VOL. 1, NO. 55

NEW YORK, N. Y., TUESDAY, APRIL 27, 1937

FIVE CENTS

ARNEW Revises Exec. Committee

LOOKING ON LISTENING IN

PRESS AMITY Hostility of the press toward the radio has been dissipated to such an extent

has been dissipated to such an extent that, at last week's annual convention of the newspaper publishers, not one remark against the radio was uttered.

One reason is that many newspapers are now in radio, too.

Another is that radio has become more solidly entrenched in the home—and advertisers recognize it as a faster medium—than the newspaper.

Radio has won this position, and is fortifying itself in it, on solid grounds.

Whereas newspapers have thrown decency and good taste to the wind in their efforts to sensationalize and prolong stories involving murder, sex, divorce, scandal and sordidness in general, the radio has kept its nose clean and busied itself with providing more programs of public service.

As long as radio sticks to such a policy, it will be Welcome Visitor No. 1 in the American home.

REPEAT SHOWS Many a fine radio program, particularly those of the better variety showmen, is heard once and then is gone forever.

Millions of persons may have missed it through no fault of their own, millions more might be anxious to dial in on such a show after bing told about it, and still others would enjoy hearing it again, but it's too late.

Something is wrong here.

A show that clicks big is worth repeating because it assures the sponsor of a vast waiting audience.

It's also an advisable step in view of the scarcity of good new radio material, and finally it is one way to relieve dialers of the annoyance they suffer when they must miss one good program because they are listening to another.

Radio No. 1 Ad Choice

Salt Lake City—Best bet as an advertising medium, according to 500 oil operators and west coast executives of Associated Oil in convention here recently, is the radio. The delegates readily voted the airwaves today's their No. 1 choice for advertising.

Associated Oil recently started a spot campaign over KSL here.

ENGINEERS WILL HEAR SIX TELEVISION TALKS

Six papers on television problems will be presented by members of RCA Manufacturing Co. at the convention of the Institute of Radio Engineers, May 10-12, in the Hotel Pennsylvania. Among those who will present discussions, jointly or singly, are V. K. Zworykin, W. H. Painter, R. R. Law, C. E. Burnett, H. Iams, R. B. Janes, W. H. Hickok, A. Rose, G. A. Morton and L. E. Flory.

Total of 30 papers are programmed for the five technical sessions. There also will be an exhibit of equipment.

Among the trips scheduled for the men will be a visit to the WOR trans(Continued on Page 3)

New York State System Celebrating First Year

Hearst's New York State Broadcasting System will celebrate its first anniversary tomorrow with a party, 8-9 p.m., at which Governor Lehman will be chief speaker. Mayors of Albany, Buffalo and Troy also will speak. Louis Katzman's orchestra and other talent will entertain.

Network claims an unusual record of having become self-sustaining in (Continued on Page 3)

Don Lee Fixing Series For Audience Good-Will

West Coast Bureau, RADIO DAILY
Los Angeles—Don Lee is getting
set for a series of good-will audience
building broadcasts being arranged
by the newly appointed public relations director, Charles E. Saylor, it is
announced by Lew Weiss, Don Lee
manager. The series will include
(Centinued on Page 3)

Press Service Men Dropped From Committee But Will Have Advisory Group---Set Chi Convention

WNLC on Networks

New London, Conn.—Though on the air only since September, WNLC joins the Yankee, Colonial and Mutual networks May 2. Station is operated by Thames Broadcasting Co., with R. J. Morey of Boston as president.

APRIL BUSINESS INDICATES BIGGEST YEAR AT KSTP

St. Paul—Headed for what is expected to be the biggest year in its history, KSTP, Twin City independent, in the first three weeks of April doubled the valuation of business, new and renewal, over the entire month of April, 1936.

During these three weeks the station signed more than 20 major accounts, both new and renewal, some of them running as high as a (Continued on Page 3)

NBC Audience Mail Hits All-Time High

March audience mail for NBC reached an all-time high, with a total number of 1,140,508 communications. This figure is 12 per cent above March, 1936, and 245 per cent over February, 1937. Previous high was March, 1936, when 1,015,372 pieces of audience mail was received. Last February total was 330,427.

Going After Beach Audiences With Public Address System

West Coast Bureau, RADIO DAILY

Los Angeles—With the signing of a concession contract last week, Sound Products public address system starts competition with local radio stations, selling sponsored spots on programs for beach crowds.

Sound Products has signed with used, and some of the p Abbott Kinney beach property own- will be sold to sponsors.

ers for rights to hang public address speakers along Venice Pier and in spots to reach the daily hundreds of thousands who swarm the beaches. Musical programs will be broadcast during the big beach crowd hours, via the p. a. speakers. At intervals, spot announcements will be used, and some of the program time will be sold to sponsors.

Chicago — Culminating a controversy of several months, the executive committee of the Association of Radio News Editors and Writers, meeting here over the week-end, accepted the resignations of representatives of press associations from membership on the committee. Those resigning included Ted Christie, secretary-treasurer, of INS, New York; Q. J. Haggen, United Press, and Dixon Stewart, Transradio.

The committee, however, provided for an advisory committee to be formed of members of press services. It was the decision of the committee

(Continued on Page 3)

MORE EXPANSION PLANS ARE COMPLETED BY NBC

New WTAM, Cleveland, studios will occupy the first four floors in the Guarantee Title & Trust Bldg., and will cost over \$250,000, NBC announces. Building will change its name to NBC Bldg., and alterations are expected to be completed by Jan. 1.

From other sources it was learned (Continued on Page 3)

Spud Contest Entries Reach 426,453 Mark

Spud cigaret weekly contest for best questions submitted on back of product wrapper brought 426,453 entries between start of contest November 7, last, to April 10. Committee each week selected 205 winners, five of which were read on the air (Continued on Page 3)

Copyright Hearings

Washington Bur., RADIO DAILY
Washington — Senate Patents
Committee meets today to discuss
setting dates for hearing testimony
on the Duffy copyright bill. Senator
F. Ryan Duffy told RADIO DAILY
yesterday that he will press for
early hearings. He is believed to
have strong support in Upper
House.



