



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 14

NEW YORK, MONDAY, MARCH 1, 1937

FIVE CENTS

## Chevrolet Resuming Campaign

### RAPID PROGRESS MADE ON MUSIC TRADE CODE

Fair trade practice code of the popular music industry, actual administration of which will be under supervision of the Federal Trade Commission, and which will have jurisdiction over alleged cases of radio artist bribery now extant, is making rapid progress, according to John G. Paine, chairman of the board of the Music Publishers Protective Association.

The request that those concerned in paying for some plugs on the air, (Continued on Page 7)

### Coronation Will Test Big-Scale Television

The first practical use of television on a large scale in connection with a public event will take place in May when televised broadcasts will emanate from the scene of the coronation procession in London. Broadcasts will be aired by British Broadcasting Corp.

Engineers are now working along the entire route of the procession laying wires that will connect machines on the spot with the company's Alexandria studio. It is reported that the venture will involve a huge expenditure by the BBC. Wires alone are costing \$5 a yard.

### WHDL, Olean, Increases Facilities and Sphere

Olean, N. Y.—WHDL, which has nine studios and 35 permanent remote points, increased its spot broadcasting facilities last week with the addition of a portable short-wave transmitter using the call W8XAB.

Special aviation broadcasts will be inaugurated by WHDL soon, using a 10-pound short-wave transmitter de- (Continued on Page 2)

### RCA Meet April 6

Annual meeting of RCA stockholders will be held at 3 p. m. on April 6 in the RCA Bldg.

The corporation had 242,614 stockholders on its books as of Dec. 31 last.

Number of employees in the RCA organization averaged 21,942 monthly for the past year, an increase of 12 per cent over 1935.

### "Bank Night" on the Air

Pittsburgh—Theater bank night is moving in on local airwaves beginning today under the title disguise of "Curbstone Cash." The feature, to be broadcast weekly in front of Louis DeRoy's jewelry store, sponsor of the program, affords each listener possessing a numbered store coupon to win \$5.44. Should no one claim the money during the first broadcast it will be added to next week's award. The affair will be handled by Walter Frammer and Terry McGough.

### CANADIAN SERIES SET BY IMPERIAL TOBACCO

Imperial Tobacco Co. (Sweet Caporal cigarettes), have signed for a series of 13 programs, with option for an additional 13, with the Canadian Broadcasting Network. Programs will be aired every Sunday, 5:45-6:30 p. m., over the net's 56 stations, and will emanate from CFCF, Montreal. Program will feature transatlantic pick-ups, a band, a choir, soloists and commentator. Ken Sisson, arranger for Al Goodman's orchestra, is the only American connected with the series. He will make all arrangements for the popular music heard on the show. Program was booked by W. Victor George, president of the Whitehall Broadcasting Ltd., Montreal and Quebec.

### P. & G. Using Spots Over Upstate Stations

Procter & Gamble Co., Cincinnati (Crisco), is using WBS spot announcements over up-state New York stations, including WGY, WOKO, WABY, WSYR and WFBL. Ninety one-minute announcements will be used. Compton Advertising, Inc., New York, is the agency.

### STATIONS PROFITING FROM COURT DEBATE

Hartford — Customers buying time to talk against the Supreme Court changes sought by President Roosevelt have placed WTIC on the list of stations throughout the country that are cashing in on the controversy. The 50,000 watter, an NBC affiliate, is selling every available 15-minute spot on its evening schedule to organizations opposed to court changes.

In addition to prominent Connecticut persons taking to the ether, organizations are also sponsoring the periods, such as Connecticut Economic Council, the Women Investors (Continued on Page 7)

### "Woman's News Parade" Set for Southern Net

Atlanta—"The Woman's News Parade" a new quarter-hour daytime program sponsored by the Columbia Baking Co. and presented over a network of 11 Southern stations, goes on the air this morning for a series of 65 broadcasts, Mondays through Fridays.

The program, a sequel to the popular "Highlights of Hollywood," conducted last year by Columbia Baking (Continued on Page 2)

### Spot Series Returns to 380 Stations March 8

Chevrolet, through its advertising agents, Campbell-Ewald Co., Detroit, has issued orders to over 380 stations for the resumption of the WBS spot radio campaign during the week of March 8. Series was suspended Jan. 4 because of the General Motors strike.

In the telegram sent out by Campbell-Ewald last month asking that stations discontinue broadcasting the Chevy disks, the agency asked the radio stations to interpret the order as a suspension and not as a cancellation. Hence the same list of stations that were on the Chevy schedule last month will be used.

It is also understood that all stations have a sufficient number of WBS transcriptions on hand for two or more weeks of broadcasting so no production or shipment problem is evident. Transcriptions are of quarter-hour duration and are broadcast two or three times weekly by most stations. Rubinoff and his Violin, Evelyn Case and Jack Arthur make up the talent in the series. Disks up to last month had been on the air continuously since April, 1935, when the Toledo strike forced an interruption.

At present Chevy is using a series of one-minute announcements on an unannounced list of stations which includes the watch-word, "Chevrolet Forges Ahead."

### New NBC Coast Studios May Adjoin CBS Plants

West Coast Bureau of RADIO DAILY Hollywood—NBC's new Hollywood studios are to go on a block adjoining the new site of the block long CBS studios, and Hollywood will have its (Continued on Page 7)

## ★ THE WEEK IN RADIO ★

### ... Five-Year License Bill—A Long Shot

By M. H. SHAPIRO

THE station owners' dream, a longer license period, came to the front in Washington when Congressman Charles A. Anderson of Missouri introduced his bill on Thursday asking for a five-year license term for stations. . . . Question of license fees was raised in the Senate by Senators Green of Rhode Island and McAdoo of California. FCC Chairman Prall, however, stated that such a fee would have to be based on income. . . . Chairman Prall also assured Senator

Byrnes of South Carolina, that the FCC would not authorize 500,000 watters without the most careful consideration.

A.T.&T., through its subsidiary Electrical Research Products, sought all patents developed and to be developed by major film companies involving electrical communication of intelligence, including radio and television. These were the terms extended to film companies by ERPI as (Continued on Page 2)

### Midnight Commercial

Omaha—Bill Baldwin, Evelyn Mason and Ida Gillin, artists on the program known as "Out of the Night To You", sponsored by the Woodmen of the World Life Insurance Association and aired over WOW every Sunday at midnight for 30 minutes, are working on what is called "Grave Yard Hours."

Program originates from the Orpheum Theater.



## ★ THE WEEK IN RADIO ★

... Five-Year License Bill—A Long Shot

(Continued from Page 1)

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### 18 Southern Stations Get WSB Disk Series

Schwob Co., Columbus, Ga. (clothing), tomorrow will inaugurate a new series of WBS quarter-hour transcriptions on 18 Southern stations. Disks will be broadcast once weekly. "Schwob-Built Silver Anniversary Party" will be the title of the musical programs. Stations in the list are WSB, WDD, WSBC, WJDX, WMAZ, WQAM, WSFA, WCOA, WTOG, WTAL, WFLA, WMFJ, WRBC, WAGF, WJAX, WCOC, WALA and WDBO. James A. Greene & Co., Atlanta, placed the account.

### Baseball Broadcasts

Syracuse, N. Y.—Although the final OK has not been given, WSYR expects to broadcast play-by-play accounts of some of the home games of the Syracuse Chiefs in the International League this season. Nick Stemmler will do the splicing again. Sponsorship alternates between Wheaties and Socony Vacuum Oil Co.

## FINANCIAL

(Saturday, Feb. 27)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	177½	176¼	177½	+ 1¼
Crosley Radio	25	25	25	± ¼
Gen. Electric	61¼	60¼	61¼	+ ¼
North American	30	29½	30	— ½
RCA Common	11¾	11½	11½	—
RCA First Pfd.	77½	77¼	77¼	+ ¼
Stewart Warner	19½	19	19½	—
Zenith Radio	37	37	37	—
NEW YORK CURB EXCHANGE				
Nat. Union Radio	3¼	3½	3½	—

The Public Says:  
IT'S METROPOLITAN MANIA  
SPONSORS SAY:  
IT SELLS MERCHANDISE  
MARTIN BLOCK'S  
MAKE BELEIVE BALL ROOM  
WNEW FEATURE

a consideration for signing the proposed new agreement. Film execs are expected to demand a few changes before signing, but in the main the pact is expected to go through. ERPI, incidentally, has taken over \$1,000,000 from radio via electrical transcriptions the past three years.

National Independent Broadcasters, Inc., group of low watters seeking national biz are in line for some good news after nearly two years of waiting—waiting as an organization. Patiently, and realizing that after all they weren't missing anything for the most part, and putting their trust in the veteran adman James O'Shaughnessy, who is general sales representative. O'Shaughnessy has had long experience and is shrewd in the way of advertising—all phases. He now sees an opening to get a goodly share of the national advertising now going to several thousand country weeklies. These weeklies derive upwards of \$2,500,000 annually from national accounts. . . . Federal Trade Commission got after alleged unfair trade practices of various television studios which offer courses for the gullible and their brethren.

Post Office Department in Washington was still looking over the Old Gold cigarette newspaper contest, said series involving tremendous monetary outlay in space. It was believed that if the routine investigation proved adverse and the contest was called a lottery, then radio would have to be used quickly in order to save the day. Not that radio is a subterfuge for a lottery. . . . Similar contests in the past have always been given a clean bill of health. . . . Advertising Federation of America set June 20-23 as the date for its 33rd Annual Convention, the place being Pennsylvania Hotel, New York.

Co-op. Analysis of Broadcasting reported that the most popular type of daytime program was the adult serial dramas. . . . the report being based on info supplied by more than 161,000 radio homes located in 33

leading cities. Report gave detailed account of over 800 hours of commercial network broadcasting time and over 160 sponsored programs were analyzed according to 24 types, four income levels, four geographical sections and length of broadcast. Considerable other information was contained in the report. . . . Ad agency got busy on the rights to the Brad-dock-Louis fight to be held in Chicago next June. . . . Don E. Gilman, NBC West Coast chief, told the Los Angeles Advertising Club members that Hollywood would eventually equal or pass New York as a radio talent center.

Resignation of Samuel Becker, special FCC counsel in charge of the A.T.&T. investigation, brought out that the probe was coming to a close with radio and television being left out in the cold in so far as the investigation was concerned. . . . However Becker stated that any probe regarding tele should be on the basis of it being an uncompleted art. David Sarnoff, President of RCA personally held a press conference to tell music critics and radio editors about the forthcoming Toscanini series of 10 concerts starting sometime next December. . . . RCA prexy was suffering from a slight cold, but stood up well under the questioning, both sound and silly, from members of the press, and alleged members—judging by the alarm in their ways of thinking.

Don Lee chain on the Coast made a deal to add four additional outlets to the system, arrangements consummated by Lew Weiss, general manager.

RCA reported 1936 net of \$6,155,937, equal to 20.5 cents a share on the common stock; an increase of 20 per cent over the 1935 earnings. Gross for last year was \$101,186,310, against \$89,228,898 in 1935. Quarterly dividend of 87½ cents a share was declared on the \$3.50 cumulative convertible first preferred stock.

### WHDL, Olean, Increases Facilities and Sphere

(Continued from Page 1)

signed by the station's engineering staff. Russ Brinkley, chief announcer and a licensed pilot, will go to Buffalo to take the radio operator's examination.

WHDL has the first all-glass transmitter building in the U. S. and its new 308-foot radiator is one of the tallest self-supporting towers in New York State.

A brochure recently released by WHDL lists 360 advertisers for the year 1936. At present the station is conducting a letter contest with a big list of prizes offered for answers to the question, "Why Do You Like to Listen to WHDL?"

### "Woman's News Parade" Set for Southern Net

(Continued from Page 1)

embraces three topics, "Women in the News," "Fashion Trends" and "In Movieland."

Details of the program were worked out by the Freitag Advertising Agency of Atlanta. Stations using the programs include WBT, Charlotte; WDAE, Tampa; WTOG, Savannah; WIS, Columbia; WFBC, Greenville; WDBO, Orlando; WSB, Atlanta; WBIG, Greensboro; WRUF, Gainesville; and WJAX, Jacksonville.

### NBC Artists Marry

Marge Morin of the Morin Sisters Trio and Bob Casey of the King's Jesters Orchestra, both NBC artists, were married Saturday in Chicago.

## COMING and GOING

JACK ALICOATE, publisher of RADIO DAILY, sailed Saturday from New York on the Santa Elena for Los Angeles, to look over the radio situation there.

LEON BENSON of the Paramount press book department left New York last week for Hollywood, where he will assist on the new Paramount NBC radio program, "Paramount on Parade." Benson at one time was with the Crosley Radio forces, writing scripts and doing production work on WLW, and originating network commercial programs on the side.

PAUL WHITE, of the CBS special events department, and BOB TROUT, announcer, leave New York shortly for England to complete preparations for broadcasting the Coronation.

VICTOR RATNER, CBS sales promotion director, attended the White House Correspondents' Dinner in Washington last Saturday.

HENRY CHRISTAL of Edward Petry & Co. Station representatives, has left for a winter vacation.

WILLIAM S. PALEY, president of CBS, returns to New York early this week from the coast.

ARTHUR J. KEMP, Eastern local sales representative for the CBS Pacific Coast Group, left for Los Angeles and San Francisco yesterday on behalf of the local Radio Sales Inc. office. Kemp stops over in Chicago. He expects to stay on the West Coast for about two weeks before returning East.

A. L. MILLER, account executive of Erwin, Wasey & Co., with MRS. MILLER, sailed on the French liner Paris Saturday for Plymouth and Havre.

S. Q. NOEL, president of First National Television, Inc., operators of radio Station KXBY, Kansas City, is on a business trip to New York and Washington. Noel will be gone for two weeks.

MR. and MRS. FRANKLIN E. QUINN of New York have left on the Oriente for a month's honeymoon at the National Hotel, Havana, Cuba. Quinn is advertising manager of the Philco Radio & Television Corp. in New York.

JACK BERTELL returned to New York from Florida yesterday.

MURRAY ARNOLD, WIP publicity director, arrived in New York to discuss Inter-City network exploitation plans with AL ROSE. Returned to Philadelphia the same day.

FRITZ REINER, symphony conductor, arrives on the Berengaria tomorrow. He will lead a series of air programs and then return to Covent Garden and the Coronation. C. F. NIELEY, vice-president of American Tobacco Co., arrives on the same steamer.

### Childs Co. Restaurants Going on Air March 5

Childs Co., New York, (chain restaurants), will start a series of programs on WOR beginning March 5, using the 7:15-7:30 p.m. spot on Mondays, Wednesdays, and Fridays. Program will emanate from Childs Spanish Garden Restaurant on 59th Street with Ted Mack and his orchestra as the talent. In addition to conducting the orchestra, Mack will take a hand-microphone among the patrons for informal chats about the weather, how they came to eat in the restaurant, etc. Ruthrauff & Ryan, Inc., New York, has the account.

**Leo Says**  
TONIGHT'S BEST BET:  
Broadway Melody Hour  
with Col. J. C. Flippen  
8:00 to 8:30 p.m.  
**WHN DIAL 1010**  
AFFILIATED with M-G-M & LOEW'S

**COMMENTS**  
On Current Programs

**Universal Rhythm**

Addition of Countess Olga Albani to Rex Chandler's Universal Rhythm, heard over the NBC-Blue at 9 p. m. Fridays, has built up the program quite a bit. The countess, after a too-long absence from the radio, has returned in great vocal form. Other members who helped to make Friday's show an entertaining affair were the Landt Trio and the Caroleers, not forgetting the Chandler orchestra.

**Twin Stars**

There was a lot more life in the Twin Stars program emanating from the coast over the NBC-Blue net last Friday. The troupe seemed to have recovered from the temporary loss of Buddy Rogers, whose orchestra is being guest-conducted by Lou Kosloff. The show started off with zip, the comedy of Victor Moore and Helen Broderick was a lot funnier, and the singing of Mary Martin hit the right spot. An added comedian, who sounded like Billy Gilbert, contributed generously to the amusement.

**Hollywood Hotel**

With George Burns and Gracie Allen guest-starring, last Friday's Hollywood Hotel show was somewhat livelier than some recent editions of this west coast airing over the CBS net. Besides the typical nonsense dispensed by Burns and Allen, there was singing by four types of voices, a bit of chatter with Hal Roach about the Santa Anita race, and a tabloid preview of a new film with Barbara Stanwyck and Joel McCrea.

**Kraft Music Hall**

Josephine Tumina, operatic soprano, pinch-hitting for Mary Garden, who was stricken by flu, did herself credit on Thursday night's Kraft Music Hall program over the NBC-Red network from the coast. She has a clear, ringing voice, and apparently a nice personality. Two of Emcee Bing Crosby's other guests, James Cagney and Sidney Skolsky, registered rather weakly over the air. But there was enough of the crooning Crosby and the bazoeking Bob Burns and other help to keep the program pretty well up to its usual standard.

**Vallee's Varieties**

Rudy Vallee's distinguished guest of his last Thursday program at 8 p. m. over the NBC-Red network, Hillaire Belloc, the noted English writer, did not come over the air very effectively. It could be ascertained by strained listening that Belloc had some witty and some meaty things to say, but his voice did not have mike quality. Much better was the dramatic skit in which that sterling cinema actor, Jean Hersholt, played the chief role. And there was delight in the vocal work of Jean Sablon, a French version of Bing Crosby. Sablon has a persuasive flav-



**"JUNIOR G MEN"**

Fischer Baking Company (Buttercup Bread)  
WOR Mondays, Wednesdays and Fridays, 6:30-6:45.

**EXCITING CROOK SERIAL DRAMATIZING REPORTS OF YOUNG SLEUTHS.**

This is a program calculated to thrill the 13-year-olds and the adults who still retain a love of adventure. The episodes are based on reports submitted by the Junior G Men, an organization of more than 300,000 young boys living in and around New York City who are pledged to inform officials of suspicious occurrences. The crime does not pay idea is emphasized from the initial sounding of the police siren through the explanation that follows it to the thrilling moment when the culprit is taken. The Friday broadcast, "The Man on the Inside," featured Junior G Man Lester Lonigan and an excellent supporting cast of youngsters. The suspense was nicely maintained until the well-known moment of reckoning. Donald Peterson is the producer.

**"VOICES FROM OTHER LANDS"**

Sustaining  
WNEW, Thursdays, 8:45-9 p. m.  
TIMELY INTERVIEWS WITH STUDENTS FROM VARIOUS COUNTRIES ON TOPICAL QUESTIONS.

Larry Miers, for some years foreign cable editor of International News Service, plays the role of interviewer in this six-week series in which students from different foreign nations are given an opportunity to discuss topics of important timely interest. The Intercollegiate Branch of the New York Y. M. C. A. is sponsor of the programs, and a chap from India was the lead-off interview subject, with representatives of China, Japan, Alaska and other countries to follow. It sounds like a worthwhile little series, interesting and conducive to better international understanding.

or in his crooning. He ought to win plenty of friends. Edgar Bergen, the ventriloquial exponent, also was good.

**Terry and Jerry**

Heard over WNEW at 8 p. m. on Wednesdays, the Terry and Jerry series is performed by a couple of players who will bear watching. They are Tonia Lawton, a Broadway newcomer who made her bow recently as Terry, and Douglas Warren in the role of Jerry. The little skits they do in this series are more or less in the beaten path of boy-and-girl episodes, but Miss Lawton and Warren give them an unusual amount of life and feeling.

**"HOUSE THAT JACK BUILT"**

Duff-Norton Mfg. Co.  
NBC-owned and operated stations,  
Fridays, 7:45-8 p.m.

**FAIRLY DIVERTING ORGAN AND MUSICAL PROGRAM WITH POSSIBILITIES.**

Walker & Downing, Pittsburgh  
Employing guest artists, with Alexander Gray and Lois Miller as the initial stars, this program has possibilities of being a bright quarter hour, although the first show was not wholly up to its potential standard. Alexander Gray did fine with his renditions of "Why Do I Love You" and "Play, Gypsy," while Miss Miller played the organ and also vocalized.

☆ "Quotes" ☆

"It has been reported to me that a lot of bands are imitating my style. The more bands that imitate me, the more popular I will become. Imitation is not only the sincerest form of flattery, it is also the most profitable. Band history has proven that no imitator ever got very far, so why worry?"—HAL KEMP.

"The man doesn't live who is competent and prepared to broadcast television. The job calls for a combination of talents that haven't been developed yet. He would have to know radio production, movie technique, be enough of an artist to know how to frame his pictures artistically, and in a hurry, and be a master of technicalities 100 times more complicated than those in broadcasting."—DON E. GILMAN.

**MOTION PICTURE LIGHTING & EQUIPMENT CORPORATION**

Everything Electrical for Studios

*In addition to being the largest distributor of lighting equipment for motion picture studios in the east we are also manufacturers and designers of equipment for . . .*

**RADIO STATION!  
AUDITORIUM!  
DISPLAY!**

Also a complete line of electrical supplies including Mazda bulbs.

244-250 West 49th Street  
New York, N. Y.

Telephone  
CHickering 4-2074-2075

## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

RADIO goes to the opera...with two of Victor Arden's lasses vocalizing at the Met...Muriel Dickson and Natalie Bodanya both warbled in Thursday night's presentation of "Clandestine Marriage"...the latter in a starring part...the gal was extraordinary...Another ether-lark...Lucy Monroe...could give the nod to Philly opera offer...she'd have to decide to omit broadcasts... Three blue-bloods of theater and radio...Ethel Barrymore, Helen Hayes and Beatrice Lillie (Lady Peel, to you) serving as judges on Daily Eagle Personality Poll...Meri Bell... "Five Star Revue" chanteuse...posing for fashion shots in Central Park the day of the blizzard... her Rue de la Paix spring tailor silhouetted against St. Moritz winter sports background... Audience at "Fashion Show of the Air"...one-time La Salle sponsored program...consisted of breathless femmes with a yen to see Elizabeth Arden and her complexion...

▼ ▼

Elephants never forget...to do their chores...is what Adele Nelson, ex-vaudevillian, will impart on Sunday's "We the People"...She'll tell of how she acquired pachydermous pets in Ceylon...made domestics of them without benefit of every other Thursday off...According to Phillips Lord of the same program ten men want spots on "We the People" broadcasts to one of the sex called show-off...Singing Sally Singer of the Krueger show began her vocalizing on a Lake George showboat... Census addenda! WOR Sales Manager Bill Gellatly is parent to a new gal-child...Ditto Ruby Entler, supervisor of CBS mimeographic department...Tim and Irene premiere for "Admiracion Shampoo" first week in April, with Bunny Berrigan's ork...They'll make two transcriptions for "Norge."

▼ ▼

"Busiest woman in the United States" title-holder is Mrs. Kathryn L. Dicks... station agent of Nickel Plate Road of Buckland, Ohio...car checker, switch tender, baggage handler and crossing watchman...who'll rest from her labors when she tells the bridge-playing crowd how she does it...on March 15, for "Helnz Magazine of the Air".



● ● ● The J. P. Muller agency holds a ninety-day option on the services of Dizzy Dean, obtained by Jack Kofeod down in Florida...Dizzy will be spotted on a two- or three-a-week program for either an oil or gas concern during the ball season...Kofeod is preparing the scripts now... Plan is to pick up the hurler from cities the team plays...Sponsors will be set this week...Same agency has the contract on Jimmie Braddock and are trying to sell him for a three-times-a-week show up until his Louis bout, hoping that the same sponsor will also take the fight airing...Ralph Kirbery, the Dream Singer, purchasing a farm in Northern Jersey as a retreat...Jean Paul King, the word-slinger, jostled around in a taxi collision, between the Jessica Dragonette rehearsal and the Myrt & Marge etherization...a truck got the cab on the right and another taxi made certain to hit the left...Paul Yawitz, former columnist for the Sunday Mirror, and now receiving big money from RKO pix, considering radio offers on the coast...Matty Rosen down with a mysterious malady.

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● ● ● CBS musicians enjoying their rest room in the Seventh Avenue studios because of the view it provides...Same studio has the best organ of the web with Fred Holmes designated to care for these pipes...NBC will carry the "Play Ball" of the American League from Washington April 19, when the Senators meet the Athletics...F.D.R. will be the star-pitcher...Dave Apollon appointed a Texas Ranger by Gov. James V. Allred...Sheila Barrett, now in Detroit at the Athletic Club, will double at the Fox Theater there next week...She's also slated for the Saturday Night Party the 13th.

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● ● ● Doris Blake, the "Advice to the Lovelorn" columnist, preparing herself for an air show, which may be sponsored by a beauty cream manufacturer...Jules Nassberg asking people the price of kiddie-cars...Frank Parker celebrates his 10th year on the air this week...Earl McGill, CBS casting director, picks his horses a la "O-i-win" (blindfolded)...Corinna Mura, Spanish singer at the Palmer House in Chi, rushing to New York in answer to an agency call for audition...Tip to musicians: If you want a unique sound from the bass fiddle, place a sheet of paper between the strings and play naturally...Phillips H. Lord did not reveal the course of his three-week vacation to anyone...Because he appeared on the Magic Key with scenes from his play, George M. Cohan will not do a shot on the Bandwagon...Margaret Sullivan in "Stage Door" will be substituted. Sylvan Taplinger will handle the program with Ted Collins.

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● ● ● A Broadway producer refused to allow Harry Hershfield to review his show via the air a night after it had opened, claiming that the damage had been done by the drama-destroyers in the papers and Hershfield would only be adding salt...Ricardo cigars heard two CBS auditions last week...they were "Make Believe," a sustainer with Bill Perry and Ruth Carhart...and Irene Beasley with ork and a commentator...Both were half-hour try-outs... Bill Bacher will do another few Al Jolson shows...John Mayo, formerly FDR announcer, down in Knoxville heading the Scripps-Howard station there...The Press Photographers Ball will not be aired...This action is taken to avoid embarrassment to the guest stars whose contract commitments forbid appearance via strange mikes.

## PROGRAM ★ IDEAS ★

What Local Stations Are Doing

### Theater-Radio Hookup

A NEW and unusual program hits the air over WMT, Cedar Rapids-Waterloo, six times a week for 52 weeks with local Paramount theater sponsoring the show. Program is known as the "Movie Man" with Bill Brown, WMT announcer, emceeing the show. Feature originates in the lobby of the theater and is really packing them in.

Showmanship angles enter in from every source with Anne Oakleys and personally autographed pictures being given to all who take part in the broadcast. Thirty-five different questions concerning movie stars are used on each broadcast with tickets being given to those who send in questions used on the show.

"Movie tests" are given by having audience read commercials and act portions of films showing at the theater.

A "Music Memory" contest is held in conjunction with the movie man show. Numbers in current pictures showing at the theater are played in the lobby, with free tickets for those who send in the list of numbers played.

Show is proving to be one of the most popular features heard over WMT. John Grier, manager of the Paramount, reports box office pull much improved since taking on the "Movie Man" broadcast.

### New Programs on KTUL

Tulsa, Okla. — "Pickmore Movie Pictorial" is a new program over KTUL, sponsored by Frog department store. "Movie Pictorial" is a regular United Press news feature—the "Pickmore" being the store's trade name for its ready-to-wear.

Local Tulsa men's clothing store has adopted a new advertising with a feminine appeal predicated on the fact that the feminine influence sells the largest amount of men's wearing apparel. A radio program "Women in the News Today," a regular United Press news feature, starts tomorrow for S. G. Holmes & Sons over KTUL.

### WSYR Job Clinic

A recent idea in audience participation programs will be tried out on Sunday afternoons over WSYR, Syracuse. The scheme is a free unemployment bureau, with six jobless persons telling their stories to prospective employers. Set for a half-hour on Sunday afternoons, the venture is sponsored by the Wesley Furniture Co. and is being directed by Dan Dwyer.

### MCA Signs Arthur Boran

Arthur Boran, the CBS mimic-comedian, has just been signed by the Music Corporation of America for a period of one year.

**AGENCIES**

**FRED H. WILSON** of Arthur Kuder, Inc., New York, has been appointed Chairman of the Committee on Mechanical Production of the American Association of Advertising Agencies. Members of the committee include: John F. Aldinger, Young & Rubicam T. J. Carnese, Benton & Bowles; G. B. Dearnley, McCann-Erickson; Ernest Donohue, Batten, Barton, Durstine & Osborne; G. Finley, Federal Advertising Agency; W. T. Geller, Ferry-Hanly Co.; Charles G. Ickrath, Newell-Emmett Co.; S. A. Levyne, Joseph Katz Co., Baltimore George W. Speyer, J. Walter Thompson Co., Chicago; V. Spiegel, Lord & Thomas, and A. A. Thomas, J. Walter Thompson Co.

**HY McKEE**, former radio director of Cecil, Warwick & Cecil, sailed last Friday for a month's cruise. His resignation at the agency became effective the same day. McKee has announced no plans for the future.

**DON STAUFFER**, Young & Rubicam radio executive, has returned from his western vacation.

**TINY RUFFNER** of the Benton & Bowles Agency is very busy with steamship folders, planning a trip to England for a month. Date for departing not set.

**FRANKLIN D. CARSON**, for 12 years with Marshall Field & Co., has been appointed advertising manager of the Glass Container Association of America, for which the U. S. Advertising Co., Toledo, is agency. Large radio campaigns are planned.

**Readying New Serial**

Gene Stafford, copy chief of Langlois and Wentworth and writer of Columbia's "Treasure Adventure of Jack Masters" series, is readying a new serial called "The Girl From Reno." Series will run in weekly half hours.

**Gets Break at Last**

Florence Starr, a Dixie girl who has been singing since she was 2½ years old, gets her first coast-to-coast break tomorrow as Johnny and Doty's "deserver" on the "Listen to This" program over the Mutual net.

**F. C. C. ACTIVITIES**

Washington Bureau of THE RADIO DAILY

**APPLICATIONS GRANTED**

**WTRC**, Elkhart, Ind. Mo of license to change time of operation from simultaneous day, share night with WLBC to unlimited.  
**WKBW**, Buffalo, N. Y. CP to move transmitter locally and employ radiating system of WGR.  
**WGR**, Buffalo, N. Y. Mod. of CP to move transmitter locally and change antenna system.  
**WFOY**, St. Augustine, Fla. License to cover CP as modified; 1210 kc., 100 watts, unlimited.  
**KROC**, Rochester, Minn. Renewal of license for period Dec. 1, 1936. to June 1, 1937. 1310 kc., 100 watts, unlimited.  
**Charleston Broadcasting Co.**, Charleston, W. Va. CP for new relay station. 31100, 34600, 37600 and 40600 kc., 5 watts.  
**WJAC**, Johnstown, Pa. License to cover CP; 1310 kc., 100 watts night, 250 watts day, share time with WFBG.

**RENEWALS**

The following stations were granted renewal of licenses for the regulation period: **KFEL**, Denver, **KFKA**, Greeley, Colo., **KFRU**, Columbia, Mo., **KUSD**, Vermillion, S. Dak. **KVOD**, Denver, **KWTO**, Springfield, Mo., **WCOC**, Meridian, Miss., **WDAF**, Kansas City, **WELL**, New Haven, **WFIL** and auxiliary, Philadelphia, **WFMD**, Frederick, Md., **WICC** Bridgeport, Conn., **WIS**, Columbia, S. C., **WJAX**, Jacksonville Fla., **WLBZ**, Bangor, Me., **WMC** and auxiliary, Memphis, **WORL**, Boston, **WOSU**, Columbus O., **WQAM** and auxiliary, Miami, **WSUI**, Iowa City, Iowa, **WREC**, Memphis and **WSVA**, Harrisburg, Va.  
 The licenses of the following stations were extended on a temporary basis only, pending receipt and action on applications for renewal: **KGBU**, Ketchikan, Alaska, **WGHS**, Charleston, W. Va., **WJAY**, Cleveland, **WLBL**, Stevens Point, Wisc. **WPHR**, Petersburg, Va., **WSYR-WSYU**, Syracuse, **KGFG**, Oklahoma City, **WRPR**, Ponce, Puerto Rico, **KFUO**, Clayton, Mo., and **KSEL**, Pocatello, Idaho.

