4 Awards to CBS, 2 to NBC

2-HOUR DEDICATION SET FOR WEEI TRANSMITTER

Boston—WEEI will officially dedicate its new 5,000 watt Western Electric transmitter and transmitter house in a two-hour program on Saturday, 3-3 p.m. The station will hold "open house" at the new transmitter during the dedication program and special remote pick-ups from all over Boston will be broadcast. Pick-ups from the new streamline Comet as it arrives at South Station from Providence and a two-way contact with an American Airlines plane as it nears Boston are planned.

Program will pay tribute to the State of Massachusetts and other New England states. The governor (Continued on Page 3)

Heinz to Run Contest With Payoff in Products

H. J. Heinz, through the medium of its CBS "Magazine of the Air" program, will start an "Eaters Digest Recipe Contest" on April 9. Payoff will be in Heinz products—1,000 in number. Entrants submitting recipes to the contest must include a Heinz product in the recipe. No proof of (Continued on Page 7)

New Program Is Set For Chase and Sanborn

J. Walter Thompson and NBC yesterday officially confirmed the new line-up of talent to be heard on the Chase and Sanborn program when it goes musical May 9. Don Ameche, NBC actor and film star, Werner Janssen, symphonic conductor and (Continued on Page 7)

In Dad's Footsteps

West Coast Roy, RADIO DAILY

Los Angeles—Kelly Anthony, son of Earl C. Anthony, owner of KFI and KECA, the NBC outlets, has joined the staff of his father's stations to start a special events department. He has been with the Ed Petry station rep agency in New York for a year or so. The lad is a U. of C. graduate.

Jack Howard is Prexy of CR; Aylesworth is on Directorate

Jack R. Howard, for the past six months assistant secretary of Continental Radio Co., the Scripps-Howard radio station subsidiary, has been elected president, succeeding Karl A. Bickel, who becomes chairman of the board in place of W. W. Hawkins, it was announced yesterday.

Hawkins becomes chairman of the executive committee, a new post in Continental.

M. H. Aylesworth, former NBC president and more recently chairman of the board of RKO, now with Scripps-Howard newspaper chain, (Continued on Page 3)

FCC IS OPTIMISTIC OVER HAVANA RESULTS

Washington Bureau of THE RADIO DAILY

Washington—FCC is "more than pleased" with the results of the Inter-American radio conference which was concluded this week in Havana, according to A. D. Ring, chief of the FCC engineering division.

Advices received from the American (Continued on Page 3)

MPPA's $38,000 MARCH; WBS LIBRARY RENEWED

Music Publishers Protective Association, clearing electrical transcription music licenses, will have for distribution to copyright owners for the month of March the sum of $38,000. This is an all-time high in (Continued on Page 7)

WOR-Mutual, Damrosch Also Are Honored

By W.N.R.C.

CBS walked off with four honors, with NBC getting two, while WOR-Mutual and Walter Damrosch were specially cited in the Third Annual Awards of the Women's National Radio Committee, announced yesterday at a luncheon in the St. Regis Hotel before a gathering of about 800 from the radio and advertising fields as well as WNRC members. A tabulated list of the awards appears on this page.

In addition to the six straight awards instead of the four usually made, two special awards were made, one going to WOR and the Mutual Broadcasting System, "for its outstanding contribution to serious music" through its consistent presentation of the Stadium concerts and operas during the summer season when there is a limited amount of fine music on the air. The eighth, and "super-award," went to Dr. Walter Damrosch.

Mrs. William H. Corwith, chairman of the Awards Committee of the WNRC, made the presentation of the scrolls, William S. Paley, president of CBS, accepting all but one of the CBS program awards in behalf of either CBS or the sponsor involved. C. A. Eslinger of the Ford Edgewater plant accepted the Ford scroll, and Rudy Vallee for Standard Brands Inc. President A. J. McCookler handled the WOR and Mutual award, and Margaret Cuthbert, di-rector of Women's Activities for NBC, batted for President Lenox Lohr, who was unable to appear. Also unable to appear was Chairman of the FCC Anning S. Frall, who sent his regrets and felicitations. Sev-

Ahead of the News

Arthur Hale, newscaster on WOR, at 11 p.m. on Tuesday night quoted some remarks supposed to have been made that evening by Senator Robinson in his Supreme Court speech. Robinson was speaking on the air at the same time on WOR, but over CBS, and did not utter the lines in question until about ten minutes after Hale quoted them.

www.americanradiohistory.com
Commentators Come Tough

Lowell Thomas’ favorite winter sport is skiing, and he spends most of his week-ends on such jaunts. The past week-end he went up to New England to indulge in some of the sport with Sig Buckmayer, famous ski gymnast. In doing a jump over a wall, Thomas went some 15 feet in the air and came down on his caco. The NBC and Fox News commentators are on skiing, however. That night a doctor examined him and found the following injuries:

A sprained calcaneus, two sprained meleoli, a sprained tibia, a sprained fibula, a sprained gastrocnemius, a sprained patella, a strained semilunar cartilage, strained anterior and posterior cruciate ligaments, strained muscularis, a capitus, a fracture of the cartilage of the right scapula and a strain of the sternoclavicular cartilage.

His etoht shuld wasn’t even scratched.

First Big League Game Over Mutual Network

Mutual network, through its Washington outlet, WOL, will air the first baseball game of the big league season on April 18 when the Washington Senators play Philadelphia. Net will begin broadcasting at 2:45 p.m. with a 15-minute description of the opening game, concluding at 5:45 p.m., which President Roosevelt will toss out the first ball of the 1937 season. Web will not carry the first few innings of the game due to previous commercial commitments. Broadcasting will be resumed at 3:15 p.m. and will continue until approximately 5 p.m. On April 20, WOR will broadcast first local game, Brooklyn vs. Giants will broadcast.

Atlantic Refining Buys Ball Games Over WBAX

Wilkes-Barre, Pa.—Atlantic Refining will sponsor exclusive WBAX broadcasts of all baseball games of the Wilkes-Barre Barons N. L. Y. team. It has been announced by H. A. Seville, station manager.

Berle Staying Longer

'Unemployed Stories of the Radio Daily' Los Angeles—Because additional time is required for the completion of Milton Berle’s KEO picture, the Gillette Community Sing, originally intending to stay here six weeks, is extending its time at least two more weeks.

Expect Action on Ascap Bill

Lincoln, Neb.—Action is scheduled this week on the Ascap measure before the unicameral legislature here. Bill would make Ascap violation of the Sherman Anti-Trust law.

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KOIN Adds Programs for Columbia Network

Portland, Ore.—CBS network is asking for more, and KOIN will increase the production for the Coast network from three and a half hours to four and a quarter hours weekly beginning tomorrow, according to Jack W. Meyers, president of KOIN. Kermit Holven, California tenor, who recently joined the KOIN staff, will be heard in a new program as "Enrico Jovan" program Mexican ballads with Julius Waters. accordanist.

Kitchen Show Goes Big

Denver—Public Service of Colorado is so well pleased with the reception of Gas Hospital House, their demonstration kitchen and auditorium, both from an audience and air standpoint, that the airings from the house will be increased from two to three a week in the near future. The kitchen operates five days a week, and ladies are turned away every day from the auditorium. Mail has soared in the seven months of operations. Program is aired over KLZ by remote, with Wesley Bateman doing the announcing, and Bob Bradley, former Chicago radio performer, singing ballads and acting as foil for Bateman, with Les Welans at the piano.

WMAZ Adds to Staff

Macon, Ga.—With its CBS affiliation coming into effect today, WMAZ personnel is being boosted to 15. The station started in 1922 with two employees.

WIP Short Wave July 15

Philadelphia—WIP expects to have its short wave transmitter in operation by July 15. FCC recently granted the station short wave transmission on the following wave lengths: 31,100, 24,600, 37,000, and 40,000 kilocycles, each with 10 watts power.

Untitled Stories

WKY, Oklahoma City, presents a daily dramatized short story without a title. Listeners are given prizes for the best names submitted. Program is on at 12:30-12:45 p.m., with Approved Laundries of Oklahoma City as sponsor.

Ed Lindstrom Recovered

Ed Lindstrom of the "Norsemen" is over his gripe and back on the job.

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RADIO DAILY

NEW PROGRAMS

Flexible Personal Program

"Strictly Personal," heard over WHIC, Rochester, N. Y., on Wednesdays at 7:30 p.m. and sponsored by Gray's Ideal Arch Shoes, presents a new slant in program ideas. Composed of several departments, it is subject to change if the mail response warrants. Actually it is an opportunity for the audience to express itself in almost every conceivable way.

The present setup includes a department devoted to tales of "How I Met My Husband (or wife)", a liars' club, a problem clinic, in which listeners air their views concerning civic or personal problems. Letters are received following the first broadcast that passes could be given only to those whose contributions were used.

The liars' club proved to be a popular feature, and the results will rank with the best commercials.

Francis Owén and Ken French originated the idea and produce the show.

Medical Science Series

Baltimore — A new series of educational programs will be launched by WBAL, on April 7. It will be broadcast every Wednesday, 4:45 p.m., under the direction of the Baltimore Retail Druggists Association. Each week's program will tell an interesting story of some recent discovery in medicine and will consist generally of airing valuable and timely health preservation information.

Varied Viewpoints

Air Salesmanship — An Art in Itself

The most important feature of any radio broadcast should be the selling of a sponsor's product or service. I think it's silly to spend thousands of dollars in building a presentation to get public interest to spend thousands more to hold that public interest and then fail to get the most from the commercial announcements.

Salesmanship on the air is an art in itself, calling for persuasion, intelligence of mass psychology, and an ability to sway the multitude toward your way of thinking. The liars' club is not complicated with the average run of stereotype announcements. — MAR-TIN BLOCK.

U. S. and Canadian Amity Unparalleled

There is no line between the U.S. and Canada in music and entertainment. The great names of Canada are heard over the radio stations of this country. The American artist performs in Canada and the Canadian artist performs in America.

However, the radio relations of the U.S.A. and Canada, which by reason of the long coast-to-coast borderline tend to a great problem of interchange, have always been maintained on a most friendly level with no friction whatsoever.

The American advertiser purchasing time on Dominion stations realizes that the easiest way to sell his goods is to first win the good-will of the Canadian listener. This calls for special care in program preparation to eliminate any disapproval on the part of the listener across the border. It is the seemingly minor points that must be watched.

For example, certain jokes about King Edward's abdication and the Dionne Quintuplets—who are wards of the Crown—would not register well from a commercial angle when broadcast in Canada, although they might be considered in good taste on a domestic program. Free speech is not involved on this point. The American advertiser can build his programs along the lines he desires, but he should not forget that this prime purpose is to win the goodwill of the listener who is his prospective customer: it's bad business to offend him.—JOSEPH J. WEED.

Popular Music Tastes Enhanced by the Radio

Radio has given greater breadth to the musical tastes in popular music in 20th century America than any nation has possessed in the history of the world. While it is true that currently there is much hue and cry over the frenzied type of jazz known as swing—very similar to the popular music immediately after the World War—the radio listeners are equally enthusiastic about symphonic, operatic, and semi-classical selections. I have been pleasantly astonished at the tremendous favorable response to my introduction of simple folk tunes into my orchestral programs. American songs like "Reuben, Reuben, I've Been Thinkin" and "Oh, Susannah" appeal to listeners of every age both in rural districts and in the metropolitan area. — ANDRE KOSTEL-A.NETZ.

2-HOUR DEDICATION FOR WEEI TRANSMITTER

(Continued from Page 1)

of Massachusetts. C. F. Hurley will do the official dedication.

Program will be under the personal direction of Harold E. Fellows, WEEI manager. Present from the CBS New York offices will be Meford Runyon, Kelly Smith, and John Karol. Columns in the outgoing newspapers on Saturday and Boston papers on Sunday, will tell the public about the dedication.

Short-Waving Thomas During Foreign Trip

Lowell Thomas will be heard on the NBC-Summit radio network of the quarter-hour while he is en route to and from Europe and will also do some broadcasting direct from the ships he will use to cross the Atlantic.

Thomas sails April 28 on the Europa, and will be heard from sea on the Sunoco program, April 30. From Paris on May 3 another program will be short waved. The entire quarter-hour on May 12, Coronation Day, will be used by Thomas for a short wave description of the event, speaking from London. Another program will originate from London on May 18. He sails for home via the Queen Mary on May 19 and will do a broadcast from the ship two days later. Guest commentators will substitute for Thomas while he is abroad.

Warren and Dubin are in town and have just played for us what we sincerely believe is the GREAT-EST score these prolific turn- smiths have ever written.

Pardon our enthusiasm but . . .

The 'Singing Marine' . . . tunes from the WARNER BROS. production will startle the music world.

published by Remick Music Corp. New York
KANSAS CITY

Ending of the bone-dry era in Kansas is expected to bring some beer advertising to stations in this area, although the Cooper-owned network will refuse such business. Wilfred G. Moore, co-author of the Jimmie Allen series, back to Chicago after confering with his agent, Don D. Davis.

Arthur B. Church, pres. of KMBC, returns today from Hot Springs, Ark. George Hailey, director of national sales, back from Chi. Carter Ringlep, regional sales director, back from Cincy and St. Louis. Fran Heyzer and Barbara Winthrop are on the west coast. Les Fox, sales director, in Detroit on business.

Wallace L. Schuman, KXBY announcer, is back from McAllen, Tex. Ward Keith is playing four of the seven parts in "Homebush David & Sons," sponsored by Davidson Furniture over KCKN on the Kansas side. Kay Dipson, Ruth Royal and Karl Willis also are in the cast.

Jack Grogan, WHB announcer, and Margaret Hillas are cast in "Bury the Dead," being presented April 12 at the Center Theater.

Frank Barhydt, WHB publicity director, is back from a St. Louis weekend. John Schilling, g.m., Dick Smith, announcer, and John Wahlstedt, tenor, back from an Ozarks fishing trip.

GUEST-ING

DAVID GUION, composer, on George Griffin's program, April 6 (NBC-Blue, 6:35 p.m.).

THOMAS L. THOMAS, winner of a Metropolitan Opera contract in the Met auditions, on Lanny Ross' Show Boat, tonight. (NBC-Red, 9 p.m.). Gertrude Lawrence and Dave Carnegie also on the program. Ford Frick, due to illness, postponed to April 8.

JEANNE CAGNEY, sister of James Cagney, in Hunter College students' broadcast over WBNX, Saturday, 11:30 a.m.

ANN SEYMOUR added to guests on Rudy Vallee show tonight. (NBC-Red, 8 p.m.).

BURGESS MEREDITH and PEGGY ASHCROFT in scenes from "High Tor," Saturday, (WOR, 10:15 a.m.).

SAM HEARN on All-Star Varieties, Saturday (WOR, 11:30 a.m.).

PAUL WHITEMAN ORCHESTRA, on RCA Magic Key Hour, Sunday, pickup from Cleveland (WJZ, 2 p.m.).

LOIS WILSON, on the Bide Dudley program, tomorrow, (WOR, 1:15 p.m.).

CONRAD NAGEL, on Hit Parade, Saturday (CBS, 10 p.m.).

RUDOLF FRIML, Jr., on "Musical Portraits," tonight, (WNEW, 1:15 p.m.).

DORIS NOLAN, on Radie Harris WHN Movie Club, tomorrow, 8 p.m.

CORNELIA OTIS SKINNER, on Sealset Saturday Night! Party, April 3 (NBC-Red, 8 p.m.).

LILLIAN GISH, ARTHUR CARSON of the Met, RED MCKENZIE and His Mound City Blues Blowers, and CARL KRESS, yodeler, on Shell Show, Saturday (NBC-Red, 9:30 p.m.).

RUDOLF FRIML, Jr., on Bob Walsh's "Musical Portraits," today (WNEW, 1:15 p.m.).

JOE PENNER, on Camel Caravan, April 6. (CBS, 9:30 p.m.).

AGENCIES

DAVID ROSEN and Associates have merged with Zinn & Meyer, Inc. New firm will be identified as Zinn & Meyer, Inc., and will maintain executive offices at 555 Fifth Ave. Richard A. Zinn remains as president, David Rosen has been elected a director and chairman of the board and Jerome S. Meyer will act as secretary. Present offices at 1819 Broadway will also be used.

GEORGE VANDEL, formerly of WMCA and WTN, has joined the staff of the BBDO advertising agency.

GARDNER ADVERTISING Co. has moved to 9 Rockefeller Plaza in Radio Center.
Radio Daily

Radio Personalities

John Shepard 3rd, president of the Yankee and the Colonial network station, WNAC, dominates the New England radio field and is one of the pioneers and "Big Men" of radio throughout the country. Born in Boston, March 19, 1886, is a member of a family long prominent as merchants in Boston and Providence. Shortly after the close of the Civil War in 1865, John Shepard Sr. founded the Shepard Stores, in which young John was to learn business—from floor manager to vice-president. True to Yankee traditions, the motto of the Shepard family was that to be able to command one must be able to obey. In the infancy of radio, young Shepard, as many other tired business men, turned to the toy, radio, for relaxation—but unlike many others, John Shepard 3rd turned his hobby into one of the greatest business enterprises in New England. On July 31, 1922, WNAC located in the Shepard Stores in Boston—John's hobby—went on the air and has been on ever since.

From the beginning John Shepard 3rd has had a hand in film and television at an early stage of various improvements in broadcasting technique. He has led the field in many important developments. Many a man younger than he would retire on his pension, but not John Shepard. He is made of a different stuff. Keener than ever before, he keeps as regular office hours as the humblest of his employees. He realizes the importance of little things and this characteristic is reflected throughout the entire Yankee network. He knows his business from A to Z.

ORCHESTRAS-MUSIC

Orchestra-Band of the "Streamliners" airing Thursday 10:45 a.m.

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F.C.C. Activities

Applications Received


Columbia Broadcasting System, N. Y. CP for new station. 1200 kc. unlimited.

WCAI, Philadelphia, CP for new relay station. 3110, 3460, 3760, 4000 kc. 50 watts.

WAVE, Louisville, CP for new high frequency station. 3110, 3460, 3760, 4000 kc. unlimited.

WPIL, Philadelphia. Anth. to transfer control of Corp. to Lit Brothers, 4100 shares common stock.

WPIL, Philadelphia. Anth. to transfer control of Corp. to Sparber and Chartier, 352 shares common stock.

Applied for New Low Power Station

Stanton Leader Publishing Co., Inc., Sumiton, Va. CP for new station. 620 kc. 500 watts,
daytime.

Heard Scheduled

April 3: Twin City Broadcasting Corp. (Special) WASH, CP for new station. 780 kc. 250 watts,
daytime.

Edgar Bill, Re: K爱情 III, CP for new station. 1040 kc. 250 watts, daytime.


April 29: Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc. 150 watts,
daytime.

May 7: W, E. Whitemore, Hobbs, N. M. CP for new station. 1500 kc. 100 watts, daytime.

WEAN, Providence. CP to increase power. 760 kc. 1 Kw. 5 Kw. Lb. unlimited.

Warner & Tamba Radio Service, Memphis. CP for new station. 1370 kc. 100 watts, unlimited.

April 30: W. Robert McCulla, Oak Park, Ill. CP for new station. 1500 kc. 150 watts,
daytime.

Dr. Wm. S. Jacobs Broadcasting Co., Houston. CP for new station. 1220 kc. 1 Kw. unlimited.

Hamlin Making a Short Movie

Stuart Hamlin, whose hillbilly singers and players have been on from two to four Los Angeles stations continuously for the past seven years, has started making a movie with an all radio cast. Some months ago, Stuart Hamlin, of "The Mountains and the Coya" from the oldtime tunes, has had from 100 to 150 requests a week for it. Now, he's dramatizing it for a two reeler which he will send out of place of personal appearances.

One Minute Interview

Emery Deutsch

"I wrote "Ploy, Fiddle Play" four years ago because I play the fiddle and I love strings. Nevertheless, when I decided to organize a dance band for the first time in my career I determined not to have violins. In order not to have too loud an effect I decided on a band consisting of ten men and myself, has two trombones and a cellophone, which are used in a sustained manner, making mine a low timbrel band."
WBAX, Wilkes-Barre
Macfadden Publications, two quarter-hour shows weekly; Penna. Wholesale Drug Co., daily spot: nightly, three minute daily news; P. J. Ritter Co., “Romance of Ketchup”, 5 minutes daily, 26 weeks; Boston Store, 3 spots daily, 52 weeks; Spa Restaurant, 30-minute weekly kiddie show, 13 weeks; Lava Soap, 8 spots weekly, 13 weeks; Home Utilities Co., Amateur Announcers Contest, half-hour Sundays, 26 weeks; plus daily spot: Scheuer Brewing Co., 3 spots daily, 26 weeks, and daily disk “Freshet Thing in Town”, 26 weeks.

WBL, Baltimore
Gunther Brewing Co., Inc., 15-minute sport periods by Don Riley, daily; C. M. Athey Paint Co., Balti-
more & Ohio Club, 15-minute program weekly, also fed to WMAL, Washington.

WOR, Newark
United Drug, beginning April 27, five 15-minute disk spots for one week, 8:45-9 a.m., through Street & Finney Inc.; Drums (cleaning proc-
cass), three 5-minute spot shows a week for 13 weeks beginning April 5. Monday, Wednesday and Friday, 8:20-
8:25 a.m., “Merry Melodies” disks, through C. C. Winnigham.

WNEW, New York
Slaters, Inc. (furniture), three-a-
week series for 52 weeks, Monday, Wednesday and Friday, 9:15-9:30 a.m. (featuring Jack Feeney, tenor, and
Freddie Rich, pianist, “The Walka-
thon”), Brooklyn Ice Palace, series of spot announcements, 6 days a week, indefinitely, on “Milkman’s Matinee”. A. B. Schillin is the agency in both cases.

KFVD, Los Angeles
Hiltons (clothing), hour and a half nightly, featuring hillbilly show head-
ed by Howard Gray.

KMPC, Los Angeles
Dr. Cowen (dentist), 12 time sig-
nal day, one year, through Allied Adver-
tising Agencies.

KELO, Los Angeles
Dr. Jayne’s piano studio, Thursday morning 13-minute commentator pro-
gram with Tom Wallace, through Carter Thompson, New York, with eastern Hong Kong, same account over the Orange network’s seven stations.

Four Radio Comics Meet
Four of radio’s highest powered comics met each other for the first time after Monday night’s Lux show in Los Angeles when Jack Benny and Mary Livingston went back stage to meet George Burns and Gracie Allen, who started in “Duffy”. Cecil B. DeMille did the m.e.i., introducing them all round.

JIMMY FIDLER
Procter & Gamble Co. (Drene), H. W. Kaster & Sons Advertising Co., Chicago

WIDE INTEREST HOLLYWOOD GOSSEP IN GOOD SENDOFF UNDER NEW SPONSOR
Program continues along the same lines as when under the sponsorship of Ludens; gossip about Hollywood and its people. Fidler claims he has been around the movie lots for 20 years, which is a long-time for any-
one in the movie business. P. & G. at the start of the program warns lis-
teners that sponsor has no control over Fidler’s commentary. If some of the movie people filmed pro-
test with Ludens and the FCC over some of Fidler’s stuff, but nothing came of it.

Program caught (March 30) was sure-fire mass entertainment. Fidler’s telephone voice is so pleasingly good that if any film moguls are列入 protesting his disc say that it is nostril to hear his words. Choice bits on program included an open letter to Martha Raye which chided her for being “small time” and breaking an engagement with a feature writer from Collier’s magazine. Fidler also tipped off the radio audi-
cence that all movie fan magazine stories are censored by the stars be-
tore pre-views the pace is fast. If radio pre-views the pace is fast. If a movie is terrible, he says so. Fidler might add when these pictures will be released.

Present style does not offer any clue as to when to expect to see pic-
ture mentioned, or maybe it has been telephoned and it is safe bet that P. & G. will start a contest on this program, which will garner the Drene labels by the millions.

MINNEAPOLIS
Cedric Adams, Minneapolis Star columnist and radio commentator, was scheduled by Ed Abbott, WCCO announcer, and going on tour of select theaters with burlesque news broadcasts. Cov-
ering entire state.

Joe Ferris, Tribune newshawk, on WTCN with 11 p.m. news program. The Ferris Wheel, Ferris uses late news reports, and also gossip anent local big names.

Hal Parke, formerly of WBBM and CBS in Chicago, has joined the Minneapolis Star radio department in charge of all news programs and doing announcing. Star has tieup with WCCO.

Winthrop Orr, WCCO production man, has left to become Chicago pro-
duction chief for NBC.

JACK NORWORTH
Sustaining NBC-Broadway Network, Tuesdays, 8-8:30 p.m.

CHEERFUL BATCH OF FOOLERY AND MUSIC WITH NORWORTH EXCITING AS M.C.
The veteran trooper Jack Nor-
worth brings a likable personality and a smooth style of announcing in this new program revolving around birthdays. The natal day subject is not taken with entire seriousness, but rather is gagged up, with a variety of stunts helping him to pro-
voke the foolery about folks whose birthdays fall on the date of the broadcast. A file of dates is sup-
pended to be handy, and from it are picked the names with which likely be somebody’s barber as a famous personage. Then comes a bit of byplay to fit the occasion. Some discoveries on the initial (March 30) broadcast was that “Shine On, Harvest Moon,” was copyrighted by Norworth on March 30, 1907. Norworth sang this num-
ber, as well as some others, and with the extra was additional music, foolery and bits of philosophy, all amably engineered by Norworth.

“DIXIE DEMONS”
With Kay St. Germaine Refrigeration & Air Conditioning Institute
WCAE-Matual, Tuesday, 7:45-8 p.m.

SNAPPY LITTLE PROGRAM OF INSTRU-
MENTAL AND VOCAL SELECTIONS.
Though the personnel of this pro-
gram is limited, the entertainment provided is bright and lively. The Demons, an instrumental group, knock out some very tuneful selections, while Kay St. Germaine vocalizes pleasingly. The numbers offered in the initial program were of a past vintage, including “After You’ve Gone,” “There Goes My At-
traction,” “Toot, Toot, Tootsie, Good-
bye,” and others, but they were de-
liberated with a freshness that made them acceptable.

ST. LOUIS
Ray Schmidt, KWK ruving sports announcer, has left Florida for San An-
tonio, where Jim Burke, KWK’s chief engineer, is with him.

Basics Street Blues troupe from New Orleans, composed of the New Or-
leans Rhythm Band and Bill Wassam, have left KWK after two years.

Frank Eschen, KSDK’s special events and sportscaster, opens a spe-
cially program April 5, sponsored by Axton-Fisher Tobacco. Jim Bannon will do the commentary.

Delmar Fowler, former chief engi-
neer of KWK, died recently.

Junior Parade”, started spring four years ago by John C. Remington direc-
tor, has gone over big on KMO, getting some 1,500 letters weekly.

At Random

Al Jolson’s last program (CBS, Tues., 8-30 p.m.) was as unmiss-
guishable as it has been for weeks, ex-
cept for the guest star, Pat O’Brien. Seems incredible that an important program could be permitted to run along in a rut week after week without anything being done about it.

Kay Parsons, who has been singing cildine songs over WNEW these past several nights, has a voice and personality and ample potentialities.

Charles Butterworth’s comedy again was the highlight of the Fred Astaire show (NBC-Red, Tues., 9:30 p.m.).

Wayne King’s music (NBC-Red, Tues., 8-30 p.m.) continues to be the most rhythmically soothing melody on the air.

“Husbands and Wives” (NBC-
Blue, Tues., 9-30 p.m.) had another good batch of homely fun.

Michael Nell’s Orchestra playing at the Top Hat in Union Hill, N. J., and remoting via WNEW, is a peppy and tuneful aggregation.

Roy Shields Revue, out of NBC’s Chicago studios (Tues., 10 p.m. EST) is always a very relaxable hour, with the singing of Vivian Della Chiesa among its most enjoy-
able bits.

A belated tribute—Jack Arthur’s singing of the “Figaro” number on last Sunday’s “Echoes of New York Town” (NBC-Blue, 6 p.m.) was a standoff.

SEATTLE
James Hatfield has been named chief engineer of KIRO.

Henry Norton, formerly at KTAR, Phoenix, Ariz., is now with the con-
 tinuity staff at KIRO.

KMO, Tacoma, of which Carl E. Haywood, formerly of Seattle’s KF OA, is president, has gala cere-
 monies in connection with dedicated its new $40,000 transmitter and power increase to 1,000 watts.

Margaret Gray, former KOL and KOMO staff pianist, now has her own piano studio in Everett.
Heinz to Run Contest

(Continued from Page 1)
purchase of a Heinz product is required, but the name and address of your grocer is a must.
Contest will run for seven weeks, closing May 29. For the first 100 recipes declared to be the best, 100 $25 packages of Heinz products will be awarded; next 200 receive $5 worth of products; next 1,100 prizes will be recipes books. Rules of the contest are being distributed to the public through grocers in addition to radio program. Maxon, Inc. has the account.

KHJ’s Programs for Mutual

First production programs to be originated for Mutual’s nationwide net by KHJ, Los Angeles, will start Saturday, Firstopus will be “Curfew Shall Not Ring Tonight,” to be followed by “Ten Nights in a Bar Room,” “Serhat the Beautiful Clown Model,” “East Lynne,” “Millionaire’s Revenge” and “The Villain Still Pursued Her.”

Thursday, April 1, 1937

RADIO DAILY

WNRC SIDELIGHTS

(Continued from Page 1)

or CBC. To the latter, Mr. Eddy last heard the Vicks program and now off the air, will take over the show as emcee next fall. “Do You Want To Be An Actor?” the present program now being aired for coffee maker fades from the air after the May 2 broadcast. Walter Thompson has the account.

GLADYS SWARTHOUT: “In the last analysis, what is a good song? It’s nothing more—nor less—than a good poem which the composer has added good music. And the good singer, is the singer who diligently searches and finds the meaning of the poem and music and then offers it to her listeners adorned with all the art at her command.”

MILTON BERLE: “Never in the history of radio has the audience played a more important part in programs than this year. Radio is our most personal means of communication with the sole exception of the telephone. This personal touch is emphasized and enhanced when studio audiences are brought directly into the broadcast. My sponsor was one of the first to realize this and many others have followed in his footsteps.”

INA RAY HUTTON: “Radio performers should mix more with the masses instead of going in for social life in tight cliques composed of other people from the air castles. They should get away from the acts, producer and sponsor and keep in tune with the butcher, baker and the candlestick maker. Otherwise their standards of entertainment will be lost.”

LANNY ROSS: “A few years ago, I auditioned a ‘Log Cabin’ in Cleveland. I’ve never forgotten how many of the girls who sang were more interested in operatic work than in popular tunes—yet they auditioned for a popular radio program. The girl who won the audition, paradoxically, was not trained, but made the best microphone impression. The reason: she sang a simple romantic ballad into which she put feeling that was completely convincing. She was singing her self—which is a good tip to amateurs with radio ambitions.”

VINCENT TRAVERS: “When broadcasting was in its infancy, one set in the home was all that was necessary to insure a peaceful and quiet evening for the stay-at-home family. But in these hectic days, with so many excellent programs competing for their broadcast schedules, a family with diversified tastes in radio entertainment finds it necessary to have two sets in the home. And if the family in question is a large-sized one, a mere two sets still leaves the problem unsettled.”

MPPA’s $38,000 March, WBS Library Renewed

More than half of the total however, was contributed by World Broadcasting System, which paid a total amount of $25,000 for one-year renewal on its sustaining library. Licenses with other transcription concerns do not run out until June. Resumption of the Chevrolet campaign also helped.

New Program Is Set

For Chase and Sanborn

Edgar Bergen, radio’s only ventriloquist, recently welcomed a different guest stars putting in appearances on each show. Program will continue to be heard Sundays, 8-9 p.m. over NBC-Red network. Present indications are that Nelson Eddy, last heard on the Vicks program and now off the air, will take over the show as emcee next fall. “Do You Want To Be An Actor?” the present program now being aired for coffee maker fades from the air after the May 2 broadcast. Walter Thompson has the account.

GENERAL tone of the WNRC attitude was even more conciliatory than last year, and more evident in all round spirit of cooperation rather than merely fault-finding or resentment.

Good music seemed to come in for the major consideration, and more or less dominated much of the talks and discussion. Outstanding was the need for good quality and variety, as shown by a good deal of cooperation after the first. Miss Atwood expressed the hope that next year would bring more good music, etc., to the people and that while New York had the best papers in the world for instance, a story starting on page one, would be continued to an inside page and as the reader turned, he saw the advertisements. This is the comment of the program.

Dr. Damrosch otherwise placed the credit for his huge audience of 7,000 youngsters in the laps of NBC and RCA officials and engineers who had made it possible.

Mme. Iton emphasized the fact that the WNRC did not wish to be regarded as either a “reform” group or a “highbrow,” but rather hoped the intelligence of the average listener would not be underestimated.

President Paley of CBS believed that music would continue to be the main element in radio programs and that there would be an increasing amount of serious music on the air. He stressed the point that music must undergo variety and that this would result in bringing to the audience heretofore neglected works. President Mescher of WOR and also speaking for Mutual paid his usual compliment to the ladies, appreciated the fact that the number of intelligent people troubled to improve their radio programs, and that these listeners would hasten with their approval when higher standards are reached.

George V. Denny Jr. of the NBC “Town Hall of the Air” conducted a debate which leaned more toward being a symposium that gave the question of “good music” a more than an even break. Originally the question was, “Are Studio Audiences Deserved?” Rudy Vallee, scheduled as one for the affirmative side, managed to take a middle course and later it depended upon the program in question, which was further back

up by Paley. Some artists needed an audience and others didn’t, while some shows needed one and others could get along better without them, said Vallee. Eventually, they would probably be abolished, but right now the “Broadway ham” was the type that will remain. When Werrenrath stated that the studio audience took the scare out of the mike bogy for him and that, like many other artists, he worked better in this way and that the studio control engineer took care of any bearing or quality should in the studio audience rather than the music itself. “Psychologically,” said Werrenrath, “the double cross my audience and the effect has always been okay.” The baritone did not find radio hurting his box-office draw.

It was later conceded that the question could not be answered by a “yes,” or “no,” also that if a screen star, for instance, gave a good radio performance, it did not hurt him at the movie box-office. Lucrezia Bori found radio no concert hall box-office. Mrs. Reverend with a letter from a woman far from any city, who found that a studio audience gave her the color of the broadcast and made her feel a part of it. This did much to swing many women to the counting of hands which gave studio audiences a decided break.

"Quotes"

LANNY ROSS: “A few years ago, I auditioned a ‘Log Cabin’ in Cleveland. I’ve never forgotten how many of the girls who sang were more interested in operatic work than in popular tunes—yet they auditioned for a popular radio program. The girl who won the audition, paradoxically, was not trained, but made the best microphone impression. The reason: she sang a simple romantic ballad into which she put feeling that was completely convincing. She was singing her self—which is a good tip to amateurs with radio ambitions.”

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Los Angeles

JOHN BROWN UNIVERSITY, through Lise Sheldon, agency, has placed a series of 13 Friday evening 15-minute educational talks on KHJ and ten Don Lee net stations, starting this week.

Raymond R. Morgan, head of the Morgan agency, is on a three-week business trip to New York. W. Glen Ebersole of the same firm, is back from a selling trip through the midwest.

National Biscuit Twin Stars show's Sunday broadcast from the new KFWB studio theater was so successful and everybody was so pleased with the facilities that show will be broadcast indefinitely from this spot, with the report that perhaps other station show will be on the same facilities pending completion of their own new plant.

George Tyson, manager of KMPC, spent the weekend with his family in San Diego.

Haven MacQuarrie ("Do You Want to be an Actor?") taking a short vacation in San Francisco. Back tomorrow.

John A. Driscoll, of Driscoll agency, will m.c. his client's two-hour Sunday afternoon program, conducting a prize guessing contest as a part of an all-request regular period. Pacific States Loan Co. sponsoring, on KRKD.

Oscar and Elmer, (Ed Platt and Lou Felton), veteran entertainers on KFWB, have signed a five-year picture contract with Republic.

Bob Swan's poetry, song, organ program, Weaver of Dreams, returns to the air next week, as 15-minute nightly sustaining program for KFAC. It's been off for five months. Not sponsored, to start.

KEHE has added Robert C. Harneck, of WCAE Pittsburgh, to its staff, as office assistant.

University of Southern California has installed a Universal Microphone Co. recording outfit for use of classes in applied psychology. Cornell University's school of electrical engineering put in a similar machine for experimental laboratory and classroom use.

Lewis Allen Weiss, general manager for Don Lee chain, will tell Women's Advertising Club about Radio Showmanship at April 8 meeting.

Ben Sweetland, who does National Life & Accident's "Your Friendly Counselor" on KHJ, will record his Friday's program and fly to Nashville, Tennessee to address his sponsors' national reps at the same hour his canned talk will be on the air here. Disk gaps the stunt, going on without announcing that it is a transcription until the end, when he tells audience the lowdown.

 Paramount on Parade, for Sunday April 4, will do scenes from "Make Way for Tomorrow," with Lou McCarey, director, and members of the cast.

Chicago

L. A. BENSON, president of WIL, St. Louis, together with C. W. Benson, vice-president and general manager, and E. F. Shutz, commercial manager, were among the roosters at the recent plant viewing of the St. Louis Flyers hockey team.

Lee Chadwick of the staff of WTOR/ Norfolk, will handle script and production of the special Booker T. Washington commemorative program scheduled from Hampton Institute on Saturday night in the school's regular NBC-Red network spot pumped by WTOR. J. L. Grether, also of WTOR, will handle technical end. Ketchem announces the Hampton broadcasts weekly.

"Lights On," KDKA (Pittsburgh) program, switched from Thursday to Wednesday 7:45 p.m. starting this week. Carl Eddy's orchestra pick-up, from the Show Boat, also comes Wednesdays, 7:30 p.m., while Sammy Fuller's Starlets will be on at 11 a.m. Saturdays.

Tom Haues, managing editor of the Norfolk Ledger-Dispatch and commentator in the Bing Sports Review over WTOR, and Charlie Reilly, Ledger-Dispatch sports editor who also subs at the mike on occasion to make sport converts of all their listeners.

Bill Durrey, interview arranger, and Neil Normans, sportscaster, at WIL, St. Louis, put on some interesting programs under the title of "Today's Winners," Allister Wyle and his Winners Orchestra and a variety of entertainment also take part in the shows.

WTNJ, Trenton, on Saturday at 4:30 p.m. will air a debate between Princeton University and Penn State and Henry College debating teams on the question of minimum wages and maximum hours.

Ruth Brink and Alba Ritter are recent additions to the vocal staff of WIL, St. Louis. Miss Ritter, from the stage, is appearing with Jerry Carncack, staff organist. Miss Brink is in 'H'wood Whispers' Nationwide

George Fisher's "Hollywood Whispers" will go nationwide over Mutual chain, starting 6:15 p.m. PST, April 17, originating in Don Lee's KHJ studios. Because of conflict in time, program will be every other week only until after April 24 and end of Chicago Symphony concerts. Whispers will be sustaining at first. Started four years ago on KFWB, been on KHJ for past three months.

On Hollywood Hotel Program
Miriam Hopkins and Louis Haywood will do scenes from "A Woman Is Born" on Hollywood Hotel.

"Console Capers," sponsored by Downtown Norge Appliance Co.

John Carl Morgan returns to the early morning shift at the WTOR (Norfolk) microphone, allowing Jeff Baker to sleep late these mornings and appeal to station's night audience.

Garry Morfit, former WBAL artist and writer, has returned to Baltimore from New York where he spent several weeks in radio and has rejoined WBAL's staff. He is taking part in commercials, serving as a member of the WBAL Dramatic Players.

Bergen county Police Chief Pete Sticardi will be the first guest on the new series "The Police Call," which KNEW inaugurates today, 8:30-8:45 p.m.

George K. Arthur, brought as his guest star on WQXR, last night, 6:45-7, Lois Wilson, star of the new comedy, "Farewell Summer," placed at the Fulton Theater, in addition to his weekly first nighter's impression of Broadway Fare.

Glen Penrose, for some time a member of the WBAL staff, Baltimore, has left that station.

JOHN EBERSON
STUDIO ARCHITECT

ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY


LUM and ABNER'S prize contest to find a name for their railroad luncheon car will continue through April 25. The pair incidentally are so enthused over California that they have moved their households to the west coast.

Thor Erickson, the "Yonny Yonson" in Kaltenmeyer's Kindergarten, has written a song, "It's Time to Love Again."

The Rivalaires, four piece musical unit, now spotted with Whistler and His Dog show over WMAQ each Tuesday at 9:45 p.m. CST.

It took two page boys, an engineer and several interested spectators to free Bill Amsdell, 250-lb. WBBM acter, when he got himself jammed up in a studio phone booth the other day.

Paul Dowty and Henry Whitaker arise now at 4 a.m. to get to the stockyards at 6 a.m. for Art Kahn's warehouse program.

Phone operators at CBS are getting jittery from radio listeners wanting to know if Edwin C. Hild, Truman Bradley and Gabriel Heather are one and the same!
STATE-OWNED STATION IS PROPOSED IN JERSEY

Trenton, N. J.—A proposal for a state-owned and operated radio station, to be devoted in part to educational programs, has been approved by the New Jersey State Advisory Committee on Public Relations. The plan is to include station in the State Bureau of Information recommended by Governor Hoff in a bill now before the Legislature. It is reported the project has the support of (Continued on Page 3)

Standard Brands Sets Details of Negro Show

Standard Brands Inc. (Fleischmann Yeast) through J. Walter Thompson Co. yesterday announced the full talent line-up of its all-negro show which will make its debut over 30 NBC-Blue network stations, April 9 at 9-8:30 p.m. Eddie Green and Gee Gee James, a comedy team, with Louis Armstrong and his orchestra will be the regular talent. Program will also feature negro guest stars. Octavia Roy Cohen, well known writer of negro fiction, will do the script.

4 Officials Elected By Conquest Alliance

Conquest Alliance Co., Inc. has elected Albert M. Martinez and Frank F. Morr as vice-presidents, Leslie Herstius as secretary, and Fred R. Jones as a director. C. H. Venner is president.

Three More Radio Stations Are Added by NBC Networks

C. P. MacGregor Agency Enlarging Activities

West Coast Bureau of THE RADIO DAILY Los Angeles—Enlargement of activities and additions to the organization's personnel are announced by C. P. MacGregor, who has just completed a reorganization which changes the firm of MacGregor & Sollie to C. P. MacGregor Co.

Under the new setup, Amos Baron becomes sales manager in place of (Continued on Page 3)

Transmitter to be Located Atop Chrysler Building Will be Most Powerful Station of Its Kind

Upon receiving FCC permission to construct a combined television and sound transmitter, CBS will take over space on the 74th floor of the Chrysler Building here and start work on the most powerful station of its kind in the world. Peak power of 30 kilowatts (30,000 watts) will be equalled only by the finished apparatus now being constructed in Paris on the Eiffel Tower, and will be sufficient to televise strong enough reception to receivers 40 miles away, or a total of some 4,000 square miles.

Acquisition of the Chrysler location gives CBS the only possible available tower high enough to surmount a reasonable horizon and comparable to NBC's station W2XBS located in the tower of the Empire State Building. This operates with power of 12,000 watts and has reported favorable reception to a point in Connecticut over 40 miles distant.

Morton Downey Signed For Foreign Disk Series

Morton Downey, who sails for London with his wife on April 14, has signed for a series of 26 disks to be waxed for the Radio Luxembourg. Downey will receive $1,000 per trans.

11 for Martha Deane

Martha Deane, WOR commentator, is breaking some kind of a record with 11 broadcasts a week. She has added Tuesdays and Thursdays at 11:00-11:45 a.m. to her California Packing and participating programs.

Tiny' Ruffner Heads R & R Coast Radio Dep't

West Coast Bureau of THE RADIO DAILY Hollywood—Edmund (Tiny) Ruffner, simultaneous with his arrival here, has been appointed head of Ruthrauff & Ryan's radio department. It was announced yesterday. Understood that Myron Kirk present head of radio will be shifted to other duties.

$500,000 STUDIOS FOR CBS IN 'FRISCO

West Coast Bureau of THE RADIO DAILY Los Angeles—CBS yesterday signed a contract for a new $500,000 transmitter and studios in San Francisco, Donald W. Thornburgh announced. KPFO will share offices with the chain in a two-story structure on top of the ballroom in the Palace Hotel. Transmitter is to be a duplicate of the one in Boston.

NAB Board Meeting

Washington, D.C., Radio DAILY Washington—National Association of Broadcasters will hold the spring meeting of its board of directors at the headquarters of the organization in the Washington Hotel here on Wednesday.

Purpose of the meeting is to approve current problems surrounding the radio broadcasting industry.

Marconi's Son to RCA

Miami Beach, Fla.—Senator Gugliemo Marconi's son will shortly embark from abroad for America and will become associated with RCA in New York, according to David Sarnoff, RCA president, who is resting here with Mrs. Sarnoff. The Sarnoff and Marconis families have been close friends over a long period.

PROFITS

Packard Motor Car Co. reports a profit of $7,913,220 for the past year, against $5,211,622 for the year before; American Rolling Mill Co. netted $8,441,876, its highest profit since 1929.

Both are substantial users of radio time.

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Brunswick Gets Order In Suit Over Royalties

Supreme Court Justice Timothy A. Leary yesterday granted an order which requires A. Arthur Tracy to furnish the Brunswick Record Corp., with a bill of particulars as to his suit against Brunswick.

In his action, brought to recover the sum of $34,300, Tracy claims that Brunswick failed to pay him royalties for records made by him for the years 1932 to 1934, inclusive, in accordance with an agreement made between them. Brunswick denies the claim, stating that Tracy was paid in full for all services rendered by him.

Goodhue Heads Script Dept'

Robert K. Goodhue has been appointed head of the William Morris Agency’s New York radio script, scenario and literary department.


Lincoln—KFOR is assigning Weed & Co., New York and Chicago, as national advertising representative. Station has been getting along direct, but now with both CBS and MBS chains feeding, it’s out for national money.

WIP Starting 6 A. M.

Philadelphia—Effective Monday, WIP will open at 6 a.m., making it the first station on the air each morning in the Philadelphia area. It will operate from 6 a.m. to 1 a.m. the following morning.

The 6-7 a.m. period will be subdivided into four-hour quarters with various types of programs inserted under the direction of a general master of ceremonies.
CBS SELECTS SITE FOR TELE. STATION

(Continued from Page 1)

ing frequency somewhere between 42 and 56 megacycles. A distance of less than 100 feet will separate the transmitter from the antenna and consequently insure almost distor-
tionless transfer of power. According to Dr. P. C. Goldmark, head of CBS tele. research department, Chrys-
ter tower is particularly desirable be-
cause of unobstructed skyline. Latest developments in high power wide-
band design will be incorporated. Dr. Goldmark said further:

“Experiments conducted by CBS engineers disclosed that the height of the antenna was the only thing to be considered, despite the general impression to that effect. Fact that most of Manhattan’s population is concentrated north of the Chrylster tower and that no higher buildings are located in that direction was of prime importance in selecting the site. This situation indicates that the radio waves will not be broken up by refraction of the red skeletons of other skyscrapers and that therefor-e a common fault of television—the production of double images—will be avoided.”

CBS conducted experiments with television some few years ago and discontinued it in 1933. Transmission of low definition pictures (with round going through regular CBS channels) over station W2XAX later resulted in CBS conducting intense research here and abroad. Compari-
son of the progress in other countries was not overlooked. At the time of this tele. operation Bill Schudt, new

BIRTHDAYS

April 2

Phyllis Keny

April 3

George Jessel Leslie Howard Peter Van Steeden

April 4

Rosemary Lane Mollie Steinberg Bernice Berwin Eddie Foy Jr.

April 5

Johnnie Ray Ted McMichael

Morton Downey Signed For Foreign Disk Series

(Continued from Page 1) Specialized Newscast One of the most specialized forms of radio life report is now produced over KV00, Tulsa, Okla. The broadcast, known as “Oil News of the World,” is presented every 28 hours - every night at 10:15 CST. Ken Miller, KV00 News Editor, prepares the program and makes the weekly presentation. Throughout the broadcast, Miller plugs the idea that the broadcast is coming from “Tulsa, The Oil Capital of the World.” The news for this broadcast is furnished by the staff of the Oil and Gas Journal, the indus-

Radio Daily

NEW PROGRAMS—IDEAS

“Junior Parade” Clicks

“The Junior Parade” program, inaug-

(Continued from Page 1)

WDEL have been set at $120 per hour, KSOO will receive $160, NBC now has 124 stations affiliated with its Red and Blue networks. WDEI is owned by WDEL, Inc., and operates on 500 watts day -time, 250 night. WORK is a 1,000 watter operating on 1,350 kcs. Both stations are members of the Mason-Dixon Radio Group, inc. of which Col. J. Hale Steinman, newspaper owner and publisher is presi-
dent. Clar R. McCullough is presi-
dent and general manager of both WDEL and WORK’s operating com-
p/ies.

KS00 is the only station in Sioux Falls and operates on 1,110 kcs. with 2,500 watts power. Station is owned by the Sioux Falls Broadcasting As-

KSOO will air a program designed by Ted McMichael and produced by Steve Long. The program is known as “Bob & Ted’s Hour” and will feature local and national personalities. The program will air daily from 7-8 p.m.

“Baron Munchausen”

JAMES MADISON

for many years one of America’s outstanding authors, has

OUT TODAY

The Independent Broadcaster

Watch For Your Copy

JACK PEARL

RALEIGH

and

Kool Cigarettes

WJZ-10 E.S.T.—Friday

NBC Network

J. & S. LYONS, Inc.
ACCORDING to a listener survey, "The Guiding Light" new light air show by Ira Phillips, author of "To-day's Children" has made the biggest percentage gain of any daytime show during its first nine weeks on the air. Des Johnson was cast to take a lead in Miss Phillips' latest radio dramatization this week.

Joan Blaine, now on a vacation in the south, will stop off here on her return only long enough to arrange local business before heading eastward for rehearsals of her new network show.

Kaye Brinker, WBBM monotologist, who writes her own humorous sketches, is sister of May Brinker Post, nationally known short story writer.

J. L. Van Volkening was to preside in charge of CBS Chi office, visiting KMOX in St. Louis.

Bob Gilulbert, young NBC actor, has drawn the role assignment of Commander Don Winslow in the serial of the same name which made its debut last Monday over NBC from local WMAQ studios.

"Slage Mother" a play by Arch Oboler, secund local scripter, will be the final presentation of the present series of Campana's Grand Hotel over the NBC-Red for Sunday. The show leaves the air for the summer having been on since last October.

Piping Bible Series

East St. Louis, Ill. — "The Bible Broadcaster", WTMV's 18-month-old Sunday morning religious feature currently fed to KFRL will also be piped to WHO, Des Moines, starting Sunday.

The Oscar Shaw-Carmela Panselle show will continue through the summer. However, Shaw will introduce a one-man musical program for another sponsor featuring songs he's done on the Broadway stage during his career. "Idea is built with his colored quartet known as "Mammy". Teddy Rosenberg is being considered as a feature on the Ford airing. Chevrolet auditioned UNKNOWN singers yesterday for their transcription series. -Vic Whitman of Wilson, Powell & Hayward has an audition on a new show next week. Larry Hammond auditioned people at NBC yesterday for a script show. Young & Rubicam and Blackett-Sample-Humherent had script show auditions. Rudy Vallee will do a "single" crossing the Atlantic for the two London programs. CBS is building a special studio for Edward C. Hill and Joan Paul King, correspondents. Studio is on the 17th Floor. Eric Rolle, formerly an actor in Phil Lord's "Gongbustier", will be the announcer on the show hereafter. No word as to his joining the CBS staff. -Ann Harding of CBS is out sick again!

The stunk pulled by CBS yesterday was a classic... we mean the "Battle of Wits" emanating from Chicago and New York and even letting the CBSingers from Washington add a word or two to the merry, madhouse which took the air on April Fool's Day... Idea was for the New York announcers to answer unknown facts on wordling with contestants by the opposite crowd. Bob Trout from here did a good job talking about Peru, while Paul Luther from Chi talked about everything but the subject he was asked to discuss, mainly, insomma—taking a Mike to bed and describing the content of sheep... Then came a talk during emergencies... High spot of the half-hour show, which should be put on as a steady monthly feature, was David Ross, who after a sentimental musical interlude paused for a moment and then recited "The Music Goes 'Round" in his distinguished manner, which was jinferior than Grace Moore singing "Minnie the Moocher...

Washington, supposed to judge the winner, added more comedy by awarding the prize to Ed Mirrow, who did a grand job.

Emil Coleman leaves the St. Regis May 11 and Jacques Fray opens the roof... Basíl Fionaeem goes to the Pierre... Eddy Duchin turned down another week at the Paramount because he didn't want to double. He opens at the Grove in Hollywood. June... Guy Lombardo gets the Waldorf spot... Agnes Moorehead and John Kane have been added to the East and Dunke show... Victor made a new "Jan" record with three bands—Fats Waller, Bunny Berigan and Tommy Dorsey... Byron Holiday has recovered from his broken arm and will return to his WOR show tomorrow... WBT, Charlotte, presented the Mayor, Ben E. Douglas, on the air—in the nude, describing a sweat bath... Jack Benny will observe his fifth anniversary as an air star May 2... Hershell Williams will return from his mysterious trek to the coast.

Chicago

Los Angeles

According to a listener survey, "The Guiding Light" new light air show by Ira Phillips, author of "To-day's Children" has made the biggest percentage gain of any daytime show during its first nine weeks on the air. Des Johnson was cast to take a lead in Miss Phillips' latest radio dramatization this week.

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Piping Bible Series

East St. Louis, Ill. — "The Bible Broadcaster", WTMV's 18-month-old Sunday morning religious feature currently fed to KFRL will also be piped to WHO, Des Moines, starting Sunday.

The Oscar Shaw-Carmela Panselle show will continue through the summer. However, Shaw will introduce a one-man musical program for another sponsor featuring songs he's done on the Broadway stage during his career. "Idea is built with his colored quartet known as "Mammy". Teddy Rosenberg is being considered as a feature on the Ford airing. Chevrolet auditioned UNKNOWN singers yesterday for their transcription series. -Vic Whitman of Wilson, Powell & Hayward has an audition on a new show next week. Larry Hammond auditioned people at NBC yesterday for a script show. Young & Rubicam and Blackett-Sample-Humherent had script show auditions. Rudy Vallee will do a "single" crossing the Atlantic for the two London programs. CBS is building a special studio for Edward C. Hill and Joan Paul King, correspondents. Studio is on the 17th Floor. Eric Rolle, formerly an actor in Phil Lord's "Gongbustier", will be the announcer on the show hereafter. No word as to his joining the CBS staff. -Ann Harding of CBS is out sick again!

The stunk pulled by CBS yesterday was a classic... we mean the "Battle of Wits" emanating from Chicago and New York and even letting the CBSingers from Washington add a word or two to the merry, madhouse which took the air on April Fool's Day... Idea was for the New York announcers to answer unknown facts on wordling with contestants by the opposite crowd. Bob Trout from here did a good job talking about Peru, while Paul Luther from Chi talked about everything but the subject he was asked to discuss, mainly, insomma—taking a Mike to bed and describing the content of sheep... Then came a talk during emergencies... High spot of the half-hour show, which should be put on as a steady monthly feature, was David Ross, who after a sentimental musical interlude paused for a moment and then recited "The Music Goes 'Round" in his distinguished manner, which was jinferior than Grace Moore singing "Minnie the Moocher...

Washington, supposed to judge the winner, added more comedy by awarding the prize to Ed Mirrow, who did a grand job.

Emil Coleman leaves the St. Regis May 11 and Jacques Fray opens the roof... Basíl Fionaeem goes to the Pierre... Eddy Duchin turned down another week at the Paramount because he didn't want to double. He opens at the Grove in Hollywood. June... Guy Lombardo gets the Waldorf spot... Agnes Moorehead and John Kane have been added to the East and Dunke show... Victor made a new "Jan" record with three bands—Fats Waller, Bunny Berigan and Tommy Dorsey... Byron Holiday has recovered from his broken arm and will return to his WOR show tomorrow... WBT, Charlotte, presented the Mayor, Ben E. Douglas, on the air—in the nude, describing a sweat bath... Jack Benny will observe his fifth anniversary as an air star May 2... Hershell Williams will return from his mysterious trek to the coast.

Chicago

Los Angeles

Los Angeles County Medical Association has bought weekly 15-minute period at both KPJ and KECA to carry on a campaign of public education on syphilis, first program through here. Speaker will be S. K. Cohen, executive secretary of the association. Advance scripts, o.k. by station, treat subject frankly, using polite but understandable terms. Programs go on Thursday mornings, on KECA, Saturday mornings on KPJ, campaign to run indefinitely.

Stuart MacHarrie, brother of Lindy MacHarrie, is to take over the post as Western field manager for Transcription Co. of America, made vacant by the death of Ben Cross last week. J. M. Leavelton, former film and advertising executive, will take over MacHarrie's mid-western assignment.

General Paint Co., through Walter Biddick Co., has signed for 13 weeks disk series on KMTR. Program called General Paint Colorscope, goes Monday nights, 6:45 p.m., P.S.T. Similar contract on KMPC.

KNX, CBS outlet, will go on the air half hour earlier starting Monday, with Jack Kay's "Sunrise Salute" program enlarged from half hour to hour, starting at 6 a.m., P.S.T.

Clark Gardner, Iowa shrub and plant concern, signed long term contract for five minutes daily on RFAC, using disk plant talks. Placed by Northwest Advertising Co. of Seattle.

Gus Edwards' "Schooldays of the Air", which has been an hour variety feature on Monday nights on KFJB, hereafter will be sponsored by L. A. Soap Co., makers of White Klink soap. Edwards fact pattern is disseminated through Barnes Chase Advertising Co. Reported that sponsor is watching show carefully with possibility that it will be piped into a national network later.

Felix Mills, his orchestra, and guest soloists will start a half hour variety series Friday night for Bullocks department store, Dana Jones agency. Program, dedicated to "stars of tomorrow", will seek new talent for featured guest spots. First program will use Thora Matheson, soprano, and Jud Sloan, baritone, both of whom will have their first radio breaks on the program, and who are looked upon as promising finds. Program will be called "New Horizons".

Captain James Patrick O'Donovan, former British Army officer in India, has been signed for a daily series of sustaining 15-minute programs on KMTR. Wednesdays and Saturdays, he will chat about psychology of dreams; other days will tell life experiences as they occur.

Lincoln Wells, war correspondent, radio commentator and author, left for quick trip to New York in connection with his new book, "Life Pro's on the Moon", which Houghton-Mifflin just brought out.

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WITH THE

*WOMEN*

By ADELE ALLERHAND

DELA ROGERS ST. JOHN says radio has given the femines a political consciousness....Feminine interest in such matters as the Nye-Fisch Bill and Elise Parrish, chambermaid. Miss St. John’s choice for “Woman of the Week”, because of whom the new minimum wage for women was framed, has grown apace, because as it according to the petite, effervescent scribe with the warmly significant voice. She rises before seven to speed her children schoolward, writes her news broadcast, delivers it, wearing slacks....then begins the day’s work.

The St. John menace removed to Great Neck summer quarters yesterday. Because the child-actress is Well-warmed appropriately Harding’s abdication from London success. “Candida”, to tour with spouse Werner Janssen. relinquishing personal success for the marital variety.

Mary Goodrich, Director of Greater Texas and Pan-American Exposition, was once with Benton & Boyes, subsequently with Pendleton, Dudley....Gertrude Bugay, WOR program deput’s tai, in earnest converse with Bill McCune, Plaza ork leader....When Helen King, now of Cerf & Contests, succeeded in convincing Harvard that graphology was an exact science, she lost interest in its commercial possibilities....Countess Olga Alibi is an arthritis-victim....Gretta Palmer, lady fourth estater who did a sustainer on WOR, returns to the Airscape in Walker....Gordon commercial effective July 7, to be aired Wednesday Wednesdays and Fridays 1-1:15, title to be "Gretta Palmer, Commentator".

Diana Gaylen, ghost wailer for Garbo and de Havilland, to do a "one shot" on Pat Bunney “Opera House” today at 11....Sue Baxter, who blasted a radio trial for vocalisers of the shade Indigo, back in the arena to be heard Sunday a.m.s via WHN at 10:30....Eye Love conducting “long range” publicity campaign for Maestro Paul Whitman....Linda Lee, now with his entourage, taking certain calls....Dorothy Allen of WMCA’s copyright department is too, too expert with the candid camera....The Canovas took six people including a chauffeur, their mother, a secretary and three body-servants on their westward journey....Sydney Rayner of the Met to appear to the hoard as Lie Bailey Allen’s "ether-guest at a not-too-distant date....

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:

No. 17 of a Series

WNEW—NEW YORK

1250 Ke.—1,000 Watts Night—2,500 Watts Day

BERNICE JUDIS

Mgr.

WNEW, the only 24-hour-a-day station in the east, is owned by Arts Bulora, and operated by the WBO Broadcasting Corp. It was established Feb. 13, 1934, as a result of a merger of stations WAAM, Newark, and WODA, Paterson. Today WNEW maintains a transmitter in Carlstadt, N. J., and its broadcast studios are located in New York City. The latest type, 424-foot, vertical antenna has been installed and the entire station is equipped for high fidelity broadcasting all hours of the day and night.

Since its inaugural date, when President Roosevelt pressed a button to set the wheels in motion, WNEW has concentrated its efforts to the general public. It’s special events department has been greatly responsible for swift success that has come to the station. WNEW was among the first stations to air the results of the Hauptmann trial, the Moro Castle disaster, Nazi Investigation Committee, EER strikes, short wave descriptions of the battles, news of the rapid growth of aircraft industry and timely sport broadcasts. WNEW will broadcast commercially 161 games played by the Newark baseball team this year.

On Feb. 4, 1935, WNEW established what was to become one of the largest money-making programs in commercial radio in New York. Martin Block and his “Make Believe Ballroom” today are heard 21½ hours a day, six days weekly, and every minute of that time is sponsored. On Aug. 2, 1925, WNEW had a two-fold celebration. It started its 24-hour-a-day schedule, and Stan Shaw began his daily broadcast of “Millikan’s Minstrel.” It is still broadcasting from 2-7 a.m. Oct. 1, 1935, Alan Courtney began his “Joymakers” program. Today there are 200,000 daily listeners to this show. Oct. 20, 1936 the FCC granted permission to WNEW to transfer from Newark to New York.

WNEW is managed by Bernice Judis, one of the few women to hold such a position in radio. Working under her is an able staff composed of Bobby Feldman and R. E. O’Donnell, vice-presidents; Richard Morehouse, program director; Hugh Boice, sales manager; William McGrath, production manager; Ted Webbe, chief announcer; Merle Pitt, musical director, and Sid Schwartz, publicity director.

KVOO Annual Students’ Day

KVOO, Tulsa, recently afforded an opportunity to more than 200 Tulsa Central High School students to participate in one day’s entire activities of KVOO, handling all announcements, station breaks, select music, furnishing trios, soloists, even orchestras, writing many of the local programs—in fact, handling every activity except those of the engineering and commercial department.

This unique promotion, according to Station Manager W. B. Way, was a glowing success and will become an annual affair.

Elizabeth Orch. Plans Series

Elizabeth, N. J.—Chamber of Commerce and the directors of the Elizabeth Symphony Orchestra plan a series of six nation-wide broadcasts. The orchestra, a civic group, ranks as one of the most outstanding of its kind, and last Winter made a coast-to-coast broadcast.

Gertrude Niesen to Tour

Gertrude Niesen closes an 8-week engagement at the Chez Paree in Chicago on April 8 and will begin a stage tour the next day. First two cities will be Chicago and Detroit.

Coming Events

April 6: Radio Corp. of America annual stockholders’ meeting.

April 7: National Association of Broadcasters spring meeting of board of directors, Hotel Washington, Washington, D. C.


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


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

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


June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

“One Minute Interview

JANE WEST

“Daytime listeners are the most loyal and devoted fans. In the evening there are too many distractions. Folks are having dinner or are getting ready for the theater or guests. Those who listen during the day are more avid in their desire for radio entertainment. They are also more fickle. They write to you. Somehow, you can be much more informal on a day-time airing than on an evening period.”

Paul Ross of Columbia Artists Inc. is booking the tour.

Girls Run WESG for Day

Highly successful results were experienced by WESG, Elmira, N. Y., from the recent stunt in which the station was run for a day by girls from Elmira College. The students not only handled the programs, but took part in the technical operation as well. The girls made a special hit in their commenting, which included sports, styles and current news.

Local newspapers gave the stunt a good deal of space. WESG is managed by Dale L. Taylor, with Norbert L. O’Brien as commercial manager.

KCRG Supplement

In celebration of the affiliation of KCRG, Enid, Okla., with the Mutual network, the Enid Morning News devoted a 10-page supplement to the local station.

Brightening up the pages with some color, the special supplement contained historical facts about KCRG, biographical data on its personnel, a lot of interesting information about radio in general, and a big batch of ads felicitating the station on its network hookup. All in all, the supplement put KCRG on an important plane.
NEW BUSINESS

WQRS. New York

Oxford University Press, half-hour weekly, to promote sale of “A Book of the Symphony”; Gardner Nursery Company, large, miniature dish, Hurok Attractions (Ballet Russe), spot series; Venida Products, renewal, 39 weeks, weather report thrice daily with brief commercial spot.

WELL New Haven

Famous Frankfurts, “Singers of Song”, comedy and song, starting April 1 at 1:15 p.m.

WBRY, Waterbury

Waterbury Brewing Co., 6 daily UP news flashes through summer. Gives station 16 sponsored UP news periods daily, plus sponsored fashion review and sports roundup.

WBNX, New York

Long Island Outfitting Co. (clothes), 312 announcements in German, Polish and Italian, through Crowley Advertising agency; Ralph W. Merians Shoe Co., 15-minute weekly German musical program, 52 weeks, through Lowry Advertising agency; Pollyanna Shops, six weekly spots, 13 weeks; Ramheymers, German spots, indefinite period; Angel Luggage Shop, spots; Hans Hansen, renewal, German musical hour, participating.

WMT, Cedar Rapids-Waterloo


WKBK Gets Pure Oil Series

Youngstown—The Pure Oil Co. will sponsor a new quarter hour Man on the Street broadcast over WKBK with first airing Tuesday, 8:30-4:45 p.m. New production, set for 13 weeks, will be known as the Pure Oil Man on the Street,” conducted by Chuck See- man, who did similar street show over KTUL of Tulsa, and will be broadcast from front of Paramount theater. Theater tickets will be

KEN MURRAY

with Oswald, Shirley Ross, and Lud Gluskin’s Orchestra

Campbell’s (Tomato Juice) CBS Network, Wednesdays, 6:30-9 p.m., EST.

F. Wallace Armstrong

WEAK AND MUSHY START MADE BY MURRAY AS BURNS AND ALLEN SUCCESS.

Besides the fact that the comedy routine was pat welded along the same lines as the previous series with Ken Murray and Oswald, this new program replacing Burns and Allen made a psychologically bad beginning by spending a good part of the time in gagging about where to find new ideas for the week. Many listeners must have wondered what Murray was doing in the weeks when he should have been working up ideas for his program. So, having no fresh ideas to serve, he started off with an imitation of some Eddie Murphy stuff, then into the verbal groping for new stuff, the usual amusing cross-fire bits in Oswald and his “Oh, Yeah!” were as comical as ever, a little comedy with vocalist Shirley Ross, who was good on the lines too, some on-play on Burns and Allen, and so to the conclusion.

For musical interludes, after a brief “I’m Talking Through My Hat” introduction, Miss Ross did a rather extended arrangement of “Sweet is the Word For You”, the girl having a very likeable voice, and there was excellent work by Lud Gluskin’s orchestra.

The apologetic nature of Murray’s rehearsed comedy material, however, blighted the show.

awarded to persons submitting questions usable on program.

Freitag Agency of Chicago set deal for Pure Oil, with Hale R. Tabot handling negotiations.

Axtion-Fisher Series on KXBY

Kan City—Axtion-Fisher Tobacco Co., New York (Twenty Grand commercials), has signed for a series of quarter-hour sports broadcasts on KXBY, the high-fidelity station here, Mondays through Saturdays, 5:45-6 p.m., Will Locke- man will do the announcing. Mc Cann-Erickson Inc., New York, placed the account.

WFMD, Frederick, Md.

Kelvinator, spots; Spartan Radio Dealers, “Spartan Singers,” live show, Sundays 12:45 p.m; Norge Refrigerators, daily spots and two 15-min. disks weekly.

KTS At, San Antonio

“Your Children” (Border’s Milk), poetry and organ music, Mondays, Wednesdays and Fridays, 9:45 a.m.; “Arm of the Law” (Bohnet’s Bakery), 7 p.m.; Fridays, “Headlines of the News” (Hertzberg Jewelry Co.), 9:45 p.m.; Sundays, “It Happened To Me” (Service Finance Co.), true story dramatizations, 4:30 p.m., Sundays, all placed by S. R. “Steve” Wilhelm, head of the Payne Advertising Co.’s radio division.

Crystals Renew on KVOO

Tulsa—Crazy Water Crystals have signed their second yearly contract for sponsorship of news broadcasts over KVOO. For their first year, Crystals purchased exclusive sponsorship, but now they share the daily news broadcasts with Hales-Mulaney Inc., RCA distributors, and Oklahoma Tire & Supply.

WSJS “Street” Series Is Renewed by Sponsor

Winston-Salem, N. C.—The “Man on the Street” broadcasts, highly successful last fall, have been renewed for the spring and summer months over WSJS by a local drug chain. Broadcasts are handled in an informal and friendly manner by Chief Announcer Johnny Miller, and repeated Monday-Wednesday-Fridays at 12:30 p.m. from in front of one of the sponsor’s three outlets. Crowds follow broadcasts to join in the fun and take a chance at winning dollars given for correct answers to questions of general interest.

WSJS promotes program by pla cards in drug stores, featuring different candid camera shots of broadcasts each week, and ads in newspapers.

Bigelow-Weavers’ two electrically transmitted features, “Hollywood Room Recipes” and “Blubber Berg man,” are running twice weekly each for the next 13 weeks over WSJS for two large furniture companies.

Kelly Takes Over Tucker-Kelly

Tucker-Kelly and Associates, public relations and publicity firm, has been dissolved, and the business has been taken over by John Kelly, former director of publicity for Bat ton, Barton, Durstine & Osborn Inc. and prior to that with N. W. Ayer & Son. The present offices at 347 Madison Ave. will be maintained.

H. D. Allen will continue in the business, specializing in sales promotion and industrial relations. He was formerly with Curtis Publishing Co., and later account executive for N. W. Ayer & Son.

Comments

Radio Division of the WPA puts on some worthwhile dramatic plays over WHN. The past Wednesday evening, 7:30-8:30, there was a skit containing episodes from the life of the noted Italian artist, Leonardo da Vinci. It had scriptwriting and costuming of some merit, but the usual sort of emotion and enthusiasm used in radio usually marks these WPA presentations.

Nino Martin

The “Chesterfield Presents” program of Wednesday evening (CBS, 9 p.m.) was exceptional. Not that this is unusual for the Chesterfield series, but the arrangement of “Casey Jones” byAndre Kostelanetz and the playing of the number by his orchestra was more than ordinary pleasure. Nino Martin’s repertoire of songs was well selected and delivered with fine spirit.

At Random

...Last WPA “Professional Parade” (NBC-Blue, 9 p.m.) sounded a bit scrubbed. Despite Fred Niblo’s affable and cheery emceeing, there is something mournful about the program that makes many true troupers shie away from it.

...Fred Allen put on one of his very funniest sessions over the NBC-Red network Wednesday night. There seems to be no end to this ingenuity for comedy concoction—and especially for giving old comedy a new twist.

...Jessica Dragoneille and Charles Kullman were swell in “Naughty Marietta” bits over CBS network Wednesday night.

Ruth Brine on Washington Trip

Chicago—Ruth Brine, W B B M f e m e commentator (sponsored), boarded the first non-stop plane between here and Washington, D. C., yesterday, following her stockyard broadcast for a series of interviews with capitol prominent.

She will spend today in the capitol doing stories with Mrs. Franklin D. Roosevelt, Senator Caraway and Federal officials, and will file first hand accounts to WBBM commenta tors, Truman Bradley, Ken Ellington and Ted Hunter.

Miss Brine returns to Chi via non-stop plane to be on hand for her regular Saturday afternoon broadcast.

Guest-Ing

RUGGIERO RICCI, on Ford Sunday Evening Hour, April 11 (CBS, 9 p.m.)

CHIEF BOB BARTLETT, on “Cavalier of America,” April 7 (CBS, 8 p.m.).

Eddie Dowling at Advertising Club Luncheon, Thursday (WOR, 11:30 a.m.).

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Ray Noble is penning a new theme melody for the Monday night 'Burns and Allen series starting April NBC over.

Glen Gray and the Casa Loma Orchestra will furnish musical atmospher for the "Coronation Ball" on May 12 at the Seventh Regiment Ar- mormy in New York City. Joe Howard's new music publishing firm makes its debut with "Born Lucky" as its initial offering. He's authored a new ditty titled "Meet Me at the World's Fair," a premature musical rendezvous at a spot soon to be internationally important.

Zinn Arthur and his WNEW band are concentrating on making recording. Today they wax eight sides for Master Records.

The Student Symphony Orchestra, composed of 85 students from the Department of Music at the Carnegie Institute of Technology, to inaugurate a series of weekly programs over WOR and the MBS coast-to-coast, ef- fective Saturday, April 3rd, 1:30 to 2 p.m.

Freddy Martin has acquired a new vocalist for his swing ensemble. He's 20-year-old Pat Casey, whom Martin "discovered" singing in a nondescript Chicago night club.

Bing Crosby will carol "Serenade in the Night" over the Red Network of NBC Thursday evening at "Meet Mills Music, Inc. are the publishers.

Ernest Hutcheson, internationally celebrated pianist, recently named to succeed John Erskine as Juilliard prexy, will be Wallerstein's soloist on the first "Music and You" broadcast upon which WOR and the Nat'l Music League will collaborate on April 17 at 7:30 p.m. at a Conserva- tion. Pierre Key, critic and editor of the "Musical Digest," will be com- mentator for at least three of the broadcasts and possibly all the series.

Nan Rodrigo premiers in a new NBC sustaining tonight over a Sout- hern Network, 9:30 to 10:00 p.m. Fri- days. He's about to platter a series of most popular tunes.

The winner of the Priz De Rome in Musical Composition, annual award of the American Academy in Rome, will be announced April 8 in the Eastman School of Music broad- cast, 3:15 p.m. over the NBC-Blue. The prize composition for orchestra

At The Rainbow Room
GLEN GRAY
and the
Casa Loma Orchestra
Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

Ray Dady, news commentator at KWW, St. Louis, is bragging about his luck. He recently won the assignment to interview Gypsy Rose Lee and other "Ziegfeld Folies" stars backstage at the American Theater.

Dr. John R. Brinkley, station op- erator of Del Rio, Tex., visited San Antonio with his wife and daughter, making trip in his own plane.

Charles F. Quentin, technical super- visor for WMT, Cedar Rapids-Water- loo, made a week-end trip to Milwau- kee to look at the engineering facili- ties of stations in that area.

Spencer Allen, senior announcer and "Man on the Street" at WTMV, East St. Louis, is now doing a series of spot-doubs as part of his street- casts.

Gracie Barrie, songstress, and Dick Stabile, who is playing at the Wm. Penn, Pittsburgh, are reported near the altar. Miss Barrie and her mother were Easter visitors in the smoky city.

Darrell V. Martin, Pittsburgh Post- Gazette radio editor, has gone com- mercial with a thrice weekly spot sponsored by Brent Cleaners.

Mr. and Mrs. James A. West (father is staff singer and hillibilly on WMBS, Joplin) are the parents of a boy.

Ivan Black, assistant director of in- formation in the Radio Workshop, will represent the WJPN radio divi- sion at tomorrow's Eastern Public Speaking Conference in the Hotel New Yorker, 11:15 p.m.

Everette Goin, nimble-fingered guitar- ist, is the latest addition to the talent staff of WSJS, Winston-Salem, N. C. Back from a band and road show swing, Everette is currently fea- tured on the weekly sustaining, "Songs by Southern," as accompanist with Eltie Tuttle for the blues songs of Jesse Southern. Also has a solo spot on the program.

L. W. "Watt" Stinson, chief engi- neer of KVOO, Tulsa, has spent a large portion of his time away from his transmitter during recent weeks. He has been summoned as a con- sulting engineer for KUOA, at Siloam Springs, Ark.

Every Monday through Friday, "Pappy, Slim and Curley" come out of the hills to entertain listeners of WMFD, Frederick, Md. They are heard by the Belle Boys, Texas Crystals and mail response is big.

Fred Hirsch, WTMV (East St. Louis) script writer, is appearing with the "St. Louis Little Theater's production of "Celestial Holiday".

"Brother Ben," ex-wrestler and Evangelist, is now airing his talks and revival choir on WTMV, East St. Louis.

Jefferson Day Dinner of National Democratic Club will be aired over WOR at 10-11 p.m. April 18.

WCAE, Pittsburgh, briefs: Ed Sprague's new night commercial sports program starts Monday, with "GIF" Bibles of engineering staff is writing short stories....John Schultz has installed a dial system enabling studio exes to take their choice of six programs....Jimmy Murray's "Future All-Americans Club" is a commercial possibility.

Additions at KVOO
Tulsa—KVOO has five recent additions to its staff. Three are in the continuity department, including Fannie May Hart, formerly of a Wichita department store; Bob Jones, a department store ad writer, who is also writing a half-hour weekly series entitled "Headlines of the Past," and Harry Coleman, formerly with several archaeological expedi- tions.

Toby Nevius, actor and writer, who is handling a 45-minute morning show, and Leslie Brooks, publicity man, are the other new members.

Expo Honors Kostelanetz
The Greater Texas and Pan- American Exposition, opening in Dallas, April 12, has named Andre Kostelanetz honorary musical director of the affair. Official award was presented in a live broadcast on the Chesterfield broadcast April 7 over the CBS net, 9-9:30 p.m.

APPENDICIES RECEIVED
WJNO, West Palm Beach, Fla., to trans- fer control of corp. to Jay O'Brien.

Dorothy K. Kline, Mannheim, Ont., for new station. 1420 kc., 100 watts, un- limited.

NBC, Chicago, CP for new relay station. 31100, 34600, 37600, 40600 kc., 50 watts, and limited.

WROK, Rockford, Ill. Abs. to transfer control of corp. to Rockford Consolidated Newspapers, Inc. 10 shares common stock.

HEARINGS SCHEDULED
May 13: Dallas Broadcasting Co., Dallas, Tex. for new station. 1500 kc., 100 watts, daytime.

Loyal K. King, Pasadena, C. P. for new station. 1480 kc., 250 watts, daytime.

May 14: Louisville Broadcasting Co., Louisville, Ky. for new station. 1210 kc., 250 watts, daytime.


Frazier Reams, Mansfield, Ohio. CP for new station. 1370 kc., 100 watts, daytime.

June 4: KLO, Ogden, Utah. CP for increase in power. 1400 kc., 1 Kk, 5 kw. unlimited.

Press-Union Publishing Co., Atlantic City, N. J. CP for new station. 1200 kc., 100 watts, 250 watts, unlimited.

G. W. Taylor Co., Inc., Williamson, W. Va., for new station. 1370 kc., 100 watts, 250 watts, unlimited.

R. W. Page Corp., Phoenix City, Ala. CP for new station. 1240 kc., 250 watts, unlimited.

George Higgins Appointed
Minneapolis—George Higgins, di- rector of sports activities of WTCN, Minneapolis Tribune and St. Paul Dispatch-Pioneer Press station, has been appointed as one of 12 officials for 1938 Big Ten basketball games. His selection follows a decision at the meeting of conference coaches in Chicago last December to designate as officials for the 1938 season the 12 officials who were highest in the close of the 1937 season. Higgins, well-known in the Northwest for his sports broadcasts over WTCN, left recently for the training camp of Gabbby Street's St. Paul team in Marshall, Texas, from where he will make a tour of other camps throughout the country preparatory to opening the baseball game season of 1937. WTCN will broadcast all St. Paul American Association baseball games, with Higgins at the mike.

"Lives of Saints" for WLW
"Lives of the Saints", a Sunday feature over WMCA, will be fed to WLW starting April 18, going to the Cincinnati station a half hour earlier.
STATE OWNED STATION IS PROPOSED IN JERSEY

(Continued from Page 1)
number of educational groups, including the State Teachers' Assn. In the proposal submitted to the governor, the cost of installation of such a station is estimated at $150,000, and yearly operating costs at $25,000.

Copyright Amendment Goes to Patents Comm.

Washington Bureau of the Radio Daily — Bill introduced by Sen. John W. Gridley of Texas, proposing amendments to the copyright law making it necessary for authors, composers and publishers to identify the use they make of material in the public domain and leave such claims to the courts, has been referred to the Senate Patents Committee.

Measure has a provision to permit copyright protection in cases of infringement by broadcasters, such damages as the court decides, provided responsibility and liability for use of copyrighted material in broadcasting on two or more stations simultaneously shall rest solely with station originating the performance.

Regarding liability of radio recording firms, liability would rest with the record maker and agent, he said and he did not expect to cooperate with the Duffy copyright bill.

All-Italian Program Goes on 11 Stations

La Rosa Grade “A” Macaroni, sponsoring an all-Italian daily program on WOV, WRAX and three New England stations, will expand Sunday and take in the entire New York State Broadcasting System network of 14 stations, carrying the program, which will continue to originate from WOV. Talent includes the Italian “Teatro D’Arte” Dramatic Company, Giuseppe Sterni, Amelia Sanandras, and Paul Dones.

Norman Pierce to Chicago

Norman Pierce, the commercial voice on WMCA’s “Three Little Funsters” program for the past seven years, has moved to Chicago to appear on the Lipton’s Tea program over WMAQ.

WEEI Salute 6:45 P.M.

Boston — The dedication ceremonies of WEEI will be held from 6:45 to 7:30 p.m., and the open house at WEEI's transmitter will be held from 5-8 p.m. Throughout misunderstandings, the time was previously given as 3-5 p.m.

W. B. Lewis Laid Up

W. B. Lewis, CBS vice-president and director of broadcasts, has been confined to his home the past two days by a slight illness.

RADIO DAILY

EQUIPMENT

Station Improvements

Kansas City — With WDFA’s new 420-foot vertical radiator nearing completion on the 32 acre tract in adjoining Johnson county, Kas., work has been started on the power house. The basement is in and contractors are at work on the building. The building will be almost three months before WDFA will be completely installed in the new transmitting station, at which time, remodelling and enlarging of the present studios in the Kansas City Star building will be started.

Omaha — John M. Henry, general and vertical of the Northern States Broadcasting Co., expects KOIL's new transmitter station to be completed within 90 days. The transmitter building, tower and ground system will cover 18 acres of rich Iowa farm land just three miles east of the South Omaha bridge to town. The building work KOIL's new 5,000-watt high fidelity RCA transmitter. The 300-foot antenna tower will be self-supporting with no guy wires. KOIL's studios remain in Omaha although the transmitter is in Iowa.

Wichita, Kan. — KANS has built a new RCA field strength measuring set in order to supply quantitative coverage data.

Seattle — Newly inaugurated equipment at KIRO includes a 1,000-watt Western Electric high fidelity transmitter of latest design, a new 180-foot Boston-Knox vhf tower, and other improvements.

Buffalo — WEBR has asked FCC permission to build a new transmitter and vertical of Central States Broadcasting.

Texasarkana, Tex. — Construction permit to make changes in transmitting equipment and increase power has been requested by KCMM.

Chicago — WGES, which recently applied to the FCC for permit to change equipment and move its frequency, has amended its application to include a vertical antenna.

Albuquerque, N. M. — Equipment changes, move of transmitter and control in power are contemplated by KXGM.

Wilkes-Barre, Pa. — WBRE has applied for FCC permit to move its transmitter and install vertical antenna.

Gadagen, Ala. — Authority to install automatic frequency control has been asked by WJB.

Des Moines — KNTS has asked the FCC for a license to cover construction permit for new equipment, directional antenna and increase in power.

Wire Moves to Own Building

Brush Development Co., Cleveland, yesterday moved to its own building at 3611 Peck Avenue. The growth of this Cleveland company which has made its name and products known throughout the world has not kept pace with the growth of the electronic industry. It has enlarged its facilities from 1,000 square feet in 1932 to its present four story building, and increased the number of its employees accordingly.

New Du Mont Cathode Ray Tube

A two inch Cathode Ray Tube type 1341, has recently been developed by Allen B. Du Mont Laboratories, Inc., Upper Montclair, N. J.

This tube is of the high vacuum type with four electronic deflection plates, two common, mounted in a glass envelope having a total two inch fluorescent screen. It is 7/16 inch overall in length and a large octal base making this tube interchangeable with the 913. From 300 to 600 volts may be used on the second anode. The 24-X is a practical tube for all routine operations where economy and compactness is essential without sacrificing screen area.

Burgess Electric Headlight

Burgess Battery Co. of Freeport, Ill., has put out a new electric headlight designed as No. 109, designed to be of special use to trade shooters. The light fastens by a strap around the head, hat or cap. It is focusing so that any type of beam may be thrown, and is adjustable so that the beam may be pointed in any desired direction. The device has safety features, and there also is a clip on one side which permits fastening on a belt.

Radio Service Encyclopedia

Newest book prepared especially for radio serviceman is Mallory’s Encyclopedia, published by P. R. Mallory & Co., Indianapolis. This volume gives complete service data on more than 12,000 receiver models — given in 99 pages of tables. In one listing it gives volume control, tone control, filter condensers, vibrator, and transformer data, together with reference to circuits employed. I. F. peaks are given for the superhet.

Latter half of book is devoted to easily understood technical descriptions of circuits, measuring and testing devices, antennas, auto radio interference, alignment, AFC, proper replacement of various parts.

Nineteen pages are devoted to tube data. Decibel tables, resistance and reactance charts, transformer design data are also included.

Install Sound Proof Doors

In connection with the plant enlargement of the NBC studios in Merchandise Mart, Chicago, 27 of the Evanston Sound Proof Doors put out by Irving Hamlin, Evanston, Ill., were installed. The WBBM studios, Wrigley Building, Chicago, also has installed 23 of these doors in the past year.

Hamlin invented a special type of Modified Door for use principally in broadcasting studios.

WMT EARLY A.M. SHOW SELL-OUT IN TWO WEEKS

WMT, Cedar Rapids-Waterloo, member of the Iowa web, recently produced an early morning program which in two weeks after the starting date was sold solid across the board Monday through Saturday, with a waiting list for sponsors who will carry the program on throughout the current year. Program is known as “The Musical Clock” and first hit the air when Iowa roads were knee deep with snow and traffic was at a standstill.

Doug Grant, program director for WMT, first conceived the idea of giving out weather, temperature and forecasts by radio in 1933, in order to bring to the ear of the listener a pleasing selection of numbers without needless repetition of musical types. No paper is heard on the program more than once in every two weeks unless it is a different arrangement played by another of the countries outstanding orchestras.

Show is broken up in 15-minute pieces and sold to sponsors. On a recent check of mail the program pulled better than 2,000 letters on six announcements offering a $39 prize. Time signals are given on the program each five minutes throughout the broadcast, which has already shown itself to be one of WMT’s most popular programs and one of the few evening shows in the middle-west.

“Tiny” Ruffner Heads R. & R. Coast Radio Dep’t

(Continued from Page 1)
ties. Ruffner immediately becomes producer of the Al Jolson Rinso program on CBS, replacing Cecil Underwood, who resigns from the agency today.

Barnyard Library

Tulsa — The engineers and production men of KVVO have just completed a “Barnyard transcription library.” During recent poultry and stock show held in Tulsa, engineers and production men moved the portable transcription equipment to the show. Several days were spent in obtaining transcription sound effects of cows, chickens, hogs and horses.
LIFT MUSIC RESTRICTIONS

DE ANGELO RESIGNS AGENCY RADIO POST

Carlo De Angelo, for the past six months radio executive for Lenlen & Mitchell Inc., has resigned. Mann Holliner will fill in for the time being at least and work on production of the Woodbury "Rippling Rhythm" Sunday night show and the "Follow the Moon" afternoon script program. De Angelo's resignation is attributed to the fact that he understood that he was to have free hand in running radio department, when he joined late last summer. This, it is said, failed to develop to De Angelo's satisfaction. He was formerly with N. W. Ayer & Son Inc., and more recently with The Blackman Co. Has a background of long stage and Hollywood experience.

Chicago Cubs Sponsor WBBM "Dugout" Series

Chicago—"Dugout Dope," ten-minute interviews preceding each baseball game at Wrigley Field this season, will be sponsored over WBBM by the Cubs. Chicago National League team, it is announced by H. Leslie Atlas, CBS vice-president. George Sutherland will handle the interviews. Become games of the Cubs and Sox will be sponsored alternately by General Mills and Vacuum Oil.

Free-Tread Ready NBC Disk Campaign

Free-Tread shoes through Hughes, Wolf & Co., Rochester, N. Y., is placing a series of 15 five-minute RCA-Victor transcriptions on an unannounced list of stations. NBC transcription department produced the disks.

WWJ Finds 'Em

Detroit—Bill Mihalos's "Missing Persons Bureau," daily except Sunday sponsored feature on WWJ, Detroit News station, has located 172 missing persons in a year. Queries have come from 40 states and lost ones have been found in 12.

MORE CBS PROGRAMS FROM SAN FRANCISCO

West Coast Bureau of THE RADIO DAILY

Los Angeles—Preparatory to more CBS shows originating from San Francisco, new studio and offices will immediately be on what will virtually amount to a two-story building to house the new CBS-KFPS San Francisco studios, atop the Palace Hotel, over the ballroom, it is announced by Donald W. Thornburgh, CBS vice-president, on Coast. Both the new studio and the transmitter are ready to be serviced within four months. Studio and offices will use space over the ballroom, which is a one-story part of the otherwise 14-story building. There will be two large studios, two mediums and one small.

INS Free Trial Period Up

International News Service today completes the two-week free trial period of its short wave news broadcasts and will continue on with the service, according to Walter E. Moss, INS sales manager. More said several stations had been signed for the service.

In the new Lucky Strike-Eddie C. Hill series that begins today on CBS, Mondays through Fridays, 12:15-12:30 p.m., INS news reports will be used exclusively.

New Studios of KFRU Being Dedicated April 10

Columbia, Mo.—Dedication of KFRU's new studios, speech input system, transmitter and offices has been set for April 10, with a special four-hour program being arranged by George Loyd and Clair Callihan. KFRU production executives. Talks by Governor Stark, Mayor Pollard and other notables will be part of the ceremonies.

Morning Hours Pull in the Milwaukee Area

Milwaukee—Republic Steel, on a 6:45 a.m. program offering a saucepan as premium, pulled 700 to 800 letters a month via WTMJ, the Milwaukee Journal station stations. Olson Rug Co., at 7:15 a.m., got 200 letters a week requesting catalogs.

THE WEEK IN RADIO

. . . CBS Resumes Tele Activity

By M. H. SHAPIRO

AFTER a lapse of several years of actual experimentation, CBS began preparations on a large scale, to take an active part in the television picture. Although FCC permission is awaited officially, it is not expected that there will be any hitch in this direction. Acquisition of the Chrysler building tower appears to be a fortunate move . . . by the time the World's Fair arrives across the river, tele will most likely have come into its own . . . RCA did well also, selling some $500,000 worth of equipment, or at least getting the order for the apparatus.

Coincidental with the tele expenditures announced for the future, CBS also contributed $7,000 to a new transmitter and studios in San Francisco. KFPO will get the new transmitter.

Old-time sellers and former film

(Continued on Page 2)
BIRTHDAYS
1837
17 18 19 20 21 22 23
24 25 26 27 28 29 30

April 5
Greetings from Radio Daily
to William McGrath
Marjorie Whitney

The Week in Radio
(Continued from Page 1)

DON CARLE GILLETTE  Editor MARVIN KIRSCH  Business Manager
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Financial

NEW YORK STOCK EXCHANGE

High  Low Close Chg.

Am. Tel. & Tel. 171 1/2 171 1/2 1/4

Crosby Radio 23 1/2 23 3/4 23 1/2

Gay, Eric, Inc. 28 1/2 28 1/2 28 1/2

North American 26 25 1/2 26 1/2

RCA Common 53 1/2 53 1/4 53 1/4

RCA First Pfd. 76 1/4 74 3/4 74 3/4

Screen Gems, Inc. 35 1/2 35 1/4 34 1/4

Zenith Radio 34 34 34

NEW YORK CURB EXCHANGE

Hazelite Corp. 16 1/4 16 7/8 16 7/8

Majestic 4 1/4 4 1/4 4 1/4

Net. Union Radio 3 3 3

Renew Beatrice Lillie

Beatrice Lillie, the featured star of the Sterling Products "Broadway Merry-Go-Round" (Dr. Lyons Tooth Powder) program on the NBC-Blue, Wednesdays, 8:30-9:30 p.m., has been signed for another 13 week run, effec- tive May 5. Air Features Inc. produces the show.

New Series for Rodheaver

Homer Rodheaver, last heard on the air over the CBS network, will begin a new series next week, broadcasting on the New York State Broadcasting System on April 7. Program to be aired Monday, Wed- nesdays and Friday, 6:00-6:45 p.m., will be called "The Hymn Singer." Show will be broadcast over WINS, WABY, WBIX, WMBO, WSABY and WBNY.

1937

Herschell Hart Resumes

Detroit - "Gospel of the Stars," Herschell Hart's chatter about radio people made its annual awards week its usual summertime sponsor, Star Car- pet Cleaning Co., with Hoagy Car- ringer out in front as the appro- priate theme. Hart, radio editor of the Detroit News, and writer of the Sunday "Air Gosp-i t," knew most of the stars per- sonally, since he often visits New York and Chicago radio lanes, and thus is able to keep his "gossip" packed with more or less inside stuff.

Paul White Married

Paul White, director of public af- fairs for CBS, was married last week to Miss Claire A. Meriwether of Clarendon, Va. Couple sail April 14 on the Georgie for London. White will supervise CBS coverage of the coronation while in England.

"Harlem Court" Auditioning

West Coast Bureau of THIS RADIO DAILY

Los Angeles - "Harlem Night Court," their show now rebroadcast at NBC with Clarence Muse and the Hall Johnson Choir featured, is be- ing auditioned early this week for national sponsorship. James Cook of the Murray Elman-Jack A. Steinberg agency is representing the program.

Phenomenal!

THIS UNIVERSE DEMAND FOR TUESDAY PLAYERS

Reaction to McCosker

A reception in honor of Alfred J. McCosker, chairman of Mutual sys- tem, will follow Thursday night's initial broadcast of the National Music League's "Music and You" series over WOR-Mutual. Ernest Hetchison will be guest artist.

Seven New Commercials

Are Signed by WMCA

WMCA sales department set seven new commercials last week, as fol- lows:

Alexander's Department Store: "Quidam Court," half-hour, 12 weeks.

Michael Brothers. "Gerald Griffen's Hour," 13 weeks.

Vick Chemical Co. (Vapo-rub and Vatigrin), daily 100 word spots to run until April 8. Morse Interna- tional Inc. agency.

Procter & Gamble (Camay soap), beginning April 27, three days, 20 spots. Pedlar & Ryan Inc. agency.

Serena Royce for "Rhythm"

Selena Royce, stage star, has joined NBC's Sunday night "Ripp ing the Revue," with Frank Parker and Shep Fields.

Coming and Going

E. C. MILLIS, general manager of ASCAP, is back from trip to Minneapolis.

JACK LAVIN, manager of Paul Whitman, in Chicago preparing for Paul's opening at Drake Hotel.

BURT MCMURTRIE has gone to Hollywood, joining the Canons on production for Wood- bury show.

DR. W. T. WEISS, chairman of the board of Sterling Products, and MRS. WEISS, sailed aboard the Conte di Savoia for Savoia for Naples.

ATHERTON W. HOBLE, of Benton & Bowles left Friday for Hollywood.

CHARLES H. MORSE, president of Fairbanks- Morse Co., also sailed on the Savoia.

FULTON DENT, radio director of Frank Trescoy Co., is in Chicago for a week's visit.

