



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 53

NEW YORK, N. Y., FRIDAY, APRIL 23, 1937

FIVE CENTS

ANPA Avoids Radio Talk

TOBACCO MAY LEAD CBS SECOND QUARTER

Heading into the second quarter of 1937, CBS for the first time in network history has over 6½ hours weekly time sold to tobacco products advertisers, all using a minimum of 50 outlets with the maximum ranging to 92 stations. Altho the recent first quarter biz listed in these columns showed CBS having soap and soap products with the largest increase over the first quarter in 1936, actual appropriations were less than half the sum spent for cigars, cigarettes, etc.

Breakdown of tobacco products accounts now on CBS gives Chesterfields 2½ hours; Lucky Strikes, 2 hours (includes 45 minutes Saturday night and Edwin C. Hill daytime show Monday thru Friday quarter-hours); Camels, 1 hour; Phillip Mor-

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KTUL Gross Business Jumps to All-Time High

Tulsa, Okla.—KTUL, CBS outlet, set new all-time high for gross volume in March with two other new all-time marks in number of national and local accounts on the air in one month. Hike was a little above 200 per cent over the preceding year. William C. Gillespie is general manager, and Lawson Taylor, sales-manager.

Gen'l Foods Plugging 2 Additional Products

General Foods, in addition to plugging Jell-O on the Jack Benny program on the NBC-Red network, has added Jell-O ice cream powder commercials for the summer months.

Dialers to Rescue

Charlotte—WSOC had antenna trouble the other day, and was unable to recruit an announcer to climb the tower and make the needed repairs.

An S.O.S. was broadcast by Paul Norris, the station's program director, and in less than five minutes six persons, including a woman, applied for the pole shining job.

CBS to Salute 2

CBS on May 2 will salute its two new affiliates, WCOC, Meridian, Miss., and WGBl, Scranton, which join the network on that date. WCOC salute will be broadcast at 5-5:30 p.m. with the "Sunday Afternoon Party" program and WGBl will be saluted by Lennie Hayton's orchestra at 11:05-11:30 p.m.

VAN CRONKHITE SIGNS WJBK ON NEWS SERVICE

Detroit—WJBK this week signed with Van Cronkhite Associates Inc. for firm's news counselling service. John Van Cronkhite was in Detroit from Chicago to complete deal which puts his firm in charge of both microphone presentation and the sale of news.

WJBK has established reputation as news station, its 12 news programs daily—every hour on the hour—being one of Detroit's radio features.

While in Detroit, Van Cronkhite

(Continued on Page 6)

Big Summer Schedule On WHAS, Louisville

Louisville—The summer schedule just completed on WHAS, lists 67 weekly programs designed especially to sell drug sundries and 72 weekly programs centered around the purchase of grocery items, plus the baseball games of the Louisville Colonels, sponsored by General Mills' Wheaties. Commercial programs on WHAS have practically reached the point of saturation.

Year's Exports of Radio Sets Establishes All-Time Record

Speakers Assigned For AAAA Annual Meet

Raymond Moley, Henry Luce, John Anderson of the New York Evening Journal and Paul Cornell will speak at the Friday morning session for members and guests at the Annual

(Continued on Page 5)

Convention of Newspaper Publishers Sidesteps Usual Discussion of Broadcasting Situation

FOUR-DAY CELEBRATION FOR NEW KEHE STUDIOS

West Coast Bureau, RADIO DAILY

Los Angeles—California Radio System all set for the opening of its new KEHE studios with a four-day celebration starting Monday with a closed affair, for CRS officials and KEHE staff, followed by banquet. First broadcast will be Tuesday when press invited to see building, watch initiation of new auditorium studios. Wednesday night clients will be guests at studio theater program, and Thursday night executives of other stations will watch dedication of studios to public service.

Morgan, Walls & Clements designed the studios. Robert E. Millsap was general contractor; English Electric Company, electrical work; C. M. Mugler, acoustical engineer and

(Continued on Page 3)

Sealtest Saturday Show Will Switch to Sunday

Sealtest System Laboratories Inc., sponsors of the Saturday Night Party, currently heard over the NBC-Red network from 8-9 p.m., will switch the show to Sundays 10-11 p.m. over the same web either May 16 or 23. Definite date of switch will be announced as soon as stations have been cleared. At present network consists of 37 stations. However,

(Continued on Page 3)

For unexplained reasons, but possibly because a vast number of newspapers are now interested in radio stations, the American Newspaper Publisher's Ass'n convention yesterday accepted the report of its Radio Committee without a single question from the floor. The report was published in full in yesterday's RADIO DAILY.

Asked by RADIO DAILY why no discussion resulted following the reading of the report, E. H. Harris, chairman of the radio committee, said he could give no explanation except that the ANPA members apparently approved the report 100 per cent. In past years radio has always been a lively topic of the publishers' convention. Meetings will conclude today.

WHN ENGINEER STAFF DEMANDS 40-HR. WEEK

Following a four-hour secret meeting in the Hotel Claridge yesterday, 18 operating engineers of WHN voted in a body in favor of affiliation with John L. Lewis' Committee for Industrial Organization. Engineers will

(Continued on Page 5)

New Studios, Antenna Are Planned by KIEV

West Coast Bureau, RADIO DAILY
Los Angeles—KIEV, Glendale, yesterday announced plans to build new studios and erect a new 290-foot ver-

(Continued on Page 5)

Airing from Air

Portland, Ore.—With assistance of United Air Lines, NBC will inaugurate some novel broadcasts made from transport planes in flight over Mt. Rainier and other peaks.

First program is scheduled for Sunday at 11-11:30 a.m., and others on successive Sundays through May 30. KEX will be the local outlet.

Washington Bureau, RADIO DAILY
Washington—New high in export records for radio receiving sets and tubes, for the past year with a total dollar value of \$19,555,000, was reported yesterday by the Foreign Commerce Department of the United States Chamber of Commerce.

Exports of receiving sets num-

(Continued on Page 5)



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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL
 (Thursday, Apr. 22)

| NEW YORK STOCK EXCHANGE | | | | Net |
|-------------------------|---------------------------------|---------------------------------|---------------------------------|-------------------------------|
| | High | Low | Close | Chg. |
| Am. Tel. & Tel. | 169 ⁷ / ₈ | 168 ¹ / ₈ | 168 ¹ / ₈ | - ⁷ / ₈ |
| Crosley Radio | 22 ¹ / ₂ | 22 ¹ / ₄ | 22 ¹ / ₄ | - ³ / ₈ |
| Gen. Electric | 56 ³ / ₄ | 55 ¹ / ₈ | 55 ¹ / ₂ | - 1 |
| North American | 26 ⁷ / ₈ | 26 | 26 | - ⁷ / ₈ |
| RCA Common | 10 ³ / ₄ | 10 ¹ / ₈ | 10 ³ / ₈ | - ¹ / ₈ |
| RCA First Pfd. | 73 | 72 ¹ / ₄ | 72 ¹ / ₄ | - ¹ / ₄ |
| RCA \$5 Pfd. B | (98 Bid) | | | |
| Stewart Warner | 20 ³ / ₄ | 20 | 20 | - ³ / ₈ |
| Zenith Radio | 38 | 37 ¹ / ₄ | 37 ¹ / ₄ | - ¹ / ₂ |
| NEW YORK CURB EXCHANGE | | | | |
| Hazeltine Corp. | 16 | 16 | 16 | |
| Majestic | 4 ¹ / ₈ | 4 | 4 | |
| Nat. Union Radio | 25 ⁸ / ₁₆ | 25 ² / ₈ | 25 ⁸ / ₁₆ | |
| OVER THE COUNTER | | | | |
| CBS A | | Bid | Asked | |
| CBS B | | 54 ¹ / ₂ | 56 ¹ / ₂ | |
| Stromberg Carlson | | 54 ¹ / ₄ | 56 ¹ / ₄ | |
| | | 15 ¹ / ₈ | 16 ¹ / ₈ | |

2 Armstrong Shows from Chi
 Chicago — The Fleischmann-Louis Armstrong program on the NBC-Blue network, Fridays, 9-9:30 p.m., will originate from here on May 7 and 14. Local guest stars will be recruited to supplement Gee Gee James, Eddie Green and the band.