**SET FOR HEARING**

**Galesburg Printing & Publishing Co.**, Galesburg, Ill. CP for new broadcast station: 1500 kc., 250 watts daytime only.  
**W. W. Luce**, Fort Lauderdale, Fla. CP for new broadcast station: 1050 kc., 1 KW, unlimited.  
**Dan B. Shields**, Provo, Utah. CP for new broadcast station: 1200 kc., 100 watts, unlimited.  
**Northwest Research Foundation, Inc.**, Seattle. CP for new special b/c station: 1530 kc., 1 Kw., unlimited.  
**T. E. Kirksey**, Waco, Tex. App. for CP amended to request 930 kc., 250 watts night, 500 watts daytime, unlimited.  
**KUOA**, Siloam Springs, Ark. Mod. of license to change frequency from 1260 to 620 kc. and increase power to 5 Kw.  
**Clarence A. Berger & Saul B. Freeman**, Coeur d'Alene, Idaho. Amend application for CP to request 1200 kc., 100 watts daytime only.  
**F. W. Berton**, Coral Gables, Fla. CP for new broadcast station: 1420 kc., 100 watts, unlimited.  
**Roberts-MacNab Co.**, Bozeman, Mont. Amend application for CP to request 1420 kc., 100 watts night, 250 watts day, unlimited.  
**C. P. Sudweeks**, Spokane, CP for new broadcast station: 950 kc., 500 watts night, 1 Kw. day, unlimited.  
**WBZA**, Boston. CP to move transmitter, studio and install new equipment and directional antenna, change freq. to 550 kc., change time of operation from 1 Kw. night and day when synchronized with WBZ to unlimited.

**New Band for Benny**

When Jack Benny airs his Jell-O programs from New York the next three weeks he will be without Phil Harris and his orchestra. Young & Rubicam, agency handling the show, have been advised that Harris will be unable to leave the coast because of previous film commitments. Kenny Baker may also miss the first New York broadcast for the same reason. Benny and the remainder of his cast leave for New York tomorrow night following Benny's guest appearance on the American Can broadcast. No band has as yet been picked to substitute for Harris.

**Signs Library Service**

Latest additions to the WBS library service client-list include WSGN, Birmingham, and four South African stations located in Capetown, Johannesburg, Durban and Grahamstown.

**Roosevelt Talks March 9**

President Roosevelt will give his eighth "fireside chat" to the American public on March 9, 10:30-11 p.m., via the combined CBS, NBC, and Mutual networks. Inter-City Broadcasting System expects to carry the broadcast but plans are indefinite pending arrangement of its own pick-up of the President's talk. As in the past numerous independent stations will tie-in with the networks for the duration of the President's message.

**Dragonette in Story**

Jessica Dragonette will have an original musical love story, "Street Song," for her Palmolive Beauty Box Theater show Wednesday evening over the CBS net at 9:30 p. m. The playlet gives her a chance to sing several favorite songs.

**GUEST-ING**

**GERTRUDE BERG** has been signed by Herman Bernie to appear on the Ben Bernie broadcast for American Can on March 16.

**IAN HUNTER** and the Mauch Twins, in scenes from "Penrod and Sam," will be on the "Hollywood Hotel" hour over CBS on March 12.

**GREGORY RATOFF**, Hugh Herbert, Doris Nolan, Mischa Auer and Ella Logan are booked for "Hollywood Hotel" on March 19.

**JANET GAYNOR** and Fredric March do scenes from "A Star Is Born" on the March 26 "Hollywood Hotel."

**HOWARD HUGHES**, aviator and former film producer, will be guest speaker of the Advertising Club of New York at its March 4 luncheon, aired over WMCA and WOR.

**IRENE PURCELL**, Broadway actress, is the guest of Crosby Gaige on today's "Kitchen Cavalcade" over the NBC-Blue Net this morning.

**GEORGE JESSEL** returns to the west coast in time to appear as a guest on the Jack Oakie program March 9. Show is aired over the CBS net. 9:30-10:30 p.m.

**ADOLPHE MENJOU** makes his second appearance with Ben Bernie on March 9 over the NBC-Blue from Hollywood.

**FREDERICK JAGEL**, Met singer, will be with Ed Wynn on March 6 over the NBC-Blue.

**MARY GARDEN**, ill last week, and Freddie Bartholomew and Mischa Auer are to guest on Bing Crosby's March 4 show over the NBC-Red from the coast.

**GEORGE RAFT**, Capt. Eddie Rick-enbacker and Susanne Fisher will be among Joe Cook's Shell Show guests over the NBC-Red on March 6.

**MYRA HESS**, pianist, is the March 7 guest of the Ford Sunday Evening Hour, over CBS at 9 p. m.

**Singing Canary with Band**

Pete the singing canary bird, who warbles "Yankee Doodle," is scheduled to appear with the U. S. Marine Band tomorrow afternoon at 3 o'clock over the NBC-Blue net from Washington.

**Nellie Revell Returning**

Nellie Revell returns to the air March 9 at 5 p. m. in Nellie Revell Interviews, quarter-hour program over the NBC-Red network.

"BARON MUNCHAUSEN"

**JACK PEARL**

RALEIGH and KOOL CIGARETTES

WJZ-9:30 P. M. E.S.T.—Mondays NBC Network

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

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March 1  
**Greetings from Radio Daily**  
 to  
**Jimmy Dorsey**  
**Charles Martin**

## ☆ Chatter ☆

**HARRY W. FLANNERY**, daily news commentator on KMOX, St. Louis, in his program "Views On News," can count a successful part in at least one effort for civic betterment in St. Louis. Two years ago, he began to campaign for a reduction of the smoke volume in St. Louis. The people of the city had been talking about the evil for years. Flannery began to campaign for action. Now the campaign has already brought about a new ordinance that increased the number of smoke inspectors, required installation of approved equipment in all large buildings and factories and the use of "washed coal" in industrial plants.

*Angus Pfaff, chief announcer for WJBK, Detroit, suffered a broken collar bone in a fall from a horse—after announcing from a tightrope 60 feet in the air a week ago without difficulty.*

Gail Abbeys of the "Smoothies" program over WWJ, Detroit, has been called to Flint on account of the illness of her mother. The program is off the air for the time being.

*Walter Haas, Publicity Director of WDRC, Hartford, will return from a two weeks' vacation in Florida on Wednesday.*

WTIC, Hartford, announces a new commercial, sponsored by Hartford Light Co. on Sundays, 4-4:30. Moshe Paranov, conductor and dean of the Hart Music School, will present orchestral music, supplemented by a male chorus of eight.

*Portia Cuttino has resigned her position as reception secretary at WIS, Columbia, S. C. She has been with the station since July, 1936. Miss Cuttino plans to enter the real estate office of her father in Sumter, S. C.*

Briefs from WICC, Bridgeport: Hugh Shields adds a five minute discussion bit on "Our Times" to his Wednesday 7:15 p. m. broadcast of Sense and Nonsense . . . Adah Smith Alison added as accompanist and pianist to Dolores Hanford's Song Shop which shifts from the present Thursday period to Wednesdays at 5:30 p. m. . . . Wallingford's Elsa

## ONE MINUTE INTERVIEW

"I hope that radio will beckon more to concert singers and maintain the same ratio of musical progress that was achieved last year. The audience a radio artist plays to is often more intelligent and critical than the movie-goer. The latter may stay away from the theatre, while the former has his pick at his fingertips."

## RADIO PERSONALITIES

No. 8 in the Series of Who's Who in the Industry

**ALFRED J. McCOSKER**, president of the Bamberger Broadcasting Service, Inc., chairman of the board of the Mutual Broadcasting System, Inc., and vice-president of Radio Quality Group Service, Inc. One of the few men that have graduated from the newspaper ranks to an executive position in radio. Used same tactics at WOR as he did as editor. Soon elevated to station director and general manager. First to inaugurate the "spot" feature type of broadcasts and to install remote control lines in almost every possible source of such programs. Served two terms as president of the National Association of Broadcasters, being elected in 1932 and re-elected the following year. Served on executive committee of the NRA in 1933, having been appointed to that position by President Roosevelt. Was the first radio executive to be appointed a member of the board of directors of the Advertising Federation of America. Spends plenty of hours at his desk, but occasionally takes time off to attend the meetings of one of the innumerable clubs to which he belongs.



First to Inaugurate Spot Features . . . . .

Hemenway programs her "Piano Miniatures" at 4:30 p. m. on Wednesday afternoons.

*Lester E. Cox, vice-president of KCMO (Kansas City) is expected to return early next month from a four-week boat trip through the Panama Canal and up the west coast.*

Norris West and Joe Gottlieb have taken over most of the production jobs on the dramatic shows now produced at WCAU, Philadelphia.

*"Jolly" Jack Yager, sponsor of the Cedar Valley Hillbillies, over WMT, Cedar Rapids, and long connected with the show, has decided to take a rest from active duties, leaving the program up to Bert Puckett, Dad, and all the boys. Hereafter Jack will devote his time to the Saturday show. All of the programs come direct from Yager's store.*

Roger Wheeler, the script writer for WEEL, Boston, is the author of many radio plays. He furnishes the script for the Campana Little Theater of the Air regularly. Next summer Wheeler will give a course at Emerson College on radio playwriting.

*Art Shepherd, WMT's "Question Man," is the father of a six-pound baby daughter, Judith Ann.*

Larry Vincent, exponent of the modern rhythms, moved in to the 11 p. m. period at WCAU, Philadelphia, when Alen Scott left for a vacation on Florida's shores. Vincent, a new addition to the late evening programs at WCAU, came to Philadelphia recently from the Columbia network in New York.

*Bill Dyer of WCAU, Philadelphia, will postpone his trip South so he may attend the Baseball Announcers Convention to be held in Chicago or Miami during the latter part of March. This Convention will draw*

*sports announcers from coast to coast and will include representatives from more than fifty cities that are broadcasting baseball games.*

Sam Serota returns to WIP to air the newspaper funnies for the Philadelphia Evening Ledger.

*Foster May, WOW's well known "Man on the Street" and news commentator, left Omaha last week for a three-week vacation motor trip to Mexico City. He is accompanied by Mrs. May. During his absence, Harry Burke, program manager of WOW, will serve as news commentator.*

Joseph DeOtto, WWSW (Pittsburgh) organist and production man, moved to WCAE as staff organist. Ed Scatterday, WCAE engineer, moved to WOR, Newark.

*John J. Davis, Pittsburgh actor, joined WWSW as staff announcer.*

Wini O'Keefe, casting director of Langlois and Wentworth, has added Marshall Bradford of "The Masque of Kings" cast as a member of the "Front Page Drama" players. Bradford's voice will be heard on the air for the first time this week over 236 stations.

*James Vincent, for 30 years connected with the theater and motion pictures, will be the speaker for American Plays Ass'n tomorrow at 11:45 a. m. over WBNX, the Bronx. He will talk on the Dickstein bill.*

Warren Stokes interviewed Mrs. Wallace Reid, who will supervise the forthcoming Monogram picture, "Paradise Isle," over KEHE last night.

*Duart Creme of Milk gave a series of luncheons last week to beauty and radio editors. Howard Williams, advertising manager, played host.*

## New Accounts

Renewals

NBC

PROCTER & GAMBLE CO., Cincinnati (Ivory snow), through Compton Advertising, Inc., New York, STARTS "Life of Mary Marlin" on 8 NBC-Blue stations (WJZ, WBZ-WBZA, WHAM, WBAL, WSYR, WXYZ, WLW), Mondays through Fridays, 5-5:15 p. m., on March 29.

CBS

J. B. FORD & SON CO., Wyandotte, Mich. (cleaner, through N. W. Ayer & Son, Inc., New York, STARTS "A Page From Your Life" on 11 CBS stations (WCAU, WJAS, WHK, WKRC, WADC, WBNS, WHIO, WKBN, WCSH, WWVA, WJR), Tuesdays, Thursdays, Saturdays, 2-2:15 p. m., on March 2. WEEL, WPRO, WDRC, WORC, WMAS will be added to the network on March 13.

NASH-KELVINATOR CORP., Detroit (refrigerators), through Geyer, Cornell & Newell, Inc., New York, STARTS "Prof. Quiz" on 55 CBS stations, Saturdays, 8-8:30 p. m., on March 6.

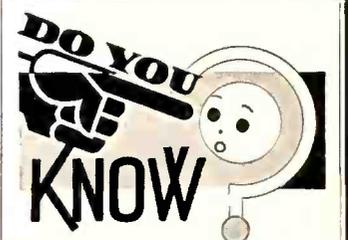
MBS

MENNEN CO., Newark shaving cream), through H. M. Kiesewetter Advertising Agency, Inc., New York, RENEWS "Famous Jury Trials" on 4 MBS stations (WOR, WLW, WGN, WAAB), Mondays, 10-10:45 p. m., effective April 12.

NORTH AMERICAN ACCIDENT INSURANCE CO., Newark, through Franklin Bruck Advertising Corp., New York, STARTS "Gabriel Heater" on 3 MBS stations (WOR, WGN, CKLW), Sundays, 9:30-10 p. m., on Feb. 21.

MBS

MACFADDEN PUBLICATIONS, INC., New York (True Detective magazine) through Ruthrauff & Ryan, Inc., New York, renews "Mystery Stories" on 2 MBS stations' (WOR, WLW), Tuesdays, 9:30-10 p. m., effective March 9.



Although television in this country is still in the experimental stages, the Federal Communications Commission has granted 20 station licenses to date, for experimentation. Four of them are portable. Of the 20 licenses, NBC and RCA each have three.



ON Sunday afternoon programs from WWVA, Wheeling, two professors vie for the radio audience. From 4 to 4:15 Professor Brainbuster is presented by the Reichart Furniture Co. and makes 19 statements on the air. He asks the radio audience to write in telling him whether the statements are correct or incorrect. Prizes are awarded listeners who have the nearest perfect score and an additional prize is given listeners who send in statements used on subsequent broadcasts. Professor Blumentberg is one of the musicians in a new series of programs known as "Meditation," presented 4:15-4:30 by the Bertschy Memorial Mortuary of Wheeling.

"We Are Four," which will be sponsored by Libby, McNeil & Libby over WGN, Chicago, and the Mutual network starting Monday, boasts one of the largest permanent casts in radio. Program is directed by Edward Smith, producer of "Painted Dreams" and "Bachelor's Children."

Izzy Ginsberg acts as master of ceremonies on the only program on any station which originates within a pawn shop, known to WMT (Cedar Rapids) listeners as "Izzy on the Air," and heard every Monday through Friday at 2:00 p.m. Accordion music as only Izzy's boys can play it is to be featured on the show.

WHK, Cleveland, has contracted to broadcast games of the Cleveland Baseball Club again this season, announced H. K. Carpenter, manager. Jack Graney, former Cleveland Indiana left fielder, will be at the mike.

"Day Is Done" program over WBNS, Columbus, with Geer Parkinson at the organ, and Adrian Fuller, of the Columbus Dispatch editorial staff, with word pictures of scenes and events woven from his world travels, has been lengthened to a half hour daily, starting at 11 p.m. Included in the re-arranged program is the music of "The Humming Birds," girl trio. Program is sponsored by the Dispatch.

The Voice of Southland, one of the oldest and most successful studio programs of WFAA, Dallas, will be heard on Monday evenings at 8 instead of Tuesdays as in the past. Program is sponsored by the Southland Life Co., with Clarence E. Linz as master of ceremonies, and Hyman Charninsky, orchestra conductor.

"Vanda," recently of the West Coast and Houston, is filling a sustaining spot over WSMB daily for 15 minutes, featuring poetry and organ work.

## NEW PATENTS

Radio and Television

Compiled by JOHN B. BRADY, Attorney, Washington, D. C.

- 2,071,382. Electron discharge device. James R. Balsley, La Canada, Cal., assignor of one-half to Frank L. A. Graham, San Marino, Cal.
- 2,071,398. Radio receiver. Walter A. Frantz and Paul D. Kendall, Cleveland Heights, O.; said Kendall assignor to said Frantz.
- 2,071,423. Ultra high frequency oscillation generator. Pierre H. A. Nordlohne, Eindhoven, Netherlands, assignor to RCA.
- 2,071,515. Electron Multiplying device. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television, Inc.
- 2,071,516. Oscillation generator. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television, Inc.
- 2,071,517. Multipactor phase control. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television, Inc.
- 2,071,522. Thermionic cathode. Harold Heins, Dorchester, Mass., assignor to Raytheon Production Corp.
- 2,071,564. Cycle variable frequency oscillator. Alexander McLean Nicolson, New York, assignor to Communications Patents, Inc.
- 2,071,597. Stem for electron discharge devices. Anthony J. Vasselli, Newark, N. J., assignor by mesne assignments, to RCA.
- 2,071,630. Multiple electrode thermionic tube. Ralph M. Heintz, Palo Alto, Cal., assignor to Heintz & Kaufman, Ltd.
- 2,071,733. Reception system. Richard C. Curtis, East Orange, N. J., assignor to Wired Radio, Inc.
- 2,071,748. Rectifier tube. August Hund, West Orange, N. J., assignor to Wired Radio, Inc.
- 2,071,759. Electron discharge tube system. Nicolai Minorsky, Narberth, Pa., assignor to RCA.
- 2,071,773. Welding apparatus. Watson Sidney, Bloomfield, N. J., assignor to RCA.
- 2,071,774. Radio control device. Adolf Spottel, Berlin, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.
- 2,071,849. Electrical discharge device. Erwin F. Lowry, Wilkinsburg, Pa., assignor to Westinghouse Electric & Manufacturing Co.
- 2,071,858. Radio receiving system. Roger M. Smith, Merchantsville, N. J., assignor to RCA.
- 2,071,874. Electric discharge tube or incandescent lamp. Peter W. Dobben, The Hague, and Johannes Visser, Amsterdam, Netherlands, assignors to N. V. Phillips Gloeilampenfabriek.
- 2,071,923. Electron discharge device. Samuel G. Frants, Princeton, N. J., assignor to RCA.
- 2,071,950. Super-regenerative receiver. John L. Reinartz, Manchester, Conn., assignor to RCA.
- 2,071,958. Method for producing intermittent effects and system therefor. Ward W. Wartrous, Jr., Bloomfield, N. J., assignor, by mesne assignments, to Westinghouse Electric & Manufacturing Co.

### New NBC Coast Studios May Adjoin CBS Plants

(Continued from Page 1)  
own radio city on Sunset Boulevard, from Gower to Argyle streets, if reports are correct that a group of real estate men are representing NBC in their activities.

Strength is given the report because the site is practically the only open full block left in the business part of Hollywood, and NBC's projected building activities will have to be on a scale big enough to provide extra space for television when it comes.

New CBS studios are going up on the block on Sunset, between Gower and El Centro—the site of the old Christie studios. They will have a five-story structure covering the whole block.

In the block west, now used as a golf driving range, there is a slightly larger area, and zoned to permit the building of a structure as large as or larger than the new home for CBS.

This would concentrate a radio broadcasting group in the heart of Hollywood, a few blocks southeast of Hollywood and Vine.

### Stations Are Profiting From Debate on Court

(Continued from Page 1)  
of America and the National Women's Committee for Hands Off the Supreme Court.

Altho considerable network time is being given gratis to political speakers and others for and against the proposed Supreme Court changes, local time is beginning to feel the stimulus of sponsored talks, according to reports from all parts of the country.

### Rapid Progress Made On Music Trade Code

(Continued from Page 1)  
also those who have received such money, communicate with Painé so that any complaint arising subsequently would not precipitate embarrassing investigations by the FCC, has resulted in numerous letters of explanation being received. (Request appeared exclusively in RADIO DAILY.) These letters to some extent justify certain transactions in question and by acting upon them now it is hoped to preclude later action on the same complaints by the Federal authorities.

Hearing in connection with the new code, scheduled in Washington on March 3, will do much to give all concerned a clean bill of health so that actual operation of the code as desired by the FTC will start the music industry off with a clean slate; also any orchestra leader or other radio artist involved will be in the position of beating the potential complainant to the punch by admitting or explaining transactions anent money, presents, or payment for special arrangements, etc.

### CBS Outside Bookings

CBS artists bureau has booked Virginia Verrill, into the Versailles night club, opening March 11, for three weeks; Alexander Gray into the Miami-Biltmore, March 1, for four weeks; Tito Guizar at the Roney-Plaza, Miami, March 7, for four weeks. Chez Paree, Chicago, has taken up Gertrude Niesen's option, and she will remain there another six weeks. Deals closed by Paul Ross.



JENO BARTAL and his Continental Ork have succeeded Dave Schooler and his band in the Piccadilly's Georgian Room.

Don Bestor will be aired via NBC wire on Sundays and Thursdays from the Netherlands Plaza, Cincinnati, effective this week.

Jan Pearce, concert-touring with first stop Cleveland on March 2nd returns Sundays for his broadcasts.

Charlotte Loughton and her harp have been added to the musical staff of KTUL, Tulsa. She appears several times a week in harp solo programs and is featured with Ralph Rose, Jr., and his KTUL Salon Ork.

The only instruments added to his band by Guy Lombardo in his seven winters at the Roosevelt are the mellophone and an additional piano.

Ralph Rose, Jr., KTUL musical director, has organized a new salon orchestra consisting of violin, piano, organ, cello bass and clarinet, with Melvin Tinsley as arranger.

Herbie Kay and his orchestra yesterday began an indefinite engagement in the Mural Room of the Baker Hotel, Dallas. While in Dallas he will broadcast regularly over WFAA.

In the Adolphus Hotel Century Room, with broadcasts over KRLD, Dallas, Will Osborne and his orchestra are now featured. Osborne succeeded Joe Venuti's Orchestra.

Joe Biviano supplies those entertaining musical backgrounds, with his accordion, on Crosby Gaiges "Kitchen Cavalcade" airings at 10:45 a.m. daily over NBC-Blue.

Wingy Manone is etherizing nightly over WDSU, New Orleans, by remote control from a local night spot. Manone is standing before Steve Loycano's band.

Sid Solomon and his Hollywood Serenaders will do their serenading Thursdays and Saturdays via WHN with Hollywood Restaurant as point of departure.

Ed Smalle, organizer of and arranger for "The Caroleers", of the "Universal Rhythm" program is still receiving royalties on recordings of piano solos 23 years ago.

Gladys Swarthout departs from her own precedent and offers a cycle of cradle and nursery songs to alternate with operatic arias on her weekly fireside recitals, effective March 10.

# Los Angeles

**JIM HARPER** of the Bob Taplinger Los Angeles staff, leaves publicity to return to the newspaper game as radio director for the Daily News and Evening News. Ken Frogley leaves the News to publish his own community magazine, and Ray Bufum, of the KFWE publicity staff, takes Harper's place with the Taplinger organization.

Don Wilson turned down the chance to follow Twin Stars over to Columbia when it switches networks on April 4, and will remain one of NBC's exclusive prizes and joys.

Loyal Underwood, of the original announcing staff of KNX, finishes a dozen years' continuous service with the station to go freelancing. He's the Sheriff of the Barn Dance.

Jess Pugh of Wrigley's new Scattergood Bains cast announced he was going to change his name, backed out after a week's trial—and Pugh it is to continue. Bains is trying out on the Coast, if it clicks, will go nationwide.

L. Ward Wheelock, vice president J. Wallace Armstrong and H. F. Jones, Campbell ad chief, are here from New York.

Homer Canfield, radio editor of the Glendale News and associated with Larry Grant in a Southern California daily radio log and chatter syndicate, is getting ready to air a new program, sponsor not yet announced. Half the fifteen minutes will do a radio version of the Hollywood movie gossip, the other half will be replaying of air checks to show listeners what goes on in the rehearsals of favorite programs.

Cliff Webster, who has been assistant, moves up to full management of NBC's Consolidated Radio Artists, in place of Phil Jacks, resigned.

KFT's Hollywood Extra programs got its first job for an extra after its second airing, when RKO heard and signed Kimbol Grant.

American Stove has bought a former KHJ sustaining feature, Katherine Muselwhite's "Easy Home Decoration," and will put the popular interior decorator on mornings, Monday, Wednesday and Friday. Thirteen weeks.

KMTR will start a new series of "bad dreams to you" thrillers, using the British players. Goes on 11:30 to midnight, Sundays.

## Greeting for WFEA

Manchester, N. H.—WFEA, which last fall signed a contract to become an optional member of the NBC-Red and the NBC-Blue networks, will be greeted as an active affiliate by NBC today. Salutes will be broadcast over both NBC networks during the day.

In addition to being the date on which WFEA becomes actively associated with NBC, today is the station's fifth anniversary.

## SELLING THE STATION

... Merchandising \* Showmanship \* Exploitation

### Sixth Year for Barn Dance

**CHICAGO**—The WLS Barn Dance Centers its sixth big year on the NBC nets on March 6. The show broadcast each Saturday from the stage of the Eighth street theater here to a radio-playhouse audience that numbers 1,100 has played to 562,036 paid admission for a total gross of \$421,527 during the past five years, while several intact touring units of the popular radio production have established box-office records throughout the country in theatres and auditoriums.

### Definite Campaign Plans

**EDWIN M. McCAFFREY**, seasoned, all-around advertising man who guides the commercial destiny of KPMC, Bakersfield, Cal., took the so-called bull by the horns at the

station's start a little over two years ago and has proven conclusively that it pays to use the utmost care in working out even the smallest of radio advertising campaigns.

Sensing the pronounced tendency for advertisers in small cities to get careless with their advertising presentations, McCaffrey insisted, at the outset, that no commercials went on the air without a definite advertising and merchandising plan behind them. At first some of the merchants thought he was "big timing" them; later they learned that this procedure "paid off."

Today KPMC not only enjoys a remarkably substantial volume of business, but it is all consistent, and the station's commercial department is regarded by advertisers as a valuable help rather than a bunch of peddling pests.

### 8 Commercials Added By WIS, Columbia, S. C.

Columbia, S. C.—WIS has added the following 8 commercials to its schedule: Stanback, effective immediately, three news periods throughout the week. J. Carson Brantley is the agency; Carolina Baking Co., beginning March 1, a 15-minute program devoted to women listeners, Freitag is the agency, George L. Williams Co. (Housing Loan Service) Sundays, 5:30-5:45 p.m., program entitled "Famous Homes of Famous Americans," contract calling for a series of 13 programs; Dr. O. L. Walter (optometrist), Sundays, 5:45-6 p.m., "Men of Vision"; Pet Milk Co., Tuesday and Thursday, 10:15-10:30 a.m., Household Hints; Columbia Lumber & Manufacturing Co., Sunday, 1:30-1:45 p.m., musical variety and speaker; The Church of God, Sunday, 8:30-9 a.m., religious services; Pilgrim Health & Life Insurance Co. and Pinckney Funeral Home, co-sponsors, Sunday, 4:30-5 p.m. church services.

### "Castles" Switches

"Castles of Romance." The program will be heard on Tuesdays over WJZ at 6:35 p. m., sponsored by Harvey Whipple, Inc., starting March 16. At present the show is heard on Wednesday evenings. The singing and acting of Alice Remsen and George Griffin will be featured. They will be aided by Al and Lee Reiser at two pianos. Miss Remsen will also write the script for the show.

### Ed Linehan Syndicated

Lincoln—Ed Linehan, scripter for the "Zero Hour" blood and thunder for the Iowa net originating at KSO, Des Moines, Ia., now becomes a syndicate. His former chief, Reginald B. Martin, now station manager here for KFAB and KFOR, has signed him to contribute his 30-minute hair raisers for re-broadcast here on KFOR. The listening area does not overlap

### Back Up Air Campaign With Assorted Media

Cincinnati—Use of various other promotions in support of a radio campaign over WKRC has worked out highly successful for Rubel Baking Co.

Using a lovable youngster as its symbol and "The Freshest Thing in Town" as its slogan describing the kid and the bread, Rubel supplemented its radio series with billboards, truck-posters, movie reels, point-of-sale and newspaper advertising.

Results were so good that advertising agencies and bakers in many parts of the country have written for information on the campaign, according to John L. Sinn, radio director of Frederic W. Ziv., Inc., agency, which conceived and handled the campaign and is now placing transcriptions of it in other markets outside of Cincinnati.

The radio program is a continued story of interesting adventures involving the clever antics of little Johnny Lawrence, "The Freshest Thing in Town."

### Spot Announcements on Film

To advertise and promote the new picture "Lost Horizon," which will be road-showed throughout the country, Columbia Pictures is planning to use spot announcements if the Philadelphia test proves satisfactory.

Picture opens in Philadelphia on March 7 and a 50-word announcement campaign begins March 1 on WIP and WCAU. Plugs will be broadcast once daily for the first five days, and twice the day before the opening, twice after the initial performance. If campaign clicks picture company will use the same schedule in each city showing the picture. The Biow Co., Inc., New York, placed the account.

# Chicago

WENR Minstrels to resume their show here briefly.

Howard Chamberlin, announcer of the Barn Dance program has accepted an appointment as program director of station KMA Shenandoah, Iowa. Chamberlin's mike spot will be filled by Ed Paul of WROK, Rockford, Ill. Paul, on way to coast, stopped off here to visit his pal, Lynn Brandt, NBC announcer and is remaining to work for NBC here.

Don Quinn, who writes Fibber McGee, off to the coast for a well earned vacash.

Pat (Uncle Ezra) Barrett and the Missus, formerly Nora Cunneen and his vaude partner for years, celebrating their 24th wedding anniversary.

Tom Fisdale, radio publicist, mending in Michael Reese hospital after throat operation.

Pillsbury Flour Mills publishing "Today's Children," NBC dramatic serial from pen of Irma Phillips, in book form.

Tommy Bartlett of WBBM staff goes to Detroit March 2 to open series of femme gossip interviews for sponsors of "Meet the Missus" program.

Arch Oboler is the author of "Lights Out."

The Preisser Sisters, Cherry and June, originally scheduled for WGN-Mutual "Melodies from the Skies" program for Sunday, will defer their appearance on Harold Stokes program until March 7.

### Expand "Man on Street"

Lincoln—Going 100 per cent on "men-on-the-street," the Central States Broadcasting Co. has just sold KFOR's questioner to a baking company, KOIL, Omaha; KFAB, Lincoln and Omaha, and now KFOR have men on once or twice daily asking the public opinion. To find a man for KFOR's show, every announcer is given a day's trial, and the listeners asked to vote.

### Bible Stories Adding

West Coast Bureau of RADIO DAILY

Los Angeles—The Sunday Players, now on 22 American stations and two Australian stations with the 52 half-hour transcriptions of familiar Bible stories, will add three new outlets March 7.

### Music Week May 2

National Music Week this year will take place May 2-8, it is announced by David Sarnoff, chairman. Slogan for the 14th annual event is "Foster Local Music Talent".