CHARLES M. KAPLAN, member of WIP sales staff, returned last week from a 9,000 mile vacation trip which took him through California and Mexico being away three months.

VICTOR DALTON, owner of KXTM, Holly- wood, is shopping at the Essex House in New York. Will leave for home today.

MILLE, NADIA BOULANGER, head of the Department of Composition of the Fontaine- bleau School of Music, and at the Ecole Normale, arrives today aboard the Queen Mary. While here, she will conduct a series of broad- cast... via NBC on "Masters and Masterpieces of French Music." 

H. R. GROSS, chief of WHO's news depart- ment, left Omaha on Saturday for a week or ten in New York-Washington, on busi- ness for the Central Broadcasting Co.

HENRY HEYWARD of Wilton, Powell & Hey- ward has gone south for a Florida vacation.

LOE SAYS:

With your favorite columnist may be first in blased events—but WHN is first in sporting events!

WMN-G-M-G-M-New

LEO MERTENS AND PRICE, Inc.
1240 South Main Street
Los Angeles, California
with no provision for audiences beyond small groups in sponsor booths. Transmitter is to be single tower type, 350 feet high, and almost an exact duplicate of the new one in Boston. It will be on the San Francisco side, about two miles South of the bridge ramp, on a projection that will give it 200 degrees of salt water.

WROL Biz Up 38.2% During First Quarter

Knoxville, Tenn. — Business of WROL for the first quarter of this year shows an increase of 38.2 per cent over the same period of 1936, the station announces.

Jack Barry Joining WJSV

Philadelphia — Jack Barry resigns from the announcing staff at WIP effective next Saturday to join the Special Events staff of CBS at WJSV, Washington, D. C.

New WMCA Variety Show

"Merchants in Melody," variety show with Ruth Howard, daughter of Tom Howard, and Roy Campbell's Beau Brummels makes its bow over WMCA at 9:30-9:45 p.m. tomorrow.

WWJ Health Service Series

WWJ — The Detroit News station, feeling that it has a definite civic duty as an educational force and a molder of public opinion, is taking a vigorous part in the campaign to stamp out tuberculosis in Detroit. Purposing to make the public aware of conditions which foster tuberculosis, of the need for early treatment, and of the newest methods of science in combating all diseases, WWJ is producing a series of Wednesday night dramas, entitled "Death Fighters," based on the writings of Paul De Kruif, who personally assisted WWJ's Mel Wissman in the script. These plays, acted by the Detroit News Players under the direction of Wynn Wright, are produced in cooperation with the Detroit Board of Health, and the Wayne County Medical Association. Since the series began requests for script material and production plans have been made on WWJ by a number of large cities.

Sleeping Habits

Sally Woodward, well-known woman commentator for WWJ—The Detroit News, has started a program dealing with the sleeping habits of most of the people of the world. Her little talks, sponsored by Progress Bedding Co., are proving that Morpheus has kept pace with the times, maybe a little ahead of them.

Utility Company Series

Columbia, Mo. — Missouri Light & Power Co. is sponsoring six 15-minute dramatic programs a week on KFRU. The programs begin with the origin of light and heat during the cave man era tracing the development of artificial light to the present day.

Dave Fredericks, special feature writer of KFRU, is in charge of writing and producing the program.

Catch-as-Catch-Can Quiz

Columbia, Mo.—Clancy Fish, one of KFRU transmitter's engineers, Wallace Mosier, script and continuity writer and George Guyan, program director, got their heads together one day and out of the huddle "Catch-as-Catch-Can" was born. The idea behind this novel program was to provide an interesting as well as educational feature for the listeners. Three members of the staff of KFRU, and a Mystery Man, participate on the program by attempting to catch the others with tricky questions which are suggested by the listeners.

The questions range from A to Z, such as "What is the area of the United States in square miles?" and "What animal can see just as well from behind as he can in front?"—the answer to the latter being a "blind horse." The part played by the mystery man is to act as time-keeper and to decide which of the participants answered the question the most correctly. The mystery man remains absolutely silent on the program except for an occasional ringing of the gong to stop the hilarity, and keeps the program running smoothly by gestures.

18 Half-hours Weekly for Zeke Manners' Gang

Zeke Manners and his Gang, now doing 12 half-hour broadcasts weekly via WMCA sponsored by Consolidated Drugs, start a new series today via WNEW in addition to their 12 WMCA shows. This brings the total up to 18 half-hours weekly, a new high in half-hour shows sponsored by one product with one definite act. Manners' airings on WMCA are 10:10-30 a.m. and 2:30-3 p.m. WNEW will also feature them six days per week, 10:10 30 p.m.

Pilot Award to Chesterfield

Pilot Radio Weekly award of merit for the outstanding broadcast of the past week has been awarded to the Chesterfield program starring Andre Kostelanetz and Nino Martini.

"What animal can see just as well from behind as he can in front?"—the answer to the latter being a "blind horse." The part played by the mystery man is to act as time-keeper and to decide which of the participants answered the question the most correctly. The mystery man remains absolutely silent on the program except for an occasional ringing of the gong to stop the hilarity, and keeps the program running smoothly by gestures.

Inaugurating

for Grapenuts

A New Series of Broadcasts
April 12, NBC-Red Network
Mondays—8-8:30 P. M. E.S.T.
6:30-7 P. M. P.S.T.

GEORGE BURNS
and
GRACIE ALLEN

Direction Lester Hammel
William Morris Agency
Suppose the Normandie (center) were the only boat in this group to carry passengers to Europe. That would be dandy for the French Line. But pretty rough on the other four liners—and on most of the thousands who want to go to Europe every week in the year.

As a matter of fact, none of these boats crosses and recrosses the Atlantic just for fun. Each has its following; each has its individual advantages. And each fulfills the purpose for which it was launched. Each carries its passengers to Europe.

Suppose people could listen to the radio for only a single hour each day. Or only on alternate Tuesdays. How nice for some programs! But not so good for the public. Actually, there are no "magic" hours—or days—in radio. People listen all day long; people respond to radio at every hour of the broadcasting day. The 16 hours-a-day of Columbia programs—and the Columbia sponsors who buy time throughout the day—are proof conclusive that there is (luckily) more than one way, and more than one time, to "get across" on the air!
PANS for the new CBS Coast studios have been placed with Los Angeles Building Commission for approval, and William Simpson Co., contractor, started taking bids for sub contracting. Studios to be completed by December. Street front will be let to a bank, advertising agencies and other tenants, with studios and offices entered from a patio off the street.

Mertens & Price announce sale of 50 Sunday Players disks to KLO, Ogden.

Orange network will do an exclusive broadcast from Governor Merman Tuesday on "The State of the State," originating in Sacramento.

Irra Phillips, author of Chicago's Today's Children. Inspector, Chicago sales staff, and Commons Carlson, production department, are vacationing from NBC's Chicago offices.

Associated Press has started a Special Events department to service sound truck, P.A. systems and radio installation for theater premiers and civic meetings. Also has taken option on adjacent property which, if exercised, will see an addition that will double present floor space.

Bo Tan cigar "Man to Man," local on KNX, starts this week as a CBS Coast net Monday evening program. Gary Breschner and Clay Settel, "the Old Observer," do it.

NBC Artist Bureau has farmed Walter Cassell, baritone, for four guest appearances on Chevrolet's Rubinson program when it starts airing from the Coast, over CBS.

Tommy Harris and his Moonglow Melodies (Moonlight, Nail Polish, Aubrey, Moore & Wallace agency) renewed for 13 weeks.

E. C. Uhlihorn, formerly with Frank Wright & Associates agency, San Francisco, has switched to the selling end, joined sales staff of KEHE and Orange net.

Quarity Union Life Insurance Co., will sponsor a daily 15-minute news period on KMPC, to run four weeks. Stolool Advertising Co. is agency.

Pat O'Toole Joining CBS

F. Patrick (Pat) O'Toole, contact and promotion man for United Air lines, is resigning to join CBS publicity department on April 15. He will be an idea and personal contact man on the press staff, under Don Higgins.

14 NBC Eclipse Broadcasts

NBC will present a series of 14 broadcasts from the National Geographic Society's solar eclipse expedition, April 10 to June 8.

Schlepperman Auditioning

Sam (Schlepperman) Hearn is in town auditioning a show called "Schlepperman Enterprises" for Jello.

Willie and Eugene Howard are all Manhattan Merry-Go-Round before they even started! Bert Lahr gets the spot permanently Sunday!... Don't be surprised to learn that the NBC-Ford show which switches to Saturday night will be heard via CBS instead... Seems they can't get a clear channel across the country.... The deal for Kool-Raleigh ciggies to send Tommy Dorsey-Jack Pearl, et al, to Louisville for the derby is off... Jack Pearl, Chit Hall and Paul Stewart, however, may be the only ones to go, provided plane accommodations are made.... Morton Rowe has an optional contract during the summer series.... Tommy remains at the Commodore until May 1, but has already signed contracts opening Sept. 30... Paul Tremaine (with the greatest instrumental) band of his career) follows Jack Denny into the Merry-Go-Round. Jack opens there Friday.... Lennie Hayton opens at the New Yorker Theatre Thursday.... Alan Kent will be the announcer on balance of the Gladys Swarthout series.... Zeppo Marx has three advertising exec views Joe Besser in Philly last week as a possible bet for the air—and he clicked big with them... Sam Carlson is off the Mickey Alper-Brewster Morgan-CBhow.... Ted Lewis' sensational performance on Kate Smith's Band Wagon last Thursday may get him the job during Kate's leave this summer.

Young & Rubicam auditioned 45 people the other day—voices for commercials.... Harry von Zell will remain on his shows until the end of July, when the new talent replaces the present line-up, and then vacation in Hollywood for a month.... Martha Mears with Vic Arden's band starts a series of 26 weeks of transcriptions today for a lubricating concern.... Parks Johnson is mourning the death of his father-in-law, who passed on in Texas on Friday.... Aside to the Broadway crowd: Edward J. Fishman is doing great things for Rockwell-O'Keefe on the coast.... Jack Bertall joins Lou Irwin.

"We're all Pixilated".... Everyone has some mannerism or idiosyncrasy which is so typical of him that many times this peculiarity takes the place of his name.... We, for instance, will always instantly and instantly clinch the nose with the thumb and index finger, whereas Ralph Wonders does this constantly between the placing of a match to an already lit cigar.... Donald Flamm, while talking to a person, will cock his head over a side.... Oscar Shaw will jingle coins as he talks, not intending to be bored or impolite, while Harry Leedy continuously swings his watch chain around his finger, and Bill Burton, having seen distinguished men in the movies clean their pin-ceez glasses, does the same.... When you're talking to K. K. Hansen on the phone and you hear a thud over the wire, rest assured that K. K. is up to his old tricks of cleaning his desk while talking.... Don't know what Joe Glaser's going to do when we'll have television units attached to our phones, because the party on the other end will view the nude women he draws consistently.

Tiny Ruffer may easily be recognized by his height, though if you should see him sitting, he's tying his shoe laces and adjusting his garter.... Another garter-picker-upper is Jack Whittmore, who will bow down during an important conversation to attend to this task.... Ted Colliss, when he's not smiling from ear to ear, will be noticed brushing the tip of his turned-up nose across the back of his hand.... Harry Squires is in Lester Lee's class as a lobe-puller.... David Ross just brushes his hair with his fingers, whereas Mike Nidorf will use a comb when he isn't biting a pencil.

Gertrude Nielsen will appear in person at the Chicago theater for week beginning April 9.

William Waterman, NBC actor, has announced his engagement to Mary Anna Theisen at her home in Evanston.

Laurette Fillbrandt, NBC actress, minus her appendix.

Charles Lyons, announcer, back from Hollywood.

C. L. Menser, NBC Central Division production manager, piloted his own airship to Bloomington, Ind., to address the national convention of Theta Alpha Phi, honorary dramatic fraternity on Friday.

Russell Sturgis, engineer in the control room for Vic and Sade for the last two and a half years, is sporting a G-men tail from Art Van Harvey, Bernadine Flynn, Billy Ideelon and Announcer Bob Brown. Sturgis has been transferred to new duties in the network's master control room.

Ford Pearson, NBC announcer, has gained such a considerable nautical ring around these parts that they are calling him "Captain Bligh."

National Barn Dance is aired in Germany on Sundays from 3-4 a.m., a short wave fan writes WLS.

Music Restrictions

Lifted by Publishers

(Continued from Page 1)

with all sustaining and remote control broadcasting of any mention of film titles. Pressure on the New York local finally resulted in forcing the issue, or at least notice to that effect going out to networks and all others concerned.

By lifting all but a few of the restrictions from film songs, publishers believe that they have forestalled discontinuance of these songs from the air, especially from the hotel and night club dance floors which originate nearly all of the late evening and night sustaining plugs. NBC has already ordered all restricted numbers taken out of the books of orchestras originating sustaining programs in its studios. Move by the music men, it is believed, will result in these tunes being put back to great extent.

Officially, the ban on the sustaining programs mentioning movie sources of songs, is scheduled to go into effect today and it is understood that CBS is thinking the matter over. Thomas Belviso, NBC music head, has just recovered from an illness of a few weeks and hasn't had much time to look into the matter. Program department (John Royal), however, has already made a preliminary move in the direction of Local 802 by doing its share on banning restricted tunes from its own studio sustaining. This situation was met by the music men.

www.americanradiohistory.com
AGENCIES

COLONEL CHARLES C. KAHLETT, former publisher and vice-president of Dorrance, Sullivan & Co., has been appointed vice-president of Brown, Smith, French & Dorrance Inc., advertising agency. Dorrance, Sullivan & Co. was recently absorbed into the latter agency.

JOHN J. COLE has resigned as advertising director of National Distillers Products Corp., to take effect as soon as a successor is appointed. His future plans will be announced later.

GEORGE MILLER, formerly associated with the Simpers Co., has joined Donovan-Arstrong advertising agency, Philadelphia.

L. H. HACKETT, INC., newly-formed advertising agency, has moved into permanent quarters at 9 Rockefeller Center.

C. T. WILLIAMS is now handling the radio department of Fuller, Smith & Ross Inc., succeeding George Podeyn who has resigned. Agency handles the American-Can-Bornie program on the NBC-Blue network, Tuesdays, 9-9:30 p.m.

PAYNE ADVERTISING AGENCY in San Antonio will soon enlarge its radio division, due to increased business. Jack Mitchell has joined the staff as assistant to Steve Wilhelm, director of the radio division.

Clubs Plan to Use Radio

The Lucky-Feller Inc., a club proposition just organized, with quarters at 135 West 23rd St., plans to use radio nationally to promote the organization.

GUESTING

GEORGE STONE, comedian, in a return date on Al Pearce's "Watch the Fun Go By," tomorrow (CBS, 9-9:15 p.m.).

FLORENCE LAKE, film comedienne, and KATHRYN MEISLE, contralto, in addition to VICTOR MGAGLEN, on Kraft Music Hall, April 8 (NBC-Red, 10 p.m.).

ELIZABETH LENNOX, ARTHUR CARRON and MITTY MAYFAIR, on Hammersmith Music Hall, tomorrow (CBS, 8 p.m.).

FRANK BORZAGE, film director, and COURTNEY RILEY COOPER, author, will be interviewed by Cecil B. DeMille on tonight's Lux Theater between acts of "A Farewell to Arms" (CBS, 9 p.m.).

JANE FORD, and FORD FRICK, on Lanny Ross' "Show Boat," April 8 (NBC-Red, 9 p.m.).

Edward Gilbert and Alex Fogarty, team recently signed by Columbia Artists Inc., have just finished two new numbers, "Iron in the Fire" and "Kept." Songs will be recorded by Marion Chase for Liberty Music Shows. Also set for the discs are Fairchild and Carroll, piano team. Waxing will begin within the next two weeks.

Lee Kelton is the most recent addition to Don Albert's vocalists heard on WHN.

Shep Fields' Rippling Rhythm has been imprisoned in a new piano solo just released by Mills, Inc. Twelve years ago, his name was etched into the piano in the typical Fields manner.

Bud Sayso, Met Opera singer, will vocalize on the Pan American broadcast the 14th of April, 10:15-11, on the NBC-Blue Network. It will be short-waved to South America.

Gordie Randall and WGY's house band provided the music at the annual "Widow Fund" ball of the Schenectady Patrolmen's Association.

Jack Mills is publishing the score of the "Hollywood Revue of 1937." Words and music are by Dave Oppenheim and Henry Tobias, who wrote the entire show. Outstanding ditties are "There's Something Bount the Wife," "Say It With Your Eyes," "Midnight in Paris" and "The Pygmy Dance."

Ted Lewis and his musical aggregation to be heard in a special afternoon broadcast today over WHN directly from the stage of Loew's State Theater where they are currently appearing.

Sammie Prager will be the featured pianist with the Phil Phil "Morning Almanac" series which premieres today via WABC.

Hal Kemp and his orchestra; heard Friday 9-9:30 p.m. over CBS for Chesterfield cigarettes, will appear in the following towns this week: tonight, Richmond; tomorrow, Rocky Mount, N. C.; Wednesday, Greensboro, N. C.; Thursday, Washington. Will return to New York on Friday for broadcast.

At the Rainbow Room

Emery Deutsch and His Orchestra

and His Orchestra


POLICE CALL

Sustaining

WNEW, Thursdays, 8:30-8:45 p.m.

PROGRAM WITH A "MESSAGE" FAIRS TO REALIZE ITS FULL DRAMATIC POSSIBILITICS.

"Police Call," which is expected to help cure reckless driving, combat criminals and eliminate juvenile delinquency, failed to impress in its first effort, which had Police Chief Peter J. Siccari of Bergen County, N. J., relate the case of "Joe Brennan," who, because of wanting to pick up girls in front of a health clinic while driving, caused the death of the child, marred his wife's beauty, and lost a leg in an auto crash. Surprising for a policeman to have a very pleasant voice, suitable for the particular job set out to do—that of being interviewed to cite an instance for the show. Chief Siccari answered the questions put to him by the program's conductor, Justin Gilbert, then a musical interlude, followed by a weak attempt to dramatize the actual sequence referred to Gilbert, announced as a popular young syndicated columnist and magazine editor, gave a rather sappy performance before a microphone as compared to the sparkling personality of the Chief. His questions, though apropos, were badly delivered. Program has idea which should be worked on more thoroughly.

HOLLACE SHAW

Sustaining

CBS Network, Mondays and Fridays, 7:30-7:45 p.m.

FEMME VOCALIST WITH DISTINCTIVE STYLE BUT UNDEVELOPED IN MIKE TECHNIQUE.

This newcomer has a voice that combines sophistication with gentility, a style that is individual and a nice feel for rhythm, but in her initial programs she seemed to lack the microphone technique necessary to sell her vocal talents. On Friday's program she sang "There's A Lull In My Life," "White Horse Inn" and a gavotte from a past decade. The numbers gave a good inking of a style and versatility that can be developed into something.

Smelt Run Special

Milwaukee-WTMJ has sent a mobile short wave unit to the Ford and Escanada rivers up in Michigan, 250 miles from the air this annual smelt run. Russ Winnie will describe.

PROMOTION

KSLL-Theater Tieup

KSLL, Salt Lake City, with five major theaters of the Intermountain circuit cooperating, presents a 3 p.m. weekday show, "Movie time on the Air," with Bob Edwards, giving breezy Hollywood chatter tied in with the local theater tieup.

Along with the regular theater program, KSL, promoted sound trailers to apprise audiences of the feature. Edwards also is used to tie-in on 15-minute transcribed previews on weekly evening spot.

Silver Sendoff Stunt

In connection with the National Silver Co. program which started yesterday morning on WOJB the president of the concern, Philip J. Bernstein, sent out wires to radio editors, inviting them to broadcast a stunt to and welcome Irving Kaufman the "Silver Spoon Entertainer." Enclosed with each wire was a silver-plated teaspoon, which gave the idea a novel twist, apart from a Sunday a.m. invite to the Astor Hotel for breakfast.

Page Ad—Time Table

In a classy full-page newspaper ad announcing the "Coronet-on-the-Air" program which started a weekly NBC-Blue network series Friday night, sponsors did something unusual by listing the contents of the program, together with a time table showing exactly when each specialty was scheduled to go on the air.

Window Displays

Two display windows in the Radio Playhouse of WDDO, Chattanooga, are available to sponsors for the showing of merchandise advertised over the station. Many of the WDDO programs draw standing room crowds to the station's 650-seat playhouse.

Potential Listeners

Promotion brochure put out by WQXR, giving 8,975,340 listeners in the Greater New York and nearby areas, charted this total as the potential audience. Station did not mean to claim it had every one of these listeners, as inadvertently reported.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday

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

www.americanradiohistory.com
RNCHER CLAIRE, who has contracted to lend her voice and charm to five operettas with the St. Louis Open Air Opera Co. this summer, leaves the me-tropolis June 2 to do "The Great Waltz," "Fortune Teller," "Pink Lady," "Robin Hood" and "Salute to Spring." Deal was set by producer Richard Berger.

The Roger White office "innumedaling" about a new all-girl orch...It seems the Biow Agency may decide on one femme and one male vocalist for Philip Morris program...Still vacillating...Nina Torato of the Consolidated Edison series will take her Muscovite warbling to Sweden...She'll be presented to the Crowned Head...Ward & Muzzy, only pair of piano-playing lasses to look like sisters, aren't...June Collins of WIP Program Dept. resigned Saturday...She will join Connellsville, Pa. family homestead, before announcing future affiliations...The Le Marie Fashion Show, contrary to previo report, continues in its present spot.

Jessica Dragonette re-creates "Fiji" in Milil. Modistie on her April 7 broadcast...Louise D'Angelo, lyrical soprano offspring of Met baritone Louis D'Angelo, to guest-sing on the Ham-merstein Music Hall airing April 13.

Louis Katzman's Orch plays host to Marjorie Steele of the Operas League over WINS tomorrow...Nola Luxford, NBC acting gal, hos-pitalized, missing an operation...The Fingers family, consisting of Mary and Lulu, who came out of a Chi radio station, having the well-known "grandes reclaims" at the St. Louis Hotel Jefferson's Club Continental...Gretta Palmer, writer and radio talker, returns to WOR at 11 p.m. Wednesday with "Gretta Palmer-Commentator," sponsored by Walker-Gettlin Corporation...also heard Fridays.

Bette Lennox of WGY's "Household Chats" program offers the hearthbound hausfrau a monthly mimeographed sheet called "Listeners' Columns." It's full of recipes and food inspiration and has an idea exchange dept...WOW stylist fea-tured in Branded Store broadcasts is chile Kay Grandman, who gives the lass a line on line and color in costuming Fridays at 3...Helen King of Certified Contests powwowing with Young & Rubicam exeh about this and that...
TELEVISION FIELD TESTS ARE RESUMED BY RCA

Field tests of RCA experimental television with the new 441-line definition were resumed yesterday by NBC on the largest scale ever undertaken in the U.S. Tests will continue throughout the spring and summer months.

Test programs will be televised daily from the NBC transmitter in the Empire State tower. NBC has been on the air with television since 1931, and has had the only television station in operation in New York City for the last four years. Quality of reception will be checked by NBC engineers consecutively at 75 receivers.

(Continued on Page 3)

Set Committee Hearing On Dickstein Measure

17,000 NBC PROGRAMS ORIGINATING ON COAST

San Francisco—From one program a day and 1,500 in its first year, NBC now originates about 17,000 yearly on the west coast, it was brought out yesterday as the tenth anniversary of NBC's Western Division was signaled. Employees have increased from 25 to more than 10 times that number, under Don E. Gilman, v.p. in charge.

Oldest daily program on the air in

Associated Oil Sponsoring Eight Collegiate Meets

Neb. Anti-Ascap Bill Held Unconstitutional

Lincoln—Chances of passage of the anti-Ascap bill facing the Nebraska unicameras here dwindled to naught when the legal counsel, a body of three lawyers, said it would be declared unconstitutional when previewed by the Supreme Court.

(Continued on Page 3)

All Ford Motor Programs Now on Columbia Network

Four Stations Added By "The Pepper-Uppers"

Ford Motor Co. Dealers, sponsors of "Universal Rhythm" formerly heard Friday nights over the NBC-Blue net, announced yesterday that the program will be switched to CBS April 17, giving CBS net all three Ford programs. Show was to have changed to Saturday nights over the same NBC net, but sponsors could not clear time on enough stations.

(Continued on Page 3)

Revise Setup for Ascap

By M. H. SHAPIRO

Forming Administrative Committee Headed by E. C. Mills—Paine Will be General Manager

(Continued on Page 3)

19,000 NBC Programs

originating on coast

stations are selected

for Preakness Broadcast

stations selected for the airing of the Preakness on May 13, under the sponsorship of American Oil Co., Baltimore, over a split network.

(Continued on Page 7)

stations are selected

for Preakness Broadcast

stations selected for the airing of the Preakness on May 13, under the sponsorship of American Oil Co., Baltimore, over a split network.

(Continued on Page 7)

National Ice Extends

National Ice will continue the CBS-Tuesday, 11:45-12 noon, "Homemaker-Exchange" program for another six weeks after the expiration of the regular CBS contract on April 22. Effective with the extension date, WBOC, WBTI, WMBD and KLRA will be added to the net. WOWO and WIBW drop after April 12 broadcasts. Donahue & Coe has the account.

(Continued on Page 7)
NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending 4, covering songs played from 5 p.m. to 1 a.m., on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection Publisher Times Played

I've Got My Love to Keep Me Warm (Irving Berlin, Inc.) I 34
Too Marvelous for Words (Frima, Inc.) I 33
Bob and Yo-Yo (Shapiro, Bernstein & Co.) I 28
Trust in Me (Ager, Yellen & Bonstein) I 28
Little Old Lady (Chappell & Co.) I 28
Moonlight and She (Popular) I 26
Sweet is the Word for You (Famous Music Corp.) I 23
When the Poppies Bloom Again (Shapiro, Bernstein, Inc.) I 23
Where Are You (Lee Feist, Inc.) I 22
How Could You (Remick Music Corp.) I 20
What Will I Tell My Heart (Crawford Music Corp.) I 20
September in the Rain (Remick Music Corp.) I 19
You're Laughing at Me (Irving Berlin, Inc.) I 18
On a Little Bamboo Bridge (Joe Morris Music Co.) I 17
Serenade in the Night (Mills Music, Inc.) I 17
Wanted (Sherman Clay & Co.) I 17
You're Here, You're There (Mado Kojima) I 17
Good Night, My Love (Robbins Music Corp.) I 17
When Love Is Young (Miller Music Corp.) I 16
Swing High, Swing Low (Famous Music Corp.) I 16
Was It Rain (Sandby Bros. Joy, Inc.) I 15

Makelim Joins KXYB: Other Shifts in Staff

Kansas City—H. R. (Hal) Makelim, formerly of WIRE, Indianapolis, has been named general manager of KXYB here.

Makelim succeeds Claude A. Horn, who becomes assistant manager, and Frank Bailey, who is now program manager.

New WSPA Building Is Nearing Completion

Sparksburg, S. C.—South Carolina’s pioneer radio station, WSPA, will soon move into its new building. Work has been going forward on the downtown structure for the last six months. The building will be devoted exclusively to radio, and in addition to reception rooms will house all the operations of WSPA, including a large broadcasting auditorium, equipped with pipe organ, five separate studios and seven offices. The entire building will be air-conditioned and the interior finishing is creating favorable comment all over the south.

Friedheim Joins NBC

Robert Friedheim last week resigned from WMBH, Joplin, as assistant manager, and will join the NBC transcription division today, serving directly under Frank Chiz- zini, assistant manager of the department.

Friedheim was with WMBH for the past four years and previous to radio was in the newspaper field for seven years. In his new post he will do a combination selling and sales promotion job.

During the past week WQNY signed for the NBC Therm мясное service with renewals received from KQW, KTSM and CJIC.

The Tavern

RADIO’S RENDEZVOUS

MAKE THIS YOUR LUNCHEON——
DINNER——SUPPER CLUB

158 W. 49th St.
Toots Shor

www.americanradiohistory.com
ALL FORD PROGRAMS ON THE CBS NETWORK

(Continued from Page 1)
tions. NBC contract expired after last Friday broadcast.
There will be no show this week, and new series will start April 17, 7:30-8 p.m. with a repeat broadcast 10:45-11:15 p.m. Carborundum Co. now has the CBS spot but will sign off April 16, allowing Ford to start following week.
Ford originally had all his radio shows on CBS, but last January sponsor split the CBS Fred Waring hour show into two half hour programs placing one on NBC. Ford time billings on NBC last year totaled $653,766. CBS now has the "Ford Sunday Evening Hour," the Al Pearce show in addition to his new series, which includes Rex Chandler's "Alley," Richard Bonnell's "Land Trio," and Alex Templeton, blind pianist. N. W. Ayer & Son Inc. has the account.

Television Field Tests Are Resumed by RCA
(Continued from Page 1)
placed at selected points throughout the metropolitan area.
O. B. Hanson, NBC chief engineer, said the object of the new tests, which represent the test development laboratories' five years of television experiment by NBC, is to determine the home program potentials of high definition television. RCA tele-
vision of 441-line definition has been in operation in the laboratory since last December, but this will be the first test under practical field conditions.
In similar field tests of 343-line pictures held last summer, NBC engineers received satisfactory pictures far distant as 45 miles from the Empire State trans-
mition. Last December tests on this basis were discontinued to allow for necessary alterations to change the equipment over to the finer definition 441-line system.

Airway Drama on WCAE
Pittsburgh—Kitty Keane, as a private detective, is featured in a new drama of the airways which started yesterday at 1:45 p.m. over WCAE.

BIRTHDAYS

April 6
Greetings from Radio Daily to
Lowell Thomas, Mace, Sibley, Keith McLeod, Clyde North, Margie Mohr

NEW PROGRAMS—IDEAS

Safe Driving Series
KVOD, Denver, has started a series of 13 sustaining programs titled "Death Rides Again," in coop-
eration with the Denver police de-
artment. Five-minute dramatizations picture the tragic results of auto accidents, and what happens when necessary precautions are not taken. Various police offi-
cials, including the municipal judge, manager of safety, and the chief of police, will deliver brief talks on the prevention of accidents during the series.

School Life Dramas
"Robert Davis Grows Up," the story of a Madison, Wis., lad as he progresses through school life, is a dramatic program appearing each Sunday at 5:30 p.m., CST, over WIBA and sponsored by the city public schools. Episodes from actual ex-
periences of Madison school children are used for the series, which is also produced by the school.

PUBLIC OPINION POLL
"The KDYL Public Opinion Poll on the Supreme Court," thrice-week-
ly feature over KDYL, Salt Lake City, with Announcer Dave Simmons handling, is proving quite popular. Series was induced by the aroused interest in the President's proposed Supreme Court changes. Broadcast will be presented from the street in front of the KDYL building.

17,000 NBC Programs Originating on Coast
(Continued from Page 1)
The west, "Woman's Magazine of the Air," originating with a special broadcast yesterday. Bennie Walker, with NBC since 1927, pre-
side over festivities. An original composition by Gilman and Arthur Garbett was performed. William Andrews, chief announcer here, and Richard Ellers, night program super-
visor, reminded.

NBC and CBS Billings
19 Per Cent Over '36
(Continued from Page 1)
$2,559,716, an increase of 18.8 per cent over same month a year ago. Cumu-
lative total for first quarter of 1937 gives CBS $7,202,653, a considerable leap over 1936 first quarter. Mutual figures not available as yet.

Four Stations Added By "The Pepper-Uppers"
(Continued from Page 1)
WOHL to the web making a total of 22. Others carrying the program are WFBA, WOAI, KPRC, WWNC, WBFC, WMAZ, WSB, WAPI, WJDX, WSM, WMG, KARK, KVOO, KSD, KGNC, WKY. Tracy-Locke-
Dawson Inc. has the account.

Arthur Church Signs Talent for Disk Show
Kansas City—Arthur B. Church, president of Midland Broadcasting Co. and KMBC, local CBS outlet, an-
ounced signing of Hugh Sanders, Claude Raines, Fred MacKaye, Robert Frazer and Jean Colbert for principal parts in the new transcribed show, "Phenomenon—Electrifying History," which the Midland Broadcasting has developed. Conrad will narrate the series. Raines, stage and screen star, takes the part of Napoleon.
The series is designed for use by power and light companies and was first produced by WMBC as a script show for the local utilities company some years ago. Albert Von Tilsle supplied the musical score, with P. Hans Flath to handle arrangements. Barbara Winthrop is doing scripts and Fran Heyser will handle produc-
tion on the coast.

Sablon Booked in Montreal
A week's vaudeville appearance and a guest spot on a Canadian radio station will send Jean Sablon to Montreal for "Another Ride Again," in com-
natric series. Shows will be aired direct from writer's scripts without any looking or regular radio writers. First of series will be pre-
ented April 11, when story by Archie MacLeish will be aired. Scripts by Irwin Shaw, S. Anderson, Lynn Riggs and Leonard Atlas will follow. Programs will be presented as sustaining features by the network.

First Offender Adds Stations
New Haven—"First Offender" pro-
gram, heard 5 p.m. Sundays on WELI, will be fed to WSPR, Springfield, and WCOP, Boston, in addition to WNBC, New Britain, and WATR, Waterbury, recently added. The program consists of dramatized scenes from the lives of County Jail inmates.

Clarkson Joins WOR
Robert Clarkson has joined the recording department of WOR and will concentrate on selling and pro-
moting disk service of the station. Clarkson was formerly connected with Lamont, Corliss & Co.
NEW BUSINESS

WCKY, Cincinnati

BBD

"Do You Want To Be An Actor?" which
fades May 2 for Chase & Sanborn, will be revived via a gasoline or health
drink sponsor....Bob Hope auditioned for the Woodbury spot with Shep
Field's band and may soon be heard on the show....Jeannette MacDonald's
money-demand to appear on the Don Ameche-coffee show may result in
Betty Jaynes. 18-year-old Chi high school singer, getting into Big-Time via
this show....Victor Young will hold the musical end of the "Paramount On
Parade" permanently....Announcer Karlton Kedell passed a screen test at
Warner's....Al Jolson's future film activities will be confined to super-
vising Ruby Keeler's flickers....Bobby Breen stays with Eddie Cantor until
the end....Borden's "Special Edition" remains through the summer.

WHN, New York
Hecker Products Corp. (Gold Dust, Silver Dust), Monday, Wednesday and
Friday, spots, 10:30-11:30 a.m. BBDO is the agency.

Chief Boliard Food Products Co., Monday through Friday, spots, 10:30-
11:30 a.m., 13-week renewal. Frank Presbrey Co. agency.

Grennan Bakers, Inc., Monday through Saturday, 7:30-8:30 a.m., 22-
week renewal, time signals, recordings, Rus Clancy and Jacqueline
Dewitt. Hanf-Metzger agency.

WFAS, White Plains
Open Road (tours), N. Y., evening spots Frederick Lack Travel Service,
N. Y., spots; Charles Ashmun Inc. (steamship agent), N. Y., spots; Mod-
ern Childhood Clothes, N. Y., spots, all of foregoing through Associated
Broadcast Advertising Co., N. Y., Civic and Business Federation of
White Plains, 75 station breaks; Southern N. Y. and Conn. Trailer
Show, White Plains, 20 spots; May-
flower Stations Inc. (service stations) 15-minute series starting middle
April, through J. Sterling Getchell Inc.; Port Chester Civic series, co-
operatively sponsored.

WHO, Des Moines
Mid-Continent Petroleum Corp.,
Tulsa, "Ahead of the Parade," disk
series, Tuesdays and Thursdays, through
R. J. Potts & Co., Kansas City.

Refrigeration & Air Conditioning
Corp., Youngstown, O., "The Old
Song Book," produced by Harold
Fairs, Sundays, 10:45-11:15 a.m., through
National Classified Advertising
Agency, Youngstown.

Stations Are Selected
For Preackness Broadcast
(Continued from Page 1)

NBC-Blue network, 6:15-6:45 p.m., will include WJZ, WBZ-WBZA,
WMAL, WSYR, WHAM, KDKA,
WGAR, WEDB, WABY, WSCC,
WWNC, WBSC, WJZC, WSB, and
the southeastern group. It is ex-
pected that Clem McCarthy will
broadcast the race.

McCarthy will also announce the
running of the Kentucky Derby,
sponsored by Brown & Williamson
(Kentucky) and Ralston cigarettes. In
Kozy. WJZ-C, NBC network on May 8, 6:15-
W. WBZ-D, the Brown &
is American Oil's agents.

- - -

ETHEL MERMAN, on Sealtost program,
April 10 (NBC-Red, 6 p.m.);
BILLIE BURKE, on Elza Schallert
program, April 9 (NBC-Blue, 11:45 p.m.).

MAURICE EVANS and EDDIE
DOWLING, on Advertising Club
Luncheon program, April 8 (WMCA,
11:30 p.m.);

GRACIE FIELDS, English musical
comedy star now here for 20th
Century-Fox, on Hollywood Hotel, April
16 (CBS, 9 p.m.).

WALTER HUSTON, NAN SUND-
DERLAND and FAY BAINTER in
"Dodsworth," on Lux Radio Theater,
April 12 (CBS, 9 p.m.);

KEN MURRAY, OSWALD, MARY
CHRISTIANS and PAUL GUIL-
FOYLE on "Hollywood Hotel," April
9 (CBS, 9 p.m.).

NAT PENDLETON, going abroad for
a Gable film, "Gangway," will be
radio-interviewed on WMCA's Gang-
plank Broadcast by Martin Starr
just prior to sailing tomorrow.

"Vic and Sade" Switch
"Vic and Sade," which for the last few weeks has been heard in two
Wednesday night broadcasts in addi-
tion to the two daily, five-day-a-
week schedule, drops one of the
Wednesday night performances and
adds a Tuesday night performance,
effective today.

Under the new schedule, the show
will be heard at 10:45 p.m. Tuesdays
over NBC-Red, and the Wednesday
night show will be heard over the
NBC-Blue at 10 p.m., keeping the
same time and network it has oc-
cupied since the night shows were
added. The 7:45 p.m. Wednesday
broadcast of the last few weeks will
be eliminated.

Change will greatly expand the
NBC-Red audience for the program,
as under the former schedule only a
portion of the Red network was available.

WMCA Adds 3 Announcers
Howard Doyle, formerly of WMCA,
Carlton Warren, formerly of WICC,
and Richard Hubbell have joined the
WOR announcing staff.

AD AGENCIES

JOHN B. SNYDER, formerly of the
RCA Manufacturing Co., Cam-
den, N. J., has become associated
with the Dorland International, Inc.,
advertising agency.

PAT WEAVER of the Young and
Rubicam radio staff left for Holly-
wood over the week-end and will
produce the first few Burns and
Allen programs. Everett Meade will
take over the production when WEAVER
leaves.

LINNIE NELSON, radio time
buyer for J. Walter Thompson Co. is
on the sick list. Might be back at
work tomorrow.

BLAINE BUTCHER of the Lonnen
and Mitchell agency, leaves today
for the coast.
WITH THE

WOMEN

By ADELE ALLERHAND

BUDDA BAKER, high priestess of publicity at the Maxon Agency, doesn’t believe women find their sex a handicap in radio or publicity.... Says she hasn’t in her varied career of writing. North American Newspaper Alliance, Cleveland and Detroit News, Good Housekeeping, et al. She’s been a woman’s page editor and has covered tennis and golf national tournaments. Firmly believes there isn’t any variety of advertising or publicity that doesn’t need a woman’s angle on account of the "band that rocks the cradle" scatters the skeleons when there’s buying to be done. No matter how masculine the organization set-up or the merchandise may be, according to the Baker hypothesis, the "little woman" constitutes the highest court of consumer appeal.

Mary Jane Walsh, newly arrived in the radio limelight, stepped into the arena on the Hammontree show April 20....she’ll open at the Mon Paris on the Mon Board to premiere at the swank Mayfair on May 24, according to arrangements recently concluded by Frank Kessler and the Leo Morrison office. Durelle Alexander’s "Queeny Mary" debut over the week-end was more than satisfactory. Production on the Benny-Cannon circuit. Arrangement connection began on Saturday. Elaine Sterne Carrington, female fictionist and scribe of "Trouble House," returning from Florida sortie with offspring Patricia and Bobby....Bob Lawrence of the Whiteman Band unable to join the outfit until the Chicago opening because of the death of his baby daughter. The funeral is today....Poppys Cannon, Maxon’s copy- penning gal, remodeling a big house in Reading, Conn.

A "Candid Mike" program on Pat Barnes’ "Opera House" over WINS today goes prophetic with a satire on the quins in 1945—Leona Powers of "Red Harvest" is today’s "Theater Guide" broadcast guest....Bud Dudley’s Thursday guest offering is none other than Muriel Hutchison, the "Amazing Dr. Clutterhouse" feminine menace....Scotty, WMT Cedar Rapids-Waterloo news commentator, had an audience with the Pope: during his illness devoted a program to him....she’s received a postcard from His Holiness, thanking her....Monroe’s mother died suddenly.

Winchell Westbound

Walter Winchell left New York last night for Hollywood, where he will do his Jergens broadcasting and columnist for 1937. Blayne Butler of Lennen & Mitchell, agency handling the Winchell account, tells today for the first time to supervise the Winchell program.

New NBC Variety Show

Chicago – Piccadilly Music Hall, weekly full-hour variety show patterned after an English music hall, debuts at 10 p.m. CST tonight. John Godfrey, with loveliest of the American Woodchoppers, Sylvia Clark, Ranch Boys, Doring Sisters, Cleo Brown, and Al Short, conductor, is the cast.

Max Baer Match on CBS

Columbia Broadcasting System yesterday completed arrangements with British Broadcasting Corp. to carry the boxing bout between Max Baer and Tommy Farr, British heavyweight champion, April 15. CBS will pick up the fight from BBC at 1:30 p.m. and continue for one hour.

New WINS Programs

"Up and Down and Around New York," featuring Ed Flynn, starts at 6:30 tonight as a Tuesday, Thursday, and Sunday feature over WINS.

Tex Walker, singing cowboy, begins a Tuesday and Thursday 4 p.m. series today.

Rockwell-O’Keefe Tieup

Rockwell-O’Keefe, Inc., have just completed arrangements for a tie-up with the Small-Landau Co. of Hollywood to represent all their artists for radio. The deal was handled by Ralph Wonders.

Radio Persönalities

No. 21 in the Series of Who's Who in the Industry

MAJOR EDNEY RIDGE, managing director of WBIR, Greensboro, N. C., a true southern gentleman who combines the qualities of a fighter with the gentleness of human understanding, and whose guiding genius lifted WBIR from the verge of bankruptcy to a commanding position in about two years.

A native of Greensboro and one of its most "regular fellows," Major Ridge proved his abilities in other fields before identifying with radio. He achieved distinction in newspaper publishing—the best of all training schools—riding in 1923 from the news and advertising rooms of the Greensboro Record to the post of publisher, and steering that paper to such success that a national newspaper combination bought it for ten times what it was worth when the Major took charge.

Army-trained, with a record of distinguished service in France during the World War, Major Ridge has an equally distinguished record for community service in his city and state. Being modest, his deeds must speak for him—and they do.

DeLima for Coast Post

Peter DeLima leaves today for Hollywood to join the Small-Landau talent agency. Understood that DeLima will handle talent for radio. Since his recent return east, DeLima was with the New York office of Lyons & Lyons, which spot he resigned upon receiving the Small-Landau offer.

Lipton Series on WNBC

Thomas J. Lipton Inc., Hoboken (tea), on April 13 will start a quarter-hour program on WNBC, Tuesdays and Thursdays. Frank Presbrey Co., Inc., New York, placed the account.

KDYL "Reporter" Extended

Salt Lake City—"Inquiring Reporter" series, which proved a good ticket-seller for the Orpheum Theater last year, has started its 1937 series over KDYL on Wednesdays. Myron Fox of KDYL announcing staff handles the program, with a jewelry store merchandise giveaway tieup.

DeLima Leaves

Peter DeLima leaves today for Hollywood to join the Small-Landau talent agency. Understood that DeLima will handle talent for radio. Since his recent return east, DeLima was with the New York office of Lyons & Lyons, which spot he resigned upon receiving the Small-Landau offer.

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8:30 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

Radio Recorders Inc.

932 North Western Ave.

Hollywood

Congratulations

And Our

Deepest Appreciation

For

The Newest Paper in Radio

LOU R. WINSTON, Pres.

* *

RADIO

RECORDERS

INC.

*
Coronet-on-the-Air

Some shows started recently on WOR and switched to NBC-Blue on Friday, 9:30-10 p.m. Deems Taylor, Robert Arbruster and orchestra, plus dramatic cast and an occasional guest, in a program heralded by full page ads in the dailies as well as smaller space. Style of show remains the same, but setting has been too much too at the opening, listeners hardly getting an opportunity to orient themselves before the first dramatized business is on.

Schedule as billed did not always work out as strongly in spots, some what disappointing was the "orches tra plays four pictures, including Frazon's 'Sleepless Bachante.'" Needed more of a sock in this direction. One item was repeated as does on the first Coronet program, but interesting nevertheless. Production generally is good and Deems Taylor most always is, too. Unlike the WOR show, this one made no reference to sending in subscriptions to the station, etc. Listener was told, however, that newspapers man would permit the prospective purchaser of the magazine to look it over first.

RCA Magic Key

Two or three highlights aided Sunday's 2-5 p.m. stanza which held the usual melon hookup, including, of course, two-way conversation from a new U. S. Army bomber. "Song of India" by the Whiteman orchestra had an inimitable rendition. Rose Bampton clicked.

Shaefer 9 O'clock Reveue

The "Shaefer 9 O'clock Reveue" on WOR, to this reviewer, is the best musical show on the station to date. Program is sweet music at its best. Lou Shcraper and the Shakerettes makes one want to dance and Ray Heatherington's singing of "The Night Is Young and You're So Beautiful!" and "If My Heart Could Only Talk" were excellent.

Program is aired at the New Amsterdam Theater and only s. r. was available last Sunday night. Arthur Pryor, Jr., BBBO radio head, Shaefer's advertising agents, personally supervises the show from the control room.

National Ice Show

National Ice show with Gladys Swanbridge, Frank Chapman and Robert Arbruster's orchestra still has not come entirely out of the rut it started in last February, Sunday night's program on the NBC-Red, 10-10:30 p.m., cannot hope to garner any of the listeners the former occupant of the period, General Motors Symphonette. Frank Chapman, who narrates the whole show, serving as master of ceremonies and star singer. Frank Chapman, as her singing partner, does not sound bad in the duets, but in solos his selection of songs is poor. Sunday night on his only solo he failed, probably due to poor lungs, to reach some of the high notes. Chapman was also exceedingly nervous when not before the microphone.

Party and there is a tip to the production staff. Don't look out of the control window like you were watching an execution. At this broadcast the control room was jammed and so was the clients' room. A little smile, a handclap or some other form of encouragement would be appreciated at the same time. Maybe that is the reason for the show lacking any zip.

Nash Speed Show

Help! Star drowning in the wrong kind of program setup! That's what is happening to Grace Moore, whose performance has been all but ruined for the third successive week by a production setting that is out of tune with her. Despite the elimination of Gibbons and his rat-tat-tat commentaries, last Saturday night's Nash Speed Show (CBS, 9 p.m.) still didn't sound like the right kind of a background for Miss Moore. Her "Jeannie," "Finiculi, Finicula" and a scene from her film "The King Steps Out" had a routine flavor. No sparkle. Whole program seemed just routine.

Mills Brothers

Not much heard from in a long while, the Mills Brothers' "Bold That Tiger" fame didn't get much of a chance in their guest spot with Ed Wynn last Saturday at 8 p.m. over the NBC-Blue. Their "Love Bug Will Bite" was just fair compared to what these boys are able to do. The program as a whole was about as usual.

Seastest Party

Tom Howard and George Shelton provide some of the most consistent amusing and liveliest semi-fire comed to be heard on the radio. But when they crowd into a few minutes such old ones as "How long is a piece of string?" "Where does your gist go when you open your hand?" and "It's longer from New Year's to Xmas than from Xmas to New Year's," and others, it's too much. Otherwise, last Saturday's Seastest Party with James Melton over the NBC-Red was okay. Delmer Oat Skinner, one-woman show, entertained muchly.

Paramount on Parade

Second edition of Paramount studio program over NBC-Red on Sunday at 7 p.m. wasn't a lot better than the poor initial showing. Yacht Club Boys did a number, a trio of little girls sang 'M. Paginini,' Dorothy Lamour was heard in "Moonlight and Shadows," Gail Patrick, Ray Miland and Akim Tamiroff burlesqued a little drama, and Victor Young did orchestral honors, with Lynn Overman and Mary Carlisle as guides. Insufficient preparation seemed to be the chief fault.

At Random

...Bobby Breen singing "EllI EllI" was the choice bit on Eddie Cantor's Texaco program Sunday over CBS at 8:30 p.m. Whole show was better than some recent Cantor productions. Artie Auerbach, new stooge, was pretty funny, but not like Parky-A-Tarkus or Harry Savoy.

...NBC's ABC of Announcers on Saturday at 7:45 p.m. over the NBC network was largely a batch of kid- ding between the mikers and a girl info-seeker. It was more gaggling than informative or institutionally enhancing.

...Last Friday's Farm & Home Hour over the NBC-Blue at noon had some informative bits by Paul Bresta and members on radio play writing. Wing outlined the basic essentials, emphasizing plot and simplicity, and gave a sample of con- structional broadcasts and special sports and news events. Pictorially, it is an especially good job.

Binder for Poems

Orville Foster, "The Day Dreamer" on the Iowa Network, has been off ering a loose leaf binder for fans of the program who may secure poems heard on his program by writing him. In offering the binder, he told listeners they could send in 10 cents to cover mailing and handling if they liked, though it was not one. He recalled the first week and 752 the second. Of all who requested the binder, only 60 failed to enclose dime. Foster is Manager-Director for IBS and his Day Dreamer program has a big following in Iowa. Program is one of those being tested for audience reaction by the Iowa web prior to pushing for sponsorship.

PROMOTION

Jingle Contest

Lem Turner, WHO (Des Moines) singer-comedian, and the Four Dons, instrumental ensemble, broadcast a variety program over WHO every Monday, Wednesday and Friday, 5:45-6 p.m., in the interests of Crazy Water Co. (Crazy Fizz), have evoked considerable interest with a jingle contest.

Crazy Water offers 21 cash prizes each week and a grand prize for the best four-line jingle to be recited to the tune of the "Crazy Grinders' Swing" program theme song.

Listeners may submit as many jingles as they wish, each accompanied by the side of a cartoon from a package of either Crazy Fizz or Crazy Water Crystals or a reason- able accurate facsimile.

On each of the three weekly programs a $5 first prize, $2.50 second prize and five prizes of $1 each is awarded winning jingles. At the close of the contest, April 16, a grand prize of a 10-day all-expense trip to the Crazy Water hotel, Mineral Wells, Tex., will be awarded.

Admiracion Campaign

Admiracion Laboratories, which start a new program on the Mutual network April 18 with Tim and Irene and Bunny Berigan swing orchestra, have designed a special pro- motion campaign to tie in with the radio show and introduce to the public its oil shampoo and other hair dressing products. Magazines and newspapers will also be used.

Cash allowance for cooperative advertising has been made available to all retailers and a combined package value at $1.00 will be sold for 59 cents. Admiracion will allow the retailer six cents on each pack- age and each "shipper" containing six units will give retailer a 36- cent certificate and honored by Ad- miracion. The certificate can be used to supply mats, etc., for the retailer to use in his local advertising tieups.

Seed Offers

Garden seed offers on at least three different programs heard daily over KVVO have caused a real rush in the sending in of orders for the department of the station, according to Gordon Avery, merchandising manager.

Garden seeds are now offered by Dr. Calwell's Lyric Foods, Inc., Ma Perkins, and Shannon's Feed Co.

A special post office truck on three different days brought the mail to the station, and virtually every available member of the staff was summoned for duty to aid in separating and classifying the mail.

NBC Program Display Book

NBC has readiness a new booklet entitled "35 Hours a Day," which gives the reader a kaleidoscopic view of the various programs that go to make up 17¼ hours of broadcasting on each of these networks. Pages include regular shows as well as transatlantic broadcasts and special sports and news events. Pictorially, it is an especially good job.
FRANK CAPANO returns to the music publishing field to organize the Tin Pan Alley Music Co., with offices in Philadelphia and New York. Maurice Merl, who formerly acted in the capacity of professional manager for Capano Music, has formed his own company, Atlas Music Co., and will concentrate on swing and country numbers. He will have offices in both Philadelphia and New York.

Leo Zotto takes over the baton at Benny the Bun's, Philadelphia. The spot has a WFIL wire.

Bob McGrew's band, hailed as one of the outstanding young outfits in the music business, made its bow over WCAE, Pittsburgh, last week. The program originated at an outlying night-spot, Bill Green's Casino.

Werner Jansen, composer and conductor, will conduct the Helsinki Municipal Orchestra in the Sixth Symphony by Jan Sibelius, outstanding Scandinavian composer, during a special broadcast from Helsinki, Finland, on Friday, April 9, 1:00 to 1:40 p.m. over the NBC-Red.

Bob Willis and his playboys, a hillbilly band aired a half hour daily over KYOQ, Tulsa, after hours on the station, is drawing increasing crowds. Recently William B. Way, manager of KVQO, arranged to place the band in one of the city's largest dance halls for the noon-day broadcast. The dance hall has become a haven for noon-day crowds who watch the broadcast.

Vincent Travers, French Casino maestro, who makes the Sunday nights at 11:15 over the WEAF-Red Network, has had his broadcasting schedule extended to include a Wednesday evening spot over the same chain. Time remains the same.

Paul Whitman's newest vocalist is Jimmy Brierly of CBS fame. Brierly will be inducted into the Whitman band officially April 8 when the broadcasts over KKJZ and NBC begin are aired from the Drake Hotel in Chi.

Jack Benney and Ork introduce the latest style in melody, "Tone Poems in Swing," a Sid Phillips conception. Miller is the publisher of two of the numbers, "Night Ride" and "Escapade."

At the Rainbow Grill
Emery Deutsch
and His Orchestra
Emery Deutsch and his orchestra present the New Orleans Jazz Music
CBS Artist Bureau
Management Rockwell-O'Keefe, Inc.
Radio City, New York and Hollywood

"KEYBOARD SERENADE"
Sustaining
CBS, Saturday 9:30-10 p.m.
PLEASING BLEND OF ORGAN AND PIANO MUSIC WITH VOCAL INTERLUDES.
With the expert ivory work of Ann Leaf at the organ and Walter Gross at the piano, and the rich, full-bodied voice of Ruth Carhart coming in for an occasional refrain, this is a very nicely devised program. It will be welcomed especially by those who enjoy a suitable accompaniment for relaxation. There is a minimum of commentary about the songs by the performers. In fact, most of the numbers are not even announced, and it is a pleasure to hear the fine voice of Miss Carhart breaking into the song pleasantly and unhampered by talk. The few necessary announcements are judiciously handled by Carlyle Stevens.

"IRVING KAUFMAN PRESENTS"
National Sliver Co.
WOR, Sundays, 11:30-12:00 a.m.
PLEASANT VOCAL ONE-EMAN ENTER- TAINMENT, WITH INSTRUMENTAL IN- TERLUDES.
This program has an easy rhythmic flow, with surprising variety, considering the fact that the burden of entertainment is carried by one man. Irving Kaufman's voice has a lyric- al quality, his assortment of dialects is comprehensive and flexible. A nice balance is struck, with the singing of such ditties as "Time On My Hands" alternating with moments of swift comedy. Pauline Al- cott, WOR's "whirlwind pianist," and Louise Wilcher, "spoonialist," contribute several skilful and interestingly worked out piano-organ duets. Announcer is Ray Winters.

"GENERAL MOTORS CONCERT"
General Motors Corp.
NBC-Blue Network, Sundays, 8-9 p.m.
NEW SPRING SERIES OFFERS STRONG AND WELL-BALANCED MUSICAL SHOW.
With Lily Pons and John Brownlee as guest soloists, this program inaugurated its annual spring series last Sunday devoted to a lighter type of music than that heard throughout the winter. Orchestra, under able direction of Erno Rappe, devoted majority of the hour to the orthodox classical arrangements, leaving Miss Pons and Brownlee the task of introducing the lighter vein to the program. Brownlee, making his air debut, did not appear Mike-shy during his turns on the ether and his rich baritone voice proved easy to listen to. Miss Pons, warming up for her new series which begins April 15 over CBS, offered a selection from her latest picture, "The Girl from Paris." Show should prove heavy opposition to the 8 p.m. monopoly formerly held by Chase & Sanborn on the opposite NBC net. Program shies away from boring commercials, using only a minimum amount of sales chatter. Milton Cross, formerly the commentator on the program, has been replaced by Howard Clancy, who continues indefinitely.

"MORNING ALMANAC"
Sustaining
WABC, Monday through Saturday, 8-9 a.m.
FAIRLY LIVELY AND CHEERFUL MISCEL- LANY EMBLEMED BY PHIL COOK.
With Phil Cook emceeing and doing his familiar line of characteriza- tions, this program shapes up as one of the better early morning periods. Comedy, music, suggestions on gar- dening, advice on marketing, information about return engagements of popular films, showings of foreign pictures, intermittent announcement of the time, Long White at the organ and specialties by The Funnyboners, all combine to give the program enough variety and movement to keep it fairly interesting.

CHAMBERLAIN BROWN
Sustaining
WMCA, Mondays, 3:30-4 p.m.
GOOD BROADWAY VARIETY PROGRAM WITH SPONSORSHIP POSSIBILITIES.
Continuing in the same vein as the 26-week series recently put on over WINS, Chamberlain Brown bought an interesting new series to WMCAs yesterday. Titles came from the Broadway theater, operas and other glamour films, Brown puts on a diversified show that could well be utilized and improved by sponsors, for Brown has unusual facilities. Yesterday's bill had Mrs. Joe Leblang, Donald Sharpe of "Dead End," Mar- cus Griffin of The Enquirer, Goeta Ljungburg of the opera and many others. Interesting discourse on Broadway doings and personalities is interspersed with the musical and dramatic bits.

WROL Promotes Roland Weeks
Knoxville-Roland Weeks, for the past year in the local sales depart- ment, has been promoted to commercial manager of WROL. He formerly was with WSCC, Charleston, S. C., and WNOX here.

Oregon Radio Advertising
Portland, Ore. Radio will be used in the Oregon state highway com- mission campaign to "Sell Oregon to America." Bettsford, Constantine & Gardner agency here is handling the account.

The only daily trade paper devoted exclusively to the better interests of commercial radio and television—

Radio Daily
1501 Broadway
New York, N. Y.
6425 Hollywood Blvd.
Hollywood, California

The editorial "Looking On And Listening In," on the front page of the Thursday, March 18th issue, sells me. Whoever wrote that column that day certainly hit the bulls' eye. That one article alone makes Radio Daily worth a year's subscription.

Most cordially,
CLAIR E. HULL
WDZ BROADCASTING COMPANY
Tuscola, Illinois

Enclosed is order for Radio Daily for one year and please bill us accordingly.

Of the sample copies, we have obtained three leads for the sale of blank acetate discs etc. and obtained two orders so far and the profits on these orders will pay for your paper for quite a time to come.

Very truly yours
MIRROR RECORD CORPORATION
by P. K. TRAUTWEIN, as Pres.-Treas.
28 West 25th Street, New York City

www.americanradiohistory.com
HARRY LeBRUN, who with Ken French pioneered two-voiced news broadcasts and is still at it with Tide Water Associated Oil Co., recently volunteered and was used as blood donor in response to plea by Al Sigl, newscaster of the Gannt newspaper at WHEC, Rochester, N.Y. Incidentally, WHEC gives 8 hours weekly to newscasts, according to Ross Woodbridge.


Dismissal of Major W. E. Gladstone Murray as g.m. of Canadian Broadcasting Commission has been demanded by Ex-Prime Minister R. B. Bennett, recently of a radio statement by Murray to the effect that CBC is permitted to make Canada bilingual.

Bill Phelps of KOMO-KJR, Seattle, took himself a wife.

Doug Grant, program director at WTM, Cedar Rapids-Waterloo, back on the job after a short illness. Charles F. Quentin, WTM technical supervisor, returned from Milwau-
keee area where he looked over engineering facilities preparatory to installation of some new equipment at WTM.

Eleven Baltimore federal savings and loan associations, constituting the Maryland Council of Federal Savings and Loan Associations, sponsored a "Buying a Home" program over WBAL, hooking it up with their display at the National Home Show, which opened Saturday.

James R. Waler, radio dialectician, is in the new play, "Excursion," opening this week.

Lenny Strong, announcer at KLS, Salt Lake City, is the father of a girl.

Wayne Richards and Ralph Hardy, both former University of Utah men, have joined the announcing staff of KLS, Salt Lake City.

James Irving is the latest addition to the WTMJ, Milwaukee, announcing staff.

Gene Cook has succeeded W. L. Doudena as radio editor of the Wisconsin State Journal. Madison. Doudena has joined WHBL, Sheboy-
 gan, Wis.  

WRJN's 10:30 p.m. news broadcasts, labeled for more than a year and a half the "Police Blotter," have been renamed "Fur Star Fixit!" to tie in with the latest edition of the Racine (Wis.) Journal-Times.

John Sheehan, former WGY (Schenectady) announcer, is pinch hitting for Leo Babyl, Tydol sports commentator. Bolley, with Mrs. Bol-
 ley, is on an automobile tour to Washington, Baltimore and Pinehurst. During his absence Sheehan interviewed Ellsworth Vines and Fred Perry, tennis professionals, before WGY's microphone.

RALPH R. Burton, g.m. of KJBS-KQW, back from a Washington trip in connection with application for power increase for KQW, San Jose, to 5000 watts.

Carleton E. Coveny, KJBS sales manager, resigned last week to be-
come commercial manager of KFAC, Los Angeles. His duties here are being absorbed by Ralph R. Brunton, g.m. Bert Van Cleave, radio and ad-
exec, has joined the KJBS commercial department.  

Ford Billings, g. m. of California Radio System, gave one of the short-
est dinner speeches ever recorded at the dedication of KYA's Oakland studios. It lasted 30 seconds.

Harry Delaas is now chief mike-
man for KYA in the Oakland studios. William Gleason is in charge of the Oakland KYA studios as CBS representative.

E. P. Franklin has been named general operations manager for KJBS, coordinating operations of the commercial and production departments and directing personnel. Wa-
rink Foote, or-
cial, has been named to replace Mr. Franklin.

C. R. Hampton has been added to the KYA sales staff, it is announced by M. E. "Bob" Roberts, manager.

Tom Wallace, southern California commentator, has had KYA added to his outlets. Dr. Jayne's Vermifuge is sponsor.

Dick De Angelis has joined the KJBS announcing and producing staff.

Ennie Smith has signed on a long-
term contract for a new series of evening sports broadcasts over KYA. Roos Bros. (clothing) is sponsor. Smith also is handling the baseball games sponsored by General Mills.
26 ACCOUNTS REPORTED FOR ‘WLW WIRE’ HOOKUP

The “WLW Wire”, definitely scheduled to start next Monday with the hookup including EKV, Pittsburgh, WFTL, Philadelphia, and WHN, New York, is reported as having 24 quarter-hour commercials set, plus two half-hour shows, making 26 commercial programs weekly.

The new affiliation is meeting with tremendous success and is now regarded as a natural from the sales point of view, according to John L. Clark, president of Transamericabroadcasting & Televisiion Corp., which put in the Chicago hookup with

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Star Radio Programs Adds Ten Subscribers

Addition of ten stations to its list of subscribers is announced by Star Radio Programs Inc. Eight of the stations have taken the “Star Commercials”, while two, WBTM and KRMIC took the feature program “The Morning Bulletin Board”.

Daniel C. Studin, vice-president of the firm, interprets the increased business at this time as indicating a prosperous summer season for the industry.

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Draves to Handle Radio In Compton Adv. Agency

Lee Draves has been appointed business manager of radio department of Compton Advertising Inc., succeeding Felix Dyck Hoff, who has been promoted to manager of the newly established Chicago office. Dyck Hoff is now in Chicago arranging for office space. Draves has been a member of the Compton staff for several years.

(Continued on Page 3)

Continue Canada Deal

Washington, D.C., Radio Daily

Washington—Mutual Broadcasting System, Inc., Chicago, yesterday filed application with the FCC for extension of authority to exchange programs with CKLW, Windsor, Ontario, and through the telegraph office of Canadian Pacific Railway, Windsor, with Canadian Broadcasting Corp.

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Sarnoff Tells RCA Annual Meet That High Cost of Visual Programs Will Require Ad Support

RCA FIRST QUARTER 10% AHEAD OF 1936

RCA business for the first quarter of 1937 was estimated by David Sarnoff yesterday as being 10 per cent ahead of the same period in 1936. Net profit, after deductions, $1,600,000, will be approximately $2,200,000 for the quarter, compared with $1,237,000 for the first quarter of 1936. This profit will be increased by net profit of $900,000 over the same period last year. After allowing for the first quarter dividend requirements of $908,000 on preferred stock, there remains approximately $1,301,000, equivalent to 10 cents per share on the common stock. Same quarter last year resulted in a

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Musical Artists Guild Re-elects Tibbett Prexy

American Guild of Musical Artists Inc. has re-elected Lawrence Tibbett, president. Other officers re-elected at the annual meeting were Jascha Heifetz, Richard Bonelli and Alma Gluck, vice-presidents, and Frank LaForge, treasurer. New officers are Frank Sheridan, vice-president, and Quenna Mario, recording secretary. Leo Fischer was reappointed executive secretary.

(Continued on Page 3)

Packard-Astaire Show Is Extended until June 1

The Packard Hour starring Fred Astaire has had its time contract extended until June 1. It was learned yesterday. Program is sponsored by the Packard Motor Car Co. over the NBC-Red network. Tuesdays, 9:30-10:30 p.m. Charles Butterworth and Johnny Green’s orchestra, in addition to Astaire, make up the show. Young and Rubicam has the account.

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General Foods to Star Ripley in New Program

General Foods Corp. has picked up its option on Robert (Believe It Or Not) Ripley and will star him in a new series of radio programs to begin before the end of the year. General Foods said Ripley would not

(Continued on Page 3)

Renewing “Magic Key” For Indefinite Period

RCA on April 11 will renew the “RCA Magic Key” program for an Indefinite period over 81 NBC-Blue network stations, Sundays, 2-3 p.m. Lord & Thomas has the account.

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Mike Fear

Philadelphia—When Bob Turner, who makes his living dethroning death in auto and airplane stunts, was interviewed over WDAS, he nearly fainted from fright at the sight of the mike. By clutching the mike and inhaling deeply, the movie daredevil regained his composure and saved the broadcast for announcer Jerry Stone.

15-Second Wait Costs Canovas $1,600 Weekly Out of $1,750

11 Stations Are Added For Griffin NBC Show

Griffith Mfg. Co. has added 11 more stations to its “The Tic-Toc Review”, program which starts Tuesday on the NBC-Blue network, May 17, 7-7:30 p.m. Stations are WSM, WTOP, WBOC, WJZ, WFLA, WIOD, WFRC, WSC, WWNC and WRVA when available. Birmingham, Castlemann and Pierce is the agency.

With four more weeks to go on their contract with Lennen & Mitchell agency for the Woodbury Sunday show, "Magic Key", the show on NBC-Blue network, the Canovas (Annie, Judy and Zeke) are paying $1,600 weekly out of their $1,750 salary in order to avoid a 15-second wait on a Hollywood switchover. Hillbilly trio, agented by Harry Best, joined the Woodbury show last season at $750 with scale graduat-

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Efficiency Recess

Lord & Thomas agency requires members of staff to take a one-week Winter vacation (on the house), the idea being that the men thereby will be refreshed and better fitted for work until the usual summer holiday period. Tom McAvitty, head of the radio department is currently labeling the pine-leaden air of Asheville, N. C.
Second of a series of expressions by the leading radio editors of the country on the general subject of broadcasting.

By ROBERT S. STEPHAN
Cleveland Plain Dealer, Cleveland, O.

I HAVE no complaints against radio. I do not think a radio editor could completely reflect his readers' reactions and, if possible, offer such constructive suggestions as he feels might aid the industry. So here goes:

COMEDY—We need more natural humor, less gags. The current back-slapping and feuds are sometimes tiresome.

APPLAUSE—Studio applause is acceptable if not forced. As a natural background it may have its place, but in view of the serious nature of Motors concerts. But there should be a law against "applause signs" and "radio cheerleaders."

RADIO PERSONALITY—The radio serial needs an uplift. Why not dramatize our good novels? Too many actors and actresses "double" and "triple" weekly on serial scenes. The dialer recognizes the voices and associates them with other characters outside the sketch to which he is listening.

DRAMA—Radio Theater leads. Yet in this series it has been demonstrated plays and casts must be chosen carefully. Weak plays can be instantly detached. Poor casting will injure a messy play. Radio can be even more taxing than the theater. It is not "name" but acting ability which gets over the air.

MUSIC—The dance band with individual style and personable front is the "tops" today. Symphonic organizations are rapidly developing the needed showmanship which reaches the masses mind. Serious musicians discover music should not be played because it has been the custom to play it—but to play it for its own sake and for its own merit value. In the serious field the short work is of most value in radio.

TELEVISION—Unless television is somewhere near comparable to sound broadcasting it should not be overly ballyhooed. The public is of a mind to make something big in the way of television.

PERSONALITY SINGER—The little girl who once sang about the moon is not so popular these days. Diapers are demanding good voices and musicianship rather than freak voices and styles.

LOCAL EVENTS—Networks have taken too much of the individual station's preferred time. Each station should have at least an hour across the board in time between 7 p.m. and 10 p.m. in which to stress itself locally, by stressing community broadcasting.

COMMERCIAL—Best commercial bulletin on the air today is one so short that it can not be dialled off. Let the sound of the announcer come from the board and play important parts of the commercial. It will be less tiresome.

EDUCATION—All educational broadcasting should be "box office." Just because a series is "educational" should not be the key which unlocks air time. We need more educational research rather than more education, at air time at this point in radio's progress.

VARIETY—Producers should select their acts by listening to them unseen. What happens in the studio many times does not get to the air. Many stage acts are not good radio acts.

INTERVIEW—The air interview as area is not good radio unless the interview is natural. Diapers detect when the person interviewed is not speaking from his own thoughts. The "hero should always be himself." If he makes a poor showing before a mike he should not be considered as interesting radio material.

All CBS Sustainers Are Listed in Booklet

CBS sales promotion yesterday published, as part of its regular monthly service, a complete list of all sustaining programs on the net. Sustaining list was a part of the monthly client list which CBS has been sending out in mimeograph form, now printed on glossy paper. List of sponsored and sustaining programs will be revised and issued monthly. Along with the new booklet a postcard was attached asking if you wanted to receive the information regularly, throw the card away, if not mail the card to CBS. A little reverse English.

N.Y. Sets Its Plan For Radio Workshop

New York University yesterday announced completion of plans for a six-week session of the Radio Workshop to provide training for persons wishing to enter the new fields of educational broadcasting. The course is to be conducted by the university in cooperation with the Radio Project of the Office of Educa-

COMING AND GOING

WILLIAM MURRAY, head of the William Morris Agency department, returned from the coast yesterday.

PERCY HEMUS is back from Chicago.

DALE ROBERTSON, vice-president and general manager of WIRX, Utica, is in New York on business.

WILLIAM A. SCHUDT, Jr., general manager of WWJ, Detroit, has returned to his office after a week's business trip to New York.

JOHN J. GILLIN, JR., of WOW, Omaha, will join the board of directors meeting of the National Association of Broadcasters.

HELEN MORGAN sails today on the Lafayette for Europe.

VIRGIL REITER of Transamericans is in Chicago for the rest of the week attending sales conferences.

FRANCO GHONE, conductor, arrives tomorrow.

WARREN and DUBIN will return to Hollywood on Friday. While in New York they will conduct a workshop at the old Mervyn LeRoy Flacker which will star Kenny Baker.

Barnsdall Refining Shifts Midwest Show

Because the repeat program on the Rex Chandler show which CBS signed yesterday comes at 10:45-11:15 p.m., Barnsdall Refining Corp. will have to shift its mid-west program on April 18 to the Sunday, 7-9 p.m. slot on the same program on the CBS network. CBS contract with Barnsdall contained a two-week cancellation clause.

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TELEVISION NEEDS SPONSORS—SARNOFF

(Continued from Page 1)

new high by way of public appreciation, while next month, he predicted would again make radio history with broadcasts of the Coronation.

Television was making rapid strides Sarnoff said, pictures now being televised being able to do that of the former 5½ x 7 inches.

Coverage of the U.S. with approximately 3 million square miles of territory and about 130,000,000 inhabitants presents a problem “more formidable” than in England, where the area is small and the population concentrated, he pointed out. Mentioning the government subsidy of television in England, Sarnoff was sure that reception would be free to the American home through private enterprise. Further technical improvement was necessary in transmission as RCA received but as the improvements were made, costs should decrease and reduce the huge financial outlay now necessary in starting a nation-wide television service.

Sponsored tele programs were definitely a part of the future status of this new form of entertainment, stated Sarnoff, because the program service will be costly and support will involve upon advertisers as it does in broadcasting. Before sponsors can be interested, however, it is necessary to provide a seeing and hearing audience. He pointed out that RCA equipment was second to none, that developments in England were based on RCA patents and reminded his hearers that CBS in re-entering the field of tele had purchased RCA apparatus.

RCA First Quarter 10% Ahead of 1936

(Continued from Page 1)

deficit of about one cent a share on the common. Sarnoff warned, however, that the first quarter business was not a sound basis for determining the profits of the entire year.

By a vote of 63 per cent of outstanding stock, directors were re-elected. Proxies were received from 56 per cent of stockholders, a higher percentage than last year.

NEW PROGRAMS—IDEAS

“Current News Forum” Successful in a three-month trial, “The Current News Forum” makes a daily 11-11:30 a.m. feature over KUOA, Siloam Springs, Ark. Purporting to be the program that offers intelligent interpretation behind the daily news and it endeavors to interpret problems and solutions that arise every day in the minds of persons reading the news. This is accomplished by inviting guests to the news forum who represent a cross section of community life. The regular staff consists of Dr. Henry F. White, economist, writer and historian, and Roger Cox of the Science and Mathematics department of the John Brown University. Various masters of ceremonies are used from time to time, and their duty is to keep the conversation running.

The program is entirely ad free, but listeners write in with frequent questions as to whether the program is ad free or script. This procedure is followed of course, because Sarnoff chooses a United Press bulletin and reads it. He then throws the forum open to the visitors who ask pertinent questions regarding the background, causes and effects. The staff of the news forum then comes into action. It has been found best to use the same visitors for a period of time because after a while more familiar with the microphone their questions become more spontaneous.

Trailer as Radio Studio In connection with spots being sponsored by the Southern New York and Connecticut Trailer Show, to be held at the County Center, White Plains, April 8-13, a broadcast may be carried out by WFS from within a trailer, with the “home-on-wheels” acting as a broadcast studio. Saturday is the date chosen for the Exposition broadcast, with 9:45 p.m. as the tentative hour. An “on-the-air” explanation of “trailering” will feature the pick-up.

Service Station Series In a campaign being prepared by B. M. Middleton, sales manager of WPAS, White Plains, N. Y., and the J. Sterling Getchell agency, Mayflower Stations Inc. (service stations) will sponsor programs in which listeners and motorists in Westchester County and lower Connecticut will have an opportunity to participate. Series starts in a week or so.

Business Federation Drive Civic and Business Federation of White Plains Inc. has a $50,000 promotion announcement over WFAS for the week of April 18 to promote “Federation Days.” A pretentious event being held to promote retail trade in the city, which will be in holiday garb for the occasion.

Collegiate Tieup Don Withycomb, g.m. of WPIL Philadelphia, has arranged with eight colleges to substitute a radio script in lieu of a composition assignment to the English six schools. غيرو will be to submit a quarter-hour script weekly, the professor picking the best for station approval. John Clark, WPIL program chief, will select one of the scripts for incorporation in a “University Night” weekly program. Howard Lain’s band will supply college medleys for the programs.

Music School Series A new series of programs, “Cavalcade of Music,” has been started by KLZ, Denver. The station has invited music schools, high schools and colleges to put on 15-minute musical programs. Each school is to build up its own program complete. Will probably build up a following from the schools parents and relatives.

Tie-up With Schools Tie-ups between WBNX and foreign language classes of a high school are in the works. The programs are set with the James Monroe High School, Hunter College High School, New York University, Hunter College, Samuel T.ilden High School and Grover Cleveland High School, with others to follow.

WHO Starts 8 a.m. Sundays Des Moines—WHO is now starting its Sunday schedule an hour earlier, at 8 a.m.

St. Louis Gospel Center’s weekly Sunday Bible Broadcastings services is being piped to WMO from St. Louis by special leased wire.

First Babe Ruth Broadcasts Initial broadcast, April 14, in the Babe Ruth series sponsored by Sinclair Refining over CBS will feature the Babe Ruth High School discussion baseball and football. On April 16, Doris Hillman of Horace Mann High School will tell why she prefers baseball to football.

Giveaways of 20 RCA Victor auto radios and 500 autographed baseballs are tied in with the series. Federal Advertising Agency has the account.

Philco Auto Radio Drive Philadelphia—Philco has launched an auto radio drive for the spring and summer and is now distributing to dealers throughout the country an impressive collection of high-powered sales aids to be called by radio, newspaper and billboard advertising.

On Tour GLEN GRAY and the Casa Loma Orchestra Out of Town and the Radio City, N. Y. and Hollywood

New Ascap Administrative Committee, formation of which was announced in RADIO DAILY yester- day, will have three additional members as selected by the board of directors. They are: Irving Caesar, Louis Bernstein and Walter Fischer. Formerly Greenberg, long identified as a member of the Ascap board, will become assistant to the general manager.

E. C. Mills, as mentioned will be chairman of the administrative committee and with Gene Buck, plus and supervise the organization’s activities. John G. Paine, practically drafted for the spot as general manager, will hold a meeting today of the MPPA board and tell them he will accept the proffered post with Ascap. Also, he will recommend Harry Fox to be chairman of the board of the MPPA.

New setup definitely will redefine Mills of considerable detail work and leave him free to cope exclusively with the larger problems.

General Foods to Star Ripley in New Program

(Continued from Page 1)

be put on the air to promote “Post Toasties” and further that no product or network had been selected for the new show. Ripley is currently under contract to Standard Brands for the Baker’s broadcast on Sundays over the NBC-Blue web, 9:30-8 p.m. Young & Rubicam, and Benton & Bowles share the General Foods domestic advertising account.

Musical Artists Guild Re-elects Tibbett Proxy

(Continued from Page 1)

Smaller than for one year before, Frank Chapman, Charles Hackett, James Melton, Ernest Schelling, Don Voorhees, Fred Strong, Paul Whitman and Efrem Zimbalist continue as members of board.

Yvette Ruigel Renewed

Yvette Ruigel, after some guest appearances with WMCA’s “Howard Dandies,” has been extended indefinitely on the nightly program. Carl Fenton’s Orchestra supplies the music.

"BARON MUNCHAUSEN" JACK PEARL RALEIGH and KOOL CIGARETTES WJZ-10 P.M. E.S.T.—Friday Through 16th of the month

Dir. A. & S. LYONS, Inc.

www.americanradiohistory.com
NEW BOOKS

Not to be Broadcast, by Ruth Brindze. Published by The Vanguard Press, New York. $2.50.

Here is a perfect example of what happens when a writer creates a mental ogre, hits on what seems a "sensational idea" for a book and sets out to prove her theories by corollating all the information (reliable and otherwise) that serves her ends and ignoring everything that doesn't. The fact that her contents and supposed bugaboos could be exploded by just a fraction of the facts which she ignored seems to be of no moment to the author of this volume sub-titled "The Truth About Radio." Miss Brindze certainly must have heard about that popular expression, "The Truth, the Whole Truth and Nothing But the Truth." Nevertheless, she has conveniently ignored most of the truth in order to turn out a strained effort to make some sensational reading about radio.

The book presents a lot of academic material relating to supposed monopoly, influence of the radio, political interference, restrictions on matter delivered over the air, etc., etc. As proof of radio influence, the author says Roosevelt won his re-election by going on the air when the press was against him. But how about Father Coughlin, who did over twenty-fold more broadcasting, and with an equally emotional vocal voice, yet in the showdown he was left high and dry by his listeners—proving that the public is not so easily swayed in wrong directions, and that it is able to recognize merit and reject the spurious.

Miss Brindze, in a one-sided, loudly prejudiced, 250 page book, claims that radio is entirely to blame for everything from the litigiousness of small towns to the lack of good old American way of life. Before Miss Brindze says anything more about misrepresentation and over-selling by advertisers on the radio, she should submit her book to an impartial board.

Enterprises of the size and scope of radio must expect to be periodically assailed by critics, fault-finders, axe-grinders, solons who make a bid for headlines by seeking to probe or legislate, and writers who will "de-bunk" anything and anybody from George Washington down. Miss Brindze set out to "debunk" radio, but her book is ten times more vulnerable to debunking. A hundred million radio listeners can't be wrong.

WGY Mail at Record

Schenectady—In an eleven-day period during March, audience mail response at WGY reached an all-time station record of 34,587 letters.

***

GUEST-ING

PERCY GRAINGER, on Kraft Music Hall, April 15 (NBC-Red, 10 p.m).

JOSEPH SCHMIDT and HELEN GLEASON, on General Motors show, April 11 (NBC-Blue, 8 p.m).

DUBLIN, IRE—BARRY ALLGOOD, ERNA SACK, LAURITZ MELCHIOR and JUAN DARIEZO'S SYMPHONY BAND, on Magic Key of RCA, April 13 (NBC-Blue, 2 p.m).

HENRY HULL, in a special radio playlet, "The Harp," by Arch Oboler, on Rudy Vallee's Variety, tomorrow (NBC-Red, 8 p.m.)*

DONALD DICKSON, LUCIA GRAESER and NEW YORKERS CHORUS, in addition to ETHEL MACKAY, on Seelie Party, April 10 (NBC-Red, 8 p.m.).

BETTE DAVIS on Hollywood Hotel, April 16 (CBS, 9 p.m.)*

CAPT. EDDIE RICKENBACKER and MAJOR AL WILLIAMS on Phil Baker show April 18 (CBS, 7:30 p.m.)*

JACKIE HELLER, on the Ed Wynn program April 17, (NBC-Blue, 8 p.m).*

Doelger Beer to Use Radio

Peter Doelger Brewing Corp. (beer) will include radio in the advertising schedule this summer. Plans are now being completed by Carl Doelger and Lee Rousseau, former head of the radio department of Stilpens & Staples advertising agency.

KLS Show Joins CBS Net

Salt Lake City—"Sunday Evening on Temple Square," one of the oldest sustaining programs on CBS, has joined the CBS Pacific Network. Musical program is heard regularly at 10 p.m.

Congressional Studio

Washington, D.C.—Announcement of THE RADIO DAILY Washington—The new Congressional Temple of Radio, addition to the old House office building, set apart for Congressmen to broadcast on Capitol Hill issues without having to travel to the broadcasting stations, is now in operation.

KCKN Audience Growing

Kansas City, Kas.—Reflecting increased listening audience of KCKN, a February series of 26 ten-minute programs for a Household Magazine Recipe contest brought 881 entries whereas in December a 24-time similar contest brought only 177 entries.

Curious About Radio

Tulsa, Okla.—An invitation by KTUL resulted in 2,502 high school seniors from this trade territory descending on the station Friday for a backstage insight. Turnout surprised the station and kept six of the staff busy all day.

www.americanradiohistory.com
Wednesday, April 7, 1937

**RADIO DAILY**

**WITH THE \* WOMEN \*\**

By ADELE ALLERHAND

CLAUDINE MacDONALD, director and supervisor of NBC's "It's a Woman's World," whose radio background has a range that includes the executive and actual broadcasting, is known to other women as one of the few females whose air voice is an auditory treat. She attributes it to pitch. She believes that the gift sound didactic and descending through the mountain when they let their higher registers ring. She proved it by letting her own resonant contralto climb, without losing the thread of conversation. She believes that radio audiences belong to the studio in some broadcasts, but says she detaches herself from them while on the airwaves. She prefers to address her observations to an intimate group of 2 or 3 people, in theory. Actually talks to millions.

Mary Dietrich, NBC warbler, a larvynx sufferer who wishes singers could have compound fractures instead of throat difficulties. Isabel Manning Hewson of WFLY's "Nine O'Clock News" is lecturing at women's clubs and parent teacher associations in the Philly area on current topics and the perennial one of charm. Lily Pons returns to the Kostelanetz fold April 14 at 9 over WABC. Jean Dickenson, Denver soprano, was greeted by the mayor and did a broadcast from the air when she returned home. Martha C. Carlson of the NBC stenographic set drew Social Security card No. 26,000,000, with Frances Perkins making the presentation, broadcast yesterday over the NBC-Blue.

Fred Allen will audition Fanny, the goose—the feathered phenomenon just negative $50 a week to offer to department stores. Prince and Princess Chichibu yesterday made a tour of the NBC studios, accompanied by Ambassador Saito. His Highness tried out his voice over the mike in Japanese and English and viewed a 20 minute demonstration of television including picture of his arrival at Penn station. Paula Traemen of "Can You Take It With You" to do guest-shot on Thursday's "Theater Guide" over WINS. Irene Delroy of Pat Barnes' air guest on the Friday "Opera House" broadcast.

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:

No. 18 of a Series

**WCOA - PENSACOLA, FLA.**

500 Watts Day—500 Watts Night—1340 K.C.

(Application pending for 1000 watts)

**JOHN H. PERRY**

President

**GEO. C. WILLINGS**

Vice-President

**HENRY G. WELLS, Jr.**

Station Manager

WCOA was established by the City of Pensacola in the early days of radio, and was one of the pioneers in this field in the South. It was sold in 1932 to J. H. Pace, and complete new equipment purchased and elaborate studios erected in the San Carlos Hotel.

In 1935, WCOA was purchased by the News-Journal Co., publishers of the Pensacola News and Pensacola Journal. From this time on, the station has made rapid strides in becoming one of the leaders in radio broadcasting. For the purchase of new and better equipment, changes in programs and personnel, and affiliation with CBS have all contributed to the continued prosperity enjoyed by WCOA. Studio "A" is equipped to handle orchestras and large gatherings without crowding and Studio "B" was constructed for individuals or small groups of artists. In addition, WCOA has a specially equipped audition room for use of its advertisers.

The merchants of Pensacola use WCOA extensively for advertising and its facilities are constantly used by local civic organizations. The majority of the Columbia network programs are sent out over WCOA to listeners in two states. In addition to its Columbia and local programs this station offers the rich musical library of the NBC Thesaurus transcriptions to its listeners. WCOA is the only station giving complete primary coverage to West Florida and Southern Alabama.

WCOA runs a full page Radio Guide with feature pictures in the Pensacola Sunday News Journal, giving information concerning its outstanding commercial and sustaining programs to broadcast the following week. The daily programs are carried in three of the John H. Perry chain of newspapers, Pensacola News, Pensacola Journal and Panama City News-Herald.

Under the station management of Henry G. Wells, Jr., WCOA has become a dominant factor in the large territory which it serves. Perhaps the most outstanding feature is the phenomenal increase in business for the first two months of 1937 as compared with the same period in 1936. Revenue from national and spot business increased 252 per cent while network programs showed a 502 per cent increase.

**ORCHESTRAS-MUSIC**

DOLLY DAWN and George Hall supplement their own newest recordings by personal appearances on the "WINS Matinee Frolic" this afternoon, 4:30-5.

Paula Kelly replaces Joan Cavell as featured warbler with the Dick Stabile orch at the William Penn, Pittsburgh.

Leonide Massine, director of the Monte Carlo Ballet Russe, makes his only radio appearance in America on WQXR's "Music and Ballet" hour 9-9:45 tomorrow night, as the guest of Irving Deakin, conductor of the program.

Harold Madsen, once associated with Walter O'Keefe in New York, Richard Cole at CH's Palmer House and Phil LeVant's Band, has joined the Paul Christensen musical ensemble at Omaha's Hotel Paxton. He vocalizes and plays the guitar and trumpet.

Jimmy Lunceford's first theater date, on his return from abroad, is set for the week of April 16 at the Nixon-Grand, Philadelphia.

Frank Black and the NBC Orchestra present two new American compositions in their world premieres, Hans Spileaeh's "Manhattan Watercolors" dedicated to radio broadcasting and "A Galsping in Gotham" by Arthur Lange, on April 8, 8:45-9:30 p.m. over the NBC-Blue. Spilek and Lange are prominent pillers of the musical colony in Hollywood.

Ken Burton and Walter Craig, producer of the Chevrolet show, have co-authored a ditty framed as a musical question, "How Can It Be?" Rubinson introduced it on the Sunday broadcast.

Maestro Jesse Stafford and his orchestra, featured at the Lake Merritt Hotel, Col., inaugurated a series of programs over KYA Sunday night at 8:30, direct from the hotel.

Ruth Donne and her instrumental trio are being aired nocturnally over WBBN from the St. Charles Bar, New Orleans.

Johnny Green of composing and orchestra fame penned a new tune during a rehearsal last week, and will release it under the moniker of "Five Minutes Alone".

Maestro Jimmy Poyer and his orchestra, an aggregation of North Carolina's favorite colleagues, who will appear regularly on the campus for extra-curricular events until commencement, will be heard in a series of late-hour broadcasts over WPTF, Raleigh, and C. F. C. M. from N. C. State College throughout the spring.

C. M. Tremaine, Secretary of the National Music Week Committee and Mrs. Elmer F. Amstuller, vice president of the National Federation of Music Clubs, will officially announce National Music Week (starting May 25) in a broadcast tomorrow, 7:30-7:45 p.m., over the NBC-Red network.

Peter Van Steden, batonist of "Town Hall Tonight," observes his second anniversary as musical head of the program with the Wednesday the 14th broadcast.

At the Rainbow Grill

Emery Deutsch

and His Orchestra

Unusual, Romantic Music

CBS Artist Bureau

Management Rockwell-O'Keefe, Inc.

Radio City, New York and Hollywood
Reiland Quinn, KYA production manager, has sold nine plays to sponsors of NBC's "First Nighter," heard coast to coast as a major program.

Harry Rogers, program director of KYA, a former newspaperman and lawyer, says radio has won him over permanently.

Walter Rudolph, musical director of KYA, has a personal library of more than 47,000 orchestrations.

Harry F. Anderson, sales manager at NBC, was the featured speaker last week at joint meetings of Business Administration classes at the University of Washington, Seattle.

Wallenstein Is Signed As Firestone Maestro

Alfred Wallenstei, the WOR classical music conductor, has been signed to be the permanent conductor of the "Vocal of Firestone" concert programs on the NBC-Red network, Mondays, 8:30-9 p.m. Wallenstei recently received honorable mention from the W. N. R. C. for his WOR musical programs. Richard Crooks and Margaret Speaks are featured on the Firestone program.

WHIO Interview Coup

Dayton, O.—When Mrs. Martin Johnson said she couldn't accept an interview invitation from WHIO because she was in a wheel-chair and also had a string of engagements, Ron Gamble, WHIO special features announcer, used his ingenuity and ran a line to her luncheon table. Mrs. Johnson, appreciating the gesture, agreed to the interview, responded for WHIO listeners.

Went Ad Department

A "Classified Column of the Air" was started last week by KKBY, Kansas City. Any kind of ad, such as found in newspaper classified columns, will be accepted. Rate is 2 cents a word, with a 50-cent minimum ad.

Fish Weighing

Bruce Quisenberry, WMSh program director, and of the Town announcer, recently weighed a fish on the downtown streets of Joplin, Mo.

The question arose as to whether or not a fish weighed anything in the water. So the argument waxed and was settled by the propitious weighing, with a large crowd present to see the argument settled.

The fish weighed as much as in the water as out. Next step is to see how much more a man weighs after a big steak.

CHARLES CRUTCHFIELD, W B T (Charlotte) program director, will introduce one of the KXKX-known equine stars in Hollywood at a Junior chamber of commerce luncheon today. Honor guests at the luncheon will be Hoot Gibson and his horse, Rowdy.

Kay Briskler, former dramatic artist at KOMO-KJR, Seattle, is now playing leads in the radio serials starring William Farnum.

Byron Fish, of the production staff of KOMO-KJR, Seattle, is placing some of his drawings and humorous essays in national magazines.

WSOC, Charlotte, had a couple of very unusual broadcasts last week. One was from a railway midway, where an operation on a lioness was aired. The other was in connection with the bond election for enlargement of the city water works.

Program Director Turner F. Cook and Chief Announcer Warren Greenwood of WMAS, Springfield, Mass., have started a new series of educational questions and answers entitled "Answer Me This!" It goes on Mondays at 2.

Hills W. Holt, chief engineer at WSPR, Springfield, Mass., has been granted a three months' leave of absence to go to Atlanta to make changes in a radio station there. Clifford Hansen takes his place as chief engineer and Russell Pinney will substitute operator.

Mrs. Moe Bowers, head of the continuity department of WMAS, Springfield, Mass., is the mother of a son. She is known to radio audiences as Ethel B. Buhn, broadcasting home programs.

Lyle DeMo, program director of the KFAB-KFOR, Lincoln, was elected president of the Lincoln Exchange club, new service clubs.

WHBY, Green Bay, Wis., has under way a half hour amateur contest on Monday evenings for announcers with an announcer's job as the first prize.

WHA and WLBL, Green Bay, Wis., are presenting a series of programs designed for parents and teachers each Thursday, 5-5:30 p.m. C.S.T., under sponsorship of the Wisconsin Education association.

A series of mystery thriller serials is being presented over KLX, Denver, five evenings weekly. Each yarn has five installments, with the solution remaining dark until Friday's broadcast. Announcing, sustaining, put on by KLZ Players, including Ernest Robinson, Lawrence Miller, Paul Keith, George McCool, Mildred Jackson, and C. J. Sorensen. Directing is William Foulis.

Lyle DeMo, man on the street at KFAB, Lincoln, for Kentucky Club tobacco, still makes Saturday noon calls to different towns and uses the local populace for audience. Gag has been going on for a long time and has boosted the "street" listeners considerably.

Earl May, owner of KMA of Shenandoah, Ia., has arranged with the Department of Agriculture to present a series of soil conservation programs over the station.

Floyd Gibbons, radio commentator, author, etc., is gazing movie-ward.

Earl Harper today broadcasts over WNEW the seventh and last baseball game by direct line from Florida. Boston Red Sox and Newark Bears will clash.

Jerry Baker has taken a leave of absence from Billy Glazou's WMCW Sunday "Fun Fest" to do a bit of night club work. Paul Smith also has left the cast. They will rejoin later.

Walter Cassel, who once sang over WOW but is now in Hollywood doing movie and radio work, made a recording at the Warner Bros. studios for WOW's 14th anniversary.

Harold V. Hough, owner of KTOK, Oklahoma City, which joined the Mutual network last week, expects to have his station in new studios in the near future.接口Fair, general manager and W. E. Robitsek commercial manager of KTOK.

Ed Sprague's new 11:10 p.m. sports commercial on WCAE, Pittsburgh, officially starts April 12.

Eddie Gallaher, sports-network announcer at KTUL, Tulsa, made his first hole in one the other day. Ralph Rose Jr., KTUL musical director, verified the shot.

Juan Ricardo, romantic baritone discovered two years ago and placed in special training by Harold Fair, program director of WHO, Des Moines, has garnered a big fan following since he made his professional debut last month over WHO under sponsorship of Cownie Furs Inc.

Rose Rich, new soprano, makes her local radio debut tomorrow on WFIL. She joined the station staff after some work in the Carolinas.

George Thomas of WHAT, Philadelphia, is collecting swing records and already has 300.

NEW BUSINESS

Signed by Stations


WSW, Pittsburgh Fort Pitt Brewing Co., baseball scores twice daily, placed through W. Hill Co.; Max Azen (furrier), thrice weekly "Professor Yes 'n No," formerly sponsored by Yellow Cab.

Radio Boosts Theater Biz

Detroit—Using a five-station hookup emanating from WXYZ here, Michigan Theater with "Walkiki Wedding" did a Sunday gross of $9,000, some highest record for the house. Idea is to be repeated.

