



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 57

NEW YORK, N. Y., THURSDAY, APRIL 29, 1937

FIVE CENTS

CBS Joins 5-Day Week

Looking On ... AND LISTENING IN

EVOLUTION Now that the guest-starring rage has reduced the majority of variety and many other programs to the same general pattern, it is only a matter of time when somebody will try to give the policy a new twist by offering guests of guest stars.

Next move will be guests of the guest of honor of the guest star.

From that point, it will be just a goose-step to the inauguration of a game of "guess who the guest star is?"

Finally, a smart lad will come along and point out that radio listeners can save themselves the trouble of dialing for different programs; all they need to do is turn the radio on, wait, and in due time pretty near every personality of the air will roll around.

MUSIC Tabulated classifications of the weekly programs of various stations reveal that an average of 65 per cent of the time is devoted to music of one kind or another.

This has raised some speculation as to whether or not too much music is being sent over the air, and if some of this time shouldn't be diverted to other types of programs.

Our brief contribution to the discussion is that unless it is possible to find other material that makes as easy and pleasant listening as music does, better let well enough alone.

TESTIMONIALS The phoniest-sounding portions of radio commercials are the testimonial letters still being read on too many programs whose sponsors ought to know better.

Even laymen of sub-normal mentality marvel that radio ad copy writers should so underestimate the intelligence of the public as to expect them to take such bosh seriously.

Medico Ork

Cleveland—The Doctors' Orchestra of the Cleveland Academy of Medicine will make its bow Monday night at 10:30 over WHK. Aggregation is composed entirely of medical men, some of whom have played with former "name" bands throughout the country, according to Dr. John Cornwell, chairman of the social committee.

REMOTE BROADCASTS ARE IMPROVED BY NBC

Remote control broadcasts for the NBC webs will soon be on a par with the pickup of stations' studios, according to O. B. Hanson, NBC chief engineer. Network is distributing 200 newly developed mikes and 100 mike stands to eight key points, while 70 specially developed field amplifiers will further aid the quality of the future remotes. Deliveries

(Continued on Page 3)

New Series From Vienna Starts Saturday on NBC

NBC will present a new series of international broadcasts featuring waltz tunes and light operatic music from Vienna starting Saturday, 3:30 p.m., over NBC-Blue network. Vienna's leading singers and orchestras will appear in the series, which will be short waved via RCA facilities.

Three NBC Speakers At Radio Education Meet

Three members of NBC will speak on the technique of presenting educational programs on the air at the Institute of Education by Radio to be held May 3-5 at Ohio State University, Columbus. The trio includes Franklin Dunham, educational director; Ernest LaPrade, director of musical research, and Judith Waller, central division educational director.

20th Century-Fox to Censor Radio Programs of Its Stars

Baseball and Beer Tieup Blocked by N. J. Commish

Newark, N. J.—A desire to "hook up baseball with beer" is frowned upon by State Beverage Commissioner Burnett. He refused to give his sanction to a proposal of the L. H. Hartman Co., New York agency, to have a series of contests in connection with broadcasts, and to give season and World Series tickets as prizes. Burnett said he objects to advertising beer over the radio because it is "carried directly to the fireside".

Offices to Close on Saturday Starting This Week—Move Is Spreading Among Agencies and Representatives

Rooster Crow Hour

New Orleans—Drug Trade Products has taken a 5 a.m. spot on WWL, the River Revelers being shifted to that time from 7 o'clock to provide a cock crow hour of hillbilly and river music.

CENSORSHIP OF NEWS DENIED BY A. R. N. E. W.

Chicago—A resolution taking exception to a Saturday Evening Post article on "News of the Air," and denying that any censorship has been exercised in connection with radio news, was passed at the executive meeting of the Association of Radio News Editors and Writers held here

(Continued on Page 3)

Tim Goodman Resigns As Manager of WKRC

Timothy S. Goodman, manager of WKRC, Cincinnati, a CBS owned and operated station, has tendered his resignation, effective May 15. John MacCormack, Goodman's assistant, succeeds him. Goodman, a man of

(Continued on Page 3)

Official announcement to CBS employees yesterday stated that starting next Saturday all CBS offices will be closed on Saturdays, except for those persons whose presence is considered necessary by their department heads. Announcement was signed by Mefford R. Runyon, CBS vice-president and assistant to Edward Klauber, the executive vice-president.

Latter part of the announcement may be taken to mean that it is up to each individual department to decide whether anyone is needed in his department on Saturdays. In the past CBS has always followed this policy throughout the summer months, beginning in June. Runyon announcement contains no reference to summer or how long the "Saturday offs" will continue.

A preliminary canvass conducted by RADIO DAILY in the radio station and advertising agency field showed strong indications that the entire advertising industry would be operating on a five-day week before the end of the year. As one station man pointed out, the announcement

(Continued on Page 3)

First Program Offer Brings 1,200 Replies

Boston—First broadcast of a commercial series on WNAC, this city and WEAN, Providence, on a Yankee Network hookup, brought more than 1,200 replies within the succeeding 14 hours. Sponsor is Howard D. Johnson Co., owners of a chain of 48 ice cream and restaurant shops in

(Continued on Page 3)

Not Enough Words

Philadelphia—With seven refrigerators accounts running simultaneously on WDAS, the copy writers are running around in circles trying to find adjectives to describe the various ice boxes without repeating themselves too much. Advertisers are Kelvinator, Crosley, Stewart-Warner, Norge, G. E., Frigidaire and Universal.

West Coast Bureau, RADIO DAILY
Los Angeles—All deals for radio appearances of 20th Century-Fox contract stars hereafter will have to be made through the studio casting department, and scripts of proposed radio entertainment submitted for approval, the studios announce. Lou Schreiber, casting director, will do the okaying. Studios say they feel build-ups on the air are just as important, and should be planned as carefully as picture work buildups and they want the right to make the decisions. Report that studio was going to collect half the radio salaries is said not to be correct.



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FINANCIAL

(Wednesday, Apr. 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 ³ / ₄	160 ¹ / ₈	160 ¹ / ₈	- 4 ⁵ / ₈
Crosley Radio	20 ¹ / ₂	20 ¹ / ₄	20 ¹ / ₄	- 1 ¹ / ₄
Gen. Electric	52 ¹ / ₂	50 ³ / ₄	51 ⁷ / ₈	- 7 ⁸ / ₈
North American	25 ¹ / ₂	24 ³ / ₈	24 ³ / ₈	- 1 ¹ / ₈
RCA Common	9 ¹ / ₂	8 ³ / ₄	8 ³ / ₄	- 7 ⁸ / ₈
RCA First Pfd.	70	69	69 ¹ / ₄	- 1 ³ / ₄
RCA \$5 Pfd. B.		(76 Bid)		
Stewart Warner	19 ¹ / ₈	18	18	- 7 ⁸ / ₈
Zenith Radio	34 ¹ / ₄	32	32 ¹ / ₂	- 1 ³ / ₄

NEW YORK CURB EXCHANGE

Hazeltine Corp.	3 ³ / ₄	3 ³ / ₄	3 ³ / ₄	- 1 ⁴ / ₄
Majestic	2 ¹ / ₈	2	2	- 1 ⁸ / ₈

OVER THE COUNTER

	Bid	Asked
CBS A	51	53
CBS B	50 ¹ / ₂	52 ¹ / ₂
Stromberg Carlson	14	15

NBC Cocktail Party For AAAA Delegates

White Sulphur Springs, W. Va.—NBC will throw a cocktail party for the delegates to the annual convention of the American Association of Advertising Agencies tomorrow night, preceding the annual Four A's dinner. Meet opens today at the Greenbrier Hotel and runs through Saturday.

Virtually all branches of NBC will be represented. John Karol of the CBS research department stopped off from the ANA meet at Hot Springs, Va.