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 15

NEW YORK, TUESDAY, MARCH 2, 1937

FIVE CENTS

## P. & G. Adds 5 NBC Shows

### GOOD WILL SERIES FOR NBC NETWORK

West Coast Bureau of THE RADIO DAILY  
Los Angeles—Series of 13 half-hour dramatic programs, done by biggest names among artists, writers and producers, and with four-minute talks by such world leaders as President Roosevelt, Einstein and Conant, are to go over NBC's full network starting this spring, under sponsorship of the newly organized Radio Committee of All Faiths, headed by Dr. Everett R. Clinchy of New York and Albert D. Lasker, president of Lord & Thomas.

Purpose is to convey a message of good will, tolerance and fellowship throughout the world."

Acceptances from invitations sent to more than 50 big names in radio already include: Dorothy Canfield, Edna Ferber, Booth Tarkington, John

(Continued on Page 3)

### Would Probe Outlays For Gov't Propaganda

Washington Bureau of THE RADIO DAILY  
Washington—A probe of government expenditures for propaganda via radio and films was indicated yesterday when Congressman John

(Continued on Page 2)

### \$85,000 Improvements Are Planned by WDSU

New Orleans—WDSU will spend \$85,000 for improvements, including a 454-ft. tower and other new equipment and a boost in power to 5,000 watts day and night, if application is approved by the FCC, according to J. H. Uhalt, president of the station.

### Community Sing Film

Inspired by radio's popular Community Sing program, 20th Century-Fox will film a feature entitled "Everybody Sing," the company announced yesterday.

Principals in the cast will include Leah Ray and Tony Martin, both familiar on the air, and Joan Davis, comedienne.

Sol M. Wurtzel will produce the picture.

### Extend Kostelanetz

Liggett & Myers Tobacco Co. (cigarettes) have signed Andre Kostelanetz to continue on the Wednesday night CBS Chesterfield program until Jan. 1. Program is heard 9-9:30 p.m. over a coast-to-coast network. Newell-Emmett Co., Inc., is the agency.

### CBS STATION TOTAL IS INCREASED TO 101

CBS yesterday announced the 101st station to join its network. WCOC, Meridian, Miss., is the last station and will join CBS on May 2 or sooner. Station is owned by D. W. Gavin and operates under the name Mississippi Broadcasting Co. WCOC has a license for 1,000 watts daytime, 500 watts at night and 15 located on the 880 kc. band. Rate has been set at \$125 per hour. This is the first sta-

(Continued on Page 5)

### New Premium Stunt Will Offer Insurance

Chicago—Carl Hansen, millionaire insurance man, is working out an unusual radio premium offer. New deal, which has been okayed by the federal government, gives out insurance for coupons to be imprinted on

(Continued on Page 3)

## Transamerican Warner Control Officially Reported to S. E. C.

### Chicago Symphonic Hour Begins on NBC March 5

Chicago Symphonic Hour, new 60-minute program featuring 125 choristers, musicians and soloists under the direction of Roy Shield, NBC Central Division music director, will be inaugurated Friday, 11 p.m., over the NBC-Blue net.

Vivian Della Chiesa, Edward Davies and Charles Sears will be vocal soloists. Noble Cain's Chicago A Capella Choir, the Mundelein College Verse

(Continued on Page 2)

## New Programs to be Inaugurated This Month Give Firm 19 Shows on NBC Network Exclusively

### NEW SINCLAIR SHOW HEADED FOR CBS NET

Chicago—Sinclair oil, former sponsor of the WENR Minstrels over NBC, is reported heading for a 59-station CBS hookup in April with a 15-minute show on Wednesday and Friday nights.

NBC has been auditioning talent to revive the WENR Minstrels with an all-new cast with exception of Gene Arnold.

### Assistance Is Offered On Connery Resolution

Washington Bureau of THE RADIO DAILY  
Washington—About 100 communications have been received thus far offering assistance and advice on the Connery resolution to probe a "radio monopoly," it was reported yesterday at the House Labor Committee, of which Connery is chairman. Many independent stations are understood to have offered to testify at the hearings, which are expected to start next week.

With the addition of five shows before the end of this month, Procter & Gamble, soap manufacturers, will have a total of 19 programs, both script and musical, on the NBC networks exclusively. P. & G. is the largest user of network time in the country and also uses an extensive schedule of transcription campaigns with disks made by WBS. Over one-half of P. & G.'s advertising budget is spent for radio time, exclusive of talent.

The two newest on NBC networks were announced yesterday by the Compton Advertising, Inc., New York, the P. & G. agency for Ivory soap, Ivory snow, Chipso, Ivory flakes, and Crisco. The "Vic & Sade" program, in addition to its daytime spots on the NBC-Red and Blue, will be given night time periods on the same networks. Using the basic Blue network the program will be heard once weekly, Wednesdays, 10-

(Continued on Page 6)

### Louisiana Court Ruling Reduces Line Charges

New Orleans—State Supreme Court yesterday upheld the Public Service Commission's reduced telephone rates against Southern Bell Telephone, A. T. & T. subsidiary, which will affect radio by reducing line charges, and raising connecting charges. New line rates, based on "as crow flies" mileage rates and where line stays between station and remote control spot, makes savings possible.

### Ford Dealers Hosts

Ford Dealers' Tuesday night show on CBS with Al Pearce and His Gang on March 30, will originate in the ballroom of the Manhattan Opera house.

Occasion is a party being thrown for the garage men of the city by the local Ford dealers. Pearce broadcast will be part of the entertainment.

By GEORGE W. MEIERTENS  
RADIO DAILY Staff Correspondent  
Washington—Warner Bros. yesterday reported to the Securities & Exchange Commission that it had secured control of Transamerican Broadcasting & Television Corp., recently formed organization, by the acquisition of 65 per cent of the voting stock. Transamerican is engaged primarily in business of representing stations as advertising agents and in preparing programs for agencies and buying time on

(Continued on Page 6)



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

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## FINANCIAL

(Monday, Mar. 1)

| NEW YORK STOCK EXCHANGE |           |       |       | Net  |
|-------------------------|-----------|-------|-------|------|
|                         | High      | Low   | Close | Chg. |
| Am. Tel. & Tel.         | 179½      | 178   | 179½  | + 2  |
| Crosley Radio           | 25¼       | 25½   | 25½   | + ¼  |
| Gen. Electric           | 61¾       | 60¼   | 61½   | + ¼  |
| North American          | 30        | 29½   | 29½   | — ½  |
| RCA Common              | 11¾       | 11½   | 11½   | — ½  |
| RCA First Pfd.          | 77¾       | 77½   | 77¾   | + ½  |
| RCA \$5 Pfd. B.         | (100 Bid) |       |       |      |
| Stewart Warner          | 19        | 18½   | 18½   | — ½  |
| Zenith Radio            | 37½       | 37    | 37½   | + ½  |
| NEW YORK CURB EXCHANGE  |           |       |       |      |
| Hazeltine Corp.         | 4½        | 4½    | 4½    |      |
| Majestic                | 4½        | 4½    | 4½    |      |
| Nat. Union Radio        | 3¼        | 3¼    | 3¼    |      |
| OVER THE COUNTER        |           |       |       |      |
|                         | Bid       | Asked |       |      |
| CBS A                   | 49½       | 51½   |       |      |
| CBS B                   | 49        | 51    |       |      |
| Stromberg Carlson       | 17¼       | 18¼   |       |      |

### KOY on CBS Net

Phoenix, Ariz.—KOY, which was sold in November by Nielsen Radio & Sporting Goods Co. to Salt River Valley Broadcasting Co., headed by Burridge D. Butler, owner of WLS, Chicago, joins the CBS net this week. Earl A. Nielsen continues as manager of the station. An expansion program has been under way and the station is now in larger quarters.

### "Feud" Aids Benny-Allen

Official ratings released yesterday revealed that the Fred Allen show and the Jack Benny program had benefited from the recent mythical feud between the pair. The Sal Hepatica-Ipana program, heard every Wednesday night, 9-10 p.m. over the NBC-Red net, jumped a total of 5.1 in listeners over its rating before the feud began. Benny, airing for Jell-o has been leading the field, according to the reports, for the past few years. His rating increased .1 for the same length of time. The total media for the past week dropped 1.7.

### Troubadors on WHN

The Essex House Troubadors are heard each Tuesday now on WHN, 5-5:15 p.m., broadcasting directly from the Essex House on Central Park South.

### Chicago Symphonic Hour Begins on NBC March 5

(Continued from Page 1)

Speaking Choir and a symphonic orchestra will be heard on each program. Symphonic and operatic numbers will be blended with lighter music and an authority on music will be heard in the role of commentator.

### First New-Rate Deal Is Signed by WINS

First contract under the new WINS rate card has been signed with May's Department Store, it is announced by Burt Squire, manager of WINS. Deal calls for twelve minute programs, six days a week, for a full year.

WINS recently issued a new rate schedule offering program periods of one, three, five, seven eight, ten, twelve, fifteen, thirty and sixty minute programs.

### Dr. Conrad Gets Award

Dr. Frank Conrad, assistant chief engineer of the Westinghouse Electric & Manufacturing Co., is announced as the winner of the 1936 Lamme medal of the American Institute of Electrical Engineers. The honor is in recognition of Dr. Conrad's pioneering and basic developments in the field of electricity.

He was one of the first experimenters in radio telegraphy and telephony. He built the transmitting equipment, antenna and microphone system employed by KDKA. He was one of the first to study, and help perfect, the use of short waves for long distance transmission. There are over two hundred patents registered under his name.

Dr. Conrad will receive the medal at the annual summer convention of the institute in Milwaukee, June 21-24.

### Ken Murray Building Unit

Chicago—Ken Murray, who with stooze Oswald will replace Burns & Allen on the Campbell Soup program March 31 instead of April 7, as previously announced, is signing six-year-old Joy Miller of the WLS Barn Dance crew. Kay St. Romayne also may go to the coast with Murray, who is understood to be building an organization around himself with plans to concentrate on the radio field for a while.

Lud Gluskin's may be the ork in the new Campbell show, over CBS.

### WMAS Adds 4 Programs

Springfield, Mass.—WMAS has added four new sustaining programs. They are "Adventures of Mamie, Lou and Sue" a monologue for 15 minutes on Tuesday and Thursday nights; "Cheery Corners" a program of songs by children from 5 to 5:30 Thursday afternoons; "Echoes of Russia" a rendition of Russian songs by Vladimir Benson, Thursday nights, and "The Open Book" poetry readings by Miss Mary Ware at noon on Mondays.

### Richmond Kiddie Show Opens for 26-Week Run

Richmond—Joe Brown's Radio Kiddies, one-hour juvenile talent show being sponsored over WMBG by Quandac for 26 weeks, had its first performance Saturday at 11 a.m. before a capacity crowd in the Green Room of the Hotel Jefferson and registered strong. Mayor Bright, after hearing part of the broadcast, came over to the hotel to offer his congratulations. Bob Mitchell, promotional manager for WMBG, has added novel merchandising tie-ins for the program.

### 3 Join WIRE Staff

Indianapolis—Richard Morenus and Nan Dorland of New York and George H. Engelter of Des Moines, have joined the WIRE commercial staff here. Morenus, who has handled program and agency work in Fort Wayne, Chicago and New York, will be sales manager. Miss Dorland, who also has done radio work in Chicago and New York, will have charge of women's activities at the local station. Engelter, former traffic manager of the Iowa network, will take charge of commercial sales and traffic. Under the new setup, Robert E. Bausman will have charge of local sales.

### New Biz for KCMO

Kansas City—KCMO has closed contracts with Harriet Hubbard Ayres for a series of 100 spots; Longines-Wittnauer Co., N. Y., for 273 spots; and Jordan Stores Co., a subsidiary of Samuels, Inc., for 1,000 one-minute transcriptions to be used in six months in connection with a recently opened local store. All business was negotiated by the station's sales staff. A contract with Woodward Candy Co., for 100 Brickle Bar spots, was handled through Buchanan Thomas.

### Parkyakarkus Replaces Silvers

Parkyakarkus (Harry Einstein) has been signed by Lever Bros. Co. (Rinso and Lifebuoy soap) to replace Sid Silvers on the Al Jolson program, Tuesday evenings over the CBS network, 8:30-9 p.m. Change becomes effective with program heard tonight. Ruthrauff & Ryan, Inc., is the agency.

Parkyakarkus will appear for the remaining three weeks of the present contract and another 13-week period with option for two years.

### Airline Spot Campaign

Chicago—J. Walter Thompson office here is doing a spot announcement campaign on the west coast for American Airlines.

**Leg Says**  
TONIGHT'S BEST BET:  
From 7 to 8 p.m.  
COL. FLIPPEN'S  
Original Amateur Hour  
WHN DIAL 1010  
AFFILIATED with M-G-M & LOEWS

## COMING and GOING

ISIDORE GOLDBERG, president and treasurer of Pilot Corp., returned yesterday from a vacation.

GEORGE JESSEL left New York by plane yesterday for the coast where he will be the guest on the Jack Oakie show next Tuesday.

JOHN GAMBLING of WOR returned to resume his broadcasts after a winter vacation in Nassau.

MARY PICKFORD arrives in N. Y. tomorrow from Hollywood. She departs immediately on the Berengari which sails at 3 p.m. Her niece, GWYNNE PICKFORD and secretary, MRS. ELIZABETH LEWIS, accompany her.

FREDDIE RICH flew to the coast yesterday and will return in a few days.

NELSON EDDY left immediately after his CBS Sunday night Vicks broadcast for Dayton, Ohio, where he will give a concert tonight. Following the concert Eddy returns to New York to resume broadcasting until March 21 when the series fades for the summer.

GEORGE B. EVANS, press representative, leaves Thursday for Hollywood on business. While on the coast Evans will set plans for a coast office.

### Would Probe Outlays For Gov't Propaganda

(Continued from Page 1)

Taber, ranking Republican member of the House Appropriations Committee, told RADIO DAILY he would ask for definite figures regarding the amount of money spent for dissemination of official propaganda through the two sources.

### Tampa Newspaper on Air

WDAE, Tampa, will present a weekly show every Sunday at 2:45 p.m., written and produced by the Tampa Daily Times. Program will be called Radio Edition of the Times and will feature current news of the city and vicinity. The new feature will not be sponsored, but will contain advertising similar to the regular newspaper. Program will start off as a five-minute feature, but will have an increase in time to 15 minutes in subsequent issues.

### Okl. Outlaws for Films

Des Moines—Al Clauser and His Oklahoma Outlaws made their farewell appearance on the Iowa Barn Dance Frolic Saturday. The cowboy band, accompanied by Irving Grossman, manager of WHO Artist Bureau, left Sunday for Hollywood, where the band is under contract to appear in a feature picture starring Gene Autry.

## The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR  
LUNCHEON—  
DINNER—SUPPER CLUB

158 W. 48th St.

"Toots" Shor

**AGENCIES**

**KELLY, NASON & WINSTEN, INC.**, New York, has taken over the accounts of the Ralph Rossiter Agency, New York, with Ralph Rossiter becoming a vice-president.

**JAMES McQUEENIE** with the R. J. Potts Advertising Co., Kansas City, is writing the new Clyde Beat-tie Radio Circus sponsored by Skinner Manufacturing Co. of Omaha. The series which started yesterday on KMBC, CBS outlet, is a 15-minute script show on the air five times weekly.

**HELEN HINCKLEY**, formerly a radio commercial writer in the Chicago offices of Blackett-Sample-Hum-mert, Inc., has joined Benton & Bowles, Inc., in the same capacity.

**RALPH HARRIS** has joined the Grey Advertising agency as account executive. Harris was formerly publicity director of Frank & Seder, Pittsburgh.

**SOFIA SENGER** has joined the staff of Wadsworth & Wood, Inc. She will have charge of sales in the metropolitan area of radio surveys made in co-operation with the Women's National Radio Committee.

**JACK LATHAM**, Young & Rubi-cam, Inc., New York, spot radio time buyer, is expected back from South-ern trip about March 20.

**FRED PFLUGFELDER**, radio di-rector of N. W. Ayer & Son, Inc., New York, has left town for a visit to all Ayer offices between here and the West Coast. First stop will be Detroit, then Chicago and out to California.

**GARDNER ADVERTISING CO.** on April 1 will move its New York of-fices to larger quarters at 9 Rocke-feller Plaza. Arthur M. Corcoran has joined the agency as typographer.

**Gallenkamp Shifts**

San Francisco—Because Brown & Williamson Tobacco Co. shifted the Jack Pearl program to a Friday night spot on the NBC-Blue, 10-10:30 p.m., Gallenkamp Stores Co., San Francisco (shoes), has found it necessary to shift its starting date and broadcast to Fridays, 9:30-10 p.m., on six NBC-Blue Pacific stations (KGO, KECA, KERN, KMJ, KGW, KFBK), begin-ning March 19. Series is signed for 52-weeks. Long Advertising Service, San Francisco, has the Gallenkamp account.

**Savino Recording**

Domenico Savino, composer, ar-ranger and conductor, has been set by World Broadcasting System to do 15 recordings of symphonic style music, to be used on some 30 WBS outlets as part of sustaining library. Recordings start today.

**NETWORK SONG FAVORITES**

Following is an accurate list of performances for the week ending Feb. 27, covering songs played from 5 p.m. to 1 a.m. on the CBS and two NBC networks. Only songs played 15 or more times are included.

| Selection                                                    | Publisher | Times Played |
|--------------------------------------------------------------|-----------|--------------|
| This Year's Kisses (Irving Berlin, Inc.)                     |           | 31           |
| On A Little Bamboo Bridge (Joe Morris Music Co.)             |           | 27           |
| Slumming On Park Avenue (Irving Berlin, Inc.)                |           | 26           |
| May I Have The Next Romance With You (Leo Feist, Inc.)       |           | 23           |
| Moonlight and Shadows (Popular Melodies)                     |           | 23           |
| Good Night My Love (Robbins Music Corp.)                     |           | 22           |
| There's Something In The Air (Robbins Music Corp.)           |           | 22           |
| What Will I Tell My Heart (Crawford Music Corp.)             |           | 22           |
| Trust In Me (Ager-Yellen-Bornstein)                          |           | 21           |
| When My Dreamboat Comes Home (M. Witmark & Sons)             |           | 21           |
| Swing High, Swing Low (Famous Music Corp.)                   |           | 20           |
| When The Poppies Bloom Again (Shapiro, Bernstein, Inc.)      |           | 20           |
| With Plenty Of Money And You (Harms, Inc.)                   |           | 20           |
| Gee, But You're Swell (Remick Music Corp.)                   |           | 18           |
| Love And Learn (Chappell & Co.)                              |           | 18           |
| Serenade In The Night (Mills Music, Inc.)                    |           | 18           |
| I've Got My Love To Keep Me Warm (Irving Berlin, Inc.)       |           | 17           |
| You're Laughing At Me (Irving Berlin, Inc.)                  |           | 17           |
| Boo Hoo (Shapiro, Bernstein, Inc.)                           |           | 16           |
| Smoke Dreams (Robbins Music Corp.)                           |           | 16           |
| Night Is Young And You're So Beautiful (Words & Music, Inc.) |           | 15           |

**Good Will Series for NBC's Full Network**

(Continued from Page 1)

Erskine, Fanny Hurst, Rupert Hughes, Gene Fowler, Clifford Odets, Charles Chaplin, Eddie Cantor, Ab-bey Players, Alfred Lunt and many others.

Part of the broadcasts will origi-nate in the east, rest on the coast.

**New Premium Stunt Will Offer Insurance**

(Continued from Page 1)

Hansen is busy now lining up one product of each class and one set of stores of each kind in every city as distribution. Deals will be all set and in use in time for fall programs.

**New Business at WBT**

Charlotte—H. B. Davis Paint Co. is sponsoring two 15-minute transcrip-tion shows weekly over WBT. The morning spot runs for ten weeks and the contract was placed by Van Sant Dugdale & Co. of Baltimore.

Dodge Brothers, through Ruthrauff & Ryan, New York, have contracted for eight one-minute transcriptions morning and evening.

Walker Remedy Co. of Waterloo, Ia., will run six one-minute tran-scriptions weekly for 16 weeks, con-tract placed by Weston-Barnett.

Leonard Hatchery, Charlotte, is us-ing studio announcements in behalf of their baby chicks.

**Himber Switching**

Richard Himber and his Stude-baker Champions will be heard at a new time and over a different NBC net starting Monday, when the show switches to the NBC-Red, 10-10:30 p. m.

**GUEST-ING**

**GRACE MOORE** will sing the title role of "Madame Butterfly" in the Lux Radio Theater program over CBS next Monday evening.

**LANNY ROSS** is to appear with Bob Haring's orchestra on the Hit Parade broadcast the evening of March 10 over the NBC-Red net.

**CONNIE BOSWELL** will co-star with Gertrude Berg on Ben Bernie's March 16 program from the coast.

**JOSEPH SCHMIDT**, European tenor, makes his American concert debut in the General Motors pro-gram from Carnegie Hall on Sunday evening.

**NAT HOLMAN**, noted coach of the City College of N. Y. basketball team, appears on Joe Cook's Shell Show this Saturday evening.

**ZEKE MANNERS** and his Gang of Hillbillies are scheduled to appear on Al Pearce's "Watch the Fun Go By" Ford show March 9.

**SIGMUND SPAETH** (Tune Detec-tive) will be interviewed on Ida Bailey Allen's Home-Makers of the Air program over WHN on Thurs-day at 10:30 a.m.

**JOHN EBERSON**

**STUDIO ARCHITECT**



**ACOUSTIC CONSULTANT**

**1560 BROADWAY  
NEW YORK CITY**

**RADIO EVENTS, INC.**  
AN INDEPENDENT PRODUCING GROUP  
SERVING ADVERTISING AGENCIES  
535 Fifth Avenue,  
New York, N.Y.  
*From script to production—  
that extra something that's good radio*

# Los Angeles

**DON HASTINGS**, founder of America's first announcers' school (now headed by Floyd Gibbons), credited with originating the sidewalk interview idea, and otherwise an old timer in radio, has been made manager of Don Lee's station KDB, San Diego.

Cliff Arguette, who did the Grandpa Sneed bit on the recent Packard Parade, is making screen tests for Paramount, RKO and MGM.

Elza Schallert interviewees have been set for the next two events, with Chester Morris on for March 5 and Walt Disney for March 12.

Earnshaw Radio Productions, transcription makers, have appointed a new Canadian rep in the All-Canada Broadcasting System, with offices at 171 McDermot Ave., Winnipeg, and with branches at Montreal, Toronto, Regina and Vancouver.

Radioaids, Inc., have begun production on a series of 32 five-minute spots for the dry cleaning business. They will supplement a series of 64 five minute spots for the laundry business.

Ernest G. Underwood, for 10 years with KHJ, Don Lee's Los Angeles station, has been made chief engineer of Don Lee's KFRC, San Francisco. Harold Peery, technician at large for Don Lee in the South, will take Underwood's work here.

Francis del Campo has returned to the Coast after several years absence, and comes back to radio via Don Lee-Mutual with Dave Brockman's Music of the Continent hour Friday.

Frank W. Dillin organization, sponsors of the panning type of plugs instead of usual commercials, report response to the program so good that they decided to continue it.

## KROC Joins C.B.W.

KROC, Rochester, Minn., has joined the Corn Belt Wireless web, with programs originating in studios of WHO, Des Moines. Inaugurated last year after exhaustive experimental work by Central Broadcasting Co. engineers, C.B.W. is another pioneering achievement. Addition of KROC brings total number of affiliates to ten.

## ONE MINUTE INTERVIEW

JOE COOK

"Thank goodness for one thing—there are no late comers in radio. In the theater, these tardy auditors step over feet, rustle programs, and in general make it tough for the actors and the rest of the audience. On the air, once the show starts, you're playing to an audience which is already comfortably settled."

# MAIN STREET

WITH OL' SCOOPS DAILY

● ● ● **A. L. Alexander** tells the first-hand story of his experiences as conductor of the sensational "Good Will Court" in the April issue of Red Book out Thursday...Relates the conception, heartaches and the legal technicalities endured...**Mary Livingstone** returns to the Jell-O show this Sunday, which will be aired from New York...**Abe Lyman** will conduct the band for the three broadcasts from the east...**Gulf Refining** is looking for a daytime program which will appeal to housewives and sell gasoline...Program to be in addition to **Phil Baker's Sunday** airing...**Norman Brokenshire** returns to the air once more, announcing a sponsored show over WOR every Sunday...**Ed Dukoff** had three teeth extracted during the week-end...Tried to get a sponsor...**San Felice** cigars auditioned **Jerry Cooper** and **Ray Block**...**Lawrence Tibbett** released from six-week contract when guestar shots failed to come up...**Harry H. Shilkret**, Nat's brother, who is an M.D. and also a brass man, trying to sell a kiddie musicale...(**Miss**) **Jerry Talbot** with the **Blackstone Agency** now...**Helen Hayes' "Bambi"** off the air the 22nd...**Nelson Eddy's** show off the day before.

● ● ● **Gabriel Heatter's** pinch-hitting for **Lord Sunday** marked **Gab's** fifth year in radio...He made his bow via **WMCA** when he was scheduled to debate **Lowell Thomas**...**Thomas** had to cover a strike and **Heatter** was given the full time...He's had over 28 sponsors in this time...He did a grand job. The selection of people, the contrast in voices and production was tops...**Vincent Travers** is searching for an idea in presenting dance programs from the **French Casino**...Contest will be conducted with **NBC-operation**...**Terri La Franconi**, the Latin tenor, will do a commercial 3-times weekly via **NBC**...**Barry McKinley's** trip to **Florida** off because of auditions...**Alice Cornett**, a Tampa girl, was heard by **NBC** the other day and given a thrice weekly spot via the **New England chain**...**Johnny Augustine** conducts the **Drene Shampoo** show without credit.

● ● ● Three sponsors signed **Martin Block's "Make Believe Ballroom"** on **WNEW** until the end of 1938...**Dick Fishel** announced the 1500-meter race from **Madison Square Garden**, Saturday, with only one eye...On Friday a **WMCA** mike toppled over and cut his eyeball...**Charles Pooler** takes over **John Lagemann's** spot in **CBS** publicity dept. during the latter's six-week motor trip...**Mickey Alpert** turned down "**Benny the Bum's**" to concentrate on radio...A break is expected this week...**Adrian James Flanter** has started a 10-point plan agency for station promotion...**Col. Stoopnagle** and **Budd** will do a take-off on hillbillies this Sunday...**William B. Gellatly**, **WOR's** sales manager, handing out cigars...Another daughter born last week.

● ● ● They would have you believe that the feud is serious on the **Rinso** show...**Harry Von Zell** claims title of "all-around radio champ" because of his many activities...**Larry Marsh** is the band conductor of the Tuesday night **Ford** show and receives due mention...On the Friday airings he's merely the harpist in the band...Same goes for **Al Ricci** who conducts on **Weds.** and during the week plays violin for **Lyman**...**Benny Fields** doing great in **Florida**...**Jerry Goff** remains at the **Rainbow Room** for five weeks...At the **Hannah Dempsey** cocktail party in **Miami**, **Ted Husing** was m.c....**Jimmy Cannon** got up and asked **Postmaster Farley**, who was present, to establish his "stamp credit" so that he could keep sending home for money.

# Chicago

**JOAN BLAINE** is out of the "Mary Marlin" show on **NBC**. **June Meredith** has taken the title role.

**King's Jesters** have been signed for an additional four weeks on **The Fair Store** stanza over **WMAQ**. This makes 30 weeks' running time for the six-man unit.

**Lou Jacobson**, producer, has come to an agreement and will stay at **WBBM**. However, he will not do the **Wrigley** show, "**Mortimer Gooch**," **Phil Bowman** having been assigned to that. **Jacobson** will do chiefly morning shots and some musicals.

**WGN** has released the **Doring Sisters** to **NBC** and replaced them with **Three Graces**, formerly with the **Bob McGrew** orchestra here.

**Arthur Church**, **KMBC** owner, in town on his way home after a six-week vacation. Deal for network sale of his "**Across the Breakfast Table**" script, five-a-week, to be settled this week.

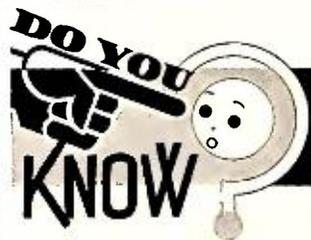
**Bill Hampton**, comedian, will guest-star on the **WGN-Mutual Bowman Milk Theater** tomorrow. He was formerly featured comic on the **NBC Jamboree**.

## Women's Confab on WOR

**WOR** and the **Mutual** net will present broadcasts of the two-day **Chicago Tribune Women's Conference**, opening **March 10**, at 1-1:30 p.m., with **Colonel Robert R. McCormick** and **Mayor Edward J. Kelly** of **Chicago** as speakers. Program includes short-wave talks from **England**.

## Chicago on the Air

The city of **Chicago**, celebrating a special **Chicago Charter Jubilee** this week, will be on the air over the **CBS** coast-to-coast network **Thursday** when a special feature will be aired from 11:30 to 12 p.m. **Mayor Edward Kelly** will be acting chairman with **Gertrude Niesen**, **Doring sisters** and the **Grenadiers** supplying the vocal entertainment.



**New York State** not only has the greatest number of radios of any state in the U. S., but also leads in percentage of families owning sets. There are nearly 3,000,000 radios in the state. About 92 per cent of the families have one.

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**C**OLUMBIA'S Nila Mack celebrates "Sunday Mornings at Aunt Susan's" third anniversary...come the end of March...It's really the program's fifth birthday...for two years the moniker was "Columbia Junior Bugle"...Post-prandially at "Frederika" 't'other eve... Helen Jepson and Lauritz Melchior were clapping hands for nightingale Helen Gleason...then backstage to put it into words...La Gleason will go guesstar again one of these p.m.'s for "Magic Key" and Rudy Vallee's "Variety Hour"... Major Bowes elects to honor Toledo March 11...Margot Graham of "In-former" fame will be featured guest artist on "The Hit Parade" March 20... Early morning golf 'way ahead of the season is Gogo Delys' pash these days... Betty Garde is the femme voice whose identity you didn't know on the Dr. Dafeo program...which might be titled "Quintessence of Baby-Culture"... Welsh-born Enid Beaupre, NBC sales promotion lassie, announced choir numbers in Welsh on the St. David's Day broadcast...subbing for Rev. T. J. Jones of the Welsh Congregational Church... Lulse Barklie, "Hope Carter" of "Modern Cinderella", piano concertized before going thespian...

▼ Mary Livingston's vac turns into sailor's holiday with Jack (husband) Benny turning the tables on her by moving to the big town for 3 weeks...she'll appear with Jack Sunday... Southward bound to join the Fort Lauderdale family circle is Fritz Operesch of Maxon's...That vision in the CBS ad of Feb. 25 "Advertising and Selling" mag is Cora Shepherd, Columbia receptionist...A cup and two ribbons were trophies awarded to equestrienne Selma Wickers, efficient sec to Bertha Brainard of NBC, at the Metropolitan Equestrian Club's Winter Show...Latest labor innovation...sit-down strike for cut-down scripts...it's scribe Gelett Burgess' idea...and should panic the writing lads and lasses of radio...

▼ About 130,000 requests for polishing cloths...that's what commentator Kathryn Cravens has received to date in response to her ether offer! Which probably makes us the cleanest nation on earth...Sigmund Spaeth of song-detecting fame will guest-artist it on the Ida Bailey Allen program come this Thursday...Another grande dame, May Robson, airs her views on "Women in Movies" over the Mutual Coast to Coast, March 11

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 6 of a Series.