WNEW, New York Waltraft Co. (household appliances), Newark, 7 weeks, spelling bee, Wednesday and Thursday, 9-9:30 p.m., through Scheer Advertising Agency.

WMCA, New York Alexander's Dept. Store, "Quizdown Court," from Park Plaza Theater, Friday nights; Michael Bros., "Gerald Griffin's Paramount Hour" from Brooklyn Paramount Theater, Friday nights; Carl H. Schultz Corp. (celery tonic), Nick Kney's Children's Parade, Saturdays; United Drug (Rexall), five 15-min. disks; Remington Rand, renewed "Five Star Final," nightly and Sunday; Armin Varady Inc., Ted Weens' Orchestra on Sundays from Chicago, also four 5-min. daily spots.

Philharmonic Concerts Ending CBS will end its current series of New York Philharmonic Symphony concerts April 26 and will return to the air in May at the time a series which will run two weeks longer. Concerts are not available for sponsorship.

Animal Rescue Broadcasts

Des Moines—Animal Rescue League presents three broadcasts on WHO next week, Tuesday, Thursday and Saturday, under auspices of the American Humane Ass'n in observance of "Be Kind to Animals Week."

Technical Checkup

Tula—More accurate technical checking and attention to all studio and local programs aired over KYO, has been ordered by William E. Way, manager of the station. In line with these instructions, Howard Hamilton, engineer, has been placed in complete charge of setups for orchestras, bands and local productions. Hamilton, besides being an engineer, has been the station's organist. He will work with the production department in an advisory capacity.
Lux Radio Theater

With one of the most imposing air casts ever presented to date, Lux regaled listeners with an unusually fine performance of "Farewell to Arms" over CBS on Monday at 8. O. C. Gable, Josephine H. u t i n s o n , Adolphe Menjou, Jack La Rue, Lionel Belmore and Doris Lloyd were principal players. As an incidental feature, Cecil B. DeMille presented Courtney Riley Cooper in a little talk on criminology.

Edwin C. Hill

"The News Parade," latest addition to the commentating stints of Edwin C. Hill, put on as a Monday to Friday feature at 12:15 p.m. over CBS under American Tobacco sponsorship, is in the trend and style that have made Hill one of the top talkers of the air. Current highlight news topics, an occasional personality note, a brief remark of a commercial nature to give announcer Andre Baruch an opportunity to expand on it, and the customary Hill "human touch" comprise and characterize the program. For this noon spot, a slight but not too pronounced effort is made to interest listeners to tune in. Both material and Hill's delivery lend themselves to easy receptivity.

Voice of Firestone

Taking the place of Richard Crooks, who was ill, Frederick Jagem brought a fine tenor voice to Monday night's Firestone program over the NBC-Red network at 8:30 p.m. The young Metropolitan opera star has a most likeable singing personality. Alfred Wallenstein did grand service in conducting the orchestra.

"Pioneers of Science"

This series, although its scripts do not always realize the full possibilities of their subject, is one of the most interesting of the series, programs to be heard over WIN. Last Thursday night's program, 7:30-8 p.m., was the story of Lady Montague, titled "Lady of Letters," who introduced inoculations against smallpox in England early in the 18th century and was at first roundly condemned for it, later won vindication. Dramatization came through quite well despite evident limitations of time and facilities.

Bing Crosby

Another former "just-a-crooner" who is fast becoming a smart showman, Bing Crosby had another unusually diverting program on the air last Thursday night at 10 over the NBC-Red network. Highlight was John Barrymore in a charming exchange of dialogue toppled off by a bit of Hamlet. It sounded like a very different Barrymore, but a good radio bet. Also among the guests were Amelia Earhart, her husband George Palmer Putnam, and Travis of the flashers, and others.

HILDEGARDE

Sustaining

NBC-Blue, Saturday, 10 - 10:30 p.m.

DISTINCTIVE AND TALENTED VOCALIST IN WELL-DIVERSIFIED PROGRAM.

"CURFEW SHALL NOT RING TONIGHT"

Sustaining

KHI-Mutual Network, Saturdays, 9:30-10 p.m.

OLD TIME MELODRAMAS BRING SOME REFRESHING AMUSEMENT TO DIALS.

Disarming in aged contents as well as in production handling, the newly inaugurated Gas Light Theater series offered to provide satisfactory delight to listeners seeking a touch of something different and amusing in the run of daily radio. The series, consisting of the silent films, including William Desmond, Creighton Hale, Joe DeGrasse, Minna Durfee and others, the first of the highly hocked melers of the 90's was roundly and robustly diverting.

Radio Writing Course

At Iowa State College

Ames, Ia.-A course in radio writing with broadcasting practice over the college station, WOI, has been inaugurated at Iowa State College.

IN WFS Civic Series

White Plains, N. Y.—E. K. Dawson, in charge of special features programs for WFS here, has made his headquarters at the Hotel Majestic, Port Chester, where he is arranging the details of a series of Port Chester Civic programs to start soon over WFS under cooperative sponsorship of merchants and business men of the Sound village. The programs will feature prominent residents and officials.

WNEW Spelling Bee

A spelling bee conducted by Ted Webbe is being added today to the "Question Mark Time" programs over WNEW from the stage of the Paramount Theater, Newark. The "bee" will be aired Wednesdays and Thursdays, 9-9:30 p.m. Webbe continues his "Man on the Street" series.

Gain 500 New Dealers

Milwaukee — Quality Biscuit Co., sponsoring Russ Winne's "Sidewalk Reporter" at 12:45 p.m. daily except Sunday over WTMJ, reports that the series brought 500 new dealers in Milwaukee alone, increasing distribution outlets 38 per cent. Spon- sor has renewed for a year.

Too Many Phone Calls

Newport News, Va.—Due to the tremendous telephone response to "Parties Around Town," nightly dance feature on WQH, the phone requests have been discontinued. Only postal card requests are taken.

Night Baseball on KIRO

Seattle—Sponsored by General Mills (Wheaties), night baseball is being carried again starting May 25 by KIRO as the only broadcast of professional ball in this state. Leo Lassen is behind the mike.

Coming Events

Today: National Association of Broadcasters spring meeting of board of directors, Hotel Washington, Washington, D. C.


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

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

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


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

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


June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alta.

Emerson Drug Placing

Spot and Show Series

Emerson Drug Co., Baltimore (Bromo-Seltzer) through J. Walter Thompson, is placing a series of spot announcements and quarter-hour programs. Client is interested in stations in Philadelphia, Boston, St. Louis, Pittsburgh, Detroit, Chicago, and New York. Spot announcements are already running on WMCA with WJJD to carry quarter-hour sport broadcasts with baseball statistics, seven days weekly, beginning with the baseball season.

ADOLPH SCHMIDP

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC

New York City
Listener Checkup

WWL, New Orleans, as a means of checking number of daytime listeners, is announcing daily an original radio game to be sent to any one submitting name and address.

Illustrated Weekly Programs

The weekly programs of KLZ, Denver, mailed to persons requesting them, have been dressed up with pictures of announcers and highlights of the week's programs now appearing on the front of the folder. Five thousand are mailed each week.

KRNT plugs Higher Power

A full-page illustrated ad in the Des Moines Sunday Register was used by Iowa Broadcast System to publicize KRNT's increase to 5,000 watts power, against 1,000 formerly. A new ad, complete with a photographic kaleidoscope of the radio attractions, plus some pertinent reading matter and dislurring instructions, made the ad attractive as well as informative.

Cartoon Publicity

A series of daily cartoons in the Kansas City Journal-Post is being carried by WDRK, Hartford, the station. Gags used are supplied by Al Stein, local under-taker and comedy writer. Gene Thornton is the cartoonist.

Invite Program Ideas

Collins Driggs, organist on "Eta Alpha Programma," first program of the day, 7-7:30, over WDRK, Hartford, has been conducting a "program directors' contest." Listeners have been asked to submit complete programs for use during this organ broadcast. Many replies have been received from persons throughout the area served by the station. Each Saturday the winning program is played over the air and the winner is awarded a handsome electric clock. There are also two honorable mentions. Listeners have been very enthusiastic about this idea, mail pouring into the station every day.

Madeline Brennan Joins WOR

Madeline Brennan, feature writer for newspapers and magazines, has been added to the WOR sales department. Miss Brennan will act as staff writer and assistant to Joseph Cramer, sales promotion chief of WOR.

Sinister Circular

"Fame, Jury Trials," from WLW, heard in East via WOR, Mondays 10-10:45 p.m., is now sending out promotional pieces calling attention to the program. It's taking care of Mennen & Co. First to hand is a blood-like red ink smeared cardboard with a shoe-lace strung through it, a shoe-lace being the 'fame' printed on it, caused by the culprit concerned, in next broadcast.

Note to Mennen; How about the other shoe-lace?

KANS Coverage Map

After much surveying and compiling the part of Manager Herb Hollister, KANS of Wichita has issued its new coverage map. The station's new field intensity meter was used in the latest survey.

Millions of Salesmen

On the back page of one of its recent promotional pieces, listing results of various programs, Iowa Broadcast System ran the following:

WE KNOW A SALESMAN

We know a salesman who never makes a call unless he is invited. Yet he is such a personable fellow that he has been invited—and welcomed—by the thousands of homes in the cities and on the farms. He has never held a door open with his foot, never had to wait in a reception room, never written for an appointment, never rung a doorbell. When the day's work is done, and families are assembled in the privacy of their homes, he is summoned to speak his piece before them. He is a tireless salesman—on Sundays, on Thursdays, during two hours, a day, seven days a week. And he is lightning fast—often calling on thousands of prospects within a single day. He follows out his boss' instructions to the letter—and works for a mere pittance per home.

Maybe you think there is no such salesman. Well, there is. What's more, we are in position to put you in touch with several thousand like him. They are the 660,904 radio sets of 4/5ths of Iowa, plus a portion of Minnesota, Wisconsin, Illinois and Missouri.

"This is—the Iowa Broadcasting System."

KTAT Race Broadcasts

Ft. Worth—Broadcasting of results from the major racing tracks, plus tidbits of gossip, will continue over KTAT through the 28 days of the Arlington Downs meet. The 15-minute programs go on at 5:45 p.m. daily, sponsored by Tim O'Hara, noted handicapper. Larry Singer, KTAT's ace sport announcer, does the scripting and spelling.

Libby Hall Gets Spot

Libby Hall, blues singer, heard Fridays on the Inter-City Express, has been signed to continued on her own spot today at 8:30 p.m. Miss Hall has been at WMCA for the past year.

ONE MINUTE INTERVIEW

JAMES P. BEGLEY

"No matter how talented the radio artist, he requires, I would say, a minimum of two years' practical training. The real elements of radio technique. And yet, hundreds of radio artists trust their success to the public and expect recognition while they are still sophomores."

Promotion

RADIO DAILY

Wednesday, April 7, 1937

26 ACCOUNTS REPORTED
FOR 'WLW WIRE' HOOKUP

(Continued from Page 1)

WLW and is acting as sales representative.

Sales activity now being carried on in Chicago indicates that more accounts will be taken on during the time the program schedule is set. Doubtful if a complete list of the commercial will be made public for the time being. Transcontinental figures there is no use in having clients bothered with counter propositions by other radio stations.

Considering the 26 shows already set commercially, and the sustaining and other activity to be added, "WLW Wire" gives every indication of a busy proposition. A possible 50 or more shows may be on the hook up within a very short time.

NAB to Set Convention

Washington Bureau of THE RADIO DAILY Washington—NAB stations will definitely set the date of the annual NAB convention at today's executive meeting. James W. Baldwin, managing director, told Radio Daily yesterday.

Claims Program Never Aired

Washington Bureau of THE RADIO DAILY Washington—FCC bureau昨天day listened to Samuel Mogelewsky, New York clothier, testifying that he had paid WARD, Brooklyn, for a program which was never aired. The program was to have originated from the clothier's store, but he stated he was later informed that no broadcast had been aired. Instead, the time had been used by a fish concern.

Chairman Anning Prall directed Mogelewsky to produce records of the transaction before the commission today.

At present WARD is seeking facilities on 1400 kc. WLTH, WVFV, WBBC and WEVD are also attempting to receive permission to use some waveband.

WBWB Action Delayed Again

New Orleans—Hearing on the injunction which Southern Broadcasting Company Inc., lessors of WBWB, is asking to restrain Charles Carlson, station owner, from continuing certain alleged interferences with the operation of the station, has again been postponed at defendant counsel's request.

CBS Coronation Departures

Members of the CBS staff who will cover the coronation begin leaving for London today. Wallace West, of the New York bureau, leaves today at 2 p.m. aboard the Queen Mary. West will vacation after the coronation, returning to America May 24. Paul White, director of special events, and his bride, together with Bob Trout, announce, sail April 13 aboard the George Washington. Mr. and Mrs. Edward B. Murrow will sail for England on the Manhattan April 21. Murrow is the recently appointed London representative. CBS headquarters will be located at 14 Langham Place, London.

Nelson Eddy Recovered

Nelson Eddy, after a sojourn with his mother in their Beverly Hills home, is back in excellent health and will make his only guest appearance on the radio with the Fibber McGee and Molly program, Sunday Evening Hour, April 18, over CBS at 9 p.m.

15-SECOND WAIT COSTS
$1,600 WEEKLY TO ACT

(Continued from Page 1)

ing upward on options being taken up. Meantime Besty signed the Canovas to appear in the Jack Benny film, "Artists and Models," and they had to leave for the coast last week. It was understood that there would be no charge for the line reversal, but a 15-second wait would be necessary in an ordinary reversal.

Agency official held a stop watch and said to himself, "Take it away Hollywood" and the second hand ticked 15-seconds. It is a year, especially for the middle of a program. It was decided an instant reversal was imperative when the Canovas were announced from the New York studios. Instant reversal on the A.T. & T. entails a cost of $1,490. Production man to handle the Canovas, paid for by the act, cost $100 weekly plus transportation both to and from New York to Hollywood, running the bill into a round $1,800 average, in fact a little more. (Repeat show included).

Canovas have cigarette money from the Woodbury show, but the picture dough is gray.

In addition to the three national networks, there are about 40 local or regional radio chains.
NAB Will Meet in Chicago

Annual Convention of National Association of Broadcasters is Scheduled for Chicago Sometime in June

By Prescott Dennett
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NAB directors who attended the (Continued on Page 3)

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Dickstein Measure Tabled; No Passage This Session

Hookup of 88 Stations For New Ford Series

CBS has lined up 88 stations from coast to coast to carry the newly signed Ford series, "Universal Rhythm," which starts April 17. Thirty-nine stations will broadcast the 7:30-8 p.m. program, with 49 carrying the 10:45-11:15 p.m. repeat. N. W. Ayer & Son is the agency.

Hanson O.O.’s Site

Philadelphia — O. B. Hanson, NBC engineer, will be in town today to look over the new quarters for KYW which will be built at a new location on Chestnut Street. KYW at present is located in the WCAU Bldg. Complete plans for new KYW studios will be announced within the next few days.

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School Community Program on KRE
Berkeley, Calif.—In addition to a weekly broadcast by the Berkeley High School Players, a regular feature of KRE since Nov. 12, 1936, the Berkeley Public Schools present over the same station a Community Cooperation program that has aroused considerable interest.

This half-hour program is written, directed and produced by the students of Berkeley city schools, and devoted to highlights of school and community activities, is the only one of its kind in the U. S., according to Dr. Virgil Dixon, Board of Education president, who made an extended trip through the nation reviewing school activities.

Preparing Disk Series
For National Lead Co.

West Coast Bureau, RADIO DAILY
Los Angeles—Winifred Dunn and Hal Swartz have gone east to whip scripts into shape for a new disk series to be called "The Unbelievable," and to try out a few of these on several eastern stations for National Lead. Dunn is one of the big league movie writers who has recently turned her head toward radio. She did the adventure series, "The Secret City."

Canadian Hookup Is Set
For Martin Lane Disks

West Coast Bureau, RADIO DAILY
Los Angeles—All Canada Radio Facilities, Ltd., has completed a national hook up for the Dominion for a new Mortens and Price series of disks, titled "Martin's Lane's Radio Kitchen." The series includes three 15-minute periods a week, and is supplemented by three news columns each Monday to tie in with the radio time for newspaper hookups. Two new Canadian Stations have been added for the Sunday Players—CFQC, Saskatoon; CFON, Edmonton, which with the Calgary station, CFON, constitutes the Canadian chain for this series.

Cherniavsky Honors Film
After seeing "Lost Horizon," Columbia Pictures release, Josef Cherniavsky was so impressed that he will dedicate part of his next program to the film. Cherniavsky has written a musical presentation, while a script for the occasion has been prepared by Robert Burlen, who directs the program, and K. N. Whatmore, advertising head of 1847 Rogers Bros.

Emergency Platters
North—Latest convenience at WTAR is new recording equipment. Now when an artist is forced to miss a show, and sponsor's permission is obtained, the program can be platted in advance. However, no music isisked.

Professionals in New Series
Professional entertainers will be used in the new "Gerald Griffin's Paramount Hour" series starting tomorrow night over WMCA as a Friday 9:30-11 p.m. feature from the stage of the Brooklyn Paramount Theater. Gerald Griffin is m. c. Sponsor is Michael Bros., who also sponsors the Monday night amateur shows from the Fox Theater, Brooklyn.

WNEW Fisherman Program
"Bill the Fisherman," new program devoted to anglers, starts over WNEW today at 8 p.m. It will continue through the spring and summer fishing season.

FINANCIAL
(Weekday, Apr. 7)

NEW YORK STOCK EXCHANGE

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<tr>
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<tr>
<td>General Electric</td>
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<tr>
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OVER THE COUNTER

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<tr>
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<td>CBS</td>
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<tr>
<td>Stromberg</td>
<td>15 1/2</td>
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Hampton Series Signing Off
Hampton Institute Broadcast, pumped from WTAR, Norfolk, to the NBC-Red network 7:30 p.m., Saturdays, folds for the season on May 15, two weeks prior to the end of school term. Programs until then will alternate The Choir, The Traffic Song, Phenomenal School Singers and Folk Singers. Lee Chadwick, WTAR staff announcer, handles the mike on these broadcasts.

'Bus' Chapin Joining WOC
St. Louis "Bus" Chapin, WBS publicity director, has resigned to join the sales staff of WOC, Davenport, on April 19, specializing in selling transmission programs for the station. WOC is a subscriber to the WBS library. Chapin leaves WBS tomorrow. No successor has been appointed as yet.

JOSEF CHERNIAVSKY
"The Musical Commentator"

Prepared by
1 8 4 7
ROGERS BROS.
every Sunday at 4:30 p.m., EST
Coast to Coast Red Network-WBC
SET NAB CONVENTION FOR CHICAGO IN JUNE

(Continued from Page 1)

meeting included C. W. Myers, NAB president, from KOIN, Portland, Ore.; Edward Allen, WLVA, Lynchburg; Harry Butcher, CBS vice-president in Washington; Arthur B. Church, KNBC, Kansas City; Edwin E. Craig, WSM, Nashville; John Elmer, WCBCM, Baltimore; John J. Gillin Jr., WOWO, Omaha.

Also Harold Hough, WBAP, Fort Worth; J. O. Maland, WHO, Des Moines; Gene O’Fallon, KFEL, Denver; John F. Patt, WGA, Cleveland; Gordon Persons, WSPA, Montgomery; Frank Russell, NBC Washington vice-president; T. W. Symons Jr., KFPP, Spokane, and James Baldwin, NAB managing director.

This is the second consecutive year that Chicago has been selected as the NAB meeting place. Last year the NAB headquarters were located in the Stevens Hotel.

New ‘Show Boat’ Setup; Ross Changes Sponsors

(Continued from Page 1)

because of previous commercial commitments, will also probably drop NBC programming in the next season. CJ, of Benton and Bowles, and Herschel Williams, director of the program, are now in Hollywood completing plans for the new series. General Foods Corp. (Maxwell House Coffee) sponsors, with Benton and Bowles handling the account.

Ross, now in his fifth year as singing lead of the program, is under contract to General Foods Corp. until October of this year, but under terms of contract is allowed an eighth-week vacation. He goes to Hollywood for a film in July, and with the Show Boat broadcasts moving west, Ross will completely sever his connections with the sponsor in July. Ross has already signed for a new series and sponsor to hit the air next fall.

“Sunday Drivers” Resuming

Fields and Hall will resume their “Sunday Drivers” series over the NBC-Blue network on April 25, 3:30 p.m. Series will run through the summer.

BIRTHDAYS

April 8

Greetings from Radio Daily

Tito Guizar
Bert Gordon
Arthur Allen
Thomson Fisher
Lulu McConnell

ST. LOUIS

A new series, Frank Eschen’s Sportscasts, went on the air Monday at 8:45 p.m. over KSD. Will continue daily except Sunday.

More than 6,000 attended the birthday party of Jane Porter’s Magic Kitchen at KMOX.

Another studio with individual control, suitable for either dramatics or music, is being erected by KMOX.

NEW PROGRAMS—IDEAS

“It Can’t Happen Here”

Presenting strange facts, startling events and unusual happenings in other countries, in the form of questions and answers. “It Can’t Happen Here” is calidad as a three-weekly late afternoon feature on KMOX, St. Louis. School students are and high school students of this educational feature.

Helpful Information

“The House by the Side of the Road,” 15-minute program designed to give helpful information, is being conducted by Marion Goodwin over WNEW, New York. Miss Goodwin handles the entire program.

5 Symphony Orchestras Signed for Bank Series

American banks, through Wessel Co., have signed five symphonic orchestras to replace the Philadelphia Symphony, which goes on tour after the April 16 broadcast. On April 23 the Cincinnati Orchestra, Eugene Goossens conducting, will appear. Following which will appear the San Francisco Symphony, Pierre Monteux conducting, April 30; New York Philharmonic, rotating from the first time on a commercial broadcast, Alexander Smallens conducting, May 7; National Symphony Orchestra of Washington, D. C., Hans Kindler conducting, May 14 and the Rochester Symphony, Jose Iturbi wielding the baton, May 21. Sponsor’s plans past this date are not definite. It is believed that the Philadelphia Orchestra will not resume broadcasting, and show may fade from the air for the summer months. Agency will announce decision at a later date.

CBS Kate Smith Circus Show

CBS will broadcast a circus program, emceed by Kate Smith, direct from the Barnum and Bailey circus next Friday, 4:30-4:45 p.m. Miss Smith will take a party of orphans as her guests to the circus, and they will give their impressions of the affair over a coast-to-coast hook-up. Last year a similar studio was worked by same net when Eddie Cantor took Bobbie Breen to witness his first circus and the boy aired his conception of the circus.

Amateur as Stooge

In sponsoring 15 minutes of the 1370 Club, a full-hour variety show over WDS, Philadelphia, Morton’s Credit Jewelry house, varies the amateur angle by having a radio announcer supply the human interest angle. Talent is all professional or guest while an amateur from the audience watching the visual is rung in for the cilia. Gets a dollar for the quarter-hour effort, but must be the butt of the program’s regular announcer and stooge for the performers. To make him full-fledged, amateur has to read the commercials.

MPPA Committee Will Study Changes

(Continued from Page 1)

be chosen to succeed him. Paine is leaving to become general manager at WOR.

Committee consists of: Edward B. Marks, Elliot Shapiro and Sam Fox.

Canada Dry Series

Canada Dry (ginger ale) signed for weekly programs on WTAG and WLLH as beginning of new spring and summer campaign. Programs will be combination of street interview and Professor Quiz broadcasts. A complete radio schedule is now being readied and will be announced by the end of this month. J. Mathes advertising agency has the account.

Fizdale Shifting East

Tom Fizdale, radio publicist, who shortly will shift his radio publicity activities to New York and curtail his Chicago set-up, it was learned yesterday. Fizdale, who has been in town for the past few days, left Tuesday for a trip to Baltimore and Washington before returning to Chicago.

WOR Airing Trout Season

Official opening of the trout season will be marked by a WOR broadcast April 15, 12-12:30 noon, from the Joe Jefferson Club on Saddle River, Ridgewood, N. J., with a pick-up from the banks of the stream. Bob Ed and Dave Driggs, both in waders, will commentate. Harry Armstrong of the N. J. Fish and Game Commission will assist at the fly-casting.

At the Rainbow Grill

Emery Deutsch and His Orchestra

Unusual, Romantic Music

Hollywood Bowl, Los Angeles, California

Management Rockwell-O’Keefe, Inc.
Radio City, New York and Hollywood

DICKSTEIN MEASURE DEAD THIS SESSION

(Continued from Page 5)

told RADIO DAILY that he did not concede defeat and was determined to get action before Congress adjourned. Less optimistic, was Chairman Congressman Charles Kramer, chairman of the agriculture committee, who stated that the bill was dead unless somebody managed to again bring it up for consideration. Other Congressmen appeared sure that they did not stand a chance of being passed this session.

Leon Churchon Named

KYA Program Manager

(Continued from Page 1)

has been in the production department the past six months, and before that was with WCAE, Pittsburgh. Bob Stanley, announcer, has been promoted to the production department.

‘Musical Camera” Off; Sponsor Drops Agency

“The Musical Camera,” sponsored by Rogers 1847 Silver and featuring Joseph Cherniavsky, fades from the NBC-red network after the April 18 broadcast. Program is heard over a network of 24 stations at present. At the same time it was announced that the amount will leave N. W. Ayer. No successor has as yet been named, and radio plans for the concern will not be discussed until new agency takes over. Cherniavsky has prepared a movie short in song and may go to the west coast following the completion of his radio schedule.

Gardening Note

NBC is hiring gardeners again. Every summer the NBC engineering department hires gardeners to take care of the shrubs and lawns surrounding the WJZ transmitter house at Bound Brook, N. J., and the WEAF equipment at Baldwin, L. I. H. C. Johnson has the WJZ assignment, Thomas Sprague is out at WEAF.

WNEW Catholic Series

Fordham Glee Club will be heard over WNEW Saturday 4:30-5 p.m. as the first in a series of Catholic Charities broadcasts.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

www.americanradiohistory.com
NEW BUSINESS
Signed by Stations

WJAY. Cleveland

WIP, Philadelphia
Nature Friend Inc. (bird seed), five quarters-hourly, weekly, 31 weeks.
Irak Rug Mills, three spots weekly for month, through Harry Feigenbaum.
Rev. George A. Palmer, Hadden Heights, N. J., religious broadcasts, renewed for year, through Crowley-LaBrum Agency; Fox Weiss (furs), six quarter-hourly for two months, through Harry Feigenbaum; Margaret Paper Co., Lansdowne, Pa., participation in “Eight Bells”, six days weekly, indefinite, through J. M. Korn & Co.; William Reinhardt (building and loan), one quarter-hour; Mason Demeny Forbes & Ames (furs), 25 spots weekly for year, through Hebert Adv. Agency.

WHOM. Jersey City
Roman Macaroni Co., Long Island, six 15-min. periods weekly on Italian Hour, 52 weeks, through A. B. Landau Agency; Italy Laboratories, New York, half-hour programs, 52 weeks; Tree-Mark Shoe Co., New York, 5-min. periods daily, new flashes, Jewish Hour, 52 weeks.

KEHL. Los Angeles

KHJ. Los Angeles
Ironized Yeast, 28 5-min. disks, through Ruthrauff & Ryan.

Williams Subs for Thomas
Capt. Valentine Williams, who substituted for Lowell Thomas as commentator during the latter’s Easter vacation, will again fill in for Thomas during the latter’s trip to the corollage. Thomas, however, will resume via short-wave, upon arrival in England.

Allan Kennedy Joins KYW
Allan Kennedy, WNEW announcer, leaves that station on Friday and goes to work on Saturday for NBC in the Philadelphia station, KYW.

FCC ACTIVITIES
APPLICATIONS RECEIVED
Utica WUTK, Inc., Utica, N. Y. CP for new station, 1430 kc., 100 watts, unlimited.
Haven & Mankins, Inc., Petersburg, Va. CP for new station, 1210 kc., 100 watts, 150 watts day, 50 watts night, unlimited.
Cheyenne Radio Corp., Cheyenne. CP for new station, 1210 kc., 100 watts, 250 watts night, unlimited.

Radio, Enterprize, Inc., Lublin, Texas. CP for new station, 1210 kc., 100 watts, daytime.

Radio-Tel Film Drops Names
In a stipulation with the Federal Trade commission, Climax Radio & Television Corp., manufacturer of radio sets, agrees to stop using the words “Edison,” “Elgin,” “Hamilton” or “Waltham” as brands or labels for products so as to imply that they are manufactured by or sold under a license or authority from Thomas A. Edison, Inc., Elgin National Watch Co., Hamilton Watch Co., or Waltham Watch Co., respectively, when this is not the fact.

Atlantic Refining Gets Temple Football Games
Philadelphia—Atlantic Refining Co. will sponsor play-by-play descriptions of nine Temple University football games over WIP next fall. Games begin Sept. 25 and end Nov. 30. N. W. Ayer & Son is the agency.

GUEST-ING

LANNY ROSS, on “Your Hit Parade,” April 17 (CBS, 10 p.m.);
FREDERICK JACEL, ANN KAS-KAS and AGNES DAVIS, on N. Y. Philharmonic program, April 11 (CBS, 3 p.m.);
NEIL ROÈMEIN, on “Magazine of the Air,” April 16 (CBS, 11 a.m.);
FRED HUFFSMITH and LOUISE DANCEL, on Hammerstein Music Hall, April 13 (CBS, 8 p.m.);
DOROTHY HALL, WILLIAM JANNEY, EDDIE HALL, CHARLES CO-BURN, NORMAN ROLAND and BEN BOYER, on Chamberlain Brown pro-
gram, April 12 (WMCA, 3:30 p.m.);
RAYMOND SCOTT QUINTET, on Martin Block’s “Make Believe Ball-
room,” tonight (WNEW, 6 p.m.);
THE KEN LENN, 24 Nelle Revell program, April 13 (NBC Red, 5 p.m.);
EDWARD EVERETT HORTON, on Jack Oakie College, April 13 (CBS, 9 p.m.);
THREE LITTLE FUNSTERS, on Sachs Italian Varieties, April 11 (WOG, 3:30 p.m.);
JOE E. BROWN, on Lux Radio Theatre in “Alibi Ike,” April 19 (CBS, 9 p.m.);
LANOIS & GEORGE STAY, on CAtt.

RADIO WEEKLY

□ □ □ Fred Allen’s “summer abrogation” of Ipana and Sol Hepatica
is a permanent divorce between the comic and sponsor....definitely....
The Jack Benny spot has been finally filled by Don Wilson emcee-ing a
“Hollywood Variety” show from the coast with UNKNOWN personalities...
CBS executives were looking over the Waldorf theater on 50th St. ....which
means that it will be converted into another radio playhouse shortly....
Last-minute switch necessitated for Kane Smith’s Band Wagon toasts caused
by the union preventing the 15 Hawaiians quassing....Tonie’s “Collins
Special” on this show will be a Benny Goodman arrangement of “Dancin’
at the Savoy” with Kay swingin’....Ferde Grofe also auditioned the other
day for the five-times weekly spot for which Henry Souvaine produced
“Symphonic Rhythms”....George Godfrey will announce his “annulment”
from the Kelvintosh show shortly.

□ □ □ John Mayo, former FDR announcer, who has quit word-
signalling for air producing, hopes that he’ll never see a mike again.
However, it was he that placed a mike over his baby’s crib in their
D. C. mansion connected to radio by loudspeakers so that the kid’s wails
could be heard throughout the household. . .Don’t forget the Profes-
ional Music Men’s affair at the Alvin theater Sunday. The money
remains in the organization and is used for benevolent purposes only....Also, the Press Photographers Ball at the Commodore to-
night....There’d be no “stars” without these focus-focuss fellers....
Joey Nash went to a singer at NBC yesterday and asked him what he’d charge for an “afternoon HELLO”.

□ □ □ Joe Rine’s Dress Rehearsal will get an evening spot next
Fall...Vincent Travers was operated on for a minor infection yesterday.
...P. S.—Travers gets a spot on a big commercial this summer....Floyd
Sherman replaces Bowe with the Cavaliers....Edelaine Stenre Carrington
of NBC script dept. is over her winter-wasting in Florida....Edward G. Robin-
son will appear on the Smith Hour in two weeks, doing a scene from his
English flicker, and Grace Geoge is slated for a shot also....Young &
Rubicam have completed auditions for their summer spots and are leaving
the selection now in the hands of the clients.

□ □ □ Mickey Alpert was in Maxie Rosenbloom’s suite at the
Edison the other day and suddenly heard an outcry from “Slapsie
who was in the bathroom. Mickey investigated the reason for the
yell and learned that the fighter, while brushing his teeth, dropped
two molars valued at $110 down the drain....P. S.—The plumbers
recovered the lost teeth after cutting the pipes....Charles Bates,
arranger for the Rhythm Girls, passed away yesterday....Nat Cook
of the Number One Club is scouting the radio field for “name talent”
to appear at the exclusive bar....Max Z. Steuer will talk on the
Supreme Court Wednesday via WBCA for an hour end a half; the
station clearing all commercials for this public service feature....
Joseph Chernyswsky read and played the songs for his contem-
plicated Broadway show Tuesday night at Dr. Louis Sunshine’s
swanky penthouse....The doctor is the Brite-Lite surgeon who
retired so that he could devote his time and money to the theater,
which he loves.

Thursday, April 8, 1937

www.americanradiohistory.com
Radio Daily

Radio Personalities

B. Wilson, president of WCKY, Cincinnati, and a member of the NAB board, was born May 20, 1891, at Covington, Ky., and started in show business at age of 12, giving magic lantern shows in basement of his parent's home at one cent admission. Got out handbills and tickets on a toy printing press. A cane rock in one corner lured marbles from the pockets of customers. Between acts L. B. sold licorice drops (eight at 10 cents a pound) for a penny.

Still in his teens, Wilson became manager of a local movie-theater vaudeville theater. Ten years later he made good a prediction to his theater employer that he would one day build his own theater at the city's main business corner.

Through the boom years, Wilson's interests extended into banking, manufacturing, retail merchandising, politics and other fields. When he built Station WCKY in 1929, he had his finger in a dozen business pies. Then, in 1931, he cut loose from most of his other Interests and went into radio in earnest. As president of WCKY, he had paid only little attention to his operations. In November, 1931, he took over the duties of general manager, doubled rates, improved programs and inaugurated a strict business policy, at a time when many stations were still being run on a catch-as-catch-can basis with the idea of the most fun for everybody on the staff.

His idea of running a successful station embraced three points: A sound business policy, the best possible programs to gather the biggest possible audience, and "doing the real job for the advertiser." The plan worked.

L. B.'s full name is "L. B. Wilson." The initials stand for no other name. His hobbies are dogs, chocolate candy and $1.50 a quart ice cream. This winter he has added a fourth hobby, yachting in Biscayne Bay, Miami, in his new boat. He never goes to funerals, weddings or banquets. In 1929, Wilson married Jean Oliver, Broadway leading lady. They live at a country estate in Kentucky, opposite Cincinnati, and on Di Lido Island, Miami Beach.

Radio Orchestras

Jack Mills has turned over to Lawrence Wright, London music publisher, English sale and radio rights to "Where Is the Sun," "Old Plantation" and "Don't Know If I'm Coming or Going."

Peter De Rose's new song number is dubbed "Let's Stop the Clock."

Accordianist John Gard will augment the Jeno Bartal musical ensemble at the Hotel Piccadilly, effective immediately.

Edwin Arthur Kraft, renowned organist, will be featured in a special program over WHK on April 25 at 2 p.m.

Zinn Arthur and his orch introduce a musical innovation in "Maracas Swing," a combination of swing rhythms and a rhumba effect. The maraceas, Latin-American percussion gourds, help to keep the beat.

Joe Marsala, maestro of the Chicagoans, and his clarinet will guest on the CBS "Swing Session" at Saturday at 6:45 p.m.

Joe Delaquiere, soloist with the Stokowski symphony orchestra, will be Don Alberts' air guest on WHN during his "Album of Songs" program, to be aired tonight from 8:00 to 8:30 p.m.

Raymond Scott and his music-making quintette make their first radio appearance outside of their Saturday night shows on CBS via WNEW's "Take Belmore Ballroom" tonight from 6:00 to 6:30 as guests of Martin Block. Their program includes "Powerhouse," "Toy Trumpet" and "Minuet in Jazz."

Warner Bros-Earle Theater, in Philly, institutes a name band policy for the stage fare. Cab Calloway, current, will be followed on April 9 by Ted Lewis, with Horace Heidt, Mill Britton, Hal Kemp, Jan Garber, Guy Lombardo and Ozzie Nelson already set.

Irma Serrr, New England song stylist, who has been on a sustaining program over WSPR, Springfield, Mass., has signed to sing with the A. V. River Co. program over the same station Fridays at 6:15.

On Tour

glen gray

Casa Loma Orchestra
Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

"Quotes"

Don Gilman: "Our business is giving something for nothing. Constantly we strive to find new and better ways to give more people entertainment, information — and paradoxically, the degree of our financial success is determined by the success of these efforts."

Hal Kemp: "I believe more should be done to encourage young boys to play a musical instrument. Even if they don’t become professional musicians in later life, they will be able to enjoy life much more keenly if they can express themselves musically. Parents should insist that their offspring learn to play music. It may take a little persuasion in some cases, but later on, the children will be full of gratitude for having a greater knowledge of music because of your efforts in their behalf."

Bernice Claire: "Radio stars love to receive fan mail but they wish the letters were more constructive. Most of the writers say they like you and wind up by asking for an autographed photo. Some of them may say they didn’t like a certain program. The radio artist, as a rule, can take criticism, and if only these correspondents would come right out and confess why they like or dislike a program, it would be of great help all around."

Eddy Duchin and His Orchestra
Third Record Week at Paramount
Appearing Currently at Plaza Hotel
Management MCA
VARIETY BILL IN OLD TIME VAUDEVILLE STYLE MAKES NOVEL LATE SHOW.

Emanating from Chicago and hitting the east through WJZ just after the five-minute 11 p.m. news period, this hilarious vaudeville program will find an appreciative audience among listeners who usually can’t find anything but orchestra music on the dial at this late hour. Built like a vaude bill of the old days, and ably emceed by John Goldworthy with British-flavored comments, the opening bill included the Lorenzo Brothers in “Feats of Strength,” a muscle act that was worth the air of the emcee’s exciting description and well devised comedy talk that made it quite amusing; a piano team furnished with some good ivory work; then the Ranch Boys, in a Spanish and western medley; Australian Wood Choppers, whose hewing act, like the rest of the bill, was for plenty of laughs; Sylvia Clark in one of her chatter specialties; The Cadets, quartet, singing “The Changing of the Guard” with nice backing by the orchestra, which was snappily directed throughout by Al Short; Cleo Broadway, a colored singer; “The Rosary” on the xylophone; Maple City Four in a comedy number and “Hold That Tiger!” and Ruth Lyon and Robert Gately in selections from “Show Boat.” The show in general is a swell idea that could click strong in an earlier evening spot.

“ESQUIRE ON THE AIR”

with Nat Brussill

Esquire

WOR, Tuesdays, 8-8:30 p.m.

B. B. D. & O.

SNAPPY VARIETY PROGRAM WITH APPEAL AIMED CHIEFLY AT MEN.

Delivered in a peppy tempo, with such frequent change of items that the proceedings never have a chance to drag, this program has plenty of interest for the men of today, and for a lot of the ladies, too. Questions about contents of Esquire magazine, how it is edited, the style depicted herein, etc., are asked in a manner that cleverly combines information with indirect promotion for the magazine. Interspersed with these queries and others about men’s and women’s goods are Nat Brussill’s excellent music, with a vocal group supplementing the orchestra, anacoluths and chatters, all in an engaging vein. The vocal numbers had nice variation, ranging from “Geo But You’re Swell” back to “I Want A Girl Like the Girl That Married Dear Old Dad.” A collector of shaving mugs related his activity amusingly, and there was a promise of further items along this line, with listeners invited to contribute tales.

“PICADILLY MUSIC HALL”

Sustaining

NBC-Blue, Tuesdays, 11:00-12 midnight, EST.

GRETNA PALMER

Walker-Gordon Laboratory

WOR, Wednesdays and Fridays, 11:15 p.m.

Young & Rubicam

VARIABLE Gossip PROGRAM ALONG FAMILIAR LINES ENTERTAIN “GILTube DELIVERED.”

In contents, this new chatty program follows the same routine as a number of others. It covers bits of current news, fashions, culture, human habits, home furnishings, amusements, magazines articles, a touch of business for male appeal, the circus, the coronation and cows (sponsor being a milk concern). Miss Palmer’s style and voice, however, are her own, and it is their pleasing qualities that make the program classier and more acceptable than some others. Additional commercial remarks are handled by Jeff Sparks.

“UP AND DOWN AND AROUND NEW YORK”

with Ed Flynn

Sustaining

WINS, Tuesday, Thursday, Sunday, 6:30-6:45 p.m.

MODERATELY INTERESTING TOPICAL CHATTER ON CELEBS AND CURRENT EVENTS.

As one of the many interesting of random chatter, attempting to imbibe current topical personalities, this batch of comment by Ed Flynn is of fair interest. Tuesday’s opening shot included some comments about Mrs. Woodrow Wilson and the 20th anniversary of the U.S. entrance in the World War; remarks about a couple of Broadway plays, with dogs in prominent parts, and a few other bits. Flynn hasn’t a bad commenting style, but his program suffers by comparison with others of similar type.

“RUBINOFF’S MUSICAL MOMENTS”

(Transcription)

Chevrolet Dealers

WMCA, Tuesday, Thursday, Saturday, 8:15-8:30 p.m.

FIRST OF DISK SERIES WITH RUBINOFF AND GUESTS RATES JUST FAIR.

A series that promises much in view of having Rubinoff as its star and plenty of same talent for a pair of weekly guests, this transcribed program made its debut with a revue that was not much more than fair for Rubinoff. After the theme introduction and a bit of spool by Graham McNamee, Rubinoff played his arrangement of “You Anything But Love,” followed, by Jack Arthur singing “You Are Free.” After a commercial interlude, Rubinoff and his, with vocal effects “I’ve Got You Under My Skin,” and finally on to “Oh, My Goodness” by the orchestra. Quite a bit of commercial padding is included for a 15-minute program.

“IT CAN BE DONE”

with Edgar A. Guest

Household Finance Corp.

NBC-Blue, Tuesdays, 8:30-9 p.m.

B. B. D. & O., Chicago

FAIR COMBINATION OF HUMAN INTEREST DRAMAS AND MUSICAL BITS.

Basically, this is just another classification of the real life dramas now so prevalent on the air. Only difference is in the title, “It Can Be Done,” and the selection of material to fit. Edgar A. Guest’s Weapon and his reading of original poems also gives the program a somewhat individual, touch, while Frankie Masters and his orchestra, including the Masters Voices, in vocal efforts, is excellent work in providing the musical background.

Dramatized incidents of the first program are in the case of a widow who went to work to bring up and educate her fatherless girl, and the incident of an old man who made a new start from poverty and built up a unique business to provide for himself and wife. Both were good from a human interest angle.

“AIR PARADE IN REVIEW”

Thursday, April 8, 1937

“MERCHANTS IN MELODY” with Ruth Howard and Roy Cambell’s Beau Brunmells

Sustaining

WMCA, Tuesdays, 9:30-9:45 p.m.

ROUTINE PROGRAM OF MUSICAL NUMBERS AND SOME ATTEMPTED COMEDY.

This program was given a bad start by introducing Ruth Howard with some rather inane comedy chatter and interspersing more of same later. The girl is all smiles and thrill of a singing singer with a plaintive style, and should fine it worth while to develop that talent. Roy Cambell’s Beau Brunmells, a male quartet consisting ofomes Chapman, Clifton Billings, Ed Galloway and Rand Dupier, did satisfactory incidental service. They opened the show with “Goona Goo,” and after Miss Howard sang “I Can’t Lose That Longing For You,” the quartet came in for “There’s Frost on the Moon,” with Miss Howard following in “I Adore You,” then a close will “Gum Bum.” Finally, Miss Williams did the announcing and played foil for Miss Howard in the efforts to be funny. Given better material and production, Miss Howard could shine.

Current Programs

George Stone

Brought back for a third appearance with Al Pearlman, “Watch the Fun Go By” on the CBS network at 9 p.m. Tuesday. George Stone (not the film actor) was the comedy stand-by of the night, with the supporting of Duke Vladimir Yushkoff, a combination of George Givot and Parkyarkins. This program is extending further into the vocal vein, he delivered an operatic burlesque running from the Lone Prairie to Mandalay with highly amusing results. Any major program in need of a good stooge will find a swell one in this fellow. Harry Peerce gang, Nick Lucas, Arlene Harris, Tinsley Lish, Ed and Zeb, and Larry Marsh’s orchestra were, as usual, up to snuff.

Al Jolson

The awaited skit based on Al Jolson’s own life was the high spot of his Tuesday night show over CBS at 8:30. Starting from the days when he was selling newspapers on Washington streets to earn the price of a theater ticket, the sketch briefly traced Jolson up through his career to the historic triumph of “The Music Man.” The high point was the “Yiddishe Momme.” It was most enjoyable. In surrounding efforts on the program, Parkyarkins contributed his usual__ complement of laughs, Martha Raye did a song and Victor Young’s orchestra did its good bit.

Jack Oakie College

Appearance of Joe Penner as guest on Tuesday night’s Jack Oakie show over the CBS network was a help in filling out the show, although the color of his performance handed out was mostly of familiar vintage. Judy Garland, too, was good. Program as a whole was better than some recent Oakie shows. But still too much ineffective continuity.
- - and still they come!

UNSOLICITED

KV00
PHILTOWER, TULSA
Please accept our congratulations on your fine daily publication. It should grow and grow, for it fills a real need, and it is a real asset to broadcasters who want to follow the activities of broadcasting.

KEN MILLER,
KV00 News Editor

WWJ
DETROIT, MICH.
We have thoroughly enjoyed “Radio Daily” and are sending through an order for a year’s subscription.

EASTON C. WOOLLEY,
General Manager
RADIO STATION WWJ

WSJS
WINSTON-SALEM, N. C.
We have been following with a great deal of interest your publication, and feel that the day isn’t complete until we’ve gleaned “Radio Daily” for all the information. Our staff just wouldn’t be without it now.

RALPH BURGIN,
RADIO STATION WSJS

Certified Contest Service
I honestly believe RADIO DAILY is the finest medium of news I have ever seen. In my dual-capacity as radio editor of this company, and contest consultant (uptown at the RCA Bldg.) you have more than once “saved the day” for me. Contest-ly speaking, RADIO DAILY is a “quantity of quality.” My subscription has paid for itself several times over, already.

HELEN KING,
Radio Editor

THE RADIO DAILY
1501 Broadway, New York City
Dear Sir:
Please enter my subscription to the RADIO DAILY, and The Radio Daily Service.

NAME.
STREET.
CITY.............. STATE..............

☐ Check enclosed. ☐ Bill me.

$5.00 per year (Foreign $10.00)
MINNEAPOLIS Church Federation
arranged some good promotion for
the Sunday Players disks when they
pushed out “Victors” 78,000 copies to
public, parochial and private schools,
calling attention to educational value
of series.
Electro-Vox Recording Co. has en-
larged its plant by putting up an ad-
dition in the rear, to house the me-
chanical equipment, and make room
for new control room, audition room,
etc.
Bill Irvin, radio editor, Chicago
Daily Times is here to spend two
weeks picking up news and pix for
his paper.
Seymour Hastings, one of radio’s
pioneers in Southern California, died
over the weekend, and was buried
Tuesday. Hastings had retired several
years ago, but occasionally came back
to the microphone for some event close
to his heart. His last radio talk was his
Lincoln Day program on KFI.
Herbert Denny, Standard Radio’s
Florida and Southern representative,
has solved a whole flock of problems
with his huge, four-wheeled audition
studio trailer. For one thing, he is
certain of satisfactory audition rooms
wherever he is, and among other things
he has his own sleeping quar-
ters, hotel accommodations and
lounge wherever he wants to park his
car, and that’s an item in some of
the longer runs on his trips.
Don Wilson is going to turn gentle-
man farmer. He has bought two acres
in the San Fernando Valley on which
he is going to build.
Simon d’Useau, who was talent
scout for California Hour, has signed
to scout for Paramount Pix.
Back of Jack Benny’s call for votes
for the listeners’ choice of a repeat
of one of the series of dramatic skits
is Benny’s yen to repeat the whole
series. If last Sunday’s feeler brings
heavy response, he’ll do ‘em. Otherwise
just the top choice, which Benny
hopes will be a revival of his
Emperor Jones.
Francis X. Bushman has been

FRANCIS D. BOWMAN, director
and narrator of “Voice of Niagra,”
radio’s oldest sponsored series,
has a short string of band music programs, will be able
to take it a little easier after Sat-
urday, when the series closes its
eleventh consecutive year.
Alan Roberts (“The Prince of
Song”) switches to a new hour, 8:30
p.m., today over WMCA.
Eddie Green, before starting his
own program with Louis Armstrong
for Fleischmann tomorrow night, will
be a guest on tonight’s Rudy Vallee
program.
Pontiac Versity Show has drawn
letters of commendation from all over
the country and from abroad, many
written by high school and colleges
and universities honored in the
broadcasts.
Jack Graney, sportscaster for Uni-
ted Broadcasting Co., WHK, Cleve-
land, will be in Chicago this week-
end for the General Mills conference
of baseball announcers.
Bill Frosch, announcer, has started
second year at WIRE, Indian-
apolis.
Lyle DeMoss, senior man on the
street with KFAB, Lincoln, is suffer-
ing from an acute attack of laryn-
gitis which necessitated Chuck Miller
and John Shafer pinch hitting for
him.
Jim Cox, continuity man for KFOR,
Lincoln, is readying a series of half
hour shows to appear each Sunday
on KFOR dramatizing the lives of
the west’s heroes. First on is the
life of Will Bill Hickok.
Madeleine Turk, poetry reader,
returned to radio this week, with pro-
grams slated by Jimmy Shearer,
manager of WHBI, Newark, N. J.,
for Sundays and Mondays. Miss
Turk formerly sang on WAAM.
Travis Barnes, WTAR (Norfolk)
salesman who has been doing mice
work for one of his accounts, spends
his spare moments at funerals and
weddings. It turns out that Barnes
is one of the local singers in demand
about town.
Doug Arthur, WTJN’s Man-on-the
Street, apparently was arrested for
blocking traffic on April 1 in Tren-
ton, and Richard Werlin took over the
interviewing job, only to interview
Douglas Arthur, who told about a
string April Fool’s perpetration on radio listeners by radio
announcers who apparently had been
arrested for blocking traffic.
Ed Clark, announcer at WTJN,
Trenton, is a candidate for the Bor-
dentown (N. J.) City Commission.
“Do You Need a Job?” WTAR
(Norfolk) feature, changes in time from
9 o’clock Monday evenings to
7:45 effective April 12. Show pre-
fers five unemployed persons weekly
and averages about fifteen calls for
them.
Andy Hotz, control engineer for
WNAC and the Colonial Network in
Boston, is recovering at his home
in Lexington from an appendix oper-
ation.
signed for KFWB’s serialized version
of “Jane Eyre,” a Friday night fea-
ture that is gaining a big audience.
Shirley Ross week-ended in Palm
Springs, resting from the strain of
the Ken Murray premiere.
Frank Healy of NBC press depart-
ment, New York, is here with his
wife, Elizabeth Palmer, who has a
picture contract with 20th Century-
Fox. Healy is on leave of absence
and expects to stay quite a while.
Eddie Stanley, who was the new
comic on Sunday’s Cantor show will
be back for next week’s program.
Tom Harrington, Young & Rubi-
cam’s Coast chief, came back to
where he’d parked his car, and found
it gone. Police recovered it, minus
radio and accessories.
Lew Frost, assistant to Don Gillan,
NBC chief on coast, is in Hollywood
for a short stay. KFWB has put in a new remote to
the newly opened Paradise Hut
added another broadcast for Omar’s
Dome cafe, from 1:45 to 2 p.m., daily,

ZION PASSION PLAYERS used the
facilities of station WWBM here
last Sunday to air their regular week-
ly program after fire destroyed their
own broadcasting studios in Zion
City.
Kathryn Cravens of CBS in from
Gotham interviewing several ace
newspaper photogs for her “News
Through the Woman’s Eye.”
Hal Burnett, WWBM press rela-
tions, in Minneapolis last week-end
to attend meeting of General Mills
and Knox-Reeves agency in regard
to summer baseball stanzas. Con-
clave of announcers for sponsor of
the diamond sport will gather here
at the Edgewater Beach Hotel this
week.
Bill Murray in town.
Carl Schreiber and his orch. aired
for 21 weeks from the stage in Ironbog
here last summer over a coast-to-
coast CBS wire, return to the ether
over WCLF and WGCS from Gouny’s
Ballroom.
Ormandy Replacing Kolar
Ford Motor Dealers have signed
Eugene Ormandy to take over the
Ford Sunday Evening Hour broad-
casts heard over the CBS net.
Ormandy will replace Victor Kolar
on the April 23 program and will
continue through until June 13 when
program is scheduled to fade for the
summer.
Firemen’s Bee on NBC
A Spelling Bee between representa-
tives of the New York and Chicago
fire departments will be aired over
the NBC-Blue network Saturday
4:30-5:30 p.m. New York team will
broadcast from Radio City, with
switches to Chicago studios for that
team’s pick-ups. Each side will have
15 spellers ready for spell-down with
five alternates standing by.
“Jam Session” New WTMJ Show
“The Jam Session” is a new sus-
taining each Monday 4-5 p.m. over
WTMJ, Milwaukee, with Johnny Ol-
son as announcer, Frank Weth’s
“Swingers,” and a number of guest
stars.

ONE MINUTE INTERVIEW
LANNY ROSS
“T get many letters from listeners
whose reactions are swell tips on
just what listeners want. They
like romances, youthful songs. If
the singer is young. They want
young voices to sing about Spring and
love and laughter. Most of them
express the notion that they prefer
their operatic and serious
musical entertainment from mature
artists of great experience.”
5-Language News Programs

WIRE-SNIPING LOOMS IN CHICAGO BAND JAM

Chicago—Reluctance of Hotel Drake management and Mutual Broadcasting System officials to let Nelo install a wire in the Gold Coast Room where Paul Whiteman and his orchestra open tonight is expected to result in an outbreak of band-spot and wire-sniping between NBC, CBS and Mutual. Hotel Drake is one of Mutual's strongest spots, but Whiteman is under NBC management and for various bookings NBC has turned over its band contracts to Consolidated Radio Artists Inc., which handled the Drake booking.

Whiteman and NBC sought a one-hour Sunday night concert sustaining out of the Drake, but Edwin L. Brasehees, manager of the Drake, and WGN, NBC officials to date.

Treaty Angle Hearing On Duffy Copyright Act

Washington Bureau, RADIO DAILY

Washington—Senate Foreign Relations Committee will hold a special session Monday at 10 o'clock for the purpose of discussing treaty angles of Duffy copyright bill. Senator F. Ryan Duffy will preside.

Wander Co., Chicago (Ovalline) has renewed “Little Orphan Annie” through 1937. Program is heard on 28 NBC-Red network stations Mondays through Fridays, 5:45-6 p.m., with repeat for western stations at 6:45 p.m. Blackett-Sample-Hummert Inc., Chicago, placed the account.

Makes Good

Chicago—Douglas Perkins, 13-year-old harmonica player, who hummed his way with $5 to Chicago from Cobb, Ky., and asked a Palmer House clerk, “Where’s the radio station here?” has been signed by the Alka Seltzer National Barn Dance for tomorrow.

CBS, NBC SWITCHING CLEVELAND STATIONS

Report that CBS would drop its Cleveland affiliated station, WHK, at the expiration of its present contract on Oct. 21, was confirmed yesterday by Herbert V. Akerberg, CBS vice-president in charge of station relations, and in its place CBS has signed WGAH as the Cleveland outlet, effective Nov. 1.

WGAH at present is an NBC-Blue affiliate, and it is understood that NBC is now negotiating with WHK.

Reduce Gillette “Sing” Effective on April 25

West Coast Bureau, RADIO DAILY

Los Angeles—Gillette Safety Razor Co., on April 25, will reduce the CBS “Gillette Community Sing” program to a half-hour period, 10-10:30 P.M. It was announced by Ruthrauff & Ryan yesterday. Agency is now seeking an earlier spot in CBS network for eastern listeners with a repeat for the coast.

Kate Smith Switching Network and Sponsor

Kate Smith, now heading the A. & P. “Band Wagon” program, one-hour show on Thursday nights via CBS network, will switch network and sponsor in the fall, going to NBC under the sponsorship of Calumet Baking Powder, a product of General Foods.

Calumet now has the Phillip Lord feature, “The Testimony” on NBC-Blue net as a Sunday half-hour show. The Lord program which fades May 16, will be taken over by another firm.

Miss Smith is expected to vacation this summer, but it is understood that A. & P. plans to continue the “Band Wagon” with Jack Miller’s band remaining.

The General Foods contract signed by Ted Collins, producer of the “Band Wagon” and manager of Kate Smith, has a three-year run. Budget for show is understood to be $12,500 weekly with $7,500 as Miss Smith’s end.

The new Calumet program will be an hour variety show with guest artists.

Service in Italian, German, Polish and Portuguese Being Made Available by Van Cronkhite Associates

Four New Accounts Starting on Mutual

Lovely Lady Inc., Chicago (cosmetics), Procter & Gamble (Oxydol), Raul Co., of California (cosmetics) and Wiley-Overland Co., Toledo, are four new clients which will shortly begin spring radio campaigns over the Mutual network.

Procter & Gamble this Monday will start “Couple Next Door” a quarter-hour script show, Mondays, Tuesdays and Wednesdays, over WGN, WLO. Program keyed from WGN. Blackett-Sample-Hummert Inc., Chicago, placed.

50 Milkers to Attend Chi. Baseball Conclab

Chicago—Some 50 announcers handling baseball broadcasts as sponsors and important figures in baseball administration, will be present for the first national conference of its kind to be held April 11-12 at the Edgewater Beach Hotel, Knox Reeves Ad. Agency of Minneapolis will supervise the meeting, which will discuss technique, showmanship, etc., and attempt to coordinate more than 5,000 baseball broadcasts for General Mills, Socony-Vacuum and Goodrich Tires.

Skelly Oil Placing Series in Mid-West

Kansas City—Newton Cross, in charge of the Skelly Oil Co. account for Ferry-Hanley Advertising Co. here, has scheduled a series of spot announcements for Skel Gas over eight mid-West stations and has bought time over KMA, Shenandoah, WMF, Cedar Rapids, and KRRN, Des Moines, of the Iowa network for the same product, using a quarter hour program of German band music, twice weekly.

“Sweetest Love Songs” In New Time on NBC

Sterling Products Inc. (Phillips Dental cream) on April 27 shifts the “Sweetest Love Songs” on the NBC-Blue network to a 9:30-10 p.m. spot on Tuesdays. Program will use the same network with the exception of WCKY, which cannot clear the new time period. Show is currently heard Mondays, 6:30-8 P.M. Blackett-Sample-Hummert is the agency. Air Features Inc. produces the program.

Five Cents
MARIANI Signed by CRA: King’s Jesters Renewed

Hugo Marianni and orchestra, currently at the Blackstone Hotel, Chicago, have been signed by the Consolidated Radio Artists Inc. under exclusive management.

Another Chicago band, The King’s Jesters, at the LaSalle Hotel since February, have been renewed for another fourteen days from May 1. Band, with NBC wire is under CRA management.

First Coronation Broadcast

First official Coronation program comes over the NBC-Blue network today, 3-30 via British Broadcasting in the form of a concert by His Majesty’s Welsh Guards Band led by Major Andrew Harris, M.B.O. Kenneth Adams of British Broadcasting Corp., will be the commentator.

On April 14, NBC will inaugurate a series of more than 40 international broadcasts pertaining to the Coronation, and bringing to the mike dignitaries from all walks of English life, as formal names and British governmental officials from England and its colonies. Variety will be the keynote with music, talk and special programs for women also.

Fraser-Glenn Marriage

John Gordon Fraser, NBC announcer, and Betty Glenn, publicity woman, were married yesterday at the Little Church Around the Corner. Couple will live at Forest Hills, L. I.

WQXR Music Appreciation Series

Oxford University Press is sponsoring a music appreciation series called “Analyzing the Symphony,” which premieres over WQXR at 8-8:30 p.m. April 12. B. H. Haggin, critic and author of “The Book of the Symphonies,” which was published by the Oxford University Press, will conduct the series, which will be heard every Monday.

WOR “New Poetry” Resumes

“New Poetry” series will be resumed by A. M. Sullivan over WOR at 2:30 p.m. Sunday.

Glenmorris to Movies

Glenn Morris, 1930 Olympic Decathlon champion, resigned from the NBC news and special events department yesterday to enter the movies. He is now en route to Hollywood to sign his contract. Morris entered the special events department last fall directly after graduation from college.

Columbia Signs Howard Barry

Howard Barry, baritone, has been signed to an exclusive contract by the Columbia Artists Inc. Barry, heard over KJZ, NBC, CBS and the Blue network, now ranks as a professional performer in 1928. He took over a Leo Reisman band and then the New Brunswick Hotel, Boston, for one year. Mack Davey set the deal for Columbia.

KXBY Moves May 1

Kansas City—KXBY, whose general manager, H. R. Makelim, has signed a three-year lease on the entire 22nd floor of the First National Bank Bldg. for conversion into modern broadcasting quarters, will move from its present location about May 1. New place will provide for three studios, control room, news room, offices, audition room and lounges. Transmitter will remain where it is. First National Television School also remains in the Keystone Bldg.

Special for May Day

Star Radio Programs Inc., at a meeting of the program board yesterday, decided to produce a special May Day program, to be released in about a week. An important announcement for subscribers of the Star service also is to be made at the program meeting was presented over by Burke Boyce, program supervisor and former NBC continuity head.

Gummo Marx Has New Serial

Gummo Marx, artists’ representative, has a new radio serial titled “Janitor” now under consideration by potential sponsors. Script is a human-interest-comedy employing as its central character an apartment house janitor who knows every tenant’s business and who gets himself into one scrape after another through his efforts to help others out of their troubles. Chief role will probably be played by a prominent stage star.

2 Quit Young & Rubicam

Taylor Adams and Matthew Casey, account executives, have both resigned from Young & Rubicam.

Douglas Mansion in New Post

Douglas C. Manson, formerly associated with the BBDO advertising agency and publications, has joined the staff of Brooke, Smith, French & Dorrance, Inc.

Phil Regan Back East

Phil Regan and Mrs. Regan arrived from the coast yesterday by motor. Regan will guest star on Ed Wyn’s program in about two weeks. Shell Chateau is also angling. Regan recently finished work in “Hit Parade,” Republic film.

English Tele Star in Debut

Polly Ward, blonde singing star who recently arrived in this country from London, will make her American radio debut with Arnold Johnson Sunday, 6-6:30 p.m., on the “1937 Radio Show,” over the Mutual Broadcasting System.


delphia.

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FINANCIAL

(Tuesday, April 8)

NEW YORK STOCK EXCHANGE

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WATR Changes Recommended

Waterbury, Conn.—Granting of WATR’s application for change in frequency for 1280 kc, increase in power to 250 watts, when removal of transmitter and installation of new equipment has been recommended by FCC examiner.

George Sharp in Music Series

George Sharp, baritone, will be heard in a new series of WMCA programs every Monday afternoon at 2 p.m., tracing the origin and history of American songs.

“Couple Next Door” Returns

Chicago—“The Couple Next Door” returns to WGN and the Mutual network Monday at 8:45 a.m. C.S.T. as a daily except Saturday and Sunday. Thompson Buchanan will again write the show, with Olau Soule, Donna Creed and Jack Brinkley in the cast.

MARTIN BLOCK’S

“MAKE-BELIEVE BALLROOM”

A WNE Feature

10 to 11 A.M. — — 5:30 to 7 P.M.

RADIO DAILY

Vol. 1, No. 43
Fri., Apr. 9, 1937
Price 5 Cts.

JOHN W. ALICOATE : : : Publisher
DON CARLE GIILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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Friday, April 9, 1937

COMING and GOING

CHARLES W. MYERS, owner of KIOJ, and NAB president, arrived in New York from Washington yesterday morning on a business trip.

WALTER R. BROWN, NBC engineer, leaves tomorrow morning. Mr. Brown is one of the engineers making the 14,000 mile trek to cover the 22nd floor of the First National Bank Bldg. for conversion into modern broadcasting quarters, will move from its present location about May 1. New place will provide for three studios, control room, news room, offices, audition room and lounges.

RALPH WONDERS left early this morning for Chicago.

BREWSTER MORGAN, CBS director, left for Baltimore this morning to meet Mrs. MORGAN returning from the coast.

ARTHUR BORAN leaves tomorrow for Philadel

PHL REGAN arrived yesterday from Holly

JOHN VAN CRONKHITe leaves New York yesterday for Detroit, and then to Chicago.

JACK INGERSOLL, DON DUNPHY and PAT BARNES, all of WINS, go to Chicago for the baseball announcers’ conference being held Sun-

day and Monday at the Edgewater Beach Hotel.

JAMES F. CLEMMING of WMCA leaves for New York.

TITO GUZAR, CBS tenor, returns to New York from Detroit today to warm up for his April 20 concert at Carnegie Hall.

H. R. (HAL) MAKLIM, general manager of KXBY, Kansas City, will leave the end of the week for New York on business to be here a week.

CARLTON E. MORSF leaves April 28 on the China Clipper for the Orient.

Harold Arden in Hospital

Harold Arden, whose band is heard nightly over WNEW on the Dance Parade, is seriously ill in a New Jersey hospital. His band, under the direction of one of its members, will continue to air from the Rustic Ballroom, still being billed as Arden’s band.

WBNX “Court Pro and Coss”

A series titled “Supreme Court—Pro and Con” will start Sunday at 5:50 p.m. weekly feature on that day. Mortimer Hayes and Robert E. Lee, legal analysts, will debate at the first session.

WHN Program Changes

The Broadway Melody Hour, heard over WHN and starring Col. Jay C. Flippen, switches to Wednesday nights, 8-8:30 p.m., effective April 14. The Supper Club, a new sustaining feature with Irving Aaronson and his band and Marion Melton, singer, take over the Monday 8-8:30 p.m. spot April 12.

“BARON MUNCHAUSEN”

Raleigh and KOOL Cigarettes

WIZ-10 P. M., E.S.T.—Friday

Dir.: A. S. LYONS, Inc.

DAO REEES:

Only WHN has World-Telegram stock market reports and financial data

WHN

DIAL 1010

M.G.M. & LOEWS

www.americanradiohistory.com
CBs to Air Armory Drama
CBS has received permission to broadcast a special program from the 7th Regiment Armory, New York, on April 11, entitled “Fall of the City,” the first in a new series of dramatic shows written exclusively for the air by prominent playwrights. Irving Reis directs the show, which will be heard over a coast-to-coast network from 7-7:30 p.m.

Complaint Before F.T.C.
Westleyan Diesel Service, Inc., 2906 Leavenworth St., Omaha, Neb., dealer in correspondence courses in Diesel engine installation and main tenance, is named respondent in a complaint issued by the Federal Trade Commission charging certain unfair methods of competition, advertising by radio and in newspapers, magazines and circulars, respondent company is alleged to have made unwar ranted representations to prospective pupils.

SAN ANTONIO
Dick Harwell back at the KABC mike after a recent illness. Jerry McRae’s Texas Rangerettes are picked up nightly by KABC from the Playhouse Cafe.

Jerry (Bud) Morgan, program director on KONO, is also doing the daily “Snoopy Hollywood Reporter” for Mission Broadcasting Co. Announcer Geo. Downs of KONO will become a benefactor in June. KTRA General Manager H. C. Burke informs that his station now has 49 accounts, which sets a new high for this Hearst chain outlet.

On Tour
GLEN GRAY and the Casa Loma Orchestra
Management Rockwell-O’Keefe, Inc. City, N. Y. and Hollywood

Friday, April 9, 1937
RADIO DAILY

NEW PROGRAMS—IDEAS

“How the Right Job” on WGN
“The Right Job,” a new 15-minute series in which young men and women are steered into fields of occupation suitable for their natural talents, makes its bow Sunday at 1:30 p.m., CST, over WGN, Chicago, and the Mutual network under the auspices of the Federal Broadcasting Council and Northwestern University.

The program, which will feature Dr. Samuel N. Stevens, Professor of Applied Psychology at Northwestern University, will have actual inter views with young people selected from the National Youth Adminis tration of Illinois. The hobbies, tastes and preference of the respondents will be brought out in such a man ner that listeners who have similar tastes can be guided by the voca tional expert’s solutions.

Pronounce Bee at WDRC
Beginning April 16 at 10 p.m., WDRC in Hartford will present a new feature, “Readin’ and Writin’ with Bob Provan.” The program is in the nature of a spelling bee pronounced” bee combined. Listeners will be asked to make two lists: one for words to be spelled correctly and the other for words to be pronounced correctly. Each word will score a certain number of points and at the end of the program each listener will be able to “mark his own paper.” Bob Provan, station announcer, will handle the show, bringing in many words commonly spelled incorrectly and pronounced incorrectly.

“Musical Speldown”
“Musical Speldown”, which had its first trial Sunday morning over WTMJ, Milwaukee, came up a winner. Eight contestants were selected from the large studio audience. Organ and piano furnished the mystery melodies heard on the CBS program along the line with a hand mike. Runner-up missed on Handel’s “Largo,” but winner named it prontly and took away the prize, a nice auto robe. Program looms as a topnotch air feature.

Live Stock and Farm Chatter
WDGY, Minneapolis, on Monday, will begin a new series of daily programs known as the Sunshine Live Stock report. It will consist of one 15-minute noon day period and an early morning program. During each period a wide broad cast from South St. Paul will be given. On this broadcast, the activity of the live stock market will be described. The balance of the program will be given over to items of interest to Farmers. The series is sponsored by the Hubbard Milling Co., Mankato, Minn., in connection with an association of 150,000 North west farmers. Account was placed through the McCord Agency of Minneapolis.

WJNO as Cupid’s Aid
A program idea offering an opportunity to provide suitable music without having artists in attendance, when the space at the scene of the ceremony is limited, was evolved recently by WJNO, West Palm Beach, Fla. The station’s staff pianist, Alice Weldon, assisted by the Lauger Sisters and Joe Weldon, helped in an 8 p.m. marriage ceremony at a residence several miles from the studio. Entire program was produced without rehearsal.

Alice Weldon opened the program playing “The Wedding March,” fol lowed by the Lauger Sisters singing “O Promise Me.” Joe Weldon offered the grand piano number. The vocal numbers were interspersed with appropriate piano numbers by staff pianist.

Dramatize State’s Industries
New Jersey’s fame as an industrial state is being dramatized in a new series of half-hour programs Thursday evening over WPJ, Atlantic City, 10-11 p.m. Leading industries and manufacturing concerns are cooper ating by supplying the complete history of their developments, while vocal and instrumental talent from these various concerns is featured when available. The Whitall-Tatum Co. of Millville is featured in the initial broadcast, with Van Cronkhite and C. I. Glass as the co host of the second program in the series of 26.

Ball Fans Get Break on WLT
Starting April 17, WLTCH through its live wire sports commentator, Jocko Maxwell, will permit baseball fans to express their opinions on the current big league baseball races during the WLT Sports Parade on Saturdays at 6 p.m. Baseball fans will be asked to simply forward their name and address to Jocko Maxwell at WLT, New York, and on the air they go.

Nick Lucas to Emcee Benefit
Nick Lucas, currently airing on the Ford Motor Dealers program Tuesday nights, will make a special trip to Hartford, Conn. on April 24 to emcee a benefit performance for the crippled children of that city.

Horlick Signed by R.O.K.
Harry Horlick has just been signed by Rockwell-O’Keefe, Inc.

WSM
Eddy Duchin and His Orchestra
Third Record Week at Paramount
Appearing Currently at Plaza Hotel
Management MCA

CBS, NBC SWITCHING CLEVELAND LAN DSD

Switch in station alignment between CBS and NBC may take place before April 1 if CBS can close a deal with WHK before that time.

WGAR is owned by the same interests which own WRJ, another CBS affiliate and it is understood that G. A. Richards and Leo Fitzpatrick have been negotiating with CBS for some months. Fitzpatrick was in New York last week conferring with Akerek. WGAR operates on 1450 kcs, with 1,000 watts daytime, 500 at night and WHK, 2,500-watt day time, 1,000 at night on 1390 kc. New network rates for stations have not been announced.

NBC would not comment on the WHK-WGAR switch, neither would the stations. A news release featuring a report from New Orleans that WDSU had been signed to join the NBC-Blue web, WDSU, likewise when contacted by RADIO DAILY correspondent would not confirm, nor deny, the report.

Gould Joining Whitman
Morton Gould, 23-year-old musical composer, will join the network if he currently over WOR and Mutual network, joins the Whit man organization.

CHICAGO

H. LESLIE ATTASS, vice president of CBS, back from New York weekend.
William S. Hedges, vice-president of Crosley Radio in charge of WLW operations, visiting old friends at NBC offices here.
Jack Dowling, one of Broadway singing pianist and Eddie Dowling, new scripting radio column of Daily Times in absence of Bill Irving (“Don Foster”) who is visiting Hollywood studios.

Helen Bennett, former “Miss Missouri” playing in “Cactus Kate” on WGN, is playing ingenue lead in Group Theater’s smash presentation of “The Angel,” backstage comedy.

Chicago laughing at story of Bob Taplinger, New York P. A., who bought 15 Palmer House slugs to use during his Windy City stay when he discovered that his Broadway nick els wouldn’t work in Chicago’s phone booths. The slugs didn’t work in any other phone in town, so Taplinger used them to pay his bill.

THE SONGBIRD OF THE SOUTH

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

(Continued from Page 1)
NEW BUSINESS
Signed by Stations

WBYR, Waterbury
Bond Clothes, "The Sports Round-up," 5-minute programs and spots, Monday through Friday.

WPG, Atlantic City
Frigidaire dealers of South Jersey, "Frigid-Airs," twice weekly presentations.

KMOX, St. Louis

WTMJ, Milwaukee
Coolerator (ice box), transcriptions, renewed for the summer.

WIP, Philadelphia
J. Siegal (clothers), Ed Wallace's "Man About Town," 3-min. chatter program, six nights weekly, 13 weeks.

WDGY, Minneapolis

WOR, Newark
Radbill Oil Co. (Renuzit), 78 spot announcements, featuring Jean Dahl in household talks and will be heard Monday, Wednesday and Friday, 5:10-5:15 p.m. for 28-week period.

WHN, New York
J. Foxx (tuner), 218 spots, Monday through Saturday beginning April 12. There will be six announcements per day for 6 weeks. Schillin advertising agency has the account.

WNEW, New York
The Walkathon, now being held at the Brooklyn Ice Palace, has purchased five 15-minute spots per week. News of the contest will be aired Tuesday through Saturday, 2:45-3 p.m. Schillin advertising agency has the account.

BOSTON
Court Treat has been appointed manager of WORL in the Hotel Miles Standish. The station has just been taken over by the same management as WOPC in the Copley Plaza. William Enyman, former manager, has resigned.

Whitman Hall, Chief Engineer of WOPC in the Copley Plaza has recovered from an attack of the flu and is back to work.

Morton Blond, chief announcer for WOFC, has resigned, and will leave for Chicago this week to take up his new duties in an advertising agency there. Thornton Steel from WBDC, Hartford, replaces him.

MAIN STREET
OL' SCOOPS DAILY

● ● ● The Don Wilson-Hollywood Varieties announced for the Joll-a-summer show here yesterday is being held in abeyance until Tuesday pending the outcome of the Henry Hull-Geroge Price audition which Fred Norman is putting on with Miff Mole's band and Ben Gruber as commentator....This will be the final audition made for the summer spot by the agency....Ralph Wonders' mysterious departure for Chicago late last night was made to confer with a former employee of his, Neal Conklin, who heads a band outfit there....Don't be surprised if there's a definite link between the two soon....The Blacksen-Sample-Hammer audition the other day was to hear "feminine" male voices for the Bea Lillie show....David Sarnoff holds a private television party at his home the 12th.

● ● ● Two swell kids stepped up to the Little Church Around the Corner yesterday to say "I Do" after having an on-and-off romance for the past three years....NBCaster Jack Fraser and Press Agent Bettie Glenn. Recently we suggested here that Zeke Manners and his hitbillies were worthy of network recognition—and they got a spot on Al Pearce's Ford show via CBS. They clicked so big then—that they are booked to repeat within three weeks.

● ● ● Dick Powell will be on the Maxwell House coffee show coming from the coast in July....H. Williams from the agency is out there now lining up talent....That Hollywood Hotel spot is up in the air again. Tony Martin may not fill it because Fred MacMurray will stay—and the latest one being considered by the agency is Jerry Cooper, who fizzes from Drene shortly....Ruby Vallee is resting at his lodge in Maine for a few days before sailing on the 24th....A complete hour show with guest artists will stand by in the studios here during Ruby's London airings. Just in case something goes wrong....Henny Youngman presented Ted Collins with a gold wrist watch yesterday—which wasn't ENGRAVED!

● ● ● The Phillips Lord office received a letter from a fan the other day stating that "even though Tiny Rufner did make a few mistakes on his last show, this wasn't substantial reason to FIRE a fellow—that you should have given him another chance"....Thought you'd get a kick from that, Tiny....Ruth Russell, NBC script girl, is engaged to a round man....FDR will be tuned to Max D. Steuer via WOL of the Inter-City net when the barrier speaks on the Supreme Court Wednesday night....Tip-off: M. D. Steuer will speak FOR the issue....Frank Black has been renewed on Magic Key....Alice Faye recorded two songs for Brunswick from the Winchell-Bernie Flicker.

● ● ● Mark Warnow's production man had an appendixis attack the other night and was rushed to the hospital for an operation—taking the continuity of the show along, which had Mark up in the air until the man came out of the other....Mrs. Samuel Tabak, wife of the musician union director, is recuperating in Lenox Hill hospital....Allan Prescott has been renewed for the summer months....Holace Show, CBSing star, was discovered by Brewer Morgan out on the coast while filling-in for a girl on the Marx brothers audition which was pipped here and is now the white-haired girl there.

Making the Rounds

PROMOTION

Plug Pontiac Series
NBC's "Broadcast Merchandising" this month features art work and story on Pontiac's college series, originating on a different campus each Friday night. "Varsity Show," the article states, is carefully merchandised to intelligent groups of potential car buyers. Reroductions of local advertising plus photos of college folks and locale are included.

Signal Oil's campaign on the Coast is also used, show being tied up with independent dealers, with the consumer selling placed secondary to securing merchandising support from service stations. Work includes reproduction of some of the spotlight advertising used.

Handicapper Contest
WMCA, New York, has a new promotion piece entitled "3,383 Men on a Horse". To get by way of calling attention to the Webster-Eisenthal (N. W. Ayer agency) program, "Today's Winners," Amateur handicappers contest clocked 20,301 entries in one week, a daily average of 3,383 cigar bands being involved, for a total of 40,602.

Total entry fee figured at 18 cents a contestant in postage and 60 cents worth of the havana.

WXYZ Showmanship Folder
A folder labeled "WXYZ Showmanship," containing instances of recognition and praise accorded the station and its programs by the press and radio editors, has just been issued by the Detroit key station of the Michigan Radio Network.

Among the 48 commercial productions built in WXYZ's studios each week are six half-hour programs and six quarter-hour shows. Production also airs half-hour commercials weekly to WOR, New York; WGN, Chicago, and Don Lee on the coast; also 10 commercials weekly to WSFD, Toledo.

19 Counties in Spelling Bee
Students of High Schools in 19 counties of northern Indiana and Western Ohio are participating in the High School Spelling Contest, sponsored by the Fort Wayne Journal-Gazette and Westminster WOWO, Fort Wayne, Ind., and broadcast each Monday 8-9 p.m. and each Saturday 4:30-5:30 p.m. CST, over WOWO.

This contest offers unusually attractive prizes both locally and at the Cleveland exposition where the finalists selected in Fort Wayne, will spell for national honors. R. Nelson Snider, principal of the local South Side High School, is ward provost for the contest, and J. A. Becker, station relations director, acts as master of ceremonies. Becker also makes arrangements, including those enabling the local winners to participate in the Cleveland Exposition, for the spelling contest.
**ORCHESTRAS MUSIC**

SHANDOR, gypsy violinist of the networks, has organized a seven-piece string ensemble under his conductorship to play for radio programs, hotels and special dates. The orchestra is already auditioning for guest appearances on air programs and is also arranging to make some recordings and transcriptions. Leonard F. Winston represents the outfit.

Victor Moore writes his own lyrics for the incidental music on the "Twin Stars" program.

Mark Warnow retorts to his original policy of playing ten hit songs on his programs instead of the seven he’s been featuring.

Glen Gray and his Casa Lorna Ork will play for the Manassas Battlefield Memorial Association which this year combines with the Lee Highway Memorial Association in an Annual Ball, the proceeds of which are dedicated to battlefield grounds. The Ball will be held at the New Willard, in Washington, on April 20.

Abbe Lyman’s NBC airing on Wednesday nights now includes six selections of his own choosing, in addition to the regular seven winning songs of the week. The aforementioned six include standard accepted numbers of other seasons, with special Lyman arrangements to conform with the fast-tempo policy of the program.

Rubinoff and his much-publicized instrument anticipate his Hollywood interlude by presenting a program of California melodies on his Sunday, April 11th broadcast over the WABC-Columbia network. "California Here I Come" heads the list of west-coast ditties.

Vaughn Bradshaw, in charge of music clearance at WTR, Norfolk, is readying a group to organize as the Norfolk Chapter of the United Hot Clubs of America. Lee Chadwick is the only other staff member interested; but lots of local boys turn out for the jam sessions at the WTR studios, with old swing piano discs hanging sway.

"Mississippi Misery," song featured in Josef Chersnitsky's "The Footless" will have its radio premiere on the Chersnitsky Musical Camera program over the NBC-Red Sunday, April 11 at 4:30 p.m. The song, based on a Negro folk theme, will be sung by Russell Dorr, guest baritone.

**WANTED CONTINUITY WRITER**

— human interest dialogue; 4,000 words; 2c a word.

**WANTED**

**RADIO DAILY**

1501 B'way, N. Y.

**NEW PERSONALITIES**

Compiled by

John J. Brady, Attorney

Washington, D. C.

1,075,809—Control Apparatus for Radio Receiving Sets. Robert B. Foster, Los Angeles, assignor to John B. Smiley.

1,075,818—Television Apparatus. Harry R. Lubke, Los Angeles.

1,075,852—Magnetron. George R. Kilgore, Bloomington, Ill., assignor by mesne assignments to RCA.

1,075,876—Cathode Organization. Carl J. C. H. von Weidel, Berlin, Germany, assignor by mesne assignments to Electros, Inc.

1,075,891—Electric Cymbal. William Dubillier, New Rochelle, N. Y., assignor to Connect-Dubillier Corp.


1,075,962—Multi-channel Radio Receiver. Frederick L. Roberts, Princeton, N. J., assignor to RCA.

1,075,972—Remote Control Device. Edward L. Barrett, La Grange, Ill., assignor to Utah Radio Products Co.

1,075,979—Amplifying or Receiving Device. Popo R. Dykstra, and Jacob van Snellen, Eindhoven, Netherlands, assignors to RCA.

1,075,987—Microphone. Edward C. Feller, St. Louis, assignor to RCA.

1,076,012—Thermionic Valve Control. Verne Tatton, Philadelphia, assignor to General Electric.

1,076,168—Quenching Oscillator for Super-regenerative Tuning. H. Turner Collingswood, N. J., assignor to RCA.

1,076,175—Phase Modulation Receiver. Murray K. Shabad, New York, assignor to RCA.


1,076,233—Broadcasting. Charles Selz, New York, N. Y., assignor to Telegralight Corp.


1,076,264—Frequency Modulation. Rudolf Bechmann and Herbert Eltettmer, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie mbH.

1,076,301—Modulation. Hans O. Rosenstiel, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie mbH.

1,076,361—Crystal Oscillator Monitor and听听器. Harold H. Beverage, Livermore, N. Y., assignor to RCA.


**RADIO PERSONALITIES**

**No. 23 in the Series of Who's Who in the Industry**

LESTER A. BENSON, president and general manager of WL, better known as "Eddie" to the fraternity of St. Louis, is the 36-year-old dean of broadcasting in St. Louis. In spite of his youth, Benson is a radio pioneer. His experiments with radio began when he was 14 years old. Before he was 15, he built and operated an amateur spark station. In 1918 he entered Washington University, St. Louis, to study electrical engineering, with a view of making it his life's work, and gained the reputation of being one of the best informed persons on the subject in the country.

Benson, when only 17, was made a Marconi Wireless Operator aboard the S.S. Arizona, passenger steamer on Lake Michigan. A few months later the U. S. entered the World War and Benson enlisted in the Army. He became an instructor in radio and was later commissioned a first lieutenant.

After the war, he returned to St. Louis and opened the Benwood Radio Co., a radio parts and service store. Here he built his first radio transmitter and put it in regular service, and in 1920 broadcast the first voice in St. Louis during the Harding election. Later he gave the first commercial broadcast from St. Louis.

Benson built the St. Louis Post-Dispatch station, KSD, also KFVE (now KWKW), University City, Mo., later sold to Thomas Patrick Convey, and KFPE, making four stations by him in six years.

Back in 1921, Benson introduced the first police broadcasting from an automobile in motion, a type of broadcasting later adopted all over the country and now used in fights crime. He also introduced play-by-play baseball broadcasting to the area.

He has been the guiding hand of WL throughout the past 15 years. devotes much of his station's time to civic service work, and can boast of having one of the most popular stations in the middle-west.

**CINCNATITOMES**

Fred Thomas of the Crosley news staff and Ruth DeVore of the DeVore Sisters Trio, in WLW's "Moon River" program, hopped over to Covington, Ky., and were hitched the other day.

Jane Grey, the Crosley artist, is applying the finishing touches to her "Psychocoping the Famous" before delivery to the printers. Between its pages are articles by radio and movie personalities, and other interesting names. Her "scope" on the late Ross Alexander of Hollywood will amaze the readers.

Florence Hallman, formerly of WIBG, Greensboro, N. C., has joined the Southland Rhythm Girls orchestra, featured daily by WCPO.

Returning to the scene of his first triumph as an entertainer, Little Jack Little is turning them away at the Hotel Gibson.

Bill Seymour, latest addition to Peter Grant's announcing staff at WLW-WSAI, is a brother of Grand Hotel's Anne Seymour.

Cincinnati is keeping step in step with radio's progress. During the past year WSAI, WCPO and WKRC have erected new transmitters. And recently WKCY was granted 10,000 watts.

**HELEN GLEASON**

SENSATIONAL YOUNG SINGING STAR OF "FREDERIKA"

General Motors Concert April 11

PERSONAL REP. LEO ERODDY

711 Fifth Ave., N. Y.

Wc. 2-1300

At the Rainbow Grill

**EMERY DEUTSCH**

and His Orchestra

Unusual, Romantic Music

CBS Artist Bureau

Management Rockwell-O'Keefe, Inc.

Radio City, New York and Hollywood
RANSOM SHERMAN, once fea-
tured in Carefree Carnivals and oth-
er NBC programs from San Francisco,
will emcee the new daytime variety
Hour starting Tuesday over the
NBC-Blue net from Chicago. Sair Lee, Robert Gately, Harry Kog-
en and others will be in the cast.

H. J. Lovell, operator at WKY
Oklahoma City, has returned to his
post there after three months at
KVOR, Colorado Springs. Ben Bezoff,
a recent arrival at WKY from Den-
er, and originally assigned to the
news bureau, has traded places with
Martin Jacobsen, announcer.

Jocko Maxwell, sports commen-
tator at WLTJ, will have Jimmy Caras,
hillard champ, as guest on WLTJ’s
Sports Parade tomorrow at 6 p.m.

WTCT, Minneapolis Tribune and
St. Paul Dispatch-Pioneer Press sta-
tion, fed the last “Our Neighbor”
program to the NBC-Blue net. Jerry
Belcher, interviewer, aired a visit in
the home of Mayor Gehan of St.
Paul.

George A. Hazelwood, manager
and sports commentator for WJNO,
West Palm Beach, Fla., interviewed
Jack Dempsey and Charles Francis
(Soccer) Coe in the WJNO studios
Tuesday evening.

Ben Decker, formerly of WGAR
Cleveland, has taken up his duties as
program director and continuity
writer at WJNO, West Palm Beach.
He also takes his turn at announcing.

William Hebert of the Paramount
studio publicity staff has been added
to the script staff preparing “Param-
ount on Parade,” Sunday noon
CBS broadcast.

Edith Jolson, blues singer at WICC,
Bridgeport, is trying a new 6:45 p.m.
spot after her recent illness. Yale
Sunday morning services on WICC
will again come from the Battell
Chapel starting Sunday.

Jim Peters, who plays the father
role, and Janis Lee Huston, portray-
ning his daughter, in “A Modern Girl’s
Romance” over KOMA, Oklahoma
City, are reported headed for the
altar.

Ethel Ratray’s “Tea Time Topics”
will be the daily feature of
WPB, Atlantic City, to go on sum-
er schedule. Starting Monday it
takes the air at 3:30 p.m. WPB’s “Men
on the Street,” incidentally, is doing
well.

Frank Black
(String Symphony)
Sustaining
NBC-Blue, Wednesdays, 9-9:30
p.m.

Blues singer with a Likeable Style
But Just Routine Material.
Libby Hall, blues singer heard over
WMCA for the past year or so,
started this new spot Wednesday
with a program of numbers pretty
much in the ordinary line. Miss Hall
is a good singer, somewhat on the
Helen Morgan side, and can warble
numbers in a pleasing manner. Her
collection on this occasion included
“I’ve Got My Love to Keep Me
Warm,” “Moonlight and Shadows,”
and some other more or less widely
used pieces, with nothing in the
way of a distinctive arrangement
to lift her out of the routine line.

“SPELLING BEE”
with Ted Webb
Waltraf Co., Newark
WNEW, Wednesdays and Fridays,
9-9:30 p.m.

Contest Originating from Theater
Stage is Usually Stuff of Its
Kind.
This is practically no different from
the flock of other spelling bees now
current, except that the broadcast
comes from the stage of the Para-
mount Theater, Newark. Ted Webb,
who conducts the contest, calls eight
contestants from the audience, and
they engage in a spelldown. The
proceedings at the first show were
somewhat dodgy. This is inevitable
view of the wide difference in
qualifications of an octet invited from
a theater audience. Winner of the
contest gets a cash prize.

Ken Murray
Second program in the new Camp-
bell’s Tomato Juice series with Ken
Murray, Larry Blachel, and Shirley
Ross (CBS, 8:30 p.m. Thursdays) was a
little better than the opening show. But
not enough yet. Much of the improve-
ment resulted from giving Oswald
more time. Cast is fine. Material is
the problem.

Tex Walker
In addition to his Wednesday 6:30
p.m. spot, “America’s Singing Cow-
boy” has started a new Tuesday
and Thursday 4-4:15 p.m. series over
WINS. As cowboy crooners go, Tex
is right up with the best of them.
He has a melodious voice and can rattle
off the yippees and yodels as
smoothly as the next fellow from
the open plains, midwest or Jersey.

“Your Hit Parade”
The manner in which this NBC-
Red 10 p.m. Wednesday show con-
tinues to hold both entertainment mer-
ity and fascination is chiefly a tribute
to the maestro talents of Abe Lyman.

“Mlle. Modiste”
Swell vocal work by Jessica Drag-
nette and Charles Kullman made the
CBS Wednesday night radio ver-
se of the Victor Herbert operetta
a delight. Only drawback was the
curtailment of the original book. It
marred the taut ensemble consider-
ably.

WJNO Increasing Power
West Palm Beach, Fla.—WJNO, of
which George A. Hazelwood is gen-
eral manager, increased its pow-
er to 250 watts daytime.

weekly feature. A handsome electric
clock is awarded the listener send-
ing in the chosen list. The program
features organ music by Collins
Drgs and is announced by Ray
Barrett. Throughout the entire pro-
gram weather reports and the cor-
rect time are given at frequent
intervals.

The “Civic Service Period,” con-
ducted by Mr. Fixit on WIL, St.
Louis, is one of the most popular
local programs on the air in St. Louis.
David G. Evans Coffee Co., sponsors
of this instructive quarter-hour, has
received thousands of requests for
the toy-machines they are at present
giving away, and a short announce-
ment for the first evening by WIL was
answered by more than 4,000
requests for the premiums.

Howard Berry of “Manhattan Mat-
inee” was auditioned by CBS yester-
day afternoon with a view to featur-
ing him on a new commercial.
WITH THE WOMEN

BY ADELE ALLERHAND

The grand passion takes to the air with Beatrice Fairfax signed to do dramatizations of lovelorn advice on a program for Hudson River Day Line. Agency is Wessell P. Colton. Connie Boswell to ethereal-on the Crosby program May 6. She's being besieged by interested sponsors who want her to go commercial. No decision yet. The Boswell Sisters as a unit have just turned down $1750 bid for one shot a week series, disproving recently advanced theory that three looper rate large quantities of sugar. Anticipatory buzzing about a Young and Rubicam summer show featuring Tim and Irene. Gertrude Lawton added her signature to a contract for commercial. Sponsor is an old company. The Radio Crothers opus starring Law Lauren opens next week for two weeks reaction-test.

Chiropractor's corner. The Rockefeller Center Business Men's Exposition will feature Helen King, handwriting analyst. The King dnasel will not only analyze, she'll function as judge and award prizes to most interesting scrawls. Admission and arrange to be gratuitous. Mary Christine Dunn, the Bonnette, Mo., prodigy-babe, to be heard over the NBC-Blue on Friday, 5:45 to 6:00. To avoid tension and over-excitation of the child the mike will be tucked away in an obscure corner and Mary Christine will sing and chat with her dad and mom without awareness of its presence. Jack Johnston, whose brain-child is "Buck Rogers" of ether-fame, is the proud parent of a baby-girl named Barbara. Lois Lorraine, CBS press dept. ticket custodian has never (whisper it softly) attended a RADIO BROADCAST.

Helen Gray, Philadelphia scribe, radio speaker and famed traveler will have things to say about anast problems on "It's a Woman's World." April 12, 13. Nellidge, BBD's radio time buyer has a new secretary, named Ninette Joseph. Kathryn Craven's flies to St. Louis to week-end with her husband. Ruth Bradley, vocalizing clarinetist with the Ruby Newman ensemble, has signed a contract with him that takes care of her next three years, professionally speaking.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 19 of a Series

WSAZ—HUNTINGTON, W. VA.
1190 K.C.—1000 Watts

W. C. McKELLAR
President

GLENNA E. CHASE
Chief Engineer

WSAZ, now celebrating its tenth year as a broadcast station, is owned and operated by WSAZ, Incorporated. W. C. McKellar, originator of the station is its President, and Glenn E. Chase, who assisted McKellar, is chief engineer. WSAZ now broadcasts on a thirteen-hour-a-day schedule, commencing operations at 6:00 a.m. and signing off at 7 p.m. It is a member of the West Virginia Rebroadcast System.

WSAZ was established on April 5, 1927. McKellar, then an electrical engineer, received permission to broadcast his station as a 100-watt, studio and transmitter for the station were located in McKellar's electrical store. The station was first put on the air by placing a phonograph before a microphone and playing a number of recordings. In a very few months the McKellar Electric Co. was besieged with telephone calls inquiring the whys and wherefores of the mysterious music that was being heard in many homes and office buildings. Ten years later WSAZ is still broadcasting, but now as established transmitter, with an enviable list of sponsors who have found WSAZ a perfect medium with which to advertise their products.

The station was purchased by WSAZ, Incorporated, June 1929. At this time McKellar gave up his business to devote all of his time to the presidency of the new corporation. May 1934 found the FCC granting the station an increase of power to 1000 watts. In December 1936 a new 2000-watt Blaw-Knox self-supporting, short-fused vertical radiator antenna was erected. Studios are located on the fourth floor of the Allied Theatre building and the transmitter is located at Pleasant Heights, three miles from the center of Huntington.

Helping WSAZ to celebrate a decade of broadcasting this week is the Minter Homes Corporation. The sponsor is in himself, a recommendation to would-be time buyers on the station. It was one of the first four sponsors to utilize the station for commercial purposes back in 1927, and it is still buying time regularly.