NAB Tribute to Gedge
 Washington Bureau, RADIO DAILY
 Washington — NAB, in NAB Reports, official publication, yesterday paid high tribute to W. Wright Gedge, director since 1935, who passed away Monday.

Changes at KRKO
 Bellingham, Wash. — David Wells has been named sales manager at KRKO, succeeding R. E. Barringer, who resigned to become manager of KROY, Sacramento, Cal.

MARTIN BLOCK'S
"MAKE-BELIEVE BALLROOM"
 A WNEW FEATURE
 1250 Kc.
 10 to 11 A.M. - - - 5:30 to 7 P.M.

Western Union Program Signed by WHAS
 Louisville—Western Union has been signed for its first radio program by WHAS here. Series, titled "Yellow Blank Salute", is a 2 p.m. Monday through Friday, built on the theme "something old, something new; something borrowed, something blue". Staff organists and a staff violinist comprise the talent.

V. K. Zworykin Speaks On Television Status

Motion picture engineers and others, the former group comprising members of the S.M.P.E., got the lowdown on television, past and present status, from V. K. Zworykin, head of the electronic research division of RCA, in a lecture at the RCA sales department offices on Fifth avenue, Tuesday night. Zworykin, in reviewing tele progress, stated that the form of entertainment being developed would supplement but not supplant current amusements.

Status of tele today was illustrated with movie slides, while charts further indicated the specifications recommended by the Radio Manufacturers Association which brought about the 441-line standard for televising in the U. S. Considerable additional technical angles were explained and discussed by Dr. Zworykin.

Lowell Thomas to Head N. Y. Advertising Club

Lowell Thomas will be the next president of the New York Advertising Club. Announcement to that effect was made at the club's weekly luncheon yesterday by the current prexy, H. B. LeQuatte.

Gilmore Circus Revised

West Coast Bureau, RADIO DAILY
 Los Angeles — Gilmore Oil Co.'s Circus (NBC Pacific Coast red) starts Saturday with an almost entirely new talent lineup, and goes under general production supervision of NBC Artist Bureau, with Joe Thompson assigned to the job. Cliff Clark, the original barker, and long a Gilmore man in exploitation stunts, takes over production details. Felix Mills band is to stay. Cliff Arguette (the Grampa Sneed of the Astaire show) will do his Aunt Addie stunt; Clifton Nazarro, first of the double-talkers on the air; Paul Taylor Chorus, blackface team of Harrison & Elmo, signed as permanent talent. Raymond R. Morgan Co. is agency.

New WCAE Programs

Pittsburgh — "Lorenzo Jones", new comedy sketch, makes its debut Monday at 4 on WCAE. "Rhyme-a-line", new commercial series, starts the same day.

Gordon Graham Announcing
 Gordon Graham, formerly vocalist with the "Funnyboners", is now a CBS announcer.

Coast Potpourri Show Goes on Mutual Web

Homer Canfield, radio editor and owner of radio page syndicate service for Southern California dailies, went on the air Tuesday night in an unannounced start of a new trans-continental series for Mutual, out of Don Lee's KHJ. His new type of program boils a lot in 15 minutes, gives three minutes of flash, bing bing news of radio fan chatter; switches to an air check record to show listeners what goes on behind the scenes putting a show on the air. Started with a sequence of five scenes made at the Gillette show, from script pow wows to dress rehearsal. Next Tuesday he'll use Ken Murray show.

WWJ Heavy on Sports

Detroit — WWJ, the Detroit News station, is giving listeners a very ample quota of sports material. Ty Tyson, famous sports announcer, is broadcasting, as he has done for a dozen years, every game of the Detroit Tigers (for Socony-Vacuum Oil and General Mills). In addition, Ty goes on the air every morning (for Nore Appliance and Davidson Bros.) with a preview of the day's baseball situation, and, in the evening, comes back (for Minit-Rub) with analysis of the day's results. To broaden the picture, Bill Kennedy of WWJ presents every week-day evening (for Twenty Grand Cigarettes) a review of all current sports events, and, on each Sunday evening (for Girard Cigars) he interviews an outstanding sports personality.

Increase for Revelers

Richardson & Robbins Co. (canned chicken), now sponsoring the Revelers quartet locally over WJZ Monday, Wednesday and Friday, 6:35-6:45 p.m., will shift the program to a 15-minute period Sunday upon completion of its present contract. Sponsor will also increase the network at same time. Charles W. Hoyt Co. has the account.

Radcliffe Hall at WGY

Schenectady, N. Y. — Radcliffe Hall has joined the production and announcer staff of WGY. Until recently with Buffalo Broadcasting Co., Hall has had four years of stage experience and one year of radio.

Leg Says
TONIGHT'S BEST BET:
 8 to 9 p.m.
 WHN MOVIE CLUB with
 George Nobbs and Radie Harris
WHN DIAL 1010
 AFFILIATED with M-G-M & LOEW'S

COMING and GOING

PERRY DEUTSCH, president of World Broadcasting System, left New York for the coast yesterday.

ARTHUR NIEMANN of the Sound Apparatus Co. has left for a short trip to Nashville and is expected back in New York the early part of next week.

JIMMY BEGLEY, production head of KYW, Philadelphia, is in New York for a week.

H. R. McLAUGHLIN and MRS. McLAUGHLIN of Winnipeg are visiting in Los Angeles. He is in charge of radio for James Richardson & Son, Ltd., operators of three large Canadian stations, and is a member of the board of directors on Canada Radio Corp. and All-Canada Broadcasting.

CARLTON E. MORSE of "One Man's Family", leaves on the 28th for a twelve-day air voyage to Hongkong and returning on the China Clipper.

PHIL REGAN returns from Chicago to appear on the Ed Wynn show May 1. He is playing the Palace theater there.

BERNICE CLAIRE will leave for St. Louis in June to appear at the Municipal Opera Season there.

BILL MORROW and ED BELOIN, Jack Benny's script writers, will embark for a trip abroad in July.

STANLEY MacALLISTER, CBS construction chief, is in Los Angeles looking over the site for the new West Coast studios.

TOM FIZDALE, Chicago radio publicist, will be in New York on Saturday.

DEMA HARSHBARGER, in charge of NBC Artists Service, Hollywood, and JACK VOTION of the same office, are in New York for a brief stay. Miss Harshbarger is here to interview NBC artists with film possibilities.

AL DONAHUE returns from Bermuda on May 16 and will open at Rainbow Room on June 2.

GERTRUDE BERG will return to Hollywood Sunday after spending one week here. Will begin work on her second script immediately.

HERMAN BESS, WNEW vice-president in charge of sales, planes to Chicago today on business. Will also visit Minneapolis before returning to New York next week.

BLEVINS DAVIS, special NBC commentator for the coronation, sails on the Ile de France tomorrow.

East Loses "Singtime"

Ed Lowry's "Singtime" program originating on the coast will not be heard east of Chicago for the next several weeks due to daylight saving time schedule which gives preference to commercial commitments. Mutual, however, will continue to air the one-hour sustaining to the midwest. Show is commercial locally on the coast.