BIRTHDAYS

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
7	15	9	13
8	16	10	14
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11	19	13	17
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15	23	17	21
16	24	18	22
17	25	19	23
18	26	20	24
19	27	21	25
20	28	22	26
21	29	23	27
22	30	24	28

April 29

Lieut. Charles Benter

Dick Leibert

Duke Ellington

PROGRAMS THAT HAVE MADE STATION HISTORY

1. "Grand Ole Opry", WSM, Nashville

THE "Grand Ole Opry" is almost 11 years old, reaching that mark on Nov. 5, 1937.

From the standpoint of air-hours, the "Grand Ole Opry" probably holds undisputed record. For it goes on the air at 8 o'clock Saturday night and continues for four solid hours until midnight.

Thus for four hours every Saturday night, winter-summer-spring-and-fall the Opry has had its full run.

Nothing less than a Presidential address can interrupt for even a half hour this feature WSM program. At least nothing less ever has interrupted it for ten and a half years.

The chief reason for the popularity of the "Grand Ole Opry" is the fact that the 50 performers are not of the synthetic hill-billy type. They are farmers and residents of the rural areas of Tennessee, Alabama, and Kentucky, who have not become citified. They live on the farm, or away from the city, and come in to broadcast over the Nashville 50,000 watt station every Saturday night—driving as far as 150 miles.

From many states as far away as Texas, Pennsylvania, or Canada come visitors to "see" the Grand Ole Opry every Saturday night. The four hour

program is broadcast in an auditorium and a capacity audience of 5,000 has witnessed every program for the past fourteen months.

The "Grand Ole Opry" is one of the biggest mail-pullers of any radio program in America, receiving around 200,000 pieces of mail every year. It is sponsored in half-hour periods by numerous advertisers, who reserve time on the program in some instances as far as two years in advance.

George D. Hay, "The Solemn Old Judge" is master of ceremonies of the program, assisted by David Stone and Tom Stewart. Uncle Dave Macon, 66-year old banjo-playing "Dixie Dewdrop" is the star of a program devoid of prima-donnas. Arthur Smith, America's greatest old-time fiddler, and the ballad-singing Delmore Brothers, are other standouts of the cast of fifty genuine old time fiddlers and singers who create a true barn dance.

That's a thumb-nail sketch of a program that can claim the most loyal following of any program in America—including Amos 'n' Andy. An audience of thousands that have not missed a broadcast in almost 11 years.

WGN to Feed Mutual 90-Minute Clambake

The magnanimous WGN in Chicago will feed the Mutual web another hour and a half tonight, from 10-11:30 p.m. (EDST) repeating its blowout of several months ago. No special reason is forthcoming, excepting perhaps that the outlet has the budget to do its stuff.

Gala show will include Paul Whiteman (who will conduct part of the program), Harold Stokes and orchestra, Henry Weber and orchestra, a mystery drama titled "Creeping Chair," a hefty medley of hit tunes from 1900 to the present time; Katherine Witmer and others, about 22 principals in all, excluding bands or musicians. Studio audience will be on hand, divided into three shifts.

WOR Holds Commercial; Talent Not Up to Par

"Cabin in the Pines," new show featuring Norman Brokenshire, plus other talent, scheduled to start on WOR Tuesday last, failed to go on, the reason understood to be refusal of WOR to okay the vocal talent as not being up to the station's standard. Sponsor is the A. N. Smallwood Co., real estate. Program is scheduled for Tuesday and Thursday at 7:15 p.m. and Sunday at 10:30 a.m. Believed that suitable talent will be on hand for tonight's show.

KANS Is Participating In C. of C. Goodwill Tour

Wichita, Kas.—Figuring it will render a service to listeners and at the same time cement goodwill with local business men, KANS will air the annual Goodwill tour of the Wichita Chamber of Commerce in five broadcasts. Departure of the Tour, its arrival in Dodge City, Albuquerque and Pampa, and its return here will be put on the air. KOB in Albuquerque has placed its facilities at the disposal of KANS for the airing from that city.

Included in the "all-star cast" of goodwill ambassadors making the tour is Herb Hollister, general manager of KANS. The tour was given a send-off in a special supplement of the Wichita Sunday Beacon, which also had some good writeups on KANS and Hollister.

Boston Symphony Series

Another series of "pop" concerts by the Boston Symphony Orchestra, presented from Symphony Hall, Boston, with Arthur Fiedler as conductor, will start May 6 at 8:30-9:30 p.m. Series will continue weekly until July 1.

LEO SAYS:

Smart advertisers want showmanship too—that is why they use WHN

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



COMING and GOING

TAYLOR GRANT returns to WCAU, Philadelphia, after a week's vacation in the Catskills.

J. S. LARKIN, sales manager of 3UZ and Nielsen Broadcasting System of Melbourne, Australia, sailed yesterday from the west coast for home, having spent several months in America, particularly buying disk features for his five Australian outlets.

CHARLES M. PREITZGER, eastern manager for Gillette, and who has been in Hollywood to look after the Community Sing program, returns today with MRS. PREITZGER to his home in Boston, leaving Ben Larson at the coast production helm. While west, his daughter eloped and is now Mrs. Leonard Nixon.

WINI SHAW leaves for Cleveland to play a week's engagement at the Palace Theater there.

WILLIAM PERRY, CBS announcer, and RAYMOND NEWBY, CBS engineer, sail for Lima, Peru, on May 14 to cover the eclipse for the net.

BOB BUNDY left yesterday for Camden and is expected back today after discussing business with Mal Hallett.

IRVING BERLIN arrived in New York from Hollywood on Tuesday.

WILLIAM R. TRACY, vice-president of Hudson Motors, arrives today from Southampton aboard the Washington with his family.

KENNETH ROBERTS, writer and air commentator, with MRS. ROBERTS, arrive today aboard the Saturnia.

CLEM MCCARTHY, NBC sports announcer in Lexington, Ky., and will remain in Kentucky until May 10, when he returns to New York.

LENOX R. LOHR, president of NBC, leaves next week for a western tour.

E. P. H. JAMES, sales promotion manager of NBC, left for White Sulphur Springs yesterday to attend the A.A.A.A. Convention. Leaving today are: CLAY MORGAN, FRANK E. MASON, ROY C. WITMER and KEN DYKE, all of NBC.

FRANK RAND, publicity chief for CBS in Chicago, is scheduled to arrive in New York today.

ROBERT BENCHLEY has left New York for the coast.

Feenamint Fades May 16; New Show Being Readied

Feenamint show as it now stands will definitely fade from the Mutual web on May 16. New series may get under way May 25, with possibility that Norman Brokenshire will head the cast. Entire talent setup will be a much lower priced one than currently heard. None of the present Feenamint cast will be heard on the new program.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★
KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

COLUMBIA SYSTEM JOINS SHORTER WORKING WEEK

(Continued from Page 1)

by NBC that all production men, announcers, and sound effects personnel would go on a five-day week removes the major obstacle that has stymied all talk of a shorter week.

Advertising agencies have noticed that it has become increasingly difficult to accomplish anything on Saturdays, because so many clients' offices are closed. Station representatives have the same complaint. The short half-day and the time differences make it impossible to contact stations and get an answer back before the New York offices close.

Remote Broadcasts Are Improved by NBC

(Continued from Page 1)

are expected to be made to these points on May 1, and will cost the web about \$35,000.

Research work on developing the field amplifiers is considered important by the NBC engineers who helped the job along, the amplifiers being the big item as compared to the mikes. Efficiency of the latest type microphones plus the amplifiers will do wonders for the remote broadcasts, many of them being accomplished under conditions never found in the studio.

Lenox Lohr on Tour

Lenox R. Lohr, NBC president, leaves next month on a business trip through the mid-west and out to the Pacific coast. While on the trip Lohr has been invited to deliver a number of talks. On May 5, he will speak before the Kansas City Chamber of Commerce, and the following day will deliver two talks, one in Chicago before the Federated Advertising Clubs and at dinner of "Indianapolis Men," Indianapolis. On May 13, Lohr will be in Washington and will address the annual luncheon of the American Red Cross.

