear Channel group. He returns here Wednesday.

San Francisco

ELMA LATTA HACKETT, home economist of KSFO, San Francisco, fits in the "Western Home" program emanating from L. A. by remote control. Vacationing in L. A., she shocked emcee Tom Breneman by walking in the southern studio on cue—in the flesh! She returns Monday.

Walter Smith, songwriter, plans an all-girl orchestra for a tour.

KYA installing lines to the Alcazar Theater to air Federal Theater broadcasts.

Ken Stuart and Don Wiley were at the mikes for the arrival of "Flight 100" by the clipper ships at Alameda airport yesterday, heard over KJBS here and KQW, San Jose. They also aired departure of the first airmail and express to China.

Walter Rudolph, KYA musical director, celebrated his 20th wedding anniversary a few days ago.

Six stations of the California Radio System will air the concert of the Stockton Symphony Orchestra on Monday evening, with Standard Oil of Cal. sponsoring.

Golden Gloves on NBC, Mutual

International Golden Gloves bouts between the Golden Gloves champs of America and a picked team from Europe on May 28 in Chicago will be broadcast by NBC and Mutual.



★ ★ Little Talks on Big Subjects ★ ★

Suppose you have a proposition that's good . . . you KNOW it is good and you KNOW you could SELL it if you could reach the man you KNOW would be interested . . . Suppose you could get those interested prospects under ONE roof for a few minutes every day for a week . . . Don't you think you would HIT the Bull's eye . . . That's the advertising opportunity offered in RADIO DAILY . . . To reach YOUR man EVERY day.

Radio Names for AFA Benefit

American Federation of Actors has obtained the following radio names to appear at its benefit performance Sunday evening. Beatrice Lillie, Bert Lahr, Mitzi Green and Ethel Waters will supplement a long list of stage and screen names that are due to appear. Show will be held at the Metropolitan Opera house.

PRESS-RADIO BUREAU IS RENEWED FOR YEAR

(Continued from Page 1)

past has always put radio on the "pan" as an advertising medium did not mention radio except for some factual billing figures.

Radio will be discussed today, however. What the subjects will be is uncertain. The Wheeler Bill, which intends to bar newspapers from owning radio stations, is one of the topics slated for an "airing."

Radio committee report follows:

When the average man speaks of radio he usually thinks in terms of signals which come over the regular broadcast band, but in reality this phase of radio represents less than 2% of the spectrum which is now available for broadcasting purposes. A number of years ago the Government set aside the bands from 500 to 1500 kilocycles for general broadcast purposes. This has not been changed because if it were changed, present receiving sets would immediately become obsolete. What is taking place in the radio spectrum outside of the regular broadcast band offers material for the serious contemplation of every publisher.

In order to simplify the picture of radio in its relation to the Press, it is necessary to keep in mind that radio is a medium of communication which may reach from point to point or from one country to another, by directional antenna or by spreading the signals in all directions. Short wave broadcasting is distance broadcasting, and it may be carried on by means of any or all of the three methods which have been mentioned. Television, facsimile printing and teletype printers, telephones by radio may be operated on any of the bands, but for practical purposes short wave facilities are used for these methods of communication. The Federal Communications Commission is now reallocating and redividing the radio spectrum so that it may be used to the best advantage, in the Commission's opinion, for both private and Governmental agencies in the United States.

The division of the entire radio spectrum for the use of all of the countries of the world will be the subject of a World Conference to be held at Cairo, Egypt, in 1938. Preliminary to the World Conference, the countries of North America will hold a conference in Havana, Cuba, in November of this year to reallocate and divide the radio spectrum for the use of the countries in the North American continent. The Government of the United States will be one of the participants in these conferences.

The present situation may be summarized as follows:

(a) The representatives of the party in power in one nation may speak to the people of that nation through the regular broadcast band, or through short wave stations they may speak directly to the people of other nations without going through the regular diplomatic channels. These methods create certain news values which have not existed previously, and which the press cannot ignore.

(b) Newspaper and Press Association news may be transmitted by means of short wave from one country to another or from point to point in the same country.

(c) The process of transmitting pictures by radio from one country to another country or from point to point in the same country is practical.