Sales! Sales! Sales!
 It's the sales that count.
 Never mind how many listeners you have who just "love" your news programs.
 Are your news programs SOLD?
 If not, then you better contact us immediately.
 "RADIO'S ONLY NEWS COUNSELLORS"
VanCronkhite Associates, Inc.
 360 NORTH MICHIGAN AVE.
 CHICAGO
 State 6088

NEW BUSINESS

Signed by Stations

WNBH, New Bedford

Bettencourt Furniture Co., Fuller & Barker (paints) and Allenbury's, all participating in Radio News; New Bedford Wallpaper Co., 3 spots weekly, 52 weeks; Bertiume Studio, 3 spots weekly, 52 weeks; Giusti Baking Co., 18 spots weekly, 52 weeks; Hersom, garden supplies, 6 spots weekly, 13 weeks; French Radio News, four 15-min. periods weekly, 52 weeks; B. & M. Beans, 52 one-min. disks, through James F. Fay Agency; Portuguese Radio News, two 15-min. periods weekly, 52 weeks; Brody Furniture, 3 spots weekly, 52 weeks; Edda's Hat Shop, 2 spots weekly, 13 weeks; Salvador Dairy, 250 spots in 52 weeks; Alice Hat Shop, 250 spots in 52 weeks; People's Shoe Store, 5 spots weekly for 52 weeks; Frates Dairy, 250 spots in 52 weeks; Crescent Park, three 30-word spots, through George R. Bixby agency; Weetabix, 14 50-word spots, through Fay Agency.

St. Louis

KMOX: Vitamax Mills, "Livestock Market Reports", 6 days weekly, 52 weeks; International Shoe Co., "Court of Human Relations", 15-min. Sundays, 13 weeks; Norge Corp., "All Star Revue", twice weekly, 52 weeks; Hyde Park Breweries, "Dugout Dope", five days weekly, 26 weeks, through Ruthrauff & Ryan; Dairy Commission, "It Can't Happen Here", thrice weekly, 13 weeks, through Chappello Adv'g Co.; Mid-Continent Petroleum, "Diamond DX Revue", twice weekly, 13 weeks, through R. J. Potts, Kansas City; Skelgas Co., 100-word spots, five times weekly, 13 weeks, through Ferry-Hanly Co., Kansas City.

KWK: Carson Furniture Co., home interviews conducted by John Neblitt, daily half-hour.

WIP, Philadelphia

Hecker H-O Co., cereal, 5 spots weekly, through Erwin, Wasey & Co.; Felix Spatola & Sons (meat sauce), full participation in Homemakers' Club, through Jerome B. Gray & Co.; Premier Vacuum Cleaner Co., 7 spots weekly for month; American Writing Machine Co., full participation in Eight Bells program, through J. M. Korn Co., Inc.; Libby Shoes, 9 spots weekly, through Philip Klein, Inc.; Hap's Ice Cream, 7 spots weekly, through Courtland D. Ferguson, Inc.

WMAZ, Macon, Ga.

New CBS network programs: Edwin C. Hill for Lucky Strikes, Ford Sunday Evening Hour starting May 2 and Ford's "Watch the Fun Go By" starting May 4, Lily Pons-Chesterfield show starting May 5, Sports resume daily for Granger and Chesterfield.

Locals: Sparks Motor Co., Riverside Ice & Coal, Clark Memorials, Maxwell Bros. Furniture (Norge), Burgard-Connally (morticians), Dixie



"NBC MINSTRELS"

Sustaining
NBC-Blue network, Wednesdays,
10:30-11p.m.

GOOD VOICES AND AMIABLE COMEDY IN NICELY PACED ROUTINE.

Piloted by Gene Arnold, who is very handy at this sort of thing, the new NBC Minstrels bowed in Wednesday night with pleasing results patterned after the long-run Sinclair Minstrels, though minus some of the individually distinctive performers that graced the former show, the new aggregation is pretty well supplied with supporting talent in the persons of Bill Thompson, Vance McCune, Clark Dennis, Harold Peary, Shorty Carson, Edward Davies and others, with Al Short

directing the orchestra and vocal ensemble.

Initial program opened with "Swanee," and song specialties included "Women," by Peary; "September in the Rain," by Dennis, a very good tenor; "I'm a Jonah Man," comedy number well handled by McCune, and "Gwine to Heaven," delivered in a pleasing baritone by Davies. McCune and Carson did okay as the end men.

Comedy was of familiar minstrel type. As in the case of the Sinclair show, listeners are invited to send in jokes as well as to submit votes for the city to be saluted each week, the selections to be made on the basis of the most ballots in proportion to the town's population.

Tobacco Biz May Lead CBS Second Quarter

(Continued from Page 1)

ris, half-hour and U. S. Tobacco half hour. No spot accounts or split networks are included in the six and one-half hours. Renewal of Granger Tobacco with Alex Woolcott will maintain an actual 7 hours in the second quarter, on a big network basis.

Figures released by advertising report at American Newspaper Publishers Association reveals \$24,139,171 spent for advertising in 1936 by tobacco firms, of which \$3,568,043 went to radio network advertising and \$384,848 to spot broadcasting.

CBS first quarter this year totaled \$960,754 from tobacco accounts. These figures did not include the new biz of Chesterfield's 10 minute sport shots across the board nor Edwin C. Hill's daytime periods.

Dairies, Juliette Milling Co., SSS Co., Carlton Stevens.

WNEW, New York

Coleman-Halloran, Inc. have renewed their time over WNEW for 13 weeks beginning May 1. Sponsor is heard Saturdays, 5:45-6 p.m. and Sundays, 11:30-11:45 a.m. Both programs are musicals.

KCKN, Kansas City, Kan.

J. W. Jenkins Music Co., six quarter hours weekly; Train Poultry Farm, Independence, Mo., three 15-minute shows weekly; Roney Monument Co., "Crossroads of History", 15-minute weekly.

WRJN, Racine

Grant Furniture Co., "Number, Please", 15-min. Tuesdays and Fridays.

WHBL, Sheboygan

Central Laundry Co., daily 5-min. sports by Jack Foster.

Four-Day Celebration For New KEHE Studios

(Continued from Page 1)

Ralph Phillips, consulting air conditioning engineer. Seymour Thomas was landscape architect. New transmitter is a 5,000-watt RCA high fidelity.

Execs credited with responsibility of the new studios are Ford Billings, West Coast manager Hearst Radio and station manager KEHE; Clarence B. Juneau, assistant station manager; Arthur E. McDonald, commercial sales manager; Mayfield Kaylor, program director; Ray Appleby, production manager; Fred Ragsdale, chief engineer and Howard Gambrill, director program traffic.

Sealtest Saturday Show Will Switch to Sunday

(Continued from Page 1)

there is a possibility that this number will be increased when new series begins. Program will drop its present tag and will be identified with new title as yet undecided. Talent will remain the same. James Melton emcees show which includes Tom Howard and George Shelton, comedians, Robert Dolan's orchestra, Donald Dickson and the New Yorkers. Guest stars are also employed on each broadcast. National Ice Advertising, Inc., now sponsoring Gladys Swarthout over NBC-red net from 10-10:30 p.m. Sundays, fades from the air after May 9 broadcast. J. Walter Thompson has the account.

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.

PROGRAM

★ IDEAS ★

What Local Stations Are Doing

"March of Youth" on WWJ

Following out its policy of furthering education, WWJ, the Detroit News station, is furnishing the schools of Detroit with an opportunity to express themselves over the air. Each Saturday noon the "March of Youth" is broadcast from the commodious auditorium studio of WWJ. All the talent on this show is recruited from the Detroit schools, carefully rehearsed under the direction of Axel Gruenberg and Myron Golden, and presented in a varied program of music and drama. School bands, glee clubs, and soloists play and sing, youthful actors do skits and educational sequences, and even the announcers are students. A visual audience of more than 300 parents and fellow students watches the boys and girls go through their paces.

"Invisible Jury" at KTUL

KTUL, Tulsa, has started a new series of programs titled "The Invisible Jury." Two young Tulsa lawyers and an older one, usually a former judge, make up the cast. The idea is to better acquaint KTUL listeners with Oklahoma laws and straighten out questions that the listeners might be in doubt about. The young lawyers take the different sides of the case and plead them while the older one acts as judge and makes the decision. The program, brain-child of continuity chief Charles Bush, Jr., is getting favorable response from the listening audience.