Vol. 1, No. 55 Tues., Apr. 27, 1937 Price 5 Cts.

JOHN W. ALICOATE : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, Fresident and Publisher; Donald M. Merser-eau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate.

Secretary; M. H. Shapiro, Associate Editor.

Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralpb Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Monday, Apr. 26)

NEW YORK STOCK MARKET

	High	Low	Close	Chg.
Am Tel. & Tel.	1653%	1641/2	165	-1
Crosley Radio	22	211/8	211/8	- 7/8
Gen. Électric	521/4	501/2	5114	- 138
North American	2534	2478	25	- 11/8
RCA Common	101/8	93%	938	- 5/8
RCA First Pfd.	72	70	70	- 21/8
RCA \$5 Pfd. B	(9	98 1/4 Bi	d)	
Stewart Warner	191/2	185/8	19	- 1/2
Zenith Radio .	35	3334	3334	-11/2
NEW YORK	CURB	EXCH	ANGE	
Hazeltine	37/6	37.	37/8	

21/2 21/4 21/4 - 1/4 Nat. Union Radio

OVER THE COUNTER Bid Asked

J. O. Young Ad Agency Disking McTavish Series

Kansas City-J. O. Young Advertising Co. is producing 32 five-minute transcriptions featuring Safety Mc-Tavish, tieing in with the Safety McTavish newspaper advertising being used nationally by savings and loan companies.

Young is just back from Dallas, here "The Little White House," where which he developed for Insured Savings and Loan, was shown to convention delegates.

Charles Kullmann, Ill

Charles Kullmann will be out of tomorrow night's CBS Palmolive show because of illness, Thomas L. Thomas will replace for the one performance.



NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending April 24, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
September in the Rain (F	Remick Music Corp.)	39
	Inc.)	
	eist, Inc.)	
	ls (Harms, Inc.)	
	ou (Famous Music Corp.)	
	k Music Corp.)	
	s (Robbins Music Corp.)	
	stein, Inc.)	
	g (Shapiro, Bernstein, Inc.)	
Little Old Lady (Chappe	11 & Co.)	18
	(Popular Melodies)	
Swing High, Swing Low	(Famous Music Corp.)	18
	ller Music, Inc.)	
You're Here. You're The	re (Marlo Music Co.)	17
	(Santly BrosJay, Inc.)	

Al Clauser's Outlaws In Person With Film

Al Clauser and his Oklahoma Outlaws, WHO cowboy band featured every Saturday night on the Iowa Barn Dance Frolic, will appear at the Orpheum Theater, Des Moines, for the world premier showing of their motion picture, "Rootin' Tootin' Rhythm," beginning Friday and playing through May 3. A special broadcast from WHO will be conducted Thursday on the eve of the premiere. Dutch Reagan, WHO sports announcer, who himself will be making a film debut soon, will be m.c. Following the Des Moines run,

"Rottin' Tootin' Rhythm" will make a circuit of Iowa theaters. Al Clauser and his Outlaws will travel with the film, making personal appearances

where it is shown.

Philco Convention

Philco's annual convention, at which time the company's new 1938 line of radios will be presented, will be held in three sections this year. First two sections, May 12-19, at Greenbrier Hotel, White Sulphur Springs, W. Va., will be for field executives and distributors from the east and foreign. Third section, at Hotel Del Monte, Del Monte, Cal., May 23-26, will be for western division and Hawaii.

2 NBC Airings via WCKY

Cincinnati-WCKY, the L. B. Wilson station, supplied two NBC network programs Sunday. One was the General Motors Concert, put on at Music Hall with Eugene Goosens and the Cincinnati Symphony Orchestra and Rosa Ponselle and Frank Forest as co-soloists. The other was Jerry Belcher's "Our Neighbors," interviewing the family of Alfred Segal, Cincy Post columnist.

Arthur Ainsworth, WCKY ace announcer, helped in the broadcasts. Keith McLeod came here to produce the G. M. show.

CBS Net to Present Ky. Backwoods Program

A backwoods program, emanating from Lott's Creek, remote listening center in Knott County, Ky., will be shortwaved to the nearest telephone line via a portable transmitter carried to its destination on muleback, picked up by receiver and broadcast over CBS on Monday, 4:45-5:15 p.m. It will consist of interviews with typical mountaineers, local dances and songs. Dr. Frank L. McVey, President of the University of Kentucky, will discuss methods of raising the level of life in that remote part of the woods.

Iowa Barn Dance in Studio

Des Moines - Starting Saturday, the Iowa Barn Dance Frolic, 21/4 hour show which has been presented from the Shrine Auditorium, will air from the WHO studios. Final show from the auditorium last Saturday featured Donald "Dutch" Reagan, sportcaster, who leaves next month to become a film player for Warners in Hollywood.

WRJN Adds News Periods

Racine, Wis.—Four daily radio 'editions' of news have been inaugurated by WRJN, in cooperation with the Journal-Times. Herb Mann Jr., Dick Conrad and Kenneth Hegard, staff announcers; F. R. Starbuck and Herb Mann of the Journal and WRJN, and Wash Cain of the Journal are heard on the broadcasts.

Jane Pickens Signed

Sealtest System Laboratories yesterday signed Jane Pickens to rejoin the program as a steady feature. Show is scheduled to switch from Saturday to Sunday nights, 10-11 p.m., on NBC-Red network, May 16. Walter Thompson Co. is the agency.

WORC Buys New Studio Site

Worcester, Mass.—A building on West St. has been bought by WORC for about \$21,000. It will be converted into a studio.

COMING and GOING

WONDERS is expected back from Cleveland today.

J. O. YOUNG, president of Young Advertising Agency in Kansas City, is back home from a business trip to Dallas.

PHIL ALEXANDER is in Dallas for WFAA of

COLLETTE LYONS is stopping at the Warwick

JOAN BLAINE is expected in New York this week from Chicago.

EUGENE PACK, chief technician of KSL, Salt Lake City, leaves for New York next week to attend the Radio Engineers convention. ROCCO VOCCO will remain in Chicago another few days and then return to New York.

