



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 56

NEW YORK, N. Y., WEDNESDAY, APRIL 28, 1937

FIVE CENTS

# Five-Day Week for NBC

## KMOX AND KWK BATTLE VIA NEWSPAPER SPACE

St. Louis—Intense rivalry between KMOX and KWK reached a new high when John Conrad, advertising manager and special events director for Thomas Patrick Inc., KWK owners, swung a deal with the Globe-Democrat, only morning paper, for a column of space to exploit the NBC station's programs. Action checkmates the deal made recently by James D. Shouse, KMOX general manager, and Jerry Hoekstra with the Star-Times, afternoon paper.

Post-Dispatch, afternoon paper with  
*(Continued on Page 3)*

## Original Radio Opera Is Ordered by NBC

Gian-Carlo Menotti, young composer whose opera bouffe, "Amelia Al Ballo," was presented with sensational success in New York two weeks ago, has been commissioned by NBC to write an original opera for radio, it is announced by Lenox R. Lohr, president of NBC. The new opera is to be ready for its world premiere at Radio City by the end of 1937.

NBC not only will have first performance rights but all radio rights for three years, also an option on three more original operas by Menotti.

## Paris Expo Buys Time On Five Stations Here

Five stations in local metropolitan area have been signed to air special programs on the Paris International Exposition, week of May 2-8. Series will be aired on a co-operative basis. Exposition sponsors shows, but plugs the World's Fair to be held here in 1939. Stations carrying programs are  
*(Continued on Page 6)*

### Opera on Mutual

Chicago—Frank Schreiber of WGN is closing a deal whereby the Mutual network will air exclusively the popular summer opera concerts at Ravinia Park, local suburb. Chicago Symphony Orchestra, with such nationally known guest conductors as Alfred Wallenstein, will be heard in two-hour performances on Saturday evenings.

### Ascap Bill Advances

Lincoln, Neb.—Anti-Ascap bill was advanced to the third reading in the legislative session by unanimous vote yesterday.

## 4 NEW COMMERCIALS SIGNED FOR WLW LINE

The "WLW Line," of which WHN is the New York member, has signed four new commercials to start between now and fall. The first, due to begin on or about May 31, will be sponsored by Bristol-Myers Co. for Vitalis, with Pedlar & Ryan handling the account. The other three are Franciscan Fathers (Ave Maria hour), now broadcasting as a sustainer to WLW only, but due to begin on WHN, WFIL and KQV soon; Four Way Cold Tablets, for early fall, and a complete football schedule,  
*(Continued on Page 2)*

## WOAI and Ad Agencies Starting 8-Week Series

San Antonio—First program in the eight-week series being sponsored by WOAI and local advertising agencies will go on the air Friday 7-7:30 p.m. from the ballroom of the St. Anthony Hotel. Initial broadcast is a co-operative affair put on by the station and all the agencies. Succeeding programs will be aired each week by a different agency.

"The Talent Parade", first show,  
*(Continued on Page 3)*

# NBC and WOR Expanding In Custom Recording Field

## Radio Problems Aired At ANA Conference

Hot Springs, Va.—Radio problems occupied yesterday's morning session of the Association of National Advertisers' semi-annual meeting, which closes today. Talks were delivered, in a closed session, by D. P. Smelser of P. & G. on today's radio troubles, A. W. Lehman on rural radio habits,  
*(Continued on Page 6)*

## Five-Day Week for Announcers, Producers, Sound Men--WNEW Will Follow--Other Union Deals On

## BASEBALL SPONSORS PAY CHI STATIONS \$500,000

Chicago—The passion for baseball will cost a pretty penny—a half million dollars or more—in Chicago this season. On top of the five play-by-play accounts every afternoon, all sponsored, there are a score or more pre-game interviews, dugout discussions, after the game arguments, evening sports summaries, one hour rehashes during the dinner hour of an out-of-town game, and more roundups far into the night.

This concentration on sports is giving Chicagoland listeners about 14 hours a day of sports reporting on six Chicago stations. On days when there are double headers it runs an  
*(Continued on Page 4)*

## Rubinoff's Chevy Show Goes Straight Musical

Chevrolet Motor Co., sponsors of the Sunday night program which features Rubinoff over the CBS network 6:30-7 p.m., is completely revising the format of the broadcast starting May 1. Fred Keating, emcee on the show, is off, and Walter Cassel, baritone booked for four guest shots, has been set as a steady member of the cast along with Rubinoff and  
*(Continued on Page 2)*

A five-day week for all NBC announcers, production men and sound effects personnel was announced yesterday afternoon by Lenox R. Lohr, NBC president. Order affects all 15 NBC owned and operated stations which employ over 300 men in these capacities. The new system will be put into effect just as soon as satisfactory schedules can be worked out and additional personnel trained for their respective positions, Lohr said.

Meeting of the bargaining committees of CBS and the "American Guild of Announcers and Producers" held yesterday morning, culminated in the Guild obtaining wage and hour concessions for WABC which may form the basis for an agreement with CBS. Roy Langham, president of the Guild announced last night. Membership of the Guild will meet later this week to consider whether the CBS offer should be accepted, rejected, or committees should continue negotiations.

From WNEW, Newark, Bernice Judis, manager of the station, announced that effective Aug. 1 all its  
*(Continued on Page 3)*

## 4 NBC Stations Join In WOWO Salute May 1

Fort Wayne, Ind.—Four NBC stations, WJZ, New York, WBZ, Boston, KDKA, Pittsburgh, and WENR, Chicago, will contribute to the one-hour ceremonies when Westinghouse's WOWO here joins the NBC-Blue basic network Saturday. At the same time WOWO and its sister station, WGL, will dedicate new offices and  
*(Continued on Page 2)*

### Edison Vox Pop

Chicago—Commonwealth Edison, oldest local sponsor, who just finished a Sunday symphony series which had run continuously since April, 1922, will try a Vox Pop series, three-a-week at 12:15 p.m., starting May 10 over WMAQ. Charles Lyon will interview customers in lobby of public service company's headquarters.

By HOWARD J. LONDON

While no official announcement has been made, NBC and WOR transcription departments this summer will enter the custom recording field in direct competition to World Broadcasting System, Decca, Jean V. Grombach Inc. and others, it has been learned. CBS, also, due to a recent amendment to its corporate by-laws,  
*(Continued on Page 3)*



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## FINANCIAL

(Tuesday, Apr. 27)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 1/4	164 1/4	164 3/4	- 1/4
Crosley Radio	22	21 1/4	21 1/2	+ 3/8
Gen. Electric	53 1/8	51 5/8	52 3/4	+ 1 1/2
North American	25 5/8	25	25 1/2	+ 1/2
RCA Common	9 5/8	9 1/8	9 5/8	+ 1/4
RCA First Pfd.	71	71	71	+ 1
RCA \$5 Pfd. B.				
Stewart Warner	19 1/4	18 7/8	18 7/8	- 1/8
Zenith Radio	34 1/4	33 1/4	34 1/4	+ 1/2

### NEW YORK CURB EXCHANGE

Hazeltine Corp.				
Majestic	4	3 7/8	4	+ 1/8
Nat. Union Radio	2 1/4	2 1/8	2 1/8	- 1/8

### OVER THE COUNTER

	Bid	Asked
CBS A	52	54
CBS B	51 1/2	53 1/2
Stromberg Carlson	14 1/2	15 1/2

### 2 New WMCA Series

"Vanishing New Yorkers", dealing with localities whose occupations are disappearing, debuts on WMCA tonight at 8:45-9 p.m. as a weekly feature.

Tempo King, swing songsters, featured on the Inter-City Express, returns to WMCA in a new series at 9:30 tonight. He also will be heard in "Swing Time and Waltz Time" at 6 p.m. Sundays with Carl Fenton's orchestra.

### WBNX Bohemian Series

"Salute to Bohemia", all-Bohemian program, makes its debut Monday 9:30 p.m. on WBNX. Jimmy Voite has been recruited from WHK, Cleveland, to emcee the show, which will present guest stars. First program will be in English and Czech.