**WNAC—Boston**

5000 Watts Days, 1000 Watts Nights, 1230 K.C.  
and  
THE YANKEE NETWORK

**JOHN SHEPARD 3rd, Pres. R. L. HARLOW, Asst. to Pres.**

**F**IFTEEN years ago, during the embryonic stages of radio, WNAC was established—as a hobby—by John Shepard 3rd, now president of the Yankee and Colonial networks—a hobby destined to become the nucleus of the present chains of stations in every major city of New England, a leading regional network of the country. On July 31, 1922, when John Shepard 3rd was 36, he broadcast his first program.

**O**RIGINALLY located in the Shepard Stores in downtown Boston, WNAC consisted of two studios, two announcers, a control room, a clothes-line antenna on the roof. A third studio on the ground floor operated as WBIS—the shopping service station— forerunner of the shopping service program now heard on The Yankee network. Today WNAC, Boston's oldest station, occupies one of the most modern broadcasting studios in the country, the Yankee network of which WNAC is the key station, totals 13 stations throughout New England. The listening audience numbers well over 6,000,000 persons.

**F**ROM the first, John Shepard 3rd had conceived the idea of linking various New England communities by means of radio in order to reach the greatest possible listening audience. With WNAC as the key station and basic member of the NBC-Red network, the Yankee network includes WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell; WLNH, Laconia; and WRDO, Augusta.

**W**NAC is the only station in Boston to maintain a completely equipped remote pick-up crew ready at all time for broadcasts from the scene of the event.

**CBS Station Total  
Is Increased To 101**

(Continued from Page 1)

tion in the state of Mississippi to be added to the CBS network.

Unofficially it is understood that CBS will drop KOL, Seattle, with the expiration of its present CBS contract on Jan. 1, 1938. KIRO is slated to take the place of KOL in 1938. Reports are current that KOL will be added to the Don Lee network when it undertakes its expansion into the northwest territory. Another rumor had it that KOL was to join Mutual which was denied by Theodore Streibert, vice-president of MBS.

That more stations will join the networks within the next few weeks is certain. Reginald Brophy, NBC stations relations manager, has been out of town for weeks with Frank E. Mason, NBC vice-president in charge of station relations also on road. Mason is expected by this Wednesday with Brophy expected at the end of the week. Fred Weber, general manager of MBS, is another radio executive out on station business. Understood he is bound for Texas. The only one not concerned with station business for the moment is Herbert V. Akerberg, CBS vice-president in charge of station relations, who is vacationing in Miami for a few days.

**Cooperation Extended  
In Educational Radio**

**C**olumbus—Increase in the cordial relations existing between commercial and educational radio was indicated with the recent return of Friel Heimlich to WOSU, Ohio State University station, after serving a six-month fellowship at NBC in New York. Heimlich's work in New York was so successful that the fellowships, one of two arranged by the General Education Board, a subsidiary of the Rockefeller Foundation, in order to train educational broadcasters for more proficiency in their field, have been extended to include others in educational radio.

Heimlich worked in the program, production, continuity, educational and special events departments of NBC, serving under Dr. Franklin Dunham, educational director for the network. He also spent a month in Cleveland and some time in Boston.

**★ STATION  
FLASHES ★**

H. S. McLeod, former manager of the St. Charles and Strand theaters, New Orleans, and more recently connected with the advertising department of radio station WBNO, has rejoined the St. Charles staff to exploit that house's stage shows. He will also continue his sales work with WBNO.

Clair Shadwell, Music Director at WBT, Charlotte, has returned from a short visit to New York.

Grady Cole, Ford newscaster and Stewart-Warner commentator, is suffering with a severe cold. So is Charles "Chock" Crutchfield, WBT, Charlotte, program director and announcer on the Briarhopper show.

KCMO (Kansas City) has appointed Jack Wolover to its announcing staff.

Ben Greenblatt, former CBS piano rambler, back on the Philadelphia airways at KYW rambling over the black and whites thrice weekly.

Ben Bonnell, arranger at WTIC, Hartford, until recently, has been arranging Columbia's "Popeye the Sailor," in which Olive Oyl is played by Olive Lamoy, also a WTIC grad.

Bob French, WHKC, Columbus, production head, drafted rules recently passed by the Ohio Legislature which permit microphones on the floor of the House and Senate.

Libby Swensk has been subbing for script-writer Millie King of WNBC, New Britain, Conn., during the latter's illness.

Robert Phillips, young concert pianist heard every Thursday at 7 p.m. from KTAT, Ft. Worth, elicited a lot of fan mail with his last program. Phillips, composer of "The Voice of God," "My Prayer," "The Land of Flowing Water" and "The River Suite," devoted the entire program to playing excerpts of the latter two compositions.

**TOM TERRISS**  
Known as  
**"THE VAGABOND ADVENTURER"**

Available for

**GUEST APPEARANCES  
MASTER OF CEREMONIES  
RECORDINGS OR TRANSCRIPTIONS  
RADIO PROGRAMS**

Address:—  
LAMBES CLUB



**WALTER A. HUXMAN**, Governor of Kansas, goes on the air at 4:30 p.m., on the first Sunday of each month for a 15-minute discussion of the state's legislative affairs, patterned somewhat after the President's fireside addresses. Talks are broadcast from WIBW, Topeka, and picked up by KCKN and other stations throughout the state.

*Jimmy Fidler's gossip from Hollywood will be heard over WPTF, Raleigh, starting March 9, under sponsorship of Procter & Gamble (Drene).*

WPTF's Swingbillies have been signed for sponsorship by Blackwood's Inc., one of the largest tire dealers in Raleigh, N. C., for a full year. They'll be heard Tuesdays, Thursdays and Saturdays at 6:45 p. m.

*Young Dry Goods Co., Kansas City, Kans., has renewed its option on the Fashion Flashes program conducted by "Miss Mack" over KCKN for the fifth time, inaugurating the beginning of another year of the 15-minute show with a special 30-minute anniversary program.*

Davidsons' Strange Facts Man, a new 10:30 p.m. daily except Fri-to Sun. feature over WHO, brings listeners unusual fact stories from all over the world. For a limited time, in connection with this program, Davidsons, Des Moines, will pay \$1 for each strange fact concerning Iowa sent in by a listener and found suitable for use on the program.

*"Sweet and Low," a new program of popular music, songs and romantic poems, made its bow over WWSW, Pittsburgh last week. It will continue on Saturdays at 4:15. Features Sam Calderone's Ensemble, Lois May and Mac Bentley.*

Gordon Clothing Co., St. Louis, has added to its broadcasting schedule a program featuring Norman Paule, recent addition to KWK's songster staff. He will be accompanied on the Hammond organ by Clarke Morgan. Paule and Morgan are aired by KWK each Monday and Wednesday evening, 9:45-10 Tuesday and Thursday, 1:45-2 p.m., and Saturdays, 12:30-12:45 p.m.

*A series of 13 weekly broadcasts of rehearsals has been started over WKY by the 70-piece Oklahoma City University band, to familiarize high school band members in Oklahoma, New Mexico and Texas with contest numbers for the coming National School Music Competition Festival.*

## F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

### HEARINGS SET

Peninsula Newspapers, Inc., Palo Alto, Cal. CP for new broadcast station. 1160 kc., 250 watts, daytime.  
 Chas. S. Osborne, Jr., Fresno, Cal. CP for new broadcast station. 1440 kc., 500 watts, unlimited.  
 Central Broadcasting Corp., Centralia, Wash. CP for new broadcast station. 1440 kc., 500 watts, unlimited.  
 Chas. Porter and E. T. Eversole, Festus, Mo. CP for new broadcast station. 1420 kc., 100 watts, daytime.  
 Hammond-Calumet Broadcasting Corp., Hammond, Ind. CP for new broadcast station. 1480 kc., 5 Kw., daytime.  
 Northwestern Publishing Co., Danville, Ill. CP for new broadcast station. 1500 kc., 250 watts, daytime.  
 Curtis Radiocasting Corp., Indianapolis. CP for new broadcast station. 1500 kc., 100 watts, 250 watts LS.  
 WKBV, Richmond, Ind. Mod. of license to 1500 kc., 100 watts, unlimited.  
 WJAR, Providence. CP for change in power to 890 kc., 1 Kw., 5 Kw., LS., unlimited.  
 J. Leslie Doss, Sarasota, Fla. CP for new broadcast station. 1390 kc., 250 watts, daytime.  
 Bayou Broadcasting Co., Houston. CP for new broadcast station. 1210 kc., 100 watts, daytime.  
 Brownwood Broadcasting Co., Brownwood, Tex. CP for new broadcast station. 1370 kc., 100 watts, daytime.  
 Continental Radio Co., Columbus. CP for new broadcast station. 1310 kc., 100 watts, unlimited.  
 Continental Radio Co., Toledo. CP for new broadcast station. 1200 kc., 100 watts, daytime.

### Procter-Gamble Adds Five NBC Programs

(Continued from Page 1)

10:15 p.m., beginning tomorrow night. Next week a similar quarter-hour time period will be taken on the Red network with time, number of stations, and exact starting date to be announced. Contract for Blue network is signed for 17 weeks.

Heretofore, with the exception of Jerry Cooper programs on NBC-owned and operated stations each Wednesday and Thursday nights, P. & G. used daytime periods on NBC exclusively. In a recent release sent out by Crossley Report (Co-operative Analysis of Broadcasting), of which D. P. Smelser of P. & G. is chairman, it was stated that the most popular type of daytime program was the adult serial dramas which is the type of program P. & G. has been using for sometime. With this report in mind P. & G. possibly is attempting to find out if evening radio listeners can be entertained by "Vic & Sade."

P. & G. spent around \$3,300,000 last year for network and spot time, of which \$2,731,130 was spent for NBC time. With the additions of five more shows so far this year and the extension of networks on other programs, P. & G. should pass its 1936 expenditure with ease.

Other new P. & G. shows on NBC which will begin shortly are Jimmy Fidler on 50 NBC-Red stations, Tuesdays, 10:30-10:45 p.m., beginning March 9, and the two "Life of Mary Marlin" shows which begin March 29, Mondays through Fridays, with 31 stations on the NBC-Red, 12:15-12:30 p.m., and on eight Blue stations, 5-5:15 p.m.

Compton Advertising has the two "Life of Mary Marlin" programs,

### Transamerican Control Confirmed by Warners

(Continued from Page 1)

radio stations for the productions. In the future, it is expected that Transamerican will engage in business of operating stations.

Warner money in back of Transamerican has been unofficially reported for several months. Official confirmation by John L. Clark, president of Transamerican, was never made, although the link was obvious, especially in view of the Transamerican activity at the Warner coast outlet KFVB. Transamerican also is engaged in putting over sound on film for radio, as developed by Transamerican and Warners. At one time it was intimated that personal finances only, of the Warner brothers was involved. Warner talent is also being sold by Transamerican.

### Promotion Booklet

"Notches . . . or how to fly a big kite in one easy lesson" is the title of a slightly mad, but highly entertaining and informative booklet issued by WOR's Sales Promotion Department this past week. "Notches" contains the names of 240 products and services which have used WOR during 1936 to sell to Greater New York.

### WTAM to Expand

Cleveland — WTAM, NBC's Red network outlet here, is on the fence whether to revamp the present studio set-up or move to new quarters. Understood that proposition is now in the hands of NBC executives in New York.

with H. W. Kastor & Sons Advertising Co., Chicago, handling the Jimmy Fidler (Drene) quarter-hour.



**EMERY DEUTSCH** celebrates simultaneously his twelfth anniversary with CBS, his first month with NBC and the 101st anniversary of Texan independence tonight when he plays host to a galaxy of Texas-born radio stars via a coast to coast WEAFF hook-up.

*Swing for babes will be presented by Josef Cherniavsky on the "1847 Musical Camera" broadcast this Sunday in a medley of nursery songs in the swing manner.*

Jimmie Garrigan's band has given way to Joe Reichman and his music at the Rainbow Terrace, atop the Saint Anthony Hotel, San Antonio. Broadcasts will remote via WOAL.

*Added to Glenn Miller's Rockwell-O'Keefe ork as arranger-clarinet will be Hal McIntyre, after his departure from WNBC.*

Johnny McAllister and his Briarhoppers, hill-billies of the Drug Trade Products show over WBT, Charlotte, began a series of personal appearances last week.

*Art Shaw, CBS clarinet-playing maestro, was at one time considered one of foremost ether saxophonists. When he formed his own ork his first act was to install a string section, replacing the saxophone group.*

Robert Freeman of the WEEI, (Boston) continuity department finds time to lead a dance band. The band is good, too, as is furnished the music on several of those Southern cruises.

*Georgie Stoll, musical director in flickers and radio for several years, has been signed by Emanuel Cohen, of Major Pictures Corporation on a long term director's contract.*

Gordon and Revel have written nine songs for the score of "Wake Up And Live", 20th Century-Fox musical starring Walter Winchell and Ben Bernie.

### Ohio Broadcasters Elect

Cincinnati — Ohio Association of Broadcasters has elected the following new officers: president, John F. Patt, WGAR, Cleveland; vice-president, Richard C. Burrell, WBNS, Columbus; secretary-treasurer, Warren Williamson, WKBN, Youngstown. The association has made it possible for all stations in the state to carry broadcasts of Ohio State University football games by the mere payment of line costs. Heretofore the state games were available only on an exclusive basis with a sponsor.

**COMMENTS**  
On Current Programs



**Saturday Night Party**

Sealtest's "Saturday Night Party" on the NBC-Red continues to emerge with flying colors from its much commented-upon poor start and definitely adds to the wealth of the evening's variety entertainment. With James Melton, now permanent addition to the show as emcee as well as singing star, the one-hour stanza begins to take on the aspect of a class musical proposition. Which probably works against the comedy relief offered by Tom Howard and George Shelton. Donald Dickson, baritone; the New Yorkers' vocal chorus; Lucia Graeser, soprano, and Robert Dolan's clever ork as steady features, obviously gives it the musical preponderance. Zasu Pitts as guest artist did a scene from a recent film in which Melton appeared. Melton, however, should not be burdened with any more continuity than absolutely necessary.

**We, the People**

Gabriel Heatter did a dandy job of pinch-hitting for Phillips H. Lord on Sunday afternoon's "We, the People" program, over the NBC-Blue network. Well fitted by background and natural ability for a program of the human interest type, Heatter piloted the unusually interesting collection of guests through their half-hour course with sympathetic hands.

**Professor Quiz**

Proving that it doesn't take much, after all, to please the public, here is Prof. Quiz going bigger every week with nothing more than a bunch of trick questions that any bunch of persons could ask each other in their own parlors. So it must be the way the Prof. does it that counts. On Saturday, after finishing his own half-hour stint over CBS at 8:30, he jumped to Floyd Gibbons' 9 o'clock Speed Show program and contributed a few minutes to that show.

**Stoopnagle and Budd**

One of the nuttiest and most amusing half-hours of foolery they have offered in some time was aired by Col. Stoopnagle and Budd on Sunday over NBC-Blue. Harry Von Zell contributed substantially to the funfest—he's becoming quite adept at stooing, along with his announcer duties—and the vocals by Gogo De Lys were nice.

**Eddie Cantor**

Bob Parrish, Negro singer, made his postponed guest-appearance with Eddie Cantor on Sunday and registered with his rendition of "That's Why Darkies Were Born." His singing is marked by an individual style, rather than volume, and it has an appealing quality that should win him many listeners.

**"PASSING PARADE"**

with John Nesbitt  
Duart Sales Co., Ltd.  
NBC-Red network, Mondays and  
Tuesdays, 7:45 p.m. E.S.T.  
Howard E. William

**COLORFUL SKETCHES OF UNUSUAL PERSONS, ADVENTURE AND ROMANCE.**

John Nesbitt's Passing Parade, long-time favorite of the West, made its debut for the eastern public last night under the sponsorship of Duart Creme of Milk. Program is divided into two chapters. One night features the Passing Parade of Yesterday, which is done on Mondays and the other, the Passing Parade of Today, comes forward on Tuesdays.

Passing Parade of Yesterday marshals happenings and characters of the week in history, calling up kings, queens, scoundrels, heroes or plain people who were lifted for an instant into fame or connected with some historic event, during that week, years or centuries ago. The second chapter deals with personalities and happenings in the news of the present week.

Last night's program dealt with a miser, explorers, animals and other odds and ends, all made colorfully interesting by Nesbitt's engaging style and narration.

**Radio Rules for Planes**

Radio will play an important part in the reconstruction of the airlines, according to rulings made recently. The Air Commerce Bureau has issued a regulation stating that all air transports must have anti-static antennas by Nov. 1. The antennas must be protected from snow, sleet and dust and must be designed for reception of radio signals, weather broadcasts and emergency messages.

A second regulation, effective Jan. 1, 1938, requires installation of radio direction finders in all air transports.

**Kid Street-Interviews**

Syracuse, N. Y.—Co-operating with the Chamber of Commerce, WFBL is transcribing a series of child-in-the-street interviews on the street safety problem. Interviews are recorded on the spot at various grammar schools and played over the air at 5:30 p. m., giving the kids a chance to get home and hear their own voices. The station's auxiliary short-wave transmitted is used in recording the broadcasts.

**Would Censor Cop Scripts**

Denver—Chief of Police George W. Marland has demanded that he read and okay any future scripts that dramatize events in Denver police history, and in which officers are used as characters. He took this action when he claimed the script of the dramatization of the killing of a gunman by local police had been garbled.

**"SERENADE TO AMERICAN WOMEN"**

Winkelman Shoes  
WOR (Mutual), Sundays, 3:45-4 p. m.  
Jay Lewis Associates

**PLEASING MUSICAL VARIETY PROGRAM HELPED ALONG BY NORMAN BROKENSHIRE AS M.C.**

Bringing back Norman Brokenshire with the style that made him an individualist a few years back, this quarter-hour musical cocktail is the kind of interlude that brightens up an afternoon spot. Not that the orchestra or tenor Robert Brinn or the accordionist who participate in the program are any different from the general run of entertainers in their respective lines, but Brokenshire in his role of master of ceremonies gives the routine a different and distinctive touch. His personalized feminine flattery will undoubtedly appeal to the women, and his style of talking is pleasing to the ear. It's good to hear his voice floating over the air again.

**Roach on Pontiac Program**

Jack Roach, CBS production and publicity man who ran the Command Performance for the A. & P. Bandwagon program, has left CBS to join the writing staff of the Pontiac Motor Car program heard on NBC Friday nights, 10:30-11 p.m. Roach writes, arranges and produces every third show. Program is dedicated to a different college every week and is emceed by John Heid, Jr. Roach is at present at the University of Iowa arranging for the March 12 program.

**New Air Adventure**

Kansas City—The first four scripts of "Howie Wing," a new air adventure series by Wilfred G. Moore, have been completed and transcribed and are now in the hands of Moore's personal sales agent, Don D. Davis who has gone east to audition the show before prospective sponsors. This new series is said to be somewhat like the Jimmie Allen show. It is a 15-minute program and is intended for teen age listeners. Davis, who is promoting the sale of the show, is also president of WHB.

**New Baltimore Programs**

Baltimore—The Regal Shop, wearing apparel, has started a new series of Sunday programs over WCBM, Baltimore.

WFBR has signed up another new program, put on by the Regal Laundry.

**New WGN Program**

Chicago—Alice Blue, staff pianist at WGN, has started a program of her own, "A Toast to Romance." It's a combination of piano music and songs, aired Sundays, 3:45-4 p. m.

★ ★ ★ ★

**EVERYBODY**

WHO IS

**ANYBODY**

IN

**RADIO**

IS

**READING**

RADIO DAILY

**EVERY DAY**

★ ★ ★ ★

## ★ Chatter ★

**HOWARD HUGHES'** talk on "Speed Flights—Stunt or Promise" before the Advertising Club of New York at the latter's Thursday luncheon will be aired over NBC's WEAJ as well as WOR and WMCA.

*Lee Gillis, of the cast of "Operative Steele" on WMBC, Detroit, left this week for New York to do radio work.*

Stanley Goreck, graduate electrical engineer, fills the post of electrical consultant for the Commercial Recording & Sound Co. Mr. Goreck has designed and installed many of the city's largest public address systems and is in charge of estimates and production on the furnishing and installation of sound equipment.

*Jerry A. Freeman, general manager of the Commercial Recording & Sound Company, has brought to this young organization an accumulation of many years experience in the show world. Known as a production man on radio, Freeman has written, cast, and produced many programs. He serves as contact man for the organization due to his wide acquaintance in show and construction business.*

W. A. Bailey, president of KCKN, Kansas City, Kas., and editor and publisher of the Daily Kansan, has returned from a week spent in Chicago on business.

*Mary Ferguson is now warbling over KTSA, San Antonio, Wednesdays at 10:45 a.m. It's a 15-minute studio program.*

Personnel changes at Philadelphia stations finds Florentino Donato joining the staff at WDAS as director of Italian programs, filling post left by Charlie Borelli. At WIP, Karl Barron is the latest speller to depart, going to Hollywood on March 6 for flicker work. Jack Barry, moving in from WEEU, Reading, Pa., fills the niche.

*Jim Simmons, KCMO (Kansas City) program director has been confined to his home for the past week with laryngitis.*

Phil Alexander is scripting his "Alexander's Ragtime Revue" for a commercial over a San Antonio station.

### Just a Bug

*West Coast Bur., RADIO DAILY*  
Hollywood—Seymour Johnson, KFI and KECA engineer, besides tending the two stations' equipment, has a 1,000-watt transmitting station at home, another in his car, and is now sending his wife to a radio school so he can put a transmitter in her car.

## ★ ★ San Francisco ★ ★

**INADEQUACY** of their studio facilities for the broadcast of Western Home Hour has compelled KSFO to move this musical program to KNX until proper arrangements are made. Problem of maintaining a studio orchestra has arisen, with Henry King not interested in remaining minus a local release.

Ione deLuce, latest addition to the business staff of KSFO, comes here from Seattle.

Mark Dunnigan of KYA leaves that station to join NBC's technical staff.

KYA officials are watching with great interest the construction of their new 5,000 watt transmitter. KSFO has selected China Basin for its new station.

Paul Martin makes his debut as a baton-swinger over national hook-up on the NBC-Blue chain today.

W. R. Clark moves into KPO's television department in New York as an engineer.

Torch singer trouble at KSFO; lovely Jean Carrol receiving fan mail addressed "Mr. Gene Carrol." Her low voice baffled dialers.

Gertrude Lyne, NBC pianist, will leave the studio to take up the organ, a long ambition of hers.

Pat Kelly's "Radio Round Table" program on KFRC very popular on the ether waves with guest Emcee, Herb Caen, radio editor of the Chronicle, doing the interviewing.

Bill Johnson saying goodbye to friends here as he leaves for the East to associate himself with Dorothy (warbler with Bernie Cummins) Crane's dad.

Bobby Meeker, whose band attracted local dancers last year, has opened an artist's service in St. Louis.

Dude Martin and his Wild West

Revue, a cowboy variety show, plans to inject guest artists on its new five-day per week schedule on KLX.

Johnny O'Brien, wizard of the harmonica, again goes on a nationwide hook-up over NBC-Blue network. Walter Kelsey directs the novelty instrumental ensemble which accompanies O'Brien.

Hal Burdick began his new program, "Spring Fever at Fifty," on Sunday over NBC-Red network.

In answer to urgent fan-mail, the biography of Robert Stevens, NBC staff tenor, was a high spot in the program of Meakin's Musical News over the Pacific Coast NBC-Blue network on Saturday.

Walter Paterson leaves cast of "One Man's Family" for two months to honeymoon.

Two important new spot announcements over KGO are Hudson Motors, who have bought 28, and Safeway Stores, Inc. on the line for 13.

Dick Holman back from Hollywood for a short week. Holman has been busy making recordings for MacGregor and Sollie.

Betty Marino is inviting Gyula Ormay, concert pianist, as a guest artist on her next Hotel Canterbury Trio broadcast.

Horace Perazzi, comic singer with Herb Saman's band, leaves that combination to take over his own orchestra in Portland.

Captain Hugh Barrett Dobbs is piloting his "Ship of Joy" in the direction of Stockton, where he is slated to do a broadcast over CBS-KYA.

Jack Bennett, former staff announcer for KQW, San Jose, resigned to become station manager of KHUB in Watsonville.

William Pabst, assistant manager of KFRC, busy producing new program titled "True Tales of Buried Treasure."

### New Philly Accounts

Philadelphia—KYW Artists Bureau has set a deal with Briggs & Varley calling for a series of 39 ET to be used in a spot campaign for the Iowa Soap Co. Stations not set, but distribution will be confined to the mid-west states. Account being handled by J. J. Curtis, with Al Watton on the production end and Mabel Pearl scripting. Robinson labs making the platters.

Philco Radio & Television Corp., through Julian G. Pollock, has started for seven days, eight spot announcements daily, over WIP.

Hill Co. (clothes), placed direct, started for 13 weeks, three quarter-hours weekly of musical transcriptions over WIP.

### Dramatized News on WHO

Des Moines—"Headlines of the Week", a new Sunday 5:45 p.m. feature over WHO, presents a comprehensive review of news highlights of the week by H. R. Gross, WHO news editor, with humorous incidents presented in dramatized form. The dramatizations are written by Don Thompson. Sponsored by Wolverine Shoe & Tanning Corp.

### Premiums for Purchasers

For the inserts from 10 tins of Edgeworth tobacco, Larus & Bros. Co., Richmond, Va., is offering a pipe free to the radio audience of its WBS transcriptions entitled "Moments You Never Forget."

Campana Sales Co., Batavia, Ill. (Italian balm) on its "First Nighter" program, Fridays, 10-10:30 p. m. on NBC-Red, is making a combination offer to radio listeners of a 25-cent bottle of Drene (Procter & Gamble) free with each purchase of a 35-cent size bottle of Italian balm.

### WDNC Studio at Exposition

Durham, N. C.—A completely equipped modern studio will be built and maintained by WDNC at the forthcoming annual exposition to be held here April 19-24. Plans call for a large studio, a control room and a smaller studio, a complete remote broadcast layout designed to show the uninitiated just how the modern radio station is operated. Numerous radio programs will originate from the exposition through the facilities of WDNC, the station of the Herald-Sun papers.

## ANNOUNCERS

**BRUCE QUISENBERRY**, star announcer and special events man on WMBH, Joplin, Mo., is much in demand as a speaker before clubs and organizations of all kinds, both for his own personality and for his experiences. He was formerly a secretary to Will Rogers and recently appeared before the Rotary Club in Kansas City to tell of his personal reminiscences about Rogers. D. J. Poynor, WMBH manager, was in Kansas City on business that day, and attended the meeting.

*Auditioning of announcers to fill Don Wilson's shoes when National Biscuit's Twin Stars moves from NBC to CBS on April 4, has sifted the choice from 20 to 2, who will try out by taking turns on the coast program this week and the week following, after which the sponsors will take their choice. This Friday, Carlton Kadell, who announces the Amos & Andy show, will have his chance. On the 12th, Wen Niles, brother to Ken, will try his hands at it.*

Joe Tumely leaves WFIL, Philadelphia, for a roving assignment with Associated Press. Tumely was sport-caster for six years on station and formerly followed the ball for the Philadelphia Evening Ledger. Staff member Harold Simonds takes over the vacant role.

*Harry Johnson, sports announcer with KFAB-KFOR, Lincoln, for the past three years with the Magee Clothing Co. has stretched his nightly five minutes to a 10-minute show. Johnson was voted the best baseball announcer in the minors last year.*

"Announcer's Doghouse," the only audience show on KFOR, Lincoln, is becoming highly popular. It's a half hour of name calling each week wherein all the erring announcers are called before the mike and bawled out for their various mistakes, mispronunciations, boners, etc.

*Bob Wilson, new Westinghouse news commentator, hails from Iowa, and has had several years commentarial experience on the larger stations of the middlewest. Wilson's inimitable style and news delivery plus a pleasing voice, feature the news periods of the two Westinghouse Indiana transmitters, WOW and WGL.*

### Speaking of Records

*West Coast Bur., RADIO DAILY*  
Hollywood—Stuart Hamlin has had six and a half years of one and a half hours a day continuously on KEHE, with the Star Outfitting Co. uninterruptedly as sponsors. Besides the KEHE programs, he has appeared on other stations, bringing his total of hours up to 9,000. He ad libs, uses no ork, and has only two in his act who can read music. Real hillbillies.



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 16

NEW YORK, WEDNESDAY, MARCH 3, 1937

FIVE CENTS

## WOR Taking 50-Word Spots

### VAN CRONKITE STARTS NEW STATION SERVICE

New type of station service, planned to merchandise news for commercial purposes, is being organized as a consultant bureau, with headquarters to be located in Cleveland. Organization will be headed by Jack Van Cronkite, who recently resigned as head of the CBS and WBBM news bureau in Chicago.

Van Cronkite's organization will offer a complete course to the stations that feel they are not getting enough out of news program sales. Editing, the use of flashes for spon-

(Continued on Page 5)

### Fitch Shampoo Starting Second Program on NBC

F. W. Fitch Co., Des Moines (Fitch shampoo), will begin its second program on the NBC-Red network on March 13. Series will be heard Saturdays, 11:45 a.m. to 12 noon on five NBC-Red stations (WEAF, WCAE, WMAG, WTAM, WWJ). Program will originate from Chicago and features Gene Arnold, The Ranch Boys, and Salon Trio. L. W. Ramsey Co., Davenport, has the account.

### Philadelphia Papers Increase Radio Time

Philadelphia — Local newspapers are supplementing their radio time, swapping with local stations for space. Record has taken more time on WFIL, paying off in agate lines, using two spots nightly to plug serialization of the Supreme Court book, "Nine Old Men." Evening Ledger is back on a WIP deal, taking a quarter hour daily for Brother Bill (Sam Serota) reading the funnies.

### Singing Announcers

Billed as "The Singing Announcers", the three top announcers of KWTO, Springfield, Mo., are now being sponsored as a trio in a mid-morning spot. The lads are Al Stone, Russ Davis and Bill Ring, all good soloists, and each also has a solo program on KWTO. All three, in addition, take regular announcing shifts daily.

### Versatile

Springfield, Mo. — John E. Pearson, whose newscasting over KWTO-KGBX has gone into its fifth year with over 3,820 talks delivered by him to date, also is the station's promotion manager, national advertising manager, local salesman, continuity writer and market-caster (five 15-minute periods daily), besides having the only hour show on KWTO. On the side, he handles publicity for the district's largest stockyards. The stations now have seven newscasts daily, two on Sundays, all sponsored for the past four years.

### AFM ACTION ON DISKS DEFERRED UNTIL JUNE

Miami — As generally expected, definite decision regarding the barring of disks from the air was deferred until the National Convention of the American Federation of Musicians to be held in St. Louis, June 8. Meeting of the Executive Board of the AFM held in the Everglades Hotel recommended that the question be brought up in St. Louis.

According to James A. Petrillo, (Continued on Page 5)

### Gruen Is Inaugurating New Nationwide Series

Gruen Watch Maker's Guild, Cincinnati, on March 15 will begin a series of daytime time signals on 10 stations from coast to coast. Signals (Continued on Page 5)

## Newspaper Ban Gives Radio Break on Sweepstakes News

### Williams Takes Over Maxwell House Show

Herschell Williams has replaced Kenneth MacGregor as director of the General Foods (Maxwell House coffee) show heard Thursdays, 9-10 p.m., over the NBC-Red net. Williams was formerly connected with J. Walter Thompson agency. Mac-

(Continued on Page 5)

### Station Revises Its Policy to Permit 50-Word Live Commercial Announcements 8 a.m.-6 p.m.

### G. M. CONCERTS SWITCH TO NBC-BLUE APRIL 4

General Motors Sunday night concerts, now on the NBC red net, 10-11 p.m., will switch to the NBC Blue, 8-9 p.m., on April 4. This places the concerts opposite the Chase & Sanborn "Do You Want To Be an Actor?" for the hour, and the 8:30-9 p.m. Eddie Cantor spot on CBS. The Ford concert on CBS goes on at 9 p.m.