Varied Viewpoints

Music Main Element In Radio Programs

Music is still the main element in radio programs, and I think it will continue to be. The radio audience of today is receptive to more of the finer and serious music than ever before. The standard of musical appreciation found throughout the country today is surprisingly high. People are more and more listening to music because they think it is good for them. This status has been the result of a gradual development and radio broadcasting likes to think rather than because they think it is good for them. This status has been the result of a gradual development and radio broadcasting likes to think rather than because they think it is good for them. This status has been the result of a gradual development and radio broadcasting likes to think rather than because they think it is good for them. This status has been the result of a gradual development and radio broadcasting likes to think rather than because they think it is good for them. 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In a place where there are only a few concerts a year, one must be content with familiar things. As music is heard more regularly, a greater variety is demanded. This means that more neglected music will get on the air. It also means that new music will have a better chance. It is surprising how many first performances today are also radio performances. The listeners are not asking themselves, "Is this a modern piece?" but "Is this a good piece?"

The Columbia Broadcasting System has commissioned six American composers to write music especially for radio. These compositions will be presented to the radio audience within a few months. At the present time, this is an experiment. But writing serious music for radio won't remain an experiment long. Our review of those compositions already submitted convinces us of this. Radio will not only supply the demand which has created for better music, but will as in the past keep ahead of this new supply, for the radio technical period is not wholly completed. Consistent with this, I believe you can expect from radio in the future more good music, more neglected music and more new music, interpreted and presented by the greatest artists. — WILLIAM S. PALEY.

(Continued on Page 2)
WIRE-SNIPING LOOMS IN CHICAGO BAND JAM
(Continued from Page 1) have turned thumbs down on the proposition. Retaliation by the respective program departments of the networks is expected to start a general war for service remote spots.

NBC now has the Congress, Stevens, Morrison and Bismark Hotels; Mutual (and Music Corp. of America) has the Aragon and된 (ballroom) show. Drake, Blackhawk, Palmer House and Blackstone Hotels. CBS is holding on to Edgewater Beach and College Inn, long standing WBBM spots (booked by MCA). So far Consolidated and NBC have been unable to dislodge the Drake from its intention to stick with WGN and Mutual pickup.

Hal Janis on Vacation
Hal Janis, sports director for WMCA has left for a vacation. He will be gone for two weeks.

VIEWPOINTS
(Continued from Page 7)
Pursuasive Qualities
Have Entrenched Radio

Radio has grown so rapidly and is now so solidly entrenched as a medium of advertising because of its characteristics that are shared by no other medium. In the first place radio is HUMAN, it has personality. It adds the persuasive personal appeal of the human voice to advertising. Secondly, radio comes right into the home; it’s intimate. Radio characters are invited into the family circle, providing a perfect setting for the advertising message. Third, radio reaches everybody. Radio ownership is now almost universal. Fourth, radio provides entertainment of high caliber and practically every family in your city and trade area has a radio and listens to radio programs daily. Fifth, radio has EMOTIONAL APPEAL. Emotions sell more goods than facts. Finally, radio permits people regularly to listen to radio. Listening becomes a habit. —T. R. PUTMAN, Manager KFRO.

BIRTHDAYS
April 9
Greetings from Radio Daily to Fred Raphael
April 10
Mark Warnaow . . . Hoven . . . McQuarrie . . . Peg Le Centro . . . Elliott Shaw

RCA Boston Office Moves
Boston—Local office of RCA Manufacturing has moved from the Staller Building to the Metropolitan Theater Building. J. B. Elliott is district manager. John Muran is the company’s service manager for the New England territory.

WIRE-DRAWING RESUMES IN FIERCE BATTLE FOR WMCA

Radio Daily
April 9, 1937

WIRE-DRAWING RESUMES IN FIERCE BATTLE FOR WMCA

WIRE-DRAWING RESUMES IN FIERCE BATTLE FOR WMCA

WIRE-DRAWING RESUMES IN FIERCE BATTLE FOR WMCA

FOUR NEW ACCOUNTS STARTING ON MUTUAL

(Continued from Page 1) the account. WGN’s show is at 10:45-11 a.m. (EST) and WLW repeats at 1:45-2 p.m.

Four new accounts through Hays MacFarland & Co., Chicago, it is understood will begin a series on April 25, 11:15-11:30 p.m., on WOR and WAAB, with a broadcast at 12:15-12:30 a.m. the same night to WGR, WGN, WLW and CKLW. Program will originate from WOR. On the same night Wally’s-Overland will take the air for the first time in a series featuring Kay Kyser and his orchestra Sundays, 10:30-11 p.m. Lovely Lady will start its network series on May 9 on nine MIBS stations. WGN, WOR, CHW, WPIL, WCAE, WGR, WKR, WKK and WSJ. Pat Barnes will be the entertainment, doing a music and poetry routine. Contract is signed for 52 weeks through Kirtland-Engel Communications.

Mutual this week, in order to keep the trade more informed, will begin to issue its own trade news reports. Hereford’s reports will have been a part of either WGN, WOR or other affiliated stations releases.

KANSAS CITY

KMBC has completed alterations which make a new audition room of space formerly used as a directors’ room. Arthur B. Church, KMBC pres., will return from Washington the first of next week.

Walter G. L. (Jerry) Taylor, president of Midland Television Inc., got away for an eastern business trip that will last three weeks. He expects to be in New York, Philadelphia and Washington inspecting television plants and buying equipment for the school here.

Frank Hoyser, KMBC production head, back from the coast, returns May 1 to handle production of “Phenomenon,” disk show.

Walt Lachman, KKXY sports announcer, going to Chicago for the baseball announcers’ confab this week-end.

H. Dean Fitzger, WDAF gen. mgr., is back on the job after lacking the flu.

KKXY, prevented by American Ass’n rulings from broadcasting Sunday night ball games, will put on a sports resume instead.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.
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TEL. FARM. 6-2447

www.americanradiohistory.com
NAB Seeks Music Refund

NEWSPOT SCHEDULE
FOR TIDE WATER OIL

Tide Water Oil Co. has announced a new advertising schedule for Tydol Gasoline. Spot radio will be used over the following stations: WFBS, Tuesday and Thursday, 7:45-8 p.m.; news reports; WFLF, three 5-minute news spots in morning and one 15-minute spot in evening, six days a week; WOR, Monday, Wednesday and Friday, 7:15 p.m.; sports talk; WHC, two daily 15-minute news talks, 6 days a week; WDEW, 15-minute news period five days a week.

G. M. Daily Newscast
On Don Lee Network

West Coast Bureau, RADIO DAILY
Los Angeles—General Motors Acceptance Corp. is sponsoring a daily 6 p.m. PST news broadcast over the Don Lee coast net. Broadcast, done by John B. Hughes, is called Page One Parade, and gives most of the news in quick telegraphic sentences, color background only where it lends real kick. Contract to run through June, placed by Campbell-Ewald Co. of New York.

WGN Has Sole Wire
For Whittman in Chi.

Chicago—Regarding the WGN-Mutual exclusive wire from the Drake Hotel, where Paul Whittman and orchestra have opened a four-week engagement, officials of Drake and WGN have definitely gone on record as stating that under no condition would they permit an NBC or any wire other than that of WGN. Schedule set calls for periodic remote broadcasts from the Gold Coast.

6 Years Too Soon

WLTH, Brooklyn, wants the world to know that it will not succumb to the current craze and start a spelling bee—six years ago—a city-wide contest in conjunction with Brooklyn Paramount Theater and Evening Journal. Finals were aired with a CBS tieup.

Spieving Checkup

Schenectady—Sound recording equipment is being used by Manager Kolin Harper of WGY to keep check on the vocal and grammatical efficiency of announcers. An engineer records the voices without warning. At staff meetings later the records are played, also without warning, whereupon comments and criticisms are invited. Keeps talkers on their toes.

DISKS AND SPOTS LED
FEB’Y BUSINESS GAIN

Washington Bureau, RADIO DAILY
Washington—Electrical transcriptions and spot announcements showed the greatest increase over other types of broadcasting in February as compared to February, 1936, the NAB reports. Total broadcast advertising for February amounted to $10,182,325, a decline of 1.8 percent from level of January (February losses approximately 10 percent through being a short month), but increased 25.1 percent.

Thornley and Jones
Form New Ad Agency

George H. Thornley, for 30 years a member of N. W. Ayer & Son, advertising agency, and John Price Jones, public relations council, have formed the Thornley & Jones Ad Agency.

THE WEEK IN RADIO

The NAB Again Picks Chicago

By M. H. Shapiro

Despite the terrific heat encountered last July—which was more or less nationwide anyway—the National Association of Broadcasters will hold its annual convention in Chicago for the second consecutive year. Central location is the outstanding reason, since every year it is a matter of satisfying the broadcasters from the deep South and the Coast, as well as the East. Ascap revising its administrative setup is really an over-due matter that will do much to eventually increase its efficiency and make way for more personal contact work by E. C. Mill’s—John G. Paine will undoubtedly become as well liked in radio as he is in the music and allied fields.

David Sarnoff and RCA definitely come out in the open and remind the folks that sponsors will have to bear the brunt of the actual operating expenses of television once it is out of the experimental stages... since private enterprise has been doing the same for broadcasting and originating vast amount of entertainment which costs the listener nothing... there is no ground for any undue buzz from the professional “worriers.”

Network billings were well above

Committee is Named to Retrieve Money
Paid Warner Bros. Subsidiary
—Copyright Bills Endorsed

By GEORGE W. MERTENS
RADIO DAILY Staff Writer

Washington—A committee to investigate and formulate plans seeking the refund of monies paid by broadcasters to Music Publishers Holding Corp., Warner Bros. subsidiary during its withdrawal from Ascap, was named by the NAB board at its closed executive session here, RADIO DAILY learned. Committee consists of Joe Maland, WHO, Des Moines; John Elmer, WCEM, Baltimore, and John Gillin, WOW, Omaha.

The board also endorsed both the Duffy (S.T.) and the Sheppard (S.2681) copyright bills. The Sheppard measure is similar to the bill proposed by Ed Craney of KGIR, Butte, in his letter to Ascap on Feb. 7. Speaking of the recent Havana Conference, which was discussed at the board meet, NAB Reports states: “The Managing director, James W. Baldwin, who spent a week in Havana as an unofficial observer commended the attitude displayed by the members of the various government delegations and expressed the view that by reason of their technical qualifications and serious intentions very constructive results might be ex-

NAB CONVENTION DATES
SET AS JUNE 13 TO 16

Actual dates of the NAB annual convention have been set as June 13-16. Event will take place at the Stevens Hotel, Chicago.

Announcer Record

West Coast Bur., RADIO DAILY
Los Angeles—Jack Carter, KNX-CBS announcer, on April 16 completes six years of broadcasting from one spot—the Paris Inn. He will be his 4,376th air appearance from the cafe and his 3,626th hour announcing Bert Rower and his singing waiters, now on a weekly coast-to-coast program.

www.americanradiohistory.com
the same period a year ago, month of March giving CBS and NBC 19 per cent increases and Mutual an 18 per cent jump. Ford Motor Co. dealers shows are going CBS exclusively... and Kate Smith with a George Forman Associates, Inc., no ter-

tific station deals by the webs past week excepting that CBS has signed WGAR, the NBC Cleveland outlet, and NBC in turn will take on WHK, the CBS outlet there. Chi-

cago band booking situation and the remote wires are again subject to a local battle between the big orchestral

such as MCA and Consoli-

dated.

Open 2 1/2 Hours Earlier For Coronation May 12

NBC and CBS will be opened 2 1/2 hours earlier than usual on May 12. Through arrangements set with Brit-

ish Broadcasting Corp., the nets will begin airing at 5 a.m., EST on the morning of the coronation, and will continue broadcasting the major por-
tions of the affair until approximately 5:30 p.m., EST. NBC will have 50 microphones covering the day's events and CBS will also be in a position to air the going-ons from strategic points along the route. CBS has also arranged for a series of 6 transatlantic broadcasts to be aired prior to the coronation from the studios of BBC in London. Mem-

bers of the English royalty will speak on April 18, 21, 25, 3, 5, 10, and 11. NBC has scheduled approximately 40 transatlantic broadcasts to be aired prior to coronation, with the first one set for April 14.

KTUL Increases Staff

Tulsa—KTUL has added four new members to its staff recently. John Harrington and Bill Holt, are the recent arrivals. Berenicé Ash, continuity writer, and Carolyn Montgomery, song stylist. Harrison has been connected with WBBM, WMAQ, WFAA and the NBC network before coming to KTUL. Holt was associated with KFRA and KOKX. Berenicé Ash, prior to work-

ing for KTUL, wrote programs for several Tulsa sponsors. Carolyn Montgomery has been singing over KTUL intermittently since the station opened over three years ago and has built up a large fan following.

Sign Walkathon Sponsor

Radio & Film Methods Corp. has signed George McEwen-Erickson, sign artist Axtor-Fisher, Tocino and Twenty Grand Cigarettes as sponsor of the Walkathon broadcast from the Birkenhead Palace. Contracts were signed for the duration of the event airing three times weekly over WCNW.

International Broadcasters Take Canada as Member

Toronto—Major W. E. Gladsone Murray, general manager of Canadi-

an Broadcasting Corp., in announc-

ing that the International Union of Broadcasters had admitted Canada to associate membership through the C.B.C., states this will afford Canada opportunities to "consider the fu-
ture" in the matter of international cooperation in that sphere.

It was the opinion of Major Mur-

ray that although many countries were now concentrating on interna-
tional broadcasts, the time for Cana-

da's projection into the international field had not yet arrived.

Radio Helps Baseball

Charlotte, N. C.—Radio has done more to rekindle active interest in baseball than any other publicity medium, said W. B. (Bill) Carpenter, supervisor of umpires in the Inter-

nal League, in a special sports broadcast with Charles Crutchfield,

program director of WBT here.

WWJ Feeds Trout to NBC

Detroit—Opening of the trout sea-

son April 24 on the Au Sable River, in Michigan, to 29 BC stations, in two broadcasts to be car-

ried by the NBC-Red network. For-

rest Wallace and Jim Eberle will describe the morning and evening events, respectively.

Hatch Joins Disk Firm

West Coast Bureau, RADIO DAILY

Hollywood—Wendell Hatch joined Associated Transcriptions of Holly-

wood last week as production head, following two years activity in the Dan B. Miner agency as junior ac-

count executive in the radio depart-

ment. His first job will be to super-

vise the making of five-minute spots designed for used cars, furniture and paint accounts.

Sales Boosted 500 Per Cent

Schenectady — Van Curler Food Products Co., operating 100 stores in this area, report a 500 per cent increase in sales as a result of a quarter-hour weekly and three-five minute periods a week on WGY.
WARNER MUSIC REFUND BEING SOUGHT BY NAB

(Continued from Page 1)  

pected at the next conference scheduled to open in Havana, Nov. 26.

Regarding the Montana and Washington state copyright laws, the
board agreed that competent counsel should be retained to assist the

defense of these states and to advise state associations concerning pro-
posed legislation in their respective states.

Edward J. Fitzgerald, director of the Bureau of Copyright for NAB, gave
a one-hour audition for the directors to demonstrate the pro-
gress of the Bureau of Copyrights in the building of an electrical trans-
crribution library based primarily on public domain music.

The selections performed for the Board by Fitzgerald were typical ex-
amples of 100 selections comprising ten hours of music, half of
which is produced by the NAB and which very shortly will be offered to mem-
ber stations. Quality of the library, it was stated, may best be measured by
the unanimous adoption of a mo-
tion by the board that the Managing
Director James W. Baldwin and his
staff should be highly commended for
the work thus far accomplished in the
building of a music library. The present schedule of the Bureau of
Copyrights calls for a total of 25
hours of recordings, approximately
500 selections, by June 1.

With the creation of a new corpo-
ration, authorized by the board and
which will handle all business de-
tails incidental to distributing the
music, definite proposals including
cost of materials (recordings and
sheet music) will be formally sub-
mitted to the membership.

Coca-Cola Gets N. O. Games

New Orleans — Coca-Cola has
signed for the sponsorship of all New
Orleans Pelicans day and night games to be played during the sea-
son. Evening games will be aired over
WBNO and daytime events on
WSMI. Jack Halliday will announce for both stations. William B. Wis-
don, placed the account.

10 Sustainers on CBS for Schmitz

CBS has set a series of ten sus-
taining programs to be aired by E.
Robert Schmitz, CBS pianist, be-
ginning April 24. Program, in line
with the web's policy of year-round
classical music services, will be
broadcast weekly from 6:30 to 7:30 p.m.

At the Rainbow Grill

Emery Deutsch

and His Orchestra

United Artists Radio Music CBS Artist Bureau

Management Rockwell-O'Keefe, Inc.

Radio City, New York and Hollywood

Druggists’ Health Series

WBAL, Baltimore, has inaugurated
"Your Good Health," under the di-
rection of the Baltimore Retail
Druggists Ass'n, Wednesdays, 4:45
p.m. Program is of special interest
because each broadcast deals with a
recent discovery in medicine. Dr.
Melville Strasburger, president,
Maryland Pharmaceutical Ass'n, was
first speaker. Program is designed
to help preserve health.

Grain Belt Weather

Another feature has been added to
the daily market news broadcast
presented by WHO (Des Moines) at
1:30 each afternoon, Monday through
Friday. The feature is a summary for the corn and wheat
belt, as furnished each morning by
the U. S. Department of Agriculture.
The start of the growing season for
wheat, and with the seeding work
being done on many farms, it is be-
lieved the daily weather will be
be of particular interest to market
news listeners.

Real Life Dick Dramas

Beginning Wednesday evening at
10 o'clock, WHAT will present the
Independence Players in the first of
a weekly series of real life de-
tective dramas, based on actual out-
standing criminal cases in America
in recent years. The playlets will
be merely "Cops and Robbers"
stories, but the true histories of
crimes as written by the men who
have solved them—detectives, police
officers and state troopers. The
first drama of the "Gunplay Series,"
traces the perilous career of three
hermits from the reformatory to the
electric chair, and does much to prove
that "Crime Does Pay," and not only
fiction, but the old saw, "Crime does not
pay," still holds good.

"Unfinished Headlines"

"Unfinished Headlines," with Lew
Danis, made its bow over WHN on
Saturday afternoon, 1:15-1:30 p.m.
Danis, who plays the leading role in
the series, has appeared on the stage
and in motion pictures.

The feature, which will be heard
weekly, is modeled after the "Lady
and Tiger" and will consist of short
plays with truth as the ending. Elise
L. Eicks will author the series.

Broadcast Auction

Thirty-minutes of the auction be-
ing held at the Rogers Jewelers,
Knoxville, is being broadcast daily
over WROL. The program comes
each morning at 11 a.m. and the
auctioneer adds quite a bit of comedy
to the program besides the excite-
ment of selling various merchandise and
promoting the sale on the air.

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Radio Scavenger Hunt

WMBH, Joplin, Mo., has developed a
radio scavenger or treasure hunt
for C. N. England, who is owner of
a Boyd Service station, for 13 weeks. Cash
prizes are offered, with a winner's
bonus of $50 for the person who
is successful in finding all articles
offered. Six spot announcements
on the half-hour, beginning at 7 p.m.,
direct the treasure hunters to the
different articles on the night's hunt.

Deadline for finishing the hunt is
June 1. Winners will be announced
at the time that a receipt for a gaso-
line purchase will be accepted in lieu of any
of the articles ordered on the trea-
ure hunt.

First hunt of the series resulted
in eight finishers, without prelimin-
ary announcement of the hunt's be-
ing staged.

Behind the Scenes

A new program scheduled to make
its appearance shortly on WBT
Charlotte, will tell listeners what goes
on at a radio station. Once a week a WBT
announcer will take a microphone and go through the
work day with phones. The program is
scheduled to start at the control room and let
the engineer explain the thou-
sand and one gadgets that he has at his
fingertips. From there, the
announcer will go to the program de-
partment, thence to the sales depart-
ment and direct the treasure hunters to the
different articles. Everything will be explained in de-
tail on the weekly tour of inspec-
tion and when the series is
ended, if he has one, the winner's
planetary visits is over, WBT’s
listeners will have an idea of the routine of radio.

Dramatized News Events

"The Voice of Today," dramatized
programs appearing three weekly over
KTSM, El Paso, has created much
listener interest. Important news
items of the day are dramatized as
much as the New London school explosion,
the crash of the $80,000 flying laboratory,
sit-down strikes, etc. Local as well
as foreign news, including the
Charlie Amador, KTSM news editor,
compiles the news, after which
Conrey Bryson, KTSM staff writer,
dramatizes it. All national news
is received by short wave.

Chat About Children

Paul C. Stetson, Indianapolis school
superintendent, is giving a series of
talks, "Chat About Children," each
Monday at 3:30 p.m. over WPHM.
Series deals with peculiarities and
problems in the lives of adolescents.
First talk was on self-consciousness.
In succeeding talks, Stetson will dis-
cuss independence, encouragement, and
enthusiasms.

EDDY DUCHIN

and HIS ORCHESTRA

Third Record Week at Paramount
Appearing Currently at
PLAZA HOTEL
Management MCA

NEW SPOT SCHEDULE FOR TIDE WATER OIL

(Continued from Page 1)  

WFBL, one 5-minute and one 15-
minute spot each day; WQY, Mon-
day, Wednesday and Friday, three
15-minute news reports, WNAC,
WTIC, WEAN, WTAG, WICC, WASH,
WBIZ, WPGA, WSHK, WBWH and
WLLL, 15-minute news report, 6 days
a week. Lennen & Mitchell is the
agency.

WGN Has Sole Wire

For Whiteman in Chi.

(Continued from Page 1)

Room by the Whiteman band, over
WGN-Mutual network, Whiteman
and NBC had hoped for a one hour
weekly concert spot on Sunday even-
in the city. The hotel. Consolidated
Radio Artists Inc. booked the en-
gagement.

Flippin Hour Switched

Broadway-Morning Hour, with Jay C.
Flippin, has been switched to
Wednesdays, 8-8:30 p.m., over WHN.
The Sugar Club, new program with
Irving Aaronson and his or-
chestra featuring Marion Melton,
will be the Monday-8:30 p.m. pro-
gram starting today.

"Proposals" in Evening Spot

WMCA's "Marriage Proposals" goes
to a 6:45-7 p.m. spot starting to-
morrow.

SAN FRANCISCO

AUDIENCE mail at NBC hit a new
high of 151,124 letters handled by
Wanda Woodward and her audi-
ence mail department staff.

Jack Meakin, young NBC pianist-
conductor, and Joe Thompson, NBC
producer in Hollywood, are authors
of the newly published song, "Little
Man, With the Big Stuff." Cliff
Engle, the Voice of the Expo-
sition, yesterday delivered the third
and last of a series of Treasure Island
programs originating in Hollywood.
Jack Mather, NBC actor, has a role
in the new Kay Francis film at the

Garden Guide, on its broadcast yesterday over KPO and KFI, an-
ounced a picture contest to extend
until May 31.

"BARON MUNCHAUSEN"

Raleigh and Kool Cigarettes

WZW-10 P. M., E.S.T.,—Friday
NCR Network

Dir.: A. & S.LYNS, Inc.
1937 Radio Daily - F. T. C. Cases

False and misleading representations as to the therapeutic value of a medicinal preparation described as "Willard Tablets" is alleged by the Federal Trade Commission in a complaint issued against Willard Tablet, Inc., 71 West Randolph St., Chicago, advertising over the radio and in newspapers, magazines and circulars. Respondent company is allowed 20 days in which to file answer.

Prohibiting certain unfair representations in the sale of poultry feed, the Federal Trade Commission has issued an order to cease and desist against E. G. and M. W. Malters, trading Zellers Laboratories, Orrton Ave. and Noble St., Reading, Pa.

Joseph A. Ploma, a manufacturing pharmacist at 180 Spring St., Los Angeles, has been ordered by the Federal Trade Commission to discontinue false representations in advertising a cold remedy as "Pern-Plate," another "Tablets," and other refrigerating remedies as "Humidifier," and other similar remedies for children and adults. The remedy is alleged to be a "patent attempt" to mislead the public as to the therapeutic value of a medicinal preparation known as "Glendage," offered as a gland tonic.

Extending Coast Stay
For Community Sing

West Coast Bureau, Radio Daily

Los Angeles—With Gillette Community Sing adding its program down to half an hour, seeking an earlier time for eastern release and planning a rebroadcast to catch Coast audiences, it begins to look as though the first extension of the Sing’s Coast airings would stretch out some more. Berle’s picture work was responsible for the one-hour program, which began in December. The Sing is to stay on the air through May.

“Quizdom Court”
Alexander’s Dept. Stores
WMAA, Fridays, 8:30-9 p.m.

Poor imitation combination of question see and court idea.

This patent attempt to capitalize on the name of “Professor Quiz” and the various “Courts” of the air didn’t sound so hot at its first airing. Air from the Park Plaza Theater in the Bronx, the procedure involves an emcee calling six persons from the audience and asking them more or less tricky questions. The contestants are “accused” of a desire to answer questions, and upon giving their answers they are pronounced guilty” of being right or wrong, as the case may be. Compared to the genuine Prof. Quiz program, this one had less ingenious questions, less humor, and the general routine lacked interest-holding pace and showmanship.

Brooklyn Paramount Theater, this half-hour portion of the performance put on in the playhouse was rather mild as ether farce, though some of it seemed to go over big with the theater audience. Harry Hershfield acted as emcee, interspersing some of his anecdotes, and chief among the aired performers was Beul Saxon, a singer, in his usual style. She started out with the number “Who” and worked up a series of solos that were not her own, for reassurances that are largely a mystery to a dialer. A few other variety turns, all professional talent, offered, instrumental music, singing, etc., with the performance being cut off the air at the end of the half-hour.

“Cycling the Kilocycles”
Cyclle Trades of America, Inc.
NBC-Blue, Thursdays, 7:15-7:30 p.m.

Southmay, Inc.
Tuneful ORK and guests remind listeners about benefits of bike exercise.

Institutional series for the bicycle trade, plugging no particular make of wheel, but generally boosting this type of exercise and diversion for old and young. Ray Sinnett holds down the bag with the baton, while guest stars, from vocalists to comedians, are heard each week. Band is unusually tuned in, full voice volume maintaining a breathy light touch and with plenty of color.

Ruth Eting guests on program regularly now, and the rhythmic type of ballad, which she delivered in her inimitable style. Voice was never better and as usual her diction was faultless.

Credits were injected here and there, but not to excess in length. Perhaps they were not objectionable because no specific brand was being urged upon the listener and outdoor exposure for the theme, aimed at school children particularly (via the parents). Various cities come in for a mention and in addition, a testi- monial and recommendation for cycling was heard from Mazie Scanlan, physical instructor at Atlantic City schools.

Offer was made of pictures of famed bicycle stars. Show does a repeat to the Coast 11:15-11:30 p.m.

“Music and You”
Sustaining
WOR, Thursdays, 8:45-9 p.m.

Worthy effort to expand appreciation for finer type music.

With Alfred Wallenstein conducting, Pierre Key as commentator and Ernest Hutcheson as the first guest soloist, this new program under the auspices of the National Music League aims to present fine music by fine musicians for the finer tastes—and to try to widen the appreciation for such music. It is a worthy effort, and the opening program gave it a good sendoff. A fair amount of discussion was included in the program, and the second half of future sessions is to be devoted to answering questions and problems as submitted by listeners.

Outstanding item of Thursday night’s show was the piano work of “Professor Hutcheson in Liszt’s ‘Fantasy’. Pierre Key, in his discuring, defined the difference between music and noise. The series is to run for 15 weeks.

LOUIS ARMSTRONG
Standard Brands
(Fleischmann Yeast)
WJZ (NBC Blue network), Fri
day, 9:30 p.m.

J. Walter Thompson Co.

Tempting the Youth with Swing Music and Comedy in all-colored show

First show of its kind to go coast-to-coast commercially, plays strictly to the boys and girls in their teens, or even a little older. Louis Armstrong, star test of the hot trumpet players who started something or other years ago, is the big feature, along with a range of others who will fill in the间弹当的曲目的空缺 and other talent supplies the comedy in scripts written by Octavus Roy Cohen. Superbulous to state that Louis hasn’t fallen off any with his trumpet and he has with him a rhythm that more than backs him up, from a scorching clarinet to a tremendous family of saxophones. Green is fairly well known to the general public through his appearances with Vallee wherein he did his fable type of comedy in mod- ern times. Cohen’s style was amusing even tho it seemed he was somewhat held down and his familiar gag lines missing. However, if Octavus Roy Cohen can’t write good material for Green, it would be difficult to mention someone who could.

Fleischmann’s Yeast credits ran to very short allusion to the clear complexion angle in two spots. At the same time offer was made of an Arthur Murray dance instruction book containing 20 lessons for 81 labels from Fleischmann’s Yeast cakes, a four week trial of three cakes daily, (which would make it 81 to be exact). Book is not for sale otherwise and at one point the lessons were stated to be worth five dollars each.

The purpose of reaching the hot swing babies, this show ought to do the trick. Also, it may be advisable not to scare off the non-swing members of the household and so hold it down a little here and there.
IT'S NEW! SENSATIONAL! EXCLUSIVE!

DICTOGRAPH
Silent!
RADIO with the ACOUSTICON MYSTIC EAR

... and a welcome change from profitless selling

LIKE the bursting of a bomb... news of the amazing Dictograph Silent Radio crashed home to listeners as the greatest innovation in a decade. It offers but one thing new... but that one thing so startling, so logical, so badly needed that every set owner is a prospect. It offers the only fundamental new feature in radio... The Acousticon Mystic Ear... that makes personalized listening possible, without earphones. One can listen, while others sleep, talk or read. It ends radio divorces... radio spats... radiosis! Thus, it banishes radio's last remaining negative factor.

The Acousticon Mystic Ear, exclusive with Dictograph Silent Radio, employs a sound principle new to radio. It is not an earphone, not a miniature loudspeaker. It employs the exclusive tonal fork principle, patent protected.

Dictograph Silent Radio dealers will cash in heavily on big national advertising NOW RUNNING. Get your share of these new profits. Fill in and mail the coupon TODAY for the whole profit-making story.

DICTOGRAPH PRODUCTS CO., Inc.
Radio Division Dept. D-1
580 FIFTH AVE., NEW YORK, N. Y.

DICTOGRAPH PRODUCTS COMPANY, INC., are manufacturers of precision equipment for 34 years and make the Acousticon hearing aid, Dictograph Intracomunicating Systems for offices, the Detective Dictograph, the Limousine Dictograph, transmitting equipment for aircraft and army use, Packard Lektro-Shaver, International Ticket Sealer, in addition to Dictograph Silent Radio.

The words "Silent" and "Acousticon Mystic Ear" are trade-marked. U. S. pats. No. 101,980 and 1,630,025; other pats. pending. Copyright 1936 Dictograph Prod. Co., Inc.

... 30,000,000 Radios and NONE Except Dictograph Offers the Acousticon Mystic Ear

• You as a radio dealer, armed with the Dictograph Authorized Dealer Franchise, can go out and sell to a new and unscratched market. Not one of the 30,000,000 sets now in use provides the listener with personalized reception except the Dictograph Silent Radio. It is a full profit, non competitive, big demand opportunity that you should grasp... right now! Don't let this opportunity slip through your fingers. Someone is going to sell Dictograph Silent Radio with Acousticon Mystic Ear to YOUR customers and it should be you. Mail the coupon. Get on the bandwagon!

A limited number of manufacturers are being considered for licensing arrangements for "Silent" Models with the Acousticon Mystic Ear.

DICTOGRAPH PRODUCTS CO., INC.
Radio Division, Dept. D-1
580 Fifth Ave., New York, N. Y.

I want the full story of Dictograph Silent Radio and details of your Authorized Dealer Franchise Plan. Rush this information to me at once.

Your name ........................................
Firm name ........................................
Street ...........................................
City ........................................
My distributor is ................................
**NEW BUSINESS**
Signed by Stations

**WCKY, Cincinnati**
Webber Milling Co., Sunman, Ind.; M. H. Alderman Furniture Co., Open House, variety hour, plus contest with 10 prizes at each broadcast.

**WPTF, Raleigh**
Blackwood's Inc. (tired), six-times-weekly patron, adding three more programs of the Monroe Brothers, making nine weekly quarter-hours including three broadcasts of Blackwood's Swingbilles; Rexall Dealers, Magic Hour; N. C. Equipment Co., Hillbilly Kid, weekly quarter-hour.

**WMAQ, Chicago**

**WFC, Los Angeles**
Currier’s Tablets, thrice weekly, The Success Club, conducted by The Success Doctor, along lines of Voice of Experience, through Joe Landfield Agency.

**WROL, Knoxville**
Supreme Foods Co., Supreme Variety Hour, half-hour Friday program; Clark of Cuddles, Charley’s Bar, Dawn Patrol and institute quarter-hour hillbilly program, Monday through Friday.

**WBT, Charlotte**
Refrigeration & Air Conditioning Corp., Just the Two of Us, with Holly Smith and Johnny McAllister, who broke fan mail records for the station in 1934. Through National Classified Advertising Agency, Youngstown, O.

**WMBH, Joplin**
Marvel Bread Co., Miami, Okla., has renewed its contract for a 15-minute daily Clark of the Thunder Broadcast, handled by Bruce Quisenberry and Richard Tripp. It is the second renewal of contract on the series, begun last October.

**Ed Wynn Signing Off**
Ed Wynn will sign off the air after May 8, ending a 25-week run under the sponsorship of Axton-Fisher Tobacco Co., Louisville, makers of Spud cigarettes. Program is heard on the NBC-Blue network. Saturdays, 8-9:30 p.m., with repeat 12 midnight.

**WBRY, Waterbury**
M. H. Alderman Furniture Co., Open House, variety hour, plus contest with 10 prizes at each broadcast.

**WPR, Raleigh**
Blackwood’s Inc. (tired), six-times-weekly patron, adding three more programs of the Monroe Brothers, making nine weekly quarter-hours including three broadcasts of Blackwood’s Swingbilles; Rexall Dealers, Magic Hour; N. C. Equipment Co., Hillbilly Kid, weekly quarter-hour.

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**PROMOTION**
CBS Plugs Bookle Carter
CBS sales promotion department has a new brochure on Bookle Carter for the mailers. It was written by the New York editor on the philosophy of the method of selling to a mail order audience by means of ideas in advertising. The new business section is designed to be used in conjunction with the new business section of the CBS newspaper. The new business section is designed to be used in conjunction with the new business section of the CBS newspaper. The new business section is designed to be used in conjunction with the new business section of the CBS newspaper. The new business section is designed to be used in conjunction with the new business section of the CBS newspaper.
Radio Unionizing Looms

COMEDY SLUMP Comedy and vaudeville programs over the week-end, collectively speaking, slumped to a low mark in humor, bright-ness and general entertainment quality.

The Twin Stars program with Victor Moore and Helen Broderick hit new depths in dullness. It had no spirit.

Phil Baker, who also has been getting a bad deal in material lately, took it on the chin.

Ed Wyn's loudness as usual failed to drown out the hokeyness of his stuff.

Joe Cook lacked some of the sparkle that his monologues has displayed on other occasions.

Stoopnagle and Budd sounded as though one more installment of that 2-20-30 Harry Von Zell melodrama—the kind youngsters used to write for barn theater audiences—will be about all they'll be able to get away with.

Senator Fishlake and Professor Flipsbottle had one of their off days.

Eddie Cantor wasn't bad—but a lot of dialers must be starting to wonder if he's switched from Texaco to the advance exploitation of the coming "Gone with the Wind." film.

Paramount on Parade, for its third success-ful week, sounded as though it had been thrown together at the last minute.

Joe Penner was just fair.

Jack Benny, with Burns and Allen, had the best of the week-end variety shows.

Milton Berle wound up the parade Sun-day night with a pretty good performance.

But as a whole it was a bad week-end line up.

The biggest single fault of radio comedy programs is that too many of the writers get their gags from apparently the same sources.

It is nothing to hear several of the same jokes on four or five programs every week-end.

DETAILS COMPLETED FOR CBS COAST PLANT

West Coast Bureau, RADIO DAILY
Los Angeles—With the receipt of finished plans, Donald W. Thorn-burgh, CBS vice pres, in charge on the Coast, disclosed first details of the new plant which is to cost approximately $2,000,000. There will be two buildings, a two-story structure for business rental, facing on Gower street and designed to give architectural harmony to the five story broadcasting building adjoin-ing it, which will house seven studios and an auditorium studio exclusively for CBS.

Broadcasting building occupies (Continued on Page 7)

Emerson Drug Using 11 Seaboard Stations

Emerson Drug Co., Baltimore, has signed 11 stations in its spot radio campaign throughout the middle-atlantic and southern stations. Stations are WJAC, WJR, WTIN, WGY, WUSK, WCAU, WDB, WTB, WOB, WCMA, and WMU. On all stations except WMU, which is quarter-hour sports broadcast to begin with the start of baseball, 100-word announce-ments are being broadcast each eve ning, seven nights a week. J. E. Thompson Co. has the account.

Weeding "Professionals" From Studio Audiences

West Coast Bureau, RADIO DAILY
Los Angeles—CBS is moving to weed out the "professional broad-cast attenders" from its audience shows. According to Donald W. Thornburgh, the fans make bad audi-ents (Continued on Page 7)

Radio and Music Men Oppose Duffy Bill in Present Form

Corn Belt Wireless Adds KFRU, Columbus

Des Moines—KFRU, Columbus, Mo, has joined the Corn Belt Wireless, operated by WHO here. Elsey Rob-erts, president of KFRU Inc., is also publisher of the St. Louis Star-Times. New offices and equipment were dedicated by the station Saturday.

Radio Daily Staff Correspondent

Washington—Radio and music publish-ing industry were among those represented at a hearing yesterday before special sub-committee of Senate Foreign Relations Committee headed by Senator F. Ryan Duffy, (D. Wis.) sponsor of the Duffy copy right (Continued on Page 6)

Supreme Court Decision is Expected to Spur Organization Among Net-works and Individual Stations

The Supreme Court’s decision yes-terday, ruling that the Wagner labor relations act is constitutional, is ex-pected to encourage attempts to unionize the radio broadcasting in-dustry, according to comment among network and individual station em-ployees. By upholding the act, the Supreme Court has said that it which allows employees of a business engaged in interstate commerce to select their own representatives for collective bargaining with employers.

In the ruling handed down in the AFGE-MEC the Court ordered an order that the NLRB cease and desist from discouraging membership in the American Newspaper Guild or any other labor organization by resorting to coercion. All of which is taken to mean that employees hereafter may have no fear of losing their jobs if they join a union not sanc-tioned by his employer.

The only unionized outfits in broadcasting stations today are the “inside unions” representing the technicians. At CBS the announcers (Continued from Page 3)

Don Lee Television Draws Coast Crowds

West Coast Bureau, RADIO DAILY
Los Angeles—Don Lee installed the television receiving apparatus in the Cal. Tech Annual Electrical Progress exhibition over the week-end, sent pictures and sound more than 10 miles from its studios at 15-minute intervals over Friday and Saturday and drew biggest crowds of any exhibit of the show. Because it worked on a sev-en-hour daily schedule, the usual (Continued on Page 5)

WMAQ 15 Today

Chicago—WMAQ, oldest local station, is 15 years old today. Established in 1922 under joint ownership of the Chi Daily News and the Fair Store, it was original-ly called WGU. Now it’s owned and operated by NBC. Starting as a 100-watt, it has jumped its power by progressive steps to the present 50,000 watts.

www.americanradiohistory.com
NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending April 10, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection Publisher Times Played
Too Marvellous For Words (Harms, Inc.) ... 20
Where Are You (Leo Feist, Inc.) ... 33
Little Old Lady (Chappell & Co.) ... 26
Ron How Shapiro, Bernstein, Inc.) ... 24
How Could You (Remick Music Corp.) ... 24
 Swing High Swing Low (Famous Music Corp.) ... 24
Moonlight And Six Crows (Popular Melodies) ... 20
Sweet Is The Word For You (Famous Music Corp.) ... 20
Slumming On Park Avenue (Irving Berlin, Inc.) ... 19
Carelessly (Irving Berlin, Inc.) ...  ... 18
I've Got My Love To Keep Me Warm (Irving Berlin, Inc.) ... 18
Love Bug Will Bite You (Santy Bros. Job) ... 18
Let's Call The Whole Thing Off (Chappell & Co.) ... 17
September In The Rain (Remick Music Corp.) ... 17
What Will I Tell My Heart (Crawford Music Corp.) ... 17
Sweet Lelliani (Select Music Co.) ... 16
Ted Dalton, Young News (Mail Coast Music Co.) ... 16
My Last Affair (Chappell Music Co.) ... 15
Never In A Million Years (Robbins Music Corp.) ... 14
Trust Me In (Ager, Yellen, Borstein) ... 15
When Love Is Young (Miller Music, Inc.) ... 15
When The Poppies Bloom Again (Shapiro, Bernstein, Inc.) ... 15

Gar Young Quits NBC For Hearst Adv'g Post

Gar Young, member of the NBC advertising and sales promotion staff, has resigned effective April 15, to join Hearst International Advertising Service.

Young, who was also director of the NBC Trade News Service, will handle advertising and sales promotion for the Hearst service for the various Hearst newspapers.

Cuban Cabinet Invites Radio Men to Party

Havana — Following approval of a resolution by the Cabinet, invitations are being sent to all Central and South American countries, as well as to the U. S., Canada and Mexico, to participate in a radio conference to be held here starting Nov. 1.

Radio problems of the western hemisphere will be discussed and solutions sought, following out the agreements reached by Cuba, Mexico, Canada and the U. S. at last month's conference here.

Staff Changes at KRKO

Everett, Wash.—Willis M. Schutt, formerly of the Cornish School in Seattle and associated with stations in Penna., has joined KRKO as program director, succeeding A. F. Becker, who joined KROY, Sacramento, Cal. Roy Mack, formerly in Walla Walla, has joined KRKO as musical director. He has full charge of the half-hour "Stars of Tomorrow" program.

Clarence H. Smith

Paul Clark at Football Clinic

Evansville, Ind.—Paul Clark, WGBF sports announcer, attended the two-day football clinic at Purdue University. The clinic is held for benefit of sports writers, commentators and coaches, to acquaint them with new trends in the game.

Fokee Heads Standards

George L. Fokee has been elected president of Standard Syndicatied Service Inc., creators of promotion and merchandising features for radio stations and newspapers. Deal is pending with an eastern chain for sponsorship of the first feature of a series created and distributed by Fokee.

The firm has opened branch offices at 120 Boylston St., Boston.
**NEW BUSINESS**
Signated by Stations

**KJBS, San Francisco**
Gensler Lee Optical Co., 28 Sunday quarter-hourly, and 5-min. dramatic episode, Radioaid disks, New Century Beverage Co., 13 quarter-hour Standard disks, through Ernest R. Ham Agency; Seven-Up Bottling Co., 15 Sunday quarter-hour Standard disks, through Lachman Furniture, 15 quarter-hours, through Allied Advertising Agency; H. O. Harrison Co. (Ponto); quarter-hour Standard disks supplementing Pontiac national series; Morris Plan, five spots daily, through Leon Livingston agency; Ghirardelli Chocolate Co. spots; Albert S. Samuel's Jewelry Co., half-hour Saturday nights, supplemented by daily spots.

**WGAR, Cleveland**
San Felice Cigars, Detroit, 15-min. six-a-week newscast by Carl George, one year.

**WELL New Haven**
Plato's Sales & Service (Willys dealer), Bigelow Twins; Kressel & Wolf (furriers), Vera Cruse and Frank Ronitz.

**Los Angeles**
KFAC: Six Outfitting, year's contract for daily hour of popular records, through Allied Advertising Agency.
KFWB: NuEnamel, 4-week trial half-hour Sunday morning program, with Sheila Murphy, home economics expert, through Advertising Arts agency.

**Philadelphia**
WCAU: Du Pont Points, two 15-min. periods weekly, Ray Perkins' Paint Parade disks, through BBD; Seabisco Co. (vaporizer), two 15-min. periods weekly, Movie Chatter, through Aitkin-Kynett Co.
WFPL: Procter & Gamble (soap), 21 spots weekly, through Blackett-Sample-Hummer; Chrysler Corp., 12 spots weekly, through Lee Anderson Agency; Quaker Oats (muffets), 12 spots weekly, through Arthur Kudner Agency.
WDAS: Kahn's Credit Furniture, 15 mins. daily participating in "1930 Club"; Sears-Roebuck, 15 mins. daily, Nathan Fleisher as Jewish news commentator, through Temple Bureau.
KYW: E. Foggera Inc. (eye lotion), three 5-min. spots weekly, through O'Day-Sheldon.

**WWL, New Orleans**
Snowking, 15-min. daily locally produced program featuring Miss Billie Walker and her Texas Longhorns; switch from the Pickett family to

**NEW PROGRAMS—IDEAS**

**“Right Job” on Mutual**
“"The Right Job," originating at WGN, Chicago, makes its debut Sun- day as a 2:30-4:45 p.m. weekly feature. Prof. Samuel N. Stevens of Northwestern University will handle the series, aiming to help young people into the kind of jobs for which they are best fitted.

**Song Title Contest**
Playing off of and sometimes new songs, with titles omitted, and asking listeners if they can give the name of the number, has proved a popular contest over KTSM, El Paso. The program, "Music Memories," is on twice weekly, 9:30-10 p.m. though titles are left out, the continuity is cleverly written so that by listening carefully it is possible to detect the name. Receiving cards, table lamps, mirrors, etc., are given as prizes.

Peaceful Valley for Drug Trades, half hour.

**Springfield, Mass.**
WMAS: Stacey's Exposition Service, temperature reports, three Sundays, and twice daily.

**KWJJ, Portland, Ore.**
Miller & Tracey (morticians), daily 15-min. period, Townsend news, with F. K. Haskell as commentator.

**WGN, Newark**
Bristol-Myers (Minton Club), Trans- Radio news, five 15-min. periods weekly, starting April 26, through Young & Rubicam; A. N. Smallwood Inc. (Rheo), estab- lishing "Pinies" musical series, Tues., Thurs. and Sun., with Norman Brookeshire as m.c.; same sponsor continuing Dr. Frank Payne in "The Psychologist Says" on Wed. and Thurs., through Jay Lewis Associates.

**Furgason & Ashton Places Bia**
New business recently placed by Furgason & Ashton, station reps, in- cludes:
KFYR, Bismarck, P. & G., 312 or more one-min. spots; Ironized Yeast, 20 five-min. programs.
WGBF, Evansville, Ind., P. & G., 52 or more spots; Iowa Soap, 39 quarter-hours.
WJAS, Pittsburgh, Bauer & Black, 26 chains-wide; Greyside 15-min. weekly program; Sherwin-Williams, 51-two one-min. spots; Crisco, 200 one-min. spots; Alaska Yukon Fish- eries, 78 one-min. spots.
WNBC, Richmond; Bauer & Black, 20 chains-wide; Roi-Toan cigars, 65 chains-breaks; Largeines Wittman Co., 365 time signals.
New network programs for WBOW.

**HUNTINGTON**
Going into its tenth week, the Announcers' Opportunity Contest on KJJ, Walla Walla, Wash., has about 25 candidates left after starting with 100 and eliminating gradually. Two qualified judges and votes from KJBS, with decide the winner. The judges (names not disclosed) count two-thirds, and the public vote one-third. About eight candi- dates compete on each program of 45 minutes average length.

Programs are on the air thrice weekly, available to sponsors for period ranging from a quarter hour to a complete show. Sale of time has been easy. Prize is an oppor- tunity with KJBS, with decision of special coaching by KJJ and a month's job at regular salary for a beginner.

Unionizing of Radio Looms on Court Ruling
(Continued from Page 1)
and assistant directors have formed the American Guild of Radio An- nouncers and Producers" with Roy Langham as its president.

The Guild filed a letter with CBS ordering them to cease and desist. They then filed their case and the next day in re- sponse to CBS request furnished proof that the Guild represented the majority of the CBS announcers and producers. Last Friday a meeting of the Guild committee and CBS com- mittee, three each, was held in which the Guild presented its program, in- cluding minimum hours, wages, conditions of the Guild, working conditions, etc.

Next meeting of the bargaining committees is scheduled for tomorrow at 10 a.m.

From other sources it is under- stood that the Newspaper Guild is preparing to solicit members in the publicity departments of the net- works. Although there has already been made to expand the Guild's mem- bership out of the newspaper field.

Marvyn Rathbone, president of American Radio Telegraphers Associa- tion, said that his organization was highly pleased with the Supreme Court verdict and added that a for- mal announcement of the ARTA's future plans will be announced later this week. It is understood that the ARTA has made overtures to the "inside unions" to affiliate with them, but the technicians desire to remain independent. Queried as to whether the ARTA was affiliated with the C.I.O., Rathbone said an announce- ment would be made on that point later.

Rathbone said basic Blue-Red supplementary, are Gen. Motors, Firestone, American Can, Cycle Traders, Minute Tape, Packard Tar Soap. WANS, WABC, NBC basic Red-Blue supplementary, Firestone program.

**AGENCIES**

**J. H. ROBEL,** recently affiliated with Cramer-Krasselt Co., has joined the Chicago office of Frank Presbrey Co., advertising agency.

**NEEDHAM, LOUIS & BROBEY,** Chicago, have been appointed by the MIPS and Stores Inc. to handle their shopper's radio programs heard over WBBM and WMAQ.

**GEORGE BOWLES,** account executive handling national Coolerator ad- vertising for Ferry-Hanley Advertising Agency, has returned to Kan- sas City after a trip during which he arranged an increase in time over stations in Iowa and Wisconsin. Cooler- or now has campaigns underway in 22 cities.

**GOTTESCHALDT - HUMPHREY INC.,** Atlanta and Greensboro, N. C., announces the appointment of Grant- ville Sewell as manager of the Greensboro office.

**VOX CO. OF ADVERTISING INC.** has moved to new quarters at 19 West 40th St. They have added A. G. Holtzman and V. G. Hannington to the staff.

**C. A. ISHERWOOD** and W. G. SYDNEY have formed a new agency with offices in the old National Bank Bldg., Spokane, Wash.

**JOHN LOVETON** leaves Benton and Bowles to take charge of contracts and spot pur- chasing for Rutherfurd & Ryan, Inc.

225 Inquiries from 12 Spots
Lane-Wite Appliance Co. opened a new store in Joplin, Mo., a new company in the city, a new business in a new location. They used three spots a day for four days over WMIB, inviting women to a demonstration of GE Ironers. In the four days, 28 women mentioned to the con- cern that they had come because of hearing the spot announcements over WMIB.

Result: Lane-Wite increasing its use of WMIB facilities.

**WCAU to Groom Announcers**
Philadelphia—Racket radio schools in this area are handed a blow in a mutual arrangement between WCAU and the smaller stations in nearby communities for farming out voices to be groomed as announcers. While the ten-lesson schools provide the student with a course of training, what WCAU is considering needs are announcers with practical experience. Weary of auditioning announcers who have nothing to offer excepting a potential mike voice, WCAU will now groom its own gaggers.

**EDDY DUCHIN** and HIS ORCHESTRA
Third Record Week at Paramount
Appearing Currently at PLAZA HOTEL Management MCA
Life is about the same, summer and winter. People eat and drink, work and play, keep on buying. They spend just as many millions of dollars. Not only for seasonal needs and luxuries, which you'd expect. But for year-round products like gasoline, cigarettes, electric refrigerators, automobiles. (These hit peak sales in summer!)

Radio listeners hang right on, too. Of the millions who listen to NBC winter programs, 97% are available to radio in any week in the summer. For where people go — there goes radio!

This tremendous year-round acceptance makes NBC broadcast advertising the most effective year-round sales medium in the world. That is why more advertisers are on the air — the NBC air — right through the seasons, without interruption.

RCA presents the Metropolitan Opera every Saturday afternoon, and "The Magic Key" every Sunday, 2 to 3 P.M., E. S. T. Both on NBC Blue Network

Last summer, advertisers on NBC Networks (weekday time alone) boosted NBC income to an increase of 72 1/2%
HEADLINE talent from all the networks, along with scores of local station favorites will take part in the second annual Radio Show to be staged Saturday evening in the Shrine Auditorium. Milton Berle, Don Wilson and Ed Lowry will take turns at m. c.-ing the show. Maureen O’Connor, 13-year-old CBS singing star who was picked last week as Radio Baby Star for 1937 in the Los Angeles Radio Editors’ poll, will preside over the whole show. The show will run both afternoon and evening, and part of it will be aired.

Bob Taplinger’s office really going to town with its new beauty contest which has now reached the point where Eddie Cantor, Al Jolson, George Burns, Paskyarkaras, Milton Berle, Jack Oakle and Joe Penner have organized themselves into the Comedians Committee for Choosing Comely Co-eds. Each of the Big Six Football Conference colleges are sending photos of their 12 prettiest girls. Committee picking best looker from each college by picture, sending her to appear in person so they can select the real Beauty Queen. All six to be presented at the Radio Arts Ball, April 17, as handmaidens for the Baby Stars.

Fred Graham has replaced Glen Hardy as news commentator on Alka Seltzer’s Newspaper of the Air, on Don Lee net.

Paul Wellbaum, radio pioneer who used to do the old Cliquot Club program in New York a decade ago, comes back to Radio via KEJE, in an orange network Saturday afternoon, with songs, piano and chat. Orchil River’s ork doing a daily Monday through Friday program for Don Lee Chain, remote from El Paso cafe, Santa Barbara, to KDB, Don Lee outlet

Wendell W. Phipps, who has a long background of agency and radio work, has joined the Los Angeles office of Hammer-Metzger, to handle local radio accounts, write copy and work on contacts.

Wayne Miller, publicity director for Don Lee chain, talked to the Los Angeles chapter of the Speech Arts Guild on The Trend of Radio Programs.

Diana Lewis, who has been playing Becky Thatcher in Don Lee’s serialization of Tom Sawyer, will make dramatic work to become the soloist with Larry Lee’s orchestra programs on the same chain.

Try to take in some of the events that are going on this week and report on them for Radio Daily!

Oppose Duffy Measure
In Its Present Form

(Continued from Page 1)

right measure, which provides for U. S. entry to the International Copyright Convention.

Sidney Kaye, appearing for the National Association of Broadcasters, told the committee that the NAB was not hostile to the idea of the Berne Convention, but opposed entrance unless there were reservations. Multiplication of law suits would result, he said, if the U. S. adhered to the convention treaty alone. Radio, he stated, uses copyright material constantly, and the industry needs definite protection. With television in the offing,” Kaye concluded, “as well as other new developments, proper protection along copyright lines is essential.”

John G. Paine, chairman of the board of Music Publishers Protective Association, went on record as being strongly opposed to the Convention. Paine opposed it from the creator’s point of view, just as every other author’s group in the country has done. Paine further characterized the proposed international entrance as dangerous and that “we must have publication as a condition precedent to copyright.” The automatic copyright upon creation did not seem feasible to him.

On Tour
GLEN GRAY
And the Casa Loma Orchestra
Management: Rockwell-O’Keefe, Inc.
Radio City, N. Y. and Hollywood

Tuesday, April 13, 1937
ONE of the most comprehensive jobs in advertising belongs to Margaret Jessup of McCann-Erickson. She started with the agency 7 years ago as an account exec. Was in charge of station relations and bought time until this winter when her varied occupations of casting, directing, auditioning, script-reading crowded all that out. Is heartily in favor of the elasticity in organization set-up which makes it possible for her to do so many divergent things. Was formerly attached to the advertising staff of "Parent's Magazine." Liked that.

Adores what she's doing now. Calls radio a creative business with a natural appeal for women. Doesn't believe for a moment there's any male resistance to the feminine invasion of the radio and advertising field. If there is, she's never encountered it.

Britannia rules the airwaves from 6 to 6:30 on Sunday when British Broadcasting's Polly Ward enters the American arena for the first time on Arnold Johnson's "1937 Radio Show." Several agencies turning collectively speculative gaze on Irene Kuhn. She'll go commercial pronto. Ralph Sayers, sales mgr. of KYW, philly, engaging in philoprogenitive philanthropy. (dispending ciggies to celebrate the appearance of a complete tooth in his four months' old son's mouth.)

More juvenila. Mark and Adelaide Halley (she's the "Woman Reporter") are the parents of a baby girl. Trooper Adelaide did a broadcast earlier that evening.

Eleanor Wilson McAdoo to discuss on her autobiographical tome, "The Woodrow Wilsons," tonight on KFOX's "Literature on Parade." 

Miss Foredent. New Orleans vocalizing blonde, sends her voice over the ether nightily as part of a sustainer emanating from a local night spot, via WWL and WDSU. WNTI, Trenton's station, boasts the presence of pulsitudinuous Dorothy Lawrence, the lass who conducts a handiwork exchange for shut-ins, on its "Twilight Hour." Anice Ives, feminine conductor of WMCA's "Everywoman's Club of the Air" to go network on the listener's web, is heard as usual on that station locally from 11:15 to 11:45 a.m. Monday through Friday, and on the chain for the last quarter hour, 11:30-11:45 a.m.

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Coast-to-Coast

GRAVES TAYLOR and Carl George, whose "Vox Pop Junior" program which started on WGBH, Cleveland, last September under Curtiss Candy sponsorship, inspired many similar shows around the country, have broadcast from almost 200 schools since the series began. John F. Patt, g.m. of WGAR, originated the idea for the present sponsors. He also supplied data for KMBC's "Young America Speaks." program.

Charles (Doc) Maples, announcer at WMAC, Macon, Ga., resigned to become field representative for Mercer University.

Eddie Wise's "Hayloft Hi-Jinks," two-hour Friday night barn dance jamboree conducted by Wise for the past 6 1/2 years over for Harrisburg, Ill., draws more mail than any other sustainer on this station.

A new feature that is catching on fast at WEBQ, Harrisburg, Ill., is "Interesting Facts and Features," 3-4:5 p.m. daily except Sunday, giving news, weather, markets, missing persons and time signals.

Lewis Pierce, formerly of WIBG, Glen side, Pa., joins the announcing corps at WCAU, Philadelphia, replacing Claude Haring, who assumed a sports announcing post with the Ayer agency. Roger Grisswold takes over Haring's WCAU sportscasts.

Details Completed For CBS Coast Plant

(Continued from Page 1)

space 200 x 260 feet, with space adequate in circulation for construction when television arrives, and for an additional auditorium theater if needed. Auditorium theater and master engineering department will be on first floor. Program department will have second floor.

Third floor will be for Columbia Artists, traffic department writers, etc. Fourth floor will be for sales department. Fifth for executive offices and auditing rooms. Studios will be distributed over several floors. Building will be air conditioned.

Dr. Vern Knudsen, acoustical consultant, in investigating improvements reflected to make this plant one of the most perfect anywhere. One of the innovations of studios will be use of larger studios for rehearsals, with arrangements worked out so that shows with audiences can work right up to the dress rehearsal without tying up theaters, of which Columbia will continue to use two off its plant, in addition to the one which will be included in its building.

E. K. Cargill, WMZ president, has extended his gasoline-powered model airplane activities in the organization among Macon boys of a model airplane club. Cargill acts as Senior member and advisor.

"Red" Cross and Low Kent have become the Personality Peepers for WMZ with two sponsored hour quarters a week from Macon's busiest corner.

Lindle Moore, senior in the Harrisburg (Ill.) High School, is breaking in as relief announcer at WEBQ.

Donald Dickson, Sealtost Party's baritone discovery, signed by the Met for the spring opera season, appears May 3 in "Faust."

John Marsie, pop pianist, is a new sustainer over WELL, New Haven, Mondays at 5:45 p.m.

John Held, Jr., emcee of Pontiac's Varsity Shows, is reported to have been deputized to scout the U. of S. C. broadcast for talent to be used in an undergraduate film made by the cinematography class. This Friday's Pontiac show comes from U. C. and the following week from U. of Ohio.

WARREN GREENWOOD, chief announcer and publicity director at WMAS, Springfield, Mass., is now the featured singer with Vic Curley's orchestra which broadcasts over WMAS on Saturdays.

Weeding "Professionals" From Studio Audiences

(Continued from Page 1)

ences. They sit on their hands and think it's sophisticated to withhold the reactions that make their presence useful to the artists working. Hereafter, issuance of tickets will come under new regulations to get them into new hands.

Theater Sells Time On Radio Broadcast

(Continued from Page 1)

several stations in this region. Norvell Slater, WIBB announcer, was emcee, sharing the stage with Roy Kerns and Frank Bailey of KXBY and others. Following the initial airing the KXBY Barn Dance has taken over the show.

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The Songbird of the South

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

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ROSELAND ballroom will have a WHIN wire with a 9-9:45 broadcast on Wednesdays and a 9:45-10:30 airing on Fridays, except for those Fridays when commercials intervene. The broadcast on those nights will be at 9-9:45. Henry Biagini and his orchestra are the first musical aggregation to be aired under this regime.

Bridgeport's Coconut Grove Or chestra will have a WELI pick-up for a half-hour of music twice daily, effective this week. The 4:30 afternoons, Duke Ellington, Rachel Carlyle, with a possible shift to evening sometime at the end of the month.

"American Caprices," a composition for piano and chamber orchestra, by Gail Kubik, a young western composer, had its initial airing during the regular program of the Rochester Civic Orchestra, with Guy Fraser Harrison conducting over the NBC Blue Network, from 4-5 p.m. yesterday. It was originally written for piano and string quartet five years ago and then rewritten last year in its present form.

Professional Music Men Inc. held their annual benefit Sunday night at the Alvin Theater before a record crowd. Jay Freeman and oral opened the show, to be followed by such outstanding music makers as Guy Lombardo and band, Shep Fields and his boys, Benny Goodman and his orchestra with Frances Hunt vocalizing. Duke Ellington, Rachel Carlyle, Jack Waldrorn and Del Casio. The rather considerable profits were turned over to indigent professional music men.

Duke Harris and his Royal Men of Rhythm, a six-piece unit have been added to the Artists' Service Bureau, WEBQ, Harrisburg.

The Elizabeth Sprague Coolidge String Quartette will complete the series begun by the Pro-Arte String Quartette on April 14th and 16th from 8:30 to 10:15 over WQXR. The Pro-Arte String Quartette were called back to Belgium rather unexpectedly.

The ORCHESTRA MUSIC

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BURNS AND ALLEN

General Foods (Grapenuts)

WEAF (NBC-Red network)

Mondays, 8-8:30 p.m.

Young & Rubicam

GOOD START IS MADE BY POPULAR COMEDY STARS IN NEW SPOT.

George Burns and Gracie Allen, members of the select class of radio entertainers who always give an entertaining performance, made a highly favorable start under the Grapenuts banner over the NBC-Red network from the west coast last night. They were in fine trim, knocking out their typical nonsense in one-two-three-sure-fire fashion. Introductory material was good with the commercials unobtrusively slipped in.

Dick Foran, as the program's male vocalist, offered "Like Banana Bread," a style that indicated he can be made an asset to the show, though he wasn't prominent in the initial script. Gracie did get an enjoyable song number, "My Baby Says It's So."

Orchestra, under the direction of Bailey Noble, didn't distinguish itself in any way, but this is not such a vital point with the Burns and Allen fans.

EAST AND DUMKE

Ellis Co.

WJZ (NBC-Blue network)

Wed., and Fri., 7:45-8 p.m.

Kenyon & Eckhardt

LIVELY PROGRAM OF MUSIC AND COMEDY SERVED IN SNAPPY TEMPO.

Ed East and Ralph Dumke, who won fame as the "Sisters of the Skillet," returned to WJZ last night in a sparkling batch of music and chatter, reminiscent of the type of stuff that boosted them to popularity some years ago. Singing cross-fire, they sang "One, Two, Button My Shoe" in lively fashion, then followed a comedy sequence about "solving problems," in which they were assisted by a few supporting players, followed by an original song and a little more patter. Nothing specially outstanding about the program, but it's the type of cheery stuff that finds a pretty general welcome.

SCIENCE PREPARES FOR AN ECLIPSE

Special Event

WJZ (NBC-Blue network)

April 10, 6-6:15 p.m.

FIRST OF EXPEDITION SERIES PROMISES INTERESTING THINGS FOR ASTRONOMY FANS.

Initial broadcast in a series of 14 planned by NBC in connection with the eclipse expedition included three speakers in Washington. A naval officer told of the work of the Naval Observing Station and explained the aid provided by celestial phenomena in navigation. A director of the National Bureau of Standards discussed the scientific aspects of the event, while Dr. McNally of Georgetown University gave other interesting information.

The NBC expedition at various stages promised to be highly interesting and instructive, especially to students of astronomy. New program from San Francisco on April 15 at 9 p.m. EST, will tell of the radio preparations for broadcasting the eclipse.

THE FALL OF THE CITY

Sustaining

WABC (CBS Network), April 11, 7-7:30 p.m.

POETIC DRAMA WITH LITERARY QUALITIES IS CHIEFLY FOR ERUDITE LISTENERS.

This original blank verse play, written by Archibald MacLeish particularly for the program out of the ordinary. Its poetic qualities, however, will have to depend on the more cultivated tastes for appreciation. The premiere presentation was aided by the fine performances of Burgess Meredith and Orson Welles in the principal roles. A cast of some 200 was employed for the playlet, which depicted an incident in an imaginary city about to be destroyed according to prophecy. There is intermittent running commentary of a sideline性质 as he describes the action of the mob in the plaza. As his voice alternately fades out, the voices and commotion in the square fade in. Thus a semblance of action is achieved. Irving Reis produced and directed the play.

It is an interesting experiment with undoubtedly possibilities, but restricted in appeal if highbrow stuff is used for subject matter.

SINGING MICKE CONTEST

Special Event

WJZ (NBC-Blue network), April 11, 3:45-4 p.m.

HALF THE MICE WOULDN'T SING BUT ANNOUNCERS HAD A FAIR GAG TIME.

The national singing mouse contest, which had a mountain of advanced ballyhoo, resulted in a sort of 50-50 affair. That is, about half of the mice weren't in a singing mood, so it was up to the announcers to fill in the gaps with some bright talk, which they did very nicely. Opening contribution in the contest came from Boston, where Thornton Burgess said a few words while the mouse was reluctant to chirp. Then to Chicago, which had several wide-awake entries and thereby won first honors. Memphis, the next stop, likewise had difficulty in producing rodent audibility, but Seattle fared somewhat better. So back to New York to hear the male vocal work, "Singing Mice," by Fields and Hall, after which the mouse audition winners were announced. The international singing mouse contest is set for April 25, same time.

15 Stations Line Up

In Duco Disk Campaign

(Continued from Page 1)

KWK, on 20th; WJAR, on 21st; WHAM, KDKA and WLAS started yesterday. Four other stations will follow in July, with the campaign to be placed by Batten, Barton, Durstine & Osborn Inc., runs for eight weeks.

Seek Insurance on Eclipse

NBC is dickering with Lloyds for insurance on the coverage of the June 8 eclipse from Enderby Island, 7,000 miles from New York. NBC is anxious to at least get its traveling expenses back if poor visibility makes the broadcast impossible.

WHO Celebrates

Des Moines—More than 4,500 packed the Shrine auditorium Saturday to celebrate the 15th anniversary of WHO. The Iowa Barn Dance Frolic and extra entertainers provided the show. Col. B. J. Palmer, head of Central Broadcasting Co., spoke.

Patt and Carr "Neb. Admirals"

Cleveland—General Manager John P. Patt and Assistant Manager Gene Carr of WGAR have been made admirals in the navy of "The Great State of Nebraska," according to word just received here.

Presenting Prize Serial

"The Bravest of the Brave," $1,000 first prize serial by Henry W. Lanler for NBC. "Tenth Anniversary Children's program contest last November, will have its premiere May 2 at 11:30 a.m. over the NBC-Red network. Program will be presented weekly thereafter.

Newscaster Assaulted

Joplin, Mo.—An unidentified man who said he didn't like the way Leonard Brown, WMBH newscaster, announced strike news, assaulted Brown Friday at midnight as he was leaving the station.
New Disk Sales Plan

COURT ENDS FIGHT OVER SALE OF KTHS

Hot Springs, Ark.—Long fought battle over sale and proposed removal of KTHS from where it serves other stations has finally resulted in a decision whereby the sale was declared valid by Chancellor Dodge. KTHS is affiliated with NBC and was sold by the Chamber of Commerce to Col. T. H. Barton, who also owns KARK, Little Rock. Barton is head of the Lion Oil Co.

When the outlet was sold by the C. of C., many public spirited citizens as well as the mayor rebelled against the city losing the station and the

(Continued on Page 6)

Sears-Roebuck Aims At Foreign Element

Philadelphia—Sears-Roebuck campaign to reach the foreign element starting with a 15-minute daily news flashes in Jewish over WDAS here, will later be pumped to a foreign language station in New York and Brooklyn. Same pattern is being readied for Italian, German and Polish programs. Lavenson Bureau is the agency.

NAB To Take Action On Title Duplication

At its annual convention in Chicago the middle of June, the NAB will act on the problem of title duplication, according to word received from James W. Baldwin, NAB managing director, by WBNX, which recently filed protest with the broadcasters association.

Meanwhile WBNX is dropping its "Rackets" show on Sunday "because other stations in the same service area are now doing the same job."

Opposes Berne Move

Washington, D.C., RADIO DAILY—Declaring pending Duffy copyright bill makes adequate provisions for widespread expansion of radio, movies and magazine fields, Marvin Pierce, chairman of copyright committee of Nat’l Ass’n of Publishers, appeared before the Senate sub-committee on foreign relations yesterday and opposed entrance of the U. S. into the Berne convention.

Distribution of Platters Through 29 Regional Exchanges on Flat Fee Basis Launched by New Firm

DON LEE WILL GIVE MUTUAL PREFERENCE

West Coast Bureau, RADIO DAILY

Los Angeles—Though reported that the Don Lee network and worked out an agreement with Transamerican Broadcasting & Television Corp. whereby the Coast web would accept live talent and transcription shows (commercials) from Transamerican, Lou Weiss, general manager of Don Lee chain, stated he would not do anything along these lines which would in any way embarrass Mutual Broadcasting System.

Because the June 13-16 dates conflicted with the Pacific Advertising Club convention in Salt Lake City, dates of the NAB convention have been changed to June 20-23 and the event will take place at the Hotel Sherman in Chicago.

Convention schedule includes a golf tournament on the first day, broadcasting matters next two days,

(Continued on Page 6)

New Amplifying Device Is Introduced by W. E.

A new device, developed by Bell Telephone Laboratories, enabling stations to increase their double effective signal level without raising their input power or increasing their licensed carrier power, is announced by Western Electric Co.

In the past it has been necessary

(Continued on Page 6)

Radio News Men Meet In Chicago April 24-25

Chicago—Regular meeting of the executive committees of the Association of Radio News Editors and Writers has been called for April 24-25 at national headquarters, 360 North Michigan Ave., here. It is understood the committee will take up the question of a permanent constitution and by-laws, and again vote

(Continued on Page 6)

Wattage Tax on Stations Proposed by Comm. Payne

Show Cause Order Issued In Dispute over WJBW

Washington Bureau, RADIO DAILY—Washington—George Henry Payne, member of FCC commission, yesterday sent to Congressman John J. Boylan (N. Y.) a letter and proposed bill advocating a special tax on broadcasting stations.

Bill proposes a rate of $1 a watt for stations up to 10,000 watts, $2 a watt for stations of 1,000-10,000 watts, and $3 a watt for stations above 10,000 watts. Measure

(Continued on Page 8)

Rehearsal Audience

West Coast Bureau, RADIO DAILY

Los Angeles—Though they are not called such, the Fred Astaire—Charles Butterworth NBC-Red net-work show for Packard is using studio audiences for the 11 to midnight Monday night rehearsals.

The idea is to use the audiences for checking timing on gags.

Time Record

Chicago—When Marshall Field’s “Musical Clock” celebrates its seventh birthday tomorrow over WBBM, Miss Halloween Martin, the announcer, has served seven years on one program, under one sponsor, airing 12 hours a week.

If this isn’t the world’s record time total for a program and announcer, Miss Martin wants to know.

SOAP BUSINESS LED CBS FIRST QUARTER

For the first three months of this year, soap manufacturers’ radio expenditures on CBS increased 119.3 per cent over the same period last year, a breakdown of CBS gross revenues reveals. Next largest increase, 65.9 per cent, came from the food companies. Other industries which in

(Continued on Page 2)

Phillips Petroleum Co. Gets Control of UBC

Phillips Petroleum Co. now controls United Broadcasting Co., according to report filed by the latter concern with Securities and Exchange Commission, just made public by the N. Y. Stock Exchange. Phillips on
CBS Gross Bills by Industries
First Quarter Comparison

Industry                      1936          1937          Change
Automotive                  $37,549        $35,949       -1,600
Cigars, Cigarettes         $3,870        $3,743        -127
Confectionery, Gum, Ice Cream... 419,669      299,730       -119,939
Drugs and Toilet Goods     1,252,746      1,624,349       371,603
Financial                      9,557        11,840       2,283
Food and Food Beverages     1,058,131      1,175,921       117,790
House Furnishings            2,744,454      2,744,454
Lubricants, Petroleum Products... 491,725      704,759        213,034
Machinery                      4,140         4,140
Office Equipment              236,300         236,300
Paints, Hardware              27,310         27,310
Radio                          179,486      196,820        17,334
Seeds                          2,607         2,607
Shoes, Leather Goods         30,378         30,378
Soaps, Housekeepers Supplies... 248,992      543,982       295,000
Stationery, Publishers        67,155         67,155
Travel and Hotels             30,450         30,450
Wines and Beer                45,645         45,645
Miscellaneous                 143,291      174,565        31,274
Grand Total                 $5,982,551      $7,202,653       1,220,102

Soap Business Led
CBS First Quarter

(Continued from Page 1)...

creased on the CBS web were to- tacco 43.5 per cent; automotive 30.6 per cent and machinery 44.6 per cent.

The following spending of Lever Bros. for Rinso, Spyr, Lifebuoy and Lux soap was directly responsible for the large increase in the soap field. General Baking's five day a week program helped to hasten the food account advertising. Luckies and Philip Morris cigarettes are new tobacco accounts CBS did not have early last year. CBS increased its rates about 9 per cent as of last January on all new accounts signed by the network, and this fact no doubt accounts for some of the increases reported.

In dollar volume, the food column leads with $1,775,291; drugs and toilet goods follows with $1,466,594; tobacco, third, with $960,754; automotive, fourth, with $595,069; soap, fifth, with $545,982.

Despite the rate increase on some accounts the drug and toilet goods columns fell off 3.8 per cent. No beer or wine is now being advertised on CBS. The reason for nothing being listed in the office equipment column is due to Remington Rand dropping the "March of Time" sponsorship which is now sponsored in time and listed under publishers. Cooks is the advertiser listed under travel.

Complete breakdown appears on this page.

Star Radio Signs KMO

Star Radio Programs, Inc., has added KMO, Tacoma, to its script folio feature. The folio, in addition to commercial announcements and musical introductions, contains seven half-hour musical programs into which a station program director can build his own showmanship.

Newcomer on Ford Show

Carolyne Urbanek, newcomer to the air, has been signed as a soloist for the new Rex Chandler broadcast beginning Saturday at 9:30 and 8 p.m. Program, sponsored by Ford Motor Dealers, begins its new series on same date.

New Kate Smith Show

Will Plug Two Products

When the new Kate Smith full-variety program takes the air sometime before next Christmas, the program will be under the joint sponsorship of Calumet Baking Powder and Swans Down Cake Flour, both General Foods products handled by Young & Rubicam.

Smith is not now negotiating for time and it seems that CBS might have a chance to garner this program if they can deliver a choice period. General Foods for sometime has only used NBC networks for its programs.

With this latest talent deal set General Foods now has under contract Jack Benny, Robert Ripley, Burns & Allen, Stoopnagle & Bud, in addition to Kate Smith. Roy Wilson of Wilson, Powell & Hayward was the agency contact in the Kate Smith-General Foods deal. Food manufacturer currently has six programs on the air over NBC networks exclusively, four are handled by Young & Rubicam, two by Benton & Bowles.

Bill Davis on 6-Month Leave

Bill Davis, operator for WTAR, has left suddenly on a six- month leave of absence from the station to solo to Phoenix, Ariz. Asthma has been bothering him for some time and colds this winter have made this treatment necessary. Elmer Pritchett is replacing Davis.

Edward Wallace Marrying

Philadelphia – Edward Wallace, production director of WIP, Phila- delphia, will be married June 21 to Gwen Ross of Grand Island, Neb., at the Little Church Around the Corner in New York.

Mrs. Martin Johnson Audition

Clarke H. Gets agency, in conjunction with Lloyd E. Chute, have prepared a program starring Mrs. Martin Johnson, and will audition it on Friday.

George Reid Joins WMCA

George Reid, formerly of WLW, has joined the WMCA announcing staff.

COMING AND GOING

DEWEY H. LONG, sales manager at WBT, Charlotte, N. C., is in Chicago on a business trip.

JACK LATHAM of Young & Rubicam and BYRON PETTIT of Gulf Oil Corp, have been here for a week with Hugh A. L. Half, manager of WOAI, about a new summer program series.

A CUP of Radio Sales leaves town today for a Chicago trek.

H. J. BRENNEN of WJAS is in New York.

ANDRE KOSTELANETZ flew to Cleveland on a limited Airline Monday.

RICHARD CROOKS with MRS. CROOKS, E. R. LEWIS, treasurer of the Met. Opera and WILFRED PELLETIER, the conductor, flew to Cleveland yesterday.

DAILEY PASKMAN, special representative of E. B. Marks music publishers, leaves for Hollywood this month.

WILLIAM WIEMANN, general sales manager for Marks, by road to Denver and other cities, will return May 1.

WILLIAM BAY, composer, who was here last week, returned to his home in North Bloomfield, Mass.

J. FRANK ALBERT and MRS. ALBERT left New York for their home in Sydney, Australia. Via Hollywood, Albert is a music publisher there.

HARRY CHAMBER, and his companion, JACK GOLDEN, sail for England today on the Noc- mande.

CRAIG D. LOTTMAN flew to the coast yesterday to discuss business with Jack Robbins in Los Angeles, and also look over his Hollywood office.

JOHN W. NEW of WTAR, Norfolk, sales head, heads for Baltimore and Washington again this week.

ERIC SIMON, newly appointed European rep- resentative for concert talent of the NBC Artists Bureau, sails from New York today on a trip to promote the appearances of American artists abroad and arrange for American visits by foreign artists.

April 17: Second Annual Radio Show, Shrine Auditorium, Los Angeles.


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

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


Wednesday, April 14, 1937

LEO SAYS

Tonight's Best Bet: CURRENT HISTORY EXAMS from 8 to 8:30 P.M.

WHN DIAL 1010

WINS Extends Time

WINS, owned and operated by Hearst Radio, Inc., effective May 1, will increase its broadcasting day to 10 p.m. At present station is signing off at 6:45 p.m. Added 15 minutes will probably be devoted to dance music.

Kahn Handling Publicity

Chicago—Bob Kahn, account executive of the Dade B. Epstein Agency here, also is handling publicity for radio stars. Among his clients are Anne Seymour, Gale Page, Betty Winkler and Fayette Krum.

Millet-Jackson Wedding Bells

Arthur Millet, CBS announcer, was married to Helen Jackson of the "Blue Flame" trio last Sunday.

JOSEF CHERNIAVSKY

"The Musical Commercials"

Prepared by

18 47
ROGERS BROS.

Every Sunday at 3:40 p.m., EST
Complete commercial network NBC
NEW DISK SALES PLAN
WILL EMPLOY EXCHANGES

(Continued from Page 1)

and some of its recorded episodes have already been tried and tested by outlets around the country that sold the different serials commercially and forwarded enthusiastic reactions. Choice Hollywood talent is used throughout.

ET distribution method currently finds itself somewhat like the motion picture producer and his distributing drawbacks years ago, Ebsenstein believes, and with this in mind, Universal has worked out a system of exchange centers in 29 key cities which will handle the disks the same way films are distributed, each series of 13, 26, or even 130 episodes from 5 minutes to half-hour shows will have a franchise with it which will protect the station buying it within the coverage area and according to the outlet's power.

Exploitation campaigns for each series will be supplied, both from publicity and advertising angles by the nearest ET exchange. Disks will be rented on a flat fee basis, worked out according to station's location, power and protection it desires. Majority of the series will be scripts plus a little non-copyrighted music; other features are musical of public domain variety and others with pop releases are being done in a manner to avoid becoming obsolete within a reasonable period. One of the most popular features tested proved to be musico-dramatic serials of not too heavy a nature.

Whether station uses the serial as a sustaining or sells it commercially, makes no difference to Universal in so far as its price is concerned. No "library" angle is involved in connection with its product. While some series are available for the summer months, URC will get out a Year Book showing what will be available for Sept. 1, info being exact as to variety of talent, length of episodes, style, what music used and all exploitation that goes with each show. Also the price as it concerns the various stations in question.

No sponsors will be contacted for sales, rather agencies, and stations direct. Universal's plan also includes a build up for the outlets along with its shows. In the event an agency wishes to buy a show for a client it will have, to name its stations scheduled for time and through the nearest exchanges U.R.C. will supply the show to the outlets and ascertain and straighten out conflicts if any. Universal itself will go heavy on exploitation of all the shows it produces and virtually prepare a market for it with the listening public. Numerous other unique angles are also on tap.

BIRTHDAYS

1937

April 14
Greetings from Radio Daily to
Bill Green

1938

17 18 19 20 21 22 23
14 15 16 17 18 19 20 21

Scripts, Scripts, Everywhere!!!

BUT

DO THEY DO A SELLING JOB???

OR, do they just "look good" and have some guy with a "big name" writing them?

WELL, YOU CAN'T ARGUE WITH FACTS!
Radio must have news scripts that above all else DO A SELLING JOB FOR THE SPONSOR ON YOUR LOCAL RADIO STATION.

Van Cronkhite Associates, Inc., have built, tested and now have on the air radio news scripts that—

1. are fresh, novel and unsurpassed in entertainment value;
2. insure economy in production (one announcer);
3. are expertly written by radio writers (not newspaper writers);
4. meet the need of both large and small stations for an instantly sponsorable program;
5. have done and WILL CONTINUE TO DO a whale of a SELLING JOB for your advertiser.

"IT'S A FACT!" is the newest news script. It went on the air yesterday over a score of local stations. It is a program composed of the intensely interesting oddities in the daily news.

"IT'S A FACT!" meets every requirement of the perfect radio news script.

The Cost Is Amazingly Low
so Write or Wire Now.

Also Available in German, Italian, Jewish and Polish

THERE IS NO SUBSTITUTE for EXPERIENCE

Van Cronkhite Associates Inc.
360 N. Michigan Avenue, Chicago
State 6088

“Bridge Flashes,” Sundays, through Humbert Assn., 3-5 p.m., disk broadcasts, “Criminals at Bay,” through Bachheimer, Dunder & Frank; Charles Martel (bridge), 1-3 p.m., “Bridge Flashes,” Sundays, 13 weeks; Washington State Apples, 21 daily 100-word spots, through J. Walter Thompson Co., San Francisco.

WIP, Philadelphia

John F. Betz (brewers), six-day bike races, Arena, April 21-May 1, with “Stoney” McLinn at mike; The Great American Service (detective agency), 15 mins., Thursdays, through S. S. Cantor Agency.

WTAR, Norfolk

Southern Breweries, signed for second year, 5-min. daily baseball scores, starting April 17, preceded by two 10-min. shows.

WQAL San Antonio

Gulf Oil, 2 weekly Sp, through Young & Rubicam, New York; Petrotex Chemical Co. (Ranger Insecticide), Glawater, Tex., 3 weekly SA; Durkee Famous Foods, Chicago, 32 SA, through C. Wendell Muench & Co., Chicago; Colgate-Palmolive-Peet (Crystal White Soap), Cincinnati, weekly SA, through Benton & Bowles, New York; Street & Smith Publications, New York, 3 weekly SA; Lever Bros. (Stry), 4 weekly SA, through Ruthrauff & Ryan; American Tobacco (Roi-Tan), 7 weekly SA, through Lawrence Gumbiner Agency, New York.

WOR, Newark

Clemons Inc. (movie changing), beginning April 19 for 13 weeks. 6:30-6:45 a.m. daily. Early Bird program, through Nett - Rogow; Pearce R. Franklin (political campaign), four 15-min. talks. Director M. P. Dufty (political campaign), three 15-min. periods; Western Growers Protective Assn., 50 word live spot announcement for four days, through J. Walter Thompson.

Los Angeles

KEHE: General Paint, 13 weeks, disks, through R. C. Walter Agency.
KFI: Washington State Apples Inc., six 3-min. spots in Agnes White's participating program, California Kitchen, through J. Walter Thompson agency, San Francisco P. & G. (Crisco), 52 one-min. disks, through Compton Adv'y Co., N. Y.
KECA: O. M. Tables, Pasadena, 26 15-min. disks of King Cowboy Revue, through Lou Sterling & Associates.

RICHARD BENNETT, on Rudy Vallee Hour, tomorrow (NBC-Red, 8 p.m.).

SHIRLEY BOOTH and NANCY MCCORD, on James Melton's Sealtest Party, April 17 (NBC-Red, 8 p.m.).

ROCHELLE HUDSON and ROSE COE KARNS, with Joe E. Brown in "Alihi Ike," on Lux Radio Theater, April 19 (CBS, 9 p.m.).

BEALE STREET BOYS of Memphis, ALMA TURNER and SONNY WOODS, on Louis Armstrong program, April 16 (NBC-Blue, 9 p.m.).

BOB FELLER, CARL HUBBELL, ALBERT SPALDING, SPANISH MARIMBA BAND and COSSACKS, MALE CHORUS, on Joe Cook Shell Show, April 17 (NBC-Red, 9:30 p.m.).
MITZI GREEN, on Leo Reisman's Scharfe Nine O’clock Revue, April 18 (WOR, 9 p.m.).

MARIO BRAGGIOTTI, on Matinee Frolie, today 6:35 p.m., today on WEAF.

N. T. GRANLUND, on Harry Hersfield's "Kabibble Kabaret," today (WINS, 6:15 p.m.).

KIRKSTEN FLAGSTAD, on Ford Sunday Evening Hour, April 25 (CBS, 9 p.m.).

HARRY RICHMAN, TRUMAN H. TALLEY of Fox Movietone, FRANK CAPRA, BOB RISKIN, SKEETS GALAGHER, Gale Gordon and Frank "Gangplank" interviewed by Martin Starr on the Normandie before sailing today (WMC, 10:45 a.m.).

“Halligan Demitasse” Leads Mail at WMT

Cedar Rapids — “Halligan's Demitasse,” Sunday 5 p.m. program over WMT, Cedar Rapids-Waterloo, is a leading mail-getter, piling up 5,000 letters in the last two months. Peggy Fuller, pianist, is featured on the show. Idea of the program is to play all the pieces requested without knowing what is to be next on the list. Letters are picked at random from the mail bag by Allan McKee and Bill Brown, and if Peggy can't play the song that is requested, the sender receives a three pound can of coffee from the sponsors. All of the 5,000 letters have been requests for songs with titles in Italian, French, German, Spanish, Bohemian and some "off" brands of English being submitted for the program.

Pull Mall Program Starts

Pull Mall cigarettes will make their air debut at 3:30 p.m. today on WEAF, sponsored by Ford Bond in a 26-week series of sports and baseball news. Compton Advertising Inc. is agency for the sponsor, American Cigarette & cigar Co.

Nat'l Ice Signing Off

The Gladys Swarthout-Frank Chapman show sponsored by National Ice on the NBC-Red network, Sundays, 10-10:30 p.m., signs off May 6.

www.americanradiohistory.com
MARIANNE COWAN, pocket edition radio star, is just signed with Rockwell-O’Keefe, with a view to pix-making. Kay Hamilton, WIP chanteuse, upon completion of her three movie shorts with Hal LeRoy, bustling about in preparation for next month’s coastward trek to do a lecture flicker for Warner teres . . . Hollywood Restaurant’s evening star. Alice Dawn, returns to a major network for quondam sponsor . . . The series to be esthetized in May . . . Shari Kaye’s departure for Boston occurred yesterday instead of Monday . . . the reason, she was pow-pow-wowing with screenie scout . . . Hollywood sees her sometime within the next month or two.

Yvette Rugel, musicmedienne, has just been signed to sing on the Sid Gary program over WIP . . . "Pretty Kitty Kelly’s" cast have opened wellcoming arms to Elaine Melchior who’s just joined them . . . Program director Shirley Horier has taken to boozing with the lads on WTAR, Norfolk . . . they’re ambitious plans for a team . . . Edna June Bump of WOAI, San Antonio, busy unearthling guest stars for her "Musical Misanthropies of Good Will" . . . Peggy McFale, sec to Jack Dumke, rep of NBC in Phil, and Betty Dickert, who functions in the same capacity for Leslie Joy, KYW stations manager, are untried to type—ing these days . . . They’re co-authoring an ether blood-curdler titled "Musky Harrison" for the Philadelphia Club of Advertising Women broadcast.

Kellogy’s Monday night Woldorf shindig for “Sisters of the Skillet” found Radio Row going East & Dumke . . . Irene Wicker, (Slauging Lady) went terpsichorean with numerous swains, Milton Cross, announcer-digtary, TRUCKED . . . The Messrs East & Dumke were accompanied by their respective and decorative wives . . . Kathryn Covace, Rudy Vollee’s brother Bill, Helen Dix, Earl Ferris. Nick Kenny, Dinty Doyle, John Kane, MCA’s Lou Mindling, Edgar Bergen, June Aulick, Charles Pooler and Joe Gleston all looked as though they were having fun . . .

THE SUPPER CLUB
Sustaining
WHN, Mondays, 8-8:30 p.m.
BLUES SINGER HAS WINNING VOICE BUT SHOW LACKS IN PRODUCTION END.

With Irving Aaronson directing his band, on the coast. He’ll broadcast from there with the Nash “Speed-show” after April 24.

Latest swingsters to hit the ether trell are Buzzy Hayden’s bandmenn who put on a top-ranging performance over WTAR, Norfolk, last week, for their initial broadcast.

Eddie Bonnelly, WIP batonist, has just returned from Florida where he was engaged in readings another band intended for a local glitter-spot.

“Meet Me in the Moonlight,” fast-moving ballad which Jerry Vogel is publishing, is of Italian origin, and a big Continental hit under the moniker of “Three Little Words.” Because that name conflicted with the popular ditty here of that title, Vogel had the lyric rewritten and adapted to the moonlight idea.

The University of Cincinnati reported its greatest dance attendance record at Monday night’s dance. The student body turned out to hear Glen Gray and his musicmakers, who were featured at the fiesta.

The new Eddy Duchin folia, containing 12 Standard favorites, in the original manner and as arranged by Duchin, offers something new and refreshing in the song presentation. The ditties range from “Avalon” through “Madelon” of war-time memory and “Pretty Baby,” Remick is the publisher.

The Rambling Cowboys of WOAI, San Antonio, are provided with automobiles, trailer, P.A.’s and appropriate costumes for the Texas Quality Network program, a Gulf Oil Corp. broadcast.

Latest swingsters to hit the ether trell are Buzzy Hayden’s bandmenn who put on a top-ranging performance over WTAR, Norfolk, last week, for their initial broadcast.

Dick Ballou, musical director of the East and Dumke series over WABC, is making his own orchestras in the “Waltz in Swingtime” manner.

For the first time in the history of National Music Week, which will be observed for the fourteenth consecutive year, May 2-May 8, the Honorary Committee of Governors, of which the President of the United States is chairman, will be 100 per cent complete. In former years one or more governors had delayed endorsing this cultural activity, David Sarnoff, president of RCA, is chairman of the Music Week committee. C. M. Tremaine, founder of the idea, is secretary for the fourteenth consecutive year.

KDKA, Pittsburgh is scheduling a new series of programs for Allegheny Tablelands string bands, to start May 1 at 1:15 p.m.

LOUIS ARMSTRONG
AND HIS ORCHESTRA
Fleischmann’s Yeast, Fridays, NBC Blue, 9 P. M.
WIP-11E, Monday, New York
JOE GLASER, PERSONAL MANAGER
ROCKWELL-O’KEEFE, INC.
F. T. C. CASES

Cease and Desist Orders

Nash Motors, Chrysler, Graham-Paige, Hudson Motor, Reo, Packard, Commercial Credit, Commercial Investment Trust and Universal Credit Corp. have agreed to cease and desist from using or furnishing to authorized dealers any advertising matter in which the expression "6 per cent" is used, without equally prominent use, in direct conjunction therewith, of explanatory language making it clear that the "6 per cent" does not mean 6 per cent per annum simple interest.

All-Request Disk Show Gets Record Response

"The Celebrity Club," all-request program of popular recordings, heard four afternoons weekly over WFPS, White Plains, has established an all-time high for responses to a single feature at the Westchester station. Over 1,000 telephone calls and letters weekly are the average rather than the exception for the Celebrity Club.

A White Plains music store reports that since the music of Tommy Dorsey has been featured on Celebrity Club (for a two-week period) records of this unit are outstripping any other band. Tommy Dorsey's theme song, "Getting Sentimental Over You," signs the programs on and off the air.

Carnival Midway Novelty

Something of a novelty broadcast with this station last week was a call-in program from WSC, Charlotte, N. C., continuing the "Did You Ever Wonder" series. Having well-introduced the public to the Mighty Sheesley Midway (carnival) winter quarters with a complete hour and a half description of the operation on a lively form, the programmers of WSCO decided to visit other sections of the temporary home of the show people.

While Newell, press agent for the Sheesley outfit, rambled about the grounds and gathered up several of the interesting actors for interviews before the milks. One portion of the quarter hour broadcast was fed to the studios on the regular remote line from the arena, from which point Paul Norris described the loneliness of the three lions who had lost their sister the week before. In the face of her operation, WSCO's mobile unit WAAK picked up the interviews from in front of the supply and construction building. Everyone from the man who bens red hot steel rods in his mouth to the mother in the world — 29 inches high—paraded before the radio interviewers.

Radio News Men Meet

In Chicago, April 24-25

Radio News Men Meet

in Chicago, April 24-25

(Continued from Page 1)

down the question of becoming a guild.

John Van Cronkhite is president of the association. Those expected to attend the two-day session include Ken McClure, WOA; H. L. MacEwen, WLW; Johnny Johnston, WOR; Jack Harris, WSM; John Hughes, KWRC Walter Paschall, WSB; Al Hollander, WJJD-WIND; and Wilard Reggen, Ted Christie and Dixon of UP, INS and Transradio, respectively.

Plans Are Revisited For Nab Convention

(Continued from Page 1)

banquet rounding off the meeting on the evening of April 25.

NAB convention date coincides with the Advertising Federation of America annual meeting at the Hotel Pennsylvania, New York, on the same dates.

Phillips Petroleum Co.

Gets Control of UBC

(Continued from Page 1)

March 13 bought 500 shares of UBC stock for $50,000. These are the only shares issued, though the company, chartered last February in Delaware, has an authorized capitalization of 10,000 shares.

Charles Pooler Transferred

Charles Pooler, of the UBC press department, has been transferred to the public events and special features department to assist John Fitzgerald. Paul White, director of the latter bureaus, sails today for London to take charge of web's broadcasting of the coronation.

Heilmann Again Covers Tigers

Detroit — Harry Heilmann, retired star of the Detroit Tigers and other big league teams, will again provide dailies of the Michigan Radio Network with play-by-play description of all Tigers baseball games this season, it is announced by H. Allen Campbell, general manager of the King-Trendle Broadcasting Corp. Heilmann will cover the home games in person and the games broadcast and recorded will present a special telegraphic play-by-play description of the games played by the Tigers in other cities of the American League.
Free Merchandising Service
Free merchandising service to advertisers is the subject of a "photographic story" contained in a new book released by WXYZ, Detroit (King-Trendle Broadcasting Corp.). Field work and demonstrations of the merchandising service is outlined, how it works out and why there is no charge.

A quarter-hour program across the board at night entitles the advertiser to a 100 per cent service, whether the client is only on WXYZ or also on the Michigan Network. Some amount of time during the daytime hours entitles the advertiser to a 50 per cent service. An average of 250 radio programs in Michigan will be required to maintain the service in 1937.