### LOUIS ARMSTRONG AND HIS ORCHESTRA

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

And week at Paramount, N. Y.  
JOE GLASER, PERSONAL MANAGER  
ROCKWELL-O'KEEFE, INC.

## EDDIE CANTOR WRITES

THE following letter from Eddie Cantor to the editor of RADIO DAILY speaks for itself:

"First, congratulations on the alertness and entire setup of RADIO DAILY. The Radio Editors' Forum, especially, is the most constructive feature—which brings me to the point:

"In the issue of April 15, Ina Wickham of the Davenport (Iowa) Democrat mentions as one of her pet peeves the 'trailers' sent out on various programs, which are printed and then, without a word of warning, never take place on the program. Miss Wickham says this happens very often on the Eddie Cantor programs.

"May I explain our position? I inaugurated, at no little expense, a 'pre-view broadcast', which we hold each Sunday at 12:30. At this time we allow a representative studio audience to tell us by its reaction what to eliminate and what to elaborate upon for the actual broadcast. Hence many times I have been forced to remove a song number or even a personality because of length. I have been forced to rewrite certain comedy scenes, etc. All of this, we believe, works out to give us a better show.

"Although I can readily understand Miss Wickham's annoyance, I know she will appreciate with me that 'the play is the thing'."

### 4 NBC Stations Join In WOWO Salute May 1

(Continued from Page 1)

studios in the Westinghouse building. High city and state officials and radio stars will participate in the program. WOWO has 10,000 watts and a clear channel frequency of 1160 kc.

### Rubinoff's Chevy Show Goes Straight Musical

(Continued from Page 1)

his orchestra. The show will change from a variety program to a musical feature devoted to concert and light opera tunes. One guest star per show will be presented, with Madame Jeritza starting the parade May 1. Program is aired over a network of 88 stations, and is handled through Campbell-Ewald, Detroit.

### Wm. Hillpot Joining NBC

William Hillpot, now a member of Lord & Thomas radio production department, joins NBC Artists Service on May 15. Hillpot before entering the production field was frequently heard on the air with Scrappy Lambert.

### NBC Spelling Bee at Night

NBC Spelling Bee winds up its current Saturday 4:30-5:30 p.m. series this week and starts a new 9:30-10:30 p.m. Thursday night series May 6, filling the spot vacated by Town Meeting of the Air.

### New Dramatic Duo

Radio Events Inc. is introducing a new dramatic duo in the team of Georgia Backus and Karl Swenson in "Moment in Romance", a light serial with Mexico as the opening locale.

### Girl Quartet Signed by CBS

Columbia Artists Inc. yesterday signed the Four Stars, all-girl quartet, to an exclusive contract. Quartet will be heard on Mondays from 3-3:30 p.m., Wednesdays, 5:15-5:30 p.m. and Fridays, 6:15-6:30 p.m.

### 4 New Commercials Signed for WLW Line

(Continued from Page 1)

with sponsor, although already under contract, not as yet announced.

Eldon Parks, WLW program director and Frank M. Smith, general sales manager of the same station, will arrive in New York next Monday. They will spend one week here listening to auditions. Louis K. Sidney, managing director of WHN has already weeded out considerable of the talent applicants.

The next special exchange program scheduled to be heard over the wire will be aired tomorrow when a special Democratic party dinner tendered James Farley will be heard through the WLW studios from 10-10:30 p.m.

### WPA "Serenade" Expands

"Serenade at Nine" replaces "Serenade at Eight," a program of songs and chorals by the Radio Division of the WPA Federal Theater, which has been broadcast Sundays 8 p.m. over WMCA. New show will be aired Tuesdays, 9-9:30 p.m., beginning May 4 and will be twice as long as the previous programs.

### 3 WOR Programs Switch

WOR has switched spots for three programs. Alfred Wallenstein's "Symphonic Strings" goes from Wednesdays to Sundays, 7:30-8 over WOR-Mutual. "Jazz Nocturne" moves from Wednesdays to Sundays 8-8:30 p.m. Morton Gould's Sunday program goes to Wednesday 8-8:30 p.m.

### WOR Fur Co. Denies Charges

WOR Fur Corp., New York, yesterday filed a general denial to the trade-mark infringement suit brought against the company in Federal court by WOR and L. Bamberger Co. WOR in the complaint claims that its call letters are being used by defendant for the sole purpose of appropriating the station's reputation and good-will.

### Martin Block Laid Up

Martin Block of WNEW's "Make Believe Ballroom" is laid up by illness.

## COMING and GOING

CHARLES E. GREEN, president of Consolidated Radio Artists, left yesterday for Hollywood, to be gone about a week.

DON HAYNES of Cleveland office of CRA back home yesterday.

A. S. KIRKEBY, managing director of Drake Hotel, Chicago, in town for day or two.

RICHARD BONELLI, featured on "Universal Rhythm", Ford Saturday night program, will broadcast this week from the Detroit Masonic Temple, because he's contracted to sing "Pagliacci" with the Detroit Civic Opera.

TOM REVERE, radio director of Benton & Bowles, leaves for Hollywood tomorrow.

NAT ABRAMSON of the WOR Artists Service is in Chicago consulting with Frank Schreiber of WGN on Mutual band pickups.

WERNER JANSSEN and ANN HARDING (Mrs. Janssen), who returned a few days ago from abroad, have left for Hollywood.

EDGAR BERGEN leaves for the coast after tomorrow's Rudy Vallee broadcast.

ARTHUR BODANSKY, conductor of the Metropolitan Opera orchestra, and MRS. BODANSKY will sail for France aboard the Normandie today.

AL DONAHUE returns from Bermuda after playing for the Coronation Ball, on May 17.

NOEL COWARD sails today aboard the Normandie.

ROY DURSTINE, vice-president and general manager of BBD&O, sails today on the Normandie for France.

G. K. HOWARD, general manager, and W. K. NORTON, assistant to the general manager of General Motors, sail on the Normandie today.

KATE SMITH will leave for Washington on Friday to spend her birthday (Saturday) with her family there.

ELDON PARKS and FRANK M. SMITH of WLW will arrive in New York from Cincinnati on Monday and remain here a week.

### WESG Installs United Press

Elmira, N. Y.—WESG on Monday began series of two 10-minute newscasts daily at 8:15 a.m. and 6:30 p.m. using United Press teletype reports exclusively. Contract calls for one year under sponsorship of Van Dyne Oil Co., distributors of Tydol Gas and Veedol Oil. Glenn Williams is behind the mike after a long competitive audition. Williams has a background of ten years as newspaperman and aircaster. He was formerly ace newscaster at WHP, Harrisburg, Pa., and assistant manager at WKOK, Sunbury, Pa., doing sports, special events and features in addition to news.

### Patricia Norman on "Parade"

Patricia Norman was signed yesterday as the femme vocalist on the NBC and CBS "Hit Parade" broadcasts. She succeeds Edith Dick, who resigned to go west for films. American Tobacco (Lucky Strike cigarettes) sponsors, with Lord & Thomas as the agency.

**LEO SAYS:**

8:00 to 8:30 P.M.  
Broadway Melody Hour  
starring Col. Jay C. Flippen  
with Irving Aaronson and his  
Commanders.

**WHN** DIAL 1010  
AFFILIATED WITH  
M-G-M-LOEW'S

# NBC, WOR EXPANDING IN CUSTOM RECORDING

(Continued from Page 1)

can enter the recording field on short notice if it so desires.

NBC is now enlarging its transcription quarters in Radio City and recently added Robert Friedheim to its sales staff. Friedheim and Frank Chizzini, assistant manager of the department in charge of sales, will be the advertisers and agency contacts. NBC for some time has mulled over the possibility of entering the custom recording field, and pressure from clients within the past few months for such a service brought the plan to a head.