Railroad Travelogue

New series of 15-minute programs over KLZ, Denver, is "Roamin' Through the Rockies", sponsored by the Denver & Rio Grande Western Railroad. The program tours the scenic spots along the road via radio, with Matthew McEniry, station announcer, acting as conductor. Captain Ozie and his Colorado Rangers provide the music and vocalization.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS



VIRGINIA CLARK and James O. Bengston, local manufacturer, are to be married tomorrow at the Fourth Presbyterian Church. The title role player in CBS "Romance of Helen Trent," in company with Kathryn Campbell of "Bachelor's Children" and Frank Rand, CBS publicity chief, went to Benton Harbor, Mich., this week to judge the Blossom Queen contest.

Alexander Woolcott broadcast from Chicago CBS studios on Wednesday. His only request: A glass of water.

Kathryn Witwer, WGN soprano, summoned to Emporia, Kansas Wednesday to pinch sing for Mme. Goeta Ljunberg who is ill, in two concerts. Bernece Taylor took over Miss Witwer's broadcasts in Chicago.

Bill Murphy is new assistant continuity editor at NBC. Murphy has been writing "Flying Time," and "Young Hickory." He will continue to do the latter. Other show is folding.

Verne Smith has replaced Les Tremayne in the leading part of "Hope Alden's Romance" (Blackett-Sample-Hummert for Purity Bakeries). Smith was formerly in "Jack Armstrong." Tremayne takes the lead in Campana's "First Nighter" when it comes back to Chicago, replacing Don Ameche.

Smilin' Ed McConnell, radio's fattest man who sprawled to the floor recently while on the air when his chair collapsed, has found a reducing formula by which he is dropping about three quarters of a pound a day.

Joan Kay, for five years a torch singer at WJJD, has been signed by Joe Sanders, now playing at the Blackhawk restaurant. Miss Kay replaces Barbara Parks who has a new job in New York.

C. L. Menser, NBC dramatic chief, flew Col. Roscoe Turner to Culver, Ind., the other day with Menser at the stick and in Menser's plane. Sid Strotz, NBC program chief, had argued that Turner would never do it. Turner, who has been working in "Flying Time," NBC aviation serial, will probably return to the west coast May 1. Unless "Flying Time" is sold this week it will fold April 26.

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| 21 | 29 | 23 | 27 |
| 22 | 30 | 24 | 28 |

April 23

Greetings from Radio Daily to

Edwin C. Hill

Gwenn Jones

Charles Premmac

April 25

Guiglielmo Marconi

Joseph Bell



● ● ● Spalding sporting goods are setting a half-hour show which will probably have George Raft in the lead.... As reported here more than three weeks ago, Bob Hope starts on the Woodbury show May 9 with scripts by Al Lewis and Hank Garson.... Bill Melia, "King of the Nite Club Announcers" via WMCA for many years, is now with Joe Israel's press agenting firm.... Has it been printed that Aaron Steiner (manager of Phil Duey, Edwin C. Hill and Willie Morris) was married and is spending his honeymoon in Colorado?... George Simon, prexy of Lincoln Music, is going around asking the "boys" to present him with an "extra plug" because Mrs. Simon presented him with a girl.... WMCA has added another house band.... Lou Raderman has been made "house head" at Brunswick.... Rodney McLennon closes at the Biltmore tonite and is scheduled for a picture deal.... Andre Kostelanetz will miss one show while doing a picture.

● ● ● The NBC Photographic Exhibit in the RCA building is drawing a consistent patronage of folks interested in unusual portraits and candid camera shots.... There are more than 181 exhibits and one that causes a great deal of speculation amongst spectators is the study of the close-cropped classic dome of Gertrude Stein, which has many believing it represented Charlie McCarthy, Bergen's dummy.... Patricia Norman becomes vocalist of "The Hit Parade" on CBS and NBC shortly.... The Victor Moore-Helen Broderick show fades in June.

● ● ● Jerry Cooper's contract for "Hollywood Hotel", which runs for two and a half years, does not tie the singer up on a picture deal.... Gertrude Neisen opens at Benny Gaines' Mayfair in Boston on Wednesday.... Eddie Duchin goes to the Palmer House in Chicago next month with an MBS wire.... Henry King will be featured at the Westchester Country Club starting about the end of May and will stay there all summer, also with a MBS outlet.... Jack and Loretta Clemens have been signed again for the Kirkman soap show for the next 52 weeks.... Horace Heidt's show will be aired from Washington this week because of his date at the Earle Theater.... Emil Coleman plays a special date today for Howard Heinz, the pickle king, in Pittsburgh.... Jay Freeman, because of his satisfactory effort on the Ice Carnival show, will continue this job as long as he wants it.

● ● ● Irving "Mischa" Lazur says he's afraid to walk with Henny Youngman when the latter is carrying his fiddle.... Song-writing Teddy Powell is writing a story called "Crippled Joe" which Clem McCarthy is doctoring for mag publication.... Scrapy Lambert is in the agency business with Jimmie Saphier, besides doing the vocalizing with the Men About Town.... Dick Stabile closes at the William Penn on May 27 and opens for two weeks at the Gibson in Cincy.... Barry McKinley is trying to get a release from present commitments to appear at the Coronation ball in Bermuda.... Tip: Don't match or flip half dollars with Teddy Bergman. His system has taken us over.

● ● ● Countess Olga Albani's next air show will emanate from Chicago. She is discussing the details there now. If the show doesn't start for the summer, the Countess will tour Europe.... Phil Spitalny rushed to Chicago on an important deal...



UNION OIL CO.'s "Thrills," which uses David Brookman's orchestra, male chorus and cast of 16 players, this week celebrating its thirteenth week on NBC's coast net, with Union Oil giving a studio party to the cast and staff. As survey reports have been coming in with increasing popularity gains, American Radio Features, producers, are preparing to disk the series, offer it in East and Midwest. Fred Dahlquist producing. Forrest Barnes, who wrote "Give Me Liberty," does the script. Gayne Whitman is narrator, Carleton Kadell announces. Producers elated at their soloist "find," young Michael Loring, boy baritone, predict that the Thrills show has started him on the way to go places, both radio and screen.

Thayer Ridgway, for past three years national advertising chief for Illustrated Daily News and Evening News, signed on with Don Lee Broadcasting system as account executive, sales division.

Joe Koestner, Marion Talley's maestro, has been signed to direct ork for the "First Nighter's" five airings from here starting April 30.

Bill Ray, production chief for Warner Bros. and western rep for Transamerica, just back from a week at Palm Springs, recovering from bad cold.

Joe Perry, Dekka Records, reports Western sales for Bing Crosby's "Lai Lani" tune passing the former record holder, "Pennies from Heaven."

Dave Carter, publicity chief for CBS on the Coast, left yesterday with Leo Carillo (as master of ceremonies), Ken Murray, Oswald, Narian Martin, Singing Strings group, Garry Breckner, for Sacramento to be Gov. Merriam's guests at his dinner to the state legislature.

Seegar Ellis, heretofore used only on old time songs, starting a new series of 16 pop tunes for Standard Radio. Piano team of Black and White making eight tunes for Standard.

Dolan & Doane set Sonja Henie on Chase & Sanborn's show of May 23rd. They have also arranged with 20th Century-Fox to set Jean Hersholt with a prominent eastern sponsor to do a series to be titled "The Country Doctor."

A show starring Stuart Erwin and Florence Lake is now being considered by numerous sponsors for a National hookup.

Joe Wilward is writing a series of one-half hour scripts to be waxed next week for sponsors. Helen Gahagan will be starred.

Shirley Ross takes Frances Langford's spot on the Hollywood Hotel tonight and next Friday while Miss Langford recovers from an appendix operation.

Buddy Blaisdell is being brought out by the agency and will be given a try out on the Show Boat program.

Les McMurray is sponsoring a 26 week airing of Fishing Facts program Friday nights on KFAC.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

KATE SMITH, who appeared in the very first CBS television broadcast five years ago, has no immediate plans for television... Says she likes radio as it is, but will find it easy to adapt herself to any future innovations... in tune with her belief that one must march with the times... Prefers the type of programs she adorns now to any other for herself, and wishes to go on doing it... Was most emphatic on the subject of audiences at broadcasts... she likes 'em... Believes that although the response of the unseen audience is gratifying there is a definiteness and a warmth to the tangible reaction of the studio audience that gives the artist a little more... With five years of broadcasting to the invisible audience, a year (the last one) of admitting them to studio broadcasts, and her early training in the theater, to her credit, she knows wherect she speaks...