HARRY LEEDY of the Rockwell-O'Keefe office is back in N. Y. from the coast. TED STREIBERT and AL McCOSKER of WOR

and Mutual are out of town for a week and will take in AAAA convention at White Sulphur Springs. AL LEHMAN of the A.N.A., JOHN KAROL of CBS and LOUIS D. H. WELD of McCann-Erickson have gone to Hot Springs for semi-annual A N.A. meet.

LINCOLN DELLAR, CBS station relations, is back from a month's trip through the northwest and Pacific coast states.

LESLIE MacDONNELL, English representative of Rockwell-O'Keefe, who left for the coast immediately upon his arrival in the U. S. last week, sails for England tomorrow on the Ile de France.

BILL GELLATLY, WOR-Mutual sales manager, is back from Bermuda.

Inspecting WOR Transmitter

WOR sales staff will inspect the station's transmitter site at Carteret, N. J., this Saturday. Jack Poppele, WOR chief engineer, will be the official guide. A buffet lunch will be served. On the following Thursday, WOR junior executives, and buyers from Bambergers will o. o. the transmitter.

Berle Show Returning East

West Coast Bureau, RADIO DAILY Los Angeles-With completion of Milton Berle's picture, Gillette Community Sings returns to New York in time for May 15 or May 22 program. Ruthrauff & Ryan agency expects to have the show back here in September.

New Station for Perry

Jacksonville, Fla.-John H. Perry, newspaper publisher and operator of WCOA, Pensacola, is owner of Metropolis Co., publishers of Jacksonville Journal, whose application for a new station here has been approved by an FCC examiner.

Tom Lane Joining WOR

Tom Lane of the Herald-Tribune's promotion department, joins the WOR publicity department Monday, succeeding Dorothy Haas, who resigned to become publicity director of Fanchon & Marco.



PRESS ASS'N MEMBERS OFF ARNEW EXEC BODY

(Continued from Page 1)

that press association men, being interested in selling services to ARNEW, might not always maintain the point of view of broadcasters.

John Van Cronkhite, president of the association, also tendered his resignation, but the committee refused to act on it. A vote of confidence in the administration was given by the committee.

First annual convention for full ARNEW membership was set for Chicago early in September. Meanwhile sectional meetings in the west, north, south and east were ordered for the last week in May, with a view to consolidating opinion on various issues. For instance, subject of handling crime news may be taken up.

Jack Harris, WSM, Nashville, was named chairman of the convention. John Hughes, Don Lee network, San Francisco, heads the nominating committee to present a slate of new

Al Hollender, WJJD, Chicago, was elected secretary-treasurer, replacing Christie, and Beckley Smith, WJAS, Pittsburgh, was named to the committee. Dilley & Bjork, Chicago, were retained as attorneys.

Van Cronkhite, Christie, Harris, Hughes, Hollender, Sims Guckenheimer as proxy for Stewart Dixon, vice-president Transradio, and Ed Bryant of UP attended the meeting.

KSO Switches Feed

Des Moines-A last minute change Saturday found KSO feeding the Mutual network instead of NBC on the Drake Relays. Reggie Martin, assisted by Frank Jaffe, handled the mike. KRNT fed the event to CBS, with Gene Shumate and Dale Morgan handling, while WHO fed NBC.

KSO-KRNT Add 7 Operators

Des Moines - To facilitate operations and constantly increasing number of feeds to other stations of the Iowa Network, KSO-KRNT added seven new operators last week. They are: Ralph A. Bates, Buford Cannon, Robert Chadwich, William Glynn, Frank Liguori, Frank Parsons and Arthur Peavey.

New Coast Agency

West Coast Burcau, RADIO DAILY

Los Angeles-Robert Collier & Associates have opened a radio agency at 5225 Wilshire Blvd. They will handle transcriptions, live shows and development of network ideas. Collier formerly was Fox West Coast Theaters publicity chief.

Donald Peterson

PRODUCING JUNIOR G-MEN of AMERICA WOR-6:30 P.M. M.W.F.

Connery Probe Action Expected

Washington Bureau, RADIO DAILY

Washington-Passage of the Connery resolution for a radio investigation is expected this session, according to Congressman John J. O'Connor, chairman of the House Rules Committee, now considering the bill. O'Connor said the measure would be reported favorably out of committee before the end of the month.

Are Completed by NBC

(Continued from Page 1)

tor for WEAF at Bellmore, L. I. RCA's Camden plant has a model of the new antenna which it is expected will be approved by NBC engineers. No application has yet been filed with the FCC for permit Roy Albertson, WBNY, Buffalo. to install the new equipment, but one will be forthcoming shortly. Station recently installed a new ground system which increased the WEAF signal 16 per cent. Plans for a new WEAF station site have been abandoned.

WTAM also has plans for a new vertical antenna for which an FCC application is pending.

When WBZA, Springfield, receives permission from the FCC to de-synchronize from WBZ, Boston, new station will be managed by NBC with Westinghouse, owners of the station, operating the transmitter equipment. WBZA will expand its studio facilities and install a new transmitter and vertical antenna when the FCC application is approved. WBZA is seeking a license to operate on 550 kcs. and has asked the FCC for WDEV, Waterbury, Vt., spot on the

Cleveland lease, signed for 10 years, was negotiated jointly by Lenox R. Lohr, NBC president, Alfred H. Morton, NBC manager of owned and operated stations, and Vernon H. Pribble, WTAM manager.

Spud Contest Entries Reach 426,453 Mark

(Continued from Page 1)

by Ed Wynn and received \$100 prize each, and 200 getting \$5 each.

Young & Rubicam agency handles the Axton-Fisher Tobacco Co., ac-count; heard on the NBC-Blue net-

Dick Burris to Attend Confab

Bismarck, N. D.-Dick Burris, program director of KFYR, goes to Columbus, O., May 3 for the annual institute of education in radio. P. J. Meyer, KFYR owner, is a strong believer in blending instructive information with entertainment in radio programs.