For the same reason, WOR has decided to enter the field. When the transcription service was introduced several months ago under the direction of Ray Lyons, WOR development engineer, it was thought that only instantaneous and a few off-the-line recordings would be made. Station has made arrangements with a Newark concern to produce the masters and make the prints. Robert Clarkson is the WOR transcription salesman.

Both NBC and WOR have their own respective artist bureaus, production departments, announcing staffs and studio space for production of recordings, so the expense involved in the expansion plans is nil. WOR did have to invest in recording equipment, but NBC will continue to pipe the programs to the RCA-Victor plant on East 24th, or can produce the show in Victor's studios.

World Broadcasting in the past has cut and produced over 65 per cent of the custom recording work done in this country. Regular clients include Chevrolet, Procter & Gamble, Studebaker, Larus & Bros., Ford Dealers of America, Sterling Products and a long list of other large corporations.

At the recent special meeting of CBS stockholders an amendment to the company's charter was approved which allows CBS the right to enter the recording field if it wishes to at some future time. Clause allows for recordings using either the new as yet undeveloped field of recordings on film or the standard master record method now used. Clause reads:

To purchase, lease and otherwise acquire, to maintain and operate, and to sell, let and otherwise dispose of radio broadcasting, television, sound recording, moving picture studios, plants, and factories of all kinds and descriptions; to invent, manufacture, buy, lease and otherwise acquire, to maintain and operate, and to let, sell, and otherwise dispose of any and all machinery, instruments, implements and devices of any and every kind and nature pertaining to the

**CLAUDE SWEETEN**

# NEW PROGRAMS—IDEAS

## Inquiring Far Afield

Leonard L. Hofmann, director of WHDL, Olean, N. Y., tried a variation of the "inquiring reporter" idea, and at the same time demonstrated the station's extensive spot coverage facilities, by having the program originate from four different points, three where the station has studio facilities and one covered with its portable-mobile unit.

First street interview is conducted in Olean by staff announcer Freddy Meyer. Program is then switched to Bradford, Pa., where Russ Brinkley comes in with an interviewee; then to the campus of St. Bonaventure College, Allegany, N. Y., where Jim Hayes does the inquiring, and finally to a city bus or railroad terminal where Dave Jefferies talks.

## "Safety Musketeers"

Cooperating with the Safety Committees of the Salt Lake City Department of Public Safety and the Chamber of Commerce, KSL is presenting a series of safety programs titled "The Safety Musketeers." With material furnished by the Office of Education, Department of Interior at Washington D. C., this series of weekly broadcasts Saturday, 4 p.m. is directed against accidents—"America's Public Enemy Number One!" Series is being directed by Irma F. Bitner.

## Pupils Discuss Current Topics

Denver — Helen Anderson, school teacher, directs a KOA program, "Too Young to Vote," wherein high school students discuss topics in the public eye, such as the supreme court question, neutrality, etc. No script is used, and the opinions voiced are so pertinent that several of the executives of KOA drop their duties and flock to the studio during the airing.

## KMOX and KWK Battle Via Newspaper Space

(Continued from Page 1)

largest circulation, affiliated with KSD, devotes two sticks of space for the outstanding KSD programs and blackfaces its programs in the regular column which also carries the KMOX, KWK, KFUD, WEW and WIL schedules.

WTMV, East St. Louis, hasn't been able to break into papers here with its programs.

same; and to produce, reproduce, disseminate, and record aural and visual images, alone or in combination with each other, by means of films, records and other devices of whatsoever name or nature, whether now or hereafter known or discovered.

CBS pointed out that the amendments were added to broaden CBS' corporation charter generally and to include television broadcasting. Also the fact that CBS stock will make application for listing on the New York Stock Exchange and soon split the stock two for one.

## Woman's Side of News

St. Paul—A new show, designed for the women and spotted at 3 p.m. Mondays through Fridays, goes on the air over KSTP this week.

Conducted by Bee Baxter, who runs KSTP's daily Household Forum, the new shot will be known as "The Women's Side of the News," and will be filled with interesting news of the women, an interpretation of the news from the woman's angle, and stories with a "homey" angle.

The show is under a local 26-week sponsorship.

## Sports Oddities

St. Paul—A new type of sports show, cooked up and presented by Halsey Hall, sports commentator of KSTP and Minneapolis Journal sports writer, has taken to the air over KSTP for a 10-minute shot every week night with a sponsor in the bag for 13 weeks.

Program is "Sports Oddities," during which Hall, in rapid-fire colorful delivery, presents odd facts culled from past years and all parts of the world in the field of sports.

## Give Legislators Time

KFEL, Denver, is giving members of the state legislature a chance to defend their stands on various measures via a microphone set up in the state capitol building five mornings a week. Both pro and con speakers are interviewed. Dialers interested in politics are finding the talks of keen interest.

## "Nerves of Steel"

A 30-minute series, "Nerves of Steel," depicting thrilling careers, has been started by Jim Cox on KFAB, Lincoln. First show glorified Wild Bill Hickok, and second dealt with career of Arizona balloon buster Frank Luke.

## WOAI and Ad Agencies Starting 8-Week Series

(Continued from Page 1)

will consist of outstanding local professional talent and an orchestra under direction of Ernest Hauser. Special invitations have been sent to over 600 business men and women to attend the broadcast.

Purpose of the series is to promote effective advertising in South Texas. Agencies participating include Bernard M. Brooks, Shea Radio Advertising, Lewis Werner, Pitluk Advertising Co., Wyatt, Aniol & Auld, Payne Advertising Co. and Marion Johnson Advertising Co.

## STATIONS!

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

# 5-DAY WEEK ON NBC; OTHER DEALS PENDING

(Continued from Page 1)

technical staff would go on a five-day 40-hour week. WNEW technicians negotiated with the station through their own "inside union."

While RADIO DAILY is not privileged to reveal the details, an important announcement concerning shorter hours for station personnel will be made later this week by another New York station.

On the WHN front, Herbert Pettey and Charles Moskowitz, representing WHN; Harold Katan, Mort Borow of the American Radio Telegraphists Assn., and representatives of the WHN technical staff, met last weekend, according to Katan, and agreed to negotiate further with the ARTA within the next three weeks. Conference was held on amiable grounds and it was also agreed that no WHN engineers would be discharged.

Pettey, however, denies that he or Moskowitz was present at the meeting and all union negotiations are in abeyance until Louis K. Sidney returns from Hollywood about May 15.

In addition to deal with WHN, the ARTA now has signed contracts with WBNX and WHOM. What the future plans of the ARTA are, and what station will next be singled out for a ARTA membership drive, Katan would not disclose. He did say, however, that the ARTA has members in both CBS and NBC technical employees unions, and that ARTA expects to add these groups to its membership in due time.

Another fact brought to light by ARTA is that certain New York stations are employing radio operators who do not receive any remuneration whatever, except time on their radio ticket.

In conjunction with the NBC announcement, Lohr said: "Because of the irregular hours which production men, announcers and sound effects men are frequently called upon to put in, in the course of their duties, we feel that the benefit to be derived from two full days of relaxation a week will immeasurably increase the efficiency of these men, and through them the efficiency of NBC in its service to the public and its clients."

"BARON MUNCHAUSEN"

**JACK PEARL**

RALEIGH and  
KOOL CIGARETTES  
WJZ-10 P. M. E.S.T.—Friday  
NBC Network  
Dir.: A. & S. LYONS, Inc.

## NEW BUSINESS

Signed by Stations

## WNEW, New York

Madison Personal Loan, 52 weeks of 5-min. daily spots, through Klingner agency; Pacific Radio Co., 3 fifteen min. musical programs a week, 13 weeks, Schillin agency; Abelson's Inc. (jewelry), renewal, 68 spots a week for 52 weeks, Schillin agency; Madison Personal Loan, daily 7-7:30 program, starting May 10, indefinitely; Dunlap Marathon, 19 weeks, 15-min. weekly, through Schillin agency; Edre (beauty salon), 5-min. daily spots on "Moments With Margo".