Full-page photographs of retail store outlets reveal various displays and tie-ups arranged by WXYZ on counters, shelves and in windows. Broadcast time and station is also worked in since the inception of the service by the Sales and Merchandising Department a year ago. Since then, 30 products have been marketed successfully, 27 of them entirely new to the trade. Drug products are in the lead, with food and beverages next in line.

Dealers, jobbers and distributors are also contacted. One photo shows a station's territory supervisors conferring with Merchandise Manager, Harold Christian. Each product is analyzed and the market angle before the field work begins.

"Idea Month" for Station Staff
As part of a drive to strengthen the local program schedule at WFTL, Philadelphia, program manager John Clark has declared an "Idea Month." Each staff member is required to produce a complete outline of an idea in one of three classes: musical, non-musical or special feature. Prices are to be awarded to the contributors of the three best suggestions.

The drive is being set as a monthly service to increase the program, the broadcast.

Motorists-Insurance
In National Campaign

Seattle—The Insurine Co. of this city is planning to branch out nationally with a comprehensive radio advertising campaign to plug its sales of "insurance by the hour.

Motorists can pay for their casualty policies as they use their cars; service stations will charge per hour of oil as premium payments.

XTUL Job Series Gets Results
Tulsa—About 40 per cent of the people interviewed on the air at XTUL on the station's new "Do You Want A Job?" program have obtained work, according to the director of the program. The program, started in an effort to help the unemployed obtain work, is handled by John Harrison, XTUL announcer, in the form of an interview.

Joe Bolton Over WHN
Joe Bolton, sports announcer formerly heard over WOR, will do the baseball broadcasts for WHN this summer. Games will originate from Jersey City. In addition to his daily broadcast from the ball park, Bolton will do a daily summary as a sustaining feature.

Buck Owens to Film WOWO Radio Serial
Fort Wayne, Ind.—Buck Owens, who formerly starred in Western movies as well as circuses, but in recent years has been on the radio with "Adventures of A Lone Ranger," has been signed by a local film company to take time off the air to make some of the "Lone Ranger" stories into all-color films, according to Nelson Derwood of Maxwell-Derwood Motion Picture Productions, producing unit for Owens' pictures. He has not been decided when the filming activity will start.

Radio series is being written especially for Owens by Ruth Crofoot. Owens has built up quite a following hereabouts with his program.

Sponsored Safety Series
April 19 has been set as the opener for a series of 15-minute programs sponsored by Mayflower Stations Inc., Socony dealers in Westchester, over WFAS, White Plains, N. Y. The program runs 4-6:30 p.m., Mondays, Wednesdays and Thursdays. Safety in Driving will be the key-note behind the show, with a remote wire to be run to one of the busy business intersections of the city. Motorists and pedestrians will be interviewed by the Mayflower Reporter on a variety of subjects, both on matters of traffic regulation and general queries.

At regular intervals in the series, prominent officials of the city will be presented for short talks on safety driving. Scouts will survey drivers each week, and one who has demonstrated his or her ability in the greatest degree will be presented with a cash award during the Mayflower Reporter program. The campaign will tie-in with newspaper photographs and releases as well as printed spot-light displays, showcases and giveaways.

B. M. Middleton, WFAS sales manager, who set the deal through J. L. Henry, will personally supervise the programs.

CRAVENS & HENDRICK, INC., advertising agency, will move to larger quarters at 522 Fifth Avenue on May 1.

BERNARD HENNING, radio director of the Solis S. Cantor Agency, Chicago, is doing the scripts for the "Great American Service" detective agency account over WIP.

VICTOR NELSON has been elected vice-president of the Louis Glaser advertising agency, Boston.

FRANKLIN OWENS, formerly with N.B.C. and B.B.D. & O., has joined MAXSON EXCHANGE INC., New York, N. Y.

BRAD BROWNE, N. Y. Ayer production man on the Tuesday and Saturday Ford programs, has written a song entitled "Readin' From Left to Write." Sherman Clay music publishers are handling.

3 Hours of Fem Stuff On WHBL Every Day
Sheboygan, Wis.—WHBL says "To the ladies of the Twin Cities" will have three hours of programs dedicated to women of its area.

"Any Time" conducts the one-hour Homemakers program 9:30-10:30 a.m. daily except Sunday, incorporating household hints, recipes on informal care, and news of particular interest to women in the broadcast. It includes a period of Hollywood items, too, and is localized with a "Club Calendar" and news of births, new residents, and so on.

The second program, two hours, comes in the afternoon and consists of three distinct shows. "Milady's Moods" is a half-hour of music chosen by women of the WHBL staff with an ear to the wishes of women listeners. The Story Hour, another half-hour, consists of a serialized version of a book of fiction, with occasional short stories between serials. Then the Cocktail Hour offers a full 60 minutes of dance tunes to meet a wide variety of feminine tastes in rhythm and melody.

"Milady's Moods" is announced by Marie Towle, "The Story Hour" is conducted by Mona J. Pape, and "The Cocktail Hour" is produced and announced by Glenn James.

ONE MINUTE INTERVIEW
MILTON BERLE
"Watching film stars on various broadcasts I find that they are the most servious of microphone performers. They are posed to be the last word in polish. But the opposite holds true of radio people who are acting before cameras. They go through their lines and scenes with an ease that is amazing when compared with the poor performance folk make during radio rehearsals."
Dayton, O.—A novel method and an unusual use of announcers were employed by WHIO in covering the Montgomery County and Ohio Section Basketball Tournaments, on which the station managed to clear a total of 14½ hours in four-week ends through one of its remote locations.

Leonard Reinsch, manager of WHIO and a veteran in all ends of radio, introduced the idea and saw each time it came to giving rapid-fire word pictures of basketball games—and his assistant, Harold Bolan, young staff sports writer on the Dayton Daily News, of which WHIO is an affiliate, handled the games. The idea was that the air would sound almost like he’s in there again playing the game—which is swell for the listeners, but NBC-Disconcerting to the engineering staff.

Reinsch and Bolan are regarded as the alpha and omega of WHIO, and the spoorstaching technique they developed is expected to be copied by other special features department. Each announcer handled one of the two teams in play to follow; thus each voice would describe the action of the game while his respective team was in possession of the ball. After the first game or so they practically worked the cross-over butler shining down to a fine art. It proved effective and exciting, and excited an element of curiosity as to what is going to be announced, but in the announcing itself.

Kelly With Air Features

Jack Kelly is handling the publicity for Air Features, Inc., and will continue while Shep Traube is on the west coast. Traube will leave shortly. Dorothy Zechlin has been added to the production firm’s secretarial staff.

SAN FRANCISCO

Meredith Willson, composer-conductor and general musical director of NBC’s western division, mounts the podium at the S. F. Symphony Orchestra concert next Tuesday night, at the invitation of Pierre Monteux, conductor, to present his Symphony in F. Minor for the first time.

Professor Peter Puzzelewit, in tonight’s second brain-teaser broadcast, speaks on the NBC Network from WOAI, New York, the first half of his regular weekly radio address. The balance of his address will continue in the Coast-to-Coast series over the WOR Network.

Newlyweds, five-month-old twins, have been added to the announcing staff, replacing Joy Cofey, who switches to continuity. Adam Genet has returned for a new series, Sunday programs, from New York. He and his pianist, Nan Button, are in the studio to record a new series this week. Frank Konitz, jazz pianist, has been added to the regular staff to appear on the program. Walter Rudolph, NBC’s orchestra, continues to supply music.

Florence Murdoch, prominent in San Jose State College theatricals, has been added to the office and dramatic staff of KQW, San Jose.

Chicago, Ill.—The University of Illinois’ 1937 season, to begin with Howard Jones, began with an exciting, unusual contest between the Illinois and Iowa teams.

A. S. Foster, advertising manager of WIL, New Orleans, is returning from a trip to Chicago, St. Louis and Memphis.

DAVE BAYLOR, younger brother of the late George W. Baylor, after an interest in baseball, has decided to enter the oils industry. He has been a part of the Sunset Country Oil Company’s operations for the last three years.

Foster also narrated the broadcast of the first baseball game of the season, the Chicago Cubs versus the St. Louis Cardinals, which was heard over the Mutual Network.

RADIO DAILY

Wednesday, April 14, 1937

TAX ON RADIO STATIONS IS PROPOSED BY PAYNE

Payne, a NAB director and former president of WJNO, New York, introduced the bill in the Senate Commerce Committee.

The bill would require that all radio stations pay a tax on the basis of their gross income for the previous year and would exempt those that are not considered newspapers.

The bill is designed to combat the growing number of stations that are losing money and are unable to pay their bills.

In addition, the bill would provide for the establishment of a fund to assist stations that are in financial difficulty.

Payne said that the tax would be a fair way of distributing the burden of the cost of operating radio stations.

The bill has been referred to the Senate Finance Committee for consideration.

Seek Laws Against Radio Interference

Augusta, Me. — Senator George Ashby of Fort Fairfield is seeking a law to prevent interference between radio stations and other electronic devices.

Ashby introduced a bill to the Senate Commerce Committee to prohibit such interference and to require the Federal Communications Commission to take steps to prevent it.

Ashby said that the problem of radio interference is growing and that it is becoming a major problem in many areas.

The bill has been referred to the Committee on Commerce for consideration.

Norge Business Jumps

Détroit—First quarter all-product business of Norge, a leading manufacturer of household appliances, increased 32 per cent over last year’s total business, according to Howard E. Blood, president of the Norge Division and vice-president in charge of operations for Borg-Warner Corp.

Sales of Norge gas ranges and furnaces broke all-time highs in March, said Blood, and there were gains in other divisions.

Radio Shows for Legit

Three WBNX weekly radio programs in Jewish are being prepared for legitimate play in New York Jewish theaters. Shows are “Old Love,” opening at the Bronx Art Theater, April 19; “Bachelors Girl,” opening at “The Jamboree,” April 3, and “In a Jewish Home,” McKinley, May 24.

New Time for Personal Column

Due to daylight saving the Procter & Gamble “Personal Column of the Stars” on the NBC Network will shift to a 4:15-4:30 p.m. spot, effective May 3, continuing on a Monday through Thursday schedule.

List of stations will be updated at the new time, with the exception of WSM which cannot clear.

KANSAS CITY

Ola S. Howard, KCKN news commentator, begins a 16-minute Wednesday evening program tomorrow called “Intimate Interviews,” quizzing prominent figures.

Waltz Lochman, KXXB sports announcer, will introduce members of the local ball teams to radio fans as part of his Thursday program for General Mills.

Ivan Flanery conducts a new traffic safety program for KCKX.

Senator Arthur Capper, Ill., will be missing from WIBW, KANS and KCKN for a few weeks.

Nino Martini and Rosemarie Brancato appear in concert at the Auditorium tomorrow night.

KCMO yesterday started airing UP news, five periods daily.
Tax Bill Ready in Week

Looking On
... And Listening In

SUMMER BIZ Considerable data has been compiled by networks, stations and advertising agencies to show that summer is just as good as winter in point of radio audience size and aggregate public spending.

Distribution of the population may undergo a little temporary shift, but wherever people go, the radio goes too, in the car, on the highway and in the cottage by the beach.

Of importance to advertisers is the fact that audience receptivity is more favorable during the relaxed hours of vacation time than during the hustle-bustle of the 50 or 49 working weeks of the year.

Millions of people have much more time and inclination for listening during their vacation.

Old theories about seasonal lullows are continually being upset, and although audience sizes may be largely a matter of estimate, sales results aren't.

The smart advertiser is the one who recognizes basic facts and results in preference to theories.

SILENT MEN Judged by the adage that "he who talks little, thinks much," the top executives of the radio industry are about the thinking class of men to be found.

Press statements are seldom given out by officials of the broadcasting field, personal publicity is shunned, and when newsmen seek interviews they are almost baffled by the reluctance and modesty they encounter.

In no branch of the amusement world is there such gentile reticence on the part of the men at the wheels.

Perhaps it's because radio leaders are a combination of the business man and the showman.

With a little accent on business.

WFRAA Talent Hunt
Dallas — Nine Texas stations have been invited to send their best program and announcer for a guest appearance on WFRAA here Saturday, in a move by the local station to uncover new radio talent worthy of exploiting to a wider audience.

KRLD of Dallas is sending a girl trio with Gene Heard as master of ceremonies.

40 RADIO ACTS SET FOR CLEVELAND EXPO

With the Cleveland Great Lakes Exposition scheduled to reopen for another season May 29, radio talent is rapidly being booked for its entire run. As was the case last year, whole radio shows will be imported to guest at the exposition for short bookings. To date, approximately 40 acts are set, though not all scheduled for specific dates. The Firestone Recital will appear June 18-19. Carborundum Band appears July 24, and (Continued on Page 3)

Rubinoff Coast Shows Get Emcee and Guests
Rubinoff Chevrolet program, which originates the next five shows from Coast CBS studios starting this Sunday, will have a new type of show with permanent emcee and guest stars. Fred Keating (former magician) as master of ceremonies and Walter Casell, baritone, will be permanent. Eddie Canter will be (Continued on Page 3)

Radio Service Ass'n Meets May 23 in Dallas
Dallas — Fifth annual convention of the National Radio Service Ass'n will be held here May 23-25. A radio and electric show will be held concurrently. Distributors and dealers in radios, electrical appliances and refrigerators will participate in the show, which is planned for fifty exhibits.

2 Million Rise in Home Sets Seen by CBS This Summer

NBC and CBS are both levelling the promotion guns on the summer-time horizon with a stream of promotion pieces aimed at prospects. In the mails last night CBS placed its 16-page spiral bound booklet entitled "A Summary of Summer Radio Facts (revised)," based on data collected by Daniel Starch and stating that 70 per cent of all home radios were in use sometime during the

Silent on Meeting
Results of the meeting held yesterday morning between the committee representing the CBS management and the "American Guild of Radio Announcers and Producers" will not be disclosed until later in the week, it was announced.

Next move will be taken by the Guild in a meeting tentatively scheduled for later this week.

Confering With Treasury Department Experts Before Filing Wattage Levy Measure in House

By PRESCOTT DENNETT

Washington — Conferences have been scheduled with Treasury Department experts to discuss the broadcasting station tax proposal drafted by FCC Commissioner George Henry Payne for Congressman John J. Boylan (D., N.Y.), it was stated to yesterday's meeting at 20 West 40th Street conducted by Boylan. The Congressman added that he is in 'general agreement' with the Payne plan and expects to have his bill ready for introduction in the House within a week or ten days.

At the FCC, it was stated that after Capitol Hill is through with the bill, it will be submitted to the full broadcast division for consideration.

Meanwhile Congressman Emanuel Celler (D., Brooklyn) a devised RADIO DAILY that Chairman Win (Continued on Page 3)

Sterling Fisher Gets CBS Public Talks Post

CBS late yesterday announced the appointment of Sterling Fisher, author, newspaper commentator and lecturer, as director of Public Talks and Education. Fisher succeeds Edward R. Morrow, who was recently appointed European director of CBS. Fisher, coming direct to the web from the staff of the New York Times, will supervise all educational and religious programs, and, in addition, will edit the magazine "Talks," a digest of all discussions heard over CBS.

Morrow sails for Europe April 21 to assume his new duties.

URGES SPONSOR ADS IN RADIO LISTINGS
As a solution of the frequently unsatisfactory identification of radio programs in newspaper listings, the opening of the time-table columns to sponsors for the insertion of paid ads giving more complete data on shows is recommended on a nationwide (Continued on Page 3)

Canadian Chain Names U. S. Campaign Counsel
Winnipeg — Rintoul-Stiepock Inc., New York, has been appointed by Taylor, Pearson & Carson as advertising and sales promotion counsel to direct their 1937 campaign in the

(Continued on Page 3)
RADIO DAILY

April 15

Lahr Starts Sunday

In Dr. Lyons NBC Spot

Bert Lahr will take over the Dr. Lyons tooth powder period on the NBC-Red network, 9-8:30 p.m., next Sunday, it was announced yesterday by NBC Features.

In the new role Lahr is a young man who falls heir to a hotel and runs into hilarious situations.

Brooklyn Hearings End

Washington Bureau, RADIO DAILY

Washington—Broadcast division of the FCC stated yesterday that hearings on the Brooklyn cases had been completed.

BIRTHDAYS

April 15

Greetings from Radio to Dave Alber

Marion Jordan

RADIO EDITORS’ FORUM

Third of a series of expressions by the leading radio editors of the country on the general subject of broadcasting.

By INA WICKHAM

The Davenport (lowa) Democrat

THE greatest complaint I have to make against radio programs is the class of music that most of them force on listeners. Some of these so called popular songs are played and sung over and over again, night after night. Once is enough to hear most of them and too often for some of them.

Music does not need to be classical, but there is much good music and well loved music without resorting to some that is now put on the air.

Recently I wrote to one of the Sunday programs, that runs for an hour. I suggested some very fine music that is very popular in the mid west. The reply was short that class of music would not interest the public. But for the last three Sundays said program has been presenting the lowest form of comedy sketches. Sketches that reek of slap stick, pie throwing comedies of the movies.

What can one do under those circumstances? Turn to some other programs I suppose.

Another thing which peeves me is the radio editor and which, too, has some relation to the listeners, is the habit of sending out a program and then changing it without even a word of warning. I’ve listed programs on our Sunday page only to find them changed when the program comes on the air. If we will publish the programs to bring them to the attention of the listeners, surely the least the sponsors can do is to see that the correct programs reach us and if changes must be made, that we get them in time.

This happens so often on the Eddie Cantor programs. Cantor is popular in Davenport and I always list his programs and in one month three of them were changed without any word to the radio editor so that we might make the change on our listing.

First CBS Commercials

Start on WMAZ, Macon

Macon, Ga.—After a week of sus- tainers, WMAZ this week carried its first CBS commercial, being added to the Edwin C. Hill network for Lucky Strike.

Also scheduled for the Macon station is Ford’s Sunday evening hour and the Tuesday Al Pearce stanza, as well as Chestfield’s twice weekly half-hour. These shows begin the last of month when New York goes daylight saving, thus putting WMAZ in position to carry them. Station sign off at sunset in Albuquerque, N. M.

Dorly-Rich Time Switch

Bowey’s Inc., Chicago (Dorly-Rich chocolate drink), on April 25 will shift its repeat broadcast to 7-7:15 p.m. for stations KSD, WOW and WDAF. Program is now heard on the NBC-Red network Mondays, Wednesdays, Fridays, 5:15-5:30 p.m. with the repeat at 5:45 p.m.

NBC Chicken Account Renewes

Richardson & Robbins Co., Dover, Del. (boned chicken), has signed a 2-week renewal for its “PI. R. Revelers”, program on WJZ, Mon- days, Wednesdays and Fridays, 6:35-6:45 p.m. Charles W. Hoyt Co., Inc. has the account.

Three Marshalls Add Spot

The Three Marshalls, heard twice weekly over WJZ and the NBC-Blue network, get another spot starting April 26. The popular swing har- monists will be heard Monday, Wednesday and Friday, 12:30 p.m.

Stanley Cup Final Game

On Mutual Net Tonight

Gordon Baking Co. will sponsor the final game of the Stanley Cup Hockey play-offs tonight over the Mutual network at 8:30-10:30 p.m. Program will originate from Detroit studios and will be aired over WOR, CKLW and WJ.

NBC Shakespeare Broadcasts

NBC will air three network programs April 26 to celebrate the 373rd anniversary of William Shakespeare’s birth. One broadcast will come from Stratford-on-Avon, another will be presented here by the NBC Players and Guild, while the third will be “Will of Stratford”, original radio script by Bosley Crowther.

Studios at Denton College

Dallas—The North Texas State Teachers’ College, Denton, has completed new studios from which by remote control they will broadcast their weekly programs through WFAA here. Dedication programs will be held April 21st.

New Doris Hare Series

New NBC-Blue series featuring Doris Hare, English comedienne and singer, starts tomorrow at 7:30-7:45 p.m.
RADIO DAILY

STATION TAX MEASURE READY WITHIN A WEEK

(Continued from Page 1)
son, House naval affairs committee, has agreed to hold hearings before his committee this month on the Celler bill providing for a government station. Celler’s office is arranging for groups from network headquarters in New York to come to Washington and submit testimony. Radio interests are expected to oppose the idea of a government-owned station, but favor a clause in the bill providing for leasing of the station’s facilities to private interests.

Rubinoff Coast Shows Get Emcee and Guests

(Continued from Page 1)
a visitor this Sunday. Ella Logan and Carmel Myers will also be guests.

This is the first change in general style for Chevrolet programs in past few years. Walter Craig and Joseph H. Neebe, latter of Campbell Ewald agency, are handling production.

Showboat’s Coast Shift Is Taking Place Sooner

(Continued from Page 1)
will not be on the new show but will probably be in a new series this Fall under his present sponsor, General Foods. Showboat will continue in its present spot on the NBC-Red, Thursdays, 6-9 p.m., opposite Major Bowes on CBS.

AD AGENCIES

GEYER, CORNELL & NEWELL, INC., has been appointed by Nash-Kelvinator Corp., Kenosha, to service the Nash motor car account in addition to the Kelvinator which they have been servicing. Both units are now using Saturday programs on CBS. Kelvinator has “Prof. Quiz” on at 8-8:30 p.m., with the Nash show at 9-9:30 p.m.

STAN WORSDELL and WALTER MARTIN, JR., have added to the sales organization of Allied Advertising Agency, Los Angeles.

WILLIAM GUYER, formerly advertising manager of Schenley whiskey, and sales manager of Seagram whiskey, has joined the Wm. Howe-Lowell Co., Inc., advertising agency, as an account executive.

CASIMER-BEST, INC., advertising agency has been appointed by Frederick Lowenfels & Sons, makers of hotel bar butter, to handle a new spring and summer advertising campaign. A spot radio schedule will be included, but as yet it has not been set.

VAN HECKER-MacLeod INC, advertising agency in Chicago, will move to larger quarters in the Mather Tower on May 1.

NEW PROGRAMS IDEA

Trading Post Clicks

The WTMV (East St. Louis, Ill.) Trading Post has caught on in a big way. It is designed to help persons trade or sell useful but unwanted articles about their household, etc. The program is in the form of an auction, WTMV announcers serving as the auctioneer and his assistants and they read letters from buyers and sellers.

Woman’s Slant on Sports

WBAL, Baltimore, has a sports program arranged by Don Riley, commentator, presenting the woman’s slant on sports with the aid of Harriet Grafton. Gunther Brewing Co. sponsors the spot.

A series conducted by the Balti-
more Safety Council, dealing with safety in the home, also has started at WBAL. It comprises interviews with prominent citizens.

Another recent series, “Matching Minds,” conducted by Louis Azreal, newspaper columnist, is gaining a following.

Varied Use of News

WHBL, Sheboygan, Wis., is presenting news bulletins every hour on the hour throughout each day, with frequent interruptions of regular programs for “hot” bulletins. The station had news of the Chrysler strike settlement on the air exactly five minutes after it was announced in Lansing, Mich.

News service also includes 15-
minute summaries at 8 a.m. and 9 p.m. daily and two five-minute commercials during the noon “Wis-
cconsin Home Hour.” Another news show is “Headlines and Melodies,” 4:40 to 5 p.m., daily, with headlines from the current Sheboygan Press illustrated by sound effects and appro-
priate music.

WHBL aired an hour’s “Election Parade” last week for H. C. Prange Co., Sheboygan department store, with bulletins on local, county and state election returns and general news, with music supplying the background.

CRA Signs Middleton; New Hotel Spots Set

Consolidated Radio Artists Inc. has signed Henry Middleton and his orchestra, now playing the Phoenix Restaurant, Pittsburgh, and heard over KDKA. Band will be heard via NBC network shortly.

Bookings by Consolidated include

John Hamp and orchestra, Peabody Hotel, Memphis, opening about May 1. Band now at Muehbach Hotel, Kansas City. Joe Venturi and band for the Nicotell Hotel, Philadelphia, opening soon. Ferde Grofe has been set for a shot on the NBC Music Week celebration, playing his own compositions.

P. & G. Oxydol Show Spot Broadcast Only

Chicago—According to Blackett-
Sample-Hummert, Inc., Procter & Gamble Oxydol show which started on WGN and repeated later in day on WLW (“The Couple Next Door”) are two spot broadcasts and not Mu-
tual network accounts. Agency clari-
fied situation as result of query from WLW. It had been reported as an MBS show, a release to this effect having gone out from WGN.

Shelley Taking Bride

Des Moines—Jack Shelley, assistant news editor at WHO, will be married May 1.

URGES SPONSOR ADS IN RADIO LISTINGS

(Continued from Page 1)
scale by John H. Miller of the Frank Por
bre Company, advertising agency.

In an article in the April 8 issue of Advertising and Selling, Miller sug-
gests that sponsors of 15-minute pro-
grams be required to use at least 14 lines, and the longer shows propor-
tionately. The plan, in addition to giving the public desired information and helping to boost listeners, would cause many non-newspaper adver-
tisers to utilize the radio listing col-
umns and thus improve the market-
place between radio sponsors, advertising agencies and newspapers.

Sustaining programs with sponsors in view also could be built up in listener-interest under this method, Miller says.

Canadian Chain Names U. S. Campaign Counsel

(Continued from Page 1)
United States and Canada. Taylor, Pearson & Carson at present have stations CKX, Winnipeg; CKKX, Bran-
don; CKCK, Regina; CDAC, Leth-
bridge CFAC, Calgary, and CJCA, Edmonton. The chain, covering west-
ern Canada, is represented in the U. S. by Weed & Co.

R. H. Stiepock, vice-president of Rintoul-Stiepock, is at present on an increased tour of these relations, paid paratory to launching the advertising and promotion campaign, which will include an extensive and sys-
tematic study of radio coverage and conditions peculiar to western Canada. The purpose of this under-
taking is to give the attention of U. S. advertisers particularly to a rich and comparatively untapped market.

40 Radio Acts Set For Cleveland Expo

(Continued from Page 1)
 Uncle Ezra brings his act to Cleve-
dland June 8-9. Mario Cozzi and his NBC program was set last week. Arthur Cook is handling some of the radio bookings and publicity, working directly under Ralph Wonders of Rockwell-O’Keefe.

"It’s A Fact!"

You're missing a good bet if you don't have this expertly written daily feature of oddities in the news. It is INSTANTLY SPONSORABLE!

Wire or Wire

Van Cronkrite Associates, Inc.
360 NORTH MICHIGAN AVE.
CHICAGO

State 6088
BEN LARSON, Ruthrauff & Ryan’s producer on the Gillette Community Sing, says talent lineup will remain the same when the Sing shortens to half an hour April 25. Frederick B. Ryan, here in connection with the time change, and Myron P. Kirk, here for the past month, return to New York this week-end.

Amos (Freeman Godden) moves up from Palm Springs to Beverly Hills, where he has just purchased a huge home.

Harold Wiler will be Fuller Smith & Ross Agency’s man and producer on the Ben Bernie American Can program when it resumes. Coming from Hollywood, Eddie Cantor will be first guest star.


Playboys, who made one series for Standard Radio library when the Bernie band broke up last month, readying to do another series for same library.

Harry Balkin series, The Success Doctor (Raymond R. Morgan Co.), sold to WF.AA, Dallas, for Honeyouth, Inc. (Erle Racey agency) also to Loblaw Grocerietais, Inc., Rochestei, N. Y. (Addison Vars, Inc., agency).

Ray Buffum, Bob Taplinger Coast office, flew to Kansas City to bring back beauties for the Radio Show beauty contest. Pauline Swanson, office’s head on the Coast, hops a United plane Thursday, for New York.

Eddie Cantor, to announce winner on the contest Sunday, had to pick from more than 175,000 replies.

Thomas Conrad Sawyer’s “Looking at the World” (comments on news) starts May 3 on NBC Red outlets for California. Sweetheart Soap being plugged by Manhattan Soap Co. of New York. Milton Weinberg agency.

Helen Merchant’s Fifth Year

Helen Merchant, heard on the WINS “Musical Clock” program, celebrates her fifth anniversary on that show April 18. Program is heard daily from 6:30-9 a.m. Miss Merchant leaves on a vacation April 19, turning to WINS on May 3. Louis Charles will pinch-hit.

Salary Bill Reported

Washington, D.C., RADIO DAILY

Washington — The House Ways and Means committee yesterday reported favorably on the repeal of the present law which requires the publication of all salaries above $15,000.

The Sealtest Saturday Night Party will shortly emanate from Hollywood....No changes in makeup or cast, however....Shell Chateau with Joe Cook and questers now heard via NBC on Saturday nights, will switch to Tuesdays in May, taking on the time vacated by Fred Astaire-Charlie Butterworth Packard show which fades....Dick Hamber reports that he has Kate Smith booked for his Studebaker spot in two weeks with James Melton slated for a turn the week after....George Wallace, CBS page boy, will double-in-brass as Paul Douglass’ assistant on the baseball settings starting Monday....Jim Ryan and Irene Nabette, who start their WOR shows Sunday, will also be featured in a series of shorts being made at Warners.

NBC engineer O. E. Bouman originated an idea that may be picked up by other control men in the country....O. E. found that the “mixing controls” knobs were not tagged to indicate for what mike....So, he writes the info on slips of paper—and plugs them against the board (and over the knob) with paper-matches—using the head as a stopper....Some one asked Joey Nash what he was going to do this summer. To which the singing “comic” replied: “I don’t have to worry, I have the empty crackerjack box concession in the Polo Grounds.”

Pack agency’s deal for George Beatty and Ruth Eting is being held up pending the arrival of an exec from the west....Lum and Abner have had their contract with the melted milk Spencer renewed until November, 1938—and they will remain on all through the summer....Decision on the Jelly-o show with Henry Hull, Ray Perkins and Mill Mole’s band will be made today....Nothing definite on the successor to Fred Allen....Eunice Howard, star of the “Young Stanley” script show, will throw a party for the cast next month when the show starts its second year....Mark Hampton starts rehearsal June 22 on “As the Drums Begin” in London with musical compositions by Johnny Green and Conrad Thibault starring.

Bernice Judis of WNEW entertains intimate friends via special recordings which will never be aired....They are five minute commercials plugging a loan company—using the “voice” of FDR saying that under such and such section of the constitution, money may be borrowed—at a certain per cent of interest. “Please call Sterling—and get a loan” is the punch-line....Other records feature the “voices” of Fred Allen, Father Coughlin, and so on....Very amusing to hear these imitators spiel....In a radio poll held by the Gramercy Boys Club in N. Y., a former local kid, Eddie Cantor, was first with Jack Benny from out west trailing second....Announcers at WROK, Rockford, I11., staged a “shut-up strike” demanding the sampling of items they are made to advertise via the air.

The Archbishop of Canterbury will broadcast the services preparatory to the Coronation from the Concert Hall of British Broadcasting, London, May 5. It will be heard over the NBC Blue network, from 3:30:15 DST.

PAUL WHITEMAN will be heard Sunday nights over WGN starting April 18 in a full hour symphonic concert from 7:30-8:30 CST, with the sustaining stanza titled “Rhythm in the Whiteman Manner.” The King of Jazz will give his specially appointed orchestra for the shot. Local listeners getting plenty of King’s jazz and symphony through WGN-MBS channels with his current two-a-night airings from Drake.

Bruce Kamman, prof in Kalenmeyer’s Kindergarten and former member of ork with Hagenbeck-Walace big top, holding re-union with his old tambark and spangle mates while circus is current in Chi.

That the American League has created its radio department to handcap or censor baseball broadcasting was branded a myth by C. L. McEloy, “czar” of the league’s diamond airings and principal speaker at the first nationwide assemblage of more than 70 announcers, station reps and advertisers in a “hot stove” session held in the Edgewater Beach hotel.

FCC Inquiry Hits A Political Stymie

New Orleans—FCC inquiry into the company seeking the license of WBNO, the 100-watter here, had political repercussions yesterday when it was discovered that James A. Noe, the Huey Longite and anathema of the present state administration was majority stockholder in the new company.

Simultaneously former Mayor T. Semmes Walsmey claimed that he purchased a half interest in the station as a silent partner in 1934, and opposed the transfer. The hearing lasted all day before George B. Porter, assistant general counsel of the broadcast division, and other FCC members including Andrew Ring, assistant chief engineer, E. B. Massey, chief of the FCC license bureau and Andrew Dalrymple, attorney.

Edward Musso, manager of WBNO denied that Walsmey had any interest in the station and asserted that the money paid to the station was for political time. Noe told newspaper men that he owned 197 shares of WBNO, Inc., with Musso, George Pierce and W. A. West, Jr. and found it peculiar that Walsmey waited so long before coming forward.

Indict Marx Brothers

Los Angeles—Chico and Groucho Marx, the comedy team, were indicted yesterday by a Federal Grand Jury on charges of violating the copyright law.

Garrett and Carroll Graham alleged that the Marx Brothers had stolen their story “The Hollywood Advenures of Mr. Dibble and Mr. Dabble” and used it for a radio script.
WANT THE WOMEN!

By ADELE ALLERHAND

EARLY SPRING posties to Maybelle Jennings, the WSB Washington commentator, for her door-to-door, short-wave, man in the street interviews. The clever lass knocks at doors and persuades the lurking householder to speak his piece from under his own roostree. Eddie Sanz, Paramount's Eastern make-up director, will gladden the feminine heart with chat about facial renovation on the NBC Fashion Show today. WGN's lady of the drama, Alice Hill, spending mornings, afternoons and the p.m.'s between broadcasts at the Passavant Hospital... voice trouble developed on Monday. The Connie Gates deal with Number One Fifth Avenue never coagulated on account of they wanted her to deliver ditties of sophistication too sensational for La Gates' genteel genre. Durelle Alexander can't decide whether to join that show. The Dallas Exposition in competition with the one she graced last year (Casa Manana). Marie Nordstrom of radio and the theater becomes a permanent member of "Pepper Young's Family" at today's broadcast.

“Twenty-Five Years Ago This Week,” WQXR's program of reminiscence, has ten (count 'em) damselflies including a gal called Marguerite Faust who specializes in children's parts. Hildegarde, blonde caroller who's Coronation-bond, takes 32 gowns with her and a specially constructed wardrobe trunk 5½ feet high to prevent creasing. Betty Worth, WGN's stock company ingenue, once glorified in the Ziegfeld manner, is heard on "We, the People," "Ripley's Believe It or Not," the Camel program and "Gang Busters." Eee Love, the publicity lass with the you-all in her voice, temporarily worsened by toxic poisoning. Edythe Wright, the Tommy Dorsey chanteuse, still showing eye and nose scars from the collision with a hit-and-run truck.

Katherine Garrison Chaplin, Philadelphia poetess, brings her lyre to WFIL this afternoon, with the first of a series of poetry broadcasts... "Trouble House's" Ann Elser will assist at the fly-casting at the invitation of Bob Edge, at the official opening of the trout season at Saddle River. WOR's Diana's conductor, Ethel Strong, devoting days each week to presenting her programs in South Texas communities for P.T.A. meetings, church groups and stores... She uses local talent.

RADIO PERSONALITIES

Q UIN A. RYAN, manager of WGN, Chicago, has had a colorful career including such vicissitudes as reporter, actor, sports correspondent, magazine editor, advertising man, syndicate humorist, columnist, feature announcer and station manager.

In Chicago, on Nov. 17, 1898, he divided his education between Loyola Academy, Northwestern University and the Old Easanny film studios, with early interest fixed in writing and acting.

While in college he became sports correspondent for the Chicago Tribune, and following his graduation came into the local room of that paper as a full-fledged newspaperman. In 1922, Ryan became a sports columnist for the Herald-Examiner and in the same year tried his hand at the first written radio continuity in Chicago, in verse, which the author read himself.

In 1924 Ryan was an announcer, continuity writer and general utility man for WLS, then under his banner. Rebecue. When the Chicago Tribune purchased WDAF and renamed it WON, Ryan signed up, along with two promising young radio men, Sen Kaney and Jack Nelson, as publicity director.

In 1924 Ryan became manager of WON. In 1925 when the Scopes trial burst on the bewildered fundamentalists of Tennessee, Quin and his engineers commandeered the courtroom and broadcast the proceedings—which is radio history. Later Quin was named by Judge Eanesaw Mountain Lansing along with Graham McNamee to air the first world series to go on the beginning chain of stations.

In February, 1931, Ryan married Roberta Nangle of the same society of the Tribune. In this same year he was renamed manager of WGN, the job he held between 1924 and 1927, and a position he has held ever since.

Made radio history at this to the coast after the April 4 Chi Tribune purchased WDAF and renamed it WON. Ryan signed up, along with two promising young radio men, Sen Kaney and Jack Nelson, as publicity director.

RADIO PERSONALITIES

No. 25 in the series of Who's Who in the Industry

MARK WARNOW, signing off the CBS Hit Parade show May 1, switches immediately to the NBC broadcast for same sponsor, May 5th. Program heard 10:10-10:45 p.m. over NBC-Red web, is sponsored by American Tobacco and Thomas the agency. Al Goodman will make a return appearance on the series when he replaces Warnow on the CBS show May 8.

Jan Savitt, KYW musical director and leader of the NBC-Top Hatters swing band, stages a return to the old masters in presenting a violin recital weekly over KYW, Philly, with Martin Gabovitz, concert pianist. Savitt used to be a fiddler with the Philadelphia Orchestra.

Although the CBS Speed Show moves this to the coast after the April 24 broadcast, Vincent Lopez has his first airing on that program from the coast May 1.

The first Chicago "Musical Jamboree" bows in Saturday night (Sunday morning) at 4 a.m. at the Chez Paree under the combined superintendence of Henry Busse and Maurie Stein. It will combine the two great bands at the famed cafe in a clover jamboree when all good musicians let their hair down and perform the antics inherent in every good tune-smith.

Milton Berle introduced the new Abner Silver-Al Sherman musical revelation "Today I Am a Man" on his Sunday, April 11 program over a coast-to-coast network. The publishers are Mills Music, Inc.

Jack Mills has taken over the American rights to two new English tunes now adding to the gayety of Piccadilly Circus. Francis, Day and Hunter Ltd. offer "Once Had a Heart, Margarita," by Eddie Lisbona, and "When Lights Are Low" by Spencer Williams and Benny Carter. The deal was completed by trans-Atlantic phone.

Helen Marshall completes her first six months as soprano soloist of the Fireside Recitals in the NBC-Red network program of Sunday, April 18, 7:30 p.m. EST. She had the distinction of enjoying two scholarships at once in the Juilliard School of Music, one in violin and one in voice, before choosing voice as a professional career.

In celebration of Peter Van Steeden's second anniversary as musical director of Town Hall Tonight, Fred Allen turns over the variety half of the show to the bandmaster and his musicians to do as they please with it during the Wednesday April 21 broad-

EXAMINATION FOR DAMSKOV

Examination before trial of Dorothy Damaskov, president of Damaskov Inc., suing the Knickerbocker Broadcasting Co. (WMCB) for $10,000 for breach of contract was ordered yesterday in Supreme Court.

The Damaskov suit sets forth that Knickerbocker contracted to give three broadcasts weekly in advertisement of a reducing product sponsored by Damaskov, but failed to carry out its agreement.

GUEST-ING

BEN BERNIE, WALTER WINCHELL and ALICE FAYE on Hollywood Hotel, April 23 (CBS, 9 p.m.).

JASCHA HEIFETZ, on Ford Sunday Evening Hour, May 9 (CBS, 9 p.m.).

RAY NELSON, SWARTHOUT, KATHRYN MEISLE, SIDU SAYAO, MISCHA LEVITZKI and JOSEPH ANTOINE, on same program on succeeding weeks in order named.

STUART ERWIN and RUFE DAVIS, on Jack Oakie College, April 20 (CBS, 9:30 p.m.).

LOU HOLTZ, replacing Sheila Barrett, on WJSV's Free Hour, tonight (NBC-Red, 8 p.m.).

JAMES RENNIE and PEGGY WOOD, on Theater Guide, today (WINS).

ARTHUR BYRON, star of stage and screen, on the Movie Club, tomorrow (WHN-8 p.m.).

JESSICA DRAGONETTE and CHARLES KULLMANN in "The Vagabond King", April 21 (CBS-9:30 p.m.).

JANE PICKENS on "The House That Jack Built", April 23 (NBC-Red, 7:45 p.m.).

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.

www.americanradiohistory.com
NEW BUSINESS
Signed by Stations

Iowa Network
Skelgas Co, five quarter-hours, featuring "2750 W. German Band," through Ferry-Hanley agency, Kansas City; Western Growers Protective Association (in cooperation with "Magic Kitchen" over WMT-KRNT, through J. Walter Thompson; Washington Apple Growers, spot "Magic Kitchen" on WMT-KRR, through J. Walter Thompson; American Tobacco, daily spots on KRNT-WMT, through Lawrence C. Gum- biner agency; Maher's 7-Up Co., Orville Foster's "Day Dreamer," quarter-hour daily soon as time is cleared; Goodman Motor Co., Des Moines, Jimmy Corbin, KSO singing pianist, six weekly quarter-hours; Wadgnet (played by San Antonio Jean and Freddie, three quarter-hours weekly over KSO; Relvator dealers of Iowa, spot "Barn Dance Frolic," half-hour, Saturday nights, with Dale Morgan, Bill Brown and Michael McElroy at the mikes.

Kansas City
WHB: Gorman Furniture Co., with 12-month contract, increases from three quarter-hours daily to six; Wyandotte Furniture Co., supplemented spots with six weekly quarter-hours; Long Hall Laundry Co., added Sunday program.

WDAF: D. W. Newcomer's Sons Furniture Home, renewed annual con- tract with additional quarter hour Sundays.

KECA, Los Angeles
Davis Perfection Bakers, 13-week spots, through Bert Butterworth agency, Smlin' Frankie Gordon, 10 weeks of thrice weekly spots, through Milton Weinberg agency.

WNAS, White Plains, N. Y.
Craftsmen Products Co. (floor wax), North Hackensack, N. J., Saturday quarter-hour, "Melody Favorites," featuring Lydia Scott with Ran Kaler, starting April 17, through Joseph Stocker, Ramsey, N. J.

WFAA, Dallas
C. S. O. Laboratories (germicide), one-year, thrice weekly, 15-min. pro-

SAN ANTONIO
KABC will air both the local and road games played by San Antonio Antlers Baseball Club....Glenn Lee's combo now heard nightly from the Olmos over KABC-AM, Cy. Roy Hatfield Gardner "Arizona Bill" appearing on some station in a new series of programs at 9 a.m. under auspices of Y. M. C. A. ....let's all kow now airing through this station....KONO has two new musical programs, The Hilo Trio, followed by Musical Mountain- ers....Perry Barbat recently joined the news staff at WOAI....Mary Ferguson now heard twice weekly over KTSA; A. A. Man and Sonoras, KMAC adding more music and talent with Home Folks Frolic, Studio Trio and The Mexican Hour.

STATIONS OF AMERICA
Highlights in the Development of Outstanding U. S. Radio Stations:
No. 20 of a Series

WDOD—Chattanooga, Tenn.
5,000 Watts Day—1,000 Watts Night—1,200 K.C.

N. A. THOMAS, Pres. E. W. WINGER, Station Mgr.

WDOD serves a population of a million and a half people within a hundred-mile radius, in the states of Tennessee, Alabama, Georgia and North Carolina. The station was established in 1929 and has been under the same ownership and management since its inauguration. The station broadcasts 17½ hours daily from 6 a.m. to 11:30 p.m.

In October, 1929, WDOD became a member of the Columbia Network and has presented Columbia programs since that time. The continual program of expansion has been carried out since the birth of the station. Today, it is one of the most modern, mechanically, in the entire south, with high fidelity amplification and transmission equipment, and modern vertical radiator. The station staff has grown from two in 1925 to a total of 60 in 1937. Individual sales facilities in the Hotel Fayette, the station also maintains a complete radio playhouse in the heart of down-town Chatt- nooga, with a seating capacity of 650 people. Many of the station's most popular pro- grams are presented from this theater, playing to packed houses.

In addition to presenting CBS programs, news, sports, and the best of local pro- grams, WDOD facilities have always been available to local service organizations such as school, Boy Scouts, Teachers, Chambers of Commerce, etc. a report by the F.C.C. in 1936 revealed WDOD as being one of four regional stations in the country presenting an outstanding service to its area. As a result of WDOD's broadcasting activities, radio set ownership in the territory that it serves has shown a higher rate of increase per year than the average through the south.

PICK and PAT: "In the hey-day of vaudeville the biggest man kept con- tinuing to do his act. Jokingly performers like any more of these black eyes passed out to gag-lifters who didn't have the physical strength to back up their material steering proclivities. But radio has changed all that. Most of the jokes are not worth fighting over a few days after their creation. Radio has put them in the public domain. It surprises us when two leading exponents of humor or use the same joke on the same night—and then laugh over it to- gether, later."

ALAN ROBERTS: "Summer affords the greatest opportunity to develop and test the popularity of new artists, the same time giving listeners diversity and relief from the winter's steady routine shows. Moreover it gives the headliners a chance to rest-

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WHO, Des Moines
Gardner Nursery, Osage, Ia., 15-

minns of Iowa Barn Dance Frolic, April 17 and 24.

WHN, New York
Welch Grape Juice Co. (tomato juice), for 13 weeks of two spots daily, Monday through Friday, starting April 14, through B. S. H. & Sons advertising agency; Willis Lane Studios, 26 week renewal, effective April 18, "Uncle Tom's Kiddies," weekly; Mulsified Cocoanut Oil, 26-

and to collect fresh ideas. This sum-

mer should either make or break many performers, the budding forth as future star material."

LEE WILEY: "Radio definitely doesn't kill the worth of a popular song. If a number is good it will last despite constant usage. People never tire of the popular tunes they like any more than they shun the works of Bach, Beethoven or Brahms. I've found that listeners prefer a tried and true selection that they can whistle or sing rather than a number with which they have to familiarize themselves. Unless the new song happens to be 'one in a thousand'."

CAROL WEYMANN: "Singing and radio work are businesses like every- thing else but they are nerve-wrack-

week renewal, effective April 16, "Movie Club," featuring Radio Har- ris and guest stars (once) weekly, through Blackett-Sample-Hummer.

KSL, Salt Lake City

KOMO, Seattle
Eastern Outfitting Co., new aerial mystery serial, with awards for solution.

KMOX, St. Louis
Hyde Park Beer, "Dope from the Dug-out" from Sportsmen Park, with France Lauux at the mike.

KHQ, Spokane
Gilmore Oil Co., Gilmore Circus, produced by Raymond R. Morgan.
Candid Camera With Remote

The candidate for candid-camera with a remote part of the regular remote pick-up squadron equipment at WFAS, White Plains. From now on, nemo details of location are being eliminated for the station's pick-up. Suitable photos will then be used in the station's bi-weekly house organ, WFAS NEWS, in promotional data of the sales department, and for the occasional easel displays used in sponsor's show-windows, theater lobbies, and other places of public gathering.

Good-Will Moves

Clay Center, Neb.—Two exploitation moves to build community good will are being sponsored by KMMJ. Through the station-owned local newspaper a community auction, to which everybody is invited to bring articles for which they no longer have use, is being held this week. The auction is broadcast at 2:30 each day. Station also has allotted a 15-minute period six times a week at 11 a.m. to 11 p.m. to announcements of surrounding towns. Each paper gets one period a week and is allowed to broadcast world news as items of purely local interest.

Labor Union Co-Operation

Example of co-operation relationship between a radio station and labor union, is presented by WROK, Rockford, Ill., via an arrangement with the Central Labor Union of Rockford. Last fall WROK established a "Builders" program, time given free to the labor union. Musical entertainment was supplied by the various union bands and other groups, also dramatic skits. Each program is dedicated to one of the 28 affiliated unions. Copy and program material is prepared by the union.

Lloyd C. Thomas, general manager of the outlet, arranged the tieup as a way of getting WROK's name in front of the union. Musical entertainment was supplied by the various union bands and other groups, also dramatic skits. Each program is dedicated to one of the 28 affiliated unions. Copy and program material is prepared by the union.

Ben Bernie

If Ben Bernie ever loses his popularity as a maestro, 20th-Century Fox surely would take him on as a press agent. Bernie has posed for a picture "Wake Up and Live," and Walter Winchell are in it, on every American Can program for the past six weeks and he will bring all the cast to the program next week. Sponsors should climb down on these over-enthusiastic individuals who insist on pluging themselves. Everybody who is anybody in radio today is or has just made a picture, so the chatter about "my new picture" isn't news to the radio audience. Bernie has this Tuesday, 9:30 p.m. spot on the NBC-Blue.

Jimmy Fidler

Jimmy Fidler's last broadcast hit a low in listener interest for the series. Program is now down to a pattern which includes an open letter about the picture star. Mary Pickford and Buddy Rogers were the stars concerns in the latest letter. Fidler wanted to know who the audience were and what kind of show they were going to see. Fidler's picture is sponsored by Proctor & Gamble (Dreame shampoo) and the soap manufacturer is looking for a wide audience. If the audience cares about when, where or how Pickford and Rogers finally marry is catered to, the program will not be worth its salt. Fidler reviewed the Bernie-Winchell picture "Wake Up and Live" and gave it "three bells." Program is aired over NBC-Red, 10:30-11:45 p.m.

Packard Hour

Charlie Butterworth, Fred Astaire and Johnny Green's orchestra turned in a good packed house at the Packard Hour last Sunday night that must have held plenty of listeners away from the Camel hour opposite. The program turned clean nonsense with amiable chuckles. Rendition of "Isn't It a Lovely Day" by Astaire and orchestra, with Green doing a piano solo, was good. Green always could make the ivories talk and should be allowed more time on the program for such numbers. Commercials are plugging a Packard for only $35 a month, which is the keynote of all Packard's current advertising. Even if you know what the plug is going to be before it starts, it is not hard to take. Program airs on NBC-Red, 9:30-10:30 p.m.

Traffic Safety Booklet

In reply to one announcement on the night edition of the WOAI (San Antonio) Newscasts, offering listeners a booklet on traffic safety entitled "Fun with Facts" if they sent in a three-cent stamp. Over 350 requests came in within 24 hours.
SEE 2 MILLION RISE IN HOME RADIO SETS

(Coast-to-Coast)

Radio to Play Big Part In Foreign Trade Week

West Coast Bureau, RADIO DAILY

Los Angeles—Radio, particularly short wave, will play a heavy part in the Los Angeles observance of Foreign Trade Week, with good-will programs and exchange of international back pating, according to Frank D. Andrews, radio chairman.

Already Andrews has located a spot in South Western Los Angeles for a balanced remote control line unit to pick up a series of broadcasts being arranged from The Netherlands, Colombia, Venezuela, Chile, France, Australia, Japan, China, Argentina, the Philippines, Norway, Sweden and Czechoslovakia during the week of May 15 to May 22.

At least two local stations will be on the air at intervals during the week, and it is possible that one or more national net programs will be used. Besides the short wave programs to be received and re-broadcast here, it is planned to have a series of local programs.

C. P. SHOFNTER, who started his 14th year of broadcasting over WCAU, Philly, this week, estimates he has answered more than a quarter million queries.

Rosalind Rosenbaum, daughter of Proxy Samuel R. Rosenbaum of WFIL, Philly, will be married in May to Lewis Adams Riley, Jr.

Scott R. DeKins, secretary of St. Louis Chamber of Commerce, is presenting a weekly series over KMOX on the Missouri General Assembly, now in session.

Bryce Oliver, news commentator at WEVD, is guest speaker at tonight’s Wagner Law rally of 2,000 girl workers in the paper box industry at the Brooklyn Labor Lyceum.

George Burns and Gracie Allen, on next Monday night’s Granupen broadcast over NBC-Red, will offer an English playlet, “Tweet, Tweet—Tweedle,” with Ray Noble, orchestra leader, and Dick Foran, vocalist, in the script.

Pinky Tomlin, while appearing at the Roxy Theater, Salt Lake City, over the week-end, did some guest singing over KDSI.

Charles Gerson, radio and drama director with Gerson-Vaich productions, was a recent Salt Lake City visitor.

Mary Small, appearing at the Hippodrome, Baltimore, airing her Monday program through WBAL in that city.

Frank Baryhyd, publicity head of WHB, Kansas City, is out of the hospital following his auto accident. Expected to be at home for another week at least.

John Frantz, formerly of the WNOX (Knoxville) dramatic staff has been promoted to the continuity department.

A new 30-minute show has been built around the “Oscar and Elmer” team on WHBL, Sheboygan, Wis. It’s on the air 6:15-6:45 p.m. Mondays, Wednesdays and Fridays. Music is by Jimmy Grier’s orchestra and the Uptowners, with a guest star on each show.

Pot of Gold, the contest announcement feature started by Mary Little in her Des Moines Register and Tribune radio columns, is now aired over KRNT five minutes daily by Ronald Cochrane. He calls audience attention to local and national contests on the air.

H. R. Gross, chief of the WHO news staff, has returned to the airwaves over the Des Moines station after a week’s trip to New York and Washington on business for Central Broadcasting Co.

Lila Lindhe of the studio staff at WFIA, Dallas, is now Mrs. Gene Cooper.

Eddie Dunn, announcer on the Lighterind Doughboys’ program for the ad agencies, returns to WFIA as master of ceremonies for Early Birds program.

Chromium-plated, engraved cornucopia symbols of the WLS National Barn Dance—were presented to 10-year veterans of this program on WLS 13th anniversary. Entertainers who have appeared on the National Barn Dance for 10 years or more are: the Maple City Four, Ralph Emerson, Tom Owen, Tom Corwine, Grace Wilson, Bill O’Connor, John Brown, Herman Felber and Ted DuMoulin. Engineers Tom Rowe, Clay Hanks and John Nevins have handled the controls for the 10-year period. Grace Cassidy and Clementine legs, secretaries, also received the souvenirs.

Howard S. Keefe of the announcing staff of WSPR, Springfield, Mass., is to speak to students of the Aagaw (Mass.) High School, April 25, on “Radio Broadcasting.”

Lee Chadwick, scripter and player at WTAU, Norfolk, was submitted for Sandy Nevins on Swears-Roebuck’s “Talk of the Town” while Nevins attended his brother’s wedding in N. C.

Jeff Baker, WTAR announcer, preparing to pass out the cigars again next month.

Wayne Cody now has three commercials on WFIL, Philadelphia. They are: “Jolly Man,” daily, for Strawbridge & Clothier; “O, the King Cole,” twice weekly, Bachman Chocolate, and “Melody Man,” Sundays, Krane Products.

James Allan, program director at WIP, Philadelphia, has started an “announcer’s sweeps,” imposing a quarter fine for announcer boners. Entrants are Ed Wallace, Jack Barry, Sandy Guyer, Howard Jones, John Miller, Howard Brown, Jack Facenda and Don Martin.

Dewey Drum and Dick Faulkner acted as roving reporters at the National Home Show presented by FHA in Detroit and aired over WSOCT.

CBS PRESS SERVICE IS BEING EXPANDED

After a conclusive trial of its exclusive feature news service to out of town radio editors and columnists, CBS press department has decided to enlarge the scope and make it a permanent service. Under the direction of Ben Hyams, assisted by Helen Nolan, more than 200 newspapers have been served throughout the country, each paper receiving feature stories and two sheets of notes.

Where two or more newspapers are contacted in one town, each is protected indefinitely on stories sent to the respective editors and the copy may be held in type for weeks without danger of competing paper in town using similar material in the meantime.

Whether week-end service or daily columns are concerned, lineage received as a result of the exclusive method fully warrants enlarging the service according to Don Higgins, head of the CBS press department, who plans to further supplement the work now being done by Hyams and Nolan.

Another item being worked out by CBS is to confer with publicity men of ad agencies in order to avoid duplication. Whenever an agency jumped the gun with a first release, premature or otherwise, the artists or program involved usually was caught in the middle. Present plan being worked out is to share the spot news and regular run of releases, one confining itself to the former and the other handling the latter. In the past considerable bad blood arose over duplication of effort.

Pierre Andre at Chez Paree

Chicago—Pierre Andre, radio announcer, who returned early this week from a brief rest at Palm Springs, Cal., was immediately signed by Joe Jacobson to take over the floor show accompanying the Chez Paree Springtime Fantasy.

Berlin Televises Opera

Berlin—’Erika in the Swallow’s Nest,” operaetta, was successfully presented by television here early this week.

ONE MINUTE INTERVIEW

LEO REISMAN

“More than ten years ago when other orchestras were playing in a marathon marathon tempo, we introduced over the radio the slow type of dance music which seems to be the style today. We came to this matter of playing as a result of that fact that we decided a tune should be played in the manner in which it is written, and not merely performed mechanically to suit the then requirements of the hectic post-war dancer.”

Afghanistan is erecting one of the most powerful short-wave transmitters in the world, to begin operations before the end of this year.
Chesterfield Goes Sport

23 NEWSCASTS DAILY AT WHBL, SHEBOYGAN

Sheboygan, Wis.—WHBL. The Sheboygan stations, is now carrying 23 news broadcasts on six days a week, including the half-hour "Headlines and Melodies," news and music period.

Fifteen-minute summaries are presented at 8 a.m. and 6 and 9 p.m.; five-minute periods at 12:15, 12:45, 10 and 10:55 p.m., and flashes at 7, 9, 10, and 11 a.m., 12 noon, and 1, 2, 3, 4, 5, 7 and 8 p.m. In addition, . . .

Ed Cashman to Direct Ford Motor Programs

Ed Cashman, who celebrated his sixth year as a member of the CBS production staff on April 13, was named director of the Ford Motor Dealers programs originating from New York on the same date. Cashman will handle the Al Pearce program, Tuesday nights, and the Rex Chandler broadcasts Saturdays. He was formerly in charge of the Saturday Night Swing show, but will no longer be associated with that program.

Heavy on Coronation: 60 Broadcasts by NBC

More than 60 broadcasts already have been scheduled by NBC for the coronation of King George VI on May 12. An equal number of internationally known statesmen, authors, commentators and other personalities will take part in the programs. Seven broadcasts already have been presented. Two are listed for today and there will be one or more on almost every successive day through May 13.

Add Service

Petersburg, Va.—WPHR has another public service feature to its already ample list. In this vicinity are a number of CCC camps which use a bugle call for morning reveille. So Program Director Bill Shell of WPHR now opens a program each morning with Bugle Call Reveille. Camps are equipped with p.a. systems to amplify the call.

Eclipse Bulletin

The Arlington observatory has just figured out that the Eclipse of the sun will occur at 3:07 p.m. on June 8 and conclude four minutes later. All of which means that NBC is now booking its eclipse program a quarter-hour earlier, 3:31-3 p.m. on the Blue network.

CBS UPS WHAS CARD TO $450 ON MAY 15

Effective May 15, CBS has upped the rate card for WHAS, Louisville, from $400 per hour to $450. Half-hour is $270 and quarter-hour is $180. This is for the 6-11 p.m. (station time) period. Daytime, 8 a.m. to 6 p.m., will be $225 for the hour, $135 for half-hour and $90 for quarter-hour. WHAS is a 50,000 watter.

Sunday afternoon rate, 12 noon to 6 p.m., is $300 for the hour, $180 half-hour, and $120 for 15-minute period. These rates supersede Rate 40-2.

WOR's "Let's Visit" Going Mutual Network

"Let's Visit," WOR program handled by Dave Dricoll and Joey Danzig, moves to Monday night spot 8:30-9 p.m. and goes Mutual network. Show has been heard at 10 p.m. Sundays, and brings the kids into various homes, without previous preparation or rehearsal. New time is effective on Monday.

C. I. O. Moves to Organize Technicians in Radio Field

A drive to organize 121,500 workers in the communications industry throughout the nation under a CIO charter granted the American Radio Telegraphists Asso. was launched yesterday by a National Communications Organizing Committee. Officers of the new organizing committee include Mervyn Rathborne, president of the radio telegraphers' union; chairman; Douglas Ward, the union's national organizer, secretary, and James B. Carey, president of the United Electrical & Radio Workers of America, representing the CIO.

In the organizing drive a close cooperation will be maintained between the electrical workers' union and the radio telegraphers' association, according to the agreement signed in Washington by John L. Lewis, CIO president, John Brophy, director of the CIO, Rathborne and Carey. In combination with United Electrical & Radio Workers, which has announced a campaign to organize 270,000 A. T. & T. employees, the American Radio

SET STATION DETAILS ON FORD'S SAT. SHOW

Final station arrangements for the new Saturday night Ford Motor Dealers' program, which premieres over the CBS network this week, have been set. Station line-ups are unequal, with sponsor attempting something new to buck the headaches caused by daylight saving time. Program, split up with an early airing from 7:30-a.m. and repeat from 10:45-11:15 p.m., will carry 76 stations on the late show, with only 12 airing the first performance. For the April 17 and 24 broadcasts, however, 40 stations will air 7:30 show, with other 46 carrying repeat. The following week's switch will leave only WBAC.

Cunningham Resigns As RCA Mfg. President

Resignation of E. T. Cunningham as president of RCA Manufacturing Co., was announced yesterday by David Sarnoff. Cunningham will continue as a member of the board of directors and has been retained as counsel on production, sales and trade relations.

In December, 1930, Cunningham

MUSICIANS' UNION BARS MENTION OF FILM STARS

As indicated in RADIO DAILY nearly two weeks ago, Local 802 of the American Federation of Musicians, has gone through with its long-standing resolution barring the mention of film titles on starring programs. Mention of such titles will necessitate the orchestra, whether in station studios or at a remote point, being regarded as a commercial broadcasting program, and the minimum fee of $18 per musician and double for the conductor will have to be paid.

In the case of dance orchestras

Seal Insurance

J. Walter Thompson Co., on behalf of its client, Shell Union Oil, has taken out a $300,000 liability policy on Charlie, a trained seal, which will guest star on the Shell show on the NBC Red network tomorrow night. NBC house rule requires that agency insure the network against any accident to the seal or the studio audience witnessing the broadcast.
Health Series 15 Years on WGY

Schenectady—Weekly talks by the New York State Health Department have gone into their 15th year over WGY without missing a week. The programs were started two weeks after WGY made its bow on the air in 1922. For the first ten years five or ten minute talks were broadcast. Two years ago a dramatic series called "The Health Hunters," the story of an average American family named Hunsinger, was scheduled for weekly broadcast, written and directed by Thomas Stowell and acted by members of the Health Department. Today recordings are made for release to other New York state stations.

In reporting WGY mail recently, a figure of 34,587 letters for an 11-day period was given. Actual count of all mail coming to the station for the 11 days was 4,408.

Everybody’s Music Being Revived by CBS

With the New York Philharmonic broadcasts fading from the CBS west after the April 18 broadcast, the network has announced that it will once again sponsor a series to be known as "Everybody’s Music," which was inaugurated last year as a summer feature, with Henry M. Neely as host. Symphony nights, 3-5 p.m. Sundays, and new show will take over one hour of that time, 3-4 p.m. Howard Barlow has been selected to conduct the 37-piece symphony orchestra again this year, with W. B. Lewis, vice-president of CBS, Frederick Bethel, director of music division of program department, and Deems Taylor, CBS music consultant, in charge of series. First airing set for April 25.

Today’s Winners Shifts Time

Webster-Eisenlohr cigar program on WMAA and Inter-city network, entitled "Today’s Winners," sports show with Bob Carter, is moving its time to 5:45-6 p.m. in order to avoid conflict with baseball broadcasts which start next week. Broadcasts will include WMCA, WDEL, Wilmington, WOR, Washington, and WCCN, Baltimore. Re-broadcast for WIP at 6-6:15 p.m. Arrangements for the later time were made yesterday with W. N. Ayer & Son agency.

Fats Waller in Detroit Spot

Detroit—Fats Waller and his Band moved yesterday from Hollywood into Detroit for two weeks. Detroit’s popular summer spot. Waller will be heard for three nights at 9:30 over WJBK. On Monday, Waller will be replaced by Art Mooney and his Club Poobahman announcers, who also will be heard over WJBK, same time.

3 New WOR Announcers

Three new announcers have been added to the WOR staff. They are: Howard Doyle, Carlton Warren and Richard Hubbell. Doyle was formerly with WMCA and WLB; Warren with WICC, Bridgeport, and Hubbell was previously in radio as a writer and actor.

Babcock in Consulting Field

St. Paul—Wayne Babcock, former engineer and operator at KSTP, Twin City independents, has joined the staff of Hector R. Skifte, consulting radio engineer.

WTCN Becomes Outlet For Farm & Home Hour

Minneapolis—WTCN, the Minneapolis Tribune and St. Paul Dispatch-Pioneer Press station, this week became the St. Paul outlet for the National Farm and Home Hour, which for the past eight and a half years has been presented by NBC and associated stations, the U. S. Department of Agriculture and major farm organizations.

A re-arrangement of WTCN programs made an opening for the Hour on the station’s schedule and it will be heard at 11:30 a.m. daily except Sunday. WTCN is a member of the basic Blue Network of NBC.

The Farm and Home Hour is the latest addition of Blue network programs to the regular schedule of WTCN, which became an NBC affiliate in January of this year.

Fourth Paramount Program

The fourth weekly edition of "Paramount on Parade," which will be broadcast from the Paramount Hollywood Studio Sunday at noon over the NBC-Red network, will include a scene from "Intermezzo Can’t Take Money," starring Barbara Stanwyck, Joel McCrea, Lloyd Nolan film. Ida Lupino and Lynne Overman will be heard in a sketch with a background of studio adventures. Ken Huber and Val and Ernie Stanton will be heard in specialties, with Victor Young conducting the orchestra.

NBC Baseball Salute

Kensington Mountain Landis, Ford Frick and William Harridge, the big three of organized baseball, will participate in NBC’s 1937 Baseball Roundup broadcast over the NBC-blue network on Monday, 9:30-10 p.m.

Earlier in the day, Graham McNamme and Tom Manning, NBC baseball reporters, will describe the Atheliecs-Senators opening game in Washington.

It’s A Fact!

You’re missing a good bet if you don’t have this expertly written daily feature of oddities in the news. It is INSTANTLY SPONSORABLE! Write or wire VanCronkhite Associates, Inc. 360 NORTH MICHIGAN AVE. CHICAGO State 6088
**NEW PROGRAMS’ IDEAS**

_A Program Idea Is Born_

Siola Springs, Ark.—There are more ways than one for skinning a cat. KUOA has proved that from time to time in bursts of desperation and inspiration. KUOA’s main studios are located near a power plant. Despite protests, wringing of hands and managerial evidences and demonstrations of disfavor, the whistle always blows at 5 o’clock. This whistle became as much a part of the broadcast schedule as the 5 o’clock commercial.

Something had to be done. From this rather peculiar beginning came an outstanding program and even more strangely a program idea. The program is titled “Harbor of Harmony” and consists of a mixed octet singing beautiful old hymns accompanied by organ and vibraphon. The very smooth flowing program reaches a new high in quality. To the listener the illusion of a great peaceful harbor is perfect but it stands in more startling reality before the radio audience when at the end of the program a distant hoarse whistle coming over the air reminds the listeners that their ship must leave the Harbor of Harmony. This whirlwind finish for the program was accomplished by spraying the clock each evening at five and allowing the power plant engineer to become a hard working sound effects man.

“Fishing Fantasies”

A new series of dramatic presentations under the seasonal title of “Fishing Fantasies” made its debut this week over WISN, Milwaukee. The program dramatizes fishing stories sent in by listeners and offers outline fishing motors as prizes for best stories. This campaign will include a number of other Michigan and Wisconsin stations.

The program was produced for the Black Eagle Oil Co. by the Morrison Advertising Agency, who handle the account under the direction of Fred C. Schnake, radio director.

_TARGET_ **RADIO DAILY**

**CHESTERFIELD STARTING DAILY BASEBALL SERIES**

(Continued from Page 1)

The Chesterfield network only extends as far west as Texas. Luckies, starting with daylight saving time, takes in the Pacific coast. The first Chesterfield program will emanate from Washington, with the President throwing out the first ball to officially open the baseball season, thereafter all programs will be keyed to local time. The well-equipped Inc. placed the account.

_23 Newscasts Daily At WHBL, Sheboygan_

(Continued from Page 1)

there’s a 15-minute sports summary at 5:45 p.m. and the morning Home-makers’ hour contains two special news periods during the week.

The Sunday schedule calls for bulletins every hour on the hour, with 15-minute summaries at 9 a.m., 5:15 p.m., and 9 p.m., five-minute periods at 10 and 10:55 p.m., and “Musical News” a half-hour review of the week illustrated with music.

result in the establishment of low-power twin-stations servicing the immediate area in which they are located.

To paint a picture, San Diego has two radio stations, one NBC, the other Mutual. The downtown reception, from Los Angeles, is desirable but unsatisfactory.

Under this theory of low-powered twin-station specialization we might have a twin NBC station—one wavelength carrying music, another a notch away on the dial with talks; a twin CBS station, a twin Mutual, perhaps an independent unit or two. The area this would be thoroughly serviced with non-fading station broadcasting. The outside reception being made unnecessary. Low power adequately covering the area would reduce operation costs, meanwhile reduce possible interference with similar complete coverage in nearby local areas. Other bands still would be available for long-range regional stations to service isolated or rural areas. This is perhaps an imperfect theory, but anyway it is an idea.

**RADIO EDITORS’ FORUM**

Third of a series of expressions by the leading radio editors of the country on the general subject of broadcasting.

_By WILLIS WERNER_

The San Diego (California) Sun

T is always easy to tell the other fellow what to do, and radio has accomplished so little to let us do it. It used to be that the views expressed below are not necessarily blanket criticism. For the purpose of this argument, the good things of radio will be taken for granted.

The principal annoyances of radio today are:

Spot announcements.

Cutting of musical programs to fit quarter- or half-hour slots plus commercials. Effect: one just begins to enjoy a number when an announcer shouts in your ear.

Still too many exaggerated, over-sounding commercials. They tend to build resentment rather than conviction.

Still too many sponsors who insist their announcers shout as though addressing a huge audience: actually the audience was five persons and many by the act of broadcasting have broken up into individual family groups which do not appreciate being shouted at.

Lopedness of listening. On one hand, one or two network programs coming from any number of stations. Only alternative on the other hand, small stations grinding out records and endless commercials.

It is not the purpose to belabor the obvious. Rather, the purpose is to expose the fallacy of our preconceptions concerning radio.

**CIO MOVES TO ORGANIZE RADIO FIELD TECHNICIANS**

(Continued from Page 1)

Telegraphists’ Assn. plans a “structure of organization that will lead to a complete merger of the workers engaged in various branches of the communications industry and thus serve the interest of the workers involved,” a CIO official said recently.

The move affects, among others, 2,500 technicians, operators and service men employed by the broadcasting chains.

Basic demands, although not yet fully formulated, will include a forty-hour, five-day week for all and wage increases throughout the industry, especially in the lower classifications.

The A.R.T.A. at present has 23 locals and a membership of approximately 3,000, 700 of whom are in three New York locals, 400 in four San Francisco locals and 400 in the remaining 10 locals scattered throughout seaboard cities of the Pacific, Gulf and Atlantic Coasts. There are also three inland locals, in Cleveland, Rochester and Buffalo, and one in Honolulu. The bi-annual convention of the A.R.T.A. will take place in New York on Aug. 2, it was announced. Harold Katia is head of the A.R.T.A’s national division.

The New York Newspaper Guild, an affiliate of the American Newspaper Guild, is already planning to organize the personnel in the news department of the networks. The Guild’s by-laws at present do not allow publicity writers to join, but anyone handling news dispatches is eligible.

**VIEWPOINTS**

Directs Dramatic Shows From the Control Room

“I’ve often been asked why I direct my dramatic radio productions from the control room and not the studio. The answer is very simple. It is impossible to get a true perspective in the studio proper, as the actors do not use normal speaking voices. The actor cannot remain in character if the director is giving him instructions and waving madly at him during a broadcast. Thirdly, I work in the control room with the engineer on the production, to get the proper balance of music and sound. This I could never do if I were in the studio. A good actor, thoroughly rehearsed, gives a better performance if left alone.”—PHILIP BARRISON.

Network Buildup Helps If Artist Has Talent

“Network build-ups may help the artist get attention from the radio for a certain length of time, but attaining the goal of the artist, regaining a good impression are different things. The most obscure performer, if the artist is willing and able, is eventually win recognition whether he gets a build-up or not. But the one who has little in the way of talent, despite his ballyhooed name and the attention he gets, will find himself in oblivion in quick order.”—SEDLEY BROWN.

**Radio ArmstronG**

And His Orchestra

Fleischmann’s Yeast, Fridays, NBC Blue, 9 p.m.

**RADIO DAILY**

**Jack Pearl**

Raleigh and Kool Cigarettes

WIZ-10 P.M. 6:57—Friday NBC Network

Dir.: A. G. L. Lyons, Inc.

“Baron Munchhausen”

_Continued from Page 9_
KSTP 1937 Market Data
St. Paul — KSTP’s new “Standard Market Data” for 1937, the station’s second annual yearbook of facts on the Twin City area, is off the presses this week and in the mails.

The new book points out several important new facts about the region:
First, the advancement during the past year of the Twin City area from the eighth to seventh retail market area of the nation.
Second, a more than 500,000 population increase in the station’s primary coverage area because of its new $300,000 transmitter re-location and re-designing project, also an increase of $200,000 in the station’s total coverage since the new installation.

Third, a $78,179,000 increase over 1936 in the cash income of Minnesota farmers; and, fourth, an increase of nearly $800,000,000 in Twin Cities’ buying power over 1936.

“The Bulletin Board” Campaign
Star Radio Programs Inc. starts a promotion drive next week on its most popular local program, the Morning Bulletin Board. Part of the mail campaign will feature a full page Bulletin Board ad run by one of Star’s subscribers, KCKN, in a Kansas City newspaper. On May 1, under the direction of Burke Boyce, the firm’s program director, several new features will be added to the Morning Bulletin Board. Boyce, former NBC continuity head, believes, with others, that there is a definite need for individual showmanship in the small station field. The Morning Bulletin Board was designed with this thought in mind and the script offers station program directors an excellent opportunity for building their own showmanship and their station’s own personality into the program.

Baseball Score Books
Texaco, sponsoring Hal Totten’s airing of baseball each afternoon over WCFL, Chicago, are offering copies of Totten’s 1937 Score Book as a merchandising tie-in and will give over 100,000 copies to listeners. W9XAA, short wave transmitter of the Labor station will not air games milked by Totten as formerly believed. Ruling deprives shut-ins and fans in isolated areas of their diamond sport description.

RADIO DAILY

NEW BUSINESS
Signed by Stations

WBTM, Danville, Va.
New accounts signed by Commercial Manager O’Nealon Marcy over the past two months: Atlantic Ice & Coal Co. (ice and beer), 4 daily spots; Adams Woodworkers Chalmers Parker (furniture and frigidaire), four 15-min. programs, 13 weeks; Denture Clinic, 10 5-min., dally programs, 52 weeks; Budget Shop, 13 announcements; Sample Furniture Co., two 15-min. programs weekly, 13 weeks; Wyatt Buick Co. (used cars), 312 spots; Schoolfield Jamboree, 10 participating sponsors, hour weekly, 15 weeks; Mountain William Revue, 10 participating sponsors, half-hour weekly, 13 weeks; Moskins Inc. (clothing), 312 spots; Danville Plumbing, Heating & Electric, Inc., 312 spots; W. R. Purdum (paints), 312 spots; Chevrolet Motor, renewal, two “20th Century Fox” programs, 13 weeks; People’s Oil Co., 312 spots; Martinville on Parade, 13 participating spots, half-hour weekly, 13 weeks; J. & J. Kaufman (men’s clothes), 624 spots; Sears-Roebuck, half-hour weekly, 13 weeks; Eskylund’s Beauty Shop, 312 spots; People’s Auto Supply, 15-min. program weekly, 13 weeks; Merit Shoe Co., 15-min. weekly, 13 weeks; L. Herman Dept. Store, half-hour daily, 52 weeks; Goodrich Silverton Stores, 15-min. daily, 1 week; People’s Furniture Co., 15-min. weekly, 13 weeks; Swain Watson, Inc. (hardware), two 15-min. weekly, 13 weeks.

KNX, Los Angeles
Klingite Products, spot in Fletcher Wiley’s participating program, to run indefinitely, through Allied Advertising Agency.

WXYZ and Mich. Network
NuNuts Food, Plainview, Mich. (Cream of Nuts, Homogenized), 15-min. “Music in the Morning,” featuring Richard Rolland, baritone, and his Strollers, starting April 18 at 10 a.m., five days a week.

WISN, Milwaukee

WNEW, New York
Madison Personal Loan, 13 weeks with “Lend Me a Hand,” program, which begins tonight, 9:30-10:30 p.m. Martin Block conducts new series. Series has been getting spot business and bankrolling portion on “Make-Believe Ballroom” on same station.

“Kitty Kelly” Time Switch
“Pretty Kitty Kelly” changes from the 6:45-7:00 p.m. spot Mondays through Fridays to a afternoon spot, 1:15-2:00 p.m., instead of casting from 4:15-4:30, effective April 26.
WITH THE WOMEN

By ADELE ALLERHAND

Helen Menken, the stage's most recent contribution to the air, loved every minute of her Wednesday night debut on The Aspin program.... Insisted it was just like an opening night, with the attendant excitement and the subsequent immersion in the part.... Demanded an audience in the studio.... Likes their reactions, and believes they come expecting to be pleased.... Doesn't approve of directed applause.... Her conviction is an actor is as good as his material, therefore radio scripts as well as plays should be top of the heap.... Initiatively uses all her wealth of gesture, result of stage conditioning, before the mike, which adds a particular poignancy to her performance, since the other radioactores, trained in the other school, are immobile.... Historico-anomalies.... Played Elizabeth in "Mary of Scotland" and Jonathan in "A Shot in the Dark" on the Kraft Smith program.... Starrd in "The Old Maid" but her air vehicle is "Second Husband"....

Exid Beaupre of the NBC advertising and sales promotion dept. will reveal a "Woman's Viewpoint of Radio from the Inside" to the Eastern (Pa.) branch of the American Association of University Women.... Geraldine Garrick, who scripts WMCA's "Warning Signals," was commercial dramatic director at CBS for two years.... Martha Spalding, H. Deaf Fitzer's sec (he's general manager of WDAF) has become a member in good standing of the cast of the Insured Savings and Loan Association's program, as a result of impromptu subbing on last Sunday's program.... Linda Lee, the Whitman vocalizing eye-filler, doing lots to help Paul and the boys pack them in at the Drake in Chi.... Midge Smith, Eve Lane's amanuensis, and Zeke Manners, have gone coast-to-coast.... The U.S. mails carry many missives back and forth for them....

General Motors program will have Kitty Carlisle as in May 9 guest-artist.... Mary Knight, Lt. Digest scribe who was only female foreign correspondent for U.P.... whose "We Cover the World," a compendium of articles by world-famous correspondents, appeared yesterday—is attracting the interested gaze of radio talent-snarchers....

RADIO PERSONALITIES

No. 26 in the Series of Who's Who in the Industry

Niles Trammell, vice-president and manager of the Central Division of NBC with offices in Chicago, has been in charge of the network's Midwest activities for nine years. Born in Marietta, Ga., July 6, 1894, he is a member of a well-known Southern family.

Trammell's preparatory and college schooling was at Sewanee, Tenn., where he attended the Military Academy and the University of the South. In college he was a member of Kappa Alpha and a star at football. When the U.S. entered the World War he left school and was commissioned a Lieutenant in the Regular Army.

On resigning from the service in 1923 he went to work for RCA and has remained with that company and its subsidiary, NBC, ever since.

From April, 1923, until January, 1925, when he was appointed assistant sales manager of the Pacific Coast, he was moved rapidly about from one assignment to another.

Trammell remained in San Francisco as ass't sales manager until March, 1926, when he was summoned to New York. Eighteen months later, in May, 1928, the task of building NBC in the Midwest was handed to him and he moved to Chicago to make his headquarters.

Under his leadership two powerful Chicago stations have been added to the network and the Central Division has increased rapidly in size and activity until now more than 1,500 programs a month, including nearly 1,000 network programs, originate in Chicago studios.

PHIL SPITALNY says goodbye to his afternoon series on April 19 with a program of musical tributes to the evening "Night-Time Serenaders," "Deep Night," "You and the Night and the Music," "Serenade in the Night," "Night and Day" and "When Day is Done."

Maestro Ray Noble will combine the playing of a character part, that of Paganini, in the May 2 broadcast, with an original composition, on the April 19 broadcast of the Burns and Allen show at the special request of the network nits.

Paul Hindemith, composer, will broadcast a program of his music on April 18 in connection with his first visit to this country. Nathan Shepard, of the main ballroom, will act as commentator, 2:20 p.m.

Raymond Paige, "Hollywood Hotel" maestro and youngest conductor ever to present a Hollywood Bowl concert, on July 8 will again offer a "Symphony Under the Stars" concert at the film city's music center.

Jack Jenney, trombonist and bandleader, states that although the normal music tempo is 72 beats the average swing song hovers between 82 and 90 beats and that the fast pace indicates that Americans have passed from the doldrums of depressions to the exhilarating feeling that accompanies the return of business stability.

Michael Zarin and his Orchestra, now making merry in their third season in the Empire Room of the Waldorf Astoria broadcast regularly over the Mutual Coast to Coast Network.

Horacio Zito and Ork debut at Le Cog Rouge on Tuesday.

Everett Hoagland and band leave the Blackstone Hotel in Fort Worth, Texas, April 24, after a four months' engagement there, in favor of an Oklahoma City engagement. They were heard over WABP, in the Blackstone Hotel, several times weekly.

Spring opera will be broadcast from the Met. via NBC and the Red web, effective May 8. The first opera to be aired will be Smetana's "Bartered Bride," on that date.

Joe Marsala, batonist of the Chicagoans, who made a guest appearance on clarinet soloist on the WABC "Spring Sessions," has been signed for a repeat performance with his entire band for the May 1 airing.

KDKA Boys' and Girls' Program

KDKA, Pittsburgh, will present a special program in connection with International Boys and Girls Week, which starts April 28. Reverend William Wise, of Christ Methodist Episcopal Church, will be the speaker and the program is scheduled for 4:30 p.m. April 28.

F. C. C. ACTIVITIES

Examiner's Recommendations

Kiny, Juneau, Alaska, CP for change in frequency and power to 1430 kc., 250 watts, unlimited, be denied.

W. H. Marolf, Escanaba, Mich. CP for new station. 1500 kc., 100 watts, unlimited, be denied.

Escanaba Daily Press Co., Escanaba. CP for new station. 1500 kc., 100 watts, daytime, be dismissed.

Ralph Beal to Present Paper on Television

A paper on television will be one of the features of the Spring Meeting of the Society of Motion Picture Engineers to be held at the Hollywood-Roosevelt Hotel, Hollywood, May 24-25.

Ralph R. Beal, Research Supervisor of RCA will deliver the paper, entitled, "RCA Developments in Television."

Rockwell-O'Keefe Sets Orks

West Coast Bureau, RADIO DAILY

Los Angeles — Rockwell-O'Keefe has set Earl Hines' orchestra at the Cotton Club, April 27-May 25. The Casa Loma Orchestra opens at the Palomar to be followed by Bob Crosby. Jimmy Dorsey is now on tour and plays the University of Arizona Pan-Hellenic and Interfraternity Ball, April 17. Les Hite starts a series of one night dates going east.

NDBC Spring Dance

NBC Athletic Association will hold its spring dance in the main ballroom of the Hotel Roosevelt on May 7. Pert Van Steeden and his orchestra will play for dancing. Tickets $2.50 each.

AD AGENCIES

D. B. HAUSE, for the past 14 years advertising and sales promotion manager of Sprague, Warner & Co., Chicago, will join the Chicago office of L. W. Ramsey Co. on May 1. Hauser will be retained as an account executive.

H. P. FORRESTER, formerly manager of New York office of Corday & Gross Co., has joined Fuller & Smith & Ross as account executive.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8:30 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS
WALTER CRAIG, producer of the Rubinooff Chevrolet program, has signed Carmel Myers for a series of five appearances, doing the song monologs that have been her most recent specialty. Ella Logan has been signed for the April 24 show.

High spots in the cast—except Walter Winchell—will be guests on next week's Ben Bernie program, doing scenes from "Wake Up and Live." Understood that Winchell will be Ben's guest the week following, as a further build-up for his picture.

Walter McCreery of Allied Advertising Agencies has taken over publicity and exploitation for Los Angeles Six Day Bicycle races, April 21-27. Ken Baxton will announce them when they go on the air—station not yet announced.

Sale of Raymond R. Morgan's disk series, "Drums," reported for WDFM, Kansas City, Morgan Advertising Co., for KTUL, Tulsa, Oklahoma, La France Cleaners & Dyers, and to KGB, Sydney, Australia, where it was "bought by the station." Linton Wells, war correspondent, author, round the world stowaway and radio commentator, has signed a contract with Samuel Goldwyn, to be Eastern and European publicity representative, to make two European trips yearly, six Hollywood trips. Contract leaves him free to broadcast on his own.

Mayor Shaw Committee of 100,000 has signed, has Ray Davidson agency, X for a series of seven 15-minute broadcasts stretching from this week through May 3, to 2 p.m. KFI and for seven on KECA, running through to May 3.

Arthur Tibbals' recording plot is getting square, next week on a series of 100 15-minute transcriptions, "The Adventures of Tom Brown," planned to provide a clean adventurous serial for boys. Series will have several giveaways to tie in with commercial sponsors. Jack Lescoulie (of Starlight Review, etc.), Mark Brenneman, John Prince and Les Thomas have been signed for the lead parts.

PAUL W. NORRIS, program director at WSOC, Charlotte, N. C., is laid up by the measles. Charles Glenn Hicks is acting program director in the absence of Norris.

Dr. L. F. Rayburn, member of the sales staff at WMT, Cedar Rapids, after being connected with the station for the last three years, has decided that the job is permanent and has moved his family to Cedar Rapids from Oklahoma.

Giff and Harry Bixbee of the engineering staff at WCAE, Pittsburgh, are settling in Dormont for the summer.

WCAE's chief engineer Jim Schultz and Jimmy Greenwood, one of his assistants, are camera enthusiasts.

The Jay Dennis Girls, presented by Bill Duffield and Ben Greene, open a three-week engagement at the Roxy Theater today. There are 12 girls in the unit and they are said to have radio possibilities.

Funeral services were held Wednesday in Ft. Wayne, Ind., for Paul D. Maxwell, former chief engineer of KTUL-Laredo, Tex. He died April 13 in Chicago.

Four members of the KIXO, St. Louis, staff were made members of the Hoboes of America when a "hobo jungle camp" program was broadcast to CBS network the other day. Quartet are Larry Neville, J. Norman Green, Elmer Mueller and Jerry Hoekstra.

Gene Cagle has been named assistant broadcast announcer to help Jack Hartt, chief announcer, in handling the 191 sponsored games scheduled for KFJZ this season.

"Music in the Morning," with Richard Rolland, baritone, and his Strollers, a modern instrumental ensemble, will succeed Gus Clark's "Fun in a NutsheU" over WXYZ and the Michigan network on Monday, it is announced by H. Allen Campbell, general manager of King-Trend Broadcasting Corp., Detroit. The new show, as well as the old, sponsored by Nuts Foods, Inc., five days a week.

When Mutual Broadcasting System airs the world premiere of the Janet Gaynor picture, "A Star Is Born," which will debut at Grauman's Chinese Theater, Los Angeles, on Tuesday, George Fischer, movie commentator-critic, will officiate in bringing the celebs to the mark. Scene from pix may also be presented on the broadcast, which originates through the facilities of KFJZ and Don Lee web.

Barnacle Bill, WMCA artist, heard in a program of songs will broadcast at a new hour starting Monday, April 19. The new schedule will be 8:15 a.m. Monday through Saturday, and 10:15 a.m. on Sundays.

WBAL, Baltimore, today will air an exclusive half-hour broadcast, 4-4:30 p.m., in connection with the annual convention of the Maryland Federation of Music Clubs.

A "Testing Kitchen" service, with a seal of approval issued over the signature of Martha Lane to sponsor's products which measure up, has been added to "The American and being recorded by Mertens & Price, Inc., Los Angeles. As Gold Medal's original Betty Crocker, Mrs. Lane established Washburn-Crosby's testing kitchen and organized its plan of kitchen-tested recipes.

David F. Syne, managing director of Station SHA in Western Victoria and 3TR in Gippsland, is in Hollywood checking the transcription and script market for his chain of stations. Mrs. Syne accompanies the radio tycoon.

Elizabeth Judson, who handled radio for the Barnes Chase Company in San Diego, has returned to her first advertising love in New York, and is succeeded in San Diego by David Titus.

Bob Carter, former NBC network singer, will make his first appearance on the KDKA (Pittsburgh) Strollers Matinee Tuesday. Jean Garbraith will represent the treble clef with other songs and Bob Keller will add another page to life story of Elmer and Elsa on the same program. For those who can't make the broadcast will feature Lois Best and Ted Yearst in songs and Dale Jackson with a fresh skit in the character of the irreplaceable Tipperary chap, Al Bringston.

In appreciation of the excellent work they have done for him during their association of more than a year, Jack Benny will reward his script writers, Bill Morrow and Ed Beloin, both of the European trip when the comedian vacations for the summer. The writing pair will accompany Benny and Mary Livingstone abroad.

The Atlantic City Daily World moves its City Desk to the WPG microphone each Wednesday at 5:15 as Vincent Clark, eminent journalist, gives the radio audience the actual "stories behind the news." Diplomacy, plots, reporters' strategy and scoops alternate with other interesting highlights.

Berenece Fink, who, because of her efficiency as service manager for

DO YOU KNOW?

In 1861, Philip Reis of Germany made a make-and-break platinum contact microphone capable of transmitting musical sounds.

RADIO DAILY

CUSING

ROSCO ATES, ANN LESTER and CECIL MACK CHOIR, on Brooklyn Paramount Professional Parade, with Buddy Walker as m.c., tonight (WMCA, 9:30 p.m.).

NELA GOODELLE, on Ed Wynne program, April 24 (NBC-Blue, 8 p.m.).

WINIFRED CECIL, on American Album of Famous Music, April 18 (NBC-Network, 8:30 p.m.).

BILL TERRY, manager of N. Y. Giants, and BURLIEGH GRIMES, manager of Brooklyn Dodgers, on Al Pearce program, April 20 (CBS, 9 p.m.).

CLARENCE DERWENT, on Charlie Burchard's Playgoer program, April 20 (WMCA, 1:45 p.m.).

ANTHONY KEMBLE COOPER, in "Progressive Pickwick," by Sydney Basch, today (WMCA, 2:15 p.m.).

ELLSWORTH VINES and FRED PERRY, on Sam Taub’s "Hours of Champions," April 18 (WHN, 1 p.m.).

LEONARD LIEBLING, music critic, on Music Box Program, tomorrow (WMCA, 6 p.m.).

WALTER WINCHEL will appear on Ben Bernie's program Tuesday.

FRTZI SCHIEFF, JULES GARFIELD of "Having A Wonderful Time," and MITZIE HAYNES of "Behind Red Lights," lead the list of guests for Marvin Goldsmith's new broadcast Monday (WMCA, 3:30 p.m.). Others lined up are Paul D. Maxwell, former chief engineer of KTUL and Max Cottle.

WALTER SWOR, LOU LURBAN and ALINE JACKSON, on Al Pearce show, April 27 (CBS, 8 p.m.).

Mertens & Price Inc., Los Angeles disc jockeys, is known as "Mr. Fink" to scores of station staffs, has become a full-time programmer and assistant program director. Miss Fink is a graduate of Redlands University, had several years of newspaper experience, and then served with the San Bernardino Chamber of Commerce.

KAT, Fort Worth, broadcast the thirteenth annual Golden Deed Award banquet of the Ft. Worth Exchange Club, marking the first time this affair has been on the air waves. Many distinguished personalities, including Gov. James V. Allred, paid tribute to Stanley A. Thompson, the honoree. A build-up from the studio educated the public on the work of the Exchange Club, and the purpose of the organization before the affair was picked up from the Ft. Worth Club.

Rev. Robert Fraser, noted singing, blind evangelist, has been compelled to transfer his program from the Neptune Studio of WPG to the First M.E. Church in Atlanta City in order to meet the demands of those who wished to witness his broadcasts.

BT WACAL, AMSTERDAM. Room 607.

www.americanradiohistory.com
“SECOND HUSBAND”

with Helen Menken

Sterling Products Inc. (Bayer aspirin) W17 (NBC-Blue Network), Wednesday, March 30.
Blacklett-Sample Hummert, Inc.

SIMPLE DRAMA, WITH EXCELLENT PACING AND AUTHENTIC EMOTIONAL APPEAL.

By making much of the glamour of the theater to the air, this program, starring Helen Menken, should exercise a universal appeal. The drama is predicated upon simple, human emotions, dealing, as it does with the effort of a widow to rear her children in the face of the further claim life makes on her. Helen Menken does a beautifully sensitive job, with Janice Gilbert and Jimmy Donnelly displaying perfect poise as the children. Joe Curtin, the love interest, is a worthy protagonist for Miss Menken.

MAX BAER-TOMMY FARR FIGHT

Special Event

WABC (CBS network), April 15, 4:30-5:35 p.m. EST.

UNBELIEVABLE BINGE DESCRIPTION, UNLIKE SPIRITED U.S. FIGHT BROADCASTS.

Compared with the ringside broadcast of fistic matches in this country, the transatlantic description of the Baer-Farr match was a calm and cool affair. The principal commentator, a gentleman with a dignified manner of speech and a touch of effortless humor in his observations, talked most in subdued tones and without getting very excited about it all. It was as though he were describing a parlor ping-pong game. Perhaps the vocal restraint was due to position of the mike, although it didn’t seem to restrain the alternating commentator who filled in during the intermissions with more snappy summaries of the rounds.

Scheduled to start at 4:30 p.m. EST (about 10 p.m. in London), some rather prolonged preliminaries delayed the main event for nearly a quarter of an hour. Then it took time for the fight to work up some momentum, making it necessary for the commentators to draw upon their vocabularies for time filler. Not being very resourceful for an occasion of this kind, the chief remarks were about Baer’s beautiful and powerful physique—which was commented upon this time and again, thus making it look all the better for Farr when he was declared winner of the 12-round bout.

From a transmission and reception standpoint, it was a good job.

F. T. C. CASES

Cease and Desist Orders

Relaton Purina Co., St. Louis, is named respondent in a complaint filed by the Federal Trade Commission, alleging misrepresentation of a dog food sold under the trade name “Purina Dog Chow.” Misrepresentations in the sale of cosmetics is alleged in a Federal Trade Commission complaint filed against Colonial Dames Co., Ltd., trading also as Colonial Dames Inc., Hollywood, Chicago Mail Order Co., Chicago, has entered a stipulation that, in the sale of aturtle oil cream designated “Vivian,” it will cease using the words “turtle oil” as descriptive of a product whose oil content is not composed of turtle oil.

Benjamin Anshe Co., St. Louis, signed a stipulation to discontinue use of the words “turtle oil” to describe preparations sold under the names “Vivian” and “Amethyst.”

CBS Ups WHS Card To $450 on May 15

(Courtesy from Page 1)

Card No. 22, and all new contracts written by CBS on and after May 15 will be at the new rate. CBS advertisers currently using WHAS will be protected on present programs which are continued without interruption at the base rate of $400 per hour, until May 14, 1938. CBS advertisers who are protected until December 31, 1937, under rate card No. 21, will be billed at the $400 base rate from January 1, to May 14, 1938, and at the new rates thereafter.

Radio Daily

Friday, April 16, 1937

NEW PATENTS

Radio and Television

Compiled by John B. Brady, Attorney

Washington, D. C.

2,076,062—Electro-Tree. Fritz Michel- sen, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
2,076,761—Incandescent Cathode. Johannes Bredow, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
2,076,674—Television Apparatus. Fritz Schröder, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
2,076,855—Modulated Carried Wave Transmitter. William S. L. Tringham, Surrey, England, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
2,076,721—Centralized Radio System. Ernst Krueger, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
2,076,803—Noise Suppression Circuit. Jacob von Słożn, Eindhoven, Netherlands, assignor to RCA.
2,076,812—Tuning Selectivity Control Circuit. Lou D. Fairham, Oceanport, N. J., assignor to RCA.
2,076,914—Automatic Gain Control. Christopher J. Franks, Boonton, N. J., assignor to RCA.
2,076,874—Electrical Condenser. John J. Allen, Toms River, N. J.
2,076,900—Radio Control Device. Carl H. Langley, Los Angeles, Calif., assignor of 45 per cent to Phillip L. Wiseman.
2,077,049—Signal Selecting System. William A. MacDonald, Little Neck, N. Y., assignor to RCA.
2,077,059—Radio Receiver. Rudolf Rechner, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
2,077,126—Volume Control Arrangement. William J. Wallace, Jr., assignor to RCA.
2,077,139—Automatic Gain Control Circuit. Hans Bartels and Hans Friedrick, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
2,077,159—Electro-Flange Device. Victor L. Knoll, Brooklyn, N. Y., assignor to Bell Telephone Laboratories, Inc.
2,077,179—Standby Tube System. Francis L. Moore, Pekin, Ill., assignor to A. A. Bird, Rutherford, N. J., assignors to Spero Gymecone Co., Inc.
2,077,221—Modulation System. Murray G. Copi, New York, N. Y., assignor to RCA.