### Thompson Agency Gets West. Growers Account

Bruce Church, chairman of the advertising committee of the Western Growers Protective Association, Los Angeles, has appointed the J. Walter Thompson Co., San Francisco, to handle its account. Industry ships annually about 45,000 cars of lettuce to the East and will spend \$225,000 for radio and newspaper advertising this year.

### National Lead Company Plans Spring Campaign

National Lead Co., New York (Dutch Boy white lead, etc.), is planning a Spring campaign of quarter-hour transcriptions. Schedule is still in the works. Marschalk & Pratt Inc., New York, has the account.

Effective immediately WOR is accepting 50-word live commercial announcements to be broadcast between 8 a.m. and 6 p.m. This is a revision in WOR's policy regarding the length of spot announcements. Heretofore the shortest time period available on WOR was a five-minute period.

Under the new plan announcements will not be accepted which plug a drug tonic or a contest. No Sunday time will be sold.

Fifty word plugs cannot follow a commercial program. They will only be heard at the end of a sustaining program. Maximum contract limited to 26 weeks.

Announcements sold for \$60 each or six consecutive announcements during the week for \$300. If a sponsor, two announcements daily, three days a week, no discount will be allowed. WOR also will not guarantee any time position, nor allow announcements longer or shorter than 50 words. Disks are barred.

### CBS Starts Operating New W. E. Transmitters

WEEI, Boston, and WKRC, Cincinnati, both CBS stations, are now on the air using the new Western Electric transmitters which were completed within the past few days. Jimmy Middlebrooks and Guy Hutcheson, CBS engineers, are now in Boston with Middlebrooks returning to New York late this week. Hutcheson will remain in Boston doing field tests on WEEI.

Plans for the construction of a new short wave transmitter for W2XE, Wayne, N. J., which was scheduled to be in operation last month, are being delayed because of the non-delivery of equipment.

### He'll Hear From It

Miami Beach, Fla. — There has never been, and there never will be, a good woman radio announcer, according to Ted Husing, who is vacationing here.

"The resonance of the feminine voice is inferior to that of a man," Husing explains, declaring that it is physically impossible for a woman's voice to carry as well as a man's over the air waves.

By GEORGE W. MEHRTENS  
RADIO DAILY Staff Correspondent  
Washington — Although newspapers and other publications containing information pertaining to Irish Sweepstakes have been barred from the mails by the Post Office, radio stations are still free to broadcast such information, in opinion of experts, it was revealed here yesterday.

Following announcement of the Post Office decision by Solicitor Karl (Continued on Page 5)



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

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## FINANCIAL

(Tuesday, Mar. 2)

### NEW YORK STOCK MARKET

|                 | High      | Low     | Close   | Net Chg. |
|-----------------|-----------|---------|---------|----------|
| Am. Tel. & Tel. | 180 3/4   | 179 1/4 | 179 3/8 | - 1/8    |
| Crosley Radio   | 25 1/2    | 25      | 25      | - 1/8    |
| Gen. Electric   | 61 3/4    | 60 1/2  | 61 3/8  | - 1/8    |
| North American  | 30 1/2    | 29 3/4  | 29 7/8  | - 1/8    |
| RCA Common      | 11 3/4    | 11 1/2  | 11 1/2  | - 1/8    |
| RCA First Pfd.  | 77 1/2    | 77 1/2  | 77 1/2  | - 1/8    |
| RCA \$5 Pfd. B. | (100 Bid) | 100 3/8 | Asked   |          |
| Stewart Warner  | 19 3/4    | 18 5/8  | 19 3/8  | + 3/4    |
| Zenith Radio    | 38 3/4    | 37 3/4  | 38 1/4  | + 3/4    |

### NEW YORK CURB EXCHANGE

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

### OVER THE COUNTER

|                   |        |        |    |
|-------------------|--------|--------|----|
| CBS A             | Bid    | 50     | 52 |
| CBS B             | 49 1/2 | 51 1/2 |    |
| Stromberg Carlson | 18     | 19     |    |

### Lengel in Radio Debut

William C. Lengel, until recently eastern story editor for Columbia Pictures and one time associate editor of Cosmopolitan and Liberty magazines, will make his radio debut in a guest appearance on the "Magazine of the Air" program over CBS on Friday at 11 a.m. He will talk on a better and more glorified name than housewives for the women who run what he will call "the biggest business in the world" more efficiently and economically than chief executives of swollen corporations.

### Fenton Joins John Blair

Frank S. Fenton, formerly national sales director of WBNS, Columbus, O., joins the New York sales staff of John Blair & Co., station reps, on March 15. Fenton replaces Kenyon Ivie, who is returning to the Pacific Coast.

## REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway MEd. 3-1270 New York

### 15 Years on Air for Cavanaugh's

Chicago—Eddie and Fannie Cavanaugh, veteran radio team west of KDKA and pioneers in local radio history, celebrate their 15th anniversary on the air March 31.

Pair began March 29, 1922, over then local station KYW in a broadcast by the Jerome H. Remick Music Co. of one of earliest popular song programs broadcast in this nation.

Cavanaugh's mark 2,400th consecutive broadcast of their current WBBM-CBS Radio Gossip Club on May 22 of this year and five years with Illinois Meat Co. as sponsor. Pair have interviewed 683 stars of stage, screen and radio to date and boast unique distinction of being first to put Mae West on ether on May 25, 1932, and also the first to succeed in getting Rubinoff to speak over a microphone. Team report they have polled in the neighborhood of 5 million letters and average 300,000 yearly and that they have been away from the mike only 5 months in the course of their record broadcasting careers.

### Changes in Programs On WOR-Mutual Net

Dr. Charles M. Courboin, Belgian organist, will be aired via the WOR-Mutual Monday evening 8:30-9, instead of Sunday mornings, effective Monday.

Armand Tokatyan and the Wallenstein Orchestra take the air Thursday nights, 8-8:30, via the WOR-Mutual effective March 11. Bamberger Symphony Program is changed from Thursdays to Fridays.

"Romance in Rhythm," to be heard Tuesdays, 8-8:30, over the WOR-Mutual, will have Jack Arthur, baritone, and Evelyn Case, soprano, who had previously guest-starred on Jack Arthur's program, instead of the featured artists originally scheduled.

"Impressions," the Wallenstein musical program goes off the ether next week.

"Witches' Tale" will be aired Thursday evenings 10-10:30 instead of Fridays at 10, effective March 11.

Ed Fitzgerald and Company will continue with their daytime WOR-Mutual spots but will go on the air Thursday evenings, 9:30-10, additionally, with different soloists each week. The Nat Brusiloff Orchestra will be a permanent feature of the program. Artists for the first week will be Walter Ahrens, Sylvia Cyde, vocalists and Pauline Alpert, whirlwind pianist.

### Wolfe Gilbert to Produce Two Shows in the East

L. Wolfe Gilbert leaves the coast March 12 and arrives in New York City on the 15th, with negotiations pending for two plays to be produced during his stay here. He'll do a "Tin Pan Alley" guest spot on one of the major shows.

### Axton-Fisher Series

Chicago—Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), has signed a 13-week contract with WMAQ for the 6:30-6:45 p.m. period, Mondays through Saturdays, beginning the first week in April. Hal Totten, NBC sports announcer, will do sport talk mostly concerning baseball. McCann-Erickson, Inc., New York, placed the account.

### Robert S. Wood Joins Taplinger Organization

Robert S. Wood, associate editor of the old Evening World and more recently editor of the Annenberg magazines, has been appointed an executive assistant in the New York offices of Robert S. Taplinger, Inc., publicity and radio relations firm.

Wood has been identified with radio since 1920. With Major J. Andrew White and other pioneers of the industry he operated WJZ when that station was on the air three nights a week. In the publicity field he has represented the U. S. Navy, the North Pole expedition, RCA, Marconi and Carnegie Hall.

Other recent additions to the Taplinger organization in the Hollywood office, include Dan Thomas, who resigned as publicity director of the Walter Wanger productions to establish a motion picture department with the Taplinger office; Ray Buffum, publicity director of radio station KFVB, Los Angeles, added to handle the radio pages, and Jane Grier to handle the women's pages. The Hollywood offices are under the direction of Pauline Swanson.

### Air Wrestling Bouts

East St. Louis—WTMV today inaugurates the first of a series of wrestling broadcasts from St. Paul's Social Center in East St. Louis. Broadcasts will be handled by George Sauer, former middle-weight wrestling champ and brother of present heavyweight contender, Ray Steele. Sauer will not only broadcast but also will wrestle in a preliminary bout, becoming radio's first only wrestling announcer! With him will be the station's regular mike-man, Alex Buchan.

### United Airline Spots

Airline spot campaign being conducted by J. Walter Thompson agency is for United Airlines, instead of American as inadvertently reported.

**Leo Sava**  
TONIGHT'S BEST BET:  
2:15 to 3:00 p.m.  
Fordham-N.Y.U. Debate  
from Washington Sq. College

**WHN DIAL 1010**  
AFFILIATED with M-G-M & LOEWS

## COMING and GOING

L. WOLFE GILBERT is due in New York on March 15 from Hollywood.

LARRY WHITE of CBS artist bureau leaves tomorrow for the coast with a stopover in Chicago.

BERTRAM J. LEVHAR, JR., WMCA sales manager, is in Boston.

LESTER E. COX, president of WTMV, East St. Louis, returned this week from a South American cruise.

WILLIAM H. WEST, vice-president and general manager of WTMV, East St. Louis, leaves Friday for Florida to bring back his wife and family who have been there the past two months. Woody Klose takes over the executive job in West's absence.

LEE COULSON, WHAS, Louisville, is in town.

JOHN G. PAINE, chairman of the board of MPPA, left yesterday for Washington for FCC conference. Music industry committee leaves today.

JOHN ROYAL is back from Detroit.

WILLIAM LEWIS, CBS vice proxy in charge of operations, is back from his vacation in Bermuda.

HARRY ROSE returned yesterday from Philadelphia.

HERBERT ROSENTHAL, CBS program director, returns Monday from a Florida vacation.

HENRIETTA NORMAN, stage and screen player, arrived from Hollywood dickering with a network for radio.

SERGEI RACHMANINOFF, HASSARD SHORT, MAX BAER, and IGNACE FRIEDMAN sail today on the Berengaria.

JACK BENNY, KENNY BAKER and DON WILSON arrive in New York on Saturday morning at Grand Central from Hollywood.

RAY LYONS, WOR development engineer, and MRS. LYONS returned from their Florida vacation. Covered over 4,000 miles in his car.

WILLIAM S. PALEY, CBS president, is en route east and is expected in New York on Friday.

EDWIN K. COHAN, CBS director of engineering, who has been on the West Coast for several weeks is due back in New York on March 15.

### Bob Convey a Father

St. Louis—Bob Convey, president of KWK, is the father of a boy, who has been appropriately tagged Robert Thomas Convey, Jr. Father seems to be doing well.

### On the Radio—Daily!

Hits from

Ready, Willing and Able  
**TOO MARVELOUS FOR WORDS**

JUST A QUIET EVENING  
**SENTIMENTAL AND MELANCHOLY**

European Hits

**VIENNA DREAMS**  
**CAFE CONTINENTAL**

When Old Friends Meet Again  
**WITH PLENTY OF MONEY AND YOU**

Harms, Inc.  
RCA Bldg., New York City

**AGENCIES**

HENRY T. EWALD, president of Campbell-Ewald Co., has announced the acquisition of several accounts to be served by the Chicago office: Bakerite Corp., subsidiary of Wilson & Co., packer, products for bakeries and dog food products; Wisconsin Alumni Research Foundation, Madison, Wis., Steenbock process for vitamin D irradiation; Wheary Trunk Co., Racine, Wis., and General Screen Advertising, Chicago.

ASSOCIATION OF NATIONAL ADVERTISERS has a new member in Pillsbury Flour Mills Co., Minneapolis.

MARTIN ADVERTISING AGENCY has been appointed advertising and sales counsel for Star Overal & Uniform Mfg. Co., Brooklyn.

**Radio Appreciation Class**

Hamden, Conn. — Dr. Kent Pease, chairman of the English Department of Hamden High, has organized a course in "Appreciation of Movies and Radio" to meet daily and carry regular school credit, for sophomores, juniors and seniors. The class first collected sufficient data to indicate just what individual attitudes were at the beginning of the course. Score cards for judging of programs were next developed.

**Shirley Ross with Murray**

Shirley Ross, star of "The Big Broadcast of 1937," and singing femme lead opposite Bing Crosby in "Waikiki Wedding," has been signed to appear on the new Rinso and Life-buoy program beginning March 31. Program will feature Ken Murray and will be heard over a coast-to-coast CBS network from 8:30-9 p. m. every Wednesday.

**Seeking Station Breaks**

Bauer & Black, Chicago (Blue Jay products) through Ruthrauff & Ryan, Inc., New York, is inquiring for station-break announcements.

**Renew Ernie Watson**

Ernie Watson, whose contract still has five weeks to run, will have a 13-week renewal on the Joe Cook show.

**Walter Neff a Daddy**

Walter Neff of Neff-Rogow, Inc., New York, is the father of a boy, Walter, Jr.



● ● ● Ken Roberts, the CBSinger, knocked the entire Columbia Broadcasting network out of commission yesterday....At the conclusion of the "Children's Corner" show, Ken started laughing with the result that he broke up completely before saying "System" which is the net cue to break in locally....Ray Noble, who will direct the ork for the new Burns and Allen series from the coast, may go into the Ambassador....Mickey Garlock, for 13 years fiddle-player and conductor for Ben Bernie, will become song-plugger for Santly's....Has it been reported that Helen Jepson will be in the Phil Baker flicker?...Paul Douglas starts a seven-times weekly baseball series via CBS April 19....Miriam Graham bedded by the flu in Palm Beach....Doc Rockwell's appearance as a guesstar being held up by money-discussions....Georgie Hale will be honored at the "Kiss the Donkey" party Sunday in Leon & Eddie's....Al Donahue opens at a Bermuda hotel after the 13th.

● ● ● Benny Goodman collected \$1,000 insurance for stolen arrangements on a recent Washington one-nighter...This brings to mind the amounts the various bandsters have their libraries assessed at via policies: Shep Fields and Art Shaw come through for \$20,000 in case, Vincent Lopez and Benny Goodman are in the thirty grand brackets....Russ Morgan and Al Donahue 15g's....Dick Humber \$25,000....Tommy Dorsey 23 thousand with Enoch Light...Hal Hope and Teddy Black in the ten grand class....Boston Advertising Club present William Robinson of the H-Trib and Ken Collins of Gimbel Brothers at their luncheon Tuesday.

● ● ● Was Del Casino surprised the other night when he got up to sing at a Park Central affair and saw that the band leader was Hal Davis—a page boy at CBS!...Hal is the son of Eddie and has an eight-piece band in which he pushes the accordion...Val Ernie goes into the Detroit Athletic Club, April 1, with a CBS wire...Oscar Shaw talking over a picture deal with Selznick...Zeke Manners put off the Ford show until the 16th...Rudy Vallee has among his guests tomorrow Gerald Henry Hendricks, the cop who caught P. E. No. 1...The story of how Greater New York receives its food will be aired via NBC Sunday....Mikes will be stationed at various points.

● ● ● George Jessel has 200 autographed photos of his friends in his bathroom with a tablet reading—"Those I Love Are Always With Me"....The Colony Club has Georges Metaxa, Jessel, Yacht Club Boys and Harry Richman booked for one-nighters....Helen Fox, CBS hostess, at home ill....Shubert Press Agent Claude Grenaker talking with former Shubert P. A. Donald Flamm, whose press agent, Larry Nixon, sits in another booth in Lindy's....The songwriter who has a lock on his home phone is still being kidded....Frankie Basch brought the seven-year-old columnist to her mike yesterday. The kid appeared on "We, the People" Sunday....Tony Russell, Boston singer, being kidded by songpluggers....NBC glorifies their sound men Sat. on the Red net....Radio City Bowling Academy is given over to CBS men on Wednesday nights....Charles Seiferd, KGBX announcer, is ambitious that—while sleeping during a church sermon, his girl friend jabbed him in the ribs to awaken him—he bolted upright and said in a voice the entire congregation heard: "This is KGBX, Springfield, Missouri."

**GUEST-ING**

CARY GRANT will be Grace Moore's leading man in her Lux Radio Theater performance of "Madame Butterfly" on Monday evening over CBS.

CAROLE LOMBARD will appear on "Your Hit Parade and Sweepstakes" over the CBS net Saturday night.

CARLOS SALZEDO, noted harpist, will appear with Ed Wynn Saturday evening over the NBC-Blue net.

JUDITH ANDERSON, Walter Abel, Edgar Bergen, Milton Douglas and Mary Jane Walsh are scheduled for the Rudy Vallee hour tomorrow evening over the NBC-Blue.

MITZI GREEN will be with James Melton's Sealtest Saturday Night Party on March 6.

RICHARD CROOKS and Margaret Speaks are to sing from the Chicago NBC studios in the Voice of Firestone over the NBC-Red network Monday evening.

JOSEPHINE ANTOINE, Richard Himber, Frank Albertson and Eddie Albert of Broadway's "Brother Rat" cast will be on Sunday afternoon's Magic Key program over the NBC-Blue.

PATRICIA COLLINGE and Helen Welshimer, NEA columnists, are booked for "Let's Talk It Over" on the NBC-Blue Monday evening at 8.

HIT PARADE guesstar bookings for the month have been set as follows: Philip Merivale, March 10; Jane Wyatt, 17th; Lanny Ross, 24th, and Miriam Hopkins, 31st. Program, with Abe Lyman, goes over the NBC-Red at 10 p.m.

ANDY IONA and his Hawaiians will be Al Pearce's guests on the Ford broadcast Tuesday evening over the CBS network.

HELEN MORGAN will be Lanny Ross' Showboat guest March 11 over the NBC-Red net, 9-10 p.m.

WARDEN LEWIS LAWES speaks from the New York studios of CBS during the Hollywood Hotel broadcast Friday.

**Astaire Introducing Songs**

Two new George Gershwin songs from his forthcoming RKO film, "Shall We Dance," will be brought to the air for the first time by Fred Astaire, who co-stars in the film with Ginger Rogers, in his broadcast next Tuesday evening over the NBC-Red network at 9:30 p.m. Numbers are "I've Got Beginner's Luck" and "Let's Call the Whole Thing Off."

**BIRTHDAYS**

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

March 3  
Greetings from Radio Daily  
to  
Donald Novis

Warren and Dubin's Two grand hits  
**Summer Night How Could You**  
**Gee But You're Swell**  
REMIK MUSIC CORP.  
RCA Bldg., New York City

# MUSIC

**B**UDDY CLARK and Edith Dick will vocalize with Abe Lyman and his "Californians" when they begin their series of appearances on the "Hit Parade" tonight at 10 over WEAF and 73 affiliated NBC stations.

Reggie Childs and ork will be air-waved from the Commodore Perry Hotel, Toledo, over the NBC Blue Network three times a week, effective yesterday.

Bert Block and his Hotel Syracuse Orchestra go NBC two days a week, Tuesdays and Thursdays, 5:45-6 p. m., over the Blue network, to start March 9. Bill Johnson will vocalize. Bill Heathcock and Eddie Seltzer are in charge of arrangements.

Philly studio bands are the upper-crust pets, it seems. Clarence Fuhrman and his lads (WIP) are providing the rhythm for the Ocean City Yacht Club, while Jan Savitt and ork (KYW) go collegiate at the Lehigh University Military Ball.

Boston's maestro, Bill Swanson, is in New York organizing a new orchestra for airings and personal appearances. Joe Moss of the Hollywood and MCA are reported interested.

Irving Aaronson and his boys will have Wesley Vaughan as soloist in Gene Lester's place in the weekly WHN broadcast.

Edwin Rogers, baritone, will solo in a song recital for the General Federation of Women's Clubs program tomorrow, 2:30-2:45 p. m. over the NBC-Blue Network.

## ★ ★ COMMENTS ★ ★ On Current Programs

### Shell Show

Joe Cook is building with his comedy and emceeing for Shell oil and gas (NBC Red), the variety-entertainment-minded J. Walter Thompson Co. evidently having a budget which permits as many features as time will allow. This Saturday night spot should be just as strong, if not stronger, than at any time during the Shell Chateau programs originating in Hollywood. New York studios hasn't clipped the Shell wings on talent, for a certainty. Array of names on the last program included Frank Buck, Eva Le Gallienne, A. L. Alexander, Father Hubbard, Rose Bampton and the Donald Duck and dog comedy talk. Ernie Watson's orchestra and Cavaliers' quartet are among the regular signed talent.

Cook, the agency, and probably the sponsor know that no comedian can be expected to carry a one-hour show and be funny intermittently throughout the hour. Not if the comedian is strictly on his own and the laughs depend upon his being funny every time he opens his mouth. The technique as developed by radio comedians, is to pick his spots, his stooges, and if necessary work in the guest stars as the latter. Cook is more and more applying this style to his show, and is merely borrowing a leaf from his success in vaude and musical comedy. A comedian can plant laughs and does not necessarily have to plant them all on himself. When it comes to stooges Cook is ingenious to say the least.

Father Hubbard and Frank Buck added a touch of National Geographic biz, Cook virtually using the big game hunter as straightman for his comedy quips, Buck on one hand ambling straight through his talk, as though he wasn't being interrupted. It worked out swell. A. L. Alexander, however, added dignity to his introduction of the "Glacier Priest," who highlighted one of his arctic climbs and later was interviewed by A. L. Miss Le Gallienne reviewed her

Molly Pitcher epic of the battle of Monmouth.

New offer is made to auto drivers—free "Stop and Go" game in colors, at all Shell gas stations.

### Jack Benny

After all the build-up it received, Jack Benny's playing of "The Bee" on his Sunday night NBC-Red network program was no more of a furore than Eddie Cantor's recent discovery of his long-lost flea. Perhaps air comics are strong believers in the theory that it's the anticipation rather than the realization that provides most of the pleasure. The program in general was typically Benny and therefore typically smart and enjoyable, despite the absence of Mary Livingstone. Andy Devine and Patsy Flick appeared briefly as guests.

### Ford Sunday Concert

The first airing of a joint recital by the talented Yehudi and Hephzibah Menuhin, and the pair's only joint recital of the season, thrilled the listening audiences on the Ford concert Sunday night, heard over the coast-to-coast CBS network. The wizardry of Yehudi's violin was never demonstrated to radio audiences better than in Ravel's difficult "Tzigane." Hephzibah, who at 16 was making her first appearance as a concert pianist before a mike, played a group of two Chopin numbers and later joined her brother in two brilliant Mozart-Beethoven duets.

### Nash Speed Show

On CBS at 9 p. m., Floyd Gibbons and Vincent Lopez orchestra gathered a hefty quota of guests, further adding to the Saturday night variety programs with no small kick. Guests included Prof. Quiz, Willie and Eugene Howard, and the Southernaires, negro quartet whose voices are well known to network listeners. Plenty of diversion and a fast half-hour. Preceded by the Philip Morris show, with Russ Morgan's ork and Charles Martin's dramatizations, program is in a better spot than ever.

### Rumford Chemical Spots

Rumford Chemical Co. (baking powder) has placed an order through Atherton & Currier, Inc., for a series of spot announcements over stations WJAX and WAPI to begin March 15. There may be more stations added by the time the announcements begin.

### "Good Health" on WCAE

Pittsburgh—"Your Good Health," quarter hour programs in a national health campaign being sponsored by the retail pharmacists of America and locally by Duquesne University, starts Friday over WCAE.

### Fred Stone Doing Script

Fred Stone and his three daughters, Dorothy, Carol and Paula are working on a script called "Circus Life" which is destined to be aired some time in the fall by one of several agencies now dickering for it. The Zeppo Marx Agency is in charge of all arrangements.

### Renew Thesaurus

Renewals signed for the NBC Thesaurus for the past week are WTMJ, WOOD-WASH, and KP5K, Colon, Panama.



**B**OB BARRETT, head of WOR office here, terms reports that he has signed his first outstanding local contract—said to be one for \$100,000 through Blackett, Semple & Hummert agency—"strictly a rumor." Bob Crosby band a heavy click with Chi air fans following his local debut over the airplanes from the Congress hotel.

Verne Hassel of the Barn Dance will tie the connubial knot with Lavelle Carter of the Hayloft Octet on March 24.

Billy Trusk, who plays the role of Patrick Sinclair of "Backstage Wife," is a veteran of two years in radio at the age of 12.

Frances Carlon has resumed the role of "Mrs. West" in the Mary Marlin show after a year's absence devoted to stage and screen engagements.

Charles Lyons, NBC announcer, off to the coast for a month's vacation.

Shift in WBBM continuity department here places George Shellman on Sunday night "History in the Making," with Dan MacGillan doing gags for Friday "Mortimer Gooch" show.

### Jack Up Distributors

The following is an excerpt from a letter sent by E. J. Davin, promotional manager of the General Household Utilities Corp., to all distributors:

"Our Ft. Worth, Texas, jobber, T. C. Jones, is flooding that area with his KTAT, 1240 KC, radio broadcasts day and night, Sunday and weekdays—Try and 'catch' a program some evening 6:44, 8:15 and 9:25 weekdays, or 8:05, 8:35 and 8:55 after Sunday dinner—and 'Steal his stuff' if you think it will sell another Grunow Radio or Refrigerator in your area. The Human Being Consumer is about the same all over, and if T. C. is cashing in, he's generous enough to let you use his brain children—no charge (I hope he won't sue me later)."

Following this paragraph was a duplicate of one of the spot announcements written by the continuity staff of KTAT.

### Opera from Milan

A portion of "Lucrezia," Respighi's posthumous opera which made a big hit on its premiere in Milan last month, will be broadcast in the U. S. today at 5 p. m. via an international over the NBC-Blue net.

### Co-Op Program Ending

The Dry Goods cooperative program on Mutual signs off the air after tomorrow's broadcast. Series has had a 26-week run.

## ONE MINUTE INTERVIEW

### FRANK BLACK

"As NBC musical director I am also the one man complaint department. All letters stressing musical dissatisfaction are referred to me, and surprising to say, the majority of the letters are worded constructively. We have gleaned several smart musical ideas from letters sent to us, and through application by persons musically equipped to make them practical."

## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

LOUISE MASSEY and her "Westerners" being considered for new summer commercial when "Log Cabin" takes its hot weather vac...failing that they'll tour Keith Theaters...then go movie with two features on the coast...Mary Small to do a probable repeat on "Showboat" March 18...five agencies and sponsors pow-powing with her...looks as though she'll be a set feature for Sunday nights throughout the dog days...When "The O'Neills" go screenie, probably pronto with Grand National. Jimmy Tansey goes with them...Sam (Schlepperman) Hearn about to launch a new rube series... "Having a Wonderful Time", the Arthur Kober opus, may show on the Rudy Vallee hour...The Famille Gleason, Lucille, Jimmy and Russell, east-coast-bound, armed with script... a bet to be sponsored soon...

Off-the-record radio activities... May Singhi Breen (*Sweethearts of the Air*), Arlene Blackburn (*The O'Neills*) and Julie Bonnell (*Bambi*) collect china knick-knacks and toys... Jane Ace designs clothes... Grace and Eddie Albert (*The Honey-mooners*) like wrestling... of all things... The two Freds, Allen and Astaire, are fight enthusiasts... Don Ameche goes for handball... Announcer Bill Bailey and Peggy Allenby are plane-crazy... he owns one... Marion Barney (*Pepper Young's Family*) and Al Rickey, director of the *Bea Lillie* show, do things with oils... Arthur Allen (*Snow Village*) fiddles with antiques and flowers... Ida Bailey Allen, who adores cooking, is at home among the hyacinths, Bill Adams (*Bambi*) plays billiards in the grand manner... Ade Revere, Ed Lindstrom and Ken Schon (*Norsemen Quartet*) are pix fiends... they victimize the other lads... Ford Bond, announcer and commentator, bowls, and Frank Banta (*City Service Piano Team*) pinochles.

Cecily Adams Brown is the gal accompanist on the General Federation of Women's Clubs program come Thursday... "Bachelor's Children's", Patricia Dunlap is Van Dine-ing a thriller... Bess Flynn, whose brain-child is "Bachelor's Children", tore up two weeks of scripts 't'her day... then pieced them together again... Comic Martha Raye still absentee with laryngitis...

## RADIO PERSONALITIES

No. 9 in the Series of Who's Who in the Industry

HERBERT L. PETTEY, Sales Manager and Associate Director of WHN, Vintage of 1905, Prospect, Ohio; public schools and University of Kansas. District Manager for RCA Victor in Kansas City, Detroit and Washington, D. C. In charge of Radio Division of Democratic National Committee, 1932-36. Before that was Secretary of Federal Radio Commission (1933-34) and held same position when FCC was established. Subsequently another secretarial job with President Roosevelt's Committee of National Communications. All of which should indicate that Herb knows a few people in Washington. In the spring of 1936, Louis K. Sidney, director of WHN was casting about for a good man with practical experience and decided upon Pettey who joined the staff on May 1 of that year. Brown hair and blue eyes makes a pleasing combination and personality, the latter with the aid of Washington training, being able to see things from a national point of view. Under Pettey's regime, WHN commercial accounts took a new lease of life.



Cut Eye Teeth in Political Arena .....

## ★ STATION FLASHES ★

IN celebration of the inaugural of its new 1,000-watt vertical radiator antenna system, KGGM, Albuquerque, N. M., gave 52 hours of continuous broadcasting starting last Wednesday. Day and evening time was devoted to programs sponsored by local firms, state municipalities and manufacturers of radio equipment. Early morning hours were given to general advertising of New Mexico. KGGM is owned and operated by New Mexico Broadcasting Co., of which Miss Norinne Switzer is president and A. R. Hebenstreit is v.p. Mike Hollander is manager.

WAML, Laurel, Miss., recently moved into new modern studios with complete new RCA equipment throughout.

John F. Patt, vice president and general manager of WGAR, Cleveland, has introduced a rotating policy within his organization whereby members of the sales, program and engineering departments may get first hand knowledge of each other's problems.

Commemorating many years of progress, KFXX will soon broadcast a series of one hour radio shows, in the form of an imaginary "Parade" pertaining to the growth and development of Oklahoma City.

WJAY, Cleveland, has extended its broadcasting time one-half hour, signing off at 6:30 p.m. instead of 6.

WFEA, Manchester, N. H., this week became an affiliate of NBC and also celebrated its fifth anniversary.

### Recommends Rehearing

Washington Bureau of THE RADIO DAILY Washington—Commissioner Stewart of the Federal Communications Council has recommended that the petition of the Tri-State Broadcasting Co. for a rehearing on their application for a CP for a new broadcast station to operate on 1500 kc., 100 watts, unlimited, be granted.