## WIP, Philadelphia

Gardner Manufacturing (hair shampoo), 4 spots weekly, 6 weeks; Webster-Eisenlohr, 15-min. period 6 times weekly, 25 weeks; William Reinhardt (building and loan), quarter-hour weekly, 6 weeks; Highway Mission (religious), half-hour weekly; Tappins Inc. (jewelers), through Shillan Agency, 15 five-min. announcements, five 15-min. programs and 14 spots weekly.

## WOAI, San Antonio

South Texas Cotton Oil Co. (Crustene), through Franke, Wilkenson & Schiwetz Co., Houston, 3 weekly 15-min. programs; Bohnet Bakery (Mel-O-Toast), 3 weekly spots, through Payne Advertising Agency; Procter & Gamble (Dreft) 5 weekly 15-min. transcriptions through Compton Advertising Co.; Mitchell Laboratory, weekly Newscasts.

## WIP, Philadelphia

Gardner Manufacturing Co. buys additional time on WIP to continue its test series for a national spot campaign for Veet (hair shampoo). Takes four spots weekly, May 11-June 24, a similar contract carried locally over WFIL.

## WAAB, Boston

Webster-Eisenlohr, N. Y. (Girard cigars), 78 15-min. racing results, through N. W. Ayer; Axton-Fisher Tobacco, Louisville, 168 15-min. baseball programs, through McCann-Erickson, N. Y.

## WHO, Des Moines

Penn Tobacco Co., Wilkes-Barre, Pa., by Ruthrauff & Ryan, 15-min. daily "Today's Winners", sports.



● ● ● Thomas L. Thomas has been signed as a permanent singer on "Show Boat"... Bing Crosby has been renewed on his program until 1940! —at \$7,500 per show... Packard, minus Fred Astaire, may remain on the air during the summer... With that in view, Joe Cook's sponsor, Shell, is looking for other available time... Lloyd Pantages, Hollywood gossip, has auditioned successfully and will be heard via NBC-Red next month—sponsored... Mary Eastman has been renewed for one year on her Saturday Night milk show... Gertrude Berg is auditioning talent for a new script show which may go on for the summer... Neila Goodelle opens in the Persian Room next month... Jimmy Jemal, the inquiring photographer, is readying a script show for NBC based on the adventures of a news-hound with a camera... Arthur T. Michand and Joe Helbock are planning a "Swing Concert" for destitute Joe Sullivan... Ozzie Nelson is throwing a farewell party tonight at the Lexington... Tim and Irene show may emanate from Chicago during May because of personal appearance commitments in the midwest.

● ● ● One wit remarks that there were so many singers at the Drene audition that if some one struck a vibraphone twice—you'd hear 40 THEME songs sung simultaneously!... Carbon copies: (in looks) Edith Wright, Tommy Dorsey's vocalist on the Jack Pearl show—and MRS. Jack Pearl. Height is the only deciding factor... After reading one gag in the Bea Lillie script, Tom McKnight was accused by the reader of having old gags... "You should read the other 75 if you're interested in vintage," was Tom's nimble squelch... "Not necessary," was shot back at him, "I heard Jack Benny and Fred Allen last week."

● ● ● Billy Jones and Ernie Hare bow out of the "Community Sing" line-up May 30... Has it been printed that the Jack Oakie show would be cut to a half-hour shortly?... Don Wilson's third picture will be for Warners, called "Give Him a Hand"... Igor Gorin, Artie Auerbach and Ella Logan will carry on for Eddie Cantor during the summer... Block and Sully, it is reliably reported, will have one of Young & Rubicam's summer sessions... Bobby Breen's big brother, Mike, 22, will sing in Bobby's next flicker, "Make a Wish"... CBS actor John Walsh, will have to raise his hand when he wants to leave the house after June 12—when he weds Roma Rioci, school teacher.

● ● ● Tess (Aunt Jemima) Gardell is featured at Minsky's Oriental Burlesque theater this week—in a Vitaphone short subject... Lester Lee reports that the Oscar Shaw "One Man Musical" will be set for the summer... J. Harold Murray, former Ziegfeld singer and air star, has quit show business permanently—and is president of the New England Beer Co., in Hartford, Conn... He won't appear on any stage unless it's a benefit performance—and then only on one condition... that he be permitted to say that "I am here today as president of the New E. B. C., makers of—Beer, the finest money can buy." He doesn't accept money for his appearance, naturally.

● ● ● Contracts are expected to be signed within the next ten days to present Yascha Bunchuck with a symphony swing band via CBS with Baby Rose Marie, for a tire concern...

## F. T. C. CASES

Cease and Desist Orders

Under a stipulation entered into with the Federal Trade Commission Percy S. Lucas and Gerald A. Rice, trading as Edison Electrical Schools, 1740 University Ave., Berkeley, Calif., will cease using certain unfair methods of competition in connection with the sale of correspondence courses in Diesel and radio engineering.

## Baseball Sponsors Pay Chi. Stations Half Million

(Continued from Page 1)

extra seven and one-half hours or so. Adding the national sports programs outletting in the city, a listener might keep his ear glued to sports broadcasts 24 hours a day if they weren't overlapping. All this business provides a daily cascade of 250,000 words or more daily—enough for three or four novels.

Heaviest outlay in cash goes of course to the play-by-play reports which may be figured running about this way:

WJJD—Kellogg's Corn Flakes, play-by-play by John Harrington assisted by some baseball "immortal"—\$125,000. Some of the immortals are costing up to \$3,000 a week; also the sponsor is advertising heavily including full pages in color in local dailies.

WGN—P. Lorillard (Old Gold)—Bob Elson with occasional relief by Jim Fleming; approximately \$100,000.

WBBM—General Mills and Socony Vacuum alternating day by day, with Pat Flanagan and George Sutherland; approximately \$85,000.

WCFL—Texaco with Hal Totten; approximately \$55,000.

WIND—General Foods (Post Toasties)—with Russ Hodges, \$60,000. Also using baseball immortals.

WJJD, the only newcomer in the field, is being subjected to the most intensive advertising and exploitation with a view of prying loose listeners from the older and established baseball broadcasters.

WIND, which found sportscasting a great tonic a year or two ahead of several other stations, though a minor station, has the biggest array of sports broadcasts, a total of seven daily. WGN has five; WBBM, five; WCFL, four, and WJJD, three. WJJD and WIND are both owned by Ralph Atlas interests. Games are sponsored by rival breakfast foods on the two stations. WENR and WMAQ, NBC outlets, do not carry play-by-play baseball accounts because of network commercials.

## Benj. Darrow to Teach

Columbus, O.—Benjamin H. Darrow, director of the Ohio education department's "School of the Air", will teach classes in radio education at Southern Methodist University for six weeks, beginning June 3, and later will go to the University of Texas. Darrow was recently re-appointed radio chairman for the National Congress of Parents and Teachers for an additional four years.

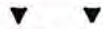
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April 28  
Greetings from Radio Daily to  
Lionel Barrymore  
Joan Blaine

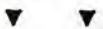
**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

SOME of the buzzing in our ears has been anent the possibility of "New York Woman" mag going on the air. . . . Irene Beasley may find Chicago so much to her liking she'll stay for night club engagements after her run at the Palace. . . . Kathryn Cravens, Pontiac's air-minded commentator, takes wing for Kentucky and the Derby on May 8. . . . We hope there's no mistake about Frances Langford really returning to the airways May 7. . . . Helen Grey, self-styled human events commentator, has signed with Wm. Morris office. . . . Was with WFIL, then titled WFL for 5½ years. . . . Two years ago on her "Portfolio of Personalities" program mentioned her belief that Cultural Olympics would fill an important need. . . . The U. of P. is sponsoring a C. O. meet for Pennsylvania, beginning May 7. . . . She hopes the idea will spread to embrace international territory.