AD AGENCIES

RICHARD M. HOLSTEN, v.p. and sales manager of the Cramer Tobias Co., has resigned and sold his interests in the firm in order to join the Sterling Advertising Agency. Holsten is at present aboard the Ile de France on his way to Europe for a vacation, and will assume his new duties upon his return next month.

ANN CASHMAN of the Lennen & Mitchell advertising agency sails Saturday on the coronation cruise of the Swedish-American liner Kungsholm.

KEN SISSON has been appointed by Lord & Thomas advertising agency to succeed William Hillpot in the radio department. Sisson will assume new duties as talent buyer and assistant to Thomas McAvity immediately. Hillpot will vacation until May 15 when he is due to report to NBC Artists Service.

NEW PROGRAMS—IDEAS

"Local Boy Makes Good"

"Local Boy Makes Good" is the latest five-minute feature to hit the program boards of WIBM, Jackson. The show, sponsored by a local men's wear shop, is a natural; the dramatization presenting in rapidly moving dialogue the careers and career-beggings of men born and reared in Jackson; and the commercial copy, held to a minimum as on all short programs on this station, stressing the important part that personal appearance plays in attaining success.

"Local Boy Makes Good" was designed and written specifically for the sponsor by Bernard Wilson, production manager of the station, and makes the tenth five-minute commercial show on WIBM's current schedule.

Wilson has been consistently at work in the past three months cutting off five-minute commercial dialogues with which the station was overloaded, and replacing them with short "idea" programs that are outstanding novelty features.

Listeners are high in their praise of the new short programs and advertisers find they are doing a better selling job than the heavy commercials.

Police Department Tour

St. Paul—Opened as an attention getter with a bona fide copper's "You're under arrest!" KSTP took its listeners in tow and gave them a trip through the St. Paul police department to show them what happens from the time an officer speaks those words to the time when the victim goes into the bastille.

With St. Paul dubbed "the nation's poison spot" of crime not so long ago by Attorney-General Homer S. Cummings, KSTP concentrated on an attempt to show what has happened in the police department since irate citizens took things in hand, took the police chief's job out of the political-football category, and put him under six-year tenure.

Particular emphasis was paid, indirectly, to the then-and-now system of training police officers.

KVSO Goodwill Tours

KVSO, Ardmore, Okla., has started a series of Goodwill Tours to nearby communities for spring, summer and fall. Talent on visits will be local hillbilly and popular entertainment units heard regularly on station. Show will be held each two weeks. First trip was big success. Arrangements being made by Paul Duncan, chief announcer, and Albert Riessen, station manager. Daily Ardmoreite, owner of station, also sponsors trips.

Music Lessons on WJAY

Cleveland—Educational department of United Broadcasting is starting a new series of 9:45 a.m. Friday programs devoted to music lessons for first grade pupils. Edna Alice Whitsey, assistant supervisor of music for Cleveland Public Schools, will conduct.

Handwriting Psychologist

Mona Marlowe, noted grapho-psychologist, starts a new series of programs over WJBK. She will be heard Monday, Wednesday and Friday evenings at 6:45, sponsored by R. G. Dun Cigar Co.

Mona Marlowe's career has been a colorful one. She has worked on various newspapers throughout the Country, and was associated with The Van Couver Sun, in British Columbia. Started in Radio in 1924. Was associated with stations WGR, KFI, WTAM, WEA and others. Mona Marlowe's uncanny ability to read handwriting won her an important post with the Northwest Mounted Police, in Edmonton, Alberta. On her broadcasts, Miss Marlowe gives an analysis of the handwriting of those listeners who desire it.

Three-Way Talent Hunt

Starting this week and continuing throughout the summer months, WFIL, Woodside Amusement Park and the Philadelphia Daily News will co-operate in a weekly amateur talent hunt. Programs are presented at the park before a visual audience, entries being made thru the newspaper, station carrying the tyro talent. There will be weekly cash prizes with a 13-week sustaining contract over WFIL as the season's grand prize. Jack Steck of the WFIL staff directs the programs.

Legislative Talks in Italian

What the Pennsylvania state legislature does from week to week will be made clear to the Italian speaking people of Philadelphia through WDAS on Saturdays at 8:30 p.m. Representative Anna Brancato, representative from the 5th Congressional District, will speak in Italian and explain the legislative body's activities. Representative Brancato is the author and sponsor of the nationally famous Pawnshop Bill, recently passed in Penna.

School Activities on WDAS

Parents are enabled to learn just how their children spend their time in school through a series of programs broadcast over WDAS Tuesdays at 7 p.m. These programs presented under the auspices of the Philadelphia Board of Public Education. Students of all the Philadelphia High and Vocational schools are heard, some as announcers, others as production men. The idea of the programs is to illustrate the diversified character of the curricula in the schools and to demonstrate that the school system has kept pace with modern trends.

Kay Selb in WHN Press Dept.

Miss Kay Selb has been transferred to the WHN press department to assist Vivian Brown, who is compiling baseball material daily for the various sport commentators heard over the station. Miss Selb will work directly with Al Simons, publicity director of the station.

CENSORSHIP OF NEWS DENIED BY A. R. N. E. W.

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early this week. The resolution, just made public, reads:

"We, the executive committee of the Association of Radio News Editors and Writers, desiring to take exception to the implications contained in an article entitled 'News of the Air' published in a January issue of the Saturday Evening Post by Richard Sheridan Ames, do, after careful consideration, unanimously pass the following resolution:

"Be it and it is hereby resolved that the Association of Radio News Editors and Writers call upon the Saturday Evening Post to cooperate with the radio news writing profession in bringing to the attention of the American public who read the Saturday Evening Post by publishing what we know to be the true facts pertaining to the radio news writing and editing profession.

"Be it further resolved: That the executive committee of ARNEW be placed on record as saying to the American public that never, to our collective knowledge of the recognized profession, has any censorship of radio news by radio sponsors been tolerated or even suggested.

"That: ARNEW be placed on record as pledging itself and its members collectively and individually to the continued truthful and honest presentation of news items at all times."

Resolution is signed by: John Van Cronkhite, pres.; Al Hollender, sec'y; John Hughes, News Editor, Don Lee Network, San Francisco; Jack Harris, News Editor, WSM, Nashville; H. Lee MacEwen, News Director, WLW, Cincinnati; Beckley Smith, News Editor, WJAS, Pittsburgh; Kendall McClure, News Editor, WOAI, San Antonio; Walter Paschall, WSB, Atlanta.

First Program Offer Brings 1,200 Replies

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New England. Offer was a free souvenir pamphlet.

Program, which is heard Wednesday and Fridays 6:30-6:45 p.m., features Alton Hall Blackington, photographer and lecturer. Account is handled by Louis Glaser agency, this city.

Tim Goodman Resigns As Manager of WKRC

(Continued from Page 1)

independent means, expressed a desire to resign last fall, but was persuaded to stay pending the installation of new studios and transmitter at the station. Building plans were completed last month.

SELL TIME
. WITH SOUND

Make your sales story BRIEF — CONCISE — DRAMATIC

Record it on a Presto disc and send it to the time buyer. Records bring results. Ask for proof.

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

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

Platt & Platt, Inc., Poughkeepsie, N. Y. CP for new station. 1310 kc., 100 watts night, 250 watts day, unlimited.

Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

Sims Broadcasting Co., Globe, Ariz. CP for new station. 1210 kc., 100 watts night, 250 watts day, unlimited.

APPLICATIONS GRANTED

KIDO, Boise, Idaho. CP covering changes in present equipment and increase in power to 5 Kw.

SET FOR HEARING

Continental Radio Co., Denver. CP for new station. 630 kc., 500 watts night, 1 Kw. day, unlimited.

Floyd A. Parton, San Jose, Cal. CP for new station. 1150 kc., 250 watts, daytime.

William F. Maag, Jr., Youngstown, Ohio. CP for new station. 1420 kc., 100 watts, daytime.

Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts night, 250 watts day, specified.