Although Kate can't read music she has perfect pitch, and she's a femme dictator as regards the musical end of the show... She's firm but comradely with the orchestra lads... pounces on a dissonance with unerring musical instincts; but let some musicianly wit wisecrack and it's touch and go with Kate and the boys supplying the crackling dialogue... Most of them have been with her since her early radio days... none less than two years... Looks like a case of mutual liking and a wholesome respect for each other's ability, tempered by a dash of the good old sense of humor...

Carlotta Dale, now hospitalized in Philly, will vocalize in the bedside manner, with the mike brought right into her room at the hospital, while the "Top Hatters" circle about in a plane overhead and accompany her from there, in a special broadcast, April 28, 10:45-11 p.m. over the NBC-Red... Aurelia Colomo, the Latin chanteuse with the sub-tropical appeal, being held over a week at Philadelphia's Arcadia... A harmony trio called "The Three Swingsters" will substitute for Carmen Castillo, Xavier Cugat's vocalizing wife now Hollywooding... Muriel Sherman, who warbles with the Enoch Light outfit, may become an announcer for an out of town station... They like the very special intonations of her voice... or something...

RADIO PERSONALITIES

No. 29 in the Series of Who's Who in the Industry

WILLIAM B. GELLATLY, Sales Manager of WOR. Engaged as a member of the sales staff in November 1935, the following May he was appointed to head the department. Has been in the advertising business for more than 17 years, serving in various capacities.



Brings the "Dough" into WOR Coffers.....

Before joining WOR he was a member of the CBS sales organization, having previously been a sales representative for the New York American, the Chicago Herald and Examiner and the New York Herald-Tribune. Prior to this he was a partner in the James Berrian advertising agency, now dissolved. A Philadelphia native, Gellatly is a graduate of Andover Preparatory School and attended Yale University. When home, it is at New Canaan, Conn.

Hobbies are (besides the better half and two children, of course) golf and horse-back riding. Writes excellent radio continuity, but more or less by way of diversion.

**Charges Gibbons Faked
In Broadcast of Flood**

Floyd Gibbons was named defendant yesterday in an action for \$250,000 damages filed in the Supreme Court of New York by Charles Locke, radio writer and commentator.

In his complaint, Locke sets forth that he went to Cincinnati during the recent flood and wrote his observations in script form for Gibbons to use as radio material. On the night of January 28, on a broadcast originating over WLW, Locke avers that Gibbons opened his broadcast by giving him (Locke) full credit for the observations, but only delivered part of the script and alleges that the remainder was "an improper and misleading interpretation". This resulted, Locke claims, in his reputation as a writer and commentator being damaged and as a result he has been unable to secure work since.

Locke further averred that Gibbons made misstatements in order to create melodramatic situations.

Spends \$1,280,169 on NBC

General Foods Corp. in reporting that during the first quarter of 1937 its earnings were higher than in the same period during the past five years, reveals that last year it spent \$1,280,169 with NBC. This year it has already bought one full-hour show on CBS and is now completing details for another network show to star Lanny Ross next fall. Plans are also being settled for a series of daytime test shows to be spotted throughout the country on independent stations.

Signed by NBC Bureau

NBC Artist Bureau yesterday announced that they have signed Ross Graham, currently heard on the Cities Service programs, and the Salzburg Opera Guild. Latter will make its initial appearance in America next fall, and will tour the entire country under the management of NBC. S. Hurock set the deal for the guild with NBC.

**New Studios, Antenna
Are Planned by KIEV**

(Continued from Page 1)

tical antenna immediately, using RCA equipment throughout. Studios now located in the Glendale Hotel will be moved to a new site on San Fernando Road, Milford.

**Speakers Assigned For
AAAA Annual Meet**

(Continued from Page 1)

Convention of the American Association of Advertising Agencies, to be held at The Greenbrier, White Sulphur Springs, W. V., April 29-May 1.

**Exports of Radio Sets
Break All-Time Record**

(Continued from Page 1)

bered 636,000, valued at \$16,041,000, while receiving tubes numbered 8,039,000 with a value of \$3,514,000.

Spector Signs Clyde Burke

Clyde Burke, 19-year-old baritone, has been signed by Martin W. Spector to be handled exclusively by him for all future radio and screen appearances. Burke was recently heard on the Al Pearce broadcast as a guest star.

Haworth Joins News Features

William Haworth of News Features Inc. yesterday announced the appointment of Frank R. Stich as an account executive. On Sept. 30 the firm will open a new branch office in Hollywood. Branch manager and staff will be announced August 1.

WNBH "Baseball Final"

New Bedford—"Baseball Final", using Western Union flashes and transcribed music, starts Monday on WNBH, with a sponsor in the offing. Fred Hoey also broadcasts daily games sponsored by Socony and Wheaties.

**★ F. C. C. ★
ACTIVITIES**

APPLICATIONS RECEIVED

John P. Harris, Hutchinson, Kansas. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Minnesota Broadcasting Corp., Minneapolis. CP for new high frequency station. 26050 kc., 150 watts.

APPLICATION RETURNED

Evans & Vandivier, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime.

APPLICATION GRANTED

WCOA, Pensacola, Fla. CP for changes in antenna and transmitter, move transmitter to new site and increase power to 500 watts, 1 Kw. LS. 1340 kc., unlimited.

**WHN Engineer Staff
Demands 40-Hr. Week**

(Continued from Page 1)

become affiliated with the American Radio Telegraphists' Association, a C.I.O. union. Following their decision, the engineers presented demands for a 40-hour week, a salary raise and an immediate conference with station officials on working conditions. Copies of the demands were sent to the National Labor Relations Board.

With the new affiliation, the WHN chapter of the Association of Technical Employees, an "inside union," automatically dissolves. WHN has never recognized the latter since its installation. Louis K. Sidney, director of WHN left yesterday for Hollywood leaving Herbert Pettey, associate director, in charge. A statement from the station is expected today.

NBC and CBS technicians some weeks ago were granted a 40 hour week by their respective managements effective before September 1 of this year.

Rogers Memorial on CBS

CBS will air a special Will Rogers Memorial program over its entire network Sunday 5-5:30 p.m. Pick-ups will be made from KNX, Hollywood, WJSV, Washington, and WABC, New York. Co-operation will be given to the drive now going on for funds for the establishing of a memorial hospital. Anning S. Prall, chairman of the Federal Communications Commission will speak, and Fred Waring's orchestra, Leslie Howard and Dick Powell are among the stars that will appear.

"BARON MUNCHAUSEN"

**JACK
PEARL**

RALEIGH and
KOOL CIGARETTES

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

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

AGENCIES

McCANN-ERICKSON INC., will remove its Cleveland offices to larger quarters in the Guardian Building about July 1. At the same time it was announced that Don Julien, Tom Powers, Richard Rairigh and H. C. Malmquist have been added to the staff of that office. P. C. McCormack has been appointed assistant to R. M. Alderman, v.p. in charge of branch, with James Watt succeeding McCormack as director of Media.

MORRIS & DAVIDSON, INC., advertising agency of Chicago, has been appointed to handle the account of Majestic Radio & Television Inc.

ROBERT C. HAYES, now with the W. V. Mackay advertising agency, but formerly with the Weller Service, radio agency of Seattle, has been named as publicity director for the Democratic state committee in Washington.

DWIGHT COOK arrived at J. Walter Thompson coast offices Tuesday to be producer on Chase & Sanborn program. Richard Mack will write the show, with Cook, who was one of the "March of Time" writers, assisting.

WHITTEN BADGER in Los Angeles with J. Walter Thompson agency to start May 1 on production of Grace Moore show.

Van Cronkhite Signs WJBK on News Service

(Continued from Page 1)

also huddled with General Motors and Campbell-Ewald officials. Understood to be in connection with foreign language news service his firm recently created.