RADIO DAILY

Little Talks on Big Subjects

The audience is waiting . . . Are YOU on the program? . . . The Radio Industry is Alive, Big, Growing, Prosperous . . . It is constantly on the lookout for innovations, new personalities, ideas and equipment . . . RADIO DAILY with its crisp breezy columns reaches this audience bright and early every morning . . . Advertising in RADIO DAILY brings RESULTS . . . A TEST will TELL . . .
SET STATION DETAILS ON FORD'S SAT. SHOW

(Continued from Page 1)

WORO, WEEI, WGR, WCAU, WBAL, WABC, WMAS and WIBX on first hook-up.

Majority of stations carrying repeat broadcast will be located in Eastern and Central Standard time zones. Sponsor believes that first airing, reaching public at 6:30 p.m. EST would be too early to catch many listeners. Present plans call for the revised schedule to run for 13 weeks, with changes, if any, to be made thereafter. Program will have no visible audience for first five broadcasts as there will be no playhouse available before May 15. N. W. Ayer & Son has the account.

650 to 800 Attending Associated Press Meet

Between 650 and 800 members of the Associated Press will be in attendance at the annual meeting of the association being held next Monday at the Waldorf-Astoria Hotel.

Session will open at 10 a.m., adjourning at 1 p.m. At a luncheon Secretary of Commerce Roper will be the guest of honor and his speech will be aired over the NBC-blue network, 2-2:30 p.m.

There are now 1,580 AP members of which Hearst holds 16, the largest individual sum. Reports have been current that the AP board will take up the question of revising the association’s by-laws to allow them to sell news to radio stations. AP is the only news association that has not entered the field to date.

On the following Tuesday the American Newspaper Publishers Association will begin its annual convention in the same hotel. With over 200 radio stations now controlled or attempted to be made available to New York will be host of hundreds of radio executives.

Yale Drama on WICC

New Haven—Yale Drama Department made its debut last night at 7:30 in a regular quarter-hour series over WICC.

ONE MINUTE INTERVIEW

LILY PONS

"No one, of course, could possibly question the supremacy of the great classical masterpieces. But it is difficult for the average, untrained member of the radio audience to grasp and appreciate classical music as readily as music in a lighter vein. Therefore, good popular music can do a great deal both in providing entertainment and in preparing for an appreciation of the more difficult classical music."

Radio Wave Burglar Alarm

Philadelphia—The radio wave has enabled the Police to install a device to foil burglars. A curtain of radio waves, capable of setting off a shrieking alarm and lighting blaz- ing red lights, has been placed around the antennes of three local radio stations. The curtain is thrown around the station's antenna, which is 30,000 radiates from the floor in case of a warehouse or storeroom. The device is being purchased to the Leeteck Property Protection System.

Station Improvements

Sherman, Tex.—KRRV has asked the FCC for a construction permit to put in a new equipment and change in power and full-time operation.

Cleveland—Permit to install directional antenna for night use is sought by WKH.

Canton, O.—Installation of automatic frequency control is planned by WBYB.

Columbus, Ga.—License has been granted to put in new equipment and change in power and in change in antenna and move in power.

Atlanta, Ga.—Move of transmitter and change in antenna are planned by WHEF.

Whitfield Falls, Tex.—The FCC has granted to KGKO’s application to install new equipment.

Gadsden, Ala. — WJBY has been granted to install automatic frequency control equipment.

Enid, Okla.—KCRC is seeking authority to put in new equipment and a vertical radiator, along with increase in power to 500 watts unlimited.

Ashland, Ky.—Permission to move transmitter site locally, install new equipment and increase power is sought by WCMU.

New Orleans—Plans for the construction of a new transmitter, new sets and re-equipping of WDSU studios are proceeding while the station awaits ruling of the FCC on its request for an increase to 5000 watts for the station. Station owners claim they are now bidding on land for the new transmitter houses, which will be made possible by a 5000-watt installation.

Lincoln, Neb.—KAFB has applied to the FCC for construction permit to install new transmitter and directional antenna for night use.

Charlotte, N. C.—WBPT plans installation of a directional antenna for night use.

LICENSE TO COVER CP

Charlotte, N. C.—WBPT plans installation of a directional antenna for night use.

Don Kerr to Emcee Party

Don Kerr, WMCA announcer and commentator, will act as master of ceremonies at the Monte Carlo Night March 24th held at the Hotel Pennsylvania to benefit the Advertising Men of New York, to be held at the Hotel Pennsylvania roof tomorrow night. Mr. Kerr will also handle the auction. Larry Nixon will be in charge of the entertainment. Stage money will be used on the roulette wheels, but winners will be entitled to purchase tickets at all Lincoln-Bascom's.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH

Electric Lighting Equipment of Any Kind

FOR RADIO STATIONS

244-250 WEST 49TH STREET

New York City

Tel. Chc. 4-2074

Friday, April 16, 1937
Hopes of Television
Are Spurred by Test

West Coast Bureau, RADIO DAILY

18 new projects successfully spanning a distance of 10½ miles with "sight and sound" by the Television Division of the Don Lee Broadcasting System here last week has spurred interest and hopes in the proximity of regular television broadcasts. The latest demonstrations here, piloted by Harry R. Lubke, were witnessed by both laymen and noted scientists, among them Nobel Prize Winner Dr. Robert A. Millikan. The television programs were transmitted many times (Continued on Page 6).

Playwrights Granting Film Television Rights

In selling the film rights to a stage play, the Dramatists' Guild is now granting film companies the right to televise the motion picture produced from the play, but reserves to the author the right to televise the play with living actors, RADIO DAILY was advised Saturday by Sidney R. Fleischa, arbiter for the Dramatists Guild. Previously the Dramatists Guild had refused to include television rights in the sale of movie rights to a play.

New Radio Invention Improves Reception

Salt Lake City—A device which, in tests, eliminated static in voice reception, beam signals and telegraphic signals, and may ultimately do away with the cracking and squelching in radio sets, has been demonstrated by Warren C. Hill, radio operator for the U. S. Dept. of Commerce, stationed at the municipal airport here. Hill has applied for patent.

Sponsor Next

The experimental program recently launched by WHN under the title of "New Ideas," inviting listeners to send in scripts for consideration, has been amended with a new twist. Literary and drama editors and authorities are being invited to participate in constructive criticism of the script chosen each week.

High Mass on Air

Buffalo—The distinction of being the only station in the United States to broadcast regularly a High Mass of the Roman Catholic Church is claimed by WNYE here. It is the on the air every Sunday at 11 a.m. from St. Louis Church. A choir of 60 voices is featured.

Gen. Foods Takes Over Coast Network Show

West Coast Bureau, RADIO DAILY

In Los Angeles—General Foods Corp., New York, today will take over the sponsorship of "House UnDivided" on behalf of its Frank and Salina, General Foods products, and broadcast the program five days a week, Mondays through Fridays, 11:15 to 11:30 a.m., over the entire Don Lee network.

Program is a dramatized script show dealing with the life and struggles of a small town doctor, and is signed for 26 weeks through Young & Rubicam, keyed from KHJ. Agency's office here, headed by Tom Harrington, will handle the quarter-hour series. Series may go coast-to-coast next fall if it clicks on coast.

Additional News Spots For KIRO, Seattle

Seattle—KIRO has signed for Universal News Service, which will be used in addition to INS, and will supplement its hourly news broadcasts with several quarter-hour evening spots.

NEW YORK, N. Y., MONDAY, APRIL 19, 1937

FIVE CENTS

18 WLW-WHN Shows Set

DEDICATORY PROGRAM FOR NEW NETWORK

Being Aired Tonight—"Flying Dutchman" Heads Openers

$550,000 to Networks

On P. & G. Drene Series

Procter & Gamble will spend about $550,000 for network time alone on a single product, Drene, as it is disclosed in the setting of Jimmy Durante. a second weekly Hollywood gossip program starting May 21 for 12 weeks on the coast to coast NBC network of 30 stations, Fridays, 10:30 to 10:45 p.m. Network will use basic Red, WLW, WDEL, and the Red mountain and Pacific groups. Fuller's other program is heard on the same network on Tuesdays at the same time. Twenty one programs.

3rd Factor Disk Series

For 22 Latin Countries

West Coast Bureau, RADIO DAILY

Los Angeles—Max Factor (make-up) is to start production this week on a third series of disks of self products, via radio, in Latin American countries. Success of first two series was so outstanding that new series will go on a twice-a-week basis on some 30 stations in 22 Latin American countries. Series will be done in Spanish, and will feature guest stars and a short dramatization, a-la March of Time, of movie lot episodes. Paul Gunn rebel, who produced the last series, is to produce the new ones.

THE WEEK IN RADIO

...Proposed Wattage Tax

By M. H. SHAPIRO

WORKING through Congressman John J. Boylan, (N. Y.) FCC Commissioner, George Henry Paine proposed a measure seeking to tax radio outlets according to their wattage, starting at $1 a watt and scaling up to $10, which doesn't sound reasonable from any angle... virtually tax the industry out of business if the fantastic proposed bill ever slipped through.

On the heels of the news that the Wagner labor act had been upheld by the Supreme Court, various branches of radio began to feel the urge to organize, particularly the technicians, more or less considered unionized already to some extent. CIO most likely will branch out into the communications field and electric workers. It would seem... ATT looks like a fertile proposition.

NAB ran into conflicting dates

(Continued on Page 2)

Eighth Repeat

A record in repeat performances for a single radio drama on a network will be established Saturday when "Seaboard Lake," by William Ford Monley, is presented for the eighth time, going over NBC-Red at 9 p.m. Sketch, originally heard in 1926, will again star Arthur Allen, with Elfie Palmer, Ruth Russell and William Adams, all of original production.

Oldest Commercial Fades After 15 Years

Chicago—Said to be the oldest commercial on the air, the Sunday evening Edison Symphony concert series called it quits after observing its 15th anniversary on the air yesterday over WENR (NBC Blue). Program has been running since April, 1922. Morgan L. Eastman, director, plans to retire and go to California.
**THE WEEK IN RADIO**

(Continued from Page 1)

with its original intention of having the annual convention at the Stevens Hotel, Chicago, June 13-16, but later switched to the Sherman, with the dates set as 20-23 inclusive... the Pacific Advertising Club meets in Salt Lake City June 13-16 and many attending this gathering wished to know what changes are taking place as far as the Advertising Federation of America provides conflict with its 33rd Annual Convention in New York... during the same three days... Diak and spot bid led the February industry gains in so far as percent- age of increase is concerned... NAB again moved toward facilitating return of license fees paid the Warner Bros., music subsidiaries... in radio bidding Kaye is seeking changes offering full support... while the music men through John G. Paine, saw no benefit to be derived by U. S. joining the Berne Convention...

**WHEC Fight Program Becomes Institution**

Rochester, N. Y.—The Monday Night Fights at the Elks Club, started since Feb. 8 over WHEC, basic CBS outlet here, have become a sort of local institution, with big listener interest besides helping the Club attract overflow crowds to the weekly events. The programs are expected to continue through May, or at least until the season expires...

Several Golden Gloves champions have been included in the broadcast schedule... Lowell MacMillan, expert sports an- nouncer who incidentally will cover the pro baseball games for WHEC this season, handles the descriptions... He is assisted by Harry LeBrun, who provides color and background... While MacMillan heads up the Florida... LeBrun and Ken French handled the fights.

**Bernie Moving East**

On and after May 4 the Ben Bernie- American Can program on the NBC Blue network, Tuesdays, 9-9:30 p.m., will originate from NBC’s New York studios, instead of Hollywood.

**Coming and Going**

HERBERT PETTY, associate director of WHN, now of New York on Wednesday... JOE BOLTON, announcer, back in town after a week in Hollywood where he attended the baseball announcing’s meeting called by General Motors... GERTERUDE BERG, arriving in New York today... leaves again for Hollywood next week, where she is slated to work on Bobby Breen’s next picture... EDWARD G. ROBINSON is on his way cast from Hollywood to guest on the Kate Smith broadcast from Radio City... HAROLD MICKEY, Southern band leader, is back town and other matters of the moment... CARMEN CASTELLO, wife and vocalist of Xavier Cugat, left for Hollywood with her niece, MARIA... ED WOLF and BILL COBLENZER in Chicago on business...

**Hey’s a Fact!**

Don’t forget, this daily script of new oddities—expertly written and IN- STANTLY SPONSORABLE, is also available in GERMAN, POLISH, ITALIAN and JEWISH. *Write or Wire*

VanCronkhite Associates, Inc. 360 North Michigan Ave. Chicago State 6088
KFRU, San Francisco

The Kendall Dog Food account also is placed with KODA and KSDM.

KSLM, Salem, Ore.

WBT, Charlotte
Snow King Baking Co., Cincinnati, 10 one-min. weekly spots, 13 weeks, through H. W. Kastor & Sons, Chicago; Pure Oil Co. of the Carolinas, Charlotte, increase to two 100-word studio announcements weekly, 52 weeks, for Yale Tires, through Frietag agency, Atlanta; Refrigeration and Air Conditioning Training Corp., two 15-min. test programs, through National Classified Agency.

WNEW, New York
United Drug Co., five-day disks series simultaneously with Rexall T-cent sale starting April 27, through Spot Broadcasting, Inc., Street & Finney, Inc., agents; System Brake Service, "Dugout Interviews" for three baseball games weekly, 13 weeks.

KEHE, Los Angeles
Union Pacific, 52 weekly one-min. disks, through Caples & Co.

WFIL, Philadelphia
Hecker 11-O Co., cereal, 4 spots weekly for 2 weeks, through Erwin, Wasey agency; B. C. Yuengling, beer, students against all comers. Success of this feature illustrates the brand of showmanship being displayed at KFRU.

WBT Reveals Innermost Secrets
WBT, Charlotte, N. C., has instituted a series of programs, conducted by Lee Kirby, announcer, to acquaint the public with the little-known details of a major station's activities. The first 15-minute spot was devoted to explanations from the control room, during which Engineer J. M. Whitman talked about the various gadgets on the complicated board which is the nerve center of a station. Few people know how network programs come in and are broadcast through a transmitter, so Whitman switched to the network while Crutchfield and Kirby explained what was happening. The series will continue with a broadcast from the WBT transmitter, located seven miles from Charlotte. The WBT transmitter is one of the most modern in the world, including a vertical radiator 42 feet high, and equipped with the latest devices of the industry.

NEW PROGRAMS—IDEAS

Put Entertainment in Resume
The program resume on KUOA, Silicon Springs, Ariz., has an entertainment feature. For a long time there had been head scratching about the dryness of an ordinary program resume. It seemed to be a necessary evil. That was until the program department finally got down to business. Now the program resume combines music, drama, and sound effect with humor for a quarantine period's moment feature.

The program is conducted something like this: Each program announced on the resume is identified as it is mentioned by using its theme or some characteristic sound effect as the background. A teletype sound effect is fastened to it and then down as a background for the announcer to say that "United Press news is presented at 7:00, 9:00, 11:00, 2:00, 4:00, and 6:00." The idea lends itself to infinite variation and it is surprising how smoothly it can be produced. It actually becomes of program value. A different theme selection is featured each day and is played in full sponsorship in the offing. Credit for this idea goes to Virginia Rae Daniels, KUOA's program director.

KFRU Spelling Novelty
Latest feature to catch public fancy via KFRU, Columbia, Mo., is the show-me schoolmaster's Spelling Bee. The idea has grown to state-wide proportions in a scant two weeks' airing. Although elimination contests being broadcast over KFRU from Columbia high schools will not be completed for a month or more, having been scheduled three times weekly, other schools are waiting to challenge the local champions for spelling supremacy. The program will continue until the issue is decided, as Columbia, the state's educational center and home of the University of Missouri, is backing its Champs 7 spots weekly for a full year, through Dorsey Agency; Gardner Mfg. Co., hair shampoo, 6 spots weekly for 11 weeks; M-G-M, Inc., pictures, 14 spots for one week, through Donahue & Cee Agency Brown & Williamson Tobacco Co., three 15-min. periods weekly, for 13 weeks, using Hal Simmons' sporting news, through B. B. D. & O.; Nu-Enamel paints, 16 spots weekly for a 15-min. period, using "Romance and Melody" ET, for a full year, through Schwartz Agency; Bauer & Black, corn remedies, 6 spots weekly for a full year, through Ruthrauff-Ryan.

WMJ, Milwaukee
Gridley Dairy, thrice weekly script show, "Lefty Culpepper," contracted by Neale Bakke.

WCKY to Feed NBC Blue
Cincinnati—WCKY will supply a part of NBC-Blue's 9:30-10 p.m. program tonight. Celebs in baseball world will be interviewed here.

NEW BUSINESS
Signed by Stations

FRANKLIN OWENS, formerly associated with NBC and BBDO, has joined the radio department of Maxon, Inc., advertising agency.

CAL SWANSON of the J. Walter Thompson office in Hollywood, has returned to the coast to break in Paul Rickenbacker as Dan Danker's assistant. Then back to New York to stay.

UNITED ADVERTISING CORP. has moved its New York offices to larger quarters at 60 West 42nd Street effective today.

J. FRANK DUNN, recently associated with Barnhill & Dunn, has joined the Wadsworth & Walker, Inc., advertising agency as vice-president and account executive.

CBS Gets Television Permit
Washington Bureau, RADIO DAILY Washington—FCC Saturday granted application of CBS for construction permit authorizing changes in equipment, increase in power of visual broadcasting transmitter to 7500 watts and move of transmitter to top of Chrysler Building.

Life Begins at 1440
Gaze upon the four gay gentlemen above. Silly? Fantastic? No . . . a common occurrence rather with most WOR sponsors. For even the most inhibited director finds it difficult to remain calm once WOR begins producing very remarkable results at a very reasonable cost. You’re really not getting the most out of life till you come up and see us sometime at 1440 Broadway.

WOR
STEP RIGHT UP

—particularly if you are a NEW product

Step right up and tell the world! If you're a new product how else can you become a familiar product unless you do? And—since the busy new world you enter must be filled with both customers and dealers—why not tell both at the same time? The quickest way, you'll find, is the air way. For radio advertising is adapted by its very nature to the special problems of merchandising the new product. Because...

RADIO IS INTIMATE. By its personal manner, by its friendliness, it overcomes the instinctive hostility to newness—quickly makes the unknown product a familiar one.

RADIO IS IMMEDIATE. What can stir impulse into action, thought into decision, as profoundly as the human voice? (Have you read the CBS study, "Exact Measurements of the Spoken Word"? It tells the story of 34 years of investigation by 21 scientists into the effectiveness of the spoken word. And what they say counts!) RADIO IS ECONOMICAL. Its files abound with dollars-and-cents histories of advertising economy for every type of advertiser.

AND RADIO IS UNIVERSAL. More accurately stated, radio is universal enough in its appeal to reach all the people with money to spend... and reach your dealers at the same time. (Dealers have expressed an overwhelming preference for radio. For they, better than anyone, know its power on both sides of the counter.)

But no inventory of radio's attributes, as brief as this, can even begin to cover all its significant points. Why not examine the actual cases of new products catapulted into public acceptance by the use of radio? Why not step right up, and let us tell you about them?

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue

New York, N.Y.
PETTY CASH VOUCHER
Week ending April 16th

- - -
Friday....At NBC lunch is brought up for Jack Pearl and Cliff Hall. Jack is panicly about being operated on the following day. Encouragement is offered by Tommy Dorsey, BBDO's production man and others....Sick as he is, Jack insists on attending the Press Photographers' affair that night....Tells us "Shartle" and he will cut in on the Derby dining (which his sponsor will carry with Clem McCarthy from Louisville) and do five minutes of comedy.

- - - -
Saturday....Attend the Cocoverd Grove and take in a bit of Jerry Blaine's "streamlined" music with charming Phyllis Kenny giving it on the vocals....Later in Renben's, Lester Lee pushing a pen into the hands of Ted Hammerton with writer Jerry Devine beaming. Learn that Ted will produce Jerry's play "Black-Eyed Susan" and that they are looking for a big air name to star after which immediate production is contemplated.

- - - -
Sunday....Start out for Atlantic City with Arthur Boran, getting as far as the ferry and then having the rear axle go on the new car....Arthur hopes a train and we attend the Professional Music Men's affair at the Alvin and thrill over the fact that Sid Corey goes the Monster show, causing the crowd to cheer.

- - - -
Monday....At NBC Bob Hope greets us with "Honey-chile".....Seems he's lost looking for Dick Himmer's rehearsal....Bob is up in the air about the Woodybury show because his show goes to Chi....At Lindy's for lunch, Vice Prexy of WMCA Bill Weissman inquires how we knew Max Steuer's stand on the Supreme Court....Prexy Donald Flamm waves to Bill and then begins telling a few riddles that has everyone stumped....That evening in Dave's, "Pothah" Davies and "Perimeter" Fleischman thank us for "top billing" in the day's column "Press Agent Paradise" and then Eddie Weiner stops to say a few inconsequential words....Leon Navara waves to us and we're introduced to lovely Lillian Gilman.

- - -
Tuesday....Listen to the Jello-audition and thrill to Mifl Moll's arrangements....Five people rush over to tell us about Jerry Cooper going to Hollywood Hotel!-when we printed it here two weeks ago....Joey Nash suggests to Harry Sailer a name for a band...."Twelve-picked-up-in-front-of-the-Trans-Lux-Theater-Swing-Band"....Len Lyons walks in and one of us tells him that he refused to go on the air because they wanted him to present "guests...."Ina Schuster stops Irving Caesar and plays with "Inc." the dog....Dick Himmer walks past Lindy's slapping song-plugs on the back.

- - -
Wednesday....Henny Youngman calls us into the Astor to show comedy photos of his script-writers at work....At CBS, Col. Snyder, Ruth Etting's hubby, wants to know where we got the line about the wife and then confirms our item....Mark Warnow cuts in with a bit of news about the new "Hitt Parade," telling us the No. One tune....Overheard two execs in the Sales dept. rave about RADIO DAILY....Take Vick Knight to lunch at Lebus.

- - -
Thursday....Lunch with John Mayo, Teddy Bergman, Jules Nasberg, Harry Saltzer, Frank Cuyley, Zeke Manners, Irving Kouzman and Joey Nash....The bunch roor over Frank's suggestion of putting Joey into the ring....Later at the Kate Smith rehearsal, she offers us some of her sponsor's coffee with cake made with the flour of her sponsor....That nite Ted Collins tells us that the new Smith Hour will remain on CBS if the network is able to clear time with Du Pont late Thursdays for a "repeat" to the coast. On Monday, this show will go NBC.

Total expenses

Ten cents carfare

Auditor's remarks: Request denied.

Next time. WALK!
WITH THE WOMEN

CARMEN CASTILLO, with vocal- lista-in-chief to Xavier Cuogut, is Holl- wood-bound with niece Margy, who'll pursue her pic. career....Cuogut has found no substitute songbird as yet.... Helen Johnson, broadcasting director of the American School of the Air, sails for Holland May 21 to take a brief peak at the windmills and tulips....Lucy Monroe relaxing at Hot Springs....Lois Lor- raine, CBS Press Dept. loss, to spend a few days in Philly, contacting the local papers and renewing friendship at the WCAU studio....Sally Burns. recently of that station's sales promotion dept., be- comes promoter at WIBA, Allandale, of CBS Exploitation....Evelyn Hassner, WNEW switchboard divinity, drawing blue prints for her European trip....Ed Woll and Bill Coblenzer in Chicago, on hot heads anest Mary Small and "Hill- top Mouse," the Sellese Reyle, Janice Gil- bert opus....Harry Wurtzel, on the coast, sets into RKO in the fall, after spend- ing out many Small's O.K. for sound, the idea being a Grand National film contract. 

Enoch Light's new female vocal trio will sing, the violin, the bass viol and the clarinet during non- vocal interludes....Louise Massey and the "Westerners" to guestar collect- ively on the Schoefer program, April 25....Great-grandmother Flora Spiegelberg, two daughters, five granddaughters and eight great- grandchildren all will listen to the Nila Mack "Let's Pretend" broadcast of a fairy tale script authored by the matriarch....Ann Barley, who was a "March of Time" co-author several years ago, is pumping type- writer keys in behalf of that pro- gram again....Ray Reed, WNEW music librarian and organist, bestows self-photos as prizes to winners of her "Can You Name It" contest....She plays five numbers and the audience guesses what their names are.

Among the early risers....Margaret Leweth who has an all-male cast and an all-male production staff for "Morning Almanacs," rises at 6 for her 8 o'clock broadcast....Helen Merchant, the "Musical Clock Girl" who celebrated her fifth anniversary at WINS this week, rises at some ungodly hour to START that sta- tion's broadcasting day at 6:30....Jean Abbev, Woman's Home Companion Depart- ment, starts one shout a week series on KMOX April 20....she gives department store advice.

“LEND A HAND”

Madison Personal Loan Co. WNEW, Fridays, 9:30-10:30 p.m.

JOB CLINIC INTERESTINGLY HANDLED AND DOING A GOOD PUBLIC SERVICE.

Combining real-life incidents con- taining a good deal of human interest and the worthy public service of try- ing to find jobs for the unemployed, this program conducted by Martin Block looks headed for good results.

Similar service features in other sec- tions are proving very successful and doing their sponsors much good, and there is no reason why this one shouldn't likewise.

Block handles his applicants with intelligence, tact and consideration. Among the long list of job-seekers appearing on the initial program was a wide variety of workers, nearly all with qualifications that deserved individual coverage, and the general tele- phonics responses from listeners with jobs to offer gave the program a dra- matic touch, supplying suspense for listeners as well as for the hopeful applicants.

Among the brief cases histories of the ap- plicants, their education, experience and some of their personal problems proved interesting. Names were with- held, unless the job-seekers desired otherwise, and the various cases were designated by numbers.

Sponsors, the Madison Personal Loan Co., dc. deserves credit not only for financing such a program, but also for utilizing very little of the hour's time for commercial announcements.

$550,000 on Network On P. & G. Drene Series

(continued from Page 1)

are now on NBC exclusively spon- sored by P. & G., of which three are for Drene; the two others are on a station hook-up, WMAQ - WEF, Thursdays, 7:45-8 p.m.

To the $550,000 must be added the talent cost, also the time and talen- budget of the Drene quarter-hour WBS disk series featuring Jerry Cooper which are being broadcast by 100 stations, H. W. Kastor & Son agency of Chicago has the account.

Jerry Cooper to Disk Balance of Drene Pacts

Jerry Cooper, signed last week to replace Fred MacMurray on the Hollywood Hotel broadcasts, will ful- fill the balance of his Drene contract, which expires June 10, and which was exclusive with the sham- poo maker, by making a series of disks for the Drene spot programs now being aired over approximately 100 stations nationally. Drene is at present airing Cooper over the NBC red net Thursdays, 7:45-8 p.m. Spon- sors have auditioned George Grif- fen and George Green but have now decided to replace Cooper on the network show.

Cooper will depart for Hollywood May 1 and will begin Hollywood Hotel series May 7. Program is aired over CBS network, Fridays, 9-10 p.m., sponsored by Campbell Soup Co., F. Wailis Armstrong, Philadelphia, handles account.

WINS to Recreate Games

Reconstructed play-by-play broad- casts of major league baseball games, following the Yanks and Giants in the new season games, will be aired by WINS starting tomorrow at 7:30 p.m. Pat Barnes will be at the mike, assisted by Don Dunphy.

16 Programs Are Set In WLW-WHN Hook-up

(continued from Page 1)

of WLW during the program.

Tests were made throughout the day yesterday in an attempt to get everything in working order. Pro- grams are being transmitted from WHN studios to WLW, KQV and WFLI with those stations repeating per- formance at set intervals.

Herbert Pettey, WHN associate di- rector, is now in Cincinnati where final arrangements for program ex- change schedules are being com- pleted. Pettey returns to New York Wednesday.

Shows aired in yesterday's prelimi- nary broadcast were: "Once Upon a Time," 9 a.m.; Little Jack Little and Orchestra, 7:45 p.m.; and "Moon River," midnight.

Sustaining program schedule set for today through Wednesday of this week includes: Buster Locke and Will Osborne orchestras, "Flying Dutchman," musical show, between 8 and 9:30, tonight; "Moon River" goes on at midnight.

Tomorrow afternoon has Carl Freed and harmonica band, Larry and Sue, harmony duo evening being Will Osborne; "Moon River," Orrin Tucker and Locke orchestra around midnight. Wednesday has "Variety Time" at 1:30 p.m., with Roy Os- born and Toy band late in afternoon. Late evening again has Tucker, "Moon River," and Phil Levant or- chestra for the midnight trick.

Guizar Re-Signed

Tito Guizar, Mexican tenor, has been signed to a new exclusive mana- gement contract by the Columbia Artists Bureau, Inc. Guizar has been associated with CBS management since 1931.

Guizar gives a concert in Carnegie, Hall tomorrow night.

ORCHESTRAS MUSIC EULTON McGRATH, pianist of the Lennie Hayton Ork, has penned a number called "Nonchalance."

The International Chorus, a group of thirty mixed singers under the di- rection of Victor Larsen, will broad- cast a series of four programs over WMCA, effective last Saturday. They will be heard every Saturday from 8:45-9:15 p.m.

Dr. Frank Black's String Symph- ony Program on Wednesday, 9- 29, EST over the NBC-Blue net- work, will begin with the playing of "Fuga Scherzando," one of Bach's shorter fugues. The arrangement has been performed but once previously by Dr. Walter Damrosch. The "In- termezi Goldeniani," "Die Liebende," and Arensky's "Variations on a Theme by Tschaikowsky" will also be heard.

Zinn Arthur, who hit a new rhythmic stride with "Maraccas Swing," follows it up with "Bongo," which is in the same manner. Zinn and his musical aggrupation featured the number on their program Friday night at 9:45 over WHN.

Two all-American concerts from the annual American Music Festival of the Eastman School of Music will be broadcast over the NBC-Blue net- work on April 27 and 29. "Songs for Autumn," composition which won the Prix de Rome for composer, Fred- erick Weisman, will be heard in the Tuesday concert. "Prelude" and "Toccata" by Gardner Read will be the featured selections of the Thurs- day broadcast. The work which won an award of $1000 by the New York Philharmonic Society for the best new American Symphony, will be played by the Rochester Philharmon- ic Orchestra, Dr. Hanson conducting.

Former music director Bob Mc- Couws of station KOMA is now work- ing as an organist for the new Mutual Broadcasting System in Okla- homa City. Programs are released through EGT over the NBC-Blue network.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and KOOL CIGARETTES

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

Dir.: A. & S. LYONS, Inc.
H WADSWORTH COLE, for the past six years manager of KGER, last week tendered his resignation and will be succeeded by C. Merlin Dobyns, original founder of the station. Cole took over when the station leased its original site, saw it through two other moves to its present site in Hotel Clark, and its rise to approximately $5 per cent time sold. Cole is going to take a trip and rest before announcing his future plans.

Raymond R. Morgan, head of the Raymond R. Morgan company, home from an Eastern trip.

Federal Theater of the Air is starting a series of dramatic episodes on the life of the Biblical character, Jezebel, on KPAC. Program started out as a feature radio show, but such response that a serialized script was decided on.

Len and Abner, for the first time in 6 years, will bring in a third member to their cast. Heretofore they have done all the characters, and sound effects as well, by themselves.

Donald W. Thornburn, CBS v.p. in charge on the coast, has gone to San Francisco, in connection with the new Palace hotel studio construction there.

Mertens and Price are starting next week on the first of 104 "episodes" of Martha Lane's Radio K'then. So far, only audition disks have been completed, and recordings will be made a few at a time to keep the material timely and keyed to seasonal conditions.

Dick Stockton's orchestra has been signed on for a weekly half hour program on KGFJ.

"First Nighter" to Chi With Tremayne, Luddy

"First Nighter" program shifts back to Chicago next month when Don Amiehe, headliner of the show, goes to the new Chase & Sanborn Sunday night program on May 9. Les Tremayne of "Grand Hotel" and Barbara Luddy are expected to head new cast. Campana, sponsor, will keep the show on NBC all summer.

COAST-TO-COAST

A NELSON, manager of KOA, Denver, on his third anniversary at the station last week, was given a shower party at the Cosmopolitan Hotel.

Harry Hill is a new member of the news staff at KVOD, Denver, formerly with UP, AP and Colorado newspapers.

France Laux, in addition to his baseball broadcasts for Kellogg, will present daily "Dope from the Dug-out" for Hyde Park Beer over KMOX, St. Louis.

General Mills is extending its baseball broadcasts to take in WGGC, Gulfport, Miss., airing the New Orleans Pelicans' road games.

"Little Dan the Movie Man," film character sponsored by Dan Cohen Shoe Co. over WROL, Knoxville, has caught on big. He's heard in the same quarter as Chapman Drug's "Tonight's Movies." On the same station, Supreme Foods Co. has added a "Job Clinic," which is doing a good public service.

We're Dick Hartman and his hill-billy band is moviemaking in Hollywood. Fred Kirby will handle the RCA show on WBT, Charlotte, N. C.

Bernie Armstrong at the organ, Tony Rany and his electric guitar, and Bob Carter, vocalist, start a new program today on KDKA, Pittsburgh. The three boys will be heard at 4:45 p.m. Mondays and Thursdays.

Sammy Fuller, of the KDKA announcing staff, will be heard regularly in a new program at 7 p.m. Fridays.

Art Wultberg, ace Man-of-the-street announcer at WPRO, Providence, sure did pull a boner. Broadcast invitation to school children to come down next day and talk over the air. Thought only that youth should have their fling. Day happened to be school holiday. More 'n a million (estimate) future presidents and first ladies accepted invite.


Amy Lawrence now staff pianist at KLZ, Oakland, replacing Alice Blue, who went to Hollywood.

Herb Allen, free lance relief announcer in the San Francisco bay area, has signed to another KHOW's local baseball games on their General Mills program. Herb beat four other competitors.

T. A. McClelland, chief engineer for KLZ, Denver, can't go home for a few weeks. Both his daughters have scarlet fever, and he is quarantined.

Charles Sigmund and Thomas Baird of the British Broadcasting Co. were entertained at the WLA studios while in Madison, Wis., last week.

Mrs. Adelle Gahoe, soloist and pianist, has signed a 13-week contract to broadcast each Sunday over WSAU, Wausau, Wis.

Vent Callahan, formerly with WTMJ's Badger State Barn Dance, is now conducting his own show, Cal's Barn Dance Round-Up.

Claude Herring, new sports announcer at WJSW, Pittsfield, was introduced to radio editors last week at a dinner given in the Roosevelt Hotel by the Atlantic Refining Co. Herring came from WCAU, Philadelphia.

Radio will rob the film that ribs radio when "Wake Up And Live," 20th Century-Fox film musical which makes comedy out of radio control-room situations, is represented on Ben Bernie's program over the NBC network tomorrow night. Walter Winchell, co-star of the picture, will heckle Bernie to his face, and there will be free-for-all comedy from Alice Faye, Jack Haley, George Givot, Walter Ciatel and Leah Ray, all of the "Wake Up And Live" company. Picture also will be previewed Thursday on the "Hollywood Hotel" program over CBS.

Commentator Magazine

Takes Air for 13 Weeks

"Commentator," the new pocket-edition magazine, will take the air today over WEAF, 11:05-11:15 p.m., with a program entitled "Free for All," John B. Kennedy acting as "head of the hit-table." Discussions will be staged before the mike between one of the editors of Commentator and a reader of the magazine. In tonight's broadcast Lowell Thomas will carry on a conversation with a reader. Series is signed for 13 weeks, once weekly, through Cecil, Warwick & Legler Inc.

Jean Dickenson Gets Spot

Jean Dickenson has been selected as new prima donna of "American Album of Familiar Music," Sunday 9:30 p.m. series over NBC-Red network. She starts May 2. Singer is under contract to NBC Artists Service.

"March of Time" on WEWA

Evansville, Ind.—Though not affiliated with CBS network, WEWA here has been added to the "March of Time" hookup which Servel Inc. started last week.

NEW half-hour variety program of western and hillbilly tunes, "Vagabond Varieties," started Saturday on WEYI, Lansing, Mich. and the Vagabond Cowboys and the Country Cousins, latter being familiar to WLS and NBC Barn Dance listeners, are in the cast. It will be a regular Saturday feature, 10:45-11:15 a.m.

"Life of Mary Sothern," WGN-Mutual network drama, changed time to 2:15 p.m. CST, Fridays.

Harry Weber, director of WGN's concert orchestra, is back from his vacation.


Anson Weeks, heard over CBS from the West Coast during his stay in Chicago, is now the father of a girl. Ditto for Jean McGreggor, from the NBC serial, "Today's Child." Donald Pickard, 2% year old granddaughter of Dad Pickard of the Hillbilly clan, is warbling at WJJD.

Don McGinnis, NBC commentator, is in Lake Forest Hospital, due to laryngitis.

Bob Trendler of Mutual's "Contented Hour" lost his appendix in Passavant Hospital.

Louise Campbell of "Romance of Helen Trent" and "Leaving on Let-ty" leaves this week for Hollywood to play in Paramount's "Wild Mon-ey." Virginia Clark and Parker Will-son also were screen tested last week.

Joe E. Brown is due here by plane tomorrow from the coast to appear in a baseball broadcast with John Harrington over WJJD.

Kay Kyser has induced Virginia to rejoin his orchestra. She is coming from California. Harry Babbitt is another new voice. Kyser's first four Willys commercials will be aired from here, then several from New York and others from Memphis and various cities.

Hal Holman Joins Rambeau

Chicago—Hal A. Holman has joined the sales staff of the local office of William G. Rambeau Co. Holman was formerly associated with Paul Block & Associates.

Today's WHAT - WHAT!

WHAT-WHAT! Only ten new SUNDAY PLAYERS contracts this week! These boys must be slipping. I'll write a few samples and cheer 'em up. Take a letter: "Mertens and Price, Inc., 1240 South Main, Los Ang- eles . . . send free samples of SUNDAY PLAYERS Shows."
Sues W U Over Baseball

13 MORE SHOWS ADDED IN WLW-WHN HOOK-UP

Program details for the rest of the week were completed yesterday by WHN for its exchange series with WLW which premiered 9 p.m. yesterday. Thirteen more sustaining were added to the 16 already set, bringing the total of broadcasts to be heard over the hook-up the first week to 31.

WLW will broadcast first program Thursday at 7 a.m., and all networks will carry the event, 12 countries already have arranged for special broadcasting facilities.

Record World Audience Will Hear Coronation

Largest international audience in the history of radio will hear the Coronation ceremonies taking place May 12 in London, according to data compiled by NBC. In addition to the U.S., where all networks will carry the event, 12 countries already have arranged for special broadcasting facilities.

Start Work At Once On New KMTR Studios

West Coast Bureau, RADIO DAILY

Los Angeles—Architect's plans have been approved, work is to start immediately, and within 90 days, KMTR is to have a new home. It is announced by Victor Dalton, owner. The site is on four acres owned by Dalton, on Cahueno, just South of Santa Monica, now the site of Dalton's transmitter and the building.

3-Hour Daily Gamut Show

For Gen’l Mills on WMCA

A three-hour variety show plus sports will start tomorrow 2:30-5:30 p.m. as a seven-days-weekly program sponsored by General Mills over WMCA. A 14-piece orchestra with soloists and other artists will be spot on each broadcast. Garnett Marks and King Lendar will give running comments on baseball scores throughout the country, reported every half inning. Bob Carter will flash racing results and Buddy Can- tor will give Hollywood news and general entertainment.

Other sports results also will be flashed, plus remotes. Hal Janis will have charge of gathering and compiling the program material. Bertram Lebar, WMCA station manager, closed the deal with General Mills.

WJGBK, Detroit, Files Action to Compel

Telephone Company to Furnish

Scores of League Games

Don Gilman to Confer on Television Studio

San Francisco—Among matters to be taken up with NBC officials in New York by Don E. Gilman, v.p. in charge of the western division, who leaves tomorrow for the east, will be the question of whether NBC will expand its present Hollywood studios or seek more space elsewhere in order to provide for television developments.

Having just recently completed Hollywood studios, NBC is now confronted with the necessity of enlarging its quarters to meet the increasing demands for television space. (Continued on Page 8)

WRGA Leases Theater For 2-Hr. Paid Shows

Rome, Ga.—WRGA has leased the City Auditorium for two-hour Saturday night presentations of its “Hill Billy Jamboree,” charging 15 and 25 cents admission to see the broadcast. Price Selby of the WRGA staff acts as m.c., with Wally Adams, also of the studio, assisting backstage.

ITALY TO SEEK GOOD WILL IN U. S. RADIO SERVICE

Surrounded with more than ordinary secrecy, the Italian Government is reported readying a network program for good will purposes, intended to offset the adverse opinion of that country dating back to the Ethiopian war, and to encourage the return of considerable lost tourist trade. Further, the general rush to Six Coast-to-Coasters Sets Record for Mutual

West Coast Bureau, RADIO DAILY

Los Angeles—With six programs going transcontinental over MBS, Don Lee System today sets an all time high for number of coast-to-coasters going out from the Don Lee (Continued on Page 3)

News Competition

St. Paul—In an effort to deliver news to its listeners ahead of the newspapers, ESTR has pushed its noon hour newscast period ahead to 12 noon from its former 12:40 p.m. spot.

The local races in both Minneapolis and St. Paul have been hitting the streets between 12:30 and 1 p.m. on weekdays.

Vol. 1, No. 50

New York, N. Y., Tuesday, April 20, 1937

Five Cents

Surviving the Better Interests of Commercial Radio and Television

Serving the Better Interests of Commercial Radio and Television

15 Years for WHB

Kansas City—WHB celebrates its 15th anniversary next month. Built by Sweeney Auto School in 1922, station was taken over nine years ago by Cook Paint & Varnish Co. General Manager John Schilling, builder of the original plant, and Chief Engineer Harry Goldenberg, who joined two months after it went on the air, are still with it.
Network Song Favorites

Following is an accurate list of performances for the week ending April 17, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only complete plays of 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection Publisher Times Played

Carelessly (Irving Berlin, Inc.) ........................................ 35
Too Marvelous For Words (Harms, Inc.) ................................ 35
Boo Hoo (Shapiro, Bernstein, Inc.) ........................................... 30
Don't Let Me Be Misunderstood (Floyd Cramer, Inc.) ....... 29
September In The Rain (Remick Music Corp.) .................. 24
Little Old Lady (Chappell & Co.) .......................................... 21
Moonlight And Shadows (Popular Melodies) ................. 21
Sweet Is The Word For You (Famous Music Corp.) ....... 19
When Love Is Young (Miller Music, Inc.) ......................... 19
I've Got My Love To Keep Me Warm (Irving Berlin, Inc.) .... 18
Never In A Million Years (Robbins Music Corp.) .......... 18
Swing High, Swing Low (Famous Music Corp.) ............... 18
What Will I Tell My Heart (Crawford Music Corp.) ...... 19
How Could You (Remick Music Corp.) .......................... 17
Let's Call The Whole Thing Off (Chappell & Co.) ......... 17
My Little Buckaroo (Witmark & Sons) ........................... 16
That Foolish Feeling (Leo Feist, Inc.) ................................. 16
You're Here, You're There (Mario Musso Corp.) ......... 16
Blue Hawaii (Famous Music Corp.) .................................. 16
Love Bug Will Bite You (Sandy Bros-Joy, Inc.) ............. 15
Singin' Songs (Select Music Co.) ...................................... 15
To A Sweet And Pretty Thing (Shapiro, Bernstein, Inc.) .... 15

Radio DAILY

NEW YORK STOCK EXCHANGE

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NEW YORK CURB EXCHANGE

| Hazeltine Corp. | 14½  | + 1 |
| Pacific Corp. | 5¼   | + 1 |
| Majestic | 4    | + 0 |
| Nat. Union Radio | 2½   | + 0 |
| OVER THE COUNTER

CBS A | Bid | Asked | 53½ |
CBS B | 54½ | 56½ |

Veet Starts Test Series Before Nat'l Campaign

Philadelphia—Gardner Manufacturing Co., makers of Veet, a dry powder shampoo, plans a national campaign to develop distribution for the product. Though the account has not yet been assigned to an advertising agency, company has arranged for a test series over WFIL, taking daily participation in the "Classified News of the Day" station for 11 weeks.

Paramount Show Fading

"Paramount on Parade" will finish its short career on the air after next Sunday's broadcast. Dayton saving forces too early an hour to get good stars.

Radio Got 14 Per Cent Of 1936 Adv's Dollar

At the initial session of the annual convention of Newspaper Publishers who opens today at the Waldorf-Astoria, the ANPA Bureau has just issued annual report will reveal that out of $427,361,000 spent for advertising in 1936, radio received 14 per cent. In 1935 radio garnered 13.4 per cent, according to the bureau.

WTBO Names McGilvra

Cumberland, Md.—Henry B. McNaughton, general manager of WTBO, announces appointment of Joseph Hershey McGilvra as national sales representative for the station. E. W. Clipp, formerly of NBC and now business manager for WFIL, Philadelphia, is president of WTBO.

New Coast Disk Firm

Los Angeles—Fitra Productions, Inc., has been formed with Dr. W. H. Voeller as president, J. O. Witte, vice-president, and Edward Pavarof, secretary and treasurer. The firm will handle transcriptions, radio programs, slide films, industrial films, and also plan to make a feature film later in the year.

Sobriety Series Signed On 10 Don Lee Stations

West Coast Bureau, RADIO DAILY

Los Angeles—Samaritan Institute (liquor habit cure), which has been broadcasting stations consistently, is moving to wider fields and has signed for Don Lee system of 10 stations, starting today with a twice-a-week series of 15-minute programs featuring "The Old Judge," Howard Esary (radio character). Allied Advertising Agency placed. Contract runs 52 weeks.

Giants-Dodgers Opener Sponsored on WOR

For the first time in New York City, a major league baseball game other than a World Series has been sold to a sponsor. Opening game today between the Giants and Dodgers at Ebbett's Field was bought yesterday by Crawford Clothes. Dave Driscoll and Stan Lomax will give play by play description via WOR, which had acquired the rights.

Sales! Sales! Sales!

It's the sales that count.
Never mind how many listeners you have who just "love" your programs.
Are your news programs SOLD?
If not, then you better contact us immediately.
"RADIO'S ONLY NEWS COUNSELORS"
VanCronkhite Associates, Inc.
360 NORTH MICHIGAN AVE.
CHICAGO 11, ILLINOIS
Phone STATE 6088
**SUDES WESTERN UNION FOR BASEBALL SCORES**

(Continued from Page 1)

W. U. contracts which exclude this station constitute restraint of trade. The decision sets forth the rules to be followed in the pioneer in telegraphic description of baseball here. It started broadcasting out-of-town games by means of wire reports back in 1933 when other stations were unfavorable to the plan. Later WWJ, CKLW and WXYZ adopted similar broadcasts.

Commenting on the legal action, Manager James F. Hopkins of WJBK said it was a friendly move insofar as W. U. is concerned. “That company is only doing what a large and powerful station with the backing of two big national advertisers wants it to do,” he said, adding that impartial survey published by the Det- rrott News showed more than 50 per cent of those listening to out-of-town games last season tuned in on WJBK for them.

Hopkins said that WJBK counsel is confident W. U. can be forced to either furnish baseball reports to all who want them or refuse them to all alike.

W. U. buys the country-wide score reports from the leagues on an exclusive basis, and in turn sells the service.

Start Work At Once On New KMTR Studios

(Continued from Page 1)

housing KMTR's engineering and technical staff.

New home of KMTR will be housed in a group of one-story buildings grouped together to conform to the Mexican style of architecture selected by the builders. Administration building will house 20 suites of offices, rehearsal studios, etc. Separate buildings will house ABC radio and television studio. This is the fifth new radio studio plant to be announced in Los Angeles this year.

Astaire in Special Operetta

A special comic operetta, “Bo- jangles of Harlem,” with lyrics and musical interludes by Johnny Green, will serve as the Fred Astaire radio vehicle April 27 over the NBC-Red net. Charles Butterworth, Frances White and Trudy Wood will be in the cast.

WWMA's 7th Annual Bee

Macon, Ga.—Seventh annual spell- ing bee at WWMA will be held April 22-24, with 18 county schools taking part. Bee has been sponsored each year by Bankers Health & Life Insurance Co.

RALPH KIRBERY
“THE DREAM SINGER”
63 WEEKS

LIPTON’S TEA
N.B.C.

**RADIO DAILY**

**NEW PROGRAMS—IDEAS**

Traffic Court on Air

“Traffic Court on the Air” will be a new sustaining over WCKY, Cin- cinnati, starting Friday. The program will originate in Judge Joseph P. Good- enough’s Traffic Court at the City Hall in Covington, Ky.

A range of traffic cases and the verities of the court will be broadcast by remote control. The weekly program is a contribution to the safety movement and at its con- clusion each Friday there will be safety talks by Covington officials, including Judge Goodenough, Alfred Schild, assistant police chief, and George W. Hill, city prosecutor, of Covington.

Six Coast-to-Coasters Sets Record for Mutual

(Continued from Page 1)

system. This includes the period during which KJH and Don Lee were going coast to coast in Los Angeles, is the great originating “Sing Time,” Homer Canted’s “Radio Parade,” the pre- miere of “A Star is Born” from Grauman’s Chinese Theater, Sterling Young’s ork and Ted Florio’s ork. San Francisco is originating Wald- man’s orchestra.

Radio Execs in Town For Publishers’ Meet

Radio executives who are expected in town today to attend the Asso- ciation of Newspaper Publishers con- vention at the Waldorf-Astoria include Richard Borel, WBNJ; James Cox, Jr., Whio; John Cowles and Gardner Cowles, Jr., Iowa network; E. J. Stackpole, Jr., WHP; Dale Tay- lor, WESS; C. C. Council, WDNC, B. F. Orr, KTRH; Phil Lalone, CKAC; Frank Gannett, WHEC; J. P. Fishburn, Jr., WDBJ; Earl Glade, CBS; A. L. Glazmann, KLOV; David E. Smiley WDAE; John D. Ewing and John C. McCormack, KTBS; Gov. C. S. Carter; Also Roger and Charles Peace, WFBG; Col. J. Hale Steinman, Mason- Dixon Radio Group, A. E. McCul- lough, WGAI, WDEL, Joel H. Bixby, KBIX; Joseph R. Knowland, KKL; G. C. Willings, WCOA; O. L. Price, KEX, KGW.

WWVA Gets Short Wave

Wheeling, W. Va.—West Virginia Broadcasting Corp., operating WVVA, has been granted short wave licenses W8XKB and WAAH Station plans to put the mobile relay stations into use immediately. New Western Electric re- mote equipment recently was installed.

KMC Music Week Auditions

Kansas City—KMC is holding private auditions of musical talent for airing during National Music Week.

Philip L Ponce Moves

Philip L Ponce Inc. has moved to new offices at 444 Madison Ave.

**ITALY TO SEEK GOOD WILL IN U. S. RADIO SERVICE**

England to attend the Coronation is diverting a wealth of travel money to the British Isles, with possibility that most of the tourists and sight- seers will visit Scandinavian countries and France after the London ceremonies, rather than risk Medi- terranean travel and the Spanish civil war ramifications.

(Although network time has already been set, according to reliable sources talent is yet to be chosen and this end will be given the personal okay of Mussolini himself. Transcriptions of auditioned talent and sample programs are being rushed abroad for the edification of Il Duce. Last disks to be put aboard an Italian liner included a name orchestra, male doing pop ballads and an operatic soprano doing Italian arias. Credits are all for Italy in institutional manner. No tie-up with any steamship line or travel bureau is included.

5 Signed by Metropolitan

Five young singers employed by the networks have received contracts from the Metropolitan Opera and will appear in the spring series to be presented by that organization. Singers are Robert Weede, Thomas L. Thomas, Donald Dickson, Margaret Daum and Helen Traubel.

WBBM Business Spurt Shoves Back Ork Pickups

Chicago—Business is so brisk at WBBM that all remote orchestra pickups have been shoved back bey- ond 11 p.m. and on some nights well beyond midnight.

On alternate Fridays, Goldberg Credit Clothing has the WBBM Nutty Club on at 11 to 1 a.m. Saturdays the Drug Trades' Pappy Cheshire Barnyard Frolics compete with WLS National Barn Dance, 10:15-12:15.

Mutual Texas Salute

Mutual Broadcasting System on Monday will salute its new Texas affiliates, KTAT, Ft. Worth, and WRR, Dallas, with special musical programs from New York and Chicago.

Donald Peterson

PRODUCING
JUNIOR G.-MEN OF AMERICA
WOR—6:30 P.M. M.W.F.
RADIO DAILY

NEW YORK, N.Y., April 20, 1937

ANNOUNCERS

WALTER KUCHLER, formerly of KMBL, Monroe, La., has joined WAML, Laurel, Miss.

WINIAM WATSON is a new announcer at KONO, San Antonio. He also will warm in spare time.

WINIAM WATSON is the Payne Advertising Agency's radio division, San Antonio, is handling announce-
ments of two new KTSA program, one for Karoatin's Trading Post and the other for Interstate's Where to Go.

ANGUS PFAFF, chief announcer at WJBK, Detroit, and hostess Betty Wallace are now Mr. and Mrs.

BOB EVANS, kike man at WJW, Akron, leaves shortly to join WSPD, Toledo.

PHILIP KEITH PALMER, formerly announcer with WIOD, Miami, has joined WMS, Springfield, Mass.

ARTHUR BERGSTROM, formerly with the Dramatic Group of WTIC, Hartford, replaces Douglas Clark at WSPR, Springfield, Mass.

New Variety Show on Way

Among contemplated new programs is a typical variety show with Enoch Light supplying the Melody Magic, and Joe Lewis, the clown, acting as master of ceremonies, introducing guest stars each week. Definite nego-
tiations are being made by its eige-
sponsor for a Sunday evening spot.

12 Denver Theaters on Air

Denver—Three half hour programs weekly are sponsored by the 12 Fox theaters here. Featuring talent from the Denver theater orchestra, or from the Talk of the Town stage show, and others the programs are from the Para-
mount theater by remote control. The Sunday program is at 11 a.m. and Monday night from 11:30 p.m. to midnight.

WBBW Suit to Higher Court

New Orleans—Counsel for South-
ern Broadcasting Co. stated late last week that it would ask the State Supreme Court to review the civil district court ruling that the state courts lacked jurisdiction in cases where injunctions issued might af-
clear control of radio stations. Judge Hugh Gage on Friday affirmed WBBW owner Charles Carlson's plea
that the state court lacked jurisdic-

The Tavern

RADIO'S

RENDEZVOUS

MAKE THIS YOUR LUNCHEON—DINNER-SUPER CLUB

158 W. 45th St. Toots Shor

www.americanradiohistory.com
WITH THE WOMEN

By ADELE ALLERHAND

Hazel Glenn, who viewed the quips
through glass last year, on her
louise’s trek to Collander, will sing on
the Datoe program over CBS Mondays.
Wednesdays and Fridays...Elsa Max-
well, Park Avenue's gift to enfeebled
parties, auditioned for a big commercial
other day....In a current radio popu-
larity poll, sponsored by an ever so fan
mag, Annette Hanawsh, two years
divorced from the ether, appears to be
taking eighth place, just one jump re-
moved from mirth-mark Martha Roye.
Chase & Sanborn auditioned a new the-
er of the air program which, if all goes
well, should replace Theispis on the air
with the proverbial loud report...Jean
Dickinson, new "American Album of
Familiar Music" lark, who studied in
Africa and India, and speaks Hindustani,
auditioned for Blackett-Sample-Hummed
two years ago, was filed for future re-
ference....they re-auditioned her when
they needed a prima donna pronto.
All she does now is work...but NBC
intends to restyle her facially and sex-
tually...▼▼▼

Foretaste of television...the NBC
photographic exhibition, cheered us
enormously...Ray Lee Jackson, Des-
ford, and Hausler with their black
and white magic have camera-
ed gloriously Ether-Eves Louise
Massey, Betty Wragge, Natalie
Bodanay, Adela Rogers St. John,
Molly Smale, Gina Cigina, Irene
Beasley, Irene Rich, Cornelia Ots
Skinner, Irene Wicker, etc., to say
nothing of the bass-singing sing-
ing...Ray Lee had a few interesting
behind-the-camera remarks to
contribute on last night's NBC pro-
gram over WEF, which should help
establish his rep for versatility...Ger-
drete Lawrence, now contracted
to take the air for an oil company,
will do a repeat on "Showboat" a
week from Thursday...▼▼▼

Best wishes to Estey Stowell of Beasts
& Bowles who said it with orange
blooms in Morristown, N. J. last Sat....
Jessica Dragonette and other radio
talkies were wedding guests....Henrietta Brown,
sce to Bobby Brown, Chi CBS program
director, to marry May 6...they'll visit the
Kentucky Derby...Joan G tengo, who
won a Dinner doll, refuses flatly to be
photographed with it...Harriet Brent went
NBC from Buffalo at the "Silver Grill",
with the Dixieland Band, last P.M.

"FUN IN SWINGTIME" with Tim and Irene
Admiracion Laboratories Inc. (shampoo)
WOR (Mutual), Sundays, 6:30-7 p.m.
Charles Dallas Reach Advertising, Newark

LAUGHS WERE ALMOST NIL AND MUS-
ICAL END COULDN'T OFFSET THE
HANDICAP.
The music of Bunny Berigan's or-
chestra lopped this program's debut
on Sunday. Comedy presented by Tim Ryan and Irene Nobletette was
discouraging. Memory sticks is a
breaks a comedian's reception by the
radio audience, and it was very poor
stuff that this comedy team offered.
Last portion of half-hour devoted into the
pet-peeve gag-bag and came out
with the moth-eaten phone pest who
calls you up and wants you to 'guess
who this is.' To even mention it on
the air, let alone make a five-minute
skit out of it, is larceny.
Lennie Hayton was the guest star
and played a too-short piano solo,
"Sweet Sue." Three lusty com-
merials helped to fill-out the half-
hour.

JACK BERCH
Dele, Limited
WOR-WEAF, Mondays, Wednes-
days, Fridays, 9-45-10 a.m.

NICE MORNING PROGRAM OF SONGS AND
CHAT AIMED TO PLEASE FEMALE.
Possessing a good voice and a phrasing
conversational manner, Jack
(Singing Salesman) Berch offers
an enjoyable program of singing
and chatting that is well geared to appeal
to the feminine ears. Jack's style is
fresh and his views in the com-
merial remarks in a manner that makes
them easy to take.

"THE AIR JOB"
Sustaining
WGN-Mutual Network, Sundays,
2:30-2:45 p.m. EST.

VOCATIONAL ADVICE BY PSYCHO-
LOGIST MAKES GOOD SERVICE PRO-
GRAM.
Presented under auspices of the
University Broadcasting Council and
Northwestern University, this is a
very helpful public service program
appealing to ambitious persons
who wish to be steered into the line
of work that suits them best.
Program is in the form of an in-
terview conducted by Dr. Samuel N.
Stevens, psychology professor at
Northwestern University. Actual in-
terviews with young persons are
used, with names not being divulged,
and most of the talking is done by
Dr. Stevens.
Last Sunday's case was that of a
young business woman with excep-
tional qualifications. Her dissatis-
faction was diagnosed as due to the
fact that the positions she had held
did not measure up to her talents,
and a different line of work was sug-
gested.
Listeners are invited to write in
for booklets prepared by the National
Youth Administration for vocational
guidance, or to apply for personal
interviews.

"MANHATTAN MERRY-GO-ROUND"
with Bert Lahr
Dr. Lyons' Tooth Powder
WEAF (NBC-Red network), Sun-
days, 11-05-30 p.m.

Blacklett-Sample-Hummed
REVISED PROGRAM HEADED BY Lahr
IF THE ROYALE FOR COMEDY WITH
FAIR RESULTS.
Under its revised setup, with Bert
Lahr heading the cast, this program
displaced some of its musical bite in
favor of comedy, wherein Sunday
night already is long on quantity
though short on quality. The brand
delivered by Lahr in his first show
was neither very good nor very bad.
So some of both about a guy who
inhabits a hotel in the moun-
tains and goes up there to try to
run it, with the usual amusing complica-
tions.
A cast of capable performers aided
Lahr in the sketch material. Louis
Sorin, stoge, helped to get laughs.
In the orchestra end, the Don Don-
ie aggregation did a snappy job.
Rachel Carlay, carried over from
the previous show, did a nice bit of
vocalizing. Ditto the Men About
Town.
Ford Bond handled announcements.

RUBINOFF
Chevrolet
CBS Network, Sundays, 6:30-7 p.m.
Campbell-Ewald Co. Inc.
FIRST-CLASS VARIETY SHOW WITH
PLENTY, DIVERSITY PLUS RUBINOFF
MUSIC.
A program embracing a good deal
of diversity gave the new Rubino-
off-Chevrolet series a nice sendoff.
Em-
nating from Hollywood, the initial
bill was ushered in with an Eddie
Cantor song hit medley in honor of
the guest appearance of Eddie Can-
tor, who indulged in some amiable
ribbing of his former radio program
mate, after which he sang "Gee, But
You're Swell." Then Fred Keating
took over as emcee. Keating has a
suave, clear-cut style that ought to
get across nicely, though he didn't
quite hit his stride at the opening
show.
Walter Cassel, new baritone sensa-
PETER ANDREW THURSTON and"OESSION,”
on Lux Radio Theater. April 26
(CBS, 9 p.m.).
SIDNEY FOX of "Masquer of Kings"
on Theater 8 program, today
(INS, 11:30 a.m).
HORACE HEITSTON, Jr., on April Fib-
'pen's or areater program, tonight
(WHN, 7 p.m).
RAY WALTER, on Connolly’s "Irene
Bampions and ERSHEL
Ling, on Bing Crosby's Kraft Music
Hall, April 22 (NBC-Red, 10 p.m).
SIR CEDRIC and LADY HARD-
WICKE and ERIK ROLF, mimic, on
Ruby Valley Varieties, April 22
(NBC-Red, 8 p.m).
MURDOCK PEMBERTON, of Es-
quire staff, and BILL BROWN, box-
ing commissioner, on Esquire pro-
gram, today (WOR, 8 p.m).
CLIFTON FADYMAN, in "The Writer
and His Audience," on WPA's
Exploring the Seven Arts, April 21
(WQXR, 9:45 a.m).
THAT'S MY THINGERS trio (Andy
Love, Bob Wacker and Jack Lath-
rop), on the Fred Allen program,
April 21 (NBC-Red, 9 p.m).
MARY SMALL, DALE CARNEGIE
and NADINE CONNER, on Larry
Ross' Show Boat, April 22 (NBC-
Red, 9 p.m).
DURELL ALEXANDER and
RAY JONES, on Jack Eigen's Broad-
way Newsreel, today (WMCA, 10
p.m).

"THAT'S MY THINGERS" the act
recently grabbed by the films,
registered fine in "Song of the Open
Road." Carmel Myers did a one-
woman dramatic skit about an actress
who shot a blackmailing boy friend
in Paris, the action winding up
aboard the Titanic with Miss Myers
singing "Kiss Me Again" just as the
ship has its fatal collision with an
iceberg.
Billa Logan, the Scotch lassie, sang
"They Can't Take That Away From
Me" very pleasurably. Dave Rubin-
off played "The Night Is Young" as
his violin solo, and for a finale the
Chevrolet Quartet did "Boo Hoo."
Bob Sherwood handled the com-
mmercial announcements, which
were short and sweet. The orchestra
under Rubinoff had plenty of rhythm
and pep.

THE SONGR of THE SOUTH

KATE SMITH
A & P BANDWAGON
THURSDAYS
CBS Network 8:30 P.M., EST
EXCL. MANAGEMENT TED COLLINS

www.americanradiohistory.com
Coast-to-Coast

Edith Arnold, popular artist at WPTF, Raleigh, N. C., is to be starred in her own program of gospel songs, "Sweet Songs of Long Ago," twice weekly, starting April 27. Raymond Cosby will be at the console.

Richard Rolland, who sings in the Bing Crosby style, has been added to the "Music in the Morning" program on WXYZ and the Michigan network.

Tommy Johnson, advertising agent for KOMA, Oklahoma City, is back at work after an operation.

Ken Wright, organist, has a nightly 30-minute program and also appears in six other commercials and two sustaining programs on WXY, Oklahoma City.


KKDA's "Cornfield Follies," Saturday night show from the Manor Theatre, Ellicut City, was presented from the studios in Pittsburgh last Saturday. Next Saturday the show will come from New Castle, under local auspices.

J. Walter Thompson agency held auditions in Ft. Worth for a successor to Eddie Dunn as m.c. on the Light Crust Doughboys program over WBAP and the Texas Quality net. Dunn returns to WFAP, Dallas.

John F. Patt, manager of WAGR, Cleveland, and vice-president of the CleveMayo Advertising Club, assembled a talent for a musical skit, "35 Years of the Cleveland Scene," presented at the club's 35th anniversary celebration last week.

Ralph Rae has been added to the staff of WBAP, Ft. Worth, as pianist and arranger, working with Maurice Steinberg.

George Fischer, West Coast screen commentator, will make his metropolitan debut on May 1, when his program is heard coast-to-coast via WOR-Mutual.

Buffalo is almost half-way round the world from New Zealand, but WBNY's frequency check program every month is logged by numerous D-X fans there.

Buddy Clark for Films

Buddy Clark, soloist on the Lucky Strike Hit Parade broadcasts, has been signed by Universal Pictures and will leave for Hollywood as soon as current commercial commitments are cleared up. Clark's voice is dubbed for the film "Wake Up And Live" where Jack Haley was supposed to sing.

Madison Loan Adds Time

Madison Personal Loan Co. has bought six additional 15-minute programs on WMCA and twelve 15-minute programs on WAAT, Jersey City, the latter to go into effect April 25.

Stern Joining NBC

William Stern, June 1 will join the NBC news and special events staff, succeeding Glenn Morris, who resigned to enter the movies. Stern last fall served NBC as a football announcer, and in his new capacity will act as sports reporter, arranging sports broadcasts.

Denver Daylight Time Veto

Denver—The bill which had been sponsored by the local radio stations and given much time for publicity by all of them, for daylight saving time in Denver, was vetoed Monday by Mayor H. B. Stapleton after being passed by the city council.
GEORGE HAENSCHEN is laboring on special arrangements for the "American Album of Familiar Music," featuring Jean Dickinson, which debuts May 2.

The Waldorf-Astoria's Starlight Roof will have Leo Reisman and Ork playing for dinner dancing weekdays and Xavier Cugat and his tango-playing aggregation offering their Latin rhythms for Sunday dinner dancing. The two outfits will alternate for supper dancing.

Louis Armstrong is taping a season of broken records by breaking Benny Goodman's record at the Paramount. Goodman had previously broken the Ray Noble Orchestra's record in the Glen Gray record.

The Mills Bros. will open in Youngstown, April 30, vocalize for four days, then take their harmonies to Akron to round out the week.

Paul Whiteman and his boys are being sought by Billy Rose for the 17-week run of the Casa Manana Revue at the Fort Worth Fiesta, opening June 26.

Morton Gould, 22-year-old conductor of "Music for Today," WOR program, becomes assistant conductor, and chief arranger for Paul Whiteman when the latter returns to New York. He'll continue his WOR activities.

Harold Mickey, Southern maestro, now baton-waving for Radio Splendid in South America on the Latino-American Ford program, is in town, conducting musical notes with local bandleaders.

Gus Arnheim and the lads take over at the New Yorker, effective May 4.

Al Donohue and his band play the Coronation Ball in Bermuda on May 4

Lee Shelley, who got a big kick out of the wire Eddie Cantor sent him, complimenting him on his orchestra, now playing at the Brunswick in Boston, is determined not to let it go to his head. He's planning to improve the band by adding a new set of electrical chimes.

Boyd Raeburn's band, emanating from Chicago's Trianon, where it had alternated with Ted Weems and Kay Kyser, has opened a four-weeks engagement at Omaha's Music Box Ballroom. They'll be on the air five nights a week from WOW, Omaha.

WHAP, Blackstone Hotel, FL. Worth, Tex., is now airing dance music from two local night spots, the Ringside Club and the Venetian Ballroom of the Blackstone Hotel. Bill Thompson's Ork is ethered from the Ringside and Everett Hoagland's Band gets aired from the Blackstone, both for dinner and dance music.

Peter Van Steeden's Ork will play for the annual Grand Ball of NBC's Athletic Assn. to be held at the Hotel Roosevelt, Friday, May 7.

Leon Belasco, opening at The Blue Room, New Orleans, takes the airways several times daily over WWL and WSMB wires.

Hal Grayson's Ork has succeeded Jimmy Grier on the Oscar and Elmore show, featured Mondays over WHLB, Sheboygan, Wis.

Newspaper Serial Aired

Durham, N. C. — "Afraid to Love," Durham Sun newspaper serial, is being given a preview broadcast tomorrow evening over WDNC with staff talent taking parts. Frank Jarman adapted and is presenting it.

Good Morning! Have you read RADIO DAILY? . . . SILLY question isn't it for you are reading RADIO DAILY right NOW . . . and so are thousands of others . . . That's the point . . . RADIO DAILY IS READ . . . and publications with READER INTEREST bring advertising RESULTS . . . A TEST will TELL . . . and . . . We are as close to you as your telephone . . .
13 MORE SHOWS ADDED
IN WLW-WHN HOOK-UP

(Continued from Page 1)
Osborne, and will follow up later in the day with Sports on Parade, Ted Travers’ ork, “Moon River,” Will Osborne and Phil Levant’s ork in the early morning. Tomorrow, Buster Locke, Clyde Trask and ork and “Moon River” will be heard.

58 Miles to Pick Up
Coronation for CBS

Arrangements completed last week by CBS with British Broadcasting Corp. for covering the coronation on May 12 reveal that 38 microphones, seven announcers and 60 engineers will be employed for the event. Some 12 tons of equipment, including seven 750-foot batteries of 300 microphones, are also involved. Bob Trout, Howard Marshall, George Blake, John Snapka and Joly de Lottinhure are among the commentators who will be on hand.

N. Y. Has Over Million
Jewish Radio Audience

More than 1,000,000 Jewish radio listeners are included in the New York metropolitan area, according to a survey by Samuel Gellard, manager of WLTW. Total Jewish population of the area is about 2,000,000 or 500,000 families. Citing results from Jewish radio programs, Gellard states that J. Rabinovich Furniture Co., which formerly did 75 percent of its trade with Italian and only 5 percent with Jewish, increased its business with the latter to 50 percent following a Jewish Amateur Hour radio series.

East & Dumke on WDRC

WDRC, Hartford, will be added May 15 to the network carrying Knox Gelatine’s East and Dumke program.

AD AGENCIES

GLEN BUCK Co., Chicago, is moving to larger quarters in the Caribe and Carbon building. Formerly located in the Daily News building.

J. M. KORN & Co., Philadelphia, has been appointed advertising counsel for Diamond, McDonnell & Co. (Ernie and Kellywinkle). A test campaign using spot radio in Southeastern cities is now being planned.

HENRY SELINGER, Black & White Sample-Hummert account executive in Chicago, addressed 540 students of advertising on “This Business of Advertising” at the Steuben club. Saturday night under auspices of the Chicago Federated Advertising club.

BUCKINGHAM (BUCK) GUNN, J. Walter Thompson radio produc
tion man, and a new convert to Merrill Myers, CBS continuity chief, Chicago, have announced their engagement and will match the altar in June.

NBC PLUGS NEW ADDITIONS

NBC sales department has a special letterhead with “New Station Information” and a special label in blue ink and script type. Letters signed by Roy C. Wilmer, vice-president in charge of operations, give facts concerning new stations affiliated with the network.

On KSOO, for instance, the Sioux City station, which joined NBC the past week, attention is called to the fact that the station is available as a supplementary for either the basic Blue or Red, its power, frequency, intensified coverage, drawing population and retail sales, etc.

“Lost and Found” Popular

Popularity of the “Lost and Found Air of the Air,” sponsored by Kortz Jewelry Co. over KLZ, Denver, is evidenced by the flood of telephone calls after each broadcast. Listeners are invited to report items found and found. Knave Advertising Agency writes the programs.

Newspaper Salute to WBBZ

When WBBZ, Ponca City, Okla., joined the Mutual network recently, the Ponca City News carried a full-page ad inserted cooperatively by 23 local business firms, organizations and individuals. Highlights about the station’s history, pictures of the staff, and the dedicatory day’s program were included in the page.

Prove Radio Essential

The Kansas City Kansas, newspaper affiliated with KCKN, recently tried discontinuing listing radio programs. Reaction against the move was so widespread and strong that the daily log was reinstated. As a result of this proof that radio programs have become a vital and essential part of modern life, KCKN put out a campaign of press releases to impress sponsors with the listener-interest of radio and, therefore, its advertising medium possibilities.

Lohr Speaks in Washington

Washington, D.C. — RADIO DAILY — Washington — Lenox R. Love, NBC president, last night spoke on “The Future of Radio” before the Board of Trade final meeting at the Hotel Mayflower. Talk was extemporaneous. Eugene Sykes, chairman of the FCC broadcast division, was present at the dinner.

Iodent Taking Vacation

Iodent Chemical Co. (toothpaste), currently CBS-Blue, Sundays, 11:30 a.m.-12 noon, fades from that network after next Sunday’s airing. Sponsor has already put in a bid for a weekday evening slot when it resumes in the fall.

Lipton Signs Albert Ork

Thomas J. Lipton, Inc. (Tea), has signed Don Albert and Orchestra with John Griffen as soloist for a series of eight shows to be aired over WNAC, Boston. Programs begin tonight, and continue Tuesdays and Thursdays, 6:45 p.m., originating from WHN, New York. Albert is musical director of WNAC and cannot leave city to fulfill contract, therefore a special wire will be run to Boston station for airings. Programs will not be heard in New York. Frank Fresbury Co. has the account.

NBC Photo Exhibit on Air

Intimate glimpses of radio’s outstanding stars will be given in “The Wife Saver,” featuring Alan Prescott, changes from Wednesdays and Fridays, 9:30-9:45 a.m. to Mondays, when it will be carried over WEAF at 6:20 p.m. today.

The photographers will broadcast from exhibit in Gallery 3, mezzanine floor, RCA Building. They will discuss the eccentricities of radio stars before the camera and relate interesting anecdotes about microphone favorites.

DON GILMAN TO CONFERENCE ON TELEVISION STUDIO

(Continued from Page 1)
creasing demands for programs from the film capital, Gilman said. Rapid expansion of both Pacific networks is another reason for Gilman’s trip, which will keep him east for several weeks.

Woolcott Front-Paged
In Visit to Louisville

Louisville — Alexander Woolcott, who deferred two of his broadcasts from WHAS to the CBS network while visiting here last week, was front-paged with a story and a couple of pictures in the Courier-Journal.

One of Woolcott’s talks dealt with the fact that it is so large now, by to shoot race horses when they break a leg. The Town Crier visited a horse farm near here to get the data for the talk.

15 Music Week Airings
Are Scheduled by CBS

CBS schedule of musical programs for Music Week, May 2-8, already total about 15 events and the premiere or first American performances of eight musical compositions.

Banks Want Whiteman

Chicago — Group of banks now sponsoring the Philadelphia orchestra is trying to get Paul Whiteman, now at the Drake Hotel with a Mutual wire, for a summer series to replace the heavier stuff.

3 Programs Change Time

“A Modern Girl’s Romance,” moves today from 10:45 a.m. to 11:30 a.m., May 3. The program’s original is 10:15 p.m. over CBS, effective April 26.

Dorothy Gordon’s “Children’s Corn,” CBS sustainer, changes its time from Mondays, Wednesdays and Fridays: 5:15-5:30 to Tuesdays, Thursdays and Saturdays, 5:45-6 p.m., effective April 27.

DRISCOLL IN HOME SERIES

Dave Driscoll, WOR news and sports announcer, is being featured in a new series of five-minute broadcasts on Tuesdays and Thursdays, 6:45-7:15, over WEAF at 6:20 p.m. Today.

The program is sponsored by Decorative Cabinet Co. Edwin M. Phillips Co. is the agency.

WALSH JOINS PROV. JOURNAL

Don Walsh of Trans-Radio Press has joined the editorial staff of the Providence Journal.

DON GILMAN TO CONFERENCE ON TELEVISION STUDIO

Tuesday, April 20, 1937

RADIO DAILY

www.americanradiohistory.com
**Baseball Debut Hogs Air**

KIRKMAN SOAP ACCOUNT

**ADDING SEVEN STATIONS**

Kirkman Co. (soap), now sponsoring Jack and Loretta Clemens locally over NBC from 9-9:15 p.m. Monday through Friday, has added the following stations to the line-up: WOKO, WBEC, WRC, WHK, WEI, and a Buffalo outlet yet to be decided. Stations will begin airing programs May 3. At that same date, the show will switch to an afternoon spot and will be aired 2:15-2:30 p.m. Monday through Friday. N. W. Ayer & Son has the account.

Radio Sales Promoters

**In Get-Together Lunch**

Radio sales promotion managers representing New York stations and the major networks will get together at noon today around a luncheon table at the Hotel Victoria. Problems of mutual interest will be discussed, and formation of an association embracing promotion, advertising, and publicity men is likely to be proposed.

KSTP Is Going After

**WIDER FARM AUDIENCE**

St. Paul—To build up a wider farm audience for KSTP, made possible by the station’s new transmitter which has increased coverage by approximately 2,500,000 population, the Twin City independent is launching a weekly series of broadcasts from the campus of University Farm, the agricultural college of the University of Minnesota. The broadcasts also will result in statewide publicity for the station, because farm school officials, deciding that the series would be excellent.

**WSMB Strikes Gas**

New Orleans—Some people hit oil and get riches. But WSDM hit gas and is glad it didn’t turn out to be a headache. Test piles for the station’s new transmitter house across the river from here, went into a gas well. Station says they have no plans to utilize the discovery, at present, but as tests showed the ground can hold the building construction will proceed.

**NBC Shows Add WLW**

Jeren Woodbury Co. will add WLW to its “Follow the Moon” series of programs on the NBC-Red on April 26, dropping WSAI, WIRE, WAVE, S. C. Johnson added WLW on Monday night to its NBC-Red network show and will add WMEG on June 28 when it joins NBC. WWVA, WSAI, WNW, WJZ, WOOL are being discontinued by the sponsor.

**FRANK PARKER TO HEAD CHESTERFIELD PROGRAM**

The Chesterfield program, heard on Wednesday nights, 9-9:30 p.m. over the CBS web and featuring Lily Pons and André Kostelanetz’s orchestra, will undergo a change in the near future. Miss Pons is slated to leave the program; with Frank Parker taking over. Parker, currently heard on the Woodbury program Saturdays, 9-9:30 p.m. on the NBC-Blue, will probably be replaced on that show by Niela Goodelle. Miss Goodelle appears this coming week end as a guest. Her appearance will be in the form of a public audition. Newell-Emmett has the Chesterfield account.

**World Tele Conference Is Scheduled for Cairo**

Cairo—A world conference of wireless communications and television will be held here May 12-15. Delegates from the U. S. are expected to participate.

**Over 20 Broadcasts Devoted to Season’s Starter Games Yesterday—Six Local Play-by-Play Descriptions**

Setting a record for amount of air time devoted to baseball in a single day, opening games of the season yesterday hogged most of the afternoon time and a good slice of the evening. More than 20 broadcasts were devoted to the occasion in the metropolitan area alone, including play-by-play descriptions of the Yankee vs. Senators game from Yankee Stadium over five local stations. WABC (CBS network), WJZ (NBC-Red net), WMCA, WNEW and (Continued on Page 3)

**NEW MOVE TO ELIMINATE CANNED MUSIC ON RADIO**

Activity by the National Association of Performing Artists Inc. is again cropping up with court procedure coming to a head in the State Supreme Courts of Pennsylvania and New York. NAPA, seeking to retrain radio stations from using phonograph records for either sustaining or commercial purposes, is headed by Fred Waring, who has (Continued on Page 7)

**Appeals Court Nixes New Maryland Station**

Washington, BUREAU, RADIO Daily Washington—NAPA’s refusal to permit Monocacy Broadcasting Co. to operate a radio station at Rockville, Md., just across the District line, was upheld by U. S. District Court of Appeals. Ruling sustained previous (Continued on Page 3)

**Eagle Eye**

Norfolk—John New. sales manager at WTAIR, is good news to purse losers. Latest instance took place last week in Washington, where he found a pocketbook. On his last New York trip he found a satchel in a taxi. and, just before that, a wallet in a local drug store. Owners of all were located by New.

**WBZ**

Boston—WBZ, gaining very rapidly in the Boston market with its “Big Band” series, dropped its 14-year-old “Victor Radio Record Hour” Monday night. The series will be dropped on Monday night for the new “Tonight at 9” series.

**NBC Automotive Billings Jump 69% in First Quarter**

Automotive billings on the NBC Red and Blue networks jumped 68.7 per cent in the first quarter of 1937 compared with the first three months of 1936, according to figures compiled by Publisher’s Information Bureau. Included, are General Motors, Firestone Tire & Rubber, Ford Motor

(Continued on Page 2)

**Television Exposition In London June 10-17**

London—First exposition of British Television organized by the Radio-Electrical Industry of Great Britain will be held June 10-17 at the South Kensington Museum.
**REEVES STUDIO**

**RA D I O T R A N S C R I P T I O N S**

**ALL WORK GUARANTEED**

1600 Broadway Mfd. 3-1270 New York

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**COMING AND GOING**

**CAMPELL ARNoux, General Manager of WTAR, Norfolk, is spending most of the week in New York.**

**TOD HUSING will go to Holland, Mich., to report the famous Holland Tulip festival via CBS May 8.**

**RUDDY VALLE¥ leaves for England immediately after Thursday's program. He will remain there for two programs and then return to Radio City.**

**WILLIAM VAN DEVEREN, director of the American Telephone Co., arrives today aboard the Ile de France.**

**MAREK WEBER, orchestra leader and violinist, also arrives in New York aboard the Ile de France.**

**EUGENE GOOSSENS, symphony orchestra leader, and MRS. GOOSSENS sail today aboard the Queen Mary for the Coronation.**

**ABE SCHechTER, NBC director of news and special events, was in Louisville yesterday arranging final details on Brown & Williamson-Kentucky Derby broadcast, May 8. Expected back today.**

**FRANK CONRAD, McCann-Erickson radio time buyer, will arrive tomorrow to arrange spelling bee broadcast between Buffalo and Philadelphia postmen.**

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**NEW YORK STOCK EXCHANGE**

<table>
<thead>
<tr>
<th>Stock</th>
<th>High</th>
<th>Low</th>
<th>Close</th>
<th>Vol.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am. Tel. &amp; Tel.</td>
<td>164%</td>
<td>164%</td>
<td>164%</td>
<td>164%</td>
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<tr>
<td>Carb. Radio</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Gen. Electric</td>
<td>55%</td>
<td>55%</td>
<td>55%</td>
<td>55%</td>
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<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>RCA Corp.</td>
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<td>73%</td>
<td>73%</td>
<td>73%</td>
</tr>
<tr>
<td>Warner Bros.</td>
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<td>19%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>OVER THE COUNTER</td>
<td>Bid</td>
<td>Asked</td>
<td>Bid</td>
<td>Asked</td>
</tr>
<tr>
<td>CBS A</td>
<td>65</td>
<td>57</td>
<td>65</td>
<td>57</td>
</tr>
<tr>
<td>CBS B</td>
<td>55</td>
<td>47</td>
<td>55</td>
<td>47</td>
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<tr>
<td>Stromberg Carlson</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
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</tbody>
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**WOV Service Forum Resuming**

WOV on May 2 will resume its Public Service Forum series, featuring opinions of leading citizens on current topics, aired 6:30-7 p.m. Sundays. Charles Henry Ingersoll of “dollar watch” fame will be permanent chairman.

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**Star Radio Signs KGU**

Star Radio has added KGU, Honolulu, to its list of subscribers. The Hawaiian station is taking “Good Morning, Neighbor,” a woman’s program that was heard currently over many stations throughout the U. S. and Canada.

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**Automotive Billings Jump 69% in Quarter**

(Continued from Page 1)

In the laundry soap field, NBC sales increase 50.7 per cent over the first-quarter a year ago, the drug and toilet goods business jumped 20.7 per cent at the same period. These are also listed some “freak” increases which must be discounted because the NBC business was nil, making the high percentages when a comparison is made, e.g., the radio, brewing, and house furnishings categories.

Three industries, automotive, drug and food, contributed more than one-half the total NBC billings for the first quarter. Drug and toilet goods lead the list with $3,428,218, food $2,600,460, automotive $1,698,130. According to the NBC sales promotion department, the rate increase last December had very little influence on the figures.

The complete breakdown appears on this page.

"Lend a Hand" Brings in 7 Jobs on First Airing

WNEW’s initial “Lend a Hand” program brought in seven jobs. Sponsored by Madison Loan Corp., Martin Block, conductor of the job-getting show, interviewed 28 persons on the premiere broadcasts. The jobs offered by telephone, include the occupations of mechanic, secretary, gas station manager, painter, carpenter, clerk and handyman.

Opening broad cast brought Block a flood of letters from job seekers. Mail is being filed under names of jobs requested. First mail exploded Monday in among others, two jobs not catalogued, for a milliner and a cook.

Kerr to M.C. 3-Hour Show

Don Kerr, m.c. at WMCA, will handle the three-hour daily varied show starting at 2:30 p.m. today under General Mills sponsorship.

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**NBC First Quarter Billings**

<table>
<thead>
<tr>
<th>Year</th>
<th>Per Cent of Total</th>
<th>Amount</th>
<th>Per Cent of Total</th>
<th>Amount</th>
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<tbody>
<tr>
<td>1937</td>
<td>10.2%</td>
<td>$627,739</td>
<td>3.8%</td>
<td>$34,708</td>
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<tr>
<td>1936</td>
<td>7.4%</td>
<td>$627,739</td>
<td>6.4%</td>
<td>$34,708</td>
</tr>
</tbody>
</table>

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**Indemnity Firm Loses Action Against WBNX**

Federal Judge John W. Clancy in U. S. District Court yesterday ruled against the Century Indemnity Co. in its suit for damages to recover $22,250 from WBNX and other defendants. Action is an outgrowth of Waltham’s agreement which the station defendants are alleged to have broken when they were supposed to consolidate some years ago and provide time signals for Waltham every half hour. Waltham had its contract or proposed program insured by Century, which was forced to pay Waltham. Defendants entered no defense.

In 1931 the station owners and WBNX agreed to consolidate the out- lets of WKJBS and WCDA by commercial copy was given Waltham its time signals every half hour. Waltham averred that in 1933 the FCC gave permission to the stations to consolidate, but it is alleged one or more of the defendants failed to go through with it. Defendants include the Federal Broadcasting Corp., New York Metropolitan Broadcasting Co., George A. Coates and Paul M. Kuder.

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**Red Cross Talks on WICC**

Bridgeton—WICC is presenting a new series of 8-minute daily American Red Cross talks.

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**Hubert Gagos Joins UP**

San Francisco—Hubert Gagos, KJBS news and publicity director, has resigned to join the United Press radio division.

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**COMMERCIALS CONSUME ONLY 9 P. C. OF TIME**

San Francisco—Clocking of commercial announcements at KFBS by Operations Manager Ed Franklin revealed that only about 9 per cent of programs is being devoted to plugs. Out of a total operating day of 13 hours, 45 minutes, not counting all-night program, actual time used by commercial copy was 1 hour, 36 minutes. Average spot announcement is 39 seconds, while average quarter-hour commercial program has 1 minute, 36 seconds of ad copy.

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**Amon Carter Toastmaster**

Amon G. Carter, publisher of the Fort Worth StarTelegram and owner of the WBAP, will be toastmaster tomorrow night at the annual dinner of the Bureau of Advertising of the American Newspaper Publishers Association, at the Waldorf-Astoria.

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**Extending Eleanor Howe**

Eleanor Howe’s “Homemaker’s Exchange,” WABC CBS network program, will be extended for six weeks, beginning April 27.

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**Radio News**

is fast becoming the greatest function of radio.

What about your news setup? Are you making a profit out of it? Do people tune you in? How do you get your idea? Is it the NEWS STATION? It's not, then you better contact us at..."
OPENING OF BASEBALL HOGS AIR SCHEDULES

(Continued from Page 1)

WINS all carried the Yankees-Senators description from the field, with the WINS being fed by CBS.

A sponsored play-by-play account of the Giants-Dodgers publicity interest, Eb-bett Field, Brooklyn, was aired over WOR.

Two games, including some "dug-out dope" broadcasts prior to the "play ball" signal, and the intermittent reporting of score results by various small stations, monopolized the air for close to three hours in the afternoon, crowding out a lot of scheduled programs.

Baseball reports and summaries occurring later in the day included Don Dunphy over WINS and the 6 p.m., repeated on WBAI and WMCA at 6:30, "Today's Baseball" on WMCA at 8:45, half-hour resume of the Giants-Dodgers game, etc., on WINS, with Jack Ingerson, and the Stan Lomax sports reports on WOR at 7, a sports talk on WNEW at 7:15, and several others.

Announcers handling yesterday's games, and distinguishing themselves, included Ted Edgar, CBS; Tom Manning and Graham McNamee, NBC; Dave Driscoll, WOR; Earl Harper, WNEW, and Dick Fishell, WMCA. Gordon Marks assisted Fishell.

There also was a good deal of baseball material on the air Monday night, following the day's initial games between the Athletics and Senators, American League, and Phillies vs. Boston, National.

KSTP Is Going After Wider Farm Audience

(Continued from Page 1)

For the schedule has a hold on stock papers with copy and pictures on the forthcoming series. The job of sending out publicity copy will be taken over by the school because of its exceptional connections, both with rural editors and county agents throughout Minnesota.

The series will be carried each Thursday, with KSTP's mobile short-wave transmitting unit used for the broadcasts. The unit will rove through the campus, picking up work of the various divisions, and highlighting, especially, the experimental and research work at the school and the part it is playing to aid farmers of the state.

In addition to an initial story and cuts announcing the opening of the series, the school also will send out a complete story each week on the division to be covered in the forthcoming brochures.

Dorothy Haas in New Post

Dorothy B. Haas has resigned from the press department of the New York office of Fanchon & Marco, New appointment takes effect immediately. New assignment has as yet been announced by WOR.

ACCEPT NEW PROGRAM IDEAS

Tit for Tat on WHBL

Sheboygan, Wis.—Opposites attract, proverbially and actually. WHBL, The Sheboygan Press station, has proved it in two of its programs which, in their setups, are diametri-cally opposite.

One is "Music Memory," conducted by Jack Foster, in which a staff pianist plays more or less familiar compositions. Listeners are asked to list the numbers played each day, and theater tickets go to those with the sets most nearly like the correct, unannounced titles.

The opposite show is "Stump Us," in which six members of the staff cooperate in attempting to meet the demands of listeners for old and new songs, or sing the number requested on the program, the listener who asked for it gets an automatic pencil engraved with his name. Sometimes the Stump-ster challenges the request, and the listener must send proof of the music's correct title, etc. If he complies and the number meets the rules, he gets a pencil, too.

Both programs are heavy mail-pullers.

Marble Contest on Air

The Tidiwater Marble Tournament took to the ether Saturday over WTOR, Norfolk, with Tom Hanes,Mind Bender, as host and Adolph Rubicam, Jr., as commentator, to aid the Ledger-Dipatch, handling the show. Four best kids from 10,000 marblers competed in the finals, with winner awarded trip to Wildwood, N. J., as prize. Event is sponsored by papers annually, although this is first year WTOR has made pick-up.

Two Odd Features for WTOR

Two stunt shows will feature in the WTOR program listings beginning May 1. Odder is remote in material, with Bob Hay of Norford General Hospital and will consist of pick-up after feeding time. Scheduled are interviews with new and expectant mothers, ambitions fathers have for kids, and gurgles of younguns them- selves.

Other show is luncheon interview in front of National Bank of Commerce Building, which houses WTAR studios. Jeff Baker will poke ques-tions at passersby three times weekly.

"Hicksville Social"

"The Hicksville Thursday Evening Social," new program, will be inaugurated by KVOO, Tulsa, Okla., to start Monday at 6:40 p.m. The Social will be a weekly feature depicting a typical country gathering and enter-tainment. Triston Robertson, KVOO staff announcer, is the author.

Gospel Service on KVOO

KVOO, Tulsa, Okla., is presenting a new and unique gospel service daily except Sunday, "Voices of Praise," new to the Southwestern, consists of a combination of the choirs. The sermon is delivered by Rev. Lehman Jr., son of Rev. Leh-man, who has been heard for many years on various eastern radio stations.

Rural Editor Series

"The Country Editor" is a new feature over KVOO, Tulsa, Okla., every Friday at 6:40 p.m. The Editor is Hugh Park, editor and publisher of the Van Buren Press-Argus of Van Buren, Ark. Park typifies the rural writer by commenting on the news from a squenky swivel chair while he puffs away at his pipe.

Appeals Court Nixes New Maryland Station

(Continued from Page 1)

District Supreme Court decision de-nying injunction against FCC to broadcasting company.

Monocacy Cases Royalty payment is at stake and FCC would be enjoined from holding any hearing on subject. Application was granted July 2, 1935, by WCAU, Philadelphia, protested proposed Rockville station on July 18, 1935, charging it would cause inter-ference on its wave length. In September, 1935, WCAU withdrew its protest on FCC found it would cause less interference than the proposed station.

Benny's Fifth Year

Jack Benny, currently airing for General Foods (Jell-o) every Sunday, 7:7-7:30 p.m. over NBC, will celebrate his 5th anniversary on the air May 2. Benny, together with his wife, Mary Livingstone, is planning to take a furlough from the series in June and make a European trip.

NEW KATE SMITH SHOW SET FOR CBS NETWORK

(Continued from Page 1)

has used the CBS web. Last year the sponsor spent $1,280,169 with NBC. A full coast-to-coast network will be used, with stations and starting date now being set by sponsor and Young & Rubicam, who will handle the show.

Adds Sound Effects Library

Thomas J. Valentino, who handles the Gennett Records library, has been appointed eastern representative for Speedy-Q Sound Effects Li-brary. Forty numbers already have been recorded. A third sound effects library will be released by Valentino in a few months.

BOOKSHELF PROMOTION HEADED FOR AIRWAYS

is station WMCA, which received the promotion and will distribute the circulation booster for the station. Donald Flamm, head of the station decided that a sponsored program might be interested and when brought to the attention of oldest WMCA sponsor, a furni-ture house, the deal was almost closed; in fact, it is still pending. Sponsor, however, is somewhat in doubt as to how the listeners would react to buying the books at very low prices, since the deal would involve a huge print order for the books in question in order to obtain the low prices. Furniture store figure they might be loaded with a hundred thousand books or so and wind up having to place them on sale at the store, which would be okay. The deal is not a part of their regular merchandise line.

Possibility is that WMCA, with or without the Inter-City hookup, may sell the idea to an advertiser whose product would permit carton or package top clipping. With newspapers, mere number of coupons does not mean as much as it is from each of the books for the promoters, distribution calls for separate quarters or branch offices of the newspapers, since the dailies tie in with separate branches or office distributors. Some dailies made ties-up with various centrally located stores that handle newspapers and magazines.

New York "Evening Post", first to work out the book deal here, boasted the idea to an advertiser whose product would permit carton or package top clipping. With newspapers, mere number of coupons does not mean as much as it is from each of the books for the promoters, distribution calls for separate quarters or branch offices of the newspapers, since the dailies tie in with separate branches or office distributors. Some dailies made ties-up with various centrally located stores that handle newspapers and magazines.