Arthur Lucas, Savannah, Ga. CP for new station. 1310 kc., 100 watts, unlimited.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 1 Kw., unlimited.

E. B. McChristy, Brownwood, Tex. CP for new station. 630 kc., 250 watts, daytime.

Utica WUTK, Inc., Utica, N. Y. CP for new station. 1420 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

Walter H. McGenty, Rice Lake, Wisc. CP for new station. 1210 kc., 250 watts, daytime, be granted.

KLPM, Minot, N. Dak. CP for change in frequency, power and hours of operation to 1360 kc., 500 watts, 1 Kw. L.S., unlimited, be granted.

Journal Co., Milwaukee. CP for new station. 1570 kc., 1 Kw., unlimited, be denied.

Mid-Atlantic Corp., Washington, D. C. CP for new station. 1570 kc., 1 Kw., unlimited, be denied.

Trenton Times, Trenton. CP for new station. 1570 kc., 250 watts, unlimited, be granted.

ACTION ON EXAMINER'S REPORTS

Bayou Broadcasting Co., Houston. Denied app. for CP for new station. 1210 kc., 100 watts, daytime.

WGBI, Scranton, Pa. Granted app. for mod. of lic. to increase power to 500 watts, 1 Kw. L.S., 880 kc., share time.

KALB, Alexandria, La. Granted mod. of lic. to change frequency, power and hours of operation to 1210 kc., 100 watts, unlimited.

Isadore Goldwasser, Anniston, Ala. Denied app. for CP for new station. 1420 kc., 100 watts, daytime.

H. W. Wilson and Ben Farmer, Wilson, N. C. Granted CP for new station. 1310 kc., 100 watts, daytime.

ORAL ARGUMENTS

Lawrence K. Miller, Pittsfield, Mass. Granted oral argument to be held May 27.



● ● ● Benton & Bowles radio head Tom Revere's trek to the coast today is to open and head an air dept. for the agency there... Al Pearce's show, which we stated so many columns back would come from the coast shortly, starts westward after their May 25 airing, stopping at Philly, Detroit and other points... Bill Bacher, the highest paid air director ("Hollywood Hotel"), will bow out on that show and handle "Show Boat" next fall from the coast... Ted Hammerstein won't conduct an orchestra thru Conn. this summer—just for a lark... Kated, Inc., the Kate Smith-Ted Collins firm, has placed Jim Crowley, famous pigskin coach, under its banner for radio appearances this Fall... Billy Swanson replaces Bobby Hayes' musical aggregation at the Edison Green Room tonite—making it three openings for the music boys to cover—Carl Ravell at the Lexington and Bunny Berigan at the Penn.

● ● ● Songwriter J. Fred Coots went to Harry Smith's recording studio and made a special record for his little daughter's birthday... A few days later he returned to pick up the finished product and suddenly realized that it wasn't Gloria's birthday at all—which is in December—but the natal day of his son—for whom he wanted the record made... Which brings to mind the story of Fred Norman's secretary, Thelma Rose, who is weak under the talk of high pressure salesmanship... Last Mother's Day, a man sold her a PONY to present as a gift... The price was \$10 and she gave the seller five with the balance to be paid on delivery... On the Sabbath the mare was delivered to their apartment—led by a rope... P.S. Her mother had a fit—and the deposit was lost.

● ● ● Ferde Grofe will be heard in June playing his own compositions of modern American music, sponsored by Stokowski's former "paymaster"... Wilson, Powell & Hayward, auditioned singers at CBS to send to Chicago with Red Nichols' band—a commercial in view... Connie Boswell opens at the Palace theater in Los Angeles tomorrow doing a single... Robert Lipson, CBS page, has been signed by the artist bureau as a singer and gets a build-up via sustaining... He is the brother of the Gibson Girl... "March of Time" piped a special show to the convention in West Virginia the other night... Cotton Club will have a NBC wire shortly... Bahm Twins, seven-year olds, recently heard via WINS, audition for the nets next week.

● ● ● Jack Benny will celebrate his fifth year as an air comic Sunday by tendering himself a testimonial banquet during his show... Besides invitations to the cast, Greta Garbo has been asked to come—but won't... Kate Smith and Ted Collins come down the homestretch and enter their seventh year on the etherwaves this week... The flickers may boast about their Simone Simon but radio does all right by itself on double-talk with names like Phelps Phelps, the aircaster, Evan Evans, the baritone and Thomas Thomas, who also does a bit of vocalizing.

● ● ● Samuel Goldbetter, music agent, opens studios bearing his name Saturday on Broadway... Ina Ray Hutton and her Melodears open at the Paramount the 19th, following the Original Dixieland Jazz Band... Jerry Devine has been called in on the Bert Lahr scripts, which are improving... Lester Lee is looking for a "name" prima donna for the Oscar Shaw "One Man Musicals"...

F. T. C. CASES

Cease and Desist Orders

Under a stipulation entered into with the Federal Trade Commission, Eddie Manufacturing Co., Chicago, will discontinue as a trade name or brand for its radio dials the name "Majestic," either alone or with the words "Radio Corporation" or with any other words so as to create the impression that the dials or the radio sets to which they are attached are manufactured by Grigsby-Grunow Co. or its successor in business, Majestic Radio & Television Corp. of Chicago, when such is not a fact. According to the stipulation, the right to use the name "Majestic" is vested in the latter corporation.

Benny Goodman Wins Block's Orchestra Poll

Martin Block, conductor of the WNEW "Make Believe Ballroom," has just completed his semi-annual poll, held in co-operation with his sponsors and the station, to determine the ten most popular bands airing today. Block's program is made up entirely of recordings, and poll determines who will be heard on his daily broadcasts. Total of 113,000 votes polled included 64 orks. Benny Goodman won with 20,058. Guy Lombardo, Shep Fields, Glen Gray, Hal Kemp, Horace Heidt, Tommy Dorsey, Chick Webb, Jan Garber and Russ Morgan followed in order named. Goodman will appear in person on the show tonight when announcement of winner is made, and will receive a scroll as token of victory. Block held last poll in September, 1936.

CBS Sets Eclipse Plans

CBS yesterday completed plans for broadcasting the eclipse June 8. The assignment has been turned over to William Perry, announcer, and Raymond Newby, engineer. They will sail May 14 for Lima, Peru, and upon their arrival will immediately join the Hayden Planetarium Grace-Peruvian Eclipse expedition. Actual airing of the eclipse will be heard June 8 from 6-6:30 p.m. Program will come from the Andes Mountains, with base station at Cerro de Pasco, Peru.

In addition to the broadcast of June 8, CBS has set four additional broadcasts on the eclipse. They will be heard tomorrow, 4-4:15 p.m.; May 29, 6:45-7 p.m.; June 3, 6-6:15 p.m., and June 7, 6-6:15 p.m.

Starr Changes Schedule

Martin Starr will be heard over WMCA at new periods, two evenings weekly, starting this week. He will do film reviews at 9:45 p.m. Wednesdays and cinema news and gossip at 8:30-8:45 p.m. Saturdays.

In a Gangplank Interview yesterday just before the sailing of the Normandie, Starr interviewed Barney Balaban, Paramount president, and N. L. Nathanson, Canadian movie mogul.

KNEL Boost in Power Takes Effect in May

Brady, Tex.—Boosting of power at KNEL from 100 watts to 250 watts will be completed early next month, with no increase in the station's rates. The change, according to G. L. Burns, will make the station dominant in West Texas, a rich farm and ranch area.

KNEL, located in the second smallest town in the U. S. to have a radio station, has been on the air about 550 days and less than 5 hours have been lost due to trouble with equipment.