Jewish Court Banquet Being Aired on WLTH

Sixteenth anniversary celebration of the Jewish Court of Arbitration to be held Sunday in the Hotel McAlpin will be aired exclusively over WLTH, 10:30-12 midnight. It will be the first airing of these annual events. WLTH for the past six months has been doing a Sunday broadcast of the Court at 10:30-12 noon.

Speakers at Sunday night's banquet will include Mayor LaGuardia or his representative, Grover Whalen and Judges Mahoney, Barison and Riet.

Dale Carnegie in Bank Series
Emigrant Industrial Savings Bank will begin a new series of programs over WOR locally April 30 featuring Dale Carnegie. Program will be heard Fridays 8:30-8:45 p.m. and will consist of discussions by the author. Carnegie will also answer queries submitted by listeners. N. W. Ayer & Son has the account.

Guild Confab Again Off
Meeting between the CBS and "Announcers and Producers Guild" bargaining committees scheduled for yesterday was postponed until 3 p.m. today.

ORCHESTRAS - MUSIC

JIMMY GRIER'S ork, now featured at the Biltmore Hotel, has been signed for the Fibber McGee and Molly show when it starts airing from the Coast.

The "Port Chester Review", series of programs sponsored by Port Chester merchants and manufacturers, premiered yesterday, over WFAS, White Plains, N. Y., 9-9:30 p.m. It features music by Charles Biondo's Red Revelers, a WFAS Artists Service unit playing regularly at the Greenhaven, Mamaroneck.

WNEW has set two new bands to appear nightly on the "Dance Parade" broadcasts. Halsey Miller will air from the 4 Towers and Al Anderson plays at the Merry-Go-Round.

Dick Ballou, Helen Carroll and Phil Ingalls will do a three piano act on their May 4 broadcast, which will feature a special arrangement of "Sweet Sue" in the manner of composers Bach, Beethoven, Mozart, Stravinsky and Debussy.

Horace Heidt's Brigadiers will present their half hour musical variety program from the Hall of Nations in the Washington Hotel, Washington, D. C., over a CBS network on Monday, 8-8:30 p.m. During that week they'll be featured at the Earl Theater in that city. The entire musical aggregation will present an original composition, "History of Sweet Swing", a rhythmic offering created collectively by the orchestra.

Vincent Lopez and Yosie Fujiwara, Japan's Caruso and the maestro's assisting soloist, have been signed by RCA Victor Co. in Tokyo to make recordings of four of the songs he's been featuring. Their Nipponese titles are "Koko-wo Osamate", "Kojono Tsuki", "Sado Okesa", and "Defune".

The U. S. Marine Band will in-

Musical Fashion Broadcast

WQXR will broadcast a special program of music at 3-4 p.m. today as a background for a fashion show, "Fashion Follows the News", presented by Renee Long of Franklin Simon. Alice Pentlarge, WQXR commentator, will announce from the studio, and will review the program on Tuesday, on her own broadcast of "So You Haven't the Time", 3:45-4 p.m.

Vince Mondri in New Series

Vince "Blue" Mondri, the one-man band, starts a new series Monday on WINS, airing Mondays and Fridays, 9:15-9:30 p.m.

Slim and Jack Spotted

Pittsburgh—KDKA on Monday will schedule Slim and Jack and their Gang for a 15-minute spot at 1 p.m. Mondays, Wednesdays, Fridays and Saturdays.

roduce the "Song of the Marines" from the Warner film, "The Singing Marine", April 27, 2 p.m., over the NBC-Red network.

Eddie Mallory, composer, arranger and ork leader, has sold three new songs before using them in a musical comedy being readied for Ethel Waters. Miss Waters will probably sing them in at least two guest appearances over CBS. Titles are "The Ghost of Old Man Mose", "A Woman in Love Ain't Got No Sense" and "At Last".

Norman Cloutier, conductor and arranger imported by NBC from its Hartford station early this year, will take over the 10:30-11 p.m. spot on WJZ tomorrow in addition to his program with Jean Sablon.

Carmen Lombardo, with his "Boo Hoo" ranking as a best-seller, has followed it up with "Toodle-oo", which promises to be a worthy successor. Although it was introduced two weeks ago, Brother Guy has scheduled it for another airing this Sunday.

Victor Young, maestro on the Al Jolson WABC programs on Tuesday nights, is under contract to Paramount Pictures and will write the score for several musical films within the next few months.

Artists service activities at WFAS, White Plains: Mike Miles and orchestra, booked for Scarsdale Senior Prom; Jack Warren's Cowboy Tune Tamers, booked for Testimonial of Scarsdale Volunteer Fire Co. No. 1; "Blue Danube Boys" (Cal Platt, baritone, Roger Piwaski, accordionist) booked for Testimonial of Scarsdale Volunteer Fire Co. No. 1; Al Cerak's Honey Hollow Mountain Boys, booked into Elks Club, tomorrow; Roger Piwaski, accordionist, booked for Orange County Society Dinner.

Will Design Amateur Award

William S. Paley, president of CBS, has commissioned Alexander Calder, internationally known sculptor, to design the Annual Amateur Radio Award, which will be presented to the individual who through amateur radio has contributed most usefully to the American people either in research, technical development or operating achievement.

Star Radio Adds KFXX

KFXX, Oklahoma City, has been signed by Star Radio Programs as a subscriber to its "Morning Bulletin Board". As a result of promotion work, Star Radio expects to have about 125 stations broadcasting its special May Day edition.

Italian Request Parade Back

Italian Request Parade, conducted by Duke Carnecchia, is being revived by WLTH as a Wednesday and Sunday 11:15 p.m. feature.

GUEST-ING

GERTRUDE LAWRENCE, return date on Show Boat, April 29 (NBC-Red, 9 p.m.).

ETHEL WATERS, on Louis Armstrong program, tonight (NBC-Blue, 9 p.m.).

LLOYD C. DOUGLAS, author of "Magnificent Obsession," on radio version of novel and film, Lux Theater, April 26 (CBS, 9 p.m.). SARA HADEN and BARBARA KENT added to cast supporting Robert Taylor and Irene Dunne.

ESTELLE TAYLOR, CHARLES KING and JAN RUBINI, on "Paramount Professional Hour" with Ted Leary as m.c., tonight (WMCA, 9:30 p.m.).

JOLLY BILL STEINKE, on "Cathedral of the Underworld," April 25 (WMCA, 12:30 p.m.).

MARTIN J. PORTER, on Martin Weldon's "New Ideas" program, May 1 (WINS, 5:30 p.m.).

ROBERT WEEDE, JAN PEERCE and VIOLA PHILO on Radio City Music Hall on the Air, April 25 (NBC-Blue, 12:30 p.m.).

FRANK MUNN, interviewed by Nellie Revell, May 4 (NBC-Red, 5 p.m.).

THYRA SAMTER WINSLOW and HENRY WADSWORTH, interviewed by Radie Harris, tonight (WHN, 8 p.m.).

LOUISE MASSEY and THE WESTERNERS, on Alka-Seltzer National Barn Dance, tomorrow (NBC-Blue, 9 p.m.).

ROSALIND MARQUIS, on Fred Astaire program, April 27 (NBC-Red, 9:30 p.m.).

ROBERT WILDHACK, on Jack Oakie College, April 27 (CBS, 9:30 p.m.).

DARRYL ZANUCK, on San Francisco Orchestra program, April 30 (CBS, 10 p.m.).

Corner on Baseball Immortals

Chicago—Ralph Atlass, as president of both WJJD and WIND, sort of has most of the baseball immortals booked to work on his stations this season. At WJJD Kelloggs has lined up, in addition to Joe E. Brown, Walter Johnson, Lew Fonseca, Tris Speaker and Mordecai Brown. General Mills on WIND will use as guest commentators Big Ed Walsh, Ed Ruelbach, Red Faber, Chief Bender, Larry Doyle and Joe Tinker.