Adela Rogers St. John to fly back from her Tulsa engagement on Thursday. . . . Colette Lyons to ether-guest on Gold Medal's "Who's Who in the News" over WABC this a.m. . . . Midge Smith confesses that too-tricky-for-words slave bracelet she's adorning was the gift of one Zeke Canova. . . . Doris Peck of WNBC, New Britain, is well again and back on the job. . . . The KOL "Tunesmiths" have added Dorothy Lamoreaux, chanteuse, to their musicmaking personnel. . . . WOAI San Antonio's reporting lass, Leona Bender, contributes this and that concerning local women's clubs and their activities. . . . Because husband Gerrit De Gelleke has been transferred to Madison, Wis., Vivian Fridell of "Backstage Wife" is learning to like the idea of commuting between there and Chi.



John Lagemann of CBS and spouse Hilda Cole, formerly of Columbia publicity, are back from Mexico and their enchilada encounters. . . . Lois Lorraine has shaken off that throat infection and looks fit. . . . Helen Nolan's ultra-brief vac is over. . . . She's back at the old CBS stand. . . . Ada Rosenberg, sec to Frederic Willis, assistant to Columbia's prexy, resigns to work for the World's Fair. . . . What with a new Hollywood bungalow and a swimming pool, Helen Broderick now has time to concentrate on grooming her petunias for the next California Flower Show.

**ORCHESTRAS-MUSIC**

WHITNEY BLAKE, New York music publisher, has done something unusual by having a "hit" tune before it even came off the press. It's a love song titled "You're a Hit!" Blake expects it to make the "Hit Parade" without trouble. Another Blake number, "Stand by for a Radio Flash" ("I Love You"), was introduced Sunday over the NBC Dixie network, and also is being made known on the west coast by Blake's representative, Fred McCord.

Dave Schooler gets a WOR wire from Blossom Heath on the Boston Post Road, Larchmont, for three days a week through the summer.

Bunny Berigan opens at the Hotel Pennsylvania on May 1 and will be heard over CBS Saturdays and Wednesdays 11-11:30 p.m.

Frank Daily and Ork took over the Meadowbrook in New Jersey on Monday night with a CBS wire; Tuesday nights 12-12:30 and Fridays 12:30-1 a.m.

Ozzie Nelson will make a Bluebird recording of Alex Hyde's and Basil Adlam's new piscatorial ditty, "Jellyfish," sometime next week.

Chick Webb and his swingcopating orchestra, featuring the vocal mannerisms of Ella Fitzgerald, will be heard over WDNC on Thursday at 5:15 in the afternoon. The band will play a dance engagement in Durham that evening.

Buddy Rocco and his aggregation are heard nightly at the Paragon, New Britain glitter-spot.

Lloyd Snyder and his combo are playing a return date at the Olmos nitery and airing through KABC.

Vera Cruse, WELI songbird, recently a vocalizing feature with the Eddie Weaver Band at the Taft Grill, has signed up to appear with Worthy Hills' orchestra at the Pavilion Royale.

The most universally observed National Music Week on record will be opened officially by David Sarnoff as chairman of the National Music

**Fast Coverage on Fire**

Des Moines—About 10 minutes after a \$100,000 blaze was reported at the Sutherland Lumber Co. early one morning last week, KSO Program Director Ranny Daly had a staff working to put the incident on the air. Engineers Johnson and Meyers had a line at the scene of the fire, June Bilderback of the IBS traffic staff kept informed on details brought into the Register and Tribune news room and Daly and Gene Shumate had the fire story on the air from 12:30 until 2:30 a.m.

Week Committee in an address during the "Magic Key" of RCA program Sunday at 2 p.m. over the NBC-Blue network. More than 25 special festival programs, 60 regular NBC programs and a score of sponsored musical programs will be dedicated to Music Week.

George Hamilton, "Music Box Music" batonist, recently of the Palmer Empire Room in Chicago, will make a series of one night stands and personal appearances until May 15, when he opens with his band at the Peabody Hotel, Memphis. He'll make music for a University of Mo. prom. at Columbia on May 7. Hamilton is scheduled to open at the Beverly Wilshire Hotel in Beverly Hills, Calif. on June 1, for a three months run, after a year's absence from the west coast.

Maestro Horace Heidt will introduce "The Girl I Met on the Merry-Go-Round" by tunesmiths Alex Hyde and Basil Adlam over CBS Monday night at 8.

Marek Weber, international conductor and director of light music for the English branches of His Master's Voice and Odeon, is here for his initial visit to America, to make radio appearances and recordings. Four years ago the maestro and his orchestra were featured on a short-wave hook-up on the Lucky Strike program.

Jane Kay, songstress formerly associated with WJJD, Chicago, has been signed by Joe Sanders, "The Old Left-hander," who is appearing currently at the Blackhawk Restaurant in Chicago. They are aired nightly over Mutual.

Jack Denny and orchestra have been booked by Consolidated Radio Artists to open at the Drake Hotel, Chicago, May 8, following Paul Whiteman there. Band will have a Mutual wire, through WGN. Whiteman will play a few one nighters out of Chicago and return to New York in time to open May 13, at Loew's State. Loew booking in Washington follows, for one week. Denny booking is his first in Chi.

**Form Broadcasting Firm**

Toledo, O.—Richland Broadcasting Co. has been incorporated by three Toledo attorneys, Frazier Reams, Thomas S. Bretherton, and Morton Neipp. The company has been formed to handle the broadcasting franchise sought for a station in Mansfield, O.

**RALPH KIRBERY**

"The Dream Singer"

64 WEEKS

LIPTON'S TEA

N.B.C.

**GUEST-ING**

LARRY COLLINS, booked by Central Artists Bureau, Inc., for Joe Cook program, May 1 (NBC-Red, 9:30 p.m.).

LYDA ROBERTI and PATSY KELLY, on Elza Schallert program, April 30 (NBC-Blue, 12 midnight).

CLAUDETTE COLBERT and JOEL McCREA, on Lux Radio Theater in "Hands Across the Table," May 3 (CBS, 9 p.m.).

JOE E. BROWN, COMMANDER C. E. ROSENDAHL and LAURITZ MELCHIOR, on Joe Cook show, May 1 (NBC-Red, 9:30 p.m.).

ANN HARDING, on initial new Chase & Sanborn Hour with Werner Janssen and Don Ameche, May 9 (NBC-Red, 8 p.m.).

CLAUDE RAINS and SIBYL JASON on Rudy Vallee's Varieties, April 29 (NBC-Red, 8 p.m.).

JEAN ELLINGTON, on the Cycle Trades "All-Star Cycle" program with Ray Sinatra, tomorrow (NBC-Blue, 7:15 p.m.).

WILLIE MORRIS and EDWARD NELL, on "Musical Moments," April 30 (WOR, 9:15 p.m.).

WALTER DAMROSCH and JANE PICKENS on Sealtest's "Saturday Night Party," May 1 (NBC-Red, 8 p.m.).

CONSTANCE CUMMINGS, interviewed by Radie Harris on Movie Club, Friday (WHN, 8 p.m.).

FRED PERRY and ELSWORTH VINES, on the Hour Of Champions, Sunday (WHN, 1 p.m.).

**Gordon Swarthout Shifts**

Gordon Swarthout, former associate editor of Radio Guide in Chicago, has been transferred to Screen Guide as an associate editor. He will be located in the New York offices of the publication. Swarthout succeeds Gladys McCracken, who resigned to accept a position with Macfadden Co.

**James to Talk on Television**

E. P. H. James, sales promotion manager of NBC, will talk on television before the annual meeting of the Mendelssohn Glee Club, May 3. Dr. O. H. Caldwell, will also address the gathering on, "Radio Tomorrow."

**New Irwin Shaw Play on CBS**

"Supply and Demand," new drama written specifically for radio by Irwin Shaw, will be presented by the Columbia Workshop over CBS on May 9 at 7-7:30 p.m.