Stan Fields Improved

Stan Fields, program director at WLTH, is expected back on the job tomorrow after a week's absence on account of illness. Norman Warenbud has been filling in for him.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

EXCERPT from a letter to Claudine Macdonald, NBC's program producing, emceeing and commentating grande dame (Yes, we do read other people's mail)... "I miss very much hearing your program as we get home too late to listen to it, because we love to hear talks on things artistic and cultural... **NOT BEING CULTURED OURSELVES**, we learn many things from folks such as you"... It's only one of many missives in the same vein received by her at NBC, according to Claudine... Should give some of the purveyors of ether entertainment food for thought on the subject of writing and playing down to a "not-quite-bright" audience... She believes they prefer to look up and thinks they're entitled to get what they want.

Nancy Kelly, sub-deb ingenue temporarily missing from "The March of Time" because she went legit in "Susan and God," is back... She'll return to the "Susan" opus Sept. 15 when it opens here... Sunday's "We, the People" will have a dramatization of incident in the life of Ed Jerome, the "Roger Byron" of "Trouble House"... Anne Elsner of that program was thrilled to the proverbial core yesterday a.m. because the editor of "The Heinz Magazine of the Air" read a poem penned by papa Joe C. Elsner of Texas... Jane Coyle, once of WIRE, Indianapolis, has been added to the KXBY staff as *cmanuensis-in-chief* to H. R. (Hal) Makelim, general manager.

Margery Wilson, whose behavior-regulating tome, "The New Etiquette" is marked for June publication, will be heard on "It's a Woman's World" May 4, 11, 18 and 25... She'll discuss "Fitting Your Personality to Life"... Wini Shaw, who recently offered a few Shavianisms on local ether programs, begins a week's engagement at the RKO Palace in Cleveland on Friday... Helena Blakeney, mezzo soprano who recently sang at the Golden Gate Theater in Frisco, is vocalizing with the Hotel Oakland Concert Trio over KYA Sunday nights... Francia White's up and about again and due back on the Fred Astaire Show Tuesday night.

ORCHESTRAS - MUSIC

MAESTRO BOB CROSBY and Ork open at the Aragon Ballroom in Chicago on May 29. Rockwell-O'-Keefe Inc. set the deal.

Abe Lyman has just completed an intensive compilation of his music library. It now contains orchestrations of every celebrated American song of the past fifty years and every published French tune since 1900.

The craze for "Bank Nights" and similar theater games is travestied by the "Three Swanks," vocal trio broadcasting over WDAS, Philly, in a satirical ditty titled "Screeno."

Al Kavelin's Ork, featuring Carmen and his pianofortitude, is being aired from San Francisco's Mark Hopkins Hotel, via KPO.

Mal Hallett and the musical aggregation whose batonist he is are playing one night stands and college prom dates. He opens at the N. Y. Paramount sometime between June 15 and July 15, after which he is contracted to fill an engagement at the Palomar in Los Angeles.

Xavier Cugat, Latin batonist now appearing at the Waldorf-Astoria, will be interviewed by Powell Clark, on WMCA's Grandstand and Bandstand program tomorrow at 2:30-5:30 p.m. In addition to being interviewed

Mellerdramas for WBBM

Chicago—WBBM has sold the only sizable block of time it had left between dawn and midnight to Nelson Brothers, who are launching an old time Opry House from 11 to noon Saturdays, starting this week, in WBBM's 300-seat studio theater. Opening performance will be "East Lynne" with Sunda Love, Rupert La Belle and Howard Hoffman as stars and Virginia Carle, Ethel Owen, Albert Halus, Earle Dewey and Kenneth Christy. All will be costumed according to the period of the play.

Deon Craddock will lead the community singing and Bob Hafter, WBBM production director, is writing and directing the show. Ken Christy will emcee and portray "Major McGonigle," owner of the company. Three-piece showboat type of orchestra will be augmented to four for this series.

WTAR DX Tieup in 2nd Year

WTAR, Norfolk, is beginning its second year as official Eastern station for Universal Radio DX Club of San Francisco. Station's test programs are dedicated to organization, and weekly tip-period is broadcast Friday mornings at eleven from the Club DX Calendar. Lee Chadwick, member of board of URDXC, on station's staff, is DX correspondent for WTAR.

Cugat will conduct Lee Grant's Band in a special arrangement of his own composition, "My Shawl."

Shep Fields and his Rippling Rhythm Orchestra go collegiate on Friday night when they play at the New York University Military Ball. They're scheduled to return to the Paramount later this spring.

Guy Lombardo and the boys go nautical but nice when they play for the Spring Dance at the Naval Academy in Annapolis.

The U. S. Marine Band, conducted by Capt. Taylor Branson, changes its time of broadcast from Tuesdays to Fridays, 12 noon to 1 p.m. EDST, in a new spring series of concerts beginning this Friday.

Benny Cash, for eight years pianist and vocalist with Kay Kyser's Orchestra, and since affiliated with Hal Kemp's Band, began a series of programs over WDNC yesterday at 9:30 p.m. He will remain in Durham for a while, during which time he'll be featured weekly over WDNC.

Peg La Centra has been signed to replace Frances Hunt with the Benny Goodman Band. Frances can't leave town because of her impending marriage to Maestro Lou Bring.

KFEQ Oratorical Finals

St. Joseph, Mo.—Finals in a city wide oratorical contest, an annual event, in a half-hour program broadcast Sunday over KFEQ, caused much favorable comment. Preliminaries for the contest were held in the auditorium of St. Joseph's Junior College and were open to all comers. Contestants were eliminated by judges until four were left for the final competition. The winner of the contest was announced immediately following the broadcast, each judge phoning his selection to the studio from his home where he had been listening. Winner received a silver loving cup. Contest was under the direction of the Y.M.C.A. and the local public speaking organization. Prizes were donated by local merchants. This is the fourth year that KFEQ has broadcast the finals in the city wide oratorical contest.

Gene Buck Fete on WMCA

A testimonial dinner to Gene Buck under auspices of the Catholic Actors Guild will be aired from the Hotel Astor between 11 p.m. and 12 midnight Sunday. Beatrice Lillie, Bert Lahr, Ed Wynn, Edgar Bergen, Fred Allen, Lawrence Tibbett are expected to be on the entertainment program.

Guests on WDAS Program

Philadelphia—Headline attractions from the Earle Theater will be guests each week on the WDAS Merry-Go-Round, heard daily at 2 p.m. Jan Garber was on last Friday. Others to be heard include Roger Pryor and Sally Rand.

GUEST-ING

SHEILA BARRETT, on "Nine O'Clock Revue," May 2 (WOR, 9 p.m.).

JERRY COOPER, ERROL FLYNN and the MAUCH TWINS, on "Hollywood Hotel," May 7 (CBS, 9 p.m.).

LOUIS D'ANGELO, on "Your Hit Parade," May 8 (CBS, 10 p.m.).

JOE HOWARD and ARTHUR CARRON on Hammerstein Music Hall, May 4 (CBS, 8 p.m.).

JIM THORNTON, with Col. Jack Major, May 3 (CBS, 3 p.m.).

JANE FROMAN, booked by Herman Bernie on Ben Bernie's American Can program, May 11 (NBC-Blue, 9 p.m.).

AMSTER SPIRO, newspaper editor, with Will Wright, May 4 (CBS, 3:30 p.m.).

EDWARD EVERETT HORTON, on Jack Oakie College, May 4 (CBS, 9:30 p.m.).

ROBERT BENCHLEY on Jack Oakie College, May 25 (CBS, 9:30 p.m.).

Voeller Buys Into Agency

West Coast Bureau, RADIO DAILY Hollywood—Fitra Productions Inc., headed by W. H. Voeller, has acquired a 50 per cent interest in the Norman Prescott-Josie Sedgwick booking agency. Under the new setup, agency will operate as Josie Sedgwick-Ray West & Associates Inc. I. O. Witte will be vice-president. Voeller and M. Pavaroff, treasurer, will be on the board.