(d) Radio transmission is cheaper and faster than wire or cable.

(e) In the use of these various facilities, the press of the world must find some means of protecting itself against the theft of the news which it has gathered.

(f) Short wave broadcasting has made possible the establishment of foreign political propaganda broadcasting stations in many of the important countries of the world. These stations are available in various languages, and the nature of their political propaganda frequently is not only in direct contradiction to regular Press Association reports but contrary to the facts.

(g) There is a bill pending in the House of Representatives authorizing our Government to build a powerful short wave broadcasting station which will be capable of

ANPA Sees Television Financing Problem

ON the subject of television, the annual report of the American Newspaper Publishers Ass'n has this to say:

During the past year considerable progress has been made in refining the process of television and facsimile printing, but as yet no way has been found to finance their operations for general broadcasting purposes. The invention of the Coaxial Cable, which in truth may be called piped radio, will add greatly to the practical operation of television and its affiliates. It will provide added facilities for more flexible communications through a combination of wire and radio principles. Facsimile printing is making rapid progress toward the practical transmission of pictures by means of radio in point to point transmission, quotations on stocks and bonds and other reports which will tend to speed up the methods of transmission now in general use.

broadcasting a Governmental news service not only to all foreign countries but also to all parts of our own country.

Foreign News Propaganda

Many foreign countries, recognizing the possibilities offered by short wave, have built powerful broadcasting stations with directional antennas pointed toward North and South America so that they may be able to pour their political propaganda programs into the Americas. These stations are now so powerful and so well equipped that it is possible to receive these short wave broadcasts in the Americas in the English and Spanish languages with almost the same clarity as the broadcasts of many stations of our own in the regular broadcast band. Some European countries have blotted out foreign propaganda by setting up an interference on the same wave length on their own borders. Another method used by some European countries is to make it a penal offense for any citizen to own a set capable of receiving a foreign broadcast. Neither of these methods would be practicable and possible in the United States.

The Committee believes that if a time could be set aside for the broadcasting of regular Press-Radio Bureau reports generally in the United States this practice would offset to some extent the possible influence of foreign propaganda. By this method we would meet propaganda with accurate Press Association news and the world would then be in a position to judge between the merits of the two services. It must be remembered that our Press Associations are the only news gathering agencies in the world which are not subject to control, either direct or indirect, or recipients of support, financial or otherwise from government.

Unless some action is taken by the Press of the United States to offset this governmentally engineered propaganda in the form of foreign news broadcasts it eventually will become a serious problem not only for the Press but also for our own Government.

Property Rights in News

From time to time your Radio Committee has advocated that publishers and Press Associations take precautions to protect their property rights in the news which they have gathered. The Supreme Court on various occasions has handed down decisions which leave no doubt that newspapers and Press Associations have a property right in the news which they have gathered.

We should not tolerate a situation in which there is a general pilfering of our news. The proprietary rights in our own news are our stock in trade. We again appeal to publishers to give serious thought to this subject, because the entrance of radio into the field of general communications has opened a medium which encourages the pilfering of news.

While a very large part of our news to and from foreign countries, and some of it from point to point in this country, is handled by means of short wave radio, experiments are being carried on now to develop sending and receiving machines which eventually may provide secrecy in the transmission of our own news.

On the point of the broadcasting of news on the regular broadcast band, publishers and Press Associations have followed up these

The facsimile printing machine is now capable of transmitting a stock exchange report in picture at the rate of one inch a minute across a sheet about five inches wide. A number of manufacturers, both domestic and foreign, are experimenting with the development of facsimile printing for point to point transmission by means of short wave radio.

It would seem that this development is of more than ordinary interest to newspapers, as it has the potential advantage of speeding up news and pictures for utilization of the Press generally.

As yet there is no indication that either television or facsimile printing offers any challenge to the superior advantage of the printed word.

violations through court action until broadcasters are now more generally recognizing property rights.

Publishers should investigate their news departments to see if their news is being used for sale to advertisers for broadcast purposes in unfair competition with newspapers.

Again we want to state that newspapers and Press Associations have no monopoly on the business of gathering news. They have no control over any news which they have not gathered.