**JOSEF CHERNIAVSKY**

"The Musical Cameraman"

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

Available for Personal Appearances During Summer Months as Guest Conductor

Thrilling Orchestral Novelties

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

# ★ ★ REVIEWS AND COMMENTS ★ ★

## "TROUT FISHING"

Special Event

WWJ, Detroit, fed to NBC-Red Network, April 24, 7:30-7:45 p.m.  
**INTERESTING BROADCAST FROM MICHIGAN FISHING CAMP.**

As one of many examples of the continually new enterprise and ingenuity being exerted in the way of special events, as well as the almost unlimited possibilities in that line, this broadcast was caught for the records. Two airings from the same spot where scheduled for last Saturday, the other one being in the morning. A WWJ mobile unit and a short wave transmitter were used to bring the broadcast to the NBC-Red network. Jim Eberle and Forrest Wallace of the WWJ staff did the mike honors.

Location of the trout fishing camp is on the Au Sable River, a forest region of the "backwoods" class. Among interesting natives interviewed was an 87-year-old man who had spent 53 years in those woods. Others also were queried on the fishing situation, including weather, types of bait, how the trout were biting, etc.

## "A TRIP TO OUR NATIONAL PARKS"

Sustaining

WEAF (NBC-Red network), Sundays, 3-3:15 p.m.

**INTERESTING AND INSTRUCTIVE SEEMINGLY FIRST TOUR VIA AIRPLANE.**

Presented in association with the U. S. Department of the Interior and the United Airlines, the series of five broadcasts on our national parks, described from the air is a novelty that will prove both interesting and instructive.

Rocky Mountain National Park was the subject of the first program. From an airplane about 15,000 feet up, the commentator gave a brief word picture of the terrain below. Officials of the park service were interviewed, eliciting information about the points of interest, the many mountain peaks, the forest fire patrol, the saddle trails, etc.

Series should promote interest in the national resorts and encourage some tourist traffic in that direction.

Don Thompson, NBC producer and announcer, handled the commentating.

## "SWING WITH HANK AND HAPPY"

Sustaining

WINS, Saturdays, 3:45-4 p.m.

**FAIRLY ENTERTAINING VARIETY PROGRAM ALONG INFORMAL LINES.**

Apparently not hampered very much by a script routine, this new program with "Happy" Lewis as m.c. pursues an amiable, somewhat free-for-all course that makes for midly satisfying diversion. First show, opening with a novelty musical rendition of "Sweet Sue," went into some comedy flashes, a baby-voiced offering of "Nagasaki" by a guest, Mildred Andrews, a skit embracing an imitation of George Givot, and other nonsense and musical bits. All strictly for fun's sake, and cheerily handled.

## "FUNNY THINGS"

Sustaining

WABC (CBS Network), Monday Wednesday and Friday, 5:45-6 p.m.

**BRIGHT JUVENILE PROGRAM OF NOVELTY MUSIC AND STORY-TELLING.**

Nora Stirling, who conducts this new children's program, had a very happy thought when she conceived the idea. It gets its title from the familiar expression, "It's a funny thing . . .", and the scheme is to explain the origin of unusual names, festivals, etc., in such a way that they will inform the kids while at same time amusing them.

To liven up the proceedings, there is a novelty orchestra called the "Tune Tumblers," which also aims to explain the sounds of various instruments while it entertains. On the entertainment end alone, this little ork has a heap of merit. The way it knocked out "I'm an Old Cowhand" in its opening performance was a sheer delight for fresh and novel tunefulness.

Miss Stirling herself is an accomplished actress with a pleasing style. Her new program should catch on fast.

## "LORENZO JONES"

Phillips Milk of Magnesia  
Toothpaste and Tablets

WEAF (NBC-Red network), Monday, Tuesday, Wednesday, Thursday, 4-4:15 p.m.

Blackett-Sample-Hummert

**HUMAN INTEREST AND HUMOR COMBINATION GIVES SERIAL GOOD APPEAL.**

Based on the character of an impractical inventor, Lorenzo Jones, with a more common-sense wife, this new serial should find its quota of listeners in the afternoon stretch. Domestic wrangling breaks out as a result of Lorenzo fooling around with his mechanical ideas instead of getting a steady job, so he declares he will go forth and make good in some way.

Role of Lorenzo is suitably played by Carl Swenson, while Betty Garde is apt in the role of his wife. Lloyd Rosenmond is director of the serial, which is being produced by Air Features, Inc.

## "HOLLYWOOD REVUE"

with Howard Lanin Orchestra  
Sustaining

WFIL-Mutual, Saturday, 12:45-1:15 p.m.

**ENTERTAINING MUSICAL PROGRAM WOVEN AROUND SONGS FROM FILMS.**

An entertaining idea is embraced in this program which comprises song numbers from motion pictures, some current, some of recent date and others not yet generally released. The film and producing company supplying the tune is given due credit, and there is some chat of general fan interest in connection with each number. As an audience promotion angle, listeners are asked to send in requests for favorite numbers.

Duke Rorabaugh is producer of the series.

## "St. Anthony Hour"

This half-hour series, heard over WHN and four stations of the Yankee Network on Sundays at 9:30 a.m., and on WIP at 10:30 a.m., celebrated its first anniversary last Sunday. It is a program that fits in with religious observance and at the same time provides entertaining and inspirational drama, well acted by a cast including James LaCurto, Stanley Whitman, Donald Randolph, James Marr, Jean Thompson and others. Preceding the dramatized episode, which deals with the life, preachings and miraculous works of St. Anthony of Padua, Father Paul James Francis, S.A., reads and discourses on the Gospel of the day. The program is produced by Donald Peterson and sponsored by the Franciscan Friars of the Atonement, who are raising funds to complete a national shrine.

## "Kaltenmeyer's Kindergarten"

Typical of the programs founded on ideas that both amuse and endear themselves to listeners, this "schoolroom" conducted by "Prof. Kaltenmeyer" continues on its merry weekly way with a consistent batting average for providing a Saturday afternoon half-hour of good fun. It is perennial stuff that will have appeal as long as there are schoolrooms. In the days of vaudeville, several acts of this type toured the country steadily. The radio version is an excellent perpetuation of the series.

## Richard Humber

With Kate Smith as headline visitor, Richard Humber's Studebaker Champions embarked on a slightly different style of program Monday night over the NBC-Blue, going over to the guest-star policy. Besides singing several numbers, Miss Smith officiated somewhat in the capacity of an m.c. and did a nice job in both ends, while Humber piloted the orchestra along in fine style. All in all, it was a highly enjoyable show.

## Paris Expo Buys Time On Five Stations Here

(Continued from Page 1)

WNEU, WHN, WMCA, WNYC and WINS.

Complete radio plans for the fair have also been announced. Scheduled to open May 24, the exposition will have one complete building devoted entirely to radio and television. Daily programs will be televised for the visitors on the grounds. Special programs, emanating daily from the Eiffel Tower studios, will be transmitted to the entire world by short and long wave. From the exposition itself, actual transmitting plans call for international broadcasts at given intervals, with French radio stars performing. Latest technical improvements in television and short and long wave transmission will be explained to the public at regular intervals throughout the day.

N. W. Ayer & Son is the agency handling the local programs.

## Rubinoff

Fred Keating, who emceed Rubinoff's first airing from the coast in this CBS series, was missing Sunday. The one shot accorded Keating wasn't a fair enough trial, but if his elimination was intended to make the program different from the formula adopted by nearly all such revues, the move is not amiss. There is no reason why every variety show should have a witty emcee, a stooge, guests and every other type of item that every other program of the same kind contains. Rubinoff already has excellent bets in Walter Cassel, baritone, and Betty Jaynes, another vocalist, plus himself and orchestra.

## Ford Sunday Evening Hour

The air's most distinguished musical program, Ford's Sunday evening hour over CBS, began the first of eight concerts (season's final) under the baton of Eugene Ormandy with an impressive rendition of Wagner's "Tristan and Isolde," featuring Kirsten Flagstad, as the highlight. From every standpoint—talent, production values, dignity of presentation and general entertainment satisfaction—these Ford programs are in a class by themselves. No wonder more and more persons are getting to like better class music.