WMCA
NEW YORK'S OWN STATION

leads in
PROGRAM PLANNING

Charm
SCHOOL OF THE AIR
9-9:15 A.M. DAILY

PROMOTION

WDZ Follows Three "P's"

Pep, punch, and promotion are the 3 vital "p's" for a radio station—as important to it as the 3 "r's" to a student. WDZ in Tuscola, Ill., the third oldest station in the U. S., was given a step-up in power from 100 watts to 250 watts, a new vertical transmitter was built, a change in staff and management was made, and a policy of promotion and development started in March, 1936. That the policy of the 3 "p's" is a success, when applied to radio, is proved by the following WDZ statistics.

In the month of March, for the first week, mail reports showed 109 communications from 45 towns. Today, WDZ averages 1823 communications from 356 towns. WDZ has welcomed since Feb. 1, 1936, 7½ tons of babies at 5 pounds per baby, or 3,049 babies at this writing, on its baby program, "Their Majesties, the Babies," which incidentally was originated by the station manager, Clair B. Hull, while program manager at WMBD in Peoria. WDZ has had 10,197 celebrants on its Birthday Party. The "Jitter Bugs," a three piece swing band, has taken into its ranks over 3,000 members in a period of 3 months. "The Man on the Train" program, the only regularly scheduled broadcast of its kind in the world, has since Feb. 1, 1937, received 4085 letters, some communications having as many as 30 to 40 questions to be asked on train interviews.

KGNO Gets Regional Contest

The Southwest Association of Electrical dealers is starting a radio contest May 1 over KGNO, Dodge City, Kas.

Prize is the winner's choice of electric refrigerators sold in this area. Contest entails a visit to one or more dealers to get entry blanks. Contest continues one month, ending May 31, 1937. Newspaper and window tie-ins are being used. If the winner buys an electric refrigerator during the month, his contract and payments will be returned to him. There are 19 towns in southwestern Kansas included in the campaign, which is being carried only on KGNO.

SAN FRANCISCO

Jack Bailey, newcomer to California Radio System, will collaborate with George Irwin on weekly scripts for KYA's "Variety Showcase".

Bar Meadows track's feature races will be aired daily except Sunday and Monday over KYA.

Bob Anderson, S. F. Call-Bulletin's Radio Reporter, gets an increased schedule (thrice daily) five days a week during the summer, plus a 9 a.m. spot Saturday morning.

John B. Hughes, KFRC commentator, back from air trip to Chicago where he attended the Association of Radio News Writers and Commentators.

Bill Holmes, radio editor of Oakland Post-Enquirer, off to Hollywood for two weeks, with Don Logan, rewrite man, sitting in for him. Holmes will look over the cinema city's air castles.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 24 of a Series

WBNX—New York

1000 Watts—1350 Kilocycles

W. C. ALCORN
General Manager

S. W. CAULFIELD
Treasurer

WBNX in New York is an outgrowth of the consolidation of three quarter-time stations, namely, WBNX, WMSG and WCDA. Operating on three quarter time it serves the varied interests of the large foreign language population of metropolitan New York by broadcasting program produced by the nationalities represented. In the aggregate, these nationalities, consisting only of foreign born residents, number 3,222,426 people, said to be a market equal in size to the cities of St. Louis, Cleveland and San Francisco.

Added to the native born of foreign and mixed parentage, a large number of whom still retain in a somewhat modified form, the customs and characteristics of their mother tongues, the metropolitan foreign language population served by WBNX number 6,583,087 people. This figure represents a multiple market greater than Boston, Chicago and Philadelphia combined.

Ranked by independent surveys as the best foreign language station in the United States, WBNX broadcasts in a variety of languages. The five major language groups, however, representing over 40 per cent of the metropolitan population, are Jewish, German, Italian, Spanish and Polish. Broadcasters of the type of Borden's Co., Consolidated Edison Co., and others have consistently benefited through the sponsorship of these foreign language programs.

Because of the individual nationalistic appeal of WBNX, its listeners are not subject to competition of network or large English speaking stations in New York. English programs, however, are not neglected and WBNX frequently carries special programs of general interest. It has also inaugurated many successful English periods including "Radio Clinic," "Rockets" and "Life Insurance Forum."

Operating with a directional antenna, the measured primary service area of WBNX contains a population of 9,583,087. Main studios and business offices are located at 260 East 161st Street. Transmitter is in Cliffside, New Jersey.

Whiteman Breaks Records

Chicago—Paul Whiteman has broken all records at the Gold Coast room of the Drake hotel. Top week was \$14,000, almost \$4,000 more than Jack Hylton, who was second best. Whiteman is pleased with first transmissions for Mutual and is seeking a Mutual wire for this summer from Fort Worth. Leaves here May 6 to play five one nighters on the way back to New York, where he will play a week at Loew's; then another week at Loew's in Washington. Linda Lee, who did a week with the band, has returned to New York.

Rosa di Giulio in Concerts

Rosa di Giulio, soprano now broadcasting over a hook-up consisting of WXYZ, WELL, WIBM, WKZO, WFDF, WBCM, WOOD-WASH and WJIM, on a number of sustaining and commercial programs, will make a special trip to New York next Sunday for radio and concert appearances. Miss di Giulio's first commitment is the title role in "Rigoletto," the opera to be presented at the Hippodrome May 1.

Air Interview Thomas C. Grace

Claudine Macdonald, of NBC special events department, will interview Thomas C. Grace of the State Division of the Federal Housing Administration at the North American Homes Exposition at Madison Square Garden on May 13, in a special broadcast, 12:15-12:25 p.m. over the NBC-Blue. Miss Macdonald will describe the "House of Tomorrow" which is being constructed in the Garden and equipped with every modern gadget.

New Italian Short Wave Unit

Italian Broadcasting Co. yesterday announced that it had placed an order with Electrical Apparatus Co., Milan, for a new 100-kilowatt output short wave broadcasting unit to be erected in Rome. International Telephone & Telegraph Co. of New York, of which the Milan concern is an affiliate, confirmed the announcement. Programs will be sent to all parts of the world on regular broadcast schedules, it was said. Apparatus is expected to be ready for service by 1938.

Another Record Claimer

Now it's WWL, New Orleans, who claims to ante-date WBNY and other stations in the offering of a regular Catholic High Mass each Sunday. A. S. Foster, promotion manager of WWL, says his station started carrying the High Mass early in 1924 and has kept it up each Sunday.

"Today's Children" Renewed

Chicago—Pillsbury Flour's serial "Today's Children" has been renewed starting May 29 for 52 more weeks over basic NBC-Red, Southeast, Southwest and North Central groups. Talent lineup remains the same. Irna Phillips is author.

WJAY Barn Dances

Cleveland—Barn Dances will get under way Saturday at 7-7:45 p.m. as a weekly feature over WJAY. Wayne West will be master of ceremonies, and each broadcast will be dedicated to some person or city.

NEW BUSINESS

Signed by Stations

Chicago

WBBM: McCormick Realty Co., Home Office Griffith (Friendly Philosopher), thrice weekly, through Presba, Fellers & Presba; Nelson Bros., Opry House, one-hour, Saturdays.

WLS: McCormick Realty (same as on WBBM).

WHL, Cleveland

Vim Health Food Products, 8 a.m. newscast by Ben Dean, thrice weekly.

WDSU, New Orleans

Big Yank Shirts, 15 min. weekly disks, 13 weeks, through Transamerican.

WDAF, Kansas City

Buick Motor Co., "Musical Clock," daily except Sunday starting May 3.

KVSO, Ardmore, Okla.

Dr. Pepper (beverage), time signals, three daily, through the summer.

Jack Eigen to Celebrate

Jack Eigen, whose "Broadway Newsreel" is heard over WMCA every Tuesday at 10 p.m., will celebrate one year of radio work on his May 4 broadcast. Eigen will offer a gala 15 minute broadcast on his first anniversary show.

PHILADELPHIA

Lynn Willis, recuperated from a nervous breakdown, returns Friday to the WIP announcer staff.

WFIL, in conjunction with National Accident & Health Insurance Week, is presenting a special series of programs for policy writers.

Edward Wallace, production manager, Don Martin, announcer; John Facenda, night supervisor, and Betty Schaffer, receptionist, all of WIP, are headed for the altar in the next few months.