Neither Mexico nor Canada has laws protecting property rights in the news which the newspapers and the Press Associations have gathered, and most of the foreign nations have made no provision to protect the property rights in news. The Publishers Associations in Great Britain have started a movement to have laws passed by the various governments which will grant to newspapers and Press Associations the same property rights that now exist in the United States.

Our press relations with Mexico need some attention because our Press Associations lose their property rights when they cross the border. Under the present arrangement, Mexican radio stations are taking the news out of Mexican newspapers and broadcasting it back to the United States, to the detriment of our newspapers. This should be remedied. This question could probably be considered at the forthcoming regional radio conference which will convene in Havana next November, and where both the United States and Mexico are expected to be represented.

Press-Radio Bureau

The Press-Radio Bureau has performed a most valuable service during the last year in furnishing to the general public news bulletins of transcendent importance by means of radio. The only drawback to the further extension of the work of the Bureau is the fact that radio station owners generally are loath to give up valuable advertising revenue time for the broadcasting of news as a public service, from which they derive no revenue. Thus the regular daily reports, which are the real backbone of this service, are not broadcast in such a way as to give the public the full benefit of the service.

The Press-Radio Bureau is now furnishing to the broadcasters news bulletins which are taken from the regular reports of Associated Press, United Press and the International and Universal News Service. This news is offered to all radio stations as a public service and must be given to the public without advertising exploitation.

This is a public service, the value of which cannot be estimated.

Since the cream of all of the news of the Press Associations is made available to the Bureau without cost, this action certainly warrants cooperation on the part of radio stations in giving the public the advantages of this service.

Congress has delegated to the FCC authority to regulate radio broadcasting in the public interest, convenience and necessity, and your Committee believes that it would be in the public interest, convenience and necessity if the Commission designated an appropriate time each day for radio stations to broadcast newspaper and Press Association news

PUBLISHERS ADOPT FRIENDLY ATTITUDE

reports as furnished by the Press-Radio Bureau without exploitation by the advertisers. National Broadcasting Co. and the Columbia Broadcasting System have underwritten each year the entire cost of the operation of the Press-Radio Bureau. Only a few of the independent radio stations have paid any part of the cost of the Bureau's operation.

Both National Broadcasting Co. and the Columbia Broadcasting System have asked that Press-Radio be continued and have agreed to underwrite the cost of its operation for another year.

Press Wireless

The Committee has asked "Press Wireless, Inc." owned wholly by a few newspapers, to make a statement as to its present activities. The Committee believes the time has come in the transmission of news and pictures by radio when the activities of this company should be generally known to publishers.

Marconi Sketch on NBC

Life story of Guglielmo Marconi will be dramatized on NBC-Red network Saturday at 11:30-12 midnight, eve of the inventor's birthday. Material for the dramatization will be taken from "Marconi the Man," new biography by Orrin E. Dunlap, Jr. Dramatization will be made by James Costello, NBC script department.

Suit Against RCA Dismissed

Federal Judge John W. Clancy yesterday dismissed the suit of John J. Aurynger against RCA charging infringement of patents on a variable condenser used in radio receiving sets. Court held that because of the difference in mechanical construction between the RCA and the Aurynger condenser, there was no infringement.

New Virginia Verrill Series

Virginia Verrill, CBS vocal star, who recently flew to Hollywood for film commitments, begins a new weekly series from the coast over Columbia network on Sunday, 10:30-10:45 p.m., EDST. She will be accompanied by the Singing Strings Orchestra.

New CBS Children's Series

"Funny Things," a new series for children, starts Monday at 5:45-6 p.m. on CBS as a Monday, Wednesday and Friday feature. An orchestra named "Tune Tumblers" will be on the program.

CINCINNATITEMS

Paul Sullivan, commentator, changes sponsors May 1, when he starts selling North American Insurance.

Sudden death of "Froggy" Moore, who seemed in good health at his last Thursday program, was a shock to local radio row.

Illiana, Russian singer, recently heard on the Hammerstein program, helped inaugurate the new WLW hookup.

Johnny Lewis, young maestro whose engagement in Rochester, N. Y., runs until late in May, is being sought by a Sunday night sponsor. If Lewis accepts, he'll air from here.

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