Additions to KFAB-KFOR

Lincoln-Glenn E. Martin, formerly at WMIN, St. Paul, and Marvin Korinek, lately of KXBY, Kansas City, have joined KFAB-KFOR here. Both are engineers. Joe Matthews, late of WHBF, Rock Island, is an addition to the KFAB sales staff.

More Expansion Plans New York State System Celebrating First Year

(Continued from Page 1)

that NBC also contemplates installa- a year. Burt Squire of WINS is tion of a new 700-foot vertical radia- general manager and other promitor for WEAF at Bellmore, L. I. nent personalities in the system are Harold Smith, WABY, Albany; Dale Robertson, WIBX, Utica; Frederick L. Keesee, WMBO, Auburn; Ken Johnson, WSAY, Rochester, and

Don Lee Fixing Series For Audience Good-Will

(Continuca from Page 1)

special events programs, each taking some important California industry, such as citrus fruits, oil, tire, etc., to cement friendship and build listening groups in programs that will appeal to large slices of the southland's population.

Greece Imports More Radio Sets

Imports of radio receiving sets into Greece established a new high record in 1936, when receipts numbered 5,357 units compared with 4,570 in 1935 and 3,548 units in 1934, according to a report to the Electrical Division. Department of Commerce, from Acting American Commercial Attache George L. Jones, Athens. The U. S. was the first-ranking foreign supplier of radio sets for the Greek market, supplying 61 per cent.

George Fields Dead

George Fields, the Honeyboy of the radio team of Honeyboy and Sassafras, died of a heart attack Sunday in Penn Station. He is survived by his wife, living at Bayside, L. I.

Glenn Darwin, baritone, has been assigned by NBC to the Honeyboy and Sassafras spots.

Gulf Spray Adds KNOW

Gulf Spray, has added KNOW, Austin, to its list of stations in Texas campaign which starts today. Young & Rubicam handles the Gulf Refining Co. account. Local live talent is to be used, on two quarter-hour periods

Rishworth to Talk at Institute

St. Paul-Thomas Dunning Rishworth, educational director of KSTP, has left for Columbus, O., where he will address the annual meeting of the Institute of Education by Radio.

ADOLF SCHMID

Conducting-Orchestration

INSTITUTE OF MUSICAL ART JUILLIARD SCHOOL OF MUSIC New York City

APRIL BUSINESS INDICATES BIGGEST YEAR AT KSTP

(Continued from Page 1)

year's sponsorship of a 10-minute daily news shot.

A partial list of new and renewal contracts includes the following: Webster-Eisenlohr, 13-week renewal on five-min. evening news; Lindsay Ripe Olives, 13 weeks, new, on Polly the Shopper's participating program; Spry, renewal, 260 station breaks Bulova watch, new, 365 station breaks; Refrigeration & Air Conditioning Institute, new, three 15-min. shows; Vick Chemical, new, 14 spots; Bauer & Black, new, 26 breaks; General Foods, renewal, 25 one-min. spots; Ironized Yeast, nine five-min. shows, renewal; Procter & Gamble. 100 one-min. spots, renewal; Chevrolet, 39 15-min. shows, renewal; Brown & Williamson, 78 10-min. shows.

Other new accounts signed this month: Chocolate Products Co., 78 15-min. shows, renewal; Chippewa Springs, 100 station breaks, renewal; Model Laundry, 210 Class A breaks and 31 15-min. shows, renewal; Gately Clothing Co., 52 weeks, 10-min. nightly news; Hamm Brewing Co., 52 weeks on evening 5-min. sports reporter; Minnesota Leader, 13 15min. political commentaries; B. F. Goodrich, 78 five-min. shows; Waterman Waterbury, 26 Class B spots.

Engineers Will Hear Six Television Talks

(Continued from Page 1)
mitter at Carteret, N. J. Others include the A. T. & T. "Long-Distance
Building," Western Union Telegraph plant and RCA Radiotron plant.

A window display and a radio department display also are being devoted to the convention by R. H. Macy department store, which is included in the trips for ladies attending the meet.

Mother of Don Davis Dies

Kansas City-Funeral services will be held today in Downs, Kans., for Mrs. Louise Davis, 73, mother of Donald D. Davis, president of WHB.

Lyman Cameron Joins KCMO

Kansas City — Lyman Cameron, formerly of KOIL, has joined KCMO in full charge of the news department, editing dispatches and handling mike on 14 daily newscasts.

THE SONGBIRD OF THE SOUTH

KATE **SMITH**

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

"Owed to a shelfconscious gentleman..."



Advertising Support right through the Summer!

TODAY, as never before, advertisers know that dealer support must be year-'round. If it isn't, sales can languish, dealers lose interest, dominant position in the market can be lost. Competitors can step in and the cash registers ring for somebody else.

By far the great majority of NBC advertisers know this. They keep their dealers' minds off their shelves by running a straight 52-week schedule. People respond to this by the millions—and never more strongly than in summer. They have the money, and the urge to spend it. There's nothing like an NBC Summer Program to swing them to your dealer... to your product.

... 97% of the great NBC Winter Listeners are available, any week in the summer. Less than 3% difference. Even then, at some hours, there are more listeners than in winter!

... 92 out of every 100 adults are at home in any one summer week all

summer long. And of those 8 out-oftowners, 5 are in radio-equipped residences. "Radio Goes Where People Go!" (This doesn't even include the 4,500,000 automobile radio sets.)

... An advertiser saves 10% on his annual broadcasting time cost if he runs the 52 weeks. (Over 57% of NBC's advertisers do this—they're smart!)



RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network

National Broadcasting Company

A Radio Corporation of America Service

F. C. C.

HEARINGS SCHEDULED

June 15: Robert E. Clements, Huntington
Park, Cal. CP for new station. 1160 kc.,
250 watts, daytime.

Key City Broadcasting Co., Kankakee,
Ill. CP for new station. 1500 kc., 100 watts,
unlimited.

unlimited.

Gerald Travis, La Porte, Ind. CP for new station. 1500 kc., 100 watts, 250 watts LS, unlimited.