## Phil Spitalny

Another of the all too few distinctive musical aggregations of the air is the Phil Spitalny all-girl orchestra, which went into a new time spot Monday at 9:30 p.m. over the NBC-Red. Selection of numbers and their rendition conform neatly to the program's "Hour of Charm" designation. Evelyn's "magic violin," the crooning of the Three Little Words, and various other elements combine to give this musical cocktail a flavor that should satisfy elite tastes and flatter the others.

## Radio Problems Aired At ANA Conference

(Continued from Page 1)

John J. Karol of CBS on how to test a new program, L. D. H. Weld on measuring potential circulation of radio stations, and Robert J. Landry on showmanship.

## Bi-So-Dol's Fourth Year

Bi-So-Dol on Friday starts its fourth year on CBS. Elizabeth Lennox and Victor Arden have been with the show since the beginning. Oscar Shaw and Carmela Ponselle also are in it. Blakett-Sample-Hummert is the agency.

## Craven & Hedrick. Move

Craven & Hedrick, advertising agency, will move to new and larger quarters at 522 Fifth Ave. today.

**PROMOTION**

**Citizenship Essay Contest**

Uncle Don, who just concluded a successful safety contest among children in cooperation with the New York Police Department, inaugurated a new contest among his club members over WOR on Saturday at 6 p.m.

The contest, which will run for four weeks, will have for its topic, "How I Can Be a Better American Citizen." The children will be asked to write an essay on the above subject with weekly prizes awarded to the best one submitted. The two grand prize winners will be flown to Washington with Uncle Don in a plane piloted by Captain Eddie Rick-enbacker of Eastern Airlines to meet President Roosevelt. They will also tour Washington and be entertained there.

If children outside of New York win the contest arrangements will be made to fly them directly to Washington where they will be met by Uncle Don.

**Recipe Book**

St. Paul—With hundreds of listeners requesting recipes from Bee Baxter as a result of her Monday through Saturday Household Forum broadcasts on KSTP, Rapinwax, makers of waxed paper and one of the Forum's accounts, decided to have Miss Baxter prepare a "favorite recipe" book, which is now off the presses and going out to listeners. Book, extremely attractive compared with the mine-run of free cook-books presents recipes from all parts of the world, opens with a "jingly" introduction. Rapinwax started on the show with a three-week test; signed for 13 weeks; then went on the dotted line for 52 as a participator in the Forum.

**Effective Premium Idea**

KSFO, San Francisco, originated a new premium idea for one of its sponsors, Red Heart Dog Food, that offers individual treatment to every listener.

In return for three labels from the cans of dog food, the station supplied free a 5 x 7 inch enlargement of the listener's pet. The listeners sent in snapshot negatives, from which the enlargements were made; the negatives were then returned.

Some listeners sent in as many as ten negatives with 30 labels accompanying.

**Window Posters, Theater Trailers**

Denver—N. D. Davidson, publicity director of KLZ, has arranged with local merchants to spot a poster in their window telling of the product and the program over the station. On the poster is a picture of the show, taken in the studio, with times of the broadcast, and other information.

KLZ also has voice trailers in half a dozen theaters plugging its pro-

**RADIO PERSONALITIES**

No. 31 in the Series of Who's Who in the Industry

**W**ILLIAM J. "BILL" SCRIPPS, radio director of The Detroit News, and late manager of WWJ, really is responsible for there ever being a WWJ. Still in his early thirties, "Bill" is recognized as a real radio pioneer. He was still in short pants when he got the idea that he would like to have a radio transmitter, a very new thing at the time—a plaything for amateurs. "Bill" had heard a lot about radio, for his grandfather, James E., founder of The Detroit News, and his father, William E., now president of The Detroit Evening News Association, both had given much financial and moral aid to Detroit inventors in the radio field. To make a long story short, "Bill" got his transmitter and put it to work. Then he and his father got the idea that, instead of a plaything, radio might be used to entertain, inform and educate. A second transmitter was installed in The News sports department to report the latest in that field. A little later, a larger transmitter was installed in what then was The News' attic—and WWJ was born. Aug. 20, 1920, with the broadcast of the experimental programs, the World Series games, and the November election returns. Then followed a long period of education for "Bill," but radio was not forgotten, and when Manager Jefferson B. Webb died, "Bill" Scripps took off his coat and went to work. He carried out Webb's new studio plans, built the finest broadcast house between New York and Chicago, and turned the station responsibility over to Easton C. Woolley, becoming himself radio director of The Detroit News.



Responsible for the existence of WWJ....

**Benny Fields for Disks**

Benny Fields was signed yesterday by Irving Mills for Variety Recordings and will cut two disks per month for one year. First series will include hit numbers from "Wake Up and Live."

**Court Solution Contest**

Louis Lefcoe, Inc., Philadelphia clothing house, in sponsoring a "Court of Human Relations" over WFIL, gets around the bar association's ban on a lawyer giving advice over the radio by leaving the solution of the problem to the listener. Three best letters of 100 words, giving best advice on the dramatized problem, rate gold wrist watches donated by sponsor.

**NBC Coronation Pieces**

NBC has issued the second of a series of Coronation pieces telling about its plans to cover the event. Four-page folder, "Follow the Golden Coach," contained an RCA wire-photo of the State Coach as it paraded through the streets of London on April 18 as part of a rehearsal staged that day.

First Coronation folder outlined NBC's plans for covering the event.

**Baseball Ad**

WHIO, Dayton, had a quarter-page ad in the Dayton Daily News to exploit the start of its 1937 baseball broadcasts. All Cincy Reds games except Sundays are being aired.

Si Burick also gives the news and comment Monday through Friday, with Coca-Cola as sponsor.

**Scrap Book Material**

Maher's 7-Up Co., sponsor of Orville Foster's Day Dreamer program on the Iowa Network, has printed special stationery, scrap-book pages and title pages for program fans who keep Day Dreamer scrap-books.

*San Francisco*

**A** NEW drama serial, "John Martin, M.D.", started Monday on KYA and the CRS network, five times weekly. Bob Stanley of CRS production staff wrote it. Lois Hampton, Ivan Green, Robert Adams and Marjory Smith in cast.

J. Clarence Myers was among those who left for Los Angeles to attend the new KEHE studio dedication.

"Picture That," new show featuring music of the movies, went on the CRS network stations Monday night. Walter Rudolph's orchestra, Cora Lee Scott and Dave Keene are in the show.

"Microphobians," the aspiring announcers program, has switched from Monday to Sundays at 3 p.m. over KYA and CRS network.

**Harpisichord Group to Return**

Manuel-Williamson Harpichord ensemble, recently on the NBC-Blue schedule, will be heard again starting May 4, probably at 10:30 p.m. The classical music group has been airing out of Chicago.

**Star Radio Adds KDB**

Star Radio Programs has added the Don Lee System station, KDB, Santa Barbara, to its list of subscribers for the "Morning Bulletin Board" program.



**RADIO DAILY**

★ ★ *Little Talks on Big Subjects* ★ ★

When a publication surpasses ALL previous records in its field for both brevity of TIME in achieving SUCCESS and NUMBER of SUPPORTERS attached to it—it MUST be moving forward under a MOMENTUM of MERIT . . .

RADIO DAILY is growing, GROWING because it fills a natural need in the Radio Industry . . . Busy executives of Radioland who value truth and time guard BOTH by reading RADIO DAILY . . .



## Coast-to-Coast



**R**UTHRAUFF & RYAN agency has taken over the entire 13th floor of the 360 North Michigan building, the expansion providing 30 per cent additional space. The 13 doesn't worry anyone at R & R. Dale Perrill of the radio department has number 1030103 on his car.

Bill Krenz, 240-pound NBC pianist, will try and wear off some of the weight wielding the baton. He has organized a string orchestra to be heard over WMAQ-NBC at 9:45 a.m. Saturdays.

John Weigel has left the CBS announcers' fold for freelancing. John, who studied marketing at Ohio State university, is trying out his theories by running a food shop near Cubs' baseball park on the side.

Job opportunities for Negroes are being broadcast over WCFL Saturdays by Julius Adams, city editor of the Chicago Defender, colored newspaper. Sponsored by the National Urban league.