### Van Cronkite Starts New Station Service

(Continued from Page 1)

sors, 5, 10 or 15-minute periods as well as other types of news programs will be part of the course. It is presumed that if necessary a man will be stationed with the outlet for a time until station operators feel that all available news is being properly merchandised. Van Cronkite's work in Chicago was considered unusually successful, and he developed various news programs that were never sold in the past.

Specialized service will be on a fee basis. News currently available to stations that may be sold as commercial programs include Transradio, United Press and International news services.

### Gruen Is Inaugurating New Nationwide Series

(Continued from Page 1)

will be broadcast seven days a week for 13 weeks. Stations on the list are WEAf, WNAC, WGN, WBen, KWk, KRLD, KFRC, KPRC, WJSV, WJR. McCann-Erickson, Inc., New York, is the agency.

### Williams Takes Over Maxwell House Show

(Continued from Page 1)

Gregor is at present producing three programs for Benton & Bowles: "Log Cabin Dude Ranch," "Pretty Kitty Kelly" and "Captain Diamond Sea Stories."

### Adams Sponsoring Bouts

Adams Hats will sponsor the New York Italian Benefit Boxing Bouts to be broadcast over WHN on Friday, 9:30-11 p.m. Sam Taub will describe the bout between Enrico Venturi and Frank Wallace which will go ten rounds. Business placed direct with station by sponsor.

### AFM Action on Disks Deferred Until June

(Continued from Page 1)

head of the Chicago local, virtually all of the members are in favor of barring the disks, with reservations, and that his own stand and that of the Chicago men is well known. Executive Board, however, felt that the matter was too important to be passed upon by any unit other than the entire body, which now totals a membership of 158,000 musicians, through 737 locals.

Considerable other important details taken up are expected to be announced through the usual channels during the coming week or ten days. One official stated that there was a "whole trunkful" of stuff to be looked over and sent to the locals and membership involved, also licensees.

### Radio Will Get Break On Sweepstakes News

(Continued from Page 1)

A. Crowley, who at the same time announced plans for a vigorous campaign to break up lotteries, Judge Sykes, chairman of the Broadcast Division of the FCC, when asked if FCC might take similar action, stated that so far as he knew the question had never come up.

Congressman Kenney, father of the lottery bill, declared the Post Office action left radio in a position of being the only news disseminating source left for information of interest to many American citizens who play Irish Sweepstakes each year.

Asked about his bill, Kenney said he had sent individual letters to every member of the House and Senate, pointing out the great source of revenue the country is losing through anti-lottery laws. Reaction, he said, thus far was favorable.

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTES  
WJZ-9-30 P. M. E.S.T.—Mondays  
NBC Network  
Dir.: A. & S. LYONS, Inc.



**P**ACKARD Paint & Varnish Co., is sponsoring a new daily program over WBZ & WBZA, Boston, 8:15-8:30 a. m., entitled "Mac and Moore, the Packard Paint Men." It embraces songs and chatter by Malcolm McCormack and Carl Moore.

"The Feminine Angle," on KFJZ, Fort Worth, for five half-hour periods a week at 10:30 a. m., is proving one of the outstanding women's shows in that section. Modelled on format of the Kropotkin "To the Ladies" page in Liberty magazine, is written and delivered by Ena McKinney, who services accounts personally. Commercials are not limited and the entire show is ad libbed. Also, commercials are sold at over double announcement rates.

"Headlines of Yesterday," a new show written by J. Gunnar Back and Jim Cox, is being aired daily over KFOR, Lincoln, Neb. Show combs back newspaper files and presents local and national news with musical background and buildup.

"Toast of the Town" a big boost for the products of Franz Bakery of Portland, Ore., is among the new programs on station KOIN.

"Presenting Virginia Dare," sponsored by Virginia Dare Extract Co., began a series over WHO, Des Moines, this week. Programs, embracing harmony by the Four Dons and Three Gals and a Lad, go on the air Mondays, Wednesdays and Fridays at 10 p. m.

Lillian Kaye, crooning contralto, formerly with Ben Bernie at Buffalo, and more recently appearing at the Lobster, Hartford, will appear on the New Haven Chamber of Commerce program on WBRY Tuesdays at 12:45.

WICC, Bridgeport, has revised "Friendly Folks" with Adelle Frederick in single episode form and will present the program on a staggered schedule.

WELI, New Haven, has a new commercial sponsored by Malley's and Matrix Shoe Co. on Fridays at 2:30. The program of "restful" music, called "Time to Relax" is placed by grams arranged by Jack Rice, prez

## Chatter

**A** MOCK feud between Curly Fox, Southern fiddling champion, and Nat Chee, the Indian, national titleholder, both entrees in the Radio Stars Jamboree at the New Municipal Auditorium in Ft. Worth, last Saturday, is being taken seriously by many listeners of KTAT, the station from which both broadcast. Fan mail is pouring in from the rival factions. "The Musical Brownies," another KTAT aggregation, are also in the contest and "The Sons of the Pioneers," visiting group, broadcast daily from KTAT during their stay in Ft. Worth.

James Sarsfield is the "Kandy Andy," new children's character in the WHN "Kandy and Andy" series sponsored by Mason Mints and Black Cross.

"Little Boy Blue," next Bobby Breen film, to be authored by Ger-

the Deyer, Cornell, Newell, Inc., agency.

The Sentinels, popular male quartet, return to WELI, New Haven, with a new series early next month.

Philadelphia and Miami will exchange salutes on March 8. Pro of the International Radio Club, org hoping to foster better feeling town, city and country through the medium of radio broadcasting. Philly show will be aired by WFIL and a transcription made of it for a listen over the Miami stations.

Lois LaChance, young Chicago girl who was first brought to the attention of the radio audience of the middle west on the Fireside Theater program over WGN, will return as featured guest on the same show tomorrow night at 9:30 o'clock.

Advance Baking Company is sponsoring the 26-week series of Spelling Bees aired over KCMO, Kansas City. The contest is for school children up to and including the seventh grade and is tied into this baking organization's retail merchandising program with a plan whereby contestants must secure entry blanks from their neighborhood grocer.

Five minutes of variety music and interesting facts constitute the new air programs of the D. C. May Paint Company and Interior Decorators. The programs will be heard at 6:40 p. m. on Tuesdays, Thursdays and Saturdays over WDNC, Durham.

A well known scene from a cur-

trude Berg, will have music by Oscar Strauss.

Leonard Brown, formerly United Press correspondent at Pittsburgh, Kas., has been added to the continuity staff at WMBH, Joplin.

Fred Hirsch, WTMV (East St. Louis) writer, has been cast for a part in the St. Louis Little Theater's performance of "Tonight at 8:30."

Jack Prouse, formerly of the Cleveland Times advertising staff, has joined the sales force of WTMV, East St. Louis.

The Worth Harmonizers, rhythm duo sponsored by the Worth Credit Clothiers, change from a 30-minute program aired by KTAT, Ft. Worth, every Friday night at 7:30, to a 15-minute stanza every Monday through Friday at the same time.

rent motion picture is the basis of each presentation of a new series of bi-weekly broadcasts over WDNC, Durham, N. C. The programs, presented on Tuesday and Thursday mornings at 11:05, are captioned "Hollywood Room Recipes," sponsored by the Elliott Furniture Co. of Durham. Gladys Miller, interior decorator, presents the descriptive matter. Vincent Connolly is the announcer.

KABC, San Antonio, is rebroadcasting programs from WLW and WSM every night, thus giving the Alamo City some of the Mutual outlet.

The Glee Club of Duke University, directed by J. Foster Barnes, was presented on a coast-to-coast CBS broadcast from New York on Sunday afternoon. The program was carried by WDNC, CBS station in the home town of Duke University, Durham, N. C. The New York Broadcast over the Columbia Network was part of a series of concerts to be given during the time the Glee Club is away from Durham.

### WAML Adds Business

Laurel, Miss.—WAML is having a continuation of its business boom. Norman-Leggett Furn. Co. has just finished a 39-week contract on the Strand Organ Program with Ruth DeGruy at the console and has renewed for 52 weeks. Stanback Co. is entering its 68th week.

Two new daily broadcasts have been started with Hugh Smith as commentator and using Transradio service. The morning spot is sponsored by Elec. Appliance Co. and the noon spot by F. B. M. store.

## Short Waves

**C**OLOMBIA, South America, is undergoing a complete re-allocation, with many stations likely to lose their licenses. The step was found necessary due to complaints from all over the world to the Colombia government. Many of the HJ stations now operating on the 49-meter band will have to look to their signals.

H18Q, formerly operating on 6.24 m. c., has moved down the dial to an approximate channel of 6.19 m. c. The station, in Trujillo City, has adopted the title of "La Voz de los Muchachos."

OLR (9.55 m. c.), at Prague, Czechoslovakia, will offer its regular American program each Monday and Thursday, 8-10 p. m.

W6XKG is now working regularly on the announced ultra short-wave frequency of 25.95 m. c. or 11.56 meters, carrying the programs of KGFF, Los Angeles.

"Radio Caracas" in Venezuela has changed its call letters to YV5RC. It operates on 5.8 megacycles with one kilowatt power.

Many short wave addicts are among the listeners to Uncle Jim's Question Bee over WJZ on Saturday evenings. Letters have been received from such odd places as Iceland and the deserts of Egypt.

A special program for English-speaking listeners will be broadcast by HJ1ABP, Cartagena, Colombia, on March 13, 10-11 p. m. EST, on the 9.62 megacycle wave.

### Bamberger Starting New Series Over WOR

L. Bamberger, Newark department store, starts a new series of quarter-hour programs on WOR, Mondays through Saturdays, 9-9:15 a. m., beginning March 15. Ed Fitzgerald will do a skit consisting of humor and philosophy.

### Franklin Dunham to Speak

Franklin Dunham, NBC educational director, will speak before the monthly meeting of the Social Work Publicity Council today in the Russell Sage Bldg. His topic will be "Radio As a Medium of Interpreting Social Problems." Aaron Stein, radio editor of the New York Post, is also on the program speaking from the press angle.

### Gladys Swarthout as Mignon

Gladys Swarthout will sing the title role of "Mignon" in the Met opera matinee performance March 13, via NBC-Blue net. Charles Hackett, American tenor, will be spotted opposite in this RCA program.

**FOREIGN**

PARIS—Ballots from tax-paying French radio owners are now being tabulated in an election just completed in which the Popular Front battled to gain control of French Government broadcasting. There are 3,000,000 votes to be tabulated before the election results may be announced. The election involved only government owned stations, supported by the taxes paid by the listeners. Programs consist of news reports, recordings, chamber music and dramas. No sponsored time is sold. Privately owned stations, which are supported by advertising revenue similar to those in the U. S., were not affected.

CANBERRA—Senator McLachlan, the Australian Postmaster-General, has announced that plans will shortly be considered for the erection in Australia of a special high-powered broadcasting station for dissemination throughout the world of the Australian official news service and for the general broadcasting of Australian publicity and propaganda. The plan follows those already established in France, Germany, and most European countries.

MELBOURNE — Station 3DB, owned and operated by the Melbourne Herald, is the first commercial station in Australia to build and operate a country relay station.

**10 All-Time Top Songs On Horace Heidt Program**

Horace Heidt will present ten of the top all-time songs on his Alemite broadcast Monday. Program, heard over the CBS net, 8-8:30 p.m. (re-broadcast to the west coast 12 Mid.), has made an extensive survey to find the songs with the best commercial value. The following were selected for the shows: "Til We Meet Again," 4,500,000 copies sold; "Rose of No Man's Land," 4,500,000 copies; "Missouri Waltz," 4,000,000 copies; "Marcheta," 3,500,000 copies; "Silver Threads Among the Gold," 3,000,000 copies; "Three O'Clock in the Morning," 2,000,000 copies; "Alexander's Ragtime Band," 2,000,000 copies; "Whispering," "After the Ball" and "My Blue Heaven," 1,000,000 copies or more.

**14th Year for Gym Class**

John B. Gambling's "Gym Class" sponsored by Illinois Meat Co., aired six days a week over WOR, celebrates its 14th anniversary March 8. Gambling completes his twelfth year with the program on that date. The "Gym Class", which has piled up a record of 3744 broadcasts to date, was the first of the gym broadcast ideas to hit the ether.

☆ **PROGRAM IDEAS** ☆

**"Children's Recess"**

An unusual weekly program, sponsored by a local furniture store, has worked out very successfully in Rochester, N. Y. Each week ten children come to the studio prepared to answer questions suitable to their age, asked by a teacher and pulled from two question boxes. The children range in age from eight to fifteen years, the question boxes are separated, one for eight to twelve, the other for twelve to fifteen. The program is heralded by a school bell, the announcer calling "The Children's Recess." Sounds of the young audience finding their seats are broadcast, and faded for the commercial.

Prizes of five, three and two dollars are awarded winners. The rest of the contestants receive letters entitling them to a free gift at the store of the sponsor. A two-dollar prize is also given for the best set of questions submitted by children. Program going into its thirteenth week has responses of 1,000 children signed as contestants, and over 2,000 letters received. Reliable Furniture Co. is sponsor, Thursday evenings 5:30-6.

**5-Minute Theater Tieup**

WMBH, Joplin, Mo., has worked out a five-minute program of Hollywood Close-ups, which is announced by Harley Fryer, manager of the Fox and Paramount theaters.

The program has a three-sided appeal to listeners. First, there are announcements of the times at which features will run during the day. Then two or three minutes are given to a talk about movieland people, the script being prepared by the WMBH staff. The times of the feature pic-

tures are also given at the close of the broadcast, as that has been found to relieve the theater people from answering a great many telephone inquiries.

As an inducement to listeners, two tickets are given over the broadcast each day to a person whose name is selected at random from the theater's bank night register. Later in the afternoon the station runs a ten-minute feature, In Movieland, from the United Press.

**Draws Crowds to Store**

Philadelphia — WIP's Uncle Wip program, the first children's show in America, was revamped to inject a promotional contest that has the kiddies and parents swarming into the Gimbel Brothers department store, sponsor, on Saturdays where they can't miss the special bargain counters.

Somewhere in each Uncle Wip program, his microphone is completely cut dead and a sotto voice cries out a pass-word. A strike of the gong, and the program is resumed. Children are told to listen carefully to each night's pass-word, and then to write it down and either bring it to Uncle Wip or send it to him in the mail. In return, each child sending in the correct pass-word receives a silver star. When a child collects ten silver stars, he or she is given a book of the United States Presidents. However, when the ten stars are collected, children are told to bring them directly to Uncle Wip's microphone house on the third floor of the Gimbel Store.

☆ ☆ ☆ **"Quotes"** ☆ ☆ ☆

THEODORE DREISER: "From 60 to 70 per cent of the promising young writers are now in Hollywood or Radio City collaborating with other writers," he said. "All that the writer needs is an idea, and the radio and the movies bring in specialists to develop it and inject synthetic drama."

DAVE RUBINOFF: "The motion picture industry and radio do not cross currents or clash at any real important point. One is for home entertainment, the other for enjoyment in theaters, halls and other places of amusement. If an artist succeeds in the movies, he means something to radio... and vice versa. Both industries can live side-by-side, sharing the harvest of the world's finest talent."

CORNELIA OTIS SKINNER: "Radio actors and entertainers should make theatrical tours of all parts of the country. The point of view of what is entertaining, amusing or worthwhile differs in various sections

of the nation and radio's performers should gain first hand knowledge of and understand this point of view by playing before audiences in various sections of the country."

PETER VAN STEEDEN: "On most of my commercial programs, I have worked with comedians. But I have discovered that the listener won't stand for any fooling around when it comes to the musical division. Would you believe it, my fans beat the critics to the nod when they indicated in their letters that 'jam' would go the way of all flash in a very, very short time."

FERDE GROFE: "For my forthcoming concert tour and future radio work, I have composed a suite called 'Hollywood Ballet,' which is a musical conception of an average day on a movie lot. Thus—Fred Astaire is represented by ocarino and drums; Grace Moore by a harp, flute, and clarinet; Donald Duck by the saxophone and trombone."

**ANNOUNCERS**

TWO former KWTO-KGBX announcers have decided the Missouri-Arkansas Ozarks live up to all Chamber of Commerce publicity material. Russ Davis, after being with the two Springfield, Mo., stations a year and a half, went to XERA in Mexico for five months, but is now back to stay, he says. Karl Zomar, after a two-year announcing term with KWTO-KGBX, tried it at Lincoln, Neb., four months and also has returned. Both say radio prospects in Springfield, Mo., are brighter than any spot they have ever known, and both have been around plenty.

RUSS WALKER, news commentator for the World Telegram, has been added as a staff announcer to station WHN. He will continue his twice-daily spots for the newspaper.

Dick Harwell of the KABC announcing staff, San Antonio, has a part in "It Happened the Night of Jan. 16," next Little Theater play at the San Pedro Playhouse.

Jack Kerrigan, youngest announcer on WHO (Des Moines) staff, disclosed added talents when he made his debut on WHO recently as possessor of a fine baritone voice. Assisted by John Behan, pipe organist, and Don Hovey, violinist, Jack has sung several sustaining programs, and will be heard in the future.

Russ Winnie, WTMJ sports announcers, will make his first public appearance in Oshkosh on March 19, when he participates in the testimonial dinner for the Oshkosh All Stars at the Athearn hotel.

John K. Chapel, staff announcer for WOW, Omaha, has gained considerable fame as a speaker in the past few years. Each summer he makes a practice of spending his vacation at some distant point. He has traveled to Haiti, to Alaska, and the coming year he plans to visit England, Denmark, Finland, Latvia, Esthonia and Belgium.

W. Keyes Perrin, announcer at WMAS, Springfield, Mass., formerly announcer for WOKO and WABY, Albany, N. Y. goes to WPRO, Providence, R. I. in the same capacity. He will replace Vernon Crawford, formerly of WMAS who will go to Station WFIL, Philadelphia.

Jimmy McLane, announcer of KABC, San Antonio, was recently appointed program director. Jim was with WFAA, Dallas, during the Texas Centennial.

**Garden Series on WJZ**

"Your Garden," a new series of Sunday morning garden talks by John Zollinger, soil authority, with Al and Lee Reiser supplying the musical background, starts Sunday, 11:05-11:15 a.m., over WJZ. Sponsor is the Wright Co., Old Bridge, N. J.

## Viewpoints

### Advocates Simplicity As Keynote in Music

RADIO has been often blamed for ruining the sale of sheet music and therefore cutting the earning power of a song. Composers lament that if the public can hear a song by just turning a dial, they will not buy copies.

When radio was in its infancy the songwriters, with their ears carefully attuned to the public's heart, were turning out sensational hits like, "I'm Forever Blowing Bubbles," "Let Me Call You Sweetheart," "My Blue Heaven," and similar numbers that were rated as terrific commercials, meaning that they sold hundreds of thousands of copies.

These were bonanza days for the music business. And then something happened. The sweet simple melodies were barbarously stretched and distorted. The pleasantly dreamy rhythms were accelerated and transformed. The natural, easy rhyming lyrics were replaced by forced and artificial concepts. Optimism and poetic melancholy gave way to salaciousness, suggestiveness, inanity and an unhealthy morbidity. And finally, the soothing orchestrations were sent into the ash heap by the strained agonized modern arrangements.

The responsibility for the ruination of simple American ragtime lies with these boys who tried to dress a country girl in city silks and satins, and not with radio. The modernistic arrangers, influenced chiefly by European trends, took the informal framework of our popular music and stretched it beyond all recognition. As a result, the professional musician of today seldom listens to a new tune without analyzing its arrangement possibilities.

The musicians have drifted away from the public and have set up their

## SELLING THE STATION

... Merchandising \* Showmanship \* Exploitation

### Checking Listeners

KFJZ, Fort Worth, has had a "Who Am I?" program on for a number of weeks. It is used as a station check and goes on for five minutes at various times. Correct answers from listeners bring ducats to theaters. Response to questions doubled second week over first week program was on.

### WLS—Prairie Farmer Tie-up

Every month a full-page spread of this character is run by WLS in Prairie Farmer—"selling" readers of that publication reasons why they should listen to WLS regularly—its features, service and entertainment.

This is just one of the services WLS offers its advertisers—to help interest and maintain additional listeners. Besides these page advertise-

own set of standards. This has always been an unwholesome practice, and the music business is beginning to suffer from its effects. After all, music is not a plaything with which to show off one's cleverness. It is the mefflodious expression of a people's emotions. The public's feet may tap in unison with wild rhythms, but its heart will pulse and throb only to melodies like "Girl of My Dreams," "Side by Side," and the current "Pennies from Heaven." Of all great art, the keynote is, and always will be, SIMPLICITY!—EMERY DEUTSCH.

### Personality Plus Voice Needed, Says Pelletier

It might be an almost impossible task to select three soloists each week from among fifty or sixty candidates for Metropolitan honors, many of whom are endowed plentifully with vocal talent, were it not for the final consideration of personality. This applies not only to the "voice" personality of the applicant but to those little accidents of voice and gesture and the mannerisms that a singer unconsciously displays in the brief interview preparatory to the audition. If the singer reveals a pleasing personality in answering questions during the introduction, it is more than likely that his singing personality will be genuinely favorable, too.

Of course, a truly great voice is not encountered once in a decade. And we have had applicants whose voices were all in their minds, even though they may have been studying for years. But since the inception of the Met. auditions I have discovered one really exceptional voice and at least a half dozen others have been good enough to win them commercial radio engagements. Then, too, there have been other singers whose voices, while really fine, were not of operatic caliber. But in the final analysis the three main requisites for a real singer, as the Russians

say, are voice, voice, voice. And when an exceptional voice is combined with personality, then a really fine singer has been found. Technique training and all the rest will come later.—WILFRED PELLETIER.

### Publishing Magazine

WHBY and WTAQ, under the management of the Rev. James A. Wagner of Green Bay, Wis., are publishing a 16-page magazine carrying a comprehensive report of the local offerings, as a service to listeners in the area of the two stations.

### WHN Signs 4 Accounts

WHN has signed four new accounts which start schedules over the station this week. One is Mason Au Magenheimer Confectionery Mfg. Co. (Mason Mints & Black Crows), quarter-hour program entitled "Kandy Andy & Nancy" three times weekly, Mondays, Wednesdays, Fridays, 5-5:15 p.m. Grey Advertising Co., New York, has the account.

Budget Finance Co., New York, through Frank Kiernan & Co., placed a series of five-minute announcements, once weekly, for 26 weeks. Helix Co., Inc., is taking a quarter-hour each Monday with a program known as "Your Opportunity." Procter & Gamble Co., Cincinnati (Crisco), is using five-minute daytime announcements, Tuesdays through Saturdays, for 26 weeks. Compton Advertising, Inc., New York, has the account.

### Pinch Hits for Lawes

Richard Gordon, NBC character actor, stepped into Warden Lewis Lawes' shoes Mon. night when the warden was unable to appear on the 20,000 Years in Sing Sing program because of a severe cold. Program was heard from 9 to 9:30 p.m. over the NBC-Red network.

### Packer Takes Station

RCA is dropping KOA and KDYL off the last half hour of its Sunday afternoon program on the NBC-Blue, 2-3 p.m., in order that Packer's Tar soap may have the stations added on to its Sunday program on the NBC-Red, 2:30-3 p.m.

say, are voice, voice, voice. And when an exceptional voice is combined with personality, then a really fine singer has been found. Technique training and all the rest will come later.—WILFRED PELLETIER.

## Coming Events

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

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

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

May 2-8: National Music Week; David Sarnoff, chairman.

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

June 8: American Federation of Musicians convention, St. Louis.

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

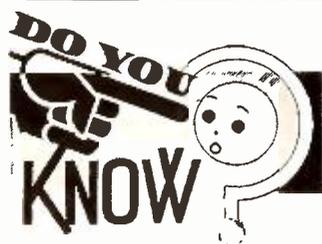
June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

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

June 21-24: Seventh Credit Congress of Industry, Chicago.

### KFJZ Adds to Personnel

Fort Worth—Business increased so much during past few months at KFJZ that another account executive had to be added to the staff. He is William Fields. A new addition to the announcing staff is Robert Durran, formerly with KGKO, Wichita Falls.



For the first time in the history of radio, Germany topped Great Britain by a slight margin in number of registered radio receiving sets when the registrations reached 8,167,597 sets at the beginning of this year, as against 7,937,907 on Dec. 1, 1936.

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# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 17

NEW YORK, THURSDAY, MARCH 4, 1937

FIVE CENTS

# Music Code Details Set

## Looking On ... AND LISTENING IN

**RESULTS** Stories of the great work done by radio in the recent flood disaster are still coming in from the afflicted areas.

There are many heroic tales among them, but the list is too long to print. One thing, however, stands out in all of the accounts.

There never has been a result-medium equal to the radio, nor has this medium ever achieved the efficiency and speed that it has today.

Not only was radio instrumental in raising more than 90 per cent of the flood relief funds for the Red Cross, but the various stations report that the quota for their localities were topped by anywhere from 50 to 1,000 per cent.

This demonstrated not only the radio's efficiency and speed, but also its listener interest.

No sponsor or potential sponsor can afford to overlook a medium of such value.

**TRAVEL-ADS** Speaking of sponsors, it is a curious thing that the railroads and steamship companies have availed themselves so sparingly of radio time as a means of boosting their traffic, especially around vacation time.

There is no end of colorful material that would make appropriate programs for sponsors in either class.

Malcolm La Prade's travelogue in behalf of Cook's on Sunday afternoons is a hint in this direction.

But it barely touches the surface of the possibilities that exist there.

It looks as though the airlines, despite their less extensive backgrounds and scope, will steal a march on the railroads and steamship lines in the matter of promotion via the ether.

### Airing Stockholders

West Coast Bur., RADIO DAILY

Los Angeles—The annual meeting of stockholders of the Southern California Edison Co. will be put on the air, under an arrangement being effected by the utility firm through the Mayers agency. . . .

An hour's time is being bought for the occasion, and the meeting will go on the air March 19 at noon.

## N. W. STATIONS JOIN IN 25 STUDENT DRAMAS

Minneapolis—Designed to stimulate interest in safe driving and also to give high school students an opportunity to write and produce radio dramas, WCCO, Minneapolis and St. Paul, will present a series of 25 High School Safety Dramas during the spring months.

Cooperating with WCCO and the educational institutions are Judge Levi Hall of the Hennepin (Minnesota) County District Court, and the

(Continued on Page 8)

## National Oil Preparing Mutual Net Campaign

National Oil Products, Inc. (Admiracion Shampoos), will begin airing over the Mutual-WOR network within the next 60 days, probably on a Sunday evening spot. Talent will include Tim and Irene Noblette, with Bunny Berrigan's orchestra. Chas. Dallas Reach advertising agency, Newark, N. J., handles account.

## Three NBC Programs Conclude This Month

The last week in March will see the termination of three NBC programs. On the 28th, Real Silk Hosiery Mills with Edwin C. Hill, NBC-Blue, Sundays, 9:45-10:15 p.m., and a seasonal product, Smith's cough drops,

(Continued on Page 8)

# Delegation Sails on Monday For North Amer. Radio Confab

## WNEW Starts New Show With Six Spot Sponsors

WNEW has inaugurated a new six-a-week, one hour show which is to feature a series of spot announcements, interspersed with music and chatter. Program, aired 3:30-4:30 p.m., will plug the following sponsors; Busch Jewelers, two announcements Richards Clothing stores, General Supply Co., Schainuck Clothing Co. and Pontiac Motors, Inc., one announcement each. Show is called "Listener's Scrapbook."

## Tentative Agreement is Reached on Rules to End Bribery of Radio Artists by Music Publishers

### Ether Curfew

Nashville—Listeners of WSIX pricked up their ears and listened when WSIX started broadcasting an announcement each night at 10 o'clock asking listeners to "turn down the volume" on their radios for the benefit of their neighbors who might wish to go to bed early.

## NEW CHEVY DISKS TO USE NAME TALENT

New Chevrolet series of electrical transcriptions will start recording on March 15, and these disks will follow the three-week supply now on hand at the 384 stations which resume Chevy shows on March 8. Plan is to use Graham McNamee as announcer and two guest stars on

(Continued on Page 2)

## Students Will Operate Station KGY for a Day

Olympia, Wash. — "High School Day" has been declared at Radio Station KGY by Manager W. R. Taft. The date has been set for April 21. On that day approximately 125 high

(Continued on Page 5)

By PRESCOTT DENNETT  
RADIO DAILY Staff Correspondent  
Washington—Prediction that "a rule, productive of much good, will be worked out under the law" to solve radio artist bribery by music publishers was made to RADIO DAILY last night by Henry Miller, assistant chief of the Trade Compliance Division of the Federal Trade Commission, after he had conferred for several hours with John G. Paine, chairman of the board of the Music Publishers Protective Association.

Paine is here with the committee representing the popular music industry which is in progress of drawing up a series of rules to cover fair trade practices. Of outstanding importance to the industry is the one definite rule which will treat with the radio artist bribery situation. FCC has on hand complaints lodged against publishers bribing orchestra leaders and other talent to plug their songs on the air.

Miller believes that complete drawing of the fair trade practice code rules for the pop music industry would consume a month or more. Complete code will then be made public to allow for industry hearing

(Continued on Page 3)

## 10 Shows Are Added By WXYZ in Detroit

Detroit—Since the middle of February, the King-Trendle Broadcasting Corp. station, WXYZ, has added five more 45-minute shows and five more quarter-hour programs. Although the "forty-fives" are sustaining, they are being groomed for commercial

(Continued on Page 5)

## Benny From Waldorf

Jell-O program will emanate from the grand ballroom of the Waldorf Hotel next Sunday, when Jack Benny airs the first of three shows to be broadcast from New York. Sponsor, in an attempt to clear all ticket requests, decided on the ballroom yesterday. Show is heard over the NBC-Red net, 7-7:30 p.m., with a rebroadcast to the west coast at 11:30 p.m.

(Continued on Page 3)



Vol. 1, No. 17 Thurs., Mar. 4, 1937 Price 5 Cts.

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## FINANCIAL

(Wednesday, Mar. 3)

### NEW YORK STOCK EXCHANGE

|                 | High      | Low     | Close   | Net Chg. |
|-----------------|-----------|---------|---------|----------|
| Am. Tel. & Tel. | 179 7/8   | 179 1/2 | 179 7/8 | + 1/2    |
| Crosley Radio   | 25 1/4    | 24 7/8  | 24 7/8  | - 1/8    |
| Gen. Electric   | 61 3/4    | 60 5/8  | 60 3/4  | - 5/8    |
| North American  | 30 3/4    | 29 5/8  | 29 3/4  | - 1/4    |
| RCA Common      | 11 1/2    | 11 1/2  | 11 3/4  | + 1/4    |
| RCA First Pfd.  | 77 3/4    | 77 1/4  | 77 3/4  | - 1/4    |
| RCA \$5 Pfd. B. | (100 Bid) |         |         |          |
| Stewart Warner  | 19 3/4    | 19      | 19      | - 3/8    |
| Zenith Radio    | 38 3/4    | 38      | 38      | - 1/4    |

### NEW YORK CURB EXCHANGE

|                  |        |       |        |       |
|------------------|--------|-------|--------|-------|
| Hazeltine Corp.  | 16 1/2 | 16    | 16 1/2 | + 1/8 |
| Majestic         | 4 1/2  | 4 3/8 | 4 3/8  | ..... |
| Nat. Union Radio | 3 1/4  | 3 1/8 | 3 1/8  | - 1/8 |

### OVER THE COUNTER

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| CBS A             | 50     | 52     |
| CBS B             | 49 1/2 | 51 1/2 |
| Stromberg Carlson | 18     | 19     |

### Met. Series Ending

With the termination of the regular Metropolitan Opera series, RCA will broadcast the last program from the Met. on March 27. Series is heard each Saturday afternoon on the NBC-Blue. There is a possibility that NBC will pick up the Metropolitan from other cities as a sustaining feature when it goes on tour, but not definite.