LS. unlimited.
Northwest Research Foundation, Inc., Seattle. CP for new station. 1530 kc., 1 Kw.,

June 16: WDRC, Hartford, Conn. Auth.

June 16: WDRC, Hartford, Conn. Auth. for booster station at New Haven. 1330 kc., 250 watts, synchronize with WDRC. WLAC, Nashville. CP for increase in power. 1470 kc., 50 Kw., unlimited. Ben S. McGlashan, San Diego. CP for new station. 550 kc., 250 watts, daytime. June 18: Clark Standiford, L. S. Coburn & A. C. Sidner, Fremont, Neb. CP for new station. 1370 kc., 100 watts, unlimited. June 23: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

Associated Arkansas Newspapers, Inc., Hot Springs. CP for new station. 1310 kc., 100 watts, daytime.

orings. Cr. 100. atts, daytime. Athens Times, Inc., Athens, Ga. CP for ew station. 1210 kc., 100 watts, 250 watts LS, unlimited.

Clipper Flight on NBC

The China Clipper's flight to Hong Kong and return in its first commercial span of the Pacific will be given in three special NBC broadcasts by Carlton E. Morse, author of the NBC serial, "One Man's Family," and the first man in history to make a round-trip to China in twelve days. Morse's reports will be given May 3 at 12:05 p.m., EDST, from Manila; May 4, at 12:05 p.m., EDST, from Hong Kong, and May 11, at 5:45 p.m., EDST, from San Francisco.

Child Welfare Series

"Parents Club Meeting of the Air," in cooperation with Parents' Magazine, starts May 4 as a Tuesday 12-12:15 p.m. series on WOR-Mutual. It will deal with child health and education.

Peter MacArthur in Hospital

Des Moines — Peter Mac Arthur. producer of WHO Iowa Barn Dance Frolic, is in Methodist Hospital for about 10 days having a foot infection treated.

New WMCA Racing Series

Broadway Bill, racing commentator, yesterday started a new 6 p.m. series on WMCA, sponsored by Barney's Clothes.

AD AGENCIES

RALPH RICHMOND, former president of William Green, Inc., advertising agency, has been appointed head of the radio commercial department of Benton & Bowles, Inc. Richmond succeeds John A. Carter.

EDWIN C. OLSEN has joined the Chicago office of Frank Presbrey Company, advertising agency. Olsen was formerly connected with Erwin, Wasey & Co., of the same city.

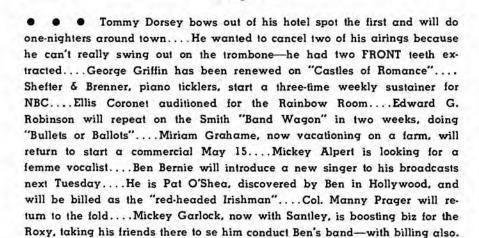
BEAUMONT & HOHMAN agency has just opened its 11th office, in the Pacific Bldg., Portland, Ore., with Elwood Enke, formerly of Weller Service, in charge.



 Tommy Rockwell's hieing himself to the New York offices of Rockwell-O'Keele, was to offer a partnership in the firm to Ralph Wonders ...Don't be surprised if Lux Theater shortly presents Milt Gross' comic strip, "That's My Pop!" with Wallace Beery in the leading role. Fred Norman worked out the details of the deal....Though Drene is reported considering Barry Wood and Larry Taylor for the vacancy caused by Jerry Cooper's departure, the coveted show will land in the former's lap....Zip Keyes, first sax for Abe Lyman, had his right hand badly burned when an electric extension exploded....The 3 Musical Notes composed of two girls and a fellow audition today as a stand-by feature of the Vallee show.... Henry Souvaine is auditioning 16 femme singers for Phil Spitalny....Connie Gates auditioned for Young & Rubicam for a spot on their summer series.... Incidentally, the Marty May audition last week was for that agency—also for a summer spot.



 Agent Sam Lyons is one fellow who doesn't believe everything he reads or hears-he must find out for himself "that it's true what they say or print about Jack Pearl".... Last week, after Jack's show, he called some people to his home and gave them each telephone directories, asking them to call as many people as they wanted... Four phones were in operation, calling people on Second and Third Avenues in Manhattan. and persons on Bushwick Ave., Brooklyn....They were asked if they had heard Jack Pearl on the air and if they could mention the product the show was trying to sell....Of some 600 calls made that night, 387 mentioned the product! Sam is really burned up now "I expected that only TEN per cent of the 600 didn't listen to Jack-because I take that much out of his salary!"





 John Mayo's two-year old daughter, Joan, is a typical modern child.... She won't drink her milk in anything but a cocktail tumbler....Stan Lomax, sports announcer, has an heir, while Nat Brusiloff, the ork leader, was presented with an heiress to the batonRadio Row is plugging the "Turn Off the Moon" score Buddy Clarke, now that he has a flicker contract, is sporting a new Cord roadster, and Ed Strong, with recording biz way up, has a Lincoln Zephyr.... "Renfrew of the Mounted" will be pictured in two Grand National flickers....Dutch Reagen, WHO sports announcer, at a breakfast tendered announcers by ad execs, ordered a competitive cereal.... Nat Brandwynne also has a baby daughter.

NEW BUSINESS

Signed by Stations

WJJD, Chicago

American Bandage Co., through Jim Duffy Inc., 5-min. spots; Gude's Pepto Mangan, through Brooks, Smith, French, Dorrance, spots; Gardner Nursery, through Northwest Radio Adv'g, Midday Roundup; Sure Laboratories, 15-min. baseball; Emerson Drug preceding (Bromo-Seltzer), baseball scores, through J. Walter Thompson; Kelly & Heeter (used cars), 15-min. disks; Kellogg Co. (Corn Flakes), baseball, through N. W. Ayer; Beautiful Lady Magazine, 15-min. music and talk, through Presba, Fellers & Presba; Goodall Co. (Palm Beach suits), through L. C. Gumbiner, N. Y., spots; Leadway Brand Food Stores, Irene Cabot, commentator, through H. V. Swenson.

Springfield, Mass.