With the new WLW wire, WFIL has four network affiliations. Others are NBC-Blue, Mutual and Quaker State. General Manager Donald Withycomb says WFIL not only will carry WLW, WHN and KQV sustaining shows, but later will feed them its own programs.

Jack Steck, WFIL mikeman, is emceeing outdoor shows at Woodside Park.

Pete Newman of the Sleepy Hollow Boys (WCAU) is engaged to one of the Murray Sisters. Mort Lawrence of the gang also is altar-bound.

Modern Choristers, local vocal group directed by Francke Cullis Morley, is radio-debuting over WIP.

Bill Dyer, WCAU sports announcer, adds another commercial shot, a 10-minute resume for Bachman Chocolate, besides the ones for Wheaties and Socony.



LES HACKER, manager of the Valley Electric Co.'s new radio station KVEC, is in Los Angeles for a quick business trip, preparatory to the opening on May 8, when the new 250-watter will start broadcasting with appropriate ceremonies.

Mary Shipp, niece of the late Jeanne Eagles, has been signed by Don Lee to play the Becky Thatcher role in the Tom Sawyer serial, formerly played by Dianna Lewis who goes to Texas with Larry Lee's ork as singer.

L. A. County Medical Society, which went on the air a month ago with weekly programs on KFI and KECE, using word syphilis and conducting a public education campaign on social diseases, reports that the society, which used to clear six or seven Wasserman tests a week, now makes from 30 to 40 daily, and that program which was eyed askance by some of the members is now hailed as an outstanding success.

Jack and Hazel O'Farrell will start a strip series for Globe Department store next week, Monday through Friday, 15 minutes on KECA. The two will enact the experiences of husband and wife, shopping background, based on material gathered by the two who tie in personal appearances at the store with their radio act. Contract is for year.

Bill Henry, sports editor of the L. A. Times, has been signed to cover the cup matches between Japan and United States, from San Francisco, over CBS t.c. net

Frances Langford expected to be sufficiently recovered from her appendectomy to be back on Hollywood Hotel for May 7 airing.

Shirley Ross of the Ken Murray and Oswald show, set for Paramount's "This Way Please," Buddy Rogers co-starring.

KFI-KECA are adding a small speaker studio to their quarters in the Earl C. Anthony building, supplementing three large studios.

Morris Plan Bank, Washington, D. C. has purchased 52 week Wade Lane's Home Folks series, through Mertens & Price.

KANSAS CITY

Lewis Jones, Clifford Perkinson and Jimmie Davis, hillbilly string unit from WIRE known as The Mountain Rangers, have joined KXBY.

KCMO has signed Elko Photo Finishing Service for 13 weeks of six five-min. weekly periods.

KMBC staff shanghaied Margaret Heckle and Neal Keehan of "Across the Breakfast Table" on the occasion of their double birthday, Monday, and took them to Excelsior Springs for a surprise party. Jimmie Patt of CBS, Chicago, came down for the affair.

G. L. Taylor, president of Midland Television Inc., is back from a three-week eastern trip.

RADIO PERSONALITIES

No. 32 in the Series of Who's Who in the Industry

WILLIAM C. GILLESPIE, vice-president and general manager of "Tulsa's Friendly Columbia Station", KTUL, has been in the business since the days of carbon mikes, ear-phone headsets and shouting announcers. Born 1904 in Notasulga, Ala., he attended the University of Alabama where he became a member of the Sigma Nu Fraternity. Later went to Oklahoma City University.



Radio has become his life-blood

Ventured into newspaper business in 1922 with Oklahoma Publishing Co., Okla. City. In 1923 he was in the advertising department of the Daily Oklahoman and Times and was devoting part of his time and a lot of his energy to KFJA. In 1927 he went to WKY as a salesman and was very soon made program director. The year 1930 found Bill Gillespie in Peoria, Ill., working for Edgar Bill at WMBD.

Answering the call of the west in '31 he became general manager of Iowa Broadcasting Network for Gardner Coles, Jr., helping to build and put KSO at Cedar Rapids and WIAS at Ottumwa, Iowa, on the air. In 1932 he became vice-president and general manager of the Tulsa Broadcasting Co., which put KTUL, CBS affiliate, Tulsa's only full time radio station, on the air in 1933. Under Gillespie's managership, KTUL has gone steadily forward since its opening a little over three years ago. Fifty national advertisers and 126 local advertisers use it regularly. He has made it a point to know each member of his staff of 53 not only as a "boss" but, what is more important, as a friend. Not so old in years, but a pioneer in the radio world. Once said: "They broke my heart when they took me out of the newspaper business and put me in radio, but it would kill me to leave it now."

★ **Coast-to-Coast** ★

HOWARD E. PILL, secretary and general manager of the Montgomery (Ala.) Broadcasting Co., has been elected president of Montgomery Rotary Club.

Ben Thaxton, featured in the Clark & Sorrell commercial on WDNC, Durham, N. C., the past 15 weeks, began a new sustaining series Tuesday. Mildred Goodrich continues to furnish piano accompaniment. Thaxton, a freshman at Duke U., also is heard on the "Melody Kitchen" commercial.

John Brown and June White (Mr. and Mrs. John Brown) are being starred by Radio Events Inc. in a new series, "Bruce, Betsy and Baby," in which they probably will use their recently born baby.

Jeff Baker, staff announcer at WTAR, Norfolk, has named the latest arrival in the family Beverly Brooks Baker.

Ed Robson, announcer at WDAS, Philadelphia, is former golf pro at Colonial Country Club, Mt. Kisco, N. Y.

L. V. Butcher, who recently took over management of KFBI, Abilene and Salina, Kas., has been making things hum with new ideas at the station.

Pat Stanton, general manager of

WDAS, Philadelphia, will stage another show of his moving pictures at the Philadelphia Turngemeinde on May 5. Film is a travelogue of Ireland which Stanton made last summer. In two shows held during the past few months Stanton has shown film to over 5,000 listeners to his Four Provinces Irish Hour. At last showing police were called out to keep crowd in check, and as a gesture he will show film to Irish police of Phila. at a special showing.

Arthur Bergstrom, formerly with the Dramatic Group of WTIC, Hartford, Conn., has been added to the announcing staff at WSPR, Springfield, Mass.

Paul Blaufox, formerly with Major Bowes, is managing the Grand Opera House, Wilmington, Del.

Effective this week and continuing until program fades for season on May 15, Saturday eve shows from Hampton Institute, originated by WTAR, Norfolk, will be fed to Canadian Broadcasting Corp. as well as red network of NBC.

Philip Keith Palmer, formerly announcer at WIOD, Miami, has joined the announcing staff of WMAS, Springfield, Mass.

KVSO, Ardmore, Okla., has been concentrating on remotes and studio programs for Ardmore's "Golden



KAY KYSER and Harry Kogen are among the bandmasters named Caballeros de la Fiesta by Mayor Rossi of San Francisco in connection with the Golden Gate bridge opening May 28.

Lee Wiley, former Whitemanite, dropped in on Paul at the Drake en route from the west coast to New York.

Twelve Drake College (Ia.) students in Chicago over week-end doing broadcasts for NBC and WLS.

Frank Falknor, western engineering supervisor for CBS, back from a one-week swing that took him to St. Louis, Detroit, Washington and New York.

Frank Rand, CBS publicity chief, to New York yesterday for consultation with Don Higgins.

Jimmy Patt, special events boss at CBS, visiting his family in Kansas City after putting on Drake relays broadcast from Des Moines Saturday.

Dick Hallett, WBBM engineer, just over appendicitis operation, now laid up with pleurisy.

Bill Telaak and Sally Payne, comedy duo, who have just finished a week at the Oriental Theater, will make a guest appearance on the Bowman Fireside Theater on WGN, May 5. They have just finished a picture with Gene Autry and are to return to the coast for more film work.

Jack Hurdle, supervisor of Gold Medal Feature Time on CBS, and Nancy Hurdle, his wife, of Betty and Bob cast, visiting old home, Bloomington, Ill.