### Calco Preparing Campaign

Calco Chemical Co., New York (bluing) is working on a schedule for one-minute dramatized announcements to be used on a small list of stations. Campaign scheduled to begin about the middle of April. Ferry-Hanly Co., New York, is the agency.

### Fairbanks Jr. on Air

West Coast Bur., RADIO DAILY

Los Angeles—Due to the appearances of Mary Garden and Freddie Bartholomew on tonight's Kraft Music Hall program being cancelled, Douglas Fairbanks Jr. will appear in the show. This will be his first time on the air.

### Charles Martin Publishing Scripts

Charles Martin, author and producer of the Phillip Morris program's "Thrill of the Week" feature, heard over NBC every Tuesday, and the CBS "It Might Have Happened To You" show for same sponsor on CBS Saturday nights, is publishing the scripts from these shows in book form. Book will be in form of a text volume, giving pointers on dialogue, framing a script and sound technique. Martin is also connected with the Biow advertising agency.

### New Chevy Disks To Use Name Talent

(Continued from Page 1)  
each program, plus a leading male trio or quartet. Rubinoff will conduct his orchestra, and will not offer violin solos. Guests will all be of the name variety.

Title for the new shows will be "Rubinoff's Musical Moments Revue," the sponsors desiring to retain the "Musical Moments" idea. Programs will be spotted two and three times weekly all according to the station involved. World Broadcasting System will do the recording. Campbell-Ewald is the agency.

### Pons Replacing Martini On Chesterfield Show

Lily Pons will replace Nino Martini on the Wednesday night CBS Liggett & Myers Tobacco Co. (Chesterfield cigarettes) show beginning April 14. Program is heard from 9 to 9:30 p.m. Martini and Miss Pons have shared the Chesterfield show for the past two years. When the program began its fall and winter schedule, Sept. 30, 1936, Miss Pons was on the west coast tied up with film work. Now that she is to replace Martini, he will go on an extended concert tour that will eventually lead to Hollywood and additional movie work. Newell-Emmett Co., Inc., is the agency.

### McCann Adds Borden

Alfred McCann, Jr., conductor of the McCann Pure Food Hour, heard over WOR every weekday, 10-11 a.m., has added the Borden Co. (Chateau cheeses) to his list of sponsors. McCann has purchased his time on the air direct from WOR and sells the program in turn to various sponsors. He now has twenty-one different companies bankrolling.

### Fitzer on Eastern Trip

Kansas City—H. Dean Fitzer, general manager of WDAF, leaves Monday for Washington to be present when the FCC hears WDAF's application for permission to buy WREN, the NBC-Blue network outlet in Lawrence, Kas. Hearing is set for March 12. Fitzer also will visit New York before returning here.

### Margaret Baun Signed

Margaret Baun, concert singer heard currently with Howard Barlow every Sunday, 2-2:45 p.m. over the CBS net, has been signed to a two-year contract by the Columbia Artists, Inc.

### William Morris Agency Opposes Dickstein Bill

Washington Bureau of THE RADIO DAILY

Washington—As hearings on the Dickstein bill were resumed yesterday before the House Immigration Committee, a telegram opposing the measure was received by Congressman Samuel Dickstein from William Morris, head of the artists' agency, reading as follows:

"As previous correspondence shows, our offices are opposed to any such action as your present bill proposes. Our experience for over 37 years is such that we can prove that retaliatory steps will be taken by other Governments to the detriment of our own people of the theater whereas the free exchange of international talent has always been of great artistic and financial help to all American interests."

### 4 Weekly NBC Spots For Canadian Singer

Sair Lee, Canadian born songstress, will be heard on four programs weekly over the NBC-Blue net from the Chicago studios. First show will be Friday, 10:30 p.m. Others are: Tuesdays, beginning March 9, at 2:30 p.m.; Wednesdays, beginning March 10, at 6 p.m.; Thursdays, beginning March 11, at 8 p.m.

### Jerry Blaine Promoted

Jerry Blaine, NBC maestro at the Coconut Grove, has been appointed Musical Director of the Park Central Hotel by H. A. Lanzner, managing director of the hostelry. The promotion, given in recognition of Blaine's part in bringing the business of the Coconut Grove up to an SRO standard, was the last appointment made by Lanzner just prior to his leaving for Miami, where he will spend the next six weeks vacationing.

### Second Duchin Book April 1

Second volume of Eddy Duchin's book of specially arranged piano numbers will be released on April 1. Volume contains twelve currently popular songs and a special transcription for piano of same by Duchin. Remick music publishers handling.

### Renew on "Ballroom"

Following three sponsors have renewed on the WNEW Martin Block "Make Believe Ballroom" series. Kopper's Koke, renewed until July 1, 1938; Twenty Grand Cigarettes, and Roxy Clothing, April 1, 1938.

## COMING and GOING

ALBERT A. CORMIER, vice-president and general manager of WIP, Philadelphia, is visiting in New York.

WILLIAM LUNDIGAN, signed recently by Universal Pictures while he was chief announcer at WFBL, Syracuse, is visiting in New York before departing for Hollywood to begin his film acting career.

JAMES E. SAUTER, head of Air Features, left yesterday for Washington to attend the Victory Dinner to be given tonight at the Mayflower Hotel by the Democratic National Committee.

HAROLD FELLOWS, manager WEEL, Boston, is in town for a couple of days.

JACK HOWARD, assistant secretary of Continental Radio Co., Scripps-Howard radio subsidiary, will return to New York from Washington on Friday.

LUCY MONROE, star of the Bayer Aspirin program heard via NBC, has gone to Washington to sing at the President's Victory dinner tonight.

GUS EDWARDS, general manager of Consolidated Radio Artists, arrived in Hollywood office yesterday to look over situation.

JAN PEECE arrived at Newark airport via TWA lines from Cleveland after concert date.

BILL MORROW and ED BELOIN, Jack Benny's script writer, left Hollywood and arrived with the Benny group.

RED NICHOLS and his band arrive in Chicago the 19th to open at the College Inn.

CAB CALLOWAY arrives in Boston March 18 to play at the RKO theater there after closing at the Cotton Club in New York.

JEAN PAUL KING's wife arrives from Florida Friday.

HUGH BOICE, CBS vice-president in charge of sales, is on the road. Expected back Friday.

FRED WILE, Young & Rubicam, director of radio publicity, and MRS. WILE are in Miami on vacation. Will return March 15.

REED KENNEDY, baritone of the Heinz program, will take in the ice carnival in Toronto on March 19.

HERMAN BESS, vice-president in charge of sales at WNEF, is in Chicago on business.

E. K. CARGILL, president of the Southeastern Broadcasting Co. and manager of WMAZ, Macon, Ga., is visiting New York.

### Add to Chi Sports Staff

Chicago—The 1937 summer sports season schedule, one of the most imposing in many years, brings the announcement from CBS officials here of an increase in their full-time sports staff to three men. Latest acquisition to the roster of sports events mikemen is George Sutherland, veteran of 13 years in radio, who comes to WBBM from WBBN, Buffalo.

### "Sons of Satan" on NBC Show

Vincent Travers, French Casino orchestra leader, has plucked the "Four Sons of Satan," a rhythm quartet, from WKBB, Dubuque, Ia., and is bringing them to New York to appear on his Sunday night NBC-WEAF sustaining series. The quartet will make their first appearance this Sunday night.

**Leg Says**  
TONIGHT'S BEST BET:  
6 to 6:30 p.m.  
Col. J. C. Flippen's  
AIRFINDS  
WHDIAL 1010  
AFFILIATED with M-G-M & LOEW'S

**AGENCIES**

**H. B. LeQUATTE**, president of the Advertising Club of New York, and of his own agency, H. B. Le-Quatte, Inc., has been appointed general chairman of the program committee for the annual convention of the Advertising Federation of America which will be held at the Hotel Pennsylvania, June 20-23.

**LOUIS W. THOMAS**, formerly connected with J. Sterling Getchell, Inc., has joined the Arthur Kudner agency.

**LOU MAXON**, head of the Maxon Agency, is in town visiting the New York branch.

**LAWRENCE FERTIG & CO.** has announced the removal of its office to 149 Madison Ave.

**PAUL CORNELL** of Geyer, Cornell & Newell, Inc., will address the Production Men's Club of New York tonight. Meeting will be held at the Winthrop Hotel.

**Tentative Agreement Reached on Music Code**

*(Continued from Page 1)*

on complete and individual rules, hearing to be held in New York.

Following the FTC conference, Paine told RADIO DAILY last night that all detail work was completed and final draft would now be drawn to submit to FTC for approval to permit a general open industry conference-hearing in New York the middle or end of April.

He added that the language of the code was discussed in detail and tentative agreement was reached with FTC.

The radio bribery rule as tentatively drawn, he revealed, will prohibit payment of money or other direct or indirect consideration to performers, orchestra leaders or others by music publishers as an inducement to the performer to plug songs. Violation would be actionable before FTC.

Those accompanying Paine at the hearing included Lou Diamond, E. B. Marks, Ralph Peer, Sam Fox and Attorney Griffin of the office of Joseph V. McKee, MPPA counsel.

**Francia White Going Abroad**

Francia White has completed plans for a European trip this summer. On her way to New York she stops off in St. Louis for a one-week engagement at the open air opera in that city. Miss White's decision to make the trip was made in spite of the fact that the summer lay-off of the Packard program will not be decided for at least two months. Program was only recently renewed for 13 weeks. Miss White, Fred Astaire and Charlie Butterworth are heard over the NBC-Red net 9:30-10:30 p. m. Tuesdays.



● ● ● Hillbilly columnist Cal Tinney and Fred Allen's writer, Howard Blake, are set to script the Ford show's gueststars for the 16th... Former radio press agent Jay Faggan has Erskine Hawkins' band at the Harlem Uproar House (which Jay owns) under personal contract and will bring in an NBC wire... Nelson Case quits the Vox Pop announcing job because of interference with the Ponds airing... Pat Kelly or Ed Herlihy may come into the berth... Radio Row in an uproar over the invitations sent out by Mike Porter's two-year-old daughter, Helen Jane, calling attention to her birthday, which is the 11th but will be held on the 13th so that a hangover won't interfere with work... "Of course you know about Dad's Scotch", is a portion of the funny invite... Ralph Kirbery is treasurer of Paterson's Kirbery Trucking Corp. which transports oil and gasoline... Gladys Swarth-out is one of many expected to appear at Leon Belasco's New Yorker opening tonite... Lud Gluskin may be the conductor of the Ken Murray-Campbell show... Freddie Rich's rush to the coast caused by picture work pending... CBS auditioned a variety show they contemplate airing from 7:30 to 8 a.m. as a sustainer... Guy Lombardo tentatively set for the Hollywood Coconut Grove... Kings Jesters remain at Chicago's La Salle... Because he clicked by the reins, Paul Ash may be recalled to the French Casino following Rudolf Friml, Jr... Dick Stabile opens tonight in Pittsburgh's William Penn... Ted Lewis set for Loew's State for the 19th or 26th... Henny Youngman, asked if he's going to Hollywood now that he's closed at the Yacht Club, replied "No, Lakewood!"

● ● ● Griffin's All-White show to be aired via NBC in May features Barry McKinley, Jean O'Neal, the Tune Twisters and Hughie Barrett's ork... Happy Felton who pinch-hits for Benny Goodman at the Pennsylvania for two weeks, goes to the Arcadia in Philly for 70 days... Jesse Crawford opens at the Roxy tomorrow for a two-weeker... Chester Lauck and Norris Goff, radio's "Lum and Abner", are set for at least one feature picture while on the coast... Dave Driscoll, WOR special eventer, has lost six pounds since on the lettuce diet... Ray Knight and NBC stopped the use of "Miss Pennyfeather" by Mrs. Thomason, claiming prior ownership. Hereafter she'll use "Princewhistle"... Bob Sanders, formerly with Rockwell-O'Keefe, will handle coast office for Consolidated Radio Artists... Don Bestor remains at Cincy's Netherland-Plaza for four weeks... Jessica Dragonette presents Franz Lehár's "Land of Smiles" Wednesday... Fannie Hurst will talk about the Girl Scouts on Sunday's "We, The People".

● ● ● "Popeye" is show being angled for by a kiddie-food sponsor, who wants to do a half-hour weekly airing... Harry Rose goes out with a Paradise unit which features Frances McCoy... Drake Hotel in Chi keeps Clyde Lucas for six more weeks... Reggie Childs stays at the C-Perry in Toledo until the 25th and then may return for a summer run... Russian warbler Assio Milowa, just returned from London, will be feted at Rose Mae's cocktail party this afternoon... Frank Curley postcards from Miami that (Baby) Rose Marie wowed them at the Miami Beach Benefit and that Irving Mills goes to "town" for her on Monday... Iturbi's sister, Ambaro Navaro, is trying to break down the portals of radio... Frank & Flo auditioned for a coffee sponsor yesterday... Alaskan publicity man Earl Rossman on Nash show Saturday... Abe Lyman does a one-nighter Sunday at the Astor for the Grossinger Hotel and Country Club reunion. Proceeds are to go for the Warm Springs Foundation and to erect two therapeutic pools in N. Y... Event as usual brings radio folks around.

**GUEST-ING**

**BELLE BAKER** and **STEPIN BRETCHIT**, on Floyd Gibbons' Speedshow program, Saturday, 9-9:30 p. m., CBS.

**SHEILA BARRETT** on the Speed-show March 13.

**LOUIS PRIMA**, **TED FIORITO**, **BILLY GILBERT** in a return engagement, and the parents of James Wallington, on Eddie Cantor's Texaco show, Sunday, 8:30-9 p.m., CBS.

**LEE PATTISON**, pianist, on Metropolitan Opera Guild program, today, 4:30 p.m., NBC-Blue.

**RONALD MANSFIELD**, singer, on Listen to This program, Tuesday, 7:30 p.m., CST, over Mutual out of WGN, Chicago.

**MARGARET SULLAVAN**, on Kate Smith's Bandwagon, March 11, at 8 p.m., CBS.

**BENAY VENUTA**, **GLENN HUNTER** and **GEORGE RASELY**, on Hammerstein Music Hall, March 9, at 8 p.m., CBS.

**ALBERT PAYSON TERHUNE**, on Magazine of the Air, March 12, at 11 a.m., CBS.

**FRANK CRAVEN** and **SPRING BYINGTON** added to the March 12 Hollywood Hotel program, when Burns and Allen, Ian Hunter and the Mauch Twins will appear, along with a preview of the film, "Penrod and Sam," over CBS, 9 p.m.

**WILLIAM LYON PHELPS**, on Magazine of the Air, March 10, at 11 a.m., CBS.

**JUDY GARLAND**, in addition to George Jessel, will be on the "Camel Caravan" next Tuesday.

**BETTY LAWFORD**, featured in the Broadway production "The Women," will be the guest of Radie Harris on WHN Friday night.

**STUART CANIN**, the 10-year-old violinist, who started the Benny-Allen feud by playing Schubert's "The Bee," and Sam "Schlepperman" Hearn will be on the NBC Jack Benny program next Sunday. Abe Lyman will conduct the orchestra.

**Delegation Is Sailing For Radio Conference**

*(Continued from Page 1)*

November. Present meeting will have technical delegations representing this country, Canada, Mexico and Cuba who will discuss broadcast and allied problems.

November meeting will have representatives from both North and South America with the ultimate aim of a new radio treaty for the Western World. It is expected that plans for the reallocation of broadcast and short wave bands will be a part of the treaty.



WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

FIRST crocus of spring appearing in the Rockefeller Center sky gardens the other day prompted Charles Le Maire of "Fashion Show of the Air" to invite Gene Hayes, Vogue's flower stylist, to guest-artist on today's broadcast...Posies in their relation to the spring wardrobe will be her subject...Belle Bart, femme astrologer, replaced by Winfield on the Sunday program...Another femme conversant with the heavens is Helene Paul, who will cast horoscope of Muriel Hutchinson of "The Amazing Dr. Clitterhouse" on WINS Theater Guide broadcast this a.m....Team of vaudeville zanies, "Martha and Hal"...formerly of NBC go WOR-Mutual next week...

Movie stars and radio celebs going "folksy"...dropping in on "Community Sing" broadcasts....Martha Raye, Sidney Skolsky, et al, were there last week....According to George Gershwin, Cole Porter and Irving Berlin, all of whom should know, Alice Faye is the nation's top-notch femme song pluggger...Royalities from royalty...that should be the slogan of Princess Radziwill....She's authored 22 tomes, two of which are about the ex-Kaiser's mother and Nicholas II of Russia....She's viewed three coronations and will dramatize crowning of the "Little Father" on Douglas Allan's "Little Moments with Big People" today...Janet Baird, gal commentator of the "Woman's Magazine of the Air," interviewed the De Marcos....He returned the compliment by dancing with her when she visited them at the hotel where they entertain....

Scribe Dorothy Thompson will guest-artist on the WOR Herald-Tribune Radio League program...Diva Francia White will warble for the St. Louis Municipal opera one week this summer before her European jaunt...Crosby Gaique's cousin, Jane Seymour, currently featured in "The Women", goes guestar on "Kitchen Cavalcade" March 8....Songstress Lucy Munroe has been invited to sing "America" and the "Star Spangled Banner" at the Democratic National Committee Victory Dinner in Washington....Radio activity addenda....Irene Wicker (Singing Lady) collects first editions...John Held, Jr. loves string.... says he's achieved two snarls already...Willie Morris (Musical Camera) is doll-mad...and Victor Arden has a noble collection of old hats.

★ ★ COMMENTS ★ ★  
On Current Programs

Ben Bernie (plus Benny)

Ben Bernie's American Can program, emanating from the west coast over the NBC-Blue network at 9 p.m. EST on Tuesdays, was lifted high into the upper brackets this week by the guest-appearance of Jack Benny. Returning a recent visit by Bernie, the head entertainer of the Jell-O program did a spiel for Bernie that was literally terrific. It was Benny's parthian shot to Hollywood before heading east for a few weeks, and he never was wittier nor more sparkling.

Jack Oakie

Bad material and poor staging, along with other things, is gradually sinking the Camels program, Tuesday nights at 9:30 EST via CBS. Among the "other things" is the fact that Jack Oakie, the master of ceremonies, is somewhat too lackadaisical, a quality that may make him likeable to film audiences but not exactly to radio listeners. This week's program was quite weak in the first half. It picked up in the second stanza, due chiefly to the comedy efforts of Hugh Herbert. Judy Garland, another guest on the program, did nicely in a couple of songs and a bit of patter. The double talk by Shaw and Lee, regular comedy team on the program, has about lost its entertainment value.

Al Jolson

Parkyarkarkus (Harry Einstein), who bowed in on the Al Jolson Show from Hollywood, CBS 8:30-9 p.m. Tuesday night, was unusually well received by the studio audience, and billed as a comedian on his own. With Jolson doing straight, Einstein appears to be pretty much in the same boat as he was on the Cantor show, in so far as working on his own is concerned. However, this is probably the best type of show for "Parky" to work in. Comedian went along very nicely in the spot vacated by Sid Silvers, and off-hand

it might be said that Jolson (really a seriously-minded guy around a mike) was too obviously reading his stuff, giving it none of the ad lib flavor that is attached to his other work.

Rushing "Parky" into one of his poetic commercials on the very first program was not exactly a help. Listeners expect these to be very funny and, if there is no great laugh, feel that the comedian was wasting his effort. Jolson and Einstein should do okay. The latter has his following. Al needs to avoid the style of reading that sounds as though he left his glasses at home. Otherwise, this listener is one of those fans that can still hear Jolson doing his songs old and new and love 'em.

"Let's Visit"

Sustaining on WOR, Sunday, 10:10:30 p.m., shows more strength as it goes along, the traveling mikemen ringing the door bell, moving in and holding an impromptu chat. Not being staged gives it a unique quality, thoroughly honest, and perhaps too much so. Nevertheless, the program is deserving of great credit for holding to its original idea. The announcer-interviewers, Jerry Danzig and Jerry Driscoll, have a tough assignment, but prove extremely conscientious. Recent mail test on one show brought well over 3,000 requests to an offer, which seems to indicate the program has something and can draw.

Al Pearce

Al Pearce and His Gang, Ford Dealers' Tuesday night show on CBS, 9-9:30, in addition to the clever work of the male members, have something that has no exact counterpart in their inimitable comedienne, Arlene Harris and Tizzy Lish. Femme characterizations are consistently funny, and set a high standard as to the material and style of delivery. A strong lift, ever pop out of the proverbial box.

Students Will Operate  
Station KGY for a Day

(Continued from Page 1)

school students of Olympia will completely manage and operate the station for the full 16 hours it is on the air.

Phil K. Erickson, high school journalism instructor, who directs the school's radio programs each Wednesday, has arranged with Taft to have his students take over every detail of the day's broadcasting, except the actual operation of the trans-

mitter. Students will sign the station on the air at 7 a.m. and sign it off at 11 p.m. During that time they will announce all the intervening programs, including ten newscasts. They will also write all commercial continuity, manage the offices and do other routine work. In addition, several student groups are preparing special programs to be broadcast from the studios during the day and evening.

This is believed to be the first time that any radio station has ever been turned over completely to a high school class for full day's operation.

★ STATION FLASHES ★

WVW is angling for a coast-to-coast CBS hookup on the celebrated pirogue races to be held in the bayou country below New Orleans here on May 1. The prizes will be raised from the \$150 of last year to \$500 and a line will be run from the station to the bayous where Jimmie Wilson and Henry Dupre will announce the race.

KCKN, Kansas City, Kas., has started a series of weekly private auditions to discover new talent. The tests have been advertised for two weeks in the Daily Kansan the newspaper operating the station. Ellis Atterbury general manager of the station; Karl Willis, program director; Ruth Royal, and Elmer Horton, publicity director, pass on the talent.

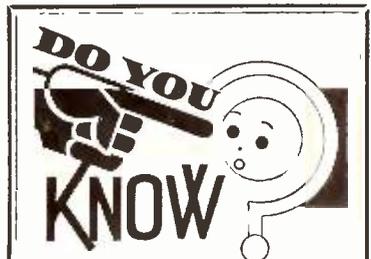
Affiliation of KIRO, Seattle, with the CBS network is to take place early next fall, according to Louis K. Lear, president of Queen City Broadcasting Co. KIRO will be built to New York requirements, including an increase to full-time output, 1,000 to 5,000 watts. H. J. Quillan is station manager.

10 Shows Are Added  
By WXYZ in Detroit

(Continued from Page 1)

sponsorship, according to Charles C. Hicks, manager of the salse promotion department.

The additions give WXYZ a total of 53 commercial shows created and produced in its own studios every week. Of this number, 18 are half-hours and 35 are quarter-hour programs. This is exclusive of duets, trios, comedy skits and other commercial periods not requiring special production, nor does it include the schedule of specially produced sustaining programs released daily by WXYZ for Detroit and the Michigan Radio Network.



For the first time in the history of radio, Germany topped Great Britain by a slight margin in number of registered radio receiving sets when the registrations reached 3,167,597 sets at the beginning of this year, as against 7,937,907 on Dec. 1, 1936.



KMPC puts a new twist to the amateur show by its new program, "Artists for a Day," with all juvenile amateurs, to be a regular Sunday afternoon feature. Jack McEvoy directs, extends audition invitations to boys or girls from 6 to 21 "with a song in the heart or an idea in the head."

7 Up Bottling Co., San Diego, has contracted with Earnshaw Radio Productions for 120 of the Count of Monte Cristo discs for KFSD. 7 Up of St. Louis last week placed order for 130 of same series. Schaffer Stores Co., Schenectady, has signed for 26 "Radio Short Stories" transcriptions for WGY, and United Baking Company has taken 104 "Chandu" discs for same station.

General Cigar (William Penn), through Kastor agency, has signed for 130 one-minute transcriptions, twice daily, five days a week, on KHJ.

Lloyd Yoder, West Coast publicity director for NBC, is in Hollywood.

Dick Mooney, manager of Hollywood offices for Radio Features Service, is off to New York to stay through the summer with the New York offices. Irving Parker will rule here in his stead.

Lou Kosloff, who up to the time Buddy Rogers left for London was a mere Man Friday on the Twin Stars program, has done right well by himself in making the most of his chance. For one thing, he grabbed the most coveted orchestra invitation of the season, to play for the swank Turf Club dinner (Santa Anita track).

Bathasweet, placed by the H. M. Kiesewetter agency, has signed for 39 three times a week news commentary programs to go out over seven of the Don Lee chain stations, starting March 15. Stations to carry will be KHJ, KFRC, KGB, KBD, KDON, KXO and KGDM.

How colleges find dates for bashful students will be aired in Sunday's California Hour (Chain Stores of California) when officials of Santa Barbara State College Official Date Bureau will "tell all."

Bill Ray, Business manager and for a long time connected with the commercial department of Warner Bros.' KFVB, has gone over to bossing the productions for the station's new studios, launching on a series of elaborate presentations in its new radio theater. This week's new programs included Gus Edward's School Days and Eddie Peabody's shows.

### Tomlin Music Firm

Pinky Tomlin has formed his own music firm, 20th Century Melody, to publish his latest song number, "The Love Bug Will Get You If You Don't Watch Out." Tomlin will be on the Bing Crosby program tonight.

## NBC ANNOUNCER COMMITMENTS

### Commercial Accounts

Assignments listed below are on network and spot broadcast shows originating in New York studios only. Special announcer assignments such as Graham McNamee for Spud cigarettes, are not included.

| Announcer, Program Title and Sponsor                                                                   | Products                     | Network Days                      | Time of Broadcast (E.S.T.)                     |
|--------------------------------------------------------------------------------------------------------|------------------------------|-----------------------------------|------------------------------------------------|
| <b>GEORGE ANSBRO</b> (Day off Saturday)<br>Mrs. Wiggs of the Cabbage Patch<br>(American Home Products) | Floor wax,<br>nose drops     | Daily, except<br>Sat. and Sun.    | 10:00-10:15 a.m.<br>1:30-1:45 p.m.,<br>repeat  |
| <b>FORD BOND</b> (Day off Saturday)<br>David Harum<br>(B. T. Babbitt)                                  | Cleanser                     | Red—Daily, exc.<br>Sat. and Sun.  | 11:00-11:15 a.m.                               |
| Just Plain Bill<br>(American Home Products)                                                            | Anacin,<br>Bisodol           | Red—Daily, exc.<br>Sat. and Sun.  | 10:30-10:45 a.m.;<br>1:45-2:00 p.m.<br>repeat  |
| Easy Aces<br>(American Home Products)                                                                  | Anacin                       | Blue—Tues.,<br>Wed., Thurs.       | 7:00-7:15 p.m.                                 |
| Vox Pop<br>(Molle)                                                                                     | Shaving<br>cream             | Red—Tues.                         | 9:00-9:30 p.m.;<br>11:15-11:30 p.m.,<br>repeat |
| Manhattan Merry-Go-Round<br>(Sterling Products Co.)                                                    | Dr. Lyons<br>toothpowder     | Red—Sun.                          | 9:00-9:30 p.m.                                 |
| Broadway Merry-Go-Round                                                                                |                              | Blue—Wed.                         | 8:00-8:30 p.m.                                 |
| Allegheny Metal Show<br>(Allegheny Steel Co.)                                                          | Stainless<br>steel           | Blue—Fri.                         | 7:15-7:30 p.m.                                 |
| Cities Service Concert Orchestra<br>(Cities Service Co.)                                               | Gas, oil                     | Red—Fri.                          | 8:00-9:00 p.m.                                 |
| Thatcher Colt Mysteries<br>(Packers Mfg. Co.)                                                          | Tar soap                     | Red—Sun.                          | 2:30-3:00 p.m.                                 |
| <b>NELSON CASE</b> (Day off Sunday)<br>Hour of Charm<br>(General Electric Co.)                         | G.E. products                | Red—Mon.                          | 4:00-4:30 p.m.                                 |
| Husbands and Wives<br>(Lamont-Corliss)                                                                 | Ponds cream<br>and powder    | Blue—Tues.                        | 9:30-10:00 p.m.                                |
| Saturday Night Party<br>(National Dairy Products, Inc.)                                                | Ice cream,<br>milk           | Red—Sat.                          | 8:00-9:00 p.m.                                 |
| <b>HOWARD CLANEY</b> (Day off Thursday)<br>Voice of Firestone<br>(Firestone Tire & Rubber Co.)         | Tires                        | Red—Mon.                          | 8:30-9:00 p.m.;<br>11:30-12:00 mid.,<br>repeat |
| Log Cabin Dude Ranch<br>(General Foods)                                                                | Syrup                        | Blue—Tues.                        | 8:00-8:30 p.m.;<br>11:30-12:00 mid.,<br>repeat |
| The Famous Actors' Guild<br>(Sterling Products)                                                        | Bayer<br>aspirin             | Blue—Wed.                         | 8:30-9:00 p.m.                                 |
| American Album of Familiar Music                                                                       |                              | Red—Sun.                          | 9:30-10:00 p.m.                                |
| Waltz Time<br>(Sterling Products)                                                                      | Phillips Milk<br>of Magnesia | Red—Fri.                          | 9:00-9:30 p.m.                                 |
| Metropolitan Opera Auditions of the Air<br>(Sherwin-Williams)                                          | House paint                  | Red—Sun.                          | 3:00-3:30 p.m.                                 |
| Frank Chapman & Gladys Swarthout<br>(Nat'l Ice Adv., Inc.)                                             | Ice and<br>refrigerators     | Red—Wed.                          | 10:30-11:00 p.m.                               |
| <b>JOHN P. COSTELLO</b> (Day off Tuesday)<br>The R. & R. Revellers<br>(Richardson & Robbins)           | Boned<br>chicken             | WJZ—Mon.<br>Wed., Fri.            | 6:35-6:45 p.m.                                 |
| Iodent Dress Rehearsal<br>(Iodent Chemical Co.)                                                        | Toothpaste                   | Red—Sun.                          | 11:30-12:00 noon                               |
| Borden Special Edition<br>(Borden Farm Products Co.)                                                   | Milk                         | WEAF—Fri.                         | 1:30-2:00 p.m.                                 |
| <b>MILTON J. CROSS</b> (Day off Wednesday)<br>The Singing Lady<br>(Kellogg Co.)                        | Cereal                       | Blue—Mon.<br>thru Thurs.<br>Fri.  | 5:30-5:45 p.m.<br>6:30-6:45 p.m.<br>(WOR)      |
| Singing Lady Musical Plays                                                                             |                              |                                   | 5:15-5:45 p.m.<br>afternoon                    |
| Metropolitan Opera Series<br>(Radio Corporation of America)                                            | RCA<br>products              | Blue—Sat.                         |                                                |
| Magic Key of RCA                                                                                       |                              | Blue—Sun.                         | 2:00-3:00 p.m.                                 |
| General Motors Concerts<br>(General Motors Corp.)                                                      | Cars                         | Red—Sun.                          | 10:00-11:00 p.m.                               |
| <b>NEEL B. ENSLEN</b> (Day off Sunday)<br>Lowell Thomas—Today's News<br>(Sun Oil Co.)                  | Gas, oil                     | Blue—Daily, exc.<br>Sat. and Sun. | 6:45-7:00 p.m.                                 |
| <b>WILLIAM FAREN</b><br>Kitchen Cavalcade<br>(C. F. Mueller Co.)                                       | Macaroni                     | WJZ—Daily, exc.<br>Sat. and Sun.  | 10:45-11:00 a.m.                               |
| Melody Matinee<br>(Smith Bros.)                                                                        | Coughdrops,<br>syrup         | Red—Sun.                          | 1:30-2:00 p.m.                                 |
| Musical Camera<br>(International Silver)                                                               | Silverware                   | Red—Sun.                          | 4:30-5:00 p.m.                                 |

(Continued on Page 7)



**NILES TRAMMELL**, NBC chief giving dinner to Chi. radio scribes at the Tavern Club on March 8 for a general discussion of '37 broadcasting affairs.