Mason & Dixon to Vacation

Mason & Dixon, song team, are leaving WMCA for a short vacation. They will visit Pat Padgett of Pick and Pat on his new farm in Gloucester, Va., and will resume their WMCA program May 4.

Sunbrite Off Until Fall

Chicago—Swift's Sunbrite Junior Nurses winds up its CBS series today, returning in the fall.

Coast-to-Coast

VIRGIL EVANS of WSPA, Spartanburg, S. C., one of the pioneer broadcasters of the south, is the prime mover in the negotiations to bring eight southeastern stations into the Mutual network. Evans built the first radio station in South Carolina and one of the first in the south. He is a former newspaper man, having worked his way from a small weekly newspaper in Alabama to the post of newspaper publisher and owner, from which he went to the Hearst organization as an executive and more lately as aid to Joseph Pulitzer, from which post he departed to engage in the radio broadcasting business. WSPA owns all buildings used in connection with the station as well as all remote broadcasting and transmission telephone circuits used by WSPA, including more than 100 miles of remote broadcasting lines.

J. Anthony Smythe's illness has made it necessary for Carlton E. Morse to rewrite the next four episodes of "One Man's Family" so as to leave Smythe out. Smythe will be in the Stanford Hospital for a few weeks.

George Guyan, program director of KFRU, Columbia, Mo., is "professor" to a group of University of Missouri School of Journalism students who are learning the ropes of radio news-casting at KFRU.

West Racine Ranch Boys and the West Racine Rhythm Boys are being featured on a new series of noon programs six days a week over WRJN, Racine, Wis.

Hale Byers, WEBC official, discussed "Radio Appreciation" in an address before the Superior Women's club at Superior, Wis., recently.

The Midday Reveries Program at WLTH, Brooklyn, is attracting a great deal of fan mail. The afternoon show, which is the brain-child of Stan Field, program director, features a half hour of musical relaxation. Clara Wander, soprano; James Bartell, tenor; and Mary Young, contralto, do the vocal honors, the WLTH Concert Trio do the instrumental portion, and Doris Webb forms the organ background for Stan (David Ross) Field's poetic readings. The program is heard every Monday at 2:30 p.m.

Herb Mendelson, formerly reporter for the Radio News, WNBH, New Bedford, has taken the position of advertising solicitor for the News. Latter post was left vacant by Ray Markey, now with WHT. Clayton Sutton has taken Mendelson's place. Fred Greene continues as news editor.

KTUL, Tulsa, CBS outlet, carried two special exclusive broadcasts of the Tulsa Aviation Club's Air Circus at one of the oil capital's airports,

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 22 of a Series

KSD—St. Louis

5,000 Watts day, 1,000 Watts Night—550 Kc.

GEORGE M. BURBACH
General Manager

EDWARD W. HAMLIN
Sales and Commercial Mgr.

KSD, born in the wake of the first feeble attempts at transmission, is owned and operated by the St. Louis Post-Dispatch. Since Feb. 14, 1922, when its first program was aired from the top of a building at Twelfth and Olive street, KSD has matched strides with the entire industry, growing up to maturity with an ever increasing prestige. In 1926 when the National Broadcasting Company began functioning, KSD became a member of that web, offering a rich market to the early radio advertiser. Today KSD is still a member of the basic Red net.

In July, 1936, KSD released information offering potential advertisers 2,012,024 listeners in Missouri and 4,131,211 listeners in Illinois for a total of 6,143,235 KSD buyers. Those listeners spend \$1,733,459 annually. National advertisers who have taken advantage of this market include American Tobacco, Kraft Cheese, Ipana, Packard Motors, Drene, Philip Morris Cigarettes, General Foods, Standard Brands, Bayer Asperin, Ry-Krisp, Pillsbury Flour Mills, Firestone and many others. Among the personalities airing regularly over KSD are Bing Crosby, Fred Astaire, Jack Benny, Richard Crooks, Burns and Allen, Fred Allen, Rudy Vallee and Mark Warnow.

A chronological story of KSD, in abbreviated form, is almost a history of radio itself. Feb. 14, 1922. First program was aired at 7:45 p.m. It consisted of a talk and the first act of a current play; June 25, 1922, KSD used a new 500-watt transmitter in a broadcast from the stage of the Municipal theater; June 26, 1922, Formal opening broadcast of the station was aired on 360 meters; Aug. 31, 1922, First station in the country to pass the requirements for a Class B station license and was authorized to use the 485-meter wave length; Feb. 7, 1931, with more than 16,000 hours of broadcasting programs to its credit, re-equipped its station with new broadcasting facilities. Oct., 1934, FCC granted KSD an increase in power to 5,000 watts day, 1,000 watts night; Oct. 29, 1935, station's new short wave transmitter began operations; 1936, KSD's 14th year, and its most successful commercially.

George M. Burbach is the general manager, Edward W. Hamlin, sales and commercial manager, and Robert L. Coe, chief engineer. Free & Peters Inc. of New York is the station's representative.

featuring the speed flying of Roger Don Rae, national speed champion. Charles Bush Jr., continuity chief at KTUL and a licensed pilot, played a big part in the promotion of the show for the air club of which he is a member.

Jimmy Lacey's WELI time has been increased to two spots a week, Saturdays at 4 p.m. and Mondays at 6:45. Lacey, a singer, is accompanied by a four-piece ensemble.

The Four Knoodlers, who made their initial appearance in radio via "Professional Parade," the WPA Federal Theater-Radio Division program in association with NBC, have been placed by NBC on a 15-minute program every Thursday night at 6 p.m. over the NBC-Red network.

The Regional Italian Civic Project of the Connecticut Congress of Parents and Teachers will inaugurate a series of educational broadcasts over WOV tomorrow at 4:30 p.m.

John Seagel, NBC baritone, heads the personnel for the new Sunday "Church by the Sea" program at WPG, Atlantic City. Hymns of all denominations will be offered.

Sundown Srenade, a new program of poetry with organ accompaniment, started on WELI, New Haven, yesterday.

Nancy Martin, songstress of WCAE, Pittsburgh, has about made up her

mind to accept a movie talent scout's bid to make a film test in New York this summer.

Jocko Maxwell, sports commentator for WLTH, will have an unusually odd guest on his "Sports Parade" tomorrow at 6 p.m. when he presents Leon Lowicki of Schenectady, the champion pinboy, now holding sway in alley 18 in the American Bowling Congress.

G. A. (Rocky) McDermott, formerly with WTAD, Quincy, and WROK, Rockford, has been added to the commercial staff of KFEL, Denver.

Polish Variety program sponsored on Sundays by Perlmutter Clothing Store and Doren's Music Store on WBRY, Waterbury, has been expanded to a full hour of music by Sikorski's Band.

"Sally and Sue from KFRU," new "Prairie Sweethearts" team at the Columbia, Mo., station, are building up a big fan following.

WTMJ, the Milwaukee Journal station, did itself proud in covering the spring "smelt run" at Escanaba, Mich., where the Chamber of Commerce stages a jamboree celebration in honor of the event. Russ Winnie, WTMJ announcer, handled the broadcast, which went on the air at 10 p.m., since the smelt run only at night. A return engagement next year is very likely. Studio used its short wave transmitter, WJER.

Coming Events

Today: 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 19: Luncheon meeting of radio sales promotion men, Victoria Hotel.

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.

ONE MINUTE INTERVIEW

EMIL COLEMAN

"There are styles in music just as there are fashions in clothes. At the present season, I can detect a trend towards Viennese waltzes. There are more requests for selections like the Blue Danube and Rosenkavalier than for anything else. The Viennese waltz, you know, differs from the home product in that it is faster and more animated."

MAJESTIC RADIO & TELE TAKES LARGER QUARTERS

Majestic Radio & Television Corp., of which N. L. Cohen is president, is now located in a new building at 50th & Rockwell streets, the heart of the Kenwood manufacturing district, Chicago. Entire plant and general offices of the organization are housed in the larger modern quarter occupying an area of 90,000 square feet.