WMAS: Canada Dry Ginger Ale, interviews, 5 15-mins. weekly, 13 weeks, direction Turner Cooke; Franco-American program, 13 half-hours, Saturdays, direction John Barnisch; Retail Furniture Co., 15min. disks, Fridays; Monarch Life Insurance (National Insurance Week), 3 disks.

WSPR: Springfield College, "Adventures in Science," 15-min. weekly; Whalen's Jewelry Co., four half-hours weekly, street interviews, direction Edward Tacy and Howard S. Keefe.

KFAB, Lincoln

Chevrolet, by Campbell-Ewald, 13 15-min. disks, thrice weekly; Blue Jay, by Ruthrauff & Ryan, 20 spots, 1 month; Certo, by Benton & Bowles, 30 spots, 1 month; Colgate-Palmolive, by Benton & Bowles, 130 spots, 5 days weekly through June; United Drug, via Spot Broadcasting, year of spots five-a-week; Vick's Chemical, by Morse International, spots, 13 times.

KSL, Salt Lake City

Mar-o-oil, "Radio Playhouse," 52 weeks, by W. E. Featherstone; Ice Cream Ass'n (National Ice Cream Week), spots; Dr. Broaddus Eye Salon, "Romance of the West"; Hol-som Baking Co., "Recorded Adventures of Ace Williams," thrice weekly, placed by Ed Broman; Standard Optical Co., "Captains of Industry," 52week disk series.

KFRC, San Francisco

Lambert Pharmacal Co., by Lambert & Feasley, N. Y., 30 spots; Boston Food Products Co., by Ferry-Hanly Co., N. Y., 104 5-min. spots, "Morning Hostess," starting May 4; Gragnano Products Co., by Emil Brisacher & Staff, S. F., "Betty Butler"; Stephanie S. Hoff Dress Shop, S. F., 30 spots.

KOA, Denver

Denver & Rio Grande Western R.R., 13 quarter-hours, reminiscences of the west written by Derby Sproul of KOA staff.

WITH THE **☆ WOMEN ☆**

By ADELE ALLERHAND

O^{UR} favorite shopping rendezvous are going airminded with murmurs concerning a big variety show on the networks for Gimbel's getting more insistent all the time....Jessica Dragonette will sing opposite Thomas Thomas in "The Lady in Ermine", the Al Goodman musical fantasy, this p.m....Charles Kullman, her regular operatic protagonist, is momentarily worsted by things wrong with his throat.... A new femme addition to the Ford Dealers "Universal Rhythm" program is Carolyn Urbanek. American lyric soprano....Dolly Stark, the lass who sports-announced for Atlantic Refining baseball broadcasts last season over WIP Philly, is scheduled to coach baseball announcers for N. W. Ayer as a member of their staff....There's a gal who believes that women belong in the home-runs....

Joan Blondell is to be piped to New York from her native Hollywood for audition purposes this week Little Janice Gilbert will be heard on the Floyd Gibbons program Thursday Hardworking infant, thatRamona will continue to be heard from that Boston night club for the next two weeks.....East & Dumke are kept reminded of their "Sisters of the Skillet" activities every time they lunch at Paillard's where they go to indulge their passion for snails (escargots to you) A small and ornamental skillet makes its appearance at their table at each meal Martha Moore, sec to CBS program department's Phil Cohan, is just about ing along. to say "I do"

The First Lady and her daughter will broadcast together for the first time on May 5, on Anna Eleanor Boettiger's birthday, over NBC-Blue Mrs. Roosevelt will discourse on "Educating a Daughter for the Twentieth Century"...Rosaline Greene who announces for her on that Wednesday night program (her moniker then is Virginia Barr) commutes by plane between New York and Washington in order to meet her "Hour of Charm" and Roosevelt commitments without fail The "Three | Graces" are doing a bit of chuckling on account of Rudy Vallee wrote to Harold Stokes eulogizing them and asking if they were available for radio...Rudy forgot he had discovered 'em last yearthe gals were on his "Varieties" for SIX WEEKS....

Coast-to-Coast

Hollywood Sunday night, did not make her appearance. Instead, Harriet Wilson and the Singing Strings, with Maureen O'Conner, provided some musical delectation.

Frank Barhydt, publicity manager at WHB, Kansas City, back on the job after recovering from an auto accident.

Bill Brown moves next week from Cedar Rapids to Des Moines to become sports announcer at WHO, succeeding Dutch Reagan, who is film-

Earl Gammons, manager of WCCO, was a speaker at the homecoming to the Minneapolis Millers baseball team held in the Minneapolis Auditorium last week in cooperation with the Minneapolis Star. Station also supplied entertainment.

Marty Husbands of "Oh, Boy" at KSL, Salt Lake City, is the father of

Bob Edwards, who does "Movie-time on the Air" over KSL for a theater group in Salt Lake City, is on a month's business trip to Los Angeles. A sub is reading his chats.

CHICAGO

Malcolm Claire, NBC's story telling Spareribs, guest speaker at the Lions club's annual Father and Son Night yesterday. Marian and Jim Jordan (Fibber

McGee and Molly) giving a farewell breakfast this morning at the Santa Fe station for press and friends before starting for Hollywood to make a picture for Paramount. Children, Jim Jr. and Katherine, are go-

LOS ANGELES

OLLYWOOD's English Colony will stage a coronation salute, via NBC and shortwave to BBC, at 11 a.m. PST May 11. Douglas Fairbank's Jr. will m.c. the program, with NBC's Buddy Twiss announcing and producing. Among the artists lined up for the program are Ronald Colman, Madeleine Carroll, C. Aubrey Smith, Raymond Massey, Dave Niven, Ray Noble's band, and David Selznick as speaker representing the American Motion Picture industry.

C. J. Gilchrest, radio ed of Chicago Daily News, here on two-week vacation, bringing family here for the summer. Lunching with J. Walter Thompson's Ed Fortman, Gilchrest was greeted by nine Chicago friends lunching in the Derby the same day.