It is believed that the same idea can easily be worked out for radio, either as a means of increasing or measuring an outlet's audience, or as a straight sponsor proposition. If a local test works out, nationwide exploitation is expected to follow. Another angle is the detective story programs, wherein the books distributed would be confined to suit the tastes of the radio detective story fans.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and Koola Cigarettes

W2X-10 P. M., E.S.T.—Friday night at new No. 1.

JOE GLASER, PERSONAL MANAGER

ROCKWELL-OLIVE, INC.
NEW BUSINESS!
Signed by Stations

WGN, Chicago
Drug Trades, Pickard Family, six nights a week at 6 p.m.

WBNX, New York
Italian Broadcasting Co., two daily half-hour programs for 52 weeks; Emil's Beauty Salon, 13 weeks of German announcements; Rupert Huber Restaurant, 18 min. weekly German musical program, 13 weeks; Julius Lederer, announcements, 13 weeks.

Iowa Network
Skolgas, Les Hartman's German Band, two quarter-hours weekly, placed by Ferry-Hanly Advertising Agency of Kansas City.

WNEW, New York
Fusion Committee in battle for five city commissioners of Newark, N. J., 15 campaign speeches over period of three weeks, through Schillin Advertising Corp.: Mayor Moyer C. Eldredge of Newark, six campaign speeches; Michael P. Duffy, police commissioner of New York, four speeches.

"Unseen Friend" Time Shift
"Your Unseen Friend," CBS network program written and produced by M. H. H. Joachim, will be heard in its usual slot of 10:30 p.m. on CBS, starting April 27. Slimo is now on at 5 p.m. Harry Salter's Orchestra provides the music, and Beneficial Management Corp. is sponsor.

"Mail Box" Fetches Mail
One of the finest programs for bringing in mail response is "The Mail Box," with Radio Postman in charge, heard over KFVS, Cape Girardeau, Mo. On 27 broadcasts, 2,273 letters and postcards were received from five states including Missouri, Arkansas, Tennessee, Illinois and Kentucky.

90 for KFVS "Reporter"
The Inquiring Reporter, a Man on the Street feature, heard over KFVS, Cape Girardeau, Mo., has passed its 90th consecutive broadcast. The original sponsor, a drug store, is still sponsoring this program. A local theatre also has a tie-in with this program.

BIRTHDAYS
April 21
Greetings from Radio Daily to Max Jordan

1937
1 9 3 7
17 18 19 20 21 22 23
24 25 26 27 28 29 30
31

RADIO DAILY

PROMOTION

WTAQ Weekly Paper
WTAQ, Green Bay, Wis., a recent addition to the CBS Network, has started a weekly house organ, "Radio Beacon," containing fan news both local and national, a full week's program information in detail, and photographs of radio personalities and current events.

In miniature tabloid size, running 16 pages, and priced at 3 cents a copy, the sheet also carries a batch of ads from local business firms and theaters.

Store-Wide Broadcast
One of the five weekly quarter-hour airings of "Style and Smile Leaders," sponsored by Benefit Clothing Co., Kansas City, over WHB, has been shifted to the store window, where the Grosby Gang will originate the show. Powder puffs and nail files are given to sidewalk listeners who are induced to come into the store by an announcement of the awarding of ten pairs of tickets to those guessing nearest the true value of a diamond ring displayed within.

Exploit Sportcaster
KXBY, Kansas City, is providing all distributors of Twenty Grand cigarettes with a newspaper ad bearing the photo of Walt Lochman at the mike to tie in with his daily sports chat that aired under sponsorship of Axton-Fischer Tobacco Co.

Enlarge Mailing List
Besides installing a new addressograph and postage stamping machines, KXBY, Kansas City, has increased its mailing list to 2,000 names, enlarging it to include all local distributors of products advertised nationally by radio, whether or not they buy local radio time. To this list is being sent a brochure introducing station talent and outlining the station's facilities, in addition to showing how they can tie in their merchandising efforts to the radio advertising sponsored by manufacturers whose products they sell. A second brochure describing new studios which the station takes over May 1 will go to this list within the next week.

WTAR Moving Transmitter
Norfolk — W TAR is moving its transmitter to the new location in Glen Rock. Meanwhile operation is operating from its recently rebuilt auxiliary, which matches high-fidelity operation with the main one.

Announcer Killed in Spain
Loni Wahlpilai Maull, radio news announcer, was killed in the recent battle for control of University City in Spain, according to advice received by Socorro Rojo through the Febas, Spanish News Agency.

Wednesday, April 21, 1937

FRANK PARKER

OL' SCOOPS DAILY

1. 2. 3. Frank Parker will become a feature of the Chesterfield giggle show on completing the present Woodbury series. . . . Ted Healy auditioned out in Hollywood for NBC the other day, . . . Carroll Nye, radio editor of the Los Angeles Times, who has been "riding" announcers for a long time, gets "rejuvenated with music" by 20th Century-Fox pictures. They have him play an announcer in the flicker, "Sing and Be Happy." . . . Jean Paul King's reason for dark glasses is legitimate—he has an eye infection—caused by a bad molar . . . . Ozzie Nelson will do vaudeville starting in June—after completing his run of co-ed dates . . . . Haven MacQuarrie will do 14 weeks of vaudeville with a unit of "Do You Want To Be An Actor?" This will be a fill-in and Warner Bros. talent-scouting stint. via special train, before returning to the air in the fall . . . Swing Harpist Casper Beadon has been given a flicker-ticket at Universal . . . . Henry Youngman will double in radio this week—doing his regular bit on the "Band Wagon" tomorrow and a gueststar on the "Nine O'Clock Revue" Sunday.

4. 5. Publicity it a great thing! . . . If you doubt it, we could recommend a certain prominent air personality who has been given the "skids" by his long-time sponsor . . . However, with the efficient work of his press agents, newspapers have been printing the story that HE was tired and wanted a vacation, begging his sponsor to release him. . . Noble Sissle will be featured on this week's Swing Session . . . Hill Billy Zeke Manners, reading the newspaper headlines, shouts across table at Lindy's to George Evans . . . I wonder how the "Wagner ACT" will do at the Roxy?

6. 7. "Check, Please." half hour dramatic show, written and directed by Neal W. Hopkins, who writes the Sisters of the Skillet show, will be auditioned for WSB Friday morning by Jules Seabach and John Bates . . . Fred Norman's offering as a substitute for the Jack Benny show during the summer is also being considered by a tobacco sponsor now on the air and another agency. A personnel change will take place in this show before it becomes an air feature. . . Dorothy Lamour, picture singing star, has made two records for Brunswick . . . The Serenaders, featuring Norman Coulter, Jean Ellington and Hal Gordon, start a sustaining coast-to-coaster Saturday night on the NBC Blue . . . Lew Hearn, brother of Sam, will be featured with Zeke Manners and his gang . . . Ed Sammis of the CBS press dept. is out with the gripe.

8. 9. Frances Hunt believes in the adage of show business—"the show must go on"—and is continuing her vocalizing with the Goodman crew against medico's orders. . . . She has to have her tonsils removed, the stage—which will be done upon the conclusion of her present engagement. . . . The Lester Lees move to their Conn. home tomorrow. Lester has been viewing the fashion plates in Esquire—so as to become the typical Connecticut Yankee! . . . The Frolics opening (on the site of the Montmarte) which will feature Ralph Watkins' band has been postponed until tomorrow night . . . Ed Smalte's lucky number must be "seven" because that's the number of people in his crew for the Phil Baker show—and they've just been renewed for the 7th time.

10. With special permission of her discover, Abe Lyman, Rose Blane, the singer, opens tomorrow night at Leon and Eddie's. She has appeared with Paul Whiteman, on Kraft Music Hall, and for Harvester Cigars . . .
**Wednesday, April 21, 1937**

**AIR PARADE IN REVIEW**

**By ADELE ALLERHAND**

**FRANK and ANNE HUMMERT of Blackett-Sampie-Hummert fame have found their Greene, Conn., retreat so conducive to successful scripting that they may ask the authoring department to go bucolic....Ruth Cornell, penwoman of "Death Valley Days," is spending days and nights in Death Valley...Johnnie Green (of the writing not swingcooping Greens) busy co-scripting with her via Uncle Sam's mails...Dorothy Haas, for the past 2½ years WOR's femme dispenser of publicity, takes her talents to Fanchon & Marco, there to take charge of publicity and promotion today. Our best, to you, Dorothy. When Mrs. Ed Wele tuned in on a sustainer emanating from Brooklyn, she was so impressed by the script, she told Ed about it. Net result: Jane West was signed to create "The O'Neill"...she's still doing it...Celia Brans' ex-spouse, Joseph Stopak, has taken a string quartet to Philly to lead harmonic support to her recital here...Virginia Sima, erstwhile soloist with the Kate Kyser outfit, rejoins them in the windy city this week....

**NA RAY HUTTON and her Melodiears will appear in person at the Paramount Theater, New York, for a week starting May 19. This is the blonde bombshell's first stage appearance at this theater, although J. she has been seen on the screen there many times.**

Clyde Lucas begins engagement at the Michigan Theater, Detroit, on May 21, Engagement set by Mila Artists.

Joe Marsala and his Chicagoans, heard thrice weekly via WBN from the Hickory House, and who will guest on the WABC "Swing Session" on May 1, will wax four sides for Variety Records this week. The numbers they will do are old-timers and include "Clarinet Marmalade," "Wolverine Blues," "Jazz Me Blues" and "Chime Blues."

The Seven Loria Brothers, Mexican child-musicians, last heard on the air with Romney Ross, in Hollywood to start work with Milton Berle in the film, "New Faces." The numbers they will do are old-timers and include "Clarinet Marmalade," "Wolverine Blues," "Jazz Me Blues" and "Chime Blues."

**ORCHESTRAS-MUSIC**

Rosa Ponselle and Frank Forest, singing with the Cincinnati Symphony Orchestra, conducted by Eugene Goossens, will be presented by General Motors Promenade Concerts in a broadcast from the Cincinnati Music Hall over the NBC-Blue April 25 at 8-9 p.m.

The Swingtimers, novel orchestra with harmony quartet music, make their appearance over KFVS, Cape Girardeau, Mo., to under the sponsorship of a cleaning company. Program is now entering its twelfth week over this station.

Tito Guizar, Mexican tenor star of CBS, appeared in a Carnegie Hall recital last night, assisted by the Metropolitan String Ensemble of the Met Opera Orchestra, in the preliminary to a nationwide concert tour. Scores of radio celebrities, among whom were Howard Barlow, Gladys Swarthout, Oscar Bradley, Lanny Ross and Emery Deutsch, attended.

Ben Bernie will catch up on his shuffling from coast to coast and with "all the lads," settle down in the old home studios in Radio City, after his NBC broadcast from Hollywood on April 27. His own band is returning with him to New York and their first broadcast from home territory will be on May 4.

Margo, heard on Mondays over WHN, has organized her own band of nine men. She is the tenth member and the only female in the outfit.

The Philadelphia Orchestra left for its 13,000 mile tour of the United States and Canada Monday night, to be home until May 28. Iturbi and Ormandy will alternate as conductors during the tour.

**COMMENTS**

**Lux Radio Theater**

Because he's a real all-around troupier, Joe E. Brown chucked up another radio score in "Alibi Ike" over CBS on Monday night. Brown registers well on the air. On this occasion he had the able help of Richard F. Karas and William Frawley among the supporting cast lined up by Director Cecil B. DeMille. Mr. and Mrs. Babe Ruth were interesting internation guests.

**Don Ferdi Orchestra**

Heard via WICC, Bridgeport, late Monday night, the Don Ferdi Orchestra was caught in a batch of unusual debuts. Either for dancing or for purely ear entertainment, it was distinctly tuneful, rhythmic and soothing.

**Fibber McGee**

Fibber McGee and Molly sailed into their new spot Monday night, over the NBC-Blue at 9:30 p.m., with sails in the wind. Fine concoction of fun in a key with action and laughs. The Kay Kyser music also was swell.

**"Origin of American Music"**

George Sharp's new series, tracing the origin and history of favorite American songs, is an enjoyable Monday 2 p.m. program over WMCA. Sharp has a pleasing baritone voice, and the illustrations used in depicting the musical numbers are both interesting and instructive. David R. Fenwick is collaborator on preparation of the programs.

**Talk on Radio Technique**

Technique of producing a radio play will be discussed for the special benefit of 4-H Club members competing in the Social Progress Program during the National Farm and Home Hour on Friday by C. L. Menser, producing manager of the NBC Central Division. Menser, a veteran in radio, will point out some of the tricks in producing a smooth, coherent play for radio presentation in the program at 12:30 p.m., EST, over the NBC-Blue network. The fifth and final talk on the technique of writing a radio play will be given May 7 by Ken Robinson, continuity chief of the NBC central division.

**JOSEF CHERNIAVSKY**

"The Musical Cameraman"

26 WEEKS COAST-TO-COAST FOR 1817 ROGERS BROS.

Available for Personal Appearances During Summer, With or As Guest Conductor.

Thrilling Orchestral Newtivities

Studio Address: 699 W. 115th St., N.Y.C.
F. C. C. ACTIVITIES

HEARINGS SCHEDULED
April 28 Frank M. Szondy, Union, Md. CP for new station. 1200 kc., 250 watts, daytime.
WBB, Salem, Ala. Mod. of license, and Vol. assign. of license. 1500 kc., 190 watts, daytime.
May 10 T. E. Kirskey, Waco, Tex. CP for new station. 930 kc., 250 watts, 500 watts L.S. unlimited.
Edward Yates, Lee Complete, N. M. CP for new station. 990 kc., 500 watts, daytime.
May 12 Dallas Broadcasting Co. Dallas, CP for new station. 1500 kc., 100 watts, daytime.
Loyal K. King, Pasadena, Cal. CP for new station. 1480 kc., 250 watts, daytime.
State Capitol Broadcasting Ass'n., Austin, Tex. CP for new station. 1120 kc., 500 watts, 1 Kw. L.S. specified.
May 14 Louisiana Broadcasting Co., New Orleans, CP for new station. 1210 kc., 250 watts, daytime.
Louisville Times Co., Louisville, CP for new station. 1210 kc., 100 watts, unlimited.

Fannie Brice Quitting Stage
Fannie Brice, now appearing in the traveling "Ziegfeld Follies," was signed yesterday by Metro-Goldwyn-Mayer to a long term contract. Miss Brice announced at the same time that she will retire from the stage with the completion of the run of her current show. In the future she will devote her time exclusively to radio and the screen.

WADC to Air Park Bands
Akon—Plans are being made to put in a WADC line at Summit Beach park here to air the music of nationally known name bands playing in a big pavillion there this summer.

John Bogart Married
John Bogart, Herald-Tribune radio editor, was married to Marjorie Goodell last week-end. Couple are now on a one-week honeymoon.

ANP Talk on WINS
Sanford E. Stanton, political writer currently acting as a newspaper syndicate correspondent at the 50th annual ANP convention, will discuss the events of the convention to date this afternoon over WINS from 3:45-4 p.m.

Unusual Response
Tulsa, Okla. — KVVO has had unusual response on a new type of program, entitled "Ship O' Dreams." The half-hour features the reading of original Vagabond Poems by Allen Franklin, program director, accompanied by the KVVO string orchestra, baritone. KVYO Vagabond Ensemble, and Lydia White at the organ. During the first two weeks on the air at 11:30 Friday nights they received unsolicited mail from 42 different states.

RADIO DAILY

HIGHLIGHTS OF THE YEAR

WFIL—Philadelphia
1 Kw.—500 Kc.

SAMUEL R. ROSENBAUM
DONALD WITHECOMB
President
General Manager

WFIL is the newest radio station in Philadelphia. Yet, in prestige, it is already one of the oldest. Just a little over two years old, WFIL in a recent Ross Federal certified radio survey of Philadelphia was placed No. 2 in audience popularity among the city's eight stations—second, by a very close margin, to a long established, higher powered unit.

WFIL and operated by a private corporation, the WFIL Broadcasting Co., the station's remarkable growth is probably a reflection of its heritage, for the station comes of pioneer stock, being a combination of WFL and WILT, two of Philadelphia's first broadcasting stations. The present call letters were heard for the first time in January 1931.

When Donald Withycomb, long time director of stations relations for NBC, left his New York post to take over the management of WFIL, the station was floundering and the book was black. True, WFIL started off with the NBC label, but it carried a very small percentage of the commercials because of the close proximity of WJZ which was then being sold to cover Philadelphia. Surrounding himself with a competent staff of executives, Withycomb proceeded to "go to town" and make broadcasting history in Philadelphia.

Here's what happened in those two years: the NBC-Blue commercials hopped up to 90 per cent and with Jack Stewart's sales department delivering the goods the local and national spot sales did likewise. WFIL's network affiliations were increased from 1 to 4. Besides NBC-Blue, the station now has Mutual and Transamerican-WLW, and it has organized, and is key station for, the Quaker State Network. It cracked the horribie Philadelphia press-crowd situation and now has time-space swaps with three of the city's leading dailies. It was the first station in the city to establish a merchandising and client's aid service and it still leads in this field. It has established a rock-rubbed program reputation based on four points: choice network selections, quality "class" music and entertainment, news and special features. The station's WFIL News Bureau is known from coast-to-coast and its special features division (the only one in town with mobile pack equipment) has covered everything from political conventions to personalities.

Withycomb's aides at WFIL include Sales Manager Jack Stewart, Business Manager Roger Clipp, Chief Engineer Frank Becker and Program Director John Clark.

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Workshop at KFRU
Columbia, Mo. — Young aspiring radio actors from the University of Missouri Workshop, with the help of their director, Howard Hake, and under the supervision of George Gyan, program director of KFRU, and David Frederick, KFRU feature writer, have begun producing in the studies a series of dramatic sketches depicting the early history of the Show-Me state. These authentic sketches are heard each Wednesday evening. A repertoire group of 16 young men and women are learning the fundamentals of dramatic production in the field of radio and, according to their director, are "eating it up."

The station recently dedicated its new studios and transmitter, with a message from President Roosevelt among the felicitations received.

Jack Benny from Waukegan
Jack Benny has sent word to Mayor Mann, of Waukegan, that he expects to do a broadcast from here probably on June 27. Benny expects to do a broadcast from Chicago June 20. He winds up his series on July 4 and plans to finish off in New York.

KMO Studios in Puyallup
Tacoma—KMO has opened a new broadcasting studio in the Kilgore Building, Puyallup, Wash.

Seattle Paper on the Air
Seattle—The Ballard Tribune, local newspaper, is exploiting itself over KRSC.

Air-Tuning
Buffalo—Since the WBMY studios were completely air-conditioned recently, the studio pianos no longer get out of tune.

www.americanradiohistory.com
The transcontinental swing being taken by Haven MacQuarrie starting May 7 is expected to result in some new talent for the Warner Bros. studios. He is going to tour the country with "You Want To Be An Actor?" producer will pick a boy and girl in each of the big cities which he plays his personal appearance. The tours are to be brought back to Hollywood via special train, after which Trans-X from each station will be carried, which will keep MacQuarrie on the air.

Hec Chevigny, formerly of KOL, Seattle, and now chief of KNX, Hollywood, will have his latest book, "The Lost Empire," off the press this fall.

Lou Francis, girl pianist, has been signed for a three times a week 15-minute sustaining program on KFJF.

New Move to Eliminate Canned Music on Radio

(Continued From Page 1)

in back of him the leading orchestra leaders and other talent appearing on the same programs.

In the high court of Penn. the case of Waring vs. WDAS is expected to result in a decision establishing a precedent that the station may restrain others, which will guide courts in other states. Lower court restrained Waring from playing Waring disks, and the station, backed by the NAB, took an appeal. Decision is expected within a day or two.

In New York, Supreme Court Justice Hammer handed down a memo in which he allowed the Decca Record company to intervene in the action of Frank Crumit vs. WHN and Goldenrod Brewery Co. Crumit is a NABA member and suit is a local test case, one of several pending by NABA members. Decca operate under the theory that artist controlled the right to restrain stations, etc., from playing the records in question. Artist, says Decca was paid for his work and recording company owns it.

Justice Hammer, however, in allowing Decca to intervene, merely threw the case back into NABA's lap, since he does not have prejudice against Crumit filing an amended complaint and continuing the fight to keep Decca out. The Crumit-WHAN action has been set on the May 3 Supreme Court calendar, and it is stated that it is to come up within the week following this date.

Maxine J. Speiser of New York and Philadelphia, is general counsel for the NABA, while Milton Diamond, is attorney for Decca.

NAPA is not connected with the Los Angeles organization, the American Recording Artists Association. Neither group is avowed to radio playing records made by its members so long as the outlet in question pays a performing rights fee.

From office boy to executive positions...

came to WBT as a salesman, and in 1936 was promoted to Sales Manager by General Manager William A. Schult, Jr.

Loh was born in England, married and has two boys, one eight and the other not yet a year old. He has a genial disposition, likes everybody and everybody likes him, is a quick thinker, easygoing, and possesses a diplomatic manner which appeals to all types of people. Loh's hobby is golf, at which he excels.

Lake Mich. Under-Water Broadcast Is Described by WTMJ Engineer

Milwaukee — Dave Gellerup, technical supervisor of WTMJ, had the following report on the technical handling of the station's recent broadcast from 38 feet below the surface of Lake Michigan—the "American Dress Rehearsal" of the Lusitania Salvage Expedition—which created widespread interest.

"The equipment used was a medium, low-frequency, broadcast relay transmitter, WJER, with a 750-watt output, and the speech circuits consisted of two Western Electric 22A amplifiers and放大器, the headphone output of which was fed into the underwater microphone. A rather peculiar lineup of speech equipment was used because each of the two diving helmets was equipped with both head phones and microphones, all working on a common amplifier. Since the nature of the diving test prohibited the use of a number of cables for communication, a four-wire shielded cable was used with each diving dress. Two wires carried the microphone output at 25 ohms and the other two carried the headphone circuit at 1,000 ohms. The whole circuit being bridged across the amplifier output. The circuits in this cable were free from any feedback even though the decibel gain from the input and output circuits was of the order of 70 decibels. Besides feeding the head phone circuits, the program line also fed the newsreel sound equipment, which was also accomplished with a bridging circuit.

"The microphones were built in as an integral part of the breathing tubes in the divers' helmets. The head phones were fitted into skul l caps and a device was inserted to seal the diving suit. During the entire broadcast, all microphones were open so that the two divers could talk with each other, and when there was no writing, the announcer on deck could converse with each other without the use of any switching circuits.

"During the broadcast, the only trouble encountered was caused by the gas-driven generator. The gas tank was the unit in the base and the gas feed was a suction type. When the ship started to roll, the gas slowed down in the gas tank, allowing the gas to draw off the air, which caused the engine to sputter and die out. The total interruptions were something under two minutes. A gravity feed tank would eliminate this trouble."

Bible Series on CBS

A Sunday series of "Living Dramas of the Bible" will start next Sunday, 2:30-3 p.m. on the CBS network. They will be written by Margaret Mead, Lewis Beach, Ernest Howard Culbertson and Thyrza Samter Winslow. William N. Robson will direct.

Amateur Movie on WMZ

Amateur movie hobby has hit his peak, with a bang. First Chief Engineer George F. Rankin Jr. started out with an outfit some two or three years ago, to be followed a few months by President E. C. Bargar; last Fall Milton Cobb, secretary and treasurer, went in for the idea, and now comes Frank Crowther, the sales manager, to make it a camera quartet. Between them the WMZ staff has been more than "shot."

LOU JACOBSEN has left CBS to produce "Bowman Fireside Theaters" and "Northern"s" for J. Walter Thompson.

Larry Holcomb turned over the continuity department at NBC here to Ken Robinson and departed with wife and child for a vacation in San Francisco before returning to New York as radio director for Fletcher & Ellis.

Richard Marvin, radio production director reports that Walter Johnson, back from Dallas on the Oscar account.

Los La Chance, singer, who bowed in recently on the Bowman Fireside Theater, is playing this week at the Chicago theater.

J. Morse Ely of J. Walter Thompson, radio division, made a back to Florida via honeymoon in Mexico. Bride is Louise Stanley of Evansville, Ind.

Arch Oboler, author of "Lights Out" and others, is in New York to consult with publisher regarding "Lights Out" volume shortly to be brought out.

Bill Stoker, soloist with Ray Kyser, and who left for home in Salt Lake City last week, now writing friends here that he is going into Missionary work for the Mormon Church in New York. Also plans to study at Juilliard School.

Ken Chase, who writes "Painted Dreams" and "Helen Trent," back from a Florida vacation. She spent all the time there writing scripts.

Joe E. Brown, in town for a week of baseball broadcasting over WJJD, for which he's reported getting $3,000, was host to radio and sports writers last night at a Drake Hotel luncheon yesterday.

Carl Hoeke's new song (he's pianist for Tom Dick and Harry) was introduced on the air on the "We Are People" series. Judd Vandover (Tom) did the singing.

Bill Irvin (Don Foster, radio editor of The Times) is back from Hollywood, where he visited the Wendell Halls.

Mrs. Wayne King and children, Penny and Wayne Jr., plan to go to their northwoods Wisconsin farm early in May for the entire summer. Wayne will duck up there occasionally between Lady Esther broadcasts.

Fibber McGee and Molly (Jim and Marian Jordan) signed contracts Monday for their Paramount picture. The Johnson show thus moves to Hollywood, with its first broadcast from there May 3. Harlow Wilecox, stooge and announcer, go along. Ted Weems must stay behind because of his Mutual commercial, so Jimmy Grier will be the cooork. Show is expected to remain west about six weeks.

Joe Duc Mont, baritone, poet and narrator, replaces Gene Arnold as "Scotch Pageant" host. Judd Vandover and Harry Larsen. Arnold continues on "Fitch Romances," plus the new NBC Minstrels.
GEORGE E. HALEY, KMBC director of national program sales, is in Kansas City from Chicago for a brief confab with studio execs.

(words)

Bill Condit of The Speedblenders is back on KMBC, San Antonio, after an illness.

Kenny Kurz is assisting Earl Harper in the WNEW baseball broadcasts.

J. Munger has joined WBRY, Waterbury, as salesman. He was formerly at WZKO, Kalamazoo.

The Old Counsellor, similar to Voice of Experience, is a new sustainer thrice weekly on WELI, New Haven.

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Press-Radio is Renewed

BORDEN SHOW ON WHN WILL BE FED TO WOR
Effective May 12, WHN will feed a commercial program weekly to WOR. Program, sponsored by Borden Co. for its Pioneer Ice Cream division, has been set for a 26-week run and will air every Wednesday 8-8:30 p.m. over both WOR and WHN.

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

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

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

8 Atlantic Seaboard Stations Go With Mutual in September
Program is Conceived, Sold and Aired in Hour
Tulsa, Okla.—R. P. (Bud) Akin, KTUL salesman, set some kind of speed record when he conceived, sold and aired a special sports quarter-hour in a few minutes more than an hour. One of his sporting store clients called and told Tony Aceta, national bait casting champ, was in town for a night performance and they wanted

NEW KYW, WGY STUDIOS WILL COST $1,000,000
Complete plans for building of new studios for KYW, Philadelphia, and WGY, Schenectady, were announced yesterday by Lenox R. Lohr, NBC president. At the same time it was learned that NBC has amended its present station contracts with General Electric, owners of KOA, KGO and WGY, whereby the expiration dates have been staggered. The original contract signed Nov. 25, 1932, contained a simultaneous expiration clause.

The new contracts call for the WGY contract to run until Dec. 31, 1947; KOA to July 1, 1943; KGO to July 1, 1944. WGY and KOA are 50,000.

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

The American Newspaper Publishers Association’s radio committee report released yesterday announced the renewal of the Press-Radio bureau for another year. NBC and CBS have agreed to underwrite the cost of its operation as in the past. Committee report also took cognizance of the fact that radio is now being used by Transradio to broadcast news to stations subscribing to its service. NAPA convention to date has not uttered a word against the radio.

In the annual report of the NAPA Bureau of Advertising which is in the

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

Random Items
The scores quantity in radio variety programs is originality. Two new bigtime air shows that made their debut last Sunday night both used a Jewish stooge although the airwaves are already cluttered with programs having stooges.

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

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

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

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

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

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

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

8 Atlantic Seaboard Stations Go With Mutual in September
Program is Conceived, Sold and Aired in Hour
Tulsa, Okla.—R. P. (Bud) Akin, KTUL salesman, set some kind of speed record when he conceived, sold and aired a special sports quarter-hour in a few minutes more than an hour. One of his sporting store clients called and told Tony Aceta, national bait casting champ, was in town for a night performance and they wanted
A radio success story

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

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

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

Smith has been with WGN six years, coming from the King-Trendle Broadcasting Co. (Michigan network). At WGN Smith has produced "Bachelors and Daughters," "Sister Maggie," "Painted Dreams" and "We Are Four." General Mills has gold medal feature time on CBS, outleeting from Chicago studios "Betty and Bob," "Modern Cinderella," "Betty Cooner," "Modern Cinderella" and "Hymns of All Churches," and from New York John K. Watkins' comments. Also currently testing Arnold Director's "Modern Cinderella" as "Softy" on WGN.

Battle Re-enactment Over Virginia Network

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

Senator Bankhead Hails Airing of Tax Hearing

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

Maryland Hunt Race on NBC

NBC-Red network will air the 44th annual running of the Maryland Hunt Cup Race on Sunday, 2:15-4:15 p.m., with Clem McCarthy at the mike.
8 SEABOARD STATIONS GOING MUTUAL IN SEPT. (Continued from Page 1)

First Commercial Set for WLW Wire (Continued from Page 1)

Program is Conceived, Sold and Aired in Hour (Continued from Page 1)

April 22

Greetings from Radio Daily to Eddie Albert Bert Roggen

RADIO DAILY

NEW PROGRAMS—IDEAS (Continued from Page 1)

WMT Midnite Theater Show

The "Easy Iowa Song Fest," a new feature of the midnight shows for WMT, Cedar Rapids-Waterloo, every Saturday night from 11:30 to 12 midnight, is now known as the WMT Midnite Theater. Cedar Rapids, brings the mid-west a full hour variety program. The show is sponsored by Easy Snap Machine Co. and its distributors.

Frank Voelker, radio's blind organist, a community singing... (Continued)

NEW WKY, WGY STUDIOS WILL COST $1,000,000

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.

www.americanradiohistory.com
WNEW, New York

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

WBBM, Chicago


WFAS, White Plains, N. Y.

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

WJAY, Cleveland

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

ONE MINUTE INTERVIEW

XAVIER CUGAT

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

MAIN STREET WITH OL' SCOOPS DAILY

Ford's Tuesday night CBS show with Al Pearce will be aired from the coast starting in the middle of June...John Nesbitt's "Passing Parade" gets 14 new stations of the NBC net starting June 1 making a total of 29...Marty May, who was featured on a sustainer via CBS last summer, auditioned the other day at NBC...Vincent Lopez has dis-banded for his trek west for the Grace Moore show, taking only two men, and picking up the remainder there...Freddie Rich tore a ligament while conducting the other night—tripping from the bandstand—but continued with the show...Carl Ravel will have THREE CBS spots from the Lexington...The Cycling show will fade in June, returning to the air in September...Conrad Thibault, who copped third prize in the Los Angeles Open last year, has entered his application for this year's contest...Don Wilson has lost 15 pounds to make the grade as a movie star...Bunny Berigan's swing band is the last-minute switch to succeed Benny Goodman at the Pennsylvania...Mickey Alpert opens at Ben Marden's Riviera May 27 and will be featured on a COMMERCIAL conducting a band and ad libbing. This is the "inside" for the delay of the audition scheduled earlier in the week...Joey Nash, who besides being a grand singer, adds a sideline to his ability with good humor, offers this: "I know a guy so stubborn that he has listened to Amos and Andy for five years—and still won't clean his teeth."...Jimmy Jemal, the inquiring reporter, celebrates his 10th year of cross-examination about the Jemal's topics, having questioned more than 100,000 people...The recent murder in the WOY studio building, New York, was first flashed across the air by WOR, New Jersey...

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

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

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

By ADELE ALLERHAND

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

\[\text{\textbullet} \]

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

\[\text{\textbullet} \]

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

\[\text{\textbullet} \]

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

ORCHESTRAS-MUSIC

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

The "Singing Waiters" will offer a program of operatic drinking songs over the CBS network on April 23 at 9:30 P.M., on the occasion of their first Wednesday broadcast from the Paris Inn, Los Angeles. Their original airings took place Saturdays at the same time.

Billy Hays, Intercity maestro, col-labs with Morde Berk, Philadelphia, on "How Can You Do It To Me". Tune has been placed with Schuster-Miller.

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

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

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

Johnny DeDroit and his swing-making aggregation have gone aus-talian... the band numbering approximately 10,000 members are expected to attend the convention.

WHO to Feed NBC-Red

On Drake Track Relays

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

Wichita Eagle Lists KANS

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

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

The Salzburg Orchestra, under the direction of Dr. Bernhard Baumgartner, will be heard today in a short wave rebroadcast from London. The program will feature Hans and Robert Schulz, celebrated Continental concert pianists, in Mozart's concertos, "F Flat", written for two pianos and orchestra, originating from the BBC studios. The interna-tional broadcast will be aired over the nationwide NBC-Blue network from 6:55-8:30 p.m., EST.

The Symphonic Singers of Stou Institute of Menominee, Wis., under the direction of Harold Cooke, will present a program of operatic and religious music in a special feature broadcast over the CBS web from the National Federation of Music Clubs' Biennial Convention at Indianapolis next Tuesday, 3:40-5:45 p.m., EST.

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

Eight programs from the festival of choral and symphonic concerts during the National Federation of Music Clubs' Biennial Convention, April 25, will be rebroadcast on NBC networks. More than 4,300 local music clubs throughout the country are affiliated with the federation and an estimated 10,000 members are expected to attend the convention.

Discuss MBS Renewal

For the "Lonely Ranger"

Detroit—Gordon Baking Co. and its advertising agents, Brooke, Smith & French, are now holding meetings on the renewal of its three half-hour "Lonely Ranger" programs over the MBS coast-to-coast network. The Special- ized program will be renewed for the series until September, 1938.

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

MCA Signs Alan Scott

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

GUEST-ING

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

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

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

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

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

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

BEN BERNIE, on Walter Winchell program, April 25 (NBC-Blue, 8:30 p.m.)

RALPH KIRBERLY, on Nellie Re- vell program, April 27 (NBC-Red, 5 p.m.)

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

ANTONIO MODARELLI, compos- er and conductor of Pittsburgh Sym- phony Orchestra, on Heinz Magazine of the Air, May 3 (CBS, 11 a.m.)


BILLY BAILEY, and ARTHUR CARRON on Hammerstein Music Hall, April 11 (CBS 9 p.m.)

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

BLANCHE YURKA, on Hammer- stein Music Hall, April 27 (CBS, 8 p.m.)

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M. EST

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

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

Globe Investment Co., (loans) has taken over Al Poska's 24 hour picture plugging program which has been an early morning feature on KEEL, and, through Stodel Sales Agency, signed a year's contract for two hours, six days a week. Poska chats, tells time, plays records.

Jose Rodriguez, publicity director for KRKCA, and also art critic who sat on the board that turned down mural plans for San Pedro post office, has a new job with Governor Merriam as California delegate to the National Exhibition of American Art, New York.

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

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

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

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

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

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

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

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

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

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

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

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

Ben Alley devotes one of his daily programs over WCAU, Philadelphia, for Household Finance, to compositions of Philadelphia composers.

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

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

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

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

Radio Promotion Men Plan to Meet Monthly

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

Addressing Ad Men

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

Radio Marketing

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Singing Strings” on Network

Harriet Wilson’s “Singing Strings,” KNX (Los Angeles) musical program, became a nationwide CBS feature beginning April 25, at 10:30-10:45 p.m. Originally called “The Organ Grinder’s Group,” it is composed of six girls under the leadership of Harriet Wilson, who recently appeared in “Born to Dance” and “The King Steps Out”.

RCA AT&T Obtain Write On Transmitting Patent

(Continued from Page 1)

Willys-Kyser Show Set
On 25 Mutual Stations

(Continued from Page 1)

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(Continued from Page 1)

on two patents, numbers 1567016 and 1567017, which are known as “feed back inventions” used to produce alternating current in radio transmitting. Both are DeForrest patents.
F. C. C. ACTIVITIES

APPLICATIONS GRANTED
WBN, Columbus, Ohio. CP for new station. 1560 kc., 1 kw. night. May 15.

SET FOR HEARING
State Broadcasting Commission of New Orleans. CP for new station. 1370 kc., 100 watts, unlimited.

Zeoland Radio Corp., Chicago. CP for new television station for experimental purposes. 4000 and 6000 kc., 1000 watts, unlimited.

ACTION ON EXAMINER'S REPORTS
A. Frank Katzenstein, Miami Beach. Granted CP for new station. 1500 kc., 100 watts unlimited.

WCOA, Penacola, Fla. Granted CP to make changes in equipment, move transmitter and increase power to 20 kw.

RATIFICATIONS
General Electric Co., Belmont, Cal. Action of May 2, 1937 to ratify and extend that application be reinstated on hearing date. CP for new relay station. 1530 kc., 1 kw. daytime.

HEARINGS SCHEDULED
Black River Valley Broadcasts, Inc., Water- town, N. Dak. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.
May 20: Ray Clapp Publishers, Inc., Kansas City, Mo. CP for new station. 1420 kc., 100 watts, unlimited.

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

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

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


June 3: Ernest A. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime.

EXAMINER'S RECOMMENDATIONS
Cambridge Broadcasting, Inc., Portland, Me. CP for new station. 1210 kc., 100 watts, unlimited.

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

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

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

Arthur K. Serpaz, Lewiston, Me. CP for new station. 1210 kc., 100 watts. 250 watts L.S., unlimited, be granted.

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

Arthur H. Croghan, Minneapolis, Minn. CP for new station. 1520 kc., 100 watts, daytime, be denied.

Radio Names for AFA Benefit
American Federation of Actors has obtained the following radio names to appear on their programs this Sunday evening. Beatrice Lillie, Bert Lahr, Mitzi Green and Ethel Waters will supplement the long list of stage and screen names that are due to appear. Show will be held at the Metropolitan Opera House.

KRBC, Not 7 Months Old, Lands Nine Big Accounts
Abilene, Tex. — Although KRBC will not end its first seven months on the air until April 30, staff members believe that during that period they have set some kind of a record on national and regional advertising volume for a 250-watt station in Texas.

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

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

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

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

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

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

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

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

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

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

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

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

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

Suppose you have a proposition that's good . . .

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

ANPA Sees Television Financing Problem

Thursday, April 22, 1937

Publishers adopt friendly attitude

PRESS-RADIO IS RENEWED FOR YEAR

(Continued from Page 1)

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

Radio will be discussed today, however. What the subjects will be is uncertain.

Radio Committee report follows:

When the average man thinks of radio he usually thinks of terms which sound like these: "wireless telegraphy," or "wireless broadcasting." But such a word picture does not give a true picture of the nature of radio or of the broadcasting possibilities of the new development. Radio is not the same thing as telegraphy or telephony, but offers new methods of communication.

In order to simplify the picture of radio in its relation to the Press, it is necessary to think of radio as a medium of communication which can reach any point on the face of the earth, or from one country to another, directly or by way of a relay station. Short wave broadcasting is by far the most interesting today, not only because it is possible to receive these short wave broadcasts in the United States, but also because the broadcasts of many stations in Europe and perhaps in other continents, may be received here.

Foreign News Propaganda

Many foreign countries, recognizing the possibilities offered by short wave, have built powerful broadcasting stations with directional antennas pointed toward North and South America. Thus, radio offers new possibilities for the distribution of their political propaganda programs into the United States. These stations are powerful enough to be heard clearly on the ground and are listened to by many people.

The Government of Mexico has long been interested in radio and broadcasting. It is not only a means of communication for the Press, but also for the government and government in the United States, the Press is the subject of its own report of the American Newspaper Publishers Association. The subject of television, the annual report of the American Newspaper Publishers Association has this to say:

During the past year considerable progress has been made by radio in television and facsimile printing, but as yet television is confined to experimental purposes for general broadcasting purposes. The radio broadcast of television signals may be pipe radio, and telephoto. The ability of television signals to be combined through a combination of telephone and radio means, and to be sent at once to any point on the world, marks a new era in the history of human communications.

It would seem that this development is of more than ordinary interest to newspapers, as in the relations with Mexico, "one inch of written space" means "one inch of press space." As there is no indication that either television or facsimile printing offers any challenge to the superior advantage of the written word, it is likely that radio has a future in the news business, and that the Press will be able to take advantage of the opportunities which the new medium offers.

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Property Rights in News

From time to time the Radio Committee has advocated that publishers and Press associations take precautions to protect their property rights in the news which they gather. The Supreme Court on several occasions has handed down decisions which have said that newsgathering agencies and Press associations have a property right in the news which they gather. The Supreme Court has also held that newsgathering agencies and Press associations have a property right in the news which they gather.

We should not tolerate a situation in which there is a general polling of our news. The proprietors of our own news are the ones who have the responsibility of making the news, and the publishers of newspapers are the ones who have the responsibility of making the news. The Press, therefore, should be able to control the news which it gathers, and the newsgathering agencies and Press associations should be able to control the news which they gather.

The Press Radio Bureau has performed a most valuable service during the last year in furnishing the Press with a daily bulletin of news of transcendent importance by means of radio. The Press Radio Bureau is a part of the work of the Bureau is the fact that radio station owners generally are to be given valuable advertising revenue for the broadcasting of news as a public service, from which they derive no revenue. Thus the regular daily reports, which are the backbone of this service, are not broadcast in such a way as to give the public the full public service.
ANPA AVOIDS RADIO TALK

TOBACCO MAY LEAD CBS SECOND QUARTER

Heading into the second quarter of 1937, CBS for the first time in network history has over 61⁄2 hours weekly time sold to tobacco products advertisers, all using a minimum of 50 outlets with the maximum ranging to 92 stations. Alto the recent first quarter list in these columns showed CBS having soap and soap products with the largest increase over the first quarter in 1936, actual appropriations were less than half the sum spent for cigars, cigarettes, etc.

Breakdown of tobacco products accounts now on CBS gives Chesterfield 2¼ hours; Lucky Strikes, 2 hours (includes 46 minutes Saturday night and Edwin C. Hill daytime show Monday thru Friday quarter-hours); Camels, 1 hour; Phillip Morris (Continued on Page 3).

KTUL gross business jumps to all-time high

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

Gen'l foods plugging 2 additional products

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

Year's exports of radio sets establishes all-time record

Speakers assigned for AAAA annual meet

Raymond Moley, Henry Luce, John Anderson of the New York Evening Journal and Paul Cornell will speak at the Friday morning session for members and guests at the Annual (Continued on Page 5).

Convention of newspaper publishers sidesteps usual discussion of broadcasting situation

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

WHN engineer staff demands 40-hr. week

Following a four-hour secret meeting in the Hotel Claridge yesterday, 18 operating engineers of WHN voted in a body in favor of affiliation with John L. Lewis' Committee for Industrial Organization. Engineers will (Continued on Page 5).

Airing from air

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

First program is scheduled for Sunday at 11:10 a.m., and others on successive Sundays through May 30. KEX will be the local outlet.

www.americanradiohistory.com
Western Union Program Signed by WHAS

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

V. K. Zworykin Speaks On Television Status

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

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

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Gilmore Circus Revised

West Coast Bureau, RADIO DAILY

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

Coast Potpourri Show Goes on Mutual Web

Homer Canfield, radio editor and owner of radio page syndicate service for Southern California dailies, went on the air Tuesday night in an unannounced start of a new transcontinental series for Mutual, out of Don Lee’s KHJ. His new type of program boils a lot in 15 minutes, gives three minutes of flash, big bing news of radio fan chatter; switches to an air check record to show listeners what goes on behind the scenes putting a show on the air. Started with a sequence of five scenes made for the 4th show, from script pow wows to dress rehearsals. Next Tuesday he’ll use Ken Murray show.

WWJ Heavy on Sports

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

Increase for Revelers

Richard J. Bobbin, Co. (canned chicken), now sponsoring the Revelers quartet locally over WJZ Monday, Wednesday and Friday, 6:35-6:45 p.m., will shift the program to a 15-minute period Sunday upon completion of its present contract. Sponsor will also increase the price of tickets with the same reservation. Charles W. Hoyt Co. has the account.

Radcliffe Hall at WGY

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

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WNEW, New York
Coleman-Railor, Inc. have renewed their time over WNEW for 13 weeks beginning May 1. Sponsor is heard Saturdays, 5:45-6 p.m. and Sundays, 11:00-11:45 a.m. Both programs are musicals.

KCKN, Kansas City, Kan.
J. W. Jenkins Music Co., six quarter-hourly shows weekly; Train Polotty Farm, Independence, Missouri, three 15-minute shows weekly; Roney Monument Co., "Crossroads of History," 15-minute weekly.

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

WHBL, Sheboygan
Central Laundry Co., daily 5-min. sports by Jack Potter.

Program Ideas
What Local Stations Are Doing

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

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

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

The Songbird of the South

GFH.

KATE SMITH
A & P Bandwagon THURSDAYS CBS NETWORK 8:30 P.M., E.S.T.

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

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

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

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

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

1 2 3 4 5 6 7
April 23
Greetings from Radio Daily to Eddie C. Hill
Gwen Jones
Charles Premack
April 25
Guglielmo Marconi
Joseph Bell

UNION OIL Co.'s "Thrills," which uses David Brookman's orchestra, male chorus and cast of 16 players, this week concluding its thirteenth week on NBC's coast net, with Union Oil giving a studio party to the cast and staff. As a result, reports have been coming in with increasing popularity gains, American Radio Features, producers, are preparing to disk the series, offer it in East and Midwest.

Fred Dahlquist producing. Forrest Barnes, who wrote "Give Me Liberty," does the script. Gayne Whitman is narrator, Carleton Kadell announces. Producers elated at their "find." Young Michael Loving, boy baritone, predicts that the Thrills show has started him on the way to go places, both radio and screen.

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

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

Bill Ray, production chief for Warner Bros. News, was overseas for Transamerica, just back from a week at Palm Springs, recovering from cold.

Joe Perry, Dekka Records, reports Western sales for Bing Crosby's "Lai Lani" tune passing the former record holder, "Pennies from Heaven." Dave Carter, publicity chief for CBS on the Coast, left yesterday with Leo Carillo (as master of ceremonies), Ken Murray, Oswald, Narian Martin, Singing Strings group, Garry Brockner, for Sacramento to be Gov. Merriman guest at his dinner to the state legislature.

Seega Ellis, heretofore used only on one-half hour outlet, is now doing a series of 16 pop tunes for Standard Radio. Piano team of Black and White making eight tunes for Standard.

On Friday night, do justice to the celebration on 20th Century Fox to set Jean Hersholt with a prominent western sponsor to do a series to be titled "The Country Doctor." A show starring Stuart Erwin and Florence Lake is now being considered by numerous sponsors for a national hookup.

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

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

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

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

By ADELE ALLERHAND

Kate Smith, who appeared in the very first CBS television broadcast five years ago, has no immediate plans for television. Says she likes radio as it is, but will find it easy to adapt her self to any future innovations. "...In tune with her belief that one must match the times. Prefer the type of programs she adorns now to any other for herself, and wishes to go on doing it..." Was most emphatic on the subject of audiences at broadcasts...she likes 'em. "...Believes that although the response of the unseen audience is growing...there is a definiteness and a warmth to the tangible reaction of the studio audience that gives the artist a little more..."

With five years of broadcasting to the invisible audience, a year (the last one) of admitting them to studio broadcasts, and her early training in the theater, to her credit, she knows where her speech..."..." is.

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

Carol Lee, new hospitalised in Philly, will vocaize in the bedside manner, with the mike brought right into her room at the hospital, while the "Top Hatters" circle about in a plane overhead and accompany her from there, in a special broadcast, April 28, 10:45-11 p.m. over the NBC-Red...Aurelia Colombo, the Latin chanteuse with the sub-tropical appeal, being held over a week at Philadelphia's Arcade..."..."A harmony trio called "The Three Swingsters" will sub pro tem for Carmen Castillo. Xavier Cugat's vocalizing wife now Hollywood-bound...Mudel Sherman, who waltzes with the Enoch Light outfit, may become an announcer for an out of town station..."..."They like the very special intonations of her voice..."..."or something..."

**RADIO PERSONALITIES**

**William B. Gellaty.** Sales Manager of WOR. Engaged as a member of the sales staff in November 1935, the following May he was appointed director of the advertising business for more than 17 years, serving in various capacities.

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

When home, it is at New Canaan, Conn.

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

Charges Gibbons Faked In Broadcast of Flood

Floyd Gibbons was named defending champion of the country's top $50,000 damaged files in the Supreme Court of New York by Charles Locke, radio writer and commentator.

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

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

Spends $1,280,169 on NBC

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

Signed by NBC Bureau

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

New Studios, Antenna Are Planned by KIEV

(Continued from Page 1)

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

Speakers Assigned For AAAA Annual Meet

(Continued from Page 1)

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

Exports of Radio Sets Break All-Time Record

(Continued from Page 1)

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

Spector Signs Clyde Burke

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

Haworth Joins News Features

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

WNBH "Baseball Final"

New Bedford—"Baseball Final", using Western Union flashes and transmitted music, starts Monday on WNBH, with a sponsor in the offering. Fred Hoey also broadcasts daily games sponsored by Stocney and Wheaties.
MCANN - ERICKSON INC., will remove its Cleveland offices to larger quarters in the Guardian Building above the Blue Lagoon. At the same time it was announced that Don Julien, Tom Powers, Richard Rairigh and H. C. Mackampil have been added to the staff of that office. P. C. McCormack has been appointed assistant to R. M. Alderman, t.p. in charge of broadcast branch, with James Watt succeeding McCormack as director of Media.

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

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

D WIGHT COOK arrived at J. Walter Thompson coast offices Tues- day and will be the producer of a half-hour network-born program. Richard Mack will write the show, with Cook, who was one of the "March of Time" writers, also sharing in its production.

WHITTEN BADGER in Los An- geles with J. Walter Thompson agency to start May 1, production of Grace Moore show.

Van Cronkhite Signs WJBK on News Service

(Continued from Page 1)
also huddled with General Motors and Campbell-Ewald officials. Understood to be in connection with foreign language news service his firm recently created.

Jewish Court Banquet Being Aired on WLT.

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

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

Dale Carnegie in Bank Series

Emigrant Industrial Savings Bank will begin a new series of programs over WOR locally April 30 featuring Dale Carnegie's "How to Win Friends and Influence People". Each broadcast will be heard Fridays 8:30-8:45 p.m. and will consist of discussions by the author. Carnegie will also answer any queries submitted by listeners. N. W. Shaver & Son has the account.

GUILD Contab Again Off

Meeting between the CBS and "Announcers and Producers Guild" bargaining committees scheduled for yesterday was postponed until 3 p.m. today.
Coast-to-Coast

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

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

George Guyan, program director of KPRU, Columbia, S. C., has been appointed to a group of University of Missouri School of Journalism students who are learning the ropes of radio broadcasting at KPRU.

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

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

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

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

KTUL, Tulsa, CBS outlet, carried two special exclusive broadcasts of the Tulsa Aviation Club’s Air Circus at one of the oil capital’s airports, featuring the speed flying of Roger Don Rea, national speed champion, Charles Bush Jr., continuity chief at KTUL and a licensed pilot, played a big part in the promotion of the show for the air club of which he is a member.

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

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

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

John Seagal, NBC baritone, heads the personnel for the new Sunday “Church by the Sea” program at WPGC, Atlantic City. Hymns of all denominations will be offered.

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

Nancy Martin, songstress of WCAE, Pittsburgh, has about made up her mind to accept a movie talent scout’s bid to make a film test in New York this summer.

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

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

Polish Variety program sponsored on Sundays by Perlmuter Clothing Store and Doreen’s Music Store on WBYR, Waterbury, has been expanded to a full hour of music by Silverski’s Band.

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

WTMJ, the Milwaukee Journal station, did itself proud in covering the spring “small run” at Escanaba, Mich., where the Chamber of Commerce stages a jamboree celebration in honor of the return of the fish. The radio WTMJ announcer handled the broadcast, which went on the air at 10 p.m., since the smell run only at night. A fine illustration of engagement next year is very likely. Studio used its short wave transmitter, WJER.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 32 of a Series

KSD—St. Louis

3,000 Watts day, 1,000 Watts Night—$50 Kc.

GEORGE M. BURBACH

EDWARD W. HAMLIN

General Manager

Sales and Commercial Mgr.

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

In July, 1936, KSD released information offering potential advertisers 2,012,024 listeners in Missouri and 4,131,211 listeners in Illinois for a total of 6,143,235 KSD buyers. Those listeners spend $1,733,499 annually. National advertisers who have taken advantage of this market include American Tobacco, Kraft Cheese, Ipana, Packard Motors, Drane, Philip Morris Cigarettes, General Foods, Standard Brands, Bayer Aspirin, Ry-Krisp, Pillsbury Flour Mills, Firestone and many others. Among the popular shows of the station are Bing Crosby, Jocko Maxwell, Benny, Richard Crooks, Burns and Allen, Fred Allen, Rudy Vallee and Mark Warnon.

A chronological story of KSD, in abbreviated form, is almost a history of radio itself, Feb. 14, 1922. First program aired at 9:30 p.m. It consisted of a talk and the first act of a current play; June 25, 1922, KSD used a new 500-watt transmitter in a broadcast from the stage of the Municipal theater; June 26, 1922, Formal opening broadcast of the station was aired on 350 meters; Aug. 31, 1922. First station in the country to pass the requirements set by the Class C station license and was authorized to use the 485-meter wave length; Feb. 7, 1931, with more than 16,000 hours of broadcasting programs to its credit, re-equipped its station with new broadcasting facilities; Oct., 1934, KSD an increase in power to 5,000 watts day, 1,000 watts night; Oct. 29, 1935, station’s new short wave transmitter began operations; 1936, KSD’s 14th year, and its most successful commercially.

George M. Burbach is the general manager, Edward W. Hamlins, sales and commercial manager, and Robert Cox, chief engineer. Free & Peters Inc. of New York is the station’s representative.

Coming Events


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


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

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

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

June 10-17: British Television exhibition, 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 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.


ONE MINUTE INTERVIEW

EMIL COLEMAN

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

www.americanradiohistory.com
**MAJESTIC RADIO & TELE**

TAKES LARGER QUARTERS

Majestic Radio & Television Corp., of which N. L. Cohen is president, is now located in a new building at 50th & Rockwell streets, in the heart of the Woodlawn Manufacturing district, Chicago. Entire plant and general offices of the organization are housed in a 20,000-square-foot building situated an area of 90,000 square feet.

Capacity of the new plant is increased from 2,500 receivers daily, personnel are now 1,500.

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

**Globe Trotter's Delight**

On WFS, White Plains

I. T. Porter, chief of sales at the WFS New York office, is going West and he-protege, Gulliver, several better. In recent weeks, Porter has signed business for the White Plains station with a number of well-organized globe-trot by a chronic sufferer from wanderlust.

What with the travel services of the Frederick Agency, and the Open Road, and the steamship service offered by Charles Ashmun, the Anchor Line, plus the railroad service arranged through the German Railroads, the Swiss Federal Railroads, and the Norwegian Travel Information Service, it seems likely that all Westchester will be across the briny when the vacation days roll around. Even Porter has been busy planning a short-wave international transmitter to reach its listeners.

**2 Announcers on Richfield**

WFRQ (Richfield) DAILY

Los Angeles—Two announcers on the Richfield station—instead of one will replace Sam Hayes, for seven years the newscaster on Richfield Oil's nightly news. The newscaster is Ken Barton of KMPC and John Wold of KEHE have been signed to work together.

The Daily News.

On May 1, advertising agency of Hixon-O'Donnell will succeed H. C. Bernstein agency in handling.

**KRUF Femme Traffic Mgr.**

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

**Contest Editors Note**

Bridgeport—Bobby Downey, 8-year-old WICC actor, after much research into the mystery of a four-year-old illness, asked his mother to go to the store and "buy a package of that formula," so that he could enter a contest.

**Radio Daily**

Friday, April 23, 1937

**EQUIPMENT**

New Indicator at KVCO

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

Modern Plant for WTMJ

WTMJ, the Milwaukee Journal station, promises to have one of the country's finest broadcasting plants when its new 400-foot vertical tower and 9,000-watt transmitter is put into operation this summer. In its refurbishing policy, the station has ordered a new ultra-modern Western Electric, all AC-operated, type 355-D1 5KW transmitter, the last word in radio equipment. Delivery date is July, 1937. The new tower will give it a new height for the city. TheTransmission Engineer Bill Hebal and his crew to maintain WTMJ's high quality of service.

WPTF Inter-Telephone

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

Sound Effects Bulletin

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

KYA Tower Soon Ready

San Francisco—Construction of KYA's single radiator tower at Candlestick Point has reached the 200-foot mark. When completed, the antenna will reach 450 feet.

KMOX Recording Room

St. Louis—KMOX has completed a new recording room fitted with high fidelity recording devices and amplifiers. This will greatly facilitate the cutting of records of important special events and public speeches.

New Philco Auto Aerial

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

New KRE Antenna

KRE, Berkeley, is constructing a Blaw Knox vertical radiator with "shunt excited" antenna 10 feet high, carrying airways beacon, the first of its kind on the Coast.

Station Improvements

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

Meridian, Miss.—In connection with the applications for authority to make equipment changes, WCOC also has asked for permit to change to vertical antenna and move transmitter.

Columbia, Mo.—KFRU has asked for permit to change to transmitting equipment, install vertical antenna, move transmitter to Boone County and increase power to 5 kw. Meridian, Miss.—In connection with its application for authority to make equipment changes, WCOC also has asked for permit to change to vertical antenna and move transmitter, also, in increase in power to 5 kw. day, has been asked by KGW.

Wenatchee, Wash.—KPQ seeks permit to install a new transmitter, change frequency to 1,580 kc. and boost power to 1 kw.

Superior, Wis.—WDMS has been granted modification of permit allowing installation of transmitter site and vertical radiator.

Richmond, Va.—Hearing will be held for the FCC shortly concerning connection of WRVA to move transmitter site, install new equipment including directional antenna, and increase power to 5 kw.

Shenandoah, Ia.—Moving of transmitter has been added to the request of KFPR for a new transmitter site and high power. Increase is in power to 5 kw. day, has been asked by KGW.

Wenatchee, Wash.—KPQ seeks permission to operate at 1,580 kc.

PENDING

Building will cover 2,000 square feet and will be built entirely of steel. The building will also be used for the roof of the house to serve as the foundation for the vertical radiator, which will be in the roof of the building. It was decided that rather than drive piling for another foundation for the antenna, the antenna will be fixed in the roof of the house.

KFSO is now operating on a 1,000-watt license, and with the new 3,000-watt license, which it is now granted, the FCC will cover all the area around the bay, and the station will be operating under a permit, with the FCC.

Building will be in the midst of the home, and the FCC has approved the license, which covers the coast.

Building will be in the midst of the home, and the FCC has approved the许可, which covers the coast.

**Floating Antenna for New KSFO Plant**

Plans for the new technical setup of KSFO, the CBS San Francisco affiliate, as outlined by Edwin K. Cohan, CBS director of engineering, includes a new transmitter on 500 kw. power. A transmitter with a 350 trans- con vertical antenna and a new transmitting tower located on a new site, Cohan, during his nine-week stay on the coast, in addition to serving as technical consultant to the KSFO engineering team headed by R. V. (Doc) Howard, also spent some time looking over KNX, the new KSFO transmitter site.

The new KSFO transmitter house, which was selected after a two-week survey of the site with a suitable site, will also be used for the feeder to the house. The house will be located on the roof, on the roof, and the house will be used for the feeder to the house. The house will be located on the roof, and the house will be used for the feeder to the house.

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Borden on Yankee Web

ZEKE MANNERS' GANG IN 24 SHOWS WEEKLY

Zeke Manners and his Gang, now heard on 16 hours, is sponsored by products of the Consolidated Drug Co., aired via WMCA twice daily and once over WNEW, starts another series of daily half-hour shows via the latter May 3. The new series will bring the total of his half-hour shows to 24, or, if a Sunday show is desired, 25. The latter series will be sponsored (Continued on Page 8)

35 Auditioned by Drene For Jerry Cooper Spot

With Jerry Cooper set to depart for Hollywood next Saturday, the sponsor of his former NBC show, Drene Shampoo, is still auditioning for a successor. Last week-end 35 singers were auditioned at NBC, and 32 were dropped. The three remaining, Bob Gibson, NBC page boy, Barry Wood and Larry Taylor, will each record a full 15-minute package which will be given to sponsor for his approval. Gibson, however, as a result of the audition, has been signed by the NBC artist bureau and will be placed on a sustaining schedule immediately.

Bill to Tax Radio Adv'g Is Killed in Committee

Columbus, O.—The Duffy bill to tax radio broadcasting stations 10 per cent of their advertising revenue for flood relief and old age pensions has been killed by the house taxation committee. Rep. Joseph Duffy, Democrat, Cleveland, said he had been convinced the measure was unconstitutional.

Speaking of Records

Pittsburgh—Commenting on other station claims with respect to broadcasting church masses, Manager Howard E. Clark of WLAS here points out that his station started a regular Sunday High Mass broadcast from St. Patrick's Church in November, 1925, and hasn't missed a single High Mass broadcast since that time.

Drum Up Listeners

Hartford, Conn.—Baseball broadcasts sponsored by General Mills and Socony-Vacuum, with WTHT as the local outlet, have been anticipated with keen interest. Opening day found the announcers and salesmen during lunch hour going up and down the street in the business section turning radios to WTHT to get the games. At least three radio shops whose dials were set to other stations were switched, and as a result attracted crowds. W. A. Wyllie, WTHT chief announcer, is credited with the stunt.

EARLIER SHELL SPOT AFTER WNRC SURVEY

The first survey of portion of the membership organizations of the Women's National Radio Committee, the poll privileges of which were recently arranged with Wadsworth & Wood, who are selling it on a commercial basis, annual convention entirely satisfactory by Shell Union Oil Co., according to reliable sources. Account is handled by J. Walter Thompson Co. Although Shell Oil states that it (Continued on Page 3)

Howard Steed Appointed WMBC General Manager

Detroit—Howard M. Steed has been promoted to general manager of WMBC, it is announced by E. J. Hunt, president of Michigan Broadcasting Co. Bill Jory, chief announcer, has been elevated to assistant general manager and program director, Steed's former post.

THE WEEK IN RADIO

... Amicable Press Relations

By M. H. Shapiro

A MERICAN Newspaper Publishers Association, according to reports, revealed an attitude toward radio considerably more conciliatory than on many occasions in the past. That the Press-Radio pact would be renewed was expected, but not the fact that throughout the meet no one upset the proverbial gravy boat, and the report of the Radio Committee was accepted without undue comment....and apparently newspaper owners who have no radio affiliation realized that it is not a poor idea to keep pace with progress and use radio and its kindred inventions for betterment of its own service whenever possible.

Action that will no doubt set a precedent when finally adjudicated is the suit filed against Western Union by station WJBK, Detroit, in effort to compel the communications (Continued on Page 2)

WALTER O'KEEFE SET FOR FRED ALLEN SPOT

Walter O'Keefe has been selected as master of ceremonies of the Bristol-Myers summer show on the NBC-Red network, Wednesdays, 9-10 p.m., replacing Fred Allen, who goes off the show in July for a summer vacation.

New Copyright Measure Covers Orchestations

Washington Bureaus, RADIO DAILY

Washington—A new copyright bill, companion measure to the one introduced by Congressman J. Burwood Daly, but designed to protect the interpretation given of compositions by orchestra leaders or performers, has been introduced in the Senate by Senator Joseph F. Guffey.

Early Action Expected on Radio-Newspaper Bill

Washington Bureaus, RADIO DAILY

Washington—Early action is expected by Congressman O. D. Wearin of Iowa on his bill which would prohibit unified control of radio and newspapers. Wearin told RADIO DAILY that conferences on the measure were nearly over, and that Connery investigation, if it gets under way, will help his bill.

COCA-COLA TO RESUME TEXAS NETWORK SHOWS

Dallas—Coca-Cola Bottling Works will resume its Coca-Cola College Nights over WFAA and the Texas Quality Network starting Oct. 1, according to Alex Keese, divisional sales manager for WFAA. The new series of 18 half-hour broadcasts during the football season will be aired two a week, originating from various colleges throughout the state.

P. & G. Goes on WBNX For Jewish Test Series

Procter & Gamble Co. (Crisco) starting today on WBNX will begin a test series on one announcement daily in Jewish programs. Contract will run for a year through Howard & Roseler. Compton Advertising Inc. has the account.

SRO at WHOI

Dayton, O.—Commercial department at WHOI hung up a SRO Right-Out sign the other day and took a day off, while the announcing staff almost went crazy for 15 hours with 83 single announcements and spots, 16 local quarter-hour programs and 14 CBS network commercials. David Brown is the WHOI sales manager.
The Week in Radio

On Saturday morning, the "Wheatabix" breakfast cereal company announced that it would be increasing its advertising budget, which includes a new campaign featuring the tagline "Wheatabix Increases New England Coverage." This move is expected to boost the company's sales by 15% in the New England region.

Macfarlane Re-elected Director of A.N.P.A.

John Macfarlane, president of Mutual and president of the A.N.P.A., was re-elected the director of the American Newspaper Publishers Association at the closing of the ANPA last Friday, Macfarlane, business manager of the Chicago Tribune.

Montana Federal Court Reserves Ascap Decision

Helen, Mont.—Decision was reserved in Federal Court in the application of Ascap to restrain state officers from enforcing the state of Montana's Ascap bill enacted here. Both sides have been given permission to file additional briefs. Federal Judges were Haney, Pray and Baldwin. State represented by Kinney Davis and Oswald Schawege of Seattle. Ascap represented by M. C. Gunn, general counsel here and Louis D. Frolshie and Herman Finkelstein of New York.

Sidewalk Quiz Gets Sponsor

Charlotte, N. C.—"Sidewalk Quiz" with Lee Kirby as mc, now has Gulfspay as a sponsor, three times weekly. The program, in which Kirby asks questions on the street, made quite a hit as a sustaining.

Awards for best lists of questions are being made by Gulfspay as a promotion angle.

Radio News

Is fast becoming the greatest function of radio.

What about your news setup? Are you making a profit out of it? Do people tune in on your station throughout the day because it is THE NEWS STATION? If not, then you better contact us at once.

"Radio's only News Councillors"
Van Cronkthite Associates, Inc.

600 North Michigan Ave.
Chicago
State 4088

Coming and Going

In the last week, we received the following news:

ALISTAIR COOK, news commentator, formerly with the BBC, is in town.
JAMES KING, western sales representative for the Western Union Company, is in town.
BENNY FIELDS returned to New York over the week-end after doing theater date in Boston.
S. C. VINSONHALLER, manager of KLRA, Little Rock, is a New York visitor.
MICKEY ALPERT leaves for Boston on Fri.
GRACE MOORE and VINCENT LOPEZ depart for Hollywood this week to start their radio series.
BOB HOPE will fly in from Chicago week-end, has been invited to make his first venture into the radio business.
H. C. MILL, general manager of ASCAP, arrives in New York for a two-week stay with ASCAP.
LEO SAYS
JOE BOLTON'S DAILY TWO-OUTER
THE TALK OF THE TOWN
WNH DIAL 1010
M. G. M.

LEO SAYS
JOE BOLTON'S DAILY TWO-OUTER
THE TALK OF THE TOWN
WNH DIAL 1010
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THE TALK OF THE TOWN
WNH DIAL 1010
M. G. M.
EARLIER SHELL SPOT
AFTER WNRC SURVEY

(Continued from Page 1)

did not undertake the survey for publicity purposes and wishes facts found kept confidential, it is understood that one definite result of the survey is that the women who voted suggested that the next trial was too late for children listeners. Shell is now desirous of an earlier time on the air, not necessarily Saturday night, which now carries the Joe Cook hour on the NBC-Red network.

Several questions in the Shell questionnaire pertained to children, such as the query on whether a program can be expected to have a wholesome and beneficial effect on younger members of the family, and whether any features were unsuitable for children between the ages of 10 and 16.

Since Shell stated that it was seeking to entertain youth as well as grownups, it is significant that the women polled mentioned the comparatively late hour the show was heard in the East.

Quizzed as to whether they believed the questionnaire answers were of the "yes" nature because the WRC was getting a cut on the sale of the poll privileges, unofficial Shell sources said the poll appeared to be quite honest as to opinions expressed, and very helpful to informers. Also understood that additional radio advertisers are seeking the WNRC membership re-election to their respective programs.

Border Case on Trial

Dallas—FCC Inspector F. M. Kratokvil is in Laredo, attending the trials of three men charged with violating U. S. radio regulations. The men are alleged to have prepared programs in the U. S. and transported them to Mexico and broadcast them back into the U. S., according to Kratokvil. Health remedies and funeral services were included in the programs, he said.

Rap Serials, Disk Music

White Plains, N. Y.—Criticism of "cheap" serials and all "canned" music on the radio was registered by the Westchester County Federation of Women at its spring conference here. A drive to improve radio programs by writing complaints to broadcasting companies was urged.

APARTMENT HOUSE INTERVIEWS

In the vein of novel and intimate entertainment, a new series of programs are now heard 8:30-9 p.m. daily over KWK, St. Louis, featuring interviews with tenants of various apartments in downtown St. Louis. John Neblett, the conductor of the programs, takes a microphone into an apartment building large enough to furnish a number of different interviews, and visits with two different families each morning. After an interview, Neblett moves on to another apartment building, and repeats the procedure. It's usually the housewife whom John finds at home, as the time allotted for the broadcast is such that it generally finds the husband at work.

Many different questions are asked —all aiming to bring to light the things near to the home. Although the program has not yet reached its second month, it has proved highly popular. Neblett has the able assistance of Tom Dailey, veteran KWK announcer, in arranging and presenting the interviews.

ARCHAEOLOGY SERIES

WWBM, Chicago, is to present a series on archaeology under direction of Dr. John A. Wilson of the Oriental Institute of the University of Chicago starting today at 5:15 p.m. First talk is entitled, "What Is Archaeology" and the second "Diggers' Luck." Sponsored by University Broadcasting council.

ST. ANTHONY HOUR ON WIP

The St. Anthony Hour on WHN and four stations of the Yankee network will celebrate its first anniversary yesterday by adding WIP, Philadelphia, to its list of stations. Program comprises sentences and prayers, and includes Donald Randolf, Stanley Whitman, James Marr, James LaCurto and Jean Thompson. Father Paul James W. Francis, S.A., Father General of the Graymoor Friars, reads the Gospel and comments, besides doing the dramatic reading.

The WIP airing will be a rebroadcast from WMCA at 10:30.

MCUENE RETURNING TO WOR

Bill McCune and his Staccato String Music goes back on the air via WOR-Mutual from the Marine Room of the Hotel Boswell the second week on the air, it has three years of Bill McCune on the air. Hal Atkinson and Vince Laydell are the featured vocalists.

CLAIR HULL IN ROTARY POST

Tuscola, Ill.—Clair B. Hull, manager of WDZ, has been elected president of the Rotary International Tuscola Club.

Cupid's Court at WAAF

WAAF, Chicago, launched 'Cupid's Court' at 2 p.m. Sunday, following "Trials" of newly engaged couples. Real life romancers will appear before Judge Harry Canstad, assisted by Attorney Love and then will be sentenced to a "life of happiness." Another new feature at WAAF is "In the Other Fellow's Shoes," Sundays at 11:15 a.m. Idea is to get some entertaining, interesting individual—not a celebrity—to give a slant on his job the layman doesn't know about. First personage interviewed will be a Palmer House elevator boy; another is to be a canvassman from Coles Brothers circus.

QUIZ ON KLZ

The Denver Buick Inc. is sponsoring "Men Who Know Everything," which is heard over Holiday, and questions are set up by the listeners, and answers to the best ones are looked up for presentation. The "sold" of the show are Wesley, Battersea, announcer, and Raymond Keane, of Keane agency.

SPONSOR TAKES "AUDIGRAPHs"

"Audiographs," 15-minute program, a contest in which the idea is to guess the meaning of a sound effect or series of sound effects, has been sold by WWSW to a sponsor, May Stern & Co. Another of its three evenings weekly starting tomorrow. Program is on the order of the recent "Four Lead" quiz, in which sound of an explosion plus a wind effect indicates "Gone with the Wind."

NBC ADDS STATISTICS

NBC statistical division has taken on two men, while the news department transferred a man to Washington. Former two are Arthur L. Forrest and John R. Carr. Forrest comes from Hearst Magazines, Inc., marketing division and Carnelly was formerly instructor in Albany University's business college, specializing in circulation and marketing.

Robert W. Cottingham is transferred from NBC's news division in New York to Washington where he will be assistant news editor.

HAPPY LEWIS IN NEW SERIES

"Happy" Lewis has returned to WINS with a new series called "Swing With Happy." Program, which made its debut at 3:45 p.m. Saturday, will feature guest artists, musical numbers, and comedy, with "Happy" as host.

COMMERCIAL MGR. FOR WTAG

Meadowbrook Publishing Co. of Farmington has created a new post, commercial manager, with Howard J. Perry appointed to fill it, Business Manager John J. Stokey announces.

BOB CARTER SCREEN-TESTED

Bob Carter, WMCA's chief announcer and race commentator, took a screen test at Paramount studios last week.

PENNA. COURT HEARS WADAS APPEAL ON DISKS

Philadelphia—State Supreme Court, with Chief Justice John A. Kephart, presiding, reserved decision in the appeal of station WADAs from the lower court, in which Fred War ing and the National Association of Performing Artists restrained the outlet from using phonograph records not made for broadcast purposes since their use interferes with contractual obligations of the artists in question, both as to sponsors and disk manufacturers also because the artist still retains property rights in his interpretations and that the disk is not a publication.

Since WADAs and the NAB will take the case to the U. S. Supreme Court in event of adverse decision which may establish a nationwide precedent, Speiser said after the hearing that he would seek an amendment to Duffy Copyright Act to avoid long drawn-out fight.

William A. Schneider, appeared as counsel for WADAs and the NAB. Schneider argued that the artists and songwriters get protection through Ascap, and that since Waring made a record, he had no further property right in the song interpretation, and that the record became public property.
Los Angeles

KFI: Procter & Gamble, through Pedlar & Ryan, New York, four programs weekly for 10 weeks, participation in Ann Warner program. Also 174 spots, 15 weekly, for same company.

KFAC: Les McMurray, direct, 26 Friday night 15-minute Fishing Facts comments on where to fish.

KIEV: Carters Little Liver Pills, through Spot Broadcasters, N. Y., 1-minute transcribed announcements, daily for 52 weeks.

WTMJ, Milwaukee
Brown and Williamson Tobacco, takes over Charlie Nevada's "The Last Word in Sports," 10-minute night program; Wadhams Oil Co., Milwaukee, increases its daily spot flash from five minutes to ten, with Russ Winnie as sportscaster.

KMMJ, Clay Center, Neb.
S. N. Wolbach & Sons, Grand Island (clothing store), daily news program at noon; Betty Ann Food Products, Betty Ann Wright, 11 p.m.; Gardner Nursery Co., Clay Center, spots 1 and 4:25 p.m. daily.

WPTF, Raleigh
Esso Marketers, adds a fourth Esso Extra broadcast at 10:55 p.m. daily, with John Graham Poyne and Wesley Wallace alternating as newscasters.

WFAA, Dallas
Coca-Cola Bottling Works, resuming College Nights on Oct. 1 with 18 half-hour shows, aired twice weekly.

AGENCIES

H. E. HOUGHTON, vice-president of Fletcher & Ellis, Inc., has resigned that position to become general advertising manager of the Brown Co., Portland, Me. Houghton will be located in New York.

W. J. CALEY & CO. INC., of Philadelphia, manufacturers of Vassar Waver, a rubber hair curler, has appointed N. W. Ayer & Son Inc. to conduct a national advertising campaign in conjunction with a national demonstration program.

ALBERT KIRCHER COMPANY, INC., Chicago, has been elected to membership in the American Association of Advertising Agencies.

THE CHAS. DALLAS REACH CO., Nwcnark, N. J., has been appointed by the Janson Dairy Corp. of Hoboken to handle a new advertising campaign. Charles W. Scott is account executive.

NEW BUSINESS

Signed by Stations

Los Angeles

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LOCAL TIEUP ON CAMAY CONTEST

The Merchandising Department of WMT, Cedar Rapids-Waterloo, under the direction of Leo F. Cole, is running a local contest in conjunction with Procter & Gamble's Camay contest which is being carried out on a national basis. A large window display was installed in one of the show windows of the Montrose Hotel, located in the heart of the Cedar Rapids business district. A large quantity of Camay soap was placed in the window with large placards asking passers-by to guess as to the number of bars of soap in the display. The best guesser wins one years supply of soap free. People guessing are also given an entry blank to the national Camay contest which is described over WMT on the "Pepper Young's Family" program.

Spots are also given on the air calling the listeners attention to the local Camay contest being carried out by the merchandising department of WMT in conjunction with Procter & Gamble.

Window contains more than 3,000 bars of soap.

WCAU's 8 Steps Up

A fancy folder titled "8 Steps Toward Tomorrow" has been put out by WCAU, the Leo Levy station in Philadelphia, to impress folks with its latest technical improvements. The eight steps, as listed and attractively illustrated in the cellophone-bound booklet, include the station's new 10,000-watt short wave transmitter, improvements in antenna, a relay radio station on wheels, new transmission monitoring, new recording equipment, reproducing of sound from film tracks, latest electrical transcription equipment, and sound effects staff.

Help to Pick Premiums

WTMJ, Milwaukee, decided to help advertisers to choose the proper give-aways. Station sent out letters to 30 specialty suppliers requesting samples. Gathered quite a collection which will be placed on display in WTMJ, with descriptive data, pictures of premiums and price lists kept on file in the sales department. Figured to be of practical help to advertisers and salesmen and already has elicited favorable comment from all hands.

F.T.C. CASES

Cease and Desist Orders

Olson Rug Co., 3800 North Crawford Ave., Chicago, has been ordered by the Federal Trade Commission to cease and desist from using a method of competition in connection with the interstate sale of rugs which it manipulates from old materials, such as used rugs, carpets and clothing.

www.americanradiohistory.com
ANN HARDING. CBS press department damsel, has a new job there ... She integrates all publicity work not directly concerned with writing—Florences Marks. NBC press department loss to the fuscious speaking voice, will be one of the unseen audience tonight at 9:30 when spouse Booley Crowther, playwright, airs his first radio script. "Will of Stratford," over the NBC-Blue.—Alma Kitchell and Claudine MacDonald dedicated Friday to the Women's Clubs of Westchester.... they went up and addressed the females on various subjects. ... The Madison Square Boys Club insisted on having "Myrt and Marge" last as judges in their contest to select the Ideal little brother and sister.—Lillian Gorden of Chi, who writes and directs "Big City Parade," WLS Friday show, employs actual Boys' Court stories as plot background ... and Judge Braude plays himself in the dramatizations.

Ben Bernie's very first-ether guest on his initial home-roll broadcast will be Ethel Shatte. "Frederika's" Diana Gaylen, who was heard on WINS "Theater Guide" last Sat. is Garbo's and Olivia de Haviland's ghost-voice, when the flicker-script demands one. ... Jean Harlow's vocal ghost in "Red Dust," Harriet Lee by name, is now exec head of the coast's Famous Music Distributing Co. ... Alice Pentilarge, WQXR's gal commentator who supplements the limited activities of the bustling business woman and the hustling hausfrau with talk of things seen and places visited in her program called "So You Haven't the Time...," is getting so much fan mail and so many requests for specific reviews she JUST HASTN'T THE TIME....

WLTH's recipe gal, Doris Webb, not only ate her own words, but made the program staff eat them, and like it, yesterday, at a dinner which consisted of recipes she's broadcast on her WLTH Kitchen Limited program.... Why, we should like to know, when they were choosing Ray Lee Jackson's camera study of Irving Berlin as the most outstanding portrait, the picture of the television studio in action as the most interesting display shot, and the one of the newies as the best news photograph, did they omit to select best photo of the most glamorous female, of which there was a plethora?....

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Theater be self brother program Time when the 1937—Jean)

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RADIO PERSONALITIES

C. MCKELLAR, president and general manager of WSAZ, Huntington, W. Va., came to radio as a matter of evolution. He just grew into it. Born in Chillicothe, O., he attended grammar and high school, tinkering with telephones as a hobby. Utilizing the experience gained during summer vacations, his first real job after high school was with the Chillicothe Telephone Co. From there he went to the Sterling Electric Co. of Lafayette, Ind., in 1905 as chief telephone installer.

In 1908 he entered the electrical contracting business and operated the McKellar Electric Co. in Huntington until 1929. However, in 1927 he had become interested in radio, establishing WSAZ in the West Virginia metropolis. From a sideline, radio two years later had become his sole work and he built WSAZ from a local station into the voice of Southern West Virginia. From 1934 to October, 1936, McKellar made an appealing reputation as manager of WCHS, Charleston, W. Va., directing both stations for the two-year period.

And now through all of his time to WSAZ, "Mack" is still growing, playing his no little role in the evolution of radio.

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MAESTRO Woody Herman and his band open at the Normandie in Boston on May 7. Their musical outfit features an instrument used in no other band, the flugelhorn. It's played by Joe Bishop, who composed the theme song, "Blue Prelude," used by the orchestra.

Leo Shukien, formerly a trumpetist with the Harold Stokes orchestra, is now with Paramount Pictures, busy scoring music for Bing Crosby.

Del Courtney and his band, fresh from the Barbary Coast, open at the Netherlands-Plaza, Cincinnati, May 1.

Art Randall's band, a fixture on Omaha stations' sustaining programs, is set to go into The Races when that night club opens May 30.

WWJ, the Detroit News station, will feed to the NBC-Red network an hour long concert by the Olivet College Symphony Orchestra and a Cappella Choir, May 1, at 12:30 p.m. The program, which will originate in the J. L. Hudson Co. auditorium in Detroit, will consist of orchestral selections from the works of Beethoven, Mendelssohn and Tchaikovsky, directed by Dr. Faz, and choral favorites of the choir, under Donald Wilson, head of the Olivet voice department.

Universal Recordings Inc. has been busy making MCA recordings and a series of Mark Warnow waxings.

Martin Block's eight-year-old younger, Gene, wielded Martin's baton on the "Make Believe Ballroom" broadcast, Saturday, 10:15-10:30 a.m. The boy handled all announcements and musical introductions by himself for the full fifteen minutes.

Ray Noble, the British bandleader who's gone dramatic on the Burns and Allen program, will bring his wife an actress called Margaret Branson who'll be Mrs. Noble for radio purposes, into this week's script. In addition there will be three Noble arrangements of popular dance tunes on tonight's broadcast over the NBC-Red network, at 8 p.m.

Cheick Adams, Abe Lyman's chief arranger, has written a song called "Born Lucky," which will be the initial plug of the 73-year-old veteran, Joe E. Howard, who recently left The Gay Nineties Club to become a music publisher. Howard, incidentally, is slated for an NBC spot in a program to be called "The Sidewalks of New York." A duet in swingtime of clarinet and harp will be among the novelty numbers when Joe Marsala and his Chicagoans guest star on the WABC "Swing Session," Saturday, May 1, at 9:45 p.m. The maestro will handle the clarinet and Adie Girard, foremost feminine exponent of swing music on the harp, will comprise the other half of the combination.

Jack Hasty, producer of the WABC "Twin Stars" programs on Sunday nights, has re-arranged the show so as to give more time to the Buddy Rogers orchestra. The actor-band-leader recently added several more men to his aggregation and since then has received numerous requests for more music on the programs.

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RADIO PATENTS

Compiled by John B. Brady, Attorney Washington, D. C.

Re. 20,343—Electric Wave Translating Circuit. Harold W. Lord, Schenectady, N. Y., assignor to General Electric Co. Re. 20,382—Radio System. William A. Tenison, Merchantsville, N. J., assignor to RCA.

Re. 2,077,442—Cathode Ray Tube. William F. Pondel, New York, N. Y., assignor to RCA.

Re. 2,077,451—Method and Apparatus for Controlling the Activation of Receivers. Harry W. Hulton and Corbet J. Brown, Foxboro, Mass., assignors to The Foxboro Co.

Re. 2,077,463—Radio Circuits. Henri F. Dal Val, New York, N. Y., assignor to RCA.

Re. 2,077,344—Electrical Condenser. Leo Behr, Philadelphia, Pa., assignor to Leeds & Northup.

Re. 2,077,530—Radio Circuit. Henri E. Dal Val, New York, N. Y., assignor to RCA.

Re. 2,077,363—Amplifier. Paul G. Holst, Detroit, Mich., assignor to RCA.

Re. 2,077,374—Television Receiver. Ioury G. Malch, Philadelphia, Pa., assignor to RCA.

Re. 2,077,592—Capacity Balance Circuit. Franklin B. Higgins, Butte, Mont., assignor to RCA.


Re. 2,077,397—Receiving Circuits. Willem D. van Gogh, Middelburg, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

Re. 2,077,633—Clock. Richard F. Wollish, New York, N. Y., assigned to RCA.

Re. 2,077,814—Electronic Discharge Device. Charles W. Taylor, East Orange, N. J., assignor to RCA, by mesne assignments, to RCA.

Re. 2,077,817—Electronic Discharge Device. J. Willard Coughlin, Mountain Lakes, N. J., assignor to RCA.

Re. 2,077,822—Radio Antenna for Automobiles. William G. Langin, Michigan, assignor to General Motors Corp.

Re. 2,077,840—Potential Divider. Laslo Korn, Berlin, Germany.

Re. 2,077,866—Television Apparatus. Arno Ziller, Norberth, Pa., assignor by mesne assignments to National Television Corp.


Re. 2,078,074—Automatic Volume Control with an Articulated Actuator. Frederick C. Fisher, Coshocton and Loren R. Kirkwood, Haddonfield and Merchantville, N. J., assignors, to RCA.

Re. 2,078,078—Radio Translating Device. Martin J., assignor, to RCA.

Re. 2,078,079—Automatic Fidelity Control. Louis G. Hollands, Verona, N. J., assignor to RCA.

Re. 2,078,112—Vacuum Relay. Valentin Wologdin, Leningrad, Russia.

Re. 2,078,123—Electric Discharge Device. John M. Cape, Schenectady, N. Y., assignor to General Electric Co.

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BARON MUNCHAUSEN

JACK PEARL

RALEIGH and KOOI CIGARETTES

WJZ — 12,000 — Monday — Friday

NBS NETWORK

Dr. A. & S. LYONS, Inc.
SAM PIERCE, writer-producer of "Calling All Cars" series for the past year has resigned to take an extended vacation.

On visiting coast is Henry Weber, musical maestro from WGN, Chicago.

Art Cohn, sports editor of the "Oakland Tribune," has started a radio column of sports comment over KLX, calling it the "Cough-In Tower of the Byron." "Speedy" Reilly, KLS sportscaster, played host to crippled children Friday night showing them the vaccination. The producer of a build-up for the annual Boxig Benefit for Alameda Crippled Children to be held May 5.

Thomas B. Jones has been added to the KYA announcer's staff.

KVA briefly credited Christian of the technical staff passed the FCC examination for operator's license with the high score of 91. Chief Engineer Paul Schulz is nursing a gash over the right eye, suffered when a dust-cove from the speaking equipment fell over on him. John Donohue has been added to the sales staff, it is announced by Station Manager Bob Roberts.

A new musical group appearing on KYA's programs consists of Kathryn Juley, harpist; Audra Crane, pianist, and Herb Sanford, vibraphrailist.

M. E. "Bob" Roberts, manager of KYA, San Francisco, left Saturday for Los Angeles to attend dedication of the new KEHE studios.

John H. Ribbe is the first NBC vacationer to leave the KMMJ, Clay Center, Neb., to attend the Symphony and other musical broadcasts, with his violinist wife, Modesta Mortensen, headed for the northwest yesterday.

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Adounr Announcer Confab

After a three and a half hour session, the Friday meeting between the CBS, and the announcers and producers' bargaining committees was adjourned until tomorrow morning. No announcement was made as to whether any, if any, progress had been made at the meeting.

Shep Traube Joons Republic

Shepard Traube, formerly with Air Features Inc., has joined Republic Productions Inc., Hollywood, as executive assistant to Moe Siegel, studio head. Traube for a number of years was a Broadway producer, director and author.

WCIS Housewarming

WCIS, Charleston, W. Va., a CBS affiliate, last Saturday night held "hounds and hounds of party in its new studios last completed. Station has also installed a new transmitter and antenna. Edith M. (Papelly) Stone of the CBS station relations department represented the network.

HARRY FORD, That Man from Missouri, who recently started a new comedy program at WTMJ, Milwaukee, 7-7:30 Saturday, is reported getting a good fan response.

Jerry Belcher's "Our Neighbors" broadcast on the NBC Blue network yesterday emanated from WCYX, Columbus, Ohio, with the visiting take place in the home of Alfred Segal, Cincinnati Post columnist.

Connie Desmon is at the mike for the baseball broadcasts over WSPD, Toledo.

Lew Daniel, lead in "Unfinished Headlines" over WHN on Saturdays, directed a comic. The writer if he can find some good scripts.

Jack Ingersoll, in addition to his regular bowling broadcasts over WINS four nights a week, has started giving play-play descriptions.

Doug O'Brien has been appointed announcer by WNEW and will take over the "Circus of the Air." The addition of Bob Jarrick, who used to do baseball and basketball, is a regular feature of the station.

"The Five Jones Boys" are really getting places since their initial public appearance several years ago over WEBQ, Harrisburg, (Ilse). From WEBQ they went to WJJD, Chicago, then to Hollywood and the films. During their first mike experience, they were known as the Pace Jubilee Singers, then the Dixie Cotton Pickers, and Thirty-Six Feet of Harmony. Their most notable success was attained in the June Witters picture called "This Be Dixie." "The Boys have several variety discs to their credit, among them, "Mr. Ghost," "Down to Town," and "Din the Susi Q.""

A new technique in the dramatizing of novel for radio, that of developing a single personality in order to convey certain narrative portions of the book, will be employed during the presentation of "The Game Like Everything," a radio adaptation of William Maxwell's just published novel, "The House of the Affair," to be heard over the NBC Blue network May 3. In several instances two voices will be used for a role's voice expression is so close as to make it the use of voices essentially alike—just a shade of differentiation in tone and pitch. Heretofore, the use of two voices has been divided to produce a stream-of-consciousness effects through entirely different character tones.

Production Manager Graham Payner and Engineers Henry Hulick and Willard Dean of WPPT, Raleigh, fetched themselves some high compliments for their handling of the National Farm and Home Hour NBC Blue broadcast from their city one day last week. Les Bibel, one of WPPT's crack announcers, drew the choice assignment of narrator. William E. Drius, director of agriculture for NBC, sent the station a telegram of "thanks for producing a topnotch show."

Cari Goeirch, commentator at WPPT, Raleigh, published, "J. B. Clark's "So You Want to Get Into Radio?"" article in an edition of "The State" and thereby garnered some good publicity for the station.

Gene Stafford, copy chief of Langlois and Wentworth is authoring new series of magazine articles, one called "Ask a writers' monthly. New titles will follow his first article, "How to Write for Radio," and will appear under the heading, "The Use of Sound Effects to Set Scenes."

KMMJ, Clay Center, Neb., claims to have the only roster trained to crow for radio broadcasts.

KFFN, Shenandoah, Nea., is permitting various denominations in surrounding towns to take turns sponsoring a regular 5 p.m. Sunday services.

Simon Lake, inventor of the submarine, will talk on "Exploring the Bottom of the Sea" over WQXR, May 5, 6-8-6:15 p.m.

Wilfrid Couture, French-Canadian director of the Franco-American Hour on WNNH, New Bedford, Mass., announced a wedding reception for Lilouette and Samuel, his former co-stars, to be held in a local hall where a weekly program is aired before a paid audience. So many persons turned out for the affair that couture fainted. But the show went on.

Dick Faulkner, announcer at WSOC, Charlotte, chased a train the other day with a mule in his hand in order to get some interviews from celebs of the Philadelphia Symphony.

Cy Carter, engineer at WSOC, Charlotte, recently talked by short wave with a man in Australia.

J. C. Johnson recently joined KCMO, Kansas City, as a member of the sales staff. He came from General Outdoor Advertising in Atlanta.

Bob Provan, genial announcer on the night schedule at WDRG, Hartford, has taken over a new 10 p.m. program called "Readin' and Writin'." Bob asks his listeners to spell and pronounce some words commonly done incorrectly.

John Fleming, English writer, whose "Gods Over Dune" is scheduled for Fall production on Broadway, was notified Saturday by the Script Library, a division of Radio
WMAQ—Chicago
50,000 Watts—670 K.C.

NILES TRAMMELL
Vice-President in Charge

DIE trying to do what you're told
by the man with the gun

P. G. PARKER
Manager

WMAQ, oldest broadcast station of the second largest city of the nation, is owned and operated by the National Broadcasting Company, with the Chicago Daily News a large stockholder. That newspaper, together with the Fair Department Store as a joint sponsor, originated the station. It was on April 13, 1922, that the little 100-watt first came to life in a small studio on the top floor of the department store. The owners, not satisfied with the transmission, closed WMAQ on April 25 of the same year and installed a 500-watt transmitter, reopening October 2.

That was the shaky beginning of what was to become one of NBC's most important links. Chicago, the center of the nation's trade, services, by radio, one of the wealthiest markets in the world, WMAQ alone has a listening audience that numbers in the millions, with an annual expenditure of billions. Its primary and secondary service is handled by Sam Pierce, who has been signing by KEHE just acquired on San Fernando Road, at Milford. Enlargement of the station live talent facilities will include three studios, KEIE's present studios are in the Glendale Hotel, with antenna on the roof. Station started 3½ years ago, and this is the first move.

Edgecumbe Pinchon, author of "Viva Villa," will direct and be guest at Al Jolson's program May 4, when Jolson's will be the last sponsored by a bank — a tear yanker titled "A Death in the Desert." On the 27th Jolson will do the role of "The Man Who Killed Lincoln" scenes.

Alvin Wilder, commentator on "Layman's Views of the News," has been signed by KEHE to do a new-sponsored series of weekly color commentaries on some highlight of the week that didn't get in print. Wilder Furniture Co. sponsoring. Placed direct.

Fred Williamson signed on to do scripting on "Calling All Cars," long handled by Sam Pierce, who has re-signed to freelance.

Lynn Chalmers, who jumped from selling advertising to radio singing when David Broekman gave her an audition a few weeks ago, has been signed by the Thomas Lee Artists Bureau.

Don Otis and KFAC trying out a new idea linked programs with an hour's show featuring recordings by colored bands, and with a well known colored band leader in person as guest. First guest Lee Hite, to be followed by Earl Hines. Don Otis to do interviewing. Program to be called "Blenham Rhapsodies," with Todds (clothing) sponsoring.

Earnshaw-Young Co. transcription, producers, examining scripts, readying to start a new series for their service.

Hal Horton, who has been announcing, handling publicity and helping produce on KEIE resigned last week to become producer of live and disk programs for a group of Chicago clothing houses opening stores in Los Angeles. Schedule calls for three programs a week on KEIE, 5 a week on KRKD and a week on KFWB. Wallace MacLean taking over Horton's spot on KEIE. KJH likes its "Help Thy Neighbor" program well enough so that when its sponsor's period ran out on KJH, station decided to keep it on the Don Lee Coast net as a sustaining feature. Program will continue to find jobs for needy Los Angeles aces. Has already placed more than 500 through interviewing and describing applicants on the air.
20% More Sets in Japan
Increasing popularity of radio in Japan is reflected by the fact that the number of licensed receiving sets in operation increased by 453,630 during 1938 to total 2,779,389, a jump of nearly 20 per cent, says a report to the United Press by Bureau of Foreign and Domestic Commerce.
According to the Japanese Broadcasting Corp., there were 20,581 radio sets in operation in Japan at the end of 1938.

Three new radio broadcasting stations were opened during the year, increasing the number of stations in Japan proper to 30. Work has been started on two additional stations which it is hoped will be completed and ready for operation by June, 1939, it was stated.