Frances Carlon, MacDonald Carey, Arthur Peterson, Betty Caine and Virginia Temple among local radio actors performing in the play "Forever and Forever" at the "Little Theater Off Bughouse Square."

Bill Bouchey scheduled for male lead in Lovely Ladies cosmetics' "Your Parlor Playhouse" to start Sunday 10:30 p.m. on Mutual. Les Tremayne originally picked for the job but had to relinquish it when Campana signed him exclusively for "First Nighter" and "Grand Hotel."

Jimmy Brerly, romantic tenor will leave Paul Whiteman, next week to return to New York for movie work. He recently completed some film shorts for Educational Pictures and is to go west later in the season to be groomed for juvenile leads in musical films.

Frankie Masters, band leader for "It Can Be Done," is hearing from two old acquaintances who are now mutual friends at Joliet prison. One is a whilom banker he knew and the other is a guy who stole his car. The two are chums now in the penitentiary.

Anne Seymour of "The Story of Mary Marlin" is moving to a house and putting in a garden.

**K**ROC, Rochester, Minn., has obtained some unusual results for its advertisers. Howard H. Holton reports one recent instance where June's Apparel Shop, stuck with 100 sweaters, sold out the whole lot after a few 125-word spots. Then there is the case of Robert Orr, owner of Orr's Jewelry Store, taking a trailer trip to Los Angeles and meeting a trailer companion who was very familiar with the Orr radio program. Many motorist radio-listeners have come to Orr's for watch-repairing.

*Terrell Sledge is the new Morning Newscaster on WOAI, San Antonio, airing daily at 7:45 and 11:45.*

KFVS, Cape Girardeau, Mo., has started "Lives of the Great," disks. Telephone company has contracted for 26 programs of this series, presented Sundays.

*"Old Hayride," half-hour Monday night music and fun show, has chalked up five years on KFVS.*

George Champman, operator at KTUL, Tulsa, and George Gray, Brisbane, Australia, who had been exchanging short wave messages for two years, met recently when Gray visited Tulsa. Gray, who is studying U. S. radio, says programs here are miles ahead of the foreign programs.

*Les Weelans, musical director of KLZ, Denver, and Mrs. Weelans celebrated their seventh wedding anniversary the other day.*

Gene Loffler, production manager at KTUL, Tulsa, has chest-expansion, account of a baby daughter.

*A special broadcast by Maurice L. Rothschild Co. and WCCO from the Nicollet Hotel ballroom, Minneapolis, drew 1,500. Cedric Adams emceed, with Gus Arnheim's ork and WCCO Artists Bureau talent and a style show making up the one-hour bill.*

New 100-watter for Miami Beach has been given the call letters of WKAT and is expected to be on the air within 60 days.

*Fred Hoey, Yankee Network baseball reporter, is back at the Boston diamonds for his tenth season, with WICC, WBRY, WHTT and WTIC among his outlets.*

Oscar C. Hirsch, owner of KFVS, Cape Girardeau, Mo., interviewed visitors at the recent Missouri State Convention of the Junior Chamber of Commerce.

*Louise Hill Howe and Leonard Strong have the leads in "Story of Molly Brown," which inaugurates the new Mar-o-Oil series on KLS, Denver, May 2.*

KTSA, San Antonio, recently started "Hollywood Preview," giving

news of current films. "The Stick Pickers" and The Texas Playboys are new programs clicking at KMAC, San Antonio.

*Miami Daily News is discontinuing "Where Are You," lost persons program conducted by Retta Revell over WIOD.*

Jack Dempsey, Rupert Hughes and Mrs. Martin Johnson were among celebrities recently heard over KTUL while visiting Tulsa.

*Lorney Wilkinson, sports announcer at WTAQ, Green Bay, Wis., was judge Sunday in a contest to pick talented amateurs who will appear May 2 on WTAQ.*

"Voice of Public Opinion" is KVOD's (Denver) man-in-the-street program. Harry Golub, manager of the Orpheum Theater, is questioner.

*KIRO, Seattle, will broadcast the Greek Orthodox Easter Services at midnight May 2.*

Charles W. Burton, former manager of WEEI, Boston, is devoting his entire time to writing in his Cape Cod cottage. He's the author of "Ma and Pa," with Mrs. Roberta Burlin and Parker Fennelly.

*Bob Cronan, who announces Sundays on WNBC, New Britain, works in a Hartford department store weekdays.*

Gene Shumate, in addition to presenting 10-minutes of baseball scores on KRNT, Des Moines, is offering a 5-minute Baseball History daily, featuring the greatest ball game ever played on each date.

*Moreland Murphy has been handling news broadcasts at KCMO, Kansas City, until another newscaster is signed.*

Leo Lassen is at the mike over KIRO with "Baseball School of the Air," program introducing celebs as guests.

*Ernest Estes, Seattle announcer, becomes a benedict shortly.*

The "Opinionator," an inquiring reporter program aired daily over WHIO, Dayton, O., is becoming famous as a barometer of public opinion on almost everything from the recent epidemic of child marriages and sit-down strikes to the social ethics of pagan antiquity. Eddie Humphrey is the Opinionator.

*Nan Grayson, the Cinema Lady, has a new daily 11 a.m. program over WWSW, Pittsburgh, sponsored by Jerome Wolk, furrier. She gives Hollywood chatter.*

**W**ALTER CASSEL, baritone, will be featured in a Vitaphone technicolor short to be filmed in Hollywood and called "Rollins of the Mounted." Cassel was recently signed by Warner Bros. to a long term contract, and appears with Rubinoff on the Sunday evening Chevrolet series heard over the CBS network from the coast.

Frank Bull's "Sport's Bullseyes" leaves the sustaining class on KHJ, and goes eight stations of Don Lee net for Brown & Williamson Tobacco Co. thrice weekly starting Tuesday.

KMTR moving its executive offices to 1522 N. LaBrea, arranging to broadcast from Lucca's restaurant and transmitter, pending completion of new studios. Moving out of present quarters this week, to make way for expansion plans of United Artists, on whose lot studios now stand.

### Babbitt in Stoper Spot

Harry Babbitt, vocalist with the Kay Kyser orchestra, will be featured in a new program, "Surprise Party," beginning Sunday, 10 p.m., over WOR-Mutual. Babbitt inherited the assignment when Bill Stoper returned to Salt Lake City.

### St. Louis Radio Jamboree

St. Louis—Larry Sunbrock's 1937 Radio Stars Jamboree and Midwestern String Band Fiddlers, Yodelers and Accordionists contests will take place Sunday at Municipal Auditorium. WLS National Barn Dance stars will be featured.

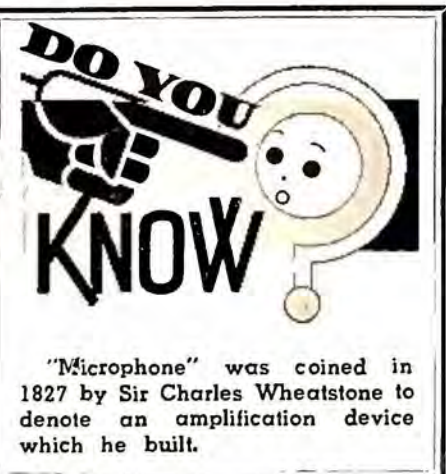
### Iodent on Vacation

Iodent Chemical Co., sponsoring the Joe Rines program heard Sundays over NBC-Blue, left the air after the broadcast last Sunday, and will remain off during the summer. Sponsor may switch to a week-day spot in the fall.

## ONE MINUTE INTERVIEW

PHIL SPITALNY

"You may think that women musicians are 'temperamental,' but I've worked with men long before I ever organized my all-girl orchestra, and I'm here to tell you that the lovely ones will work longer, harder, and with less complaining than any group of male musicians I've ever encountered."



"Microphone" was coined in 1827 by Sir Charles Wheatstone to denote an amplification device which he built.



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