National Music Week will be celebrated by KGER's public service department with daily afternoon broadcasts from May 2-8. C. M. Dobyn,

VIRGINIA VERRILL, scheduled to manager, has lined up a group of begin a new CBS series from singing societies, soloists and instrumental groups. Starts week with Oratorio Elijah from Civic Audi-Starts week with torium in Long Beach.

Recordings Inc. waxing disk seris for General Paint, another for Union

Wade Lane's Home Folks sold for 52 weeks on WDAF, Kansas City, starting May 9; Sunday Players sold for 52 weeks in Kansas City, Mertens

& Price announces.

Thomas S. Lee, chief of the Thomas Lee Artist Service, (Don Lee web) will establish new headquarters in Hollywood with Robert Braun continuing as manager. New service will include screen and stage talent as well as radio. Offices to be Equitable Building, Hollywood and

SAN FRANCISCO

VAN FLEMING, producer of NBC's "Carefree Carnival" hospitalized for two weeks. Four staff scripters substituting for him.

Don Thompson, NBC producer and announcer, flying to Montana for a series of broadcasts about the National Park.

KYA's Oakland studio, managed by Bill Gleeson, only in operation a month, have completed arrangements for nine remote control broadcasts with four more in the offing.

Jack Meakin's "Musical News" houf-hour program featuring a variety of items about the music business plus Meakin's individualistic arrangements, went coast-to-coast on NBC Red net for the first time last week.

NEW ORLEANS

Lou Childers finished his fourth consecutive season at WWL, being replaced by Hal Burns, who features the more sentimental type of hillbilly song (station terms it American Folk Music) with guitar accompaniment.

Standpack has renewed its 15-minute period daily program for 1-year over the same station, featuring Audrey Charles singing to string accompaniment. The headache powder is placed by J. Carson Bradley and Salisbury.

Drene is now on twice weekly instead of once for 15 minutes a stanza.

"The American Crusader" political weekly, will continue its weekly half hour broadcasts over WBNO here. Broadcasts are largely editorial comment on news.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT CLARK H. GETTS, INC. WALDORF-ASTORIA

ORCHESTRAS

SHEP FIELDS has a crowded summer schedule practically set, with arrangements to musicmake at the Sun and Surf Club, at Manhattan Beach and at Atlantic City's Steel Pier almost completed.

Vivian Vorden and her all-gal ork, heard regularly at KONO are playing an engagement at the Gleam Night Club, San Antonio.

Johnny Fielder's KONO Band is booked solid for dances in San Antonio for the next two months.

Maestro Wally Stoefler takes musical command at the Empire Room, Hotel Utah, in Salt Lake City, replacing Ray Herbeck and his musical aggregation there. Kirby Brooks and Jean Van Dyke will be featured soloists for the six-week engagement. KSL will release two remotes a week.

Jack Mills have secured the rights to Audrey Call's literary suite for violin 'titled "Canterbury Tales," a musical account of the Windsor-Simpson romance. The first part is subtitled "To the Lady from Baltimore"; the second, "The Bishop Checkmates"; and the third, "The Duke Takes a Train." Lyrics are lacking.

WDAF, Kansas City, this week resumed nightly broadcasts from the Hotel Muehlebach grill. That station's lines were removed from the hotel several years ago when the local union demanded the employment of a standby orchestra. A private agreement has been worked out by the hotel and the union making airings possible again. Eugene Crum of the WDAF staff will an-Eugene nounce the new feature.

Mark Fisher and his orchestra, now appearing at the Chateau Country club, are the newest addition to the WTMJ Dancing in Milwaukee party

Joe Reichman and his orchestra. now heard from the Fairmount Hotel in San Francisco via NBC, will return to the Cocoanut Grove in Los Angeles next month with the longest contract ever given a bandleader at that spot (6 months). The NBC wire goes with him.

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR LUNCHEON-DINNER-SUPPER CLUB

158 W. 48th St.

Toots Shor

COMMENTS On Current Programs

Comedy Checkup

General average for the comedy programs over the week-end came up a little. The best fun was provided by Jack Benny and Eddie Cantor.

Benny" in which he scrapped with his cast and made them skiddoo, with good laugh results.

Eddie had trouble with announcer Jimmy Wallington, and immediately Ken Niles and Don Wilson walked in to apply for the job. It was a neat piece of business.

Another scrap turned up in the Milton Berle show, now cut to a half-hour, and it wasn't so hot.

Except for the bright spots injected by Erik Rhodes, the Twin Stars (Victor Moore and Helen Broderick) program remained in the cellar.

Stoopnagle and Budd, in defiance of critical condemnation, resumed the Harry Von Zell murder mystery, which was to have ended the week before. It was as painful as ever.

Phil Baker's stuff did some egglaying.

Bert Lahr didn't have such good material, but he demonstrated he can register if he gets it.

"Fun in Swingtime"

Tim and Irene, with Bunny Berigan orchestra on WOR-Mutual Sunday night 6:30-7 p.m., proved a much brighter show than the opening one. If it continues to reveal comparative improvement, it should eventually be one of the many good Sabbath night entertainments. Couple situations were used, such as the "surprise party" for Tim; also good was the straight ballad and swing version of "What Should I Tell My Heart," which developed nicely. Commercial for Admiracion shampoo and tonic (National Oil Products) was not heard until more than 10 minutes of the program had elapsed. Subsequent credits stress the combination package worth \$1.10 which is available for 55 cents as a "double value" bargain. Apart from this, Berigan, one of the best light trumpet players in the country, does not overdo the swing stuff but also offers contrast. And no harm would be done if Irene threw in an occasional hillbilly vocal.

More Religion

WHBY, Green Bay, Wis., is the latest station to challenge the claim of WBNY on regular broadcasting of a Catholic High Mass. WHBY has been offering such a feature since March, 1925, according to Program Director Bert C. Mulroy.



"SATURDAY NIGHT VARIETY SHOW"

Sustaining

Jack had a sort of "Mutiny on the REVUE OF BIG-TIME CALIBER WITH PLENTY OF TALENT AND DIVERSIFIED FARE.