Capacity of the new plant is estimated at 2,500 receivers daily. Personnel will approximate 1,500.

An extensive radio research laboratory is to be set up under the direction of Charles J. Hirsch, newly appointed chief engineer, with Walter Lyons named as his assistant.

Globe Trotter's Delight On WFAS, White Plains

I. T. Porter, chief of sales at the WFAS New York office, is going Swift and his protegee, Gulliver, several better. In recent weeks, Porter has signed business for the White Plains station which resembles a well-organized globe-trotter by a chronic sufferer from wanderlust. What with the travel services of the Frederick Lack Agency, and the Open Road, and the steamship service proffered by Charles Ashmun, Inc., and the Anchor Line, plus the railroad service arranged through the German Railroads, the Swiss Federal Railroads, and the Norwegian Travel Information Service, it seems likely that all Westchester will be across the briny when the vacation days roll 'round. WFAS is reported (unofficially) planning a short-wave international transmitter to reach its listening audience transplanted across the sea.

2 Announcers on Richfield

West Coast Bureau, RADIO DAILY

Los Angeles—Two announcers instead of one will replace Sam Hayes, for seven years the newscaster on Richfield Oil's nightly review of the news on NBC coast red. Ken Barton of KMPC and John Wold of KEHE have been signed to work together. Headlines and news, starting the 28th. On May 1, advertising agency of Hixon-O'Donnell will succeed H. C. Bernsten agency in handling.

KFRU Femme Traffic Mgr.

Columbia, Mo.—Mrs. Muriel Mosier on May 1 becomes traffic manager of KFRU. She succeeds Joseph M. Todd, who goes east. Mrs. Mosier is the wife of Wally Mosier, continuity chief.

Contest Editors Note

Bridgeport—Bobby Downey, 8-year-old WICC actor, after much radio listening during a four-day illness, asked his mother to go to the store and "buy a package of that facsimile" so that he could enter a contest.

★ EQUIPMENT ★

New Indicator at KVOO

Tulsa, Okla.—A peak modulation indicator has been installed in the studios of KVOO. This indicator, one of the first of its kind installed in the United States, has been acclaimed by both announcers and control operators as a great assistance in maintaining a uniform balance of voices. It consists of a light installed in the control room situated in view from both studios as well as the control room. The General Electric modulation monitor at the transmitter is set at 80 per cent modulation, which in turn operates a series of relays which operate the light. The indicator was installed under the direction of L. W. (Watt) Stinson, chief engineer.

Modern Plant for WTMJ

WTMJ, The Milwaukee Journal station, promises to have one of the country's finest broadcasting plants when its new 400-foot vertical tower and 5,000-watt transmitter are placed in operation this summer. In its refurbishing policy, the station has ordered a new ultra-modern Western Electric, all AC-operated, type 355-D1 5 KW transmitter, the last word in radio equipment. Delivery date is July 15 and it should be in service latter part of summer. Old one will then be kept as a spare. The new plant will make it easier for Transmission Engineer Bill Hebal and his crew to maintain WTMJ's high quality of service.

WPTF Inter-Telephone

Staff members at WPTF, Raleigh, N. C., have been enjoying a brand new telephone system recently installed in the station, with a central push-button control point located in the reception room and various signals of call for different departments. When the desired party answers, privacy is assured during the course of conversation.

Sound Effects Bulletin

Radio Engineering & Manufacturing Co. of Jersey City, N. J., recently issued a bulletin covering the Remco 95A Sound Effects Reproducer for broadcasting studios, recording and theatrical use. The bulletin gives specifications, price and other information.

KYA Tower Soon Ready

San Francisco—Construction of KYA's single radiator tower at Candlestick Point has reached 300 feet. When completed the antenna will reach 450 feet.

KMOX Recording Room

St. Louis—KMOX has completed a new recording room fitted with high fidelity recording devices and amplifiers. This will greatly facilitate the

cutting of records of important special events and public speeches.

New Philco Auto Aerial

Philadelphia—Philco announces a new automobile aerial, the Philco Cowl Aerial.

New KRE Antenna

KRE, Berkeley, is constructing a Blaw Knox vertical radiator with "shunt excited" antenna 180 feet high carrying airways beacon, the first of its kind on the Coast.

Station Improvements

Philadelphia—WFIL has modified its FCC application for permit to make changes in equipment by further asking authority to install new transmitter, directional antenna for day and night use, along with increase in power to 5 kw.

Meridian, Miss.—In connection with its application for authority to make equipment changes, WCOC also has asked FCC permission to install vertical antenna and move transmitter.

Columbia, Mo.—KFRU has asked for CP to make changes in transmitting equipment, install vertical antenna, move transmitter to Boone County and increase power to 5 kw.

San Jose, Cal.—CP for a new transmitter and vertical antenna, also increase in power to 5 kw. day, has been asked by KQW.

Wenatchee, Wash.—KPQ seeks permit to install a new transmitter, change frequency to 1,360 kc. and boost power to 1 kw.

Superior, Wis.—WDSM has been granted modification of permit approving transmitter site and vertical radiator.

Richmond, Va.—Hearing will be held by the FCC shortly on application of WRVA to move transmitter site, install new equipment including directional antenna, and increase power to 50 kw.

Shenandoah, Ia.—Moving of transmitter has been added to the request of KFNF asking FCC for permit to install directional antenna and new equipment, along with increase in power 5 kw. night, 1 kw. day.

St. Joseph, Mo.—Application of KFEQ for permit approving transmitter site and vertical radiator has been granted by the FCC.

Chicago—WGES has been granted amended construction permit covering move of transmitter and studio and installation of new equipment and vertical radiator.

Auburn, N. Y.—Permit for changes in equipment has been granted WMBO by the FCC.

WQXR, New York, has filed application with FCC for permit to install new equipment, increase power to kw. and give transmitter site as Site to be determined, New York.

Lima, O.—Changes in transmitter and increase in power to 250 watts are planned by WBLY.

Griffin, Ga.—WKEU is asking authority to install automatic frequency control.

FLOATING ANTENNA FOR NEW KSFO PLANT

Plans for the new technical setup of KSFO, the CBS San Francisco affiliate, as outlined by Edwin K. Cohan, CBS director of engineering, include a modern 5,000-watt Western Electric transmitter with a 350 Truscon vertical antenna and a new transmitter house located on a new site. Cohan, during his nine-week stay on the coast, in addition to serving as technical consultant to the KSFO engineering staff headed by R. V. (Doc) Howard, also spent some time looking over KNX, the CBS-owned station in Los Angeles.

The new KSFO transmitter house site, which was selected after a two-week survey of the entire area via airplane and auto, plus maps, in the opinion of Cohan is the best possible location available for a radio station. Site selected is on the west shore of San Francisco Bay less than three miles from the heart of San Francisco and station will literally be grounded in a salt brine. Sixty-two 100-foot piles are now being driven into the marsh to support the one-story transmitter house.

Building will cover 2,000 square feet and will be built entirely of concrete. Concrete will also be used for the roof of the house to serve as the foundation for the vertical radiator which will be mounted on the roof. It was decided that rather than drive piling for another foundation for the antenna, the house could serve the need nicely.

KSFO is now operating on a 1,000-watt license and with the new 5,000-watt equipment, which has been approved by the FCC, will cover all the area around the bay, aided by the conductivity of the salt water. James Middlebrooks of the CBS engineering staff has taken over Cohan's task and will remain on the coast until the job is completed, possibly by mid-summer.

Pending before the FCC is an application for CBS to lease KSFO outright and operate it themselves, but in the meantime station remains as an associated station.

KNX, Los Angeles, has been made the center of CBS technical operations and all traffic to or from the east will be keyed through KNX. The old AT&T line between San Francisco and Salt Lake City has been abandoned and a new line installed to KNX from KSL. Lester Bowman, formerly of WJSV, as previously reported, is in charge of all engineering work on the West Coast. The new CBS affiliate, KOY, Phoenix, is also being routed through KNX, so that it may be made a part of a CBS west coast network, or a transcontinental hookup.

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