Don Gallagher, former Shakespearean player, has joined "Modern Cinderella" cast.

Bill Thompson and Hugh Studebaker dropped their other radio shows to go along to Hollywood with Fibber McGee and Molly.

Jubilee Year." Big audience show is handled monthly out of local auditorium. Special meetings, parades, etc., also aired. Station break occasionally is: "KVSO, Ardmore, Golden Jubilee City." Celebration widely publicized by that simple means.

ONE MINUTE INTERVIEW

JERRY DANZIG

"Interviewing people is really a science, borne out of practice. The right questions, how to lead from one topic to another gracefully, and what is news and possesses human interest, all come from long hard days of city desk assignments. I've covered so many stories, exciting, good, bad and in-different, that the question comes by second nature."

Coming Events

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

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

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

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

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

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

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

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

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

May 12-19: Philco eastern distributors convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

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

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

May 23-26: Philco western distributors convention, Del Monte Hotel, Del Monte, Cal.

May 24-28: Society of Motion Picture Engineers, spring convention, Roosevelt Hotel, Hollywood, Cal.

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

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

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

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

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

ST. LOUIS

Waller Hornaday, WTMV scripter-announcer, resigns May 1 to take a copy job at Ruthrauff & Ryan here. Irving Paznan succeeds him. Fred Hirsch takes over two of Hornaday's production jobs.

John L. Sullivan, WTMV salesman, is back on the job after an illness.

Abe Hendry, formerly of WIL, and George Stone of St. Louis Star-Times join the WTMV sales staff May 1.

Dan Donaldson, former WEW announcer, has joined KMOX. Lloyd C. Smith, recently of WKY, Oklahoma City, has been added to same station's sales staff.

Pappy Chesshire and 24 hillbillies started a new 2-hour jamboree on KMOX for United Remedies of Chicago last Saturday.

Fred Hirsch, WTMV scripter and announcer, starts Saturday as "Red" Steele, The Flying Investigator, for Massey Dairy, Granite City, Ill., for a daily show.

If I Had A Station To Manage

By An Observer

THERE is no reason why small independent radio stations, without network affiliations, cannot lift themselves out of the morass of commonplace broadcasting outlets, loaded with the humdrum run of inferior local talent—unproductive of results for sponsors—and the laughing stock of stations handling the big-time shows with big names.

The formula is simple—easily adapted. It is difficult once the station has allowed itself to retrogress by playing phonograph records all day, or by allowing on its wavelength "Sister Susie and Her Calliope" and that sort of sustaining, unpaid talent just to fill up vacant hours.

Sustaining programs are just as important as commercial shows. If a magazine is known and famous for its editorial content which alone attract readers for the advertising—then a radio station must consider its sustaining as well as commercial program periods as carefully as publishers consider authors and stories.

Small stations state on every hand that they cannot compete with other outlets having network affiliations. While they may not have a Jack Benny, Fred Allen, Eddie Cantor, Phil Baker, Jack Pearl, or other type of comedy and variety show—while they may not have an Erno Rapee, Frank Black, Kostelanetz, Rubinoff, Bennie Goodman or other band or orchestra of like calibre in the flesh or over the wires—they CAN dispense good comedy and good music and enough variety entertainment to create box-office appeal to listeners in their locale.

After all, local advertisers want to use radio advertising at a time of day when they can get larger audiences. Night time broadcasts in most cities are "out" for most retailers, because the local network outlet has network commitments. That's where the independent station stands to make some real money and do a really good job. They have the time available. They must have programming knowledge and make that available to sponsors. Otherwise no sale. And they will never have listening audiences unless they are consistently presenting to the audience things the audience wants to hear.

Move No. 1 for the independent: Subscribe to a good musical library service. The station then has music of all types at its command. Instead of playing phonograph records all day and mentioning "This is a recording" before each record, it is only necessary to mention "electrical transcription" twice in a fifteen minute period. The sting can be taken off further by tying in the opening announcement with the show such as "Joe Doe and His Radio Revelers, transcribed for your entertainment" or some such phrase. Then, with the musical library, the music sounds as though coming from one band instead of a variety of different orchestras with their individual touches and rhythms. It sounds like a studio

ork—and if rehearsed, the show is as smooth running as any network effort.

Move No. 2: Restrict co-operative programs to certain specific periods, using the library service as a variety show and bringing in a comedy team if desired to give the program a network twist. 100, 125 and 150 announcements are no more than classified advertising and mighty ineffective as a campaign by itself unless constant over a long period of time. While they serve a definite purpose, almost every station overdoes the number of cut-ins and minute-spots to the point of nausea. The station does itself no good—the advertiser even less. Minimize the number of announcements accepted to certain periods far remote from each other and build shows. Then the announcements become more resultful.

Move No. 3: Fire all salesmen who do not bring in at least one quarter hour period for every three announcement contracts. Trouble with radio salesmen (time) is that they cannot think in terms of more than \$5.00 at a time. Anything else scares them. A radio station does itself no good with a staff of salesmen like this. True minute announcements mean revenue—and the death knell of local independents in overdoses.

Move No. 4: Get acquainted with syndicated transcriptions containing big names in the casts. These are available at really low cost in small cities—hardly more than the actual cost of pressings. The audience wants shows. If the local outlet cannot give them shows in the flesh, good transcriptions in 100 cases out of 100 have greater drawing power than John Brown's daughter who plays the zither with her friend accompanying her on the paper-and-comb. Syndicated transcription programs give the station comedy, adventure, drama, romance, thrills, variety, etc. I maintain that it is possible to plan a day of broadcasts more diversified and interesting than even a network outlet, given the transcription shows to work with. It is not necessary that the station buy the transcription series to use for sustaining shows. Get clients sold on 15 minute units—contact a transcription house—they will be glad to send a representative to help your own salesmen close sales. The producer of transcriptions want sales of programs. The station owner wants sales of time. The two could work more closely together. Let the station set the auditions. The producer's representative will help close the deal.

Move No. 5: Make all announcers pass regular announcing tests. They get careless—hang around the studios doing nothing when not handling a show—read all announcements as though the public owes them something including questionable reverence. They forget that they must sell the sponsor's goods . . . not just "read" a lot of words on paper. They should treat the microphone as a prospect they are canvassing person-

☆ "Quotes" ☆


GERTRUDE BERG: "The advent of television will make little or no difference to radio as a commercial medium. For years even after it is perfected television will be used chiefly as a medium for the presentation of special events, sporting events and perhaps some musical reviews and stage plays. Radio dramatics, as it is being developed, will continue to thrive as a separate entity because of its great flexibility, an advantage which will not be possible with television. The regular, staple radio features will still go on as they are today, with the exception perhaps, of developments in presentation technique."

EDGAR BERGEN: "It's only natural for people to begin to resent the radio comedians. There's entirely too much of them, and too much made of them. In all the years that have seen a steady advancement in Radio Production, the comedian has never changed his gagging style to conform with the shifts in taste. On my new program I will change my act by adding a female edition of Charlie McCarthy who will swap comedy lines with him. Then there's Elmer, a Frankensteinish monster who ought to scare a few laughs from the audience. All in all, I'll never let my act become so set in type that the public will know just what to expect when they dial me in."

MAX EASTMAN: "This business of turning out forty-thousand jokes a week for the radio market has become a serious business. That's the trouble with it. The speed is too high, competition too strong. The play is out of it and that's why humor is stiff in the joints. I can't see any cure for it except to get more comedians and not work them so hard—not let them work so hard. Bring up the chairs and force them into a sit-down strike."

ally and try to sell that animate object the product being advertised. When announcers will do that thing and not go off half-cocked as well as cocky, it will be a great day for radio advertising. Not all can be a Graham McNamee or a David Ross or a Tony Wons. But they can try to be salesmen instead of breathing automatons.

DO YOU
KNOW



Nevada has the fewest stations
of any state in the U. S. One in
Reno is the total.

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