Although this weekly feature has been on the airwaves for some time, under the able piloting of Benay Venuta, the temporary withdrawal of the blonde star to appear in the new legit show, "Orchids Preferred," places the program in the emceeing hands of Howard Doyle. The performance turned in by Doyle at last Saturday's session augurs favorably. He has a voice that registers nicely and a good style in the handling of the performers on the bill. The comedy material given Doyle for his initial show wasn't entirely in the upper brackets, but the way he handle it, with Nat Brusiloff as stooge, was evidence that he can do the right thing by the right stuff.

Talent and show generally is right up in the big-time class. Specialty singers include Willard Amison, Sid REVIVAL OF Gary, Helen Daniels and the Charioteers, with Brusiloff's orchestra doing a fine job on the musical background. Selection of numbers for both solos and ensembles, was varied and at the same time harmonious with the program as a whole.

"LIVING DRAMAS OF THE BIBLE"

Sustaining

WABC (CBS network), Sundays 2:30-3 p.m.

DRAMATIZED BIBLICAL EPISODES IN MODERN LANGUAGE MAKE GOOD SUN-DAY PROGRAM.

As a Sunday program, this was a good idea. The dramatizations, using modern language and designed to be non-denominational, are by prominent playwrights and writers, and the cast under the direction of William N. Robson is an excellent one.

Initial offering was "The Story of Job," by Margaret Sangster. It depicted the incident where Job's faith in God is put to the test by a devastation that wipes away his children and all his possessions, but Job holds to his belief that the Lord does all things for the best; and, with friends rallying to his aid, Job is restored by prosperity and lives to a ripe old age.

It makes good entertainment aside from its elevating and worth while qualities.

"WILL ROGERS MEMORIAL'

Special Event CBS Network, April 25, 5-5:30 p.m.

EXCELLENT AND APPROPRIATE TRIBUTE TO LATE COMEDIAN.

Except for the fact that it seemed kind of odd that the Hollywood portion of the program was contributed banter with Kelsey and the laugh-

by a film studio other than the one where Will Rogers made his pictures for so many years, this memorial program was a fitting tribute. After a few preliminary remarks by Arthur Gillmore, the California sequence was emceed by Fred Waring, whose orchestra presented "Wagon Wheels," followed by Dick Powell in "My Little Buckaroo," Leslie Howard in an impressive recitation from "Thanatopsis" and Tom Waring and the Glee Club in "Home on the Range."

Then from Washington, Chairman Anning S. Prall of the FCC, as spokesman for radio, said a few words. Final portion of the broadcast came from New York and in-cluded Capt. Eddie Rickenbacker, Jack Pearl and Cliff Hall (Pearl having to get up from a sick-bed for the occasion), Lanny Ross, Jessica Dragonette and The Revellers.

"EVERYBODY'S MUSIC"

Sustaining

WABC (CBS Network), Sundays, 3-4 p.m.

REVIVAL OF SERIES POPULARIZING BETTER MUSIC WITH HOWARD BAR-LOW CONDUCTING.

Originally presented for a spell last summer, this musical presentation by Howard Barlow comes as a welcome revival. It has double merit, first because it offers music of the better class though not the too heavy kind, and second because it presents that music in such a way that it is made understandable and enjoyable to the average person instead of merely the musical intelligentsia. For the latter service, the commentating efforts of Henry M. Neely deserve credit. His narration of the music's background and his explanation of its meaning are absorbing, informative and helpful to the person who wishes to better understand and appreciate the good music.

On Sunday's initial program of the new series the repertoire included three works by comparatively modern composers, namely, "Festival" by Debussy, "Pohjala's Daughter" by Sibelius, and "Death and Transfiguration" by Richard Strauss.

Maestro Howard Barlow handled the orchestra with his usual skill.

"SUNDAY AFTERNOON PARTY"

Sustaining WBBM, Chicago (CBS Network), 4-4:30 p.m. EDST.

MERRY ASSEMBLAGE OF VARIETY ENTERTAINMENT DISPENSED IN BREEZY STYLE.

With Harold Isbell as m.c. and Carlton Kelsey's orchestra supplying the musical setting, this new Sunday afternoon series from the Chicago studios of CBS got off to a fast start despite a few lame jokes. Isbell handled the emceeing with amiable informality, exchanging amusing

GUEST-ING

CAPT. BOB BARTLETT, placed by Clark H. Getts Inc. on Stoopnagle and Budd program, May 2 (NBC-Red, 5:30 p.m.) W. C. HANDY, composer of "St.

Louis Blues," on "Cavalcade of America," May 6 (CBS, 8 p.m.) MARIA JERITZA, on Rubinoff pro-

gram, May 2 (CBS, 6:30 p.m.)

GREENFIELD VILLAGE MIXED CHORUS, on Ford Sunday Evening Hour conducted by Eugene Ormandy, May 2 (CBS, 8 p.m.)

GERTRUDE NIESEN, set by Paul Ross of Columbia Artists Inc. for final Ed Wynn broadcast, May 8 (NBC-Blue, 8 p.m.).

Bateman Quits WKRC

Cincinnati - Stanley R. Bateman, WKRC sales manager, has resigned to join Burkhardt Bros. here as sales promotion manager. Timothy Goodman, general manager of WKRC, will announce Bateman's successor this week.

"Town Meeting" Fading

"Town Meeting of the Air," sustaining series aired Thursdays over NBC-Blue, fades from the air following its broadcast this week. NBC Spelling Bee, a series aired by the network on Saturdays, will take over the 9:30 p.m. Thursday spot.

Cottingham to Washington

Robert W. Cottingham has been transferred from NBC's news division in New York studios to Washington, D. C. Cottingham will become as-sistant news editor of NBC in that

Tito Guizar Booked

Tito Guizar will appear at Loew's State on Broadway beginning April 29 and opens at the Metropolitan theater in Boston May 6. Bookings set by Paul Ross of Columbia Artists

dispensing Kitty O'Neill. Excellent vocal contributions were made by Paul Small, Edna O'Dell, and Sherry McKay and The Three Notes.

Though structure of the doesn't differ from the general run of variety programs, it's entirely enjoyable. Ken Ellington handled announcements.



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