Gulf Adding WCAE
Gulf Refining Co., Pittsburgh (Gulf spray) on June 1 will add WCAE to its radio spot campaign. Sponsor has taken the Nancy Martin, quarter-hour, twice weekly. Young & Rupin- cam Inc. is the agency.

ONE MINUTE INTERVIEW
JANE WEST
"I believe that all script-writers of a daily radio dramatic series should hold at least three story conferences a week with all the members of the cast and script writers. At this conference there should be a general discussion of ideas and plot situations. As writer of 'The O'Neills' I've found that through this method I am able to obtain added true-to-life dialogue and situations."

F. C. C. ACTIVITIES

EXAMINER'S RECOMMENDATIONS
North Georgia Broadcasting Co., Roseville, CA, CP for new station. 1200 kc., 100 watts, during the day.
Metropolitan Co., Jacksonville, CP for new station. 1290 kc., 250 watts unlimited, be granted.
Rapid's Broadcasting Co., Cedar Rapids, IA, CP for new station. 1310 kc., 100 watts, unlimited.

HEARINGS SCHEDULED
April 26: Frank M. Stearns, Salisbury, MD, CP for new station. 1250 kc., 100 watts, unlimited.
April 27: WQAI, San Antonio, TX, CP for new station. 1190 kc., 50 kw., unlimited.
April 28: George Harn, Fresno, CA, CP for new station. 1310 kc., 100 watts, unlimited.
April 29: Robert R. Johnson, 38 Oak Park, IL, CP for new station. 1500 kc., 100 watts, unlimited.
May 6: W. H. Hartman Co., Waterloo, IA, CP for new station. 1240 kc., 100 watts, unlimited.
May 8: Vancouver Radio Corp., Vancouver, WA, CP for new station. 880 kc., 250 watts, daytime.
May 9: Petersburg Newspapers Corp., Petersburg, VA, CP for new station. 1210 kc., 100 watts, 300 watts Lb., specified.
May 10: John Stewart Bryan, Petersburg, CP for new station. 1210 kc., 100 watts, unlimited.

APPLICATIONS RECEIVED
KQFD, Anchorage, Alaska, Auth. to transfer control of corp. to H. E. McDonald, 165 shares common stock.
A. L. Bratford, Jasper, AL, CP for new station. 1500 kc., 100 watts, unlimited.
United Broadcasting Co., Tulsa, CP for new station. 1300 kc., 100 watts, unlimited.

NEW FELLOWSHIPS AT NBC
Additional University Fellowships for advanced study in radio broadcasting at NBC have been granted by the Rockefeller Foundation to Harold A. Smith of Louisiana State University and George E. Jennings of Will. University of Illinois.
Smith, under a three-month appointment, and Jennings, under a six-month appointment, will conduct their studies at NBC's Radio City studios on May 5.

UNEXPECTED RESULTS
When Briggs Hardware Co., in Raleigh started its WPPT series of 'Sketches in Paint' shortly before Easter, the sponsor stocked up with 2,300 gallons of Lowe Brothers paint for the Spring season. One week after Easter, it was discovered that every gallon in the shipment had been sold, and WPPT was the sole advertising medium used. Briggs stated that sales are unprecedented in its history and the store was founded back in 1839.

BORDEN STARTS SERIES ON YANKEE WEB MAY 4

(Continued from Page 1) men and actors will be involved in the broadcasts. Special promotional sheets, posters, an advertising tab, and other material is set, in the interest of Chateau Cheese.
Young & Rublican is the agency.

Campana's Long-Term Contracts
Chicago—Campana's contracts with Les Tremayne and Barbara Luddy call for their exclusive services and guarantee them 52 weeks work for one year with options extending for four years. Tremayne begins work on "First Nighter" when it is brought back to Chicago from Hollywood on June 4. Campana learned its lesson from experiences with Don Ameche, now drawing down almost as much fan mail as Shirley Temple at 20th Century Fox. He hopes to earn real money this year. Les Tremayne, who worked this season in Campana's "Grand Hotel," was one of the best movie offers. Deal was handled through Aubrey, Moore & Wallace, Tom Wallace having just returned from Hollywood where he arranged for return of show to Chicago.

SPORTS PARADE
General Mills
WMCA, seven days a week, Doon Kenyon, Knox-Reuters, Inc., Minneapolis.

COMBINATION SPORTS AND VARIETY PROGRAM WITH WELL-SUSTAINED INTEGRATION.
This is the nearest thing yet to a "newspaper of the air," and as such it stimulates speculation on new possibilities for air programs and in turn for advertisers using the air as a medium.
With Don Ameche as m.c., the program successfully combines music, provided by Lee Grant's orchestra; vocal numbers, by individuals and groups; intermittent reports from the race tracks as well as from the baseball diamonds, with Bob Carter, Hal Janis and others giving the winners (or latest scores) and other dope; periodical movie news by Powell Clark (Buddy Canter), and other varied items.
Friday's program also had a special event, the Penn Relays brought by wire from Franklin Field, Philadelphia. Although this was not under General Mills sponsorship, the advertiser permitted the special feature to be inserted in the show. P. Fischell was at the mike in Philadelphia.

One of the vocalists, Helen Young, hopes will have phone-in requests for their favorite songs.

Because of the length and diversity of the broadcast, the occasionally inserted commercial plugs are hardly noticed. For the same reason, program is able to move along at an angle, precluding lengthy imitation of the part of the dealers, which is a favorable point for afteroon entertainment.

Orchestra, announcers and others hold up well under the grind.

ZEKE MANNERS' GANG IN 24 SHOWS WEEKLY

(Continued from Page 1) by Michaels Brothers, local furniture stores. This is a new high in the number of programs featuring one act. Manners does not use script for his talk and the gang sing hillybilly tunes. Zeke claims he wakes up in the middle of the night and makes "station breaks" in his sleep.

Bill Brown Joining WHO
Cedar Rapids, IA—Bill Brown, WMF announcer and special events man, leaves WMF in a few days to take over the duties of Dutch Reagan, WHO sports announcer, who is on his way to Hollywood.

Brown came to WMF from WSUI, the University of Iowa non-commercial station, in Iowa City. During the time he has been with WMF he has built up the "Movie Man" program to where it is now one of the most popular programs heard over this station.

"Today's Children" to Coast
Chicago—Carl Weser, NBC account executive for Pillsbury's "Today's Children", is back from trip to Hollywood and vacation in Arizona. With Erna Phillips, author of the serial, also in Hollywood they explored movie possibilities. Nothing settled yet, however. Meanwhile Pillsbury already has sold 270,000 copies of the novel adaptation of "Today's Children" at 50 cents a clip.

Moble Todd for Films
Chicago — Moble Todd, former Al Pearce comedian, who has been working on the NBC Jamboree, has been signed to a film contract by Warner Bros. She is the wife of Morey Amsterdam.

Two Women Plan Station
Osterville, Mass.—Erection of a Cape Cod radio station in Barnstable is the idea of two local women, Harriet M. Alleman and Helen W. Macellan.
Looking On

PRESS AMITY

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

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

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

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

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

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

REPEAT SHOWS

Many a fine radio show program, particularly those of the better variety shows, is heard once and is gone forever.

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

Something is wrong here.

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

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

ARNEW Revise Exec. Committee

ENGINEERS WILL HEAR SIX TELEVISION TALKS


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

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

New York State System Celebrating First Year

Hearst's New York State Broadcasting System will celebrate its first anniversary tomorrow with a party, 9-4 p.m., at which Governor Lehman will be chief speaker. Mayors of Albany, Buffalo and Troy also will speak. Louis Katzman's orchestra and other talent will entertain.

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

NATIONAL BUSINESS INDICATES BIGGEST YEAR AT KSTP

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

During these three weeks the station signed more than 20 major accounts, both new and renewal, some of them running as high as a-

" (Continued on Page 3)

MORE EXPANSION PLANS ARE COMPLETED BY NBC

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

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

Spud Contest Entries Reach 426,453 Mark

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

Going After Beach Audiences With Public Address System

West Coast Bureau, RADIO DAILY

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

Sound Products has signed with Abbott Kinney beach property owners for rights to hang public address speakers along Venice Pier and in spots to reach the daily hundreds of thousands who swarm the beaches.

Musical programs will be broadcast during the big beach crowd hours, via the p. a. speakers. At intervals, spot announcements will be used, and some of the program time will be sold to sponsors.
NETWORK SONG FAVORITES

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

<table>
<thead>
<tr>
<th>Selection</th>
<th>Publisher</th>
<th>Played Times</th>
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<tbody>
<tr>
<td>September in the Rain (Remick Music Corp.)</td>
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<td>Carelessly Living Berlin, Inc.</td>
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<td>Where Are You? (Leo Feist, Inc.)</td>
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<td>31</td>
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<td>Too Marvelous for Words (Harms, Inc.)</td>
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<td>Sweet Is the Word for You (Famous Music Corp.)</td>
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<td>Never Had a Man Before (Music, Inc.)</td>
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<td>Never In A Million Years (Robins Music Corp.)</td>
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<td>23</td>
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<tr>
<td>Boo Hoo (Shapiro, Bernstein.)</td>
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<td>21</td>
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<tr>
<td>To A Star Pretty Thing (Shapiro, Bernstein.)</td>
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<td>Teenage Wasteland</td>
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<tr>
<td>Moonlight and Shadows (Popular Melodies)</td>
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<tr>
<td>Swing High, Swing Low (Famous Music Corp.)</td>
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<tr>
<td>When Love Is Young (Miller Music, Inc.)</td>
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<tr>
<td>You're Here, You're There (Molto Music Co.)</td>
<td></td>
<td>17</td>
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<tr>
<td>Love Bug Will Bite You (Sanity Bros., Toy.)</td>
<td></td>
<td>16</td>
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</tbody>
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Al Clauer's Outlaws

In Person With Film

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

Following the Des Moines run, "Rottin' Tootin' Rhythm" will make a circuit of Iowa theaters. Al Clauer and his Outlaws will travel with the film, making personal appearances wherever it is shown.

Philco Convention

Philco's annual convention, at which time the company's new 1938 line of radios will be presented, will be held in three sections this year. First two sections, May 12-18, at Greenbrier Hotel, White Sulphur Springs, Va., will be for field executives and distributors from the east and foreign. Third section, at Hotel Del Monte, Del Monte, Cal., May 23-26, will be for western division and Hawaii.

2 NBC Airings via WCKY

Cincinnati—WCKY, the L. B. Wilson station, replied to NBC network programs Sunday. One was the General Motors Concert, put on at Music Hall with Eugene Goosens and the Cincinnati Symphony Orchestra and Rossa and Frank from Coast as soloists. The other was Jerry Belcher's "Outer Valley," interviewing the family of Alfred Segal, Cincy post columnist. Art Amsden, WCKY's new announcer, helped in the broadcasts. Keith McLeod came here to produce the G. M. show.

Al Clauer's Outlaws

In Person With Film

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

Following the Des Moines run, "Rottin' Tootin' Rhythm" will make a circuit of Iowa theaters. Al Clauer and his Outlaws will travel with the film, making personal appearances wherever it is shown.

Philco Convention

Philco's annual convention, at which time the company's new 1938 line of radios will be presented, will be held in three sections this year. First two sections, May 12-18, at Greenbrier Hotel, White Sulphur Springs, Va., will be for field executives and distributors from the east and foreign. Third section, at Hotel Del Monte, Del Monte, Cal., May 23-26, will be for western division and Hawaii.

2 NBC Airings via WCKY

Cincinnati—WCKY, the L. B. Wilson station, replied to NBC network programs Sunday. One was the General Motors Concert, put on at Music Hall with Eugene Goosens and the Cincinnati Symphony Orchestra and Rossa and Frank from Coast as soloists. The other was Jerry Belcher's "Outer Valley," interviewing the family of Alfred Segal, Cincy post columnist. Art Amsden, WCKY's new announcer, helped in the broadcasts. Keith McLeod came here to produce the G. M. show.

CBS Net to Present Ky. Backwoods Program

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

Iowa Barn Dance in Studio

Des Moines—Starting Saturday, the Iowa Barn Dance Fralic, 2½-hour show which has been presented from the Shrine Auditorium, will air from the WHO studios. Final show from the auditorium last Saturday was hosted by Dutch Reagan, sports announcer, who leaves next month to become a film player for Warners in Hollywood.

WRN Adds News Periods

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

Jane Pickens Signed

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

WOR Buys New Studio Sites

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

FINANCIAL

NEW YORK STOCK MARKET

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I. O. Young Ad Agency Disking McTavish Series

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

Young is just back from Dallas, where "The Little White House," which he developed for insured savings and loans, was shown to convention delegates.

Charles Pullmann, Ill. Charles Pullmann will be out of tomorrow night's CBS Palmolive show because of illness. Thomas L. Thomas will replace for the one performance.
PRESS ASS’N MEMBERS OFF ARNEW EXEC BODY

(Continued from Page 1)

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

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

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

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

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

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

KSO Switches Fee

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

KSO-KRNT Add 7 Operators

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

New Coast Agency

West Coast Bureau, RADIO DAILY

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

Connery Probe Action Expected

Washington—Passage of the Connery resolution for a radio investigation is expected this session, according to chairman of the House Rules Committee, said the measure would be reported favorably out of committee before the end of the month.

More Expansion Plans Are Completed by NBC

(Continued from Page 1)

that NBC also contemplates installation of a new 700-foot vertical radiator for WEAF at Belmore, L. I.

RCA’s Camden plant has a model of the new antenna which it is expected will be approved by NBC engineers. No application has yet been filed with the FCC for permit to install the new equipment, but one will be forthcoming shortly.

Station recently installed a new ground system which increased the WEAF figures. O. May 5. Plans for a WEAF station site have been abandoned.

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

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

Cleveland, leased for 10 years, was negotiated jointly by Lenox R. Lohr, NBC president, Al- fred H. Morton, NBC manager of owned and operated stations, and Vernon H. Pribble, WTAM manager.

Spud Contest Entries Reach 426,453 Mark

(Continued from Page 1)

by Ed Wynn and received $100 price each, and 260 getting $5 each.

Young & Rubicam agency handles the Axton-Fisher Tobacco Co., account; heard on the NBC-Blue network.

Dick Burris to Attend Confab

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

Additions to KFAB-KFOR

Lincoln—Glenn E. Martin, formerly with WCN, St. Paul, and Ray Korinek, lately of KXBY, Kansas City, have joined KFAB-KFOR here. Both men worked for News and Views, late of WIBX, Rock Island, is an addition to the KFAB sales staff.

New York State System Celebrating First Year

(Continued from Page 1)

a year. Burt Squire of WINS is general manager and other prominent personalities in the system are Harold Smith, WABY, Albany; Dale Robertson, WIBX, Utica; Frederick Levis, WOR, New York; WHIO, Cincinnati; KEN, Akron; Johnson, WSAY, Rochester, and Roy Albertson, WBNY, Buffalo.

Don Lee Fixing Series For Audience Good-Will

(Continued from Page 1)

special entertainment programs, each taking some important California industry such as citrus fruits, oil, tire, etc., selected to cement friendship and bring together groups of programs that will appeal to large slices of the southland’s population.

Greece Imports More Radio Sets

Imports of radio receiving sets into Greece established a new high record in 1934, despite oil, tire, etc., imported set prices which dropped for some time, that will appeal to large slices of the southland’s population.

George Fields Dead

George Fields, the Honeyboy of the radio team of Honeyboy and Sass- fras, died of a heart attack Sunday in Phoenix, Ariz. It is survived by his wife, living at Bayside, L. I.

Glen Darwin, baritone, has been assigned by NBC to the Honeyboy and Sassfras stations.

GulfSpray Adds KNOW

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

Rishworth to Talk at Institute

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

Adolf Schmid Con ducting—Orchestration for the INSTITUTE OF MUSICAL ART JULLIARD SCHOOL OF MUSIC New York City

APRIL BUSINESS INDICATES BIGGEST YEAR AT KSTP

(Continued from Page 1)

year’s sponsorship of a 10-minute daily news shot. A parade of new and renewal contracts includes the following: Webster-Eisenlohr, 13-week renewal on five-min. evening new; Lindsay-John Oliver, 13 weeks, new, on Polly the Shopper’s participating program; Spry, renewal, 260 station breaks Bulova watch, new, 365 station breaks; Refrigeration & Air Conditioning Institute, new, three 15-min. shows; Viek Chemical, new, 14 spots; Bauer & Black, new, 26 spots; General Foods, renewal, 25 one-min. spots; Ironized Yeast, nine five-min. spots, editing, dispatches and handling mike on 14 daily newscasts.

Engineers Will Hear Six Television Talks

(Continued From Page 1)

mitter at Carteret, N. J. Others include the A. T. & T. “Long-Distance Building,” Western Union Telegraph plant and RCA Radiotron plant.

Lyman Cameron Joins KCMO

Kansas City—Lyman Cameron, formerly of KOIL, has joined KCIO in full charge of the news department at the WDAF-Churchill building.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON
THURSDAYS
8-9 P.M., E.S.T.

CLX! MANAGEMENT TED COLLINS

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

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

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

...92 out of every 100 adults are at home in any one summer week all summer long. And of those 8 out-of-towners, 5 are in radio-equipped residences. "Radio Goes Where People Go!" (This doesn't even include the 4,500,000 automobile radio sets.)

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

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

National Broadcasting Company

A Radio Corporation of America Service
Clippers Flight on NBC

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

Child Welfare Series

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

Peter MacArthur in Hospital

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

New WMCA Racing Series

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

AD AGENCIES

RALPH RICHMOND, former president of William Green, Inc., advertising agency, has been appointed head of the radio commercial department of Benton & Bowles, Inc. Richmond succeeds John A. Carter. EDWIN C. OLSEN has joined the Chicago office of Frank Prebrey Company, advertising agency. Olsen was formerly connected with Erwin, Wasey & Co., of the same city.

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

RWM Daily

HEARINGS SCHEDULED
June 18: Robert E. Clements, Huntington Park, Cal. CP for new station. 1150 kc., 250 watts, daytime.
June 19: Key City Broadcasting Co., Kankakee, 1850 kc., new station. CP for new station.
June 20: Northwest Research Foundation, Inc., Seattle. CP for new station. 1310 kc. 1 kw., unlimited.
June 21: WDRC, Hartford, Conn. Auth. for booster station at New Haven. 1310 kc. 250 watts, synchronize with WDRC.
June 22: WLAC, Nashville. CP for increase in power. 1470 kc. 50 Kw, unlimited.
June 24: Associated Newspapers, Inc., Hot Springs, Ark. CP for new station. 1310 kc. 100 watts, daytime.
June 25: WLW, Cincinnati. CP for new station. 1210 kc. 100 watts, unlimited.

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

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

Tommy Dorsey bows out of his hotel spot the first and will do one-nighters around town....He wanted to cancel two of his airings because he can't really swing out on the trombone—he had two FRONT teeth extracted....George Griffin has been renewed on "Castles of Romance"....Shelton & Brenner, piano ticklers, start a three-time weekly sustainer for NBC....Ella Corson auditioned for the Rainbow Room....Edward G. Robinson will repeat on the Smith "Band Wagon" in two weeks, doing "Bulletts or Ballots"....Miriam Grahame, now vacationing on a farm, will return to start a commercial May 15.....Mickey Alpert is looking for a female vocalist....Ben Bernie will introduce a new singer to his broadcasts next Tuesday....He is Pat O'Shea, discovered by Ben in Hollywood, and will be billed as the "red-headed Irishman"....Col. Manny Prager will return to the fold....Mickey Garkock, now with Stanley, is boosting his act for the Roxy, taking his friends there to see him conduct Ben's band—with billing also.

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

NEW BUSINESS

Signed by Stations

WJJD, Chicago
American Bandage Co., through Jim Duffty Inc., 5-min. spots; Gude's Pepo Mangan, through Brooks, Smith, Ford, Dickson, 5-min. spots; Gardner Nursery, through Northwest Radio Adv't, Midday Round-Up, Sue Whitaker, 15-min. preceding baseball; Emerson Drug (Bromo-Seltzer), baseball scores, through J. Walter Thompson; Kelly & Heeter (used cars), 15-min. disks; Kellogg Co. (Corn Flakes), baseball, through N. W. Ayer; Beautiful Lady Magazine, 15-min. music, through Presba, Fellers & Presba; Goodall Co. (Palm Beach suits), 30 spots, I. M. Garfield, Young & Rubicam; Leadway Brand Food Stores, Irene Cabot, commentator, through H. V. Swenson.

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


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

KSL Salt Lake City

KFRG, San Francisco
Lambert Pharmaceutal Co., by Lambert & Feasley, N. Y., 30 spots; Boston Food Products Co., by Ferry-Hanley Co., 20 spots, 3 days a week, 14 sessions; "Turning Hostess," starting May 4; Gragnano Products Co., by Emil Brisacher & Staff, S. F., "Betty Butler," Stephanie S. Hoff Dress Shop, S. F., 30 spots.

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

By ADELE ALLENHEAD

O ur favorite shopping rendezvous are going aimless with mundane concerns. Centering a bit of show at the networks for Gimbel's getting more insistent all the time.... Jessica Dragone will sing opposite Thomas Thomas in "The Lady in Ermine", the AI Goodman musical fantasy, this p.m.... Charles Killman, her regular operatic protagonist, is momentarily wsted by things wrong with his throat. A new female addition to the Ford Dealers "Universal Rhythm" program is Carolyn Urbanak. American lyric soprano.... Dolly Stark, the lass who sports-announced for Atlantic Refining baseball broadcasts last season over WIP, Philly, is scheduled to coach baseball announcers for N. W. Ayer as a member of their staff.... There's a gal who believes that women belong in the home-runs....

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

The First Lady and her daughter will broadcast together for the first time on May 3, on Anna Eleanor Rooderly's birthday, over NBC-Blue.... Mrs. Roosevelt will discuss on "Educating a Daughter for the Twentieth Century".... Rosaline Greene who announces for her on that Wednesday night program (her moniker then is Virginia Bar) communes by plane from New York and Washington in order to meet her "How of Children" and Roosevelt commitments without fail.... The "Three Graces" are doing a bit of chuckling on account of Rudy Vallee wrote to Harold Stokes outlining and asking if they were available for radio.... Rudy forgot he had discovered 'em last year.... the gals were on his "Varieties" for SIX WEEKS....

VIRGINIA VERRILL, scheduled to begin a new CBS series from Hollywood Sunday night, did not make her appearance. Instead, Harriet Wilson and the Singing Strings, with Maureen O'Conner, provided some musical delectation.

Frank Barbыйdt, publicity manager for WHO, Kansas City, back on the job after recovering from an auto accident.

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

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

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

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

CHICAGO

Malcolm Claire, NBC's story telling Spenceribs, guest speaker at the Lions club's annual Father and Son Night yesterday.

Marian and Jim Jordan (Fibber, McGee and Molly) giving a farewell breakfast this morning at the Santa Fe, Chicago, before starting for Hollywood to make a picture for Paramount. Children, Jim Jr. and Katherine, are going along.

LOS ANGELES

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

C. J. Gilchrist, radio ed of Chicago Daily News, here on a two-week vacation, bringing family here for the summer. Lunching with J. Walter Thompson's A. P. Fortman, Gilchrist was greeted by nine Chicago friends lunching in the Derby the same day. National Music Week will be celebrated by KGB's public service department with daily afternoon broadcasts from May 2-8. C. M. Dobyn, manager, has lined up a group of singing societies, soloists and instrumental groups. Starts week with Oratorio Elijah from Civic Auditorium in Long Beach. Recordings Inc. waxing disk series for General Paint, another for Union Pacific.

Wade Lane's Home Folks sold for 52 weeks on WDAF, Kansas City, starting May 9; Sunday Players sold for 32 weeks in Kansas City, Mertens & Price announces.

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

SAN FRANCISCO

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

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

KYA's Oakland studio, managed by Bill Giesson, only in operation a month, have arranged to carry nine remote control broadcasts with four more in the offing.

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

NEW ORLEANS

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

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

Drene is now on twice weekly instead of once for 15 minutes a stanza. "The American Crusader" political weekly, will continue its weekly half hour broadcasts over WBN0 here. Broadcasts are largely editorial comment on news.

The Tavern

RADIO'S RENDEZVOUS

COME JOIN US

MRS. MARTIN JOHNSON
exclusive management
CLARK H. GETTS, INC.
WALDORF-ASTORIA

MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB

158 W. 48th St., Toots Shor

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

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

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

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

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

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

Mark Fisher and his orchestra, now appearing at the Chateau Country Club, are the newest addition to the WTMI Dancing in Milwaukee party... Joe Reichman and his orchestra, now heard from the Fairmount Hotel in San Francisco via NBC, will return to the Coconut Grove in Los Angeles next month with the longest contract ever given a bandleader at that spot (6 months). The NBC wire goes with him.
Comedy Checkup

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

Jack had a sort of “Mutiny on the Benny” in which he scrapped his cast and made them skiddoo, with good laugh results.

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

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

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

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

Phil Baker’s stuff did some egglaying.

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

“Fun in Swingtime”

Tim and Irene, with Bunny Berigan orchestra on WOR-Mutual Sunday night 6:30-7 p.m., proved a much brighter show than the opening one. If it continues to reveal comparative improvement, it should eventually be one of the good Saturday night entertainments. Couple of situations were used, such as the “surprise party” for Tim; also good was the straight ballad and swing version of “What Should I Tell My Heart,” which developed nicely.

Commercial for Admiration shampoo and tonic (National Oil Products) was not heard until more than 10 minutes of the program had elapsed. Subsequent credits stress the combination package worth $1.00 which is available for 55 cents as a “double value” bargain. Apart from this, Berigan, one of the best light trumpet players in the country, does not overdo the swing stuff but also offers contrast. And no harm would be done if Irene threw in an occasional hillbilly vocal.

More Religion

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

“SUNDAY NIGHT VARIETY SHOW” Sustaining WOR, Saturday and 9 p.m.

REVUE OF BIG-TIME CALIBER WITH PLENTY OF TALENT AND DIVERSIFIED FAITH.

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

Talent and show generally is right up in the big-time class. Specialty singers include Willard Amison, Sid Gary, Helen Daniels and the Charlettes, with Bud Charles doing a fine job on the musical background. Selections of numbers for both soloists and ensembles, was varied and at the same time harmonious with the program as a whole.

“LIVING DRAMAS OF THE BIBLE” Sustaining WABC (CBS network), Sundays 2:30-3 p.m.

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

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

Initial offering was “The Story of Job,” by Margaret Sangster. It depicted the incident where Job’s faith in God is put to the test by a devastating fire that wiped away his children and all his possessions, but Job holds to his belief that the Lord does all things for a purpose and rally’s to his aid, Job is restored by prosperity and lives to a ripe old age.

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

“WILL ROGERS MEMORIAL” Special WHBY, Chicago (CBS Network), April 25, 5-5:30 p.m.

EXCELLENT AND APPROPRIATE TRIBUTE TO LATE COMEDIAN.

Except for the fact that it seemed kind of odd that the Hollywood portion of the program was contributed by a film studio other than the one where Will Rogers made all of his pictures for so many years, this memorial program was a fitting tribute. After a few preliminary remarks by Arthur Godfrey, the California sequence was excised by Fred Waring, whom orchestra presented “Wagon Wheels,” followed by Dick Powell in “My Little Buckaroo,” Leslie Howard in an impressive recitation from “Thanatopsis” and Tom Waring and the Glee Club in “We Are in the Range.”

Then from Washington, Chairman Arning S. Pratt of the FCC, as spokesman for radio, said a few words. Final portion of the broadcast came from New York and included, Carl Van Vechten, Bickenbacker, Jack Pearl and Cliff Hall (Pearl having to get up from a sick-bed for the occasion), Lanny Ross, Jessica Dragonne and The Revelers.

“EVERYBODY’S MUSIC” Sustaining WABC (CBS Network), Sundays, 3-4 p.m.

REVIVAL OF SERIES POPULARIZING MUSIC WITH HOWARD BARLOW CONDUCTING.

Originally presented for a spell last summer, this musical presentation featuring Howard Barlow, was well received and welcome revival. It has double merit, first because it offers music of the better class though not the too heavy kind, and second because it presents that music in such a way that it is made understandable and enjoyable to the average person instead of merely the musical intelligentsia. For the latter service, the commenting efforts of Henry M. Neely deserve some credit. His narration of the music’s background and his explanation of its various phases in entertaining and helpful to the person who wishes to better understand and appreciate the good music.

On Sunday’s initial program of the new series the repertoire included three works by comparatively modern composers, namely, “Festival” by Debussy, “Pohjala’s Daughter” by Sibelius, and “Death and Transfigura- tion” by Richard Strauss.

Maestro Howard Barlow handled the orchestra with his usual skill.

“SUNDAY AFTERNOON PARTY” Sustaining WBBM, Chicago (CBS Network), 4-4:30 p.m. EDST.

MERRY ASSEMBLE OF VARIETY ENTERTAINMENT DISPENSED IN BREEZY STYLE.

With Harold Isbell as m.c. and Carlton Kelsey’s orchestra supplying the musical setting, this new Sunday afternoon series from the Chicago studios of CBS got off to a fast start despite a few lame jokes. Isbell handled the emceeing with amiable informality, exchanging amusing banter with Kelsey and the laug-
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. House, KMOX general manager, and Jerry Hoekstra with the Sun-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 the 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 plans the World's Fair to be held here in 1939. Stations carrying programs are (Continued on Page 6)

Aseap Bill Advances

Lincoln, Neb.—Anti-Aseap 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 Francisca Parners (Ave Maria), hour, now broadcasting as a sustaining to WLW only, but due to begin on WHN, WPTL and KGQ 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 7:30 p.m. from the ballroom of the St. Anthony Hotel. Initial broadcas is a co-operative affair put on by the station and all the agencies. Succeeding pro-grams will be aired each week by a different agency.

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

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 re-visioning 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)

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. F. Sander of P. & G. on today's radio troubles, A. W. Lehman on radio habits. (Continued on Page 6)

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 with World Broadcasting System, Decca, Jean V. Grom- bach Inc. and others. It has been learned. CBS, also, due to a recent amendment to its corporate by-laws. (Continued on Page 3)

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 500 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.

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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 WABG which may form the basis for an agreement with CBS, Roy Lanham, 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 sta-tions, WJZ, New York, WZ, Boston, KDKA, Pittsburgh, and WENR, Chicago, will contribute to the one-hrur ceremonies when Westinghouse's WOWO here joins the NBC-Blue bas-ic 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. Captains upon will interview cus-tomers in lobby of public service company's headquarters.

www.americanradiohistory.com
**RADIO DAILY**

**FINANCIAL**

**NEW YORK STOCK EXCHANGE**

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(Tuesday, Apr. 27)

**NEW YORK CITY EXCHANGE**

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**2 New WMCA Series**

“Vanishing New Yorkers,” dealing with localites whose occupations are disappearing due to WMCA’s departure, 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 emce 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, 9:30 p.m.

(Continued from Page 1)

**4 NBC Stations Join In WOWO Salute May 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 starring on the May 1 program. Aired over a network of 88 stations and is handled through Campbell-Ewald, Detroit.

**Wm. Hilltop Joining NBC**

William Hilltop, now a member of Lord & Thomas radio production department, joins NBC Artists Service on May 1 and therefore entering the production field was frequently heard on the air with Scrapy 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 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, 1:15-1:30 p.m.

**4 New Commercial**

**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, when they will spend one week here listening to auditions. Louis K. Sidney, managing director of WHN has already heard several 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 tent, headed by 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 air 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, 7-7:30 over WOR-Mutual. “Jazz Nocturne” moves from Wednesdays to Sundays 8:30-9 p.m. Morton Gould’s Sunday program goes to WED-FM 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.

**WESG Installs United Press**

Emira, 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 Van Dyne Oil products. Glenn Williams is behind the mike after a long competitive audition. Williams has a background of ten years as newpaperman and aircaster. He was formerly ace newscaster at WHP, Harrisburg, Pa., doing sports, special events and features in addition to news.

**Patricia Norman on “Parade”**

Patricia Norman was signed yesterday as the female 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.

**Charles E. Green, president of Consolidated Radio, announced a treaty for Sunday for Hollywood, to be gone about a week.**

**Don Havnes of Cleveland office of CBS has been appointed sales manager for the Cincinnati-Wilmington-Detroit district.**

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

**Richard Bonelli, featured on “Universal Bear family” on WTIC, will broadcast this week from the Detroit Masonic Temple, because his character, the singing “Papalotti” with the Detroit Civic Opera.**

**Tom Revere, radio director of Benton & Bowles, leaves for Hollywood tomorrow.**

**Nat Abramson of the WOR Artists Service is working with Donald Schreiber of WGN on Mutual band pickups.**

**Werner Jansen and Ann Harding (Mrs. Jansen), who returned a few days ago from abroad, have left for Hollywood.**

**Edgar Berger 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.**

**Dear policemen of Bermuda, the player for the Coronation Ball, on May 11.**

**Noel Coward sails today aboard the Normandie.**

**Roy Durstine, vice-president and general manager of BBDG, sails today on the Normandie for London.**

**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.**

**Eldon Parks and Frank M. Smith of WLW will arrive in New York from Cincinnati on Monday and remain here a few weeks.**

**COMING and GOING**

Wednesday, April 28, 1937
NRC, WOR EXPANDING IN CUSTOM RECORDING

(Continued from Page 1)

can enter the recording field on short notice if it so desires. NBC is now enlisting its transcription quarters in Radio City and recently added Pitluk Advertising Co., Inc., 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 adding a 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, network announcing, agencies, and a few off-the-line recordings were made. Station KFW has mulled over the possibility of adding a New York concern to produce the masters and make the prints. Robert Clarkson is the WOR transcription sales manager.

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 will. WOR did have to invest in recording equipment, but NBC will continue to pipe the programs to the Radio City Theater plant on East 54th st and 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 do so at any time. 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..."
NEW BUSINESS
Signed by Stations

WNEW. New York
Madison Personal Loan, 52 weeks of 5-min. daily spots, through Kling
er agency: Pacific Radio Co., 3, 15-
in musical programs a week, 13
weeks, Schillin agency; Abelson's Inc. (jewelry), renewal, 60 spots a
week for 39 weeks, Schillin agency;
Madison Personal Loan, daily 7-7:30
programs, starting May 10, indefinitely;
Durlap 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
weeks, 6 weeks; William Reinhardt (Building and loan), quarter-
hour-weekly, 6 weeks; Highway Mission (religious), half-hour-week-
y; Tappins Inc. (jeweler), through
Shillian agency, 15 five-min. an-
nouncements, five 15-min. programs and
14 spots weekly.

WOAI, San Antonio
South Texas Cotton Oil Co. (Crus-
tender), through Frank, Wilkenson &
Schwetz Co., Houston, 3 weekly 15-
in programs; Bohnet Bakery (Mel-
O-Toast), 3 weekly spots, through
Payne Advertising Agency; Procter &
Gamble (Dreft) 5 weekly 15-min.
transcriptions through Crompton Ad-
vertising 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 Vect (hair shampoo).
Takes four spots weekly, May 1-
June 24, a similar contract carried
locally over WFIL.

WAAB, Boston
Webster-Eisenlohr, N. Y. (Girard
cigars), 12 15-min. racing results,
through N. W. Ayer; Axton-Fisher
Tobacco, Louisville, 168 15-min. base-
ball programs, through McCann-
Erickson, N. Y.

WHO, Des Moines
Penn Tobacco Co., Wilkes-Barre, Pa., by Rutherford & Ryan, 15-min.

RADIO DAILY

Wednesday, April 28, 1937

P. T. C. CAJES

Cease and Desist Orders

Under a stipulation entered into
with the Federal Trade Commission,
Percy S. Lucas and Gerald A. Rice,
traders and directors of the Electrical Sales
Inc., 1740 University Ave., Berkeley, Calif.,
will cease using certain unfair meth-
ods 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.
Another thirty spot, sports programs
outletting in the city, a listener might
keep his ear glued to sports broad-
casts to see if they sound good before
making his choice among the stations.
This business provides a daily cascade of 250,000 words or
more daily—enough for three or four
stations.

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

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

WGN—L. S. Lowell (Old Gold)—
Bob Elson with occasional relief by
Jim Fleming; approximately $100,000.

WBBM—General Mills and Sconcy
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 Toast-
ies)—with Russ Hodges, $60,000.
Also uses baseball immortals.

WJJD, the only network in the
field, is being subjected to the most
intensive advertising and exploita-
tion with a view of getting more list-
eners 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
Atlass interests. Games are sponsored
by rival breakfast foods on the two
stations, WGN and WMAQ. NBC
outlets, do not carry play-by-play
baseball accounts because of net-
work commercials.

Beni. Darrow to Teach
Columbus, O.—Benjamin H. Dar-
row, 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
Conference of Parents and Teachers
for an additional four years.

BIRTHDAYS

April 28
Greetings from Radio Daily to
Lionel Barrymore
Jocie Bloise

www.americanradiohistory.com
**ORCHESTRAS-MUSIC**

**WHITNEY BLAKE**. New York music publisher, has done some- thing 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 by WOR, the Columbia Workshop over WABC. Blake's music is being made known on the west coast by Blake's representative, Fred McCord.

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

Bunny Berigan opens at the Hots in Pennsylvania on May 1 and will be heard over CBS Saturdays and Sundays 11:10-1:30 p.m.

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

Ozzie Nelson will make a Bluebird recording of Al Hyde's and Basil Adams' new picatoriole, "Jellyfish," sometime next week.

Chic Webb and his swingcooping orchestra, featuring the vocal man, is being 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 O'Nior's and airing through KABC.

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

The most universally observed National Music Week record will be opened officially by David Saroff, chairman of the National Music Week Committee in an address during the "Magic Key" of RCA program this Saturday at 2 p.m. over the NBC-Blue network. More than 25 special festival programs, 60 regular NBC programs and a group 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 Texas, prom. at Columbus 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 tunsmiths Alex Hyde and Basil Adam over CBS Monday night at 8.

Marc Weber, international conductor and director of light music for the English branches of His Master's Voice and Decca, 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 WJDI, 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 on Mutual.

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

**FAST COVERAGE ON FIRE**

Two O. Six—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 Bildacker 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.

**FORM BROADCASTING FIRM**

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

**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 KEL- XY, on Ella Schallert program, April 30 (NBC-Blue, 12 midnight).

CLAUDETTE COLBERT and JOEL MELCHIOR, on Lux Radio Theater in "Hand's Across the Table," March 5 (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-Red, 7-7:15 p.m.).

WILLIE MORRIS and EDWARD KELL, on "Musical Moments," April 30 (WOR, 8-9:15).

WALTER DAMROSE and JANE PICKENS on Sealtest's "Saturday Night Party," May 1 (NBC-Red, 8-9 p.m.).

CONSTANCE CUMMINGS, interviewed by Radio Harris on Movie Club Hour (WOR, 8 p.m.).

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

**GORDON SWARTHOUT SHIFTS**

Gordon Swarthout, former associate director of Radio Guide in Chicago, has been transferred to Screen Guide as an associate editor. He will be located in the New York office of the publication. Swarthout succeeds Gladys McCracken, who resigned 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 Mendelsohn 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.

**JOSPEH CHERNIAVSKY**

"The Musical Cameraman"

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

Available for Personal Appearances During Summer Months as Guest Conductor

Thrilling Orchestral Novelties

Studio Address: 609 W. 115th St., N.Y.C.
“TROUT FISHING”  
Special Event  
WWJ, Detroit to NBC-Red Network, April 24, 7:30-7:45 p.m.  
INTERESTING BROADCAST FROM MICHIGAN FISHING TAIL...

As one of many examples of the continually new enterprise and ingenuity being exerted in the way of speech events, as well as the almost unlimited possibilities in that line, this broadcast was caught for the records. Two events, 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 these 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, 5-9, 15 p.m.  
INTERESTING AND INSTRUCTIVE SEE AMERICA-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 parks and encourage some tourist traffic in that direction. Dr. Thompson, NBC producer and announcer, handled the commentary.

“SWING WITH HANK AND HAPPY”  
Sustaining  
WINS, Saturdays, 8-8:45 p.m.  
FAIRLY ENTERTAINING VARIETY PROGRAM ALONG INFORMAL LINES.

Apparently not hampereed very much by a script routine, this new program with “Happy” Lewis as m.c. pursues an amiable, somewhat free-for-all style of swing. The program is also unusually satisfying diversion. First show, opening with a novelty musical rendition of “Auld Lang Syne” coupled with some comically flayed, a baby-voiced offering of “Nagasaki” by a guest, Mildred Andrews, a skit embracing an imitation of the “Globe Getter” and other nonsense and musical bits. All strictly for fun’s sake, and cheerily handled.

“ST. ANTHONY HOUR”  
Sustaining  
WABC (CBS network), Monday, Wednesday and Friday, 5:45 p.m.  

This half-hour series, heard over 50 stations of the CBS network on Sundays at 3:30 p.m., and on WIP at 10:30 a.m. celebrates its first anniversary last Sunday. It is a program in which the audience has a religious observance and at the same time provides entertainment and inspirational values. 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 Almont, who are raising funds to complete a national shrine.

“KALMENMeyer’s Kindergarten”  
Typical of the programs founded on ideas that both amuse and endear themselves to listeners, this “school of instruction” “Pro- Kaltenn- meyer” 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 Himber

With Kate Smith as headline visitor, Richard Himber’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, while Himber piloted the orchestra along in fine style. All in all, it was a highly enjoyable show.

Paris Expo Buys Time on Five Stations Here

(WNEX, WHN, WMCA, WNYC and WINS.

Complete radio plans for the fair have been announced. Scheduled to open May 24, the exposition will have one complete building devoted entirely to radio and television. Daily programs will be telecast for the visitors on the grounds. Special programs, emanating daily from the exposition, will be transmitted to the entire world by short and long wave. From the exposition comes the message plan called for international broadcasts at given intervals, with French radio stations prepared to provide a simultaneous performance 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.

“HOLLYWOOD REVUE”  
with Howard Lornin Orchestra  
Sustaining  
WFIL-Mutual, Saturdays, 12:45-1:15 p.m.  
ENTERTAINING MUSICAL PROGRAM WOVEN AROUND SONGS FROM FILMS.

An entertaining idea is embodied in this program which comprises 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 interest inserted with each number. As an audience promotion angle, listeners are asked to send in requests for favorite numbers with a fragment of a line from each tune chosen. Duke Rohnbaugh is producer of the series.

Radio Problems Aired  
At ANA Conference

(Continued from Page 1)

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

Bi-So-Do’s Fourth Year

Bi-So-Do’s 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. Blackett-Sample-Hum- ert is the agency.

Craven & Hedrick Move

Craven & Hedrick, advertising agency, will move to new and larger quarters at 522 Fifth Ave. today.
Wednesday, April 28, 1937

RADIO DAILY

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 Rickenbacker 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 birthday Sunday, Saturday House Forum broadcasts on KSFO, Rapiwax, 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. Rapiwax started on the show with a three-week test; signed for 13 weeks; then went on the dotted line for 52 as a participant 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 supplies 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 125 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 programs. Trailers, kept up to date, are run in six Fox houses.

Court Solution Contest
Louis LeCoe, Inc., Philadelphia clothing house, in sponsoring a "Court of Human Relations" over WFIL, got a seven-inch 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 in 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.

RADIO PERSONALITIES

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

WILLIAM J. "BILL" SCRIPPS, radio director of The Detroit News, and former 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 playing 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's radio pioneers. 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 playing, 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 never the same, 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.

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."

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.

Harpischord Group to Return
Manuel—Williamson Harpsichord 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.

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....

www.americanradiohistory.com
KROC, Rochester, Minn., has obtained some unusual results for its advertisers. Howard H. Bolton reports one recent instance when June’s Apparel Shop, stuck with 100 sweaters, sold out the whole lot after a few 12-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.

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

KFWV, 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 KFWV.

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

Gene Lottler, 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 orchestra 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 WRAT 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 WCC, WBRR, WTIC and WTIC among his outlets.

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

Louise Hill House and Leonard Strong have the leads in “Story of Molly Brown,” which inaugurates the new Mar-o-Ait series on KLS, Denver, May 2.


Miami Daily News is discontinuing “Where Are You,” last persons program conducted by Betta Revell over WIOD.

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

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

“Voice of Public Opinion” is KVOO, Oklahoma City, in-studio 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 KEEL, 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 Crown, who announces Sundays on WNBC, New York, works in a Hartford department store weekdays.

Gene Shumate, in addition to presenting the 15-minute of baseball scores on KRNT, Des Moines, is offering a 5-minute Baseball History daily, featuring the greatest baseball game ever played on each date.

Moreland Murphy has been handling news broadcasts at KCMO, Kansas City, until another news-caster 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 beneficent shortly.

The “Opinionator,” an inquiring reporter program aired daily over WHIO, Dayton, O., is becoming famous as a barometer of public opinion, 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.

Van Grayson, the Cinema Lady, has a new daily 11 a.m. program over WHIO. Pitts, sponsored by Jerome Wolk, ferrier. She gives Hollywood chatter.
CBS Joins 5-Day Week

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 miles 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 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 Wailer, central division educational director.

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

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)

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

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 the famous "name" bands throughout the country, according to Dr. John Cornwell, chairman of the social committee.

Baseball and Beer Tieup Blocked by N. J. Commish

Newark, N. J.—A desire to "book 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".

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

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 studio announces. Lou Schramber, 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.
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" and Old-time radio undoubted record. For it goes on the air at 8 o'clock Saturday night and continues for four solid hours until midnight.

Thus 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 interupted 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 resident 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 Opry and Old 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, 65-year-old banjo player, "Dixie Dewdrop" is the star of a program devoted of prima-donnas. Arthur Smith, America's greatest old-time music and the band-ding-dong 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 Ames 'n Andy. An audience of thousands that has observed a broadcast in almost 11 years.

KANS Is Participating

In C. of C. Goodwill Tour

WGN to Feed Mutual
90-Minute Clambake

The magnificent WGN in Chicago will feed the Mutual web another hour and a half tonight, from 6:30 to 8 p.m., as a part of the Eighth annual E_dst program. Guests of the program will be special visitors from the "Grand Old Opry" and from the "Herb Holliet Show."

The show will feature Paul White as emcee, followed by Herb Holliet, Millard Lampell, Charles Kenyon, and the "Whispering Jacks".

Boston Symphony

SYMPHONY HALL, BOSTON, April 29, 1937. "Cabin in the Pines," new show featuring Norman Brokenshire, plus other talent, offered by the Boston Symphony Orchestra, presented from Symphony Hall, Boston, with Arthur Fiedler as conductor, will start May 6 at 8:30-10:30 p.m. Series will continue weekly until July 1.

LEO SAYS:

Smart advertisers want showmanship too—

That is why they use WHN

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

J. S. LARKIN, sales manager of 3ZU and Nelson Broadcasting System of Melbourne, Australia, sailed yesterday from the west coast for home, having spent several months in America making records and playing disk features for his five Australian outlets.

CHARLES M. PREITZGER, eastern manager for ZU and ZWE, who has been in Hollywood to look over 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 Nissen.

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

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

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

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, is in Lexington, Ky., and will remain in Kentucky until May 10, when he returns to New York.

LENIX 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. James and his group of NBC men will return next week.

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 the new series may be broad- cast. Norman Brokenshire will head the cast. Enthusiasts who buy will be a much lower priced one than currently heard. None of the present Feenamint cast will be heard on the new program.
(Continued from Page 1) by NBC that all production men, announcers, and all executives 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 accommodate anything on short notice, 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 5, and will cost the web about $35,000. Research work on developing the field amplifiers is continuing, and is expected by NBC engineers who helped the job along, the announcers being the big item as compared to the microphones. Efficiency of the latest type microphones plus the amplifiers will do wonders for the remote broadcasts, many of which were 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 plans to be in Chicago before the Federated Advertising Clubs and at dinner of "Indiana-Mississippi Football." 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 abroad the Ile de France on his way to Europe for a vacation, and will assume his new duties upon his return early next month.

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

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

"Local Boy Makes Good" "Local Boy Makes Good" is the latest five-minute feature to hit the advertisers and fans of WSBM, Jackson. The show, sponsored by a local men's wear shop, is a natural; the dramatization presenting in rapidly moving dialogue the career beginnings 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 ten-five minute commercial show on WSBM's current schedule.

Wilson has been consistently at work in the past three months cutting off five-minute programs which the station was over-loaded, and replacing them with short ideas which are outstanding novelty features.

Listeners are high in their praise of the new short programs and advertisers find that 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 "Valentine Day" party for his listeners in town 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 battle.

With St. Paul dubbed "the nation's poison spot" of crime not so long ago by Attorney-General Homer S. Cummings, the trip 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.

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

KVSO Goodwill Tours KVSO, Ardmor, Okla., has started a series of Goodwill Tours to nearby communities for spring, summer and fall. Talent on visits includes ex-hillbilly and popular entertainment units heard regularly on station. show will be held each two weeks. First trip was big success, with appearances being made by Paul Duncan, chief announcer, and Albert Riesen, station manager, the Dallas, 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 for about two months 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. Programs are presented on Monday and Wednesday, and Friday evenings at 6:45, sponsored by WGR.

Mona Marlowe's career has been a colorful one. She has worked on various newspapers throughout the country and is associated with The Van Couver Sun, in British Columbia. Started in Radio in 1925. Was associated with stations WGR, KFI, WTAM, WEA and others. Mona Marlowe's uncanny ability to read handwriting at 7 p.m. These programs present 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 through the summer months, WFLI, Woodside Amusement Park and the Philadelphia Daily News will co-operate in a weekly talent hunt. The programs are broadcast from the park before a visual audience, entries being made thru the newspaper column. Representative Brodatico is the author and sponsor of the nationally famous Pawnshop Bill, recently passed in Penna.

School Activities on WDAS Parents are enabled to learn how their children spend their time through a series of programs broadcast over WDAS Tuesday evenings and Sunday mornings. 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.

Key Seib in WHN Press Dept. Miss Kay Seib has been transferred to the WHN press department to assist Vivian Brown, who is compiling all the baseball material for the various sport commentators heard over the station. Miss Seib will work directly with Al Simons, publicity director, and others.

CENSORSHIP OF NEWS DENIED BY A.R.N.E.W. early this week by 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 the Saturday Evening Post by Richard Sheridan Ames, carefully consider, unanimously pass the following resolution:

"Be it 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 buying the paper and at the station. To be the true facts pertaining to the radio news writing, and editing profession.

"Be it further resolved, that the executive committee of A.R.N.E.W. be placed on record as saying to the American public, we know to the collective knowledge of the profession, has any censorship of radio news by radio sponsors been tolerated or even suggested.

That A.R.N.E.W. be placed on record as pledged itself and its members collectively and individually to the continued truthful and honest presentation of news reports."

Resolution is signed by: John Van Croukkitve, Press Editor; John Hughes, News Editor; Don laboratory; Jack Harris, News Editor, WSM, Nashville; Herman Willard, News Director, WLB, Cincinnati; Beatty's Radio News, WJAS, Pittsburgh; Kendall McClure, News Editor, WOAM, San Antonio; Walter Paschall, WSB, Atlanta.

First Program Offer Brings 1,200 Replies (Continued from Page 1) New England. Offer was a free souvenir umbrella. Program, which is heard Wednesdays and Fridays 6:30-6:45 p.m., features Alton Hall Blackington, photographer and lecturer. Accounts 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. Plug-in plans were completed last month.
APPLICATIONS RECEIVED
Platt & Platt, Inc., Poughkeepsie, N. Y. CP for new station, 1310 kc., 100 watts, 250 days, 240 hours, 5 kW.
Jules J. Robl & Asso., Inc., 201 South Wabash Ave., Chicago, Ill. CP for new station. 1060 kc., 250 watts, daytime. 1250 kc., 100 watts, daytime.
Ralph M. Cordill & Co., 2125 8th Ave., New York City. CP for new station. 1210 kc., 100 watts, 250 days, daytime.

APPLICATIONS GRANTED
KIDO, Boise, Idaho. CP covering changes in present license, to increase power to 1000 watts, be granted.

SET FOR HEARING
Continental Radio Co., Denver, CP for new station, 630 kc., 500 watts, 1 week, unlimited. F. A. Porton, San Jose, Calif. CP, 1150 kc., 250 watts, daytime. William P. Maag, Jr., Youngstown, Ohio, CP for new station, 1420 kc., 100 watts, daytime.


EXAMINER'S RECOMMENDATIONS
Walter H. McGency, Rice Lake, Wis. 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.

WJTL, Cambridge, Ml. 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 granted.

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

ACTION ON EXAMINER'S REPORTS
WBN, Broadcasting Co., Houston. Denied app. for CP for new station. 1210 kc., 100 watts, unlimited.

WGBI, Scranton, Pa. Granted app. for new station, 1240 kc., 1000 watts, 1 kw., LS, 880 kc., share time.

KNER, Lima, Ohio. Granted CP for new station. 1290 kc., unlimited, unlimited.


ORR INVESTIGATIONS
Lawrence K. Miller, Pittsfield, Mass. Granted oral agreement to be held May 27.

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.

KANEL, 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 Warrand has been filling in for him.

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 Pearces' 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 Boot" next fall from the coast. ... Ted Hammerstein won't conduct an orchestra thru Conn. this summer—just for a lurk...Kaved, Inc., the Kate Smith-Ted Collins firm, has placed Jim Crowley, famous pianikin coach, under its banner for radio appearances this Fall. ... Billy Swanson replaces Bobby Hayes' musical arangement at the Edison Green Room tonite—making it three openings for the music boys to cover—Carl Ravel 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 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 Grobe 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-staging. ... 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...Bohm Twins, seven-year-olds, recently heard via WINS, audition for the 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...Jna 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 Muscals."
WITH THE WOMEN

BY ADELE ALLEMBAND

EXCERPT from a letter to Claudine Macdonald, NBC's program producing, engeneering and commentating grand 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 misssives in the same vein received by her at NBC, according to Claudine. Should give some of the purveyors of other 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 income 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 Elser of that program was thrilled to the pro-verbial core yesterday a.m., because the editor of "The Heinz Magazine of the Air" read a poem penned by papa Joe C. Elser of Texas....Jane Cogle, once of WIRE, Indianapolis, has been added to the KXYB staff as cmanuscript-in-chief to H. R. (Hal) Makelken, general manager. ▼▼▼

Margery Wilson, whose behavior-regu- lating tone, "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 "Fill- ing Your Personality to Life." Wini Shaw, who recently offered a few Shavianisms on local other programs, be- gins a week's engagement at the RKO Palace in Cleveland on Friday.....Helena Blakeney, mezzo soprano who recently sang at the Golden Gate Thea- ter in Frisco, is vocalizing with the Hotel Oakland Concert Trio over KTXA 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 Orch open at the Aragon Ballroom in Chicago, Station KBBM-O'Keefe Inc. set the deal.

The Lyman has just completed an intensive compilation of his music library. It now contains orchestra-stand programs for over a hundred American songs of the past fifty years and every published French tune since 1900.

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

Al Kvitvik's Orch, featuring Cary- brush and his pianoforté, is aired from San Francisco's Mark Hopkins Hotel, via KPO.

Mai Hallett and the musical aggregate whose batonist he is playing one night stands and college 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.

Xaver Cugat, Latin batonist now appearing at the Waldorf-Astoria, will be interviewed by Powell Clark, on WMCA's Grandstand and Bandstand program tomorrow at 2:30-3:30 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 at stars. The program will be repeated on Sundays at 11 a.m.

Deon Craddock will lead the community singing and Bob Halter, WBBM production director, is writ- ing 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 Fri- days at eleven from the Club DX Calendar. Lee Chadwick, member of board of URDCX, on station's staff, is DX correspondent for WTXAR.

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 national 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.

Benney Cash, for eight years pianist and vocalist with Kay Kyser's Orchestra, and since affiliated with Hal Kemp's Band, began a series of concerts at WWDNC yesterday at 3:30 p.m. He will remain in Durham for a while, during time he'll be featured weekly over WWDNC.

Peg La Centra has been signed to replace Frances Hunt with the Benny Goodman Band. Francs can't leave town because of him, his junior college 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 audi- torium of St. Joseph's Junior College and were open to all comers. Contestants were eliminated by judges until four were left for the final com- petition. The winner of the contest was announced immediately follow- ing the broadcast, each judge phon- ing 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 mid- night Sunday. Beatrice Lillie, Bert Lahr, Ed Wynne, Edgar Buchanan, Lawrence Tibbett are expected to be among the entertainment program.

Guests on WDDA Program

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

GUEST-ING

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

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

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

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

JIM THORNTON, with Col. Jack Major, May 3 (CBS, 5 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 BRINCHLEY, on Jack Oakie College, May 25 (CBS, 9:30 p.m.)

Voeller Buys into Agency

"West Coast Bureau, RADIO DAILY"

Hollywood—Fireta Productions Inc., headed by W. H. Voeller, has acquired a 50 per cent interest in the Norman Prescott-Jose Sedwick booking agency.

Under the new setup, agency will continue with Jose Sedwick-Ray West & Associates Inc. I. O. Witte will be vice-president. Voeller and M. Pav- aroff, treasurer, will be on the board.

WMCA leads in PROGRAM PLANNING

Charm SCHOOL OF THE AIR 9-12 A.M., DAILY
WBNX—New York

WBNX in New York is an outgrowth of the consolidation of three quarter-time stations, namely, WBNX, WM506 and WCAH. 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 order of its consolidated, Germany, French, 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 nationality 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 in many successful English periods, including "Radio Clinic," "Rackets" and "Life Insurance Forum."

Operating with a directional antenna, the measured primary service area of WBNX consists of a population of 5,953,887 people. This figure represents a much larger market than Borden, 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, have been heard over 40,000 members of the metropolitan population, the rest of the world population represented by small numbers.

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of CBS, for the society, which used to clear six or seven Wasserman tests a week, now makes from 30 to 40 daily, and that program with a changed accent since 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 are 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, late next month.

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 band, is set for Paramount’s “This Way Please,” Buddy Rogers co-starring.

KFI-KECA are adding a small speaker to their big-sized, set for Paramount’s “This Way Please,” Buddy Rogers co-starring.

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

WCBS star Banaba has searched the West Coast and found a new hobby, that of searching for a wife. "Buddy" Rogers co-starring.

KENNETH T. GILLESPIE, vice-president and general manager of "Tulsa’s Friendly Columbia Station", KTUL, has been in the business since the days of the derby, dead-heat headlines 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.

Ventured into newspaper business in 1922 with Wbch, 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 WYK as a salesman and was very soon made program director. The year 1930 found Bill Gillespie in Peoria, Ill., working for Edgar Bill at WMED.

Answering the call of the west in ’31 he became vice-president of Iown Broadcasting Network for Gardner Colle, Jr., helping to build and put ESO at Cedar Rapids and WIAS at Onumwa, 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 1935. Under Gillespie’s management, KTUL has gone steadily forward since then. Five local newspapers 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 his quarter 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 I would kill to meet it now."

Radio has become his life-blood ........................................

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, is leaving the new sustaining series Tuesday. Mildred Goodrich continues to furnish piano accompaniment. Thaxton, a frequent 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, Betty 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 WNAS, 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.

Pon 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 reports police were called out to keep crowd in check, and as a gesture he will show film to Irish police of Philadelphia 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 Blaudo, formerly with Major Bowes, is managing the Grand Opera House, Wilmington, Del.

Effective this week and continuing until program faxes for season on May 18, 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 of WJOD, 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 Jubilee Year." Big audience show is bound to be a hit with Ardmore’s loyal audience. Special meetings, parades, etc., also are aired. Station break occasionally is, "KVSO, Ardmore, Golden Jubilee City..." Celebration widely publicized by that simple means.

ONE MINUTE INTERVIEW

JERRY DANDZIG

"Interviewing people is really a science, born out of practice. The right topic to lead into, one topic to another gracefully, and what is news and possesses human interest all come from long hand days of city desk assignments. I’ve covered so many stories, exciting, good, bad and indifferent, that the question comes by second nature."

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**RADIO DAILY**

Thursday, April 29, 1937

**Quotes**

GERTRUDE BERG: "The advent of television will make little or no difference to ads as an item of medium. For years even after it is perfected television will be used chiefly for the purpose of bringing a presentation of special events, sporting events and perhaps some musical reviews and stage plays. Radio dramas, 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 do today, with unfinished monologues, maps 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 the medium 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 and has been as stiff and boring and with the twist in taste. On my new program I will change my style a little and provide more up-to-date material like Charlie McCarthy who will swap comedy lines with him. Then there's Charles Winninger whose comicavenport 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."

**Event Coming**


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

May 4-15: Sixth 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 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 Industries 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 Sherry, Philadelphia.


**ST. LOUIS**

Waller Hornaday, WTMV scripter-announcer, resigns May 1 to take a copy job at Ruthrauff & Ryan here. Irving Paznan succeeds him. Fred French 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 WBO announcer, has joined KMOX. Lloyd C. Smith, recently of WKY, Oklahoma City, has been added to same station's sales staff.

Pappy Chambers and 24 billheads started a new 2-hour jamboree on KMOX for United Remedies of Grain Belt on May 1.

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

**If I Had A Station To Manager**

By An Observer

THERE is no reason why small independent radio stations, with one-man staffs, couldn't earn themselves out of the morass of commonplace broadcasting outlets, loaded with the humid run off of inferior local talent, unproductive for sponsors—and the ailing stock of stations handling the big-time shows and big-time talent.

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 Calypso" and that sort of sustaining, unpaid talent to fill up vacant hours.

Sustaining programs are just as important as commercial shows. If a station 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. Sustaining programs also sell sponsors that they cannot compete with other outlets having network affiliations. While they may not have a Jack Benny, Eddie Cantor, Phil Baker, Jack Pearl, or other type of comedy and variety show—while the Philco eastern distributors convention at the American Bar, Frank Black, Kostelanetz, Rubinoff, Bennett 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 a 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 they play to their network commitments. That's where the independent station stands to make its move, if it doesn't really good job. They have the time available. They must have programming knowledge and make that available with sponsors. They are not for sale. And they will never listen to advertising unless they are consistently present to the advertising thing's 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. In-station paying subscriptions on call 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 station can be taken off further by tying in the opening announcement with the musical library card as "Joe Doe and His Radio Revels, transcribed for your entertainment!" Not let the audience think the musical library, the music sounds as though coming from one band instead of a variety of different or unusual with sponsors. They care about names and rhythms. It sounds like a studio show—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. In doing a co-operative show, if desired to give the program a network twist, 100, 125 and 150 announcements are tied in, the station (if known) identified advertising and mighty ineffec- tive as a campaign by itself unless constant for 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 cut-ins accepted to certain periods far remote from each other and build shows. Then the announce- ments become more resultful.

Move No. 3: Fire all salesmen who do not bring in at least one quarter-hour period for every three announce- ment contracts. Trouble with them 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 not trying to supplement in broadcasting.

Move No. 4: Get acquainted with syndicated transcriptions containing framing in the casts. These are avail- able 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. Syndi- cated shows are the best buy for the station comedy, adventure, drama, romance, thrillers, variety, etc. I main- tain that it is possible to plan a day of broadcasts more diversified and interesting than even a network out- let, given the transcription shows to allow the station the body the transcription ser- ies to use for sustaining shows. Get them to send clients 15 minute units—con- tact 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 well work more closely together. Let the station set the auditions. The produc- er's representative will help close the deal.

Move No. 5: Make all announcers pass regular announcing tests. They get careless—hang around the studios and show—read all announcements as though the public owes them some- thing. Fox is a medium that requires question and answers. They forget that they must sell the sponsor's goods... not just "read" a lot of words on paper. They must treat the microphone audience as坎vassing person.
40-Hour Week for WOR

VISUALIZES TELEVISION AS INTERSTATE UTILITY

When television comes, it will probably be an interstate utility under federal regulation, in the opinion of Prof. C. F. Harding, head of School of Electrical Engineering at Purdue University, Lafayette, Ind. In an article titled "Seeing Is Believing", in the April issue of The Purdue Engineer, Dr. Harding says in part: "Who will provide television? Obviously such a gigantic, country-wide problem cannot be easily assembled from its multiplicity of details, and it is not to be engineered and financed by any individual or any single corporation. It must be an interstate utility under federal regulation. It must be carried out (Continued on Page 6)

Thos. Slowie Appointed Secretary of the FCC

Washington Bureau, RADIO DAILY

Washington—Thomas J. Slowie of Clinton, Ia., yesterday was appointed secretary of the FCC, effective May 1. Appointment was made by the FCC following the resignation of Robert E. Carlin. Slowie was formerly secretary to the late Congresman P. M. Jacobsen of Iowa. As far as is generally known, the (Continued on Page 2)

Father Coughlin Adds Two Colonial Outlets

Boston—Rev. Charles E. Coughlin's "Children's Hour," heard Sundays 4-5 p.m. on the Colonial network of 13 outlets, will add two more this Sunday when WNBX, Springfield, Vt., and WNLC, New London, Conn., join the web. With WAAB, this city, as the key station, program is now carried on the full net of 15 outlets.

23-Hour Broadcast

Toronto—Canada's coronation broadcast will last 23 hours, running from 4 a.m. on May 12 to 3 a.m. on May 13. It is announced by Major W. E. Gladstone, general manager of Canadian Broadcasting Corp. In its Dominion-wide Coronation Day broadcast, CBC will use the new short wave receiving station near Ottawa, picking up direct from London.

Flood Service

Wheeling, W. Va.—Return of flood conditions this week pressed WWVA into service again, similar to the services rendered last January and a year ago. Station installed a special broadcast line between its studios and U. S. Lock No. 12 at Warwood, W. Va. With remote equipment, bulletins were broadcast direct from the dam at half-hour intervals.

WJTN, Jamestown, N.Y., JOINING NBC BLUE NET

Jamestown, N.Y., a 250-watter daytime, 100 at night, will join the NBC-Blue network on May 19 as an optional outlet. Station is owned by the Jamestown Broadcasting Co., and has been in operation since 1924. Charles Denny is station manager. Network rate will be $120 per hour.

P. & G. Bundles Time On Fildefer, Vic & Sade

Following close behind the announcement that Jimmy Fildefer would be given an additional quarter-hour broadcast each week by Proctor & Gamble, on Friday nights, comes the news that same sponsors will shift their Wednesday night airing of Vic and Sade, now heard 10-10:15 p.m. on NBS-Blue net, to the 15-minute period immediately following the commentator, giving them a solid half-hour on the NBC-Red.

Confab With Broadcasters Sought by Film Exhibitors

A conference with broadcasters on the question of radio competition with the movies will be sought by the Motion Picture Theater Owners of America following a meeting of the exhibitor organization's special radio committee yesterday at the offices of Walter Vincent, chairman.

Main concern of the movie men is the appearances of film stars on the air which the film exhibitors consider competitive and harmful to their business. Effort will be made to reach an agreement that will be to the advantage of all concerned. "The discussion by the members of the Committee on Radio Broadcasting by screen talent appointed by Mr. Ed Kuy Kendall, President of the Motion Pictures Theater Owners of America, brought forth a unanimity of opinion to the effect that the functions of the Radio and that of the motion picture is so greatly at variance, it was felt that a meeting of motion picture producers, of motion (Continued on Page 3)

Mccosker Announces Increase in Staff to Permit Shorter Working Week—Union Signs Engineers in Six Stations

White Sulphur Springs, W. Va.—Development of a more professional touch in broadcasting, together with a decreased emphasis on box tops, contests, and other hectic phases of radio advertising, was prophesied yesterday at a luncheon convention of the American Association of Advertising Agencies.

Meeting and closed doors, the convention heard the future development of radio analyzed by Arthur Pryor, Jr., vice-president and radio director of Batten, Barton, Durstine & Osborn, Inc., New York. His speech was not released, but in an interview later, he told RADIO DAILY that more professional handling of commercials as well as entertainment is strengthening the (Continued on Page 3)

ECKHARDT ELECTED CHAIRMAN OF AAA

Ford Dealers Sign Off Al Pearce Midwest Show

Ford Motor Dealers last night signed off their special Al Pearce show aired over the Michigan network every Thursday from 8:30-30 p.m. Program was bankrolled by dealers in the middle west, with Pearce making special trips each week to various markets.

M-G-M Radio Program Being Talked on Coast

Conferences are understood to be under way at present in Hollywood for the production of a regular radio program by M-G-M, originating on the coast and using the Metro film talent. Louis K. Sidney, head of WHN, controlled by Loew's, which is the M-G-M parent company, is participating in the talks. A similar experiment was recently tried and dropped by Paramount.

Late Listeners

Chicago—NBC learned something about the size of its after midnight audience when a one-time request for mail from listeners was made at the conclusion of the "Lights Out" ghost-horror show at 12:09 EST. More than 4,000 listeners wrote in letters and cards of appreciation despite the fact that it is a sustaining show and nothing was offered free.
Ford Dealers Sign Off
Al Pearce Midwest Show

(Continued from Page 1)

ous cities where this program was heard, broadcasting each week from different cities. Show, titled "Your Stars At Home," which is heard over WXYZ, WEIR, WBM, WKZO, WDFD, WBCM and WWOOD-WASH and WJIM. Pearce remains on his Tuesday night program in the Detroit area, which is being aired over WBS from New York, but will move entire program to the west coast shortly.

Beefers Forms Ad Agency
Detroit—Brace Beemer, for the past few years being owned by the Trendle Broadcasting Corp., operators of the Michigan network, has resigned from that company to form the advertising agency of Brace Beemer, Inc. Beemer will specialize in radio advertising, and has contracted to handle all radio contracts for the Bernard Schwartz Corporation, Detroit-Wenner-Gilbert Corp., and subsidiaries.

Star Radio's Anniversary
Star Radio Program which will tomorrow will celebrate their first anniversary. The organization has built up a clientele of 126 stations. In addition to the programs it provides, approximately 4,000 Star commercials are being broadcast weekly, accord-

ing to Daniel C. Studin, executive v.p.

WMAQ-News Courtesy Line
Chicago—Credit line, "WMAQ, the Chicago Daily News station," is solely a courtesy to the News, the station's president, and will be operated by NBC, is pointed out by Niles Trammell, NBC vice-presi-
dent here. Station was acquired shortly after Frank Knox became publisher of the News.

Mayor Douglas Reelected
Charlotte, N. C.—Mayor Ben E. Douglas, announcer at WSCC and Mayor of this city, has been re-elect-
ded, according to Mayor. Station handles the mike for "Organ Melo-
dies." He also is an accomplished sports announcer.

"World is Yours" New Time
"The World Is Yours," NBC educational feature presented in cooperation with the U. S. Office of Education and the Smithsonian Institution, formerly heard at 11:30 a.m., changes Sunday to 4:30-5 p.m. spot over the NBC-Red.

CBS Seeks New Transmitter
(Washington Bureau, RADIO DAILY
Washington—CBS Broadcasting System of Wayne, N. J., has applied to the FCC for permission to build a new transmitter and increase power.

New KFYR Amplifier
Bismarck, N. D.—KFYR has or-
dered a new Western Electric 316 A program amplifier. The appara-
tment, sent with a "rush" on the order, is expected to arrive soon. Chief Engineer Ivan Nelson will install the amplifier as soon as it arrives.

Radio Dealers Sign Off
Al Pearce Midwest Show

(Continued from Page 1)

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tment, sent with a "rush" on the order, is expected to arrive soon. Chief Engineer Ivan Nelson will install the amplifier as soon as it arrives.
Radio Council on WWFW

A new program inaugurated over WWFW, Brooklyn, and presented each Thursday at 11:15 p.m., is the New York Radio Council. The first program had its principal speaker, Daniel Gutman, assistant District Attorney of Kings County, who spoke on the need of a new code for the radio station. Each week a prominent citizen from Public Service Department speaks on topics of interest to the community.

A Friday morning program of great interest to WWFW listeners is called "What are you reading?" and reviews the previous week's reading, presentation and non-fiction. Books reviewed during the previous week have been presented on later programs over the networks.

Station Gossip

Another new program idea just going on WYNO, KNO, Dodge City, Kansas. It is a "Hollywood Gossip" style of program, but devoted entirely to top news staff, entertainers and programmers.

Title is "Jay Allen's KNO Gossip Club." Jay Allen, a reporter on a local paper, gives some (very) personal notes on staff members, along with a little comedy, ballyhoo for coming programs and contests. It runs weekly on Wednesday nights.

Satire in Song

WDAS, Philadelphia, is poking fun at the various follies and foibles of our everyday life in song. The Three Swanks, vocal trio, has been added to the station's staff and they make the vocal satires. Initial program on Saturday will take a shot at the craze for Bank Nights in the movie houses, featuring an original composition called "Bank Night."

Willys-Overland Mutual Show Adding 15 Stations

Willys-Overland account, starting Sunday night 10-10:30 p.m. on Mutual network, has now added 15 more stations to the Coast, making a total of 37 stations.

Outlets added and shifts, since original contract are: KXYZ, Houston; WSSW, Pittsburgh (replacing WCAE); WALT, Atlanta; WXIS, Nashville (instead of WSM); KXIB, Muskegon, Okla.; KMBJ, Enid, Okla.; KTBBS, Shreveport (joining May 16); KXY, Kansas City (replacing WHB) and 10 Don Lee stations. Also added to the Willys-Overland Mutual outlet in Kansas City, it being a part time station, arrangements are being made for staff on Mutual affiliate to handle the program, which will feature Kay Kyser's orchestra.


(Radio Daily)

AD AGENCIES

TUE ADDCRAFT CLUB OF DETROIT, at its first meeting since its elections a few weeks ago, yesterday installed J. J. Hartigan, v.p. of Campbell-Ewald Co., Inc., as the new president. Other officers named were William H. Moore, advertising director of the Detroit News, first v.p.; and Charles Hargrave, second v.p.; Harry Wise, secretary of the board, Hal G. Trump, reappointed treasurer and 3rd vice; Ed Hastings, re-elected secretary-manager. PHILIP W. LENNEN, president of Lennens & McGivens, Inc., yesterday announced the appointment of L. E. McGivens to the executive staff of the agency, effective June 1. McGivens, promotion manager of the New York Daily News for the past 10 years, has tendered his resignation, effective May 1, to the newspaper and will vacation for one month before assuming new duties.

KAREL RICKERSON, formerly associated with the J. Sterling Getchell, Inc., has been appointed manager of the office in Kenoa, Wis. of Geyer, Cornelius & St. John.

ROBERT S. DANNERS of Writers Advertising Agency, Denver, has been appointed Western representative of the Mobile Advertising, Inc., New York.

LOUIS ARMSTRONG

Louis Armstrong & His Orchestra

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

3rd week - N.Y. Philharmonic, New York

Joe Glaser, Personal Manager

Rockwell-Yaffe, Inc.
**Los Angeles**

FIGURING that the gambling idea wasn’t doing them any good, Alka Nox, through R. H. Alber Co., is giving up its Jack program, substituting Alka Nox Money Mystery half hour Friday nights on KFI. New program will enact a murder, let listeners in on a flock of clues, and offer $200 cash prizes, each program, for listener solutions. Don Clark producing.

Walter Biddick Co. radio program division has been appointed American Broadcasting Co. agency for J. S. Larkin, visiting radio station head from Melbourne, Australia.

Thomas agency of Southern California radio people planning trip to NAB convention, according to Union Pacific, which has sold out reservations on the U. P. in representational NAB special which leaves for Chicago June 15.

Ken Froogle, former radio ed for Daily News, and editor of a forthcoming weekly picture feature magazine, which Los Angeles News is backing, has come back to the air, pending installation of presses on which the new mag will be printed. Announcing for Todd Fritzius’ band from Palomar, coast to coast over Mutual.

Globe Investment Co. has taken a year’s booking from the first 24 hour sign making a day, on KFAC. Stodel Advertising agency placed.

Union Oil Co.’s weekly NBC coast network, “Thrills,” just renewed for 13 weeks, shifts from Wednesdays to Tuesdays starting next week.

Hal Rock, NBC publicity chief for coast, out with the flu.

Jack Runyon, radio chief for Lord & Taylor, was in his day’s work and in his hour’s for NBC.

From most of the CBS coast shows took part in groundbreaking ceremonies this week when Donald W. Thornburgh, v.p., turned the first spadeful of earth for the new $2,000,000 western home of Columbia. Hobart Bosworth, now retired from the screen, started the program by re-calling the days when he took part in movie making in fact into the first Hollywood motion picture studio which occupied the site that CBS is now using. Jack Oakie, Bobby Breen, Jolly Gillette, Al Jolson, Parkyakarkas, and representaties from half a dozen of Columbia’s coast shows paraded before the mike or did specially stunts for the crowd and the half hour program which was carried on the air.

Studios to be completed in November.

**FCC Activities**

**HEARINGS SCHEDULED**


June 7: William F. Marcon, San Antonio, Tex. CP for new station. 1210 kc., 250 watts, unlimited.

June 8: Metropolitan Radio Service, Inc., Chicago, CP. for new station. 1570 kc., 1 kw., unlimited.

June 8: WQED, Pittsburgh, PA. CP. for new station. 880 kc., 1 kw., unlimited.

June 30: WRGB, Inc., Cleveland, CP. for new station. 1070 kc., 1 kw., unlimited.

**MAIN STREET**

**OL’ SCOOPS DAILY**

- Ford’s Sunday night concerts fade June 13. “First Nighter”...
- Mystery half giving up. Sam Clark to produce Rainbow Radio.
- Installation of NBC new mag will be June 24.
- Final auditions now under way for FORTY-EIGHT CENT.$
- Here’s the definite setup on the Jack Benny-Jell-O show for the summer series:...It will not have a comedian at the helm—it won’t be a comedy show....The set-up calls for a musical with a band and singers....Jane Froman and her husband, Don Ross, with an UNKNOWN band audition for the show today....Decision is expected over the week-end....The Xerox auditioned Del Casino, dramaturger Martin Gable, Margaret McCrae and Ray Block’s band the other day for a summer show....Hughie Barrett opens in Central Park’s Terrace-on-the-Green tomorrow with three Mutual wines....Lillian Roth opens for two weeks at the Stevens in Chi....Horace Heidt returns to the Billmore June 3....At a meeting yesterday it was decided that Wheatena wouldn’t use radio this year.

**Chicago**

JUNE BAKER, WGN Home Management director, off to New York for combined business and vacation trip. Her broadcasts will originate from WOR studios each afternoon while in New York, will also give the radio and other entertainment notables as guests each day. June Baker is Katherine Roche, sister of John Pierre Roche of the Be, Williams and Cunningham, Chicago agency.

Irene Beasley will make a guest appearance on the Bowman Fireside theater on WGN, May 5. David Dahlberg, blind trumpeter, to be heard on same show.

WEDC launched a one-hour Bohemian Symphonic radio hour Wednesday night. Frank Kubina will direct the symphonic orchestra in selections by Bohemian composers.

Les Tremayne will leave the “Betty and Bob” cast for a three-week vacation in Florida starting May 7. He plans to drive in his new car.

The John H. Morrell Co. is now at its regular time of Tea Time at Morrell’s, will be soloist at the annual choral festival arranged by employees of the John H. Morrell Co. at Ottowa, Ia., Monday.

**Final Rites for Rev. Goodell**

Final rites for Rev. Dr. Charles Le Roy Goodell, noted radio preacher who died last Tuesday, were held yesterday at the Marble Collegiate Church in New York. Dr. Ralph Sockman, also a noted radio priest, officiating. Burial will be in Dudley, Mass. at 11 a.m. this morning.

Dr. Goodell was one of the first men of the cloth to hold regular services over a coast-to-coast network, and his sermons, broadcast direct from the studios of NBC on Sunday mornings for many years, made him one of history’s famous crusaders. He was 82 years old.

**WDRG Enlarges Quarters**

Hartford, Conn.—Due to increased activity at WDRG, additional office space was recently put into use for the executive and commercial departments. While the studios are on the 16th penthouse floor of the Hartford-Connecticut Trust Co. building, the new offices were placed on the 12th floor. The space released on the studio floor is being converted into an additional studio, an extra office for the publicity department, and a third office and laboratory combined for the engineering department.

**Boswell Pinch-Hits for Steuengold**

Greta Steuengold, noted opera star, will appear in her first appearance with Bing Crosby on the Kraft program last night, was forced to cancel her appearance at a late hour yesterday when she was advised of the sudden death, in Berlin, of her husband, Gustav Schuetzen-...
WITH THE
\*WOMEN\*

By ADELE ALLENBARD

A FRED J. MCCOCKER, president of Bamberger Broadcasting Service and chairman of the board of Mutual, believes that women in radio, regardless of whether they make potboilers in note-books, project personality via the microphone or issue executive edicts, require an intensified alertness and a greater familiarity with what's current in the entertainment and political worlds... Considers them eminently satisfactory as artists and program directors... also surprisingly free from the feminine stigma of hysteria and pettiness... Cites Martha Deane, Allie Lowe Miles, Nell Vinick, Gretta Palmer and Adelaide Halley as commendable examples... On the score of voice, he admits fewer women than men are adequate from the other standpoint, because of the inevitable lack of resonance, although he's convinced the chief female fault is the tendency to talk patronizingly... Adds that the only solution is to select gals who haven't those defects, which he believes his outfit has done... On the subject of female executives, he allows their undeniable absence from his immediate vicinity to speak for itself.

“We can't re-discover America,” says Mr. McC tanker... Which he proceeds to interpret by stating that the basic truths governing the other realms of entertainment prevail in radio... The same proportion of women quality, quickness of script writers, decreases and sizes... The ratio will undoubtedly be maintained with the advent of television... He does admit the lasses may have a slight advantage in greater visual appeal, in a schooled knowledge of the craft of containing and in their possession of a more highly developed imaginative faculty... Beyond that he will not go.

Helen King (of the contest and graphology Kings) queens it without partner in her new quarters... She moved yesterday... Bright verbal bouquets are being handed “Hello” Bill Stiwe and his 59-year-old gal-child, Betteco, for the eye-filling manne-ner in which they decorated the NBC Children's Studio, with murals depicting the development of children's programs and a sensitively executed portrait of Walter Damrosch and his musical con-tribution to the child-world’s everything.

RADIO PERSONALITIES

Arthur B. Church, head man of KMBC, Kansas City, and known in his neighborhood and elsewhere as a lad who sleeps, eats and lives radio. As a youth in Lawrence, Kansas, he began radio experimenting with home-made apparatus. His parents had faith in him—and patience. And they were right. By 1915 Church had become known throughout the country as a radio expert and he used his amateur station to merchantize experimental radio equipment to other stations. He also used direct mail advertising in his enterprise.

In 1915 he obtained his first license, to operate the SWU at Lamoni. During the War he trained radio operators for the govern-ment. After the war he was engaged to conduct a radio station for the Reorganized Church of Jesus Christ of Latter Day Saints in Independence, Mo., and in 1921 he started the Kansas City station that was to become the program.

Active in NAB affairs, also in the advertising association field (he's a governor of the Advert-ising Club of Kansas City), financially associated with First National Television, and a first-rate student of the industry, Church has been through the growing pains of the radio industry and at his moderate age of 40 is exceptionally equipped with background and energy.

Married and the proud daddy of three children, his hobbies—next to work—are his family and photography.

ORCHESTRAS-MUSIC

The WDAF, Kansas City, sustainer, "Songs of Tomorrow," heard at various points past Labor Day, has featured in that time more than 75 songs written by Al Crocker and Eddie Sharratt, who supply two-piano music for the show, while for the past four months they have written a song a week for the pro-gram. The ditties range from the comedy type to high class ballads.

Tip to Coronaion song hunters and London fans: "Londons on a Foggy Afternoon," a new angle on the ever popular love theme, authored by Ina Gerson and music by Whitney Blake, New York music publisher.

Atlantic City has a "Musical Ambas-sador" in the person of the series of collegiate dance "Proms" played with "Music by Bartha". Wherever the musicians and entertainers per-form, the feature is picked up by local stations, and following each eng-agement, many students come to Atlantic City to hear Bartha and witness his Saturday and Sunday broadcasts over WPG.

Andre Kostalenz, whose Hollywood contact to conduct three numbers before the cameras in Paramount's "Paramount’s and Models" necessitated his absence from his next program, has delegated violinist Harry Hoffman to conduct the Wednesday, May 9 broadcast over the WABC-CBS network.

Tin Pan Alley goes class-conscious with such social preoccupations as "You’re Unfair to Organized Love" ("I’m Going to Picket Your Heart") in musical form. Published by Mills.

RE. 20,345—Thermionic Relay Tube System. George S. Schabre, Hemstead, N. Y., inventor.

2,078,245—Metallic Antenna Tuned to an Old Type of Quarter Waves. Werner Bueschbeck, Berlin, Germany, assignee to Telefunken Gesellschaft fur Drahtlose Telegrafie m.b.H.

2,078,245—Modulation and Frequency Stabilization. Dr. Julius Holman, Berlin, Ger- many, assignee to Telefunken Gesellschaft fur Drahtlose Telegrafie m.b.H.

2,078,246—Short Wave Shield. Hans E. Hellmann, assignee to Telefunken Gesell- schaft fur Drahtlose Telegraphie m.b.H.

2,078,258—Modulation Measuring System. Harold J. Schrader, Haddon Heights, N. J., assignee to RCA.

2,078,302—Multi-Modulating System for Short Wave Stations. W. A. Wolf, Merchantville, N. J., assignee to RCA.

2,078,304—Electric Discharge Device. Vladi-mir K. Koenig, Plainfield, Pa., and Ernest A. Mass, Jnr., Haddon Heights, N. J., assignees to RCA.

2,078,360—Cathode for Electric Discharge Devices. Wilhelm Ziegenhein, Berlin, Ger- many, assignee to Allgemeine Elektricitats Gesellschaft.

2,078,371—Electric Discharge Device. Her- bert D. Danner, Berlin-Wilmersdorf, Germany, assignee to Allgemeine Elektricitats Gesellschaft.

2,078,412—Uning Indicator Arrangement. Walter A. Roberts, Princeton, N. J., assignee to RCA.

2,078,414—Variable Condenser. Wolfgang Grunder, Berlin, Germany, assignee to Tele-funken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,449—Cathode Ray TUBE. Max Knoll, Berlin, Germany, assignee to Tele-funken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,450—Combined Television and Audio Broadcasting. Fritz Schrotter, Berlin, Ger- many, assignee to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.


2,078,607—Static Reducing System. Fred E. Merlot, R. R. 1, Walton, Ohio, assignor to Elizabeth Jane MacLaren.


2,078,745—Direction Finding Receiver Circuits. Walter Kuhlewitz, Berlin, Germany, assignee to Telefunken Gesellschaft fur Draht- lose Telegraphie m.b.H.

2,078,749—Selective Receiving System. John Moore, Riverhead, N. Y., assignee to RCA.

2,078,776—Glass-to-Metal Seal. William A. Stuart, Schenectady, N. Y., assignor to General Electric Co.

2,078,787—Thermionic Tube. Friedrich W. Hembig, Berlin-Hermsdorf, Germany, assignee to General Electric Co.

2,078,892—Vacuum Tube and Method of Making the Same. Frederick S. McCullough, Racine, Wisconsin, assignor to Manufacturers National Bank of Pittsburgh executor of said Frederick S. McCullough.

2-WAVE TRANSMITTER AWAITS FCC LICENSE

Philadelphia—Professor McElvaine of the University of Pennsylvania engineering school has applied to the FCC for a permit covering a revolutionary type of transmitter, waiving two distinct waves, emanating from two separate microphones. The waves are broadcast simultaneously and received and reproduced by receivers specifically built to detect both frequencies—in other words, double receivers. The purpose is to provide perfect audiorium fidelity and perspective in sound. Listening to two identical broadcasts over different frequencies has been found to cause the same cerebral reaction that occurs when you listen first-hand to a concert.

An analogy for this new system is the stereoscope. Remember those 1890 gadgets through which you looked at twin pictures and saw them merge into one, but with a third dimension—depth? Well, what happens there to the eyes happens, with the double receiver, to the ears, providing an additional dimension, or perspective in sound.

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DAVE SIMMONS, for three years chief announcer at KDYL, Salt Lake City, has left that post to become advertising man and promotional director for Morning Milk Co.

Mathilde and Theodore Ferro, authoress of "Lorenzo Jones," which made its debut on NBC-Red network Monday as a four times weekly feature, have a new play, "The Ivory Tower," headed for Broadway in the fall.

Ed Lee, who comes to the WFWF makes as sportscaster, will have the world's featherweight champ as his first guest.

Nancy Martin, singer, is headed for a new daytime commercial on WCAE, Pittsburgh.

John McCormick, who has just been promoted to manager of WERC, Cincinnati, is the manager of WINS, New York.

Martin Block's "Lend a Hand" hour on WNEW has found jobs for almost a third of the unemployed men and women interviewed on the program. Twenty out of 66 have been placed to date.

Elmo Russ, organist, composer and poet, formerly with WMCA, is now doing a Thursday 11 p.m. stint on WFWF, presenting a guest celeb each week.

Borrah Mincinitch and his Harmonical Rascals, current attraction at the Riverside Theater in Milwaukee, made a guest broadcast over WTMJ.

Ethel Shepard, Helen Yorke and Joe Martin will appear with Irving Aaronson's orchestra on "Broadway Melody Hour," with Jay C. Flippen as m.c., when the new series starts over both WHN and WOR on May 12 at 3 p.m.

WELI notes: George Gore, baritone, after several months' absence, returns with a 6:30 p.m. Saturday spot. Freda Swirski, pianist, signed for an Acme Moving & Storage Co. commercial Friday nights. Bill Farley has been subbing for Jay Coffey, announcer and continuity writer, who is on the gripe list. Charlie Armstrong handling Federal Theater program while Homer B. Mason is away.

Mr. and Mrs. Walter Leskiewicz, his director of the Polish Varieties program heard over WJBK, Detroit, leave on the Liner Pilsudski for a European jaunt, winding up in Poland. En route they will stop in London for the coronation ceremonies. Leskiewicz is shipping his car, and will take motion pictures of the entire trip. Couple is expected back some time in August.

WFWF last night had to cancel the Bing Crosby program, with permission of "Uncle Joe," who wants the address of Postmaster General Farley and others over the WFWF.

The "Ike" Stewart program, over WMCA, was rerun, as 'The Big Top' is on vacation. Stewart's "Second String" is also heard.

ITALIAN Radio: "Amici di Società" is broadcast over WMCA.

DAVE RUGGLES, on "Your Hit Parade," tomorrow (CBS, 10 p.m.).

RAYMOND SCOTT'S QUINTET, on "Saturday Night Swing Club," tomorrow (CBS, 7 p.m.).

ETHEL SHUTTA, on Ben Bernie program, May 4 (NBC-Blue, 9 p.m.).

ALBERT SPALDING, on Seastell Saturday Night Party, tomorrow (NBC-Red, 8 p.m.).

MILTON HERTH, organist, at Al Pearce Show, May 4 (CBS, 9 p.m.).

PATSY KELLY, on Fred Astaire show, May 4 (NBC-Red, 9:30 p.m.).

DOROTHY THOMPSON, guest columnist for the Heinz Magazine of the Air, May 10 (CBS, 11 a.m.).

LEE PATTISON, general manager of the Metropolitan Spring series, on Bernard Steinberg's "Music Box," today (WHN, 6:15 p.m.).

KATHLEEN NORRIS, broadcasting from London on Magic Key of RCA, May 9 (NBC-Blue, 2:30 p.m.).

THOMAS L. THOMAS, on Floyd Gibbons "Your True Adventure" program, May 6 (CBS, 10 p.m.).

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Shirley Temple Party Draws
Shirley Temple Birthday Party staged and presented by KCKN in cooperation with Young's Department Store, Kansas City, Kas., drew 1,700 children. The first 30 minutes of the party were broadcast by KCKN and the remainder of the broadcast was carried over ten stations directed by Randall Jessee of KCKN and attended by E. H. Schwarz, manager of Young's.

Entertainment for the party and broadcast featured juveniles of Kansas City Kansas, assisted by the entire staff of KCKN, including Roy Self, musical director; Karl Will, program director; Ralph Nelson, director of special events; and Evan Fry, Randall Jessee, and Virginia Wallace. Ellis Attorneys was general manager of the station. The entire show, written and directed by Ruth Sullivan, of the KCKN staff, also included a style review of Shirley Temple footnotes.

Healthiest Child Contest
Alabama-Georgia Syrup Co., sponsors of the "Melody Meetin,'" heard weekly over ten stations in Alabama, Florida, Georgia and South Carolina, is launching a contest the first week in May wherein they will pay $100 cash for a picture of the huskiest, healthiest-looking boy or girl brought up on Alaga Syrup. The radio program each week will carry news of the contest and tell how boys and girls may be eligible to win this big cash prize.

Any child up to twelve years of age can win. All that is required is a photograph or snapshot of the child, together with the child's name, the child's age, how long he or she has enjoyed Alaga, and an Alaga label. Contest will close at midnight, May 31.

Merchandising Plan Clicks
Last March, nearly two months after the first draft was reduced to writing, WDRC (Hartford, Conn.) released the first printed booklet of a

ONE MINUTE INTERVIEW

Sedley Brown

"Despite the fact that New York has always been the goal of ambitious people in the entertainment field, those who seek other communities, especially small towns, have a three to one better chance of success in radio than those who first opened their eyes in the Metropolis. Why this is so, I don't know. But statistics prove it."

Mrs. Franklin D. Roosevelt

Pond's

WJZ (NBC-Blue), Wednesdays, 7-7:15 p.m.

J. Walter Thompson

First Lady Has Gracious Style and Good Voice For Advertising

Mrs. Franklin D. Roosevelt, who made her second appearance on the new Pond's program this week, is an excellent conversationalist, with a fine clear voice, the very best enunciation, and a graciousness of personal manner that comes over the air most effectively.

In her second talk, "A Typical Day in the White House," the First Lady had as guest her personal secretary, Mrs. Malvina Thompson. Mrs. Thompson was not quite so well at ease as if natural a caller before the microphone, but she served the purpose in giving listeners a brief picture of the White House routine.

Program has particular interest for the women, and some for the men, with the new merchandising service. At that time a new product made its first appearance over any radio network, and test the soundness of this plan. The product was Shavettes, as having preparation in crystal form packed in a new type of transparent container. At the time of the air contract, Shavettes were being sold in very small quantities in only 15 drug stores in a very limited area.

A letter went to each wholesale distributor in the station's intense Connecticut coverage area, as well as a letter to each retail drug store. This letter told about the product, and announced the Shavettes broadcasting schedule. Within four days after the letters arrived, a representative of the manufacturer called on him. His order contained 12 tubes of the product retailing at 35 cents each. Druggers usually buy one or two or possibly four of a new product such as this. However, within three weeks, 67 prominent retail outlets had bought 12 tubes. There were still more druggers who expressed a willingness to buy in lesser quantities.

These druggers were stimulated to display the Shavettes card prominently on their counters.

The next phase of this test was a personal call by the WDRC merchandising representative, this call being made about one week after the stores were stocked. The purpose of the call was to check stocks and the location in the store of the Shavettes display card. Also to report the general effect of the radio advertising and possible improvement and details of distribution to the new product. The report following this call was full of interesting factors.

Among other things it was found that the letter paved the way for the salesmen in many stores, a great help for a sale. Selling a product entirely new to the druggist, and asking him to buy a full dozen tubes at that. It was found that many druggers wished additional information regarding the product. Some wanted samples to hand to prospective buyers. Others were selling Shavettes rapidly. Still others had 'tried them—they are right!' Many suggested the addition of a bit more perfume to the product. And many wished to buy in smaller quantities than 12. Some suggested that for WDRC's new merchandising service, it has already proved its ability to check the effectiveness of any radio advertising campaign for WDRC. It has also shown how manufacturers and distributors can be infinitely helped in marketing their product. A brochure outlining the plan has been prepared by the WDRC merchandising department.

Naming the Biscuit Boy

Victor Moore and Helen Broderick on Sunday will inaugurate a contest to choose a name for the National Biscuit Boy who has been without a "moniker" to date in their "Twin Stars" broadcast with Buddy Rogers over the CBS network 8-8:30 p.m. The little lad always longs for a name and Helen and Victor have volunteered to find one from the radio audience.

Int'l Radio Seeks Listing

Washington Bureau, RADIO DAILY

Washington—International Radio Comment sect. of the League of Nations' Special Committee on Radio Propagation is to request the new International Telecommunications Consultative Committee to obtain the necessary approval at its meeting next month. This move is the result of the League's approval of a recommendation made at its annual session last spring that the Consultative Committee be authorized to consider the establishment of an international radio frequency.