M-G-M film scout Ben Jacobson in town and giving ogle to Les Tremayne, WBBM actor, and Rosemary Dillon, songstress, as pix possible.

Art Kemp, eastern rep for CBS west coast stations, is in the city.

H. K. Boice, vice-president in charge of CBS sales, in town for spell.

Gertrude Niesen is so sold on CBS musical director Carleton Kelsey that she wants him to affix his sig to a contract.

Al Goodwin is the youngest member of the Columbia press department, having just marked his 21st milestone.

Maple City Four, NBC novelty quartet, back on new air time following return from the camera camps of Hollywood. Boys will be heard at 6:45 p.m. CST over WENR each Saturday beginning March 6, with Peter Hand Brewing as sponsor.

Alfred Wallenstein will guest conduct the "Voice of Firestone" featuring Richard Crooks when show originates in Chicago on Monday, March 8, at 7:30 p.m., CST, over the NBC-Red net.

Truman Bradley, WBBM commentator, will emcee the giant Chicago Charter Jubilee show tonight, March 4, at the Chicago Stadium.

### Talent for Griffin Show

Talent announced by Griffin Mfg. Co., Brooklyn (All-White cleaner) for its new series to begin on 30 NBC-Blue stations, Mondays, 7-7:30 p.m., on May 17 will include Jean O'Neill, Barry McKinley, Tune Twisters, and Hugh Barrett and his orchestra. Sponsor has used spot radio extensively in the past but this is the first network venture. Web includes WSAI when time is available on station. Contract signed for 52 weeks through Birmingham, Castleman & Pierce, Inc., New York.

### Prizes for Stories

J. B. Ford Co., in its new series to begin on CBS, March 2, 2-2:15 p.m., will offer \$25 for the best human interest stories submitted by the radio audience which can be dramatized for the Ford "Tell Us Your Story" program.

### Richards Replaces Solomon

Stephen Richards and his orchestra, heard broadcasting from the Hollywood Restaurant twice weekly, on Thursdays from 10 to 10:30 p.m., and on Saturdays from 9:30 to 9:45 p.m. Richards replaces Sid Solomon and his orchestra.

# NBC ANNOUNCER COMMITMENTS

## Commercial Accounts

(Continued from Page 6)

| Announcer, Program Title and Sponsor                             | Products                | Network Days                                  | Time of Broadcast (E.S.T.)                                               |
|------------------------------------------------------------------|-------------------------|-----------------------------------------------|--------------------------------------------------------------------------|
| <b>JOHN G. FRASER (Day off Saturday)</b>                         |                         |                                               |                                                                          |
| Esso Reporter (Standard Oil Co. of N. J.)                        | Gas, oil                | WEAF—Daily, exc. Sun.                         | 8:15-8:20 a.m.                                                           |
| Edward McHugh, the Gospel Singer (Procter & Gamble)              | Ivory Soap              | Blue—Daily, exc. Sat. and Sun.                | 11:45-12:00 noon                                                         |
| Personal Column of the Air (Procter & Gamble)                    | Chipso                  | Blue—Mon. thru Fri.<br>Red—Mon. thru Thurs.   | 11:15-11:30 a.m.<br>2:45-3:00 p.m.                                       |
| <b>BEN GRAUER (Day off Thursday)</b>                             |                         |                                               |                                                                          |
| Sweetest Love Songs Ever Sung (Sterling Products)                | Phillips toothpaste     | Blue—Mon.                                     | 8:30-9:00 p.m.                                                           |
| The Mystery Chef (Regional Advertisers, Inc.)                    | Gas for cooking         | Red—Tues. and Sat.                            | 11:30-11:45 a.m.;<br>1:00-1:15 p.m., repeat                              |
| The Hit Parade (American Tobacco Co.)                            | Lucky Strike cigarettes | Red—Wed.                                      | 10:00-10:30 p.m.                                                         |
| Irene Rich (Welch Grapejuice)                                    | Grapejuice              | Blue—Fri.                                     | 8:00-8:15 p.m.                                                           |
| Magic Key of RCA (Radio Corp. of America)                        | RCA products            | Blue—Sun.                                     | 2:00-3:00 p.m.                                                           |
| Bakers Broadcast (Standard Brands)                               | Bakery goods            | Blue—Sun.                                     | 7:30-8:00 p.m.                                                           |
| Real Silk Program (Real Silk Hosiery Mills)                      | Hosiery                 | Blue—Sun.                                     | 10:00-10:30 p.m.                                                         |
| The Shell Show (Shell Oil Co.)                                   | Gas, oil                | Red—Sat.                                      | 9:30-10:30 p.m.                                                          |
| <b>GENE HAMILTON (Day off Monday)</b>                            |                         |                                               |                                                                          |
| Beneath the Surface (Hudson Coal Co.)                            | Coal                    | Red—Sun.                                      | 2:00-2:30 p.m.                                                           |
| <b>ALOIS HAVRILLA (Day off Tuesday)</b>                          |                         |                                               |                                                                          |
| Dream Singer with Al and Lee Reiser (Thos. J. Lipton)            | Tea                     | WEAF—Mon. Wed. and Fri.                       | 12:30-12:45 p.m.                                                         |
| Snow Village (Loose-Wiles Biscuit Co.)                           | Crackers                | Red—Sat.                                      | 9:00-9:30 p.m.                                                           |
| Woodbury's Rippling Rhythm Review (Jergens-Woodbury Sales Corp.) | Soap, face powder       | Blue—Sun.                                     | 9:15-9:45 p.m.                                                           |
| <b>EDWARD J. HERLIHY (Day off Wednesday)</b>                     |                         |                                               |                                                                          |
| Fox Fur Trappers (I. J. Fox, Inc.)                               | Furs                    | WEAF—Thurs.                                   | 7:45-8:00 p.m.                                                           |
| <b>GEORGE F. HICKS (Day off Tuesday)</b>                         |                         |                                               |                                                                          |
| Esso Reporter (Standard Oil Co. of N. J.)                        | Gas, oil                | WEAF—Daily, exc. Sun.<br>WJZ—Daily, exc. Sun. | 6:15-6:20 p.m.<br>11:00-11:05 p.m.<br>6:00-6:05 p.m.<br>11:00-11:05 p.m. |
| Death Valley Days (Pacific Coast Borax)                          | Cleaning powder         | Blue—Fri.                                     | 8:30-9:00 p.m.                                                           |
| Saturday Night Party (National Dairy Products, Inc.)             | Ice cream, milk         | Red—Sat.                                      | 8:00-9:00 p.m.<br>7:30 p.m. annct                                        |
| Echoes of New York Town (Cons. Edison Co. of N. Y.)              | Utilities               | WJZ—Sun.                                      | 6:00-7:00 p.m.                                                           |
| <b>ALAN KENT (Day off Sunday)</b>                                |                         |                                               |                                                                          |
| Esso Reporter (Standard Oil Co. of N. J.)                        | Gas, oil                | WEAF—Daily, exc. Sun.<br>WJZ—Daily, exc. Sun. | 6:15-6:20 p.m.<br>11:00-11:05 p.m.<br>6:00-6:05 p.m.<br>11:00-11:05 p.m. |
| Follow the Moon (Jergens-Woodbury Sales Corp.)                   | Soap, cosmetics         | Red—Daily, exc. Sat. and Sun.                 | 4:30-4:45 p.m.                                                           |
| Universal Rhythm with Rex Chandler (Ford Motor Co.)              | Cars                    | Blue—Fri.                                     | 9:00-9:30 p.m.;<br>12:00-12:30 a.m., repeat                              |
| <b>DONALD H. LOWE (Day off Saturday)</b>                         |                         |                                               |                                                                          |
| How To Be Charming (Sterling Products)                           | Phillips face cream     | Red—Mon. Wed. and Fri.                        | 11:30-11:45 a.m.;<br>12:30-12:45 p.m., repeat                            |
| Krueger's Musical Toast (Krueger Brewing Co.)                    | Beer                    | Red—Mon.                                      | 10:30-11:00 p.m.                                                         |
| The Wife Saver (Manhattan Soap Co.)                              | Sweetheart Soap         | Red—Tues. and Thurs.                          | 11:45-12:00 noon                                                         |
| Modern Romances (Modern Magazine)                                | Magazine                | Blue—Wed.                                     | 2:00-2:30 p.m.                                                           |
| The Original Tastyest Jesters (Tastyest, Inc.)                   | Health bar              | Blue—Tues. Wed. and Thurs.                    | 7:15-7:30 p.m.                                                           |
| <b>STUART METZ (Day off Monday)</b>                              |                         |                                               |                                                                          |
| Esso Reporter (Standard Oil Co. of N. J.)                        | Gas, oil                | WEAF—Daily, exc. Sun.<br>WJZ—Daily, exc. Sun. | 8:15-8:20 a.m.<br>1:00-1:05 p.m.<br>7:55-8:00 a.m.<br>12:25-12:30 p.m.   |

(Continued on Page 8)

# WHO READS RADIO DAILY

- ★
- STATIONS
- SPONSORS
- STARS
- ADVERTISING AGENCIES
- RADIO EDITORS
- MUSIC PUBLISHERS
- RADIO ENGINEERS
- PROGRAM PRODUCERS
- TALENT AGENCIES
- MOTION PICTURE EXECUTIVES
- EQUIPMENT MANUFACTURERS
- SONG WRITERS
- BAND LEADERS

# EVERY DAY



**ANNOUNCERS**

**V**INNIE RICHARDS, former tennis champion, has been re-signed by WOR as a special commentator to air all major tennis matches of the coming season. First broadcast will be March 24, when Richards will describe the match between Perry and Tilden. Following dates include: North American Zone Finals; Wightman Cup Play; National Men's and Women's Championships and Nat'l Men's Doubles Championships.

*Jerry Lawrence will work with Dave Driscoll in describing the finals of the Golden Gloves bouts over WOR and the Mutual network on Monday from 11:15 p.m. until the end of the matches.*

Bill Brundige, formerly with WOD, is now announcing at WSIX, Nashville, replacing Fred Scott, resigned.

Bob Seal, who recently joined the announcing staff of WCOL, Columbus, after nine years in Hollywood, will chatter about Hollywood studios and stars, preview, and review current movies in the city, in a new radio series called "Lights, Sound, Camera!" at 6:30 p.m., to be heard Monday through Friday, and on Saturday at 10 a.m. He will also answer as many written questions about Hollywood as time will permit.

**Three NBC Programs Conclude This Month**

(Continued from Page 1)

NBC-Red with "Melody Matinee" Sundays, 1:30-2 p.m., will end their winter campaigns. On the 31st, Modern Magazines on a special network of NBC-owned and operated stations with "Modern Romances," Wednesdays, 2-2:30 p.m., makes its final broadcast.

**Don Albert With Flippen**

Don Albert and his orchestra will now be heard on Col. Jay C. Flippen's Airfinds program presented via WHN on Thursdays. Albert is scheduled to start today.

**\$200,000 on WFIL**

Philadelphia—It is estimated that about \$200,000 will be spent on the new studios of WFIL, local outlet for the Mutual system. Bids have been asked from contractors and actual work is to start March 10. The new quarters are on the top floor of the Widener Bldg. at Broad and Chestnut streets in the heart of the downtown section. There will be four studios, each with individual control and a large central or master control, and they are expected to be ready for occupancy in July. Chief Engineer Frank Becker is supervising construction.

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 7 of a Series.

**KTUL—Tulsa**

1000 Watts Day, 500 Watts Night—1400 K.C.

**J. T. GRIFFEN, Pres. WM. C. GILLESPIE, V.-P., Gen. Mgr.**  
**FENTON JEFFERS, Station Mgr.**

**K**TUL, only full time broadcasting station in Tulsa, is owned and operated by the Tulsa Broadcasting Co., Inc. Established Jan. 22, 1934, KTUL possesses a primary coverage of approximately 40 miles which includes 9 counties and 78,400 radio homes. KTUL is an affiliated CBS station. Its offices and studios are located in the National Bank of Tulsa building, covering the entire twenty-first floor. Transmission facilities are located at 3815 South Newport Ave., Tulsa. For its third anniversary, the station installed new equipment and added one studio to their set-up. Its primary and secondary coverage now includes 32 counties with an estimated 356,822 radio homes. It is the only full time broadcast station in Northeastern Oklahoma, as well as Tulsa, and airs daily from 6:45 a.m. until midnight. In an impartial survey recently conducted by an advertising agency, it was ascertained that from 68 to 75 per cent of the total listeners in this territory prefer KTUL. Advertisers have been quick to realize the importance of the three year old station. At present there are 55 national and 126 local commercials being heard over KTUL.

W. C. Gillespie heads a staff of 160 people now employed by KTUL. Others include Duke Murta, promotion and publicity director, Roderick Cupp, program director, Lawson Taylor, sales manager, Eugene Loffler, production, and Charles E. Bush, continuity editor.

Among the outstanding programs which have been aired over KTUL are: Barnsdall Variety Show, first CBS chain program ever to originate in the Southwest; Froug Amateur Hour, a program that drew 23,000 letters in six weeks; Inquiring Reporter, with the help of a contest, drew 87,000 letters in four weeks; 55 leading CBS commercials and the pick of the network's sustaining shows.

**NBC ANNOUNCER COMMITMENTS**

(Continued from Page 7)

| Announcer, Program Title and Sponsor                        | Products            | Network Days                     | Time of Broadcast (E.S.T.)               |
|-------------------------------------------------------------|---------------------|----------------------------------|------------------------------------------|
| Betty Moore Triangle Club (Benjamin Moore & Co.)            | Interior decorating | Red—Thurs.                       | 11:30-11:45 a.m.                         |
| The Honeymooners (Olson Rug Co.)                            | Rugs                | WEAF—Tues and Fri.               | 9:45-9:55 a.m.                           |
| Song Memories (Julius Grossman)                             | Shoes               | WJZ—Sun                          | 12:00-12:15 p.m.                         |
| <b>CHARLES O'CONNOR (Day off Sunday)</b>                    |                     |                                  |                                          |
| Russ Morgan & Phil Ducey (Philip Morris Co.)                | Cigarettes          | Red—Tues.                        | 8:00-8:30 p.m.; 11:30-12:00 mid., repeat |
| Irene Rich (Welch Grapejuice)                               | Grapejuice          | Blue—Fri.                        | 8:00-8:15 p.m.                           |
| True Story Court of Human Relations (McFadden Publications) | Magazine            | Red—Fri.                         | 9:30-10:00 p.m.; 12:30-1:00 a.m. repeat  |
| <b>HOWARD PETRIE (Day off Saturday)</b>                     |                     |                                  |                                          |
| Tim Healy—News Commentator (Procter & Gamble)               | Ivory Soap          | Blue—Daily, exc. Sat. and Sun.   | 9:45-10:00 a.m.                          |
| The O'Neills (Procter & Gamble)                             | Ivory Flakes        | Red—Daily, exc. Blue—Sat. & Sun. | 3:45-4:00 p.m. 11:00-11:15 a.m.          |
| Cities Service Concert Orchestra (Cities Service Co.)       | Gas, oil            | Red—Fri.                         | 8:00-9:00 p.m.                           |
| The Gospel Singer (Procter & Gamble)                        | Ivory Soap          | Blue—Tues and Thurs.             | 11:45-12:00 noon                         |
| <b>LYLE VAN (Day off Saturday)</b>                          |                     |                                  |                                          |
| Jerry Cooper, Songs (Procter & Gamble)                      | Drene shampoo       | Red—Wed. Blue—Thurs.             | 7:45-8:00 p.m.                           |
| Sweethearts of the Air (Humphreys Homeopathic Remedies)     | Tonic               | Blue—Tu., Thurs. Blue—Sun.       | 5:45-6:00 p.m. 10:15-10:30 a.m.          |
| Musical Camera (International Silver Co.)                   | Silverware          | Red—Sun.                         | 4:30-5:00 p.m.                           |
| <b>ROBERT WALDROP (Day off Friday)</b>                      |                     |                                  |                                          |
| J. Alden Edkins (Griswold Mfg. Co.)                         | Aluminum ware       | Blue—Sun.                        | 8:45-9:00 a.m.                           |

**Coming Events**

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

March 15-22: North American Radio Conference, Havana, Cuba.

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

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

May 2-8: National Music Week; David Sarnoff, chairman.

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

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

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

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

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

June 21-24: Seventh Credit Congress of Industry, Chicago.

**Northwest Stations Join in 25 Dramas by Students**

(Continued from Page 1)

Minneapolis and St. Paul Automobile Associations. Stations WEBC, Duluth; KROC, Rochester, and WFMG, Hibbing, will also participate in the broadcasts.

All high schools in Minneapolis and St. Paul, and ten schools in smaller Minnesota towns, are to broadcast dramas. The scripts are to be written by students in the English classes, while the dramatic arts students will perform the dramas on the air.

Not only will the broadcasts make the high school safety conscious, but they also offer the students an opportunity for actual experience in radio writing and producing.

Last week, 75 representatives of the Minnesota high schools were guests of WCCO at a luncheon in the Nicollet Hotel when the plans were discussed. It was stated by school representatives at that time that the project represents the most extensive tie-up of high schools with a radio station ever attempted in the state.

At the same meeting, a dramatic cast under the direction of Winthrop Orr, WCCO assistant production head, presented a sample drama for the representatives.

Each drama will be based on an actual traffic mishap, summaries of which have been prepared by Judge Hall.

**Mrs. Healey for Films**

Mrs. Francis Healey, wife of the NBC publicity staff member, has signed a long-term contract with 20th Century-Fox and will leave for Hollywood on March 17. Elizabeth Palmer will be her screen name.



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1. NO. 18

NEW YORK, FRIDAY, MARCH 5, 1937

FIVE CENTS

# Mrs. Roosevelt Is Signed

## FISHER GUILD SERIES ON 51 CBS STATIONS

Fisher Body Craftsman's Guild on March 10 will sponsor a series of four quarter-hour programs on 51 CBS stations to announce the 1937 Guild competition. The first program will be heard Wednesday at 7:30-7:45 p.m. Succeeding programs will be heard March 12, 17 and 19. A repeat broadcast for West Coast listeners will be made at 10:45 p.m.

W. A. Fisher, president of the Guild and vice-president of General Motors, will announce the details, this year's awards totaling \$80,000 in university scholarships, cash, and trips to the seventh Guild convention. Capt. Eddie Rickenbacker, with Jean Paul King, will also be heard on the first program. The second program of the series will feature Ted Husing, Arthur Kudner, Inc., New York, placed the account.

## Tastyeast Continuing For Another 13 Weeks

Without announcement Tastyeast, Inc., Trenton, N. J. (yeast candy), has changed its plans again. Instead of signing off on March 25 as previously reported, sponsor has signed a new 13 week contract for a Tuesday, 7:15-7:30 p.m. spot on the basic NBC-Blue network of 21 stations. The series began March 2. Peck Advertising Agency, Inc., New York, has the account.

## Met. Opera Spring Tour On the Air As Sustainer

NBC announced definitely yesterday that the Spring road tour of the Metropolitan Opera Association would be on the air as sustaining  
*(Continued on Page 2)*

## New Vic & Sade Time

The NBC-Red network evening spot for "Vic & Sade" will be Wednesdays, 7:45-8 p.m., beginning March 10. Sponsor, Procter & Gamble, will use WMAQ and WEAF in the hookup. Web was formerly used by Jerry Cooper for Drene, another P. & G. product, signed off on March 3. Compton Advertising, Inc., New York, handles the account.

## Job Clinic Clicks

Des Moines — "Opportunity Knocks," the new KRNT job clinic session presented for the first time last Wednesday night, with three unemployed persons interviewed, brought a flood of phone calls from employers and had the three placed almost immediately, one in a print shop, the second as a grocer's clerk, the third as a housekeeper. Five other offers of jobs were received after the trio was hired. A flurry of entries from job-hunters following the debut broadcast has the program schedule filled for seven weeks in advance.

## FURGASON & ASTON SIGN WQAM FOR N. Y. OFFICE

New York office of Furgason & Aston, Inc., has signed station WQAM, Miami, formerly represented in this city by Craig & Hollingbery. This outlet makes 14 to be represented out of the New York office of F. & A., with the Chicago office representing 16 stations. Chi. branch already represents WQAM there.

## Campana Sales Dropping Dreskin Series April 4

"Grand Hotel," sponsored by Campana Sales Co., Batavia, Ill. (Dreskin), will discontinue its NBC-Red network program, Sundays, 3:30-4 p.m., after the April 4 broadcast. Sponsor is a consistent network advertiser but usually is off the air during the warm months.

## Two New Spots, 9 Renewals For Webster-Eisenlohr Co.

### Pretentious New Series Starts Sunday at KMOX

St. Louis—Union Electric & Power Co., St. Louis, inaugurates a new series of half-hour dramatic programs with music, "The Land We Live In," over KMOX on Sunday. These are said to be the most pre-  
*(Continued on Page 3)*

## First Lady Returns to the Air in April for 13 Programs Sponsored by Ponds Over the NBC-Blue Network

### NEW MEASURE WOULD CURB ENDORSEMENTS

By PRESCOTT DENNETT  
RADIO DAILY Staff Correspondent

Washington—A bill introduced in Congress yesterday would require radio stars and celebrities personally endorsing sponsors' products to state specifically at the start of the program what product they are advertising and include the remuneration they are receiving for doing so. Congressman Paul H. Maloney, (Dem., Louisiana) who introduced the measure, did not divulge its sponsor. It was later referred to the House Interstate and Foreign Commerce Committee.

Congressman Maloney stated "That it was about time the American public was enlightened to the fact that most of the celebrities advertising products over the radio never used  
*(Continued on Page 2)*

### Packer Tar Soap Renews "Thatcher Colt" on NBC

Packer Tar Soap, Inc., New York (Tar soap), is renewing the "Thatcher Colt Mysteries" program on the 31 NBC-Red network stations, Sundays, 2:30-3 p.m., for 26 weeks, effective April 4. The renewal enlarges the station list to include the West Coast Red network and Red Mountain groups. Stack-Goble Advertising Agency, New York, has the account.

Mrs. Franklin D. Roosevelt will return to the air the middle of April over the NBC network for a series of 13 programs of comments on current news, glimpses of the nation's capital and news of the White House. Program will be sponsored by Lamont, Corliss & Co. (Pond's cosmetics), the same firm that aired Mrs. Roosevelt in 1932-1933. Compensation paid to her will be turned over to the American Friends Service Committee. Exact time, day and NBC network will be announced later. There is a possibility that Ponds will use the present time period which is being used by the same sponsor for the "Husbands and Wives" program on NBC-Blue, Tues-  
*(Continued on Page 5)*

## INCREASE IN EXPORTS ON RADIO APPARATUS

By MILTON F. LUNCH  
RADIO DAILY Staff Correspondent

Washington—Exports of radio apparatus from the U. S. increased more than \$500,000 in one month compared to last year, was revealed yesterday by the Commerce Department's Divi-  
*(Continued on Page 3)*

## Bill Asks Protection For Music Arrangers

By GEORGE W. MEHRTENS  
RADIO DAILY Staff Correspondent

Washington—Conductors who prepare special arrangements of musical compositions for radio, films, etc.,  
*(Continued on Page 5)*

## No Publicity Gag

William Kaiser, the man with the wooden legs he built himself, scheduled to appear on NBC's "We, The People" program Sunday, notified Phil Lord's office yesterday that he would be unable to appear because he fell and broke a leg—the stub of a real leg. Young & Rubicam, agency handling the show for General Foods, swears it is not a press agent stunt.

*(Continued on Page 5)*



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JOHN W. ALICOATE : : : Publisher

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

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# FINANCIAL

(Thursday, Mar. 4)

## NEW YORK STOCK EXCHANGE

|                 | High      | Low     | Close   | Net Chg. |
|-----------------|-----------|---------|---------|----------|
| Am. Tel. & Tel. | 180 3/4   | 179 1/2 | 179 1/2 | - 3/8    |
| Crosley Radio   | 25        | 24 1/2  | 25      | + 1/8    |
| Gen. Electric   | 61        | 60 1/2  | 60 7/8  | + 1/8    |
| North American  | 30 7/8    | 29 7/8  | 29 7/8  | + 1/8    |
| RCA Common      | 11 3/4    | 11 1/2  | 11 3/4  | - 1/8    |
| RCA First Pfd.  | 7 7/8     | 7 7/8   | 7 7/8   | - 1/8    |
| RCA 55 Pfd. B.  | (100 Bid) |         |         |          |
| Stewart Warner  | 19        | 18 3/4  | 18 3/4  | - 1/4    |
| Zenith Radio    | 39 1/2    | 37      | 38 7/8  | + 7/8    |

## NEW YORK CURB EXCHANGE

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

## OVER THE COUNTER

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| CBS A             | 50     | 52     |
| CBS B             | 49 1/2 | 51 1/2 |
| Stromberg Carlson | 17 1/2 | 18 1/2 |

## National Recording Co. Producing Radio Shows

National Recording Co. is now functioning as a radio production unit. Radio script shows are being built for Billy K. Wells, Irving Kauffman and a choral group of girls. W. J. Duffield is the producer in association with National Recording.

## Preparing Kid Serial

Paris & Peart Agency has appointed the producing firm of McKnight and Jordan, Inc., to prepare a 15-minute transcription serial for kids entitled "The Adventures of Big Bill Baker" for A. & P. Bread. Program released for WMAQ, Chicago, three times weekly and will be expanded to other spots.

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

## NBC Issues Sales Promotion Booklet

In the mails yesterday NBC sales promotion division delivered its most pretentious piece of promotion material to be dispatched to the trade this year. Piece is a 20-page 10" x 14" booklet in varied colors with the front caption, "Now 117 NBC Stations".

Book is really a station relations success story reiterating the job Lenox R. Lohr has done to build the NBC-Blue network into a coast-to-coast chain and plug up the weak spots in the NBC-Red chain, since he became NBC president in Jan. 1936. Thirty stations have been signed to the NBC web in the past 14 months says the booklet, most of them to the Blue net. Maps showing the location of Blue and Red stations are given on individual maps.

Details as to wattage, kilocycles, network affiliation, coverage, etc. for all the new stations is a part of the brochure. Last page sums up the technical improvements of NBC affiliates. Seventeen stations have installed new transmitters, 20 constructed new antennas, and 16 have been granted power increases by the FCC in the past 14 months.

## Third Sanford Series Starts Sun. on WNEW

Sanford-Bigelow Carpet Co. is starting three series of programs over KNEW on Sunday. Program will be aired 10-10:15 a.m. and will feature the philosophy of an old-time loom worker. Show will be called "The Weaver."

"Hollywood Room Recipes," a series of transcribed programs broadcast all over the country by dealers, now has 102 sponsors. The third series, also in transcription form, features Teddy 'Blubber' Bergman. This program makes its New York debut March 9 over WNEW at 8 p.m. and will be heard every Tuesday and Wednesday thereafter. Bergman will appear on the first program only in person.

## Three New Sponsors Are Signed by WCCO

Minneapolis—Three sponsors have signed new programs on WCCO, Minneapolis and St. Paul. All are placed locally.

Geo. A. Hormel Co., through B. B. D. & O.'s Minneapolis office, is sponsoring a noon-time dance program three times weekly. Featured soloist is Jacob Heiderick, violin virtuoso and member of the Minneapolis Symphony Orchestra. The broadcasts are for 15 minutes.

Through Olmsted-Hewitt, Inc., the B. F. Nelson Mfg. Co., makers of Nelson Roofing, will sponsor weather reports nightly at 10:35 p.m. over WCCO.

"Axel, the Newscaster," played by Clellan Card, popular WCCO announcer, performs each Monday, Tuesday, Thursday and Saturday at 8:30-8:45 a.m. for Red Owl Food Stores. B. B. D. & O., Minneapolis, is in charge.

## WDGY Coverage Chart

Minneapolis — A new coverage chart, for distribution gratis to advertising agencies and sponsors, has been issued by WDGY, it is announced by Edward P. Shurick, assistant general manager. A survey of Twin City radio also is included in the booklet.

## Met. Opera Spring Tour On the Air as Sustainer

(Continued from Page 1)

feature. Program will be aired over the NBC-Red instead of the Blue as is the present series, sponsored by RCA. NBC believes that listeners to the Red network should be allowed to hear the Met through their local stations. It is also a gesture by NBC to stations on the coast-to-coast Red web.

Three programs in all will be picked up. Two from Boston on April 3 and 10, and one from Cleveland on April 17. The regular Met-RCA series will conclude on March 27.

## Carlton Smith to Talk On NBC Symphonic Hour

Chicago — Carleton Smith, well-known music writer, lecturer and critic, has been selected for the role of commentator on the new Chicago NBC Symphonic Hour, a weekly 60-minute feature including 125 choristers, musicians and singers under the direction of Roy Shield, music chief of the NBC central division, to be inaugurated tonight over the NBC-Blue network at 11 o'clock E.S.T.

Smith writes a monthly article on music for "Esquire" Magazine, is a music editor of Radio Guide, a member of the editorial staff of Music News and a frequent contributor to the music department of the New York Herald-Tribune. He has been heard often over NBC networks as a commentator on music.

## English-French Time Set on Canadian Nets

Ottawa, Ont.—Hon. C. D. Howe, Minister of Transport, announces the division of radio program time of the Canadian Broadcasting Corp. between French and English, as 13 hours and 45 minutes per week to French in the Province of Quebec, compared to 9 hours and 45 minutes to English. In national network, 1 hour and 15 minutes in French outside of Quebec, and 11 hours and 45 minutes to English. Eastern network has 5 hours and 45 minutes in English; Midwest has 2 hours, and Western 13 hours.

## COMING and GOING

TOM MOORE leaves New York today for the west coast, where he plans to open offices for the production of radio, screen and stage plays.

OTTO KRUGER has arrived in New York from Hollywood and is stopping at the Warwick. He will do a few guest appearances on the air.

RICHARD E. O'SHEA, WNEW vice-president, flies tonight to Florida for a two-week vacation.

FRED WEBER, general manager of Mutual, is in Oklahoma City today; in Chicago tomorrow and returns to New York on Tuesday.

BILL SWANSON, Boston society orchestra leader, is in New York organizing men for radio and personal appearance dates.

JIM WADE of Furgason & Aston, returned from Florida holiday.

DAVE LIPTON is back from Chicago, where he worked out the Major Bowes local details.

THELMA ALPERT arrives in New York today from Boston, visiting brother Mickey, and sails tomorrow for a three-week cruise to the West Indies.

## Measure Introduced To Curb Endorsements

(Continued from Page 1)

them." Understood, of course, that he meant the personal endorsement during the commercial credits. Asked if he did not believe such a procedure would take the meat out of advertising, he said he did not think so.

"We don't want to take the heart out of advertising," Maloney told RADIO DAILY, "But we think the public should be put on the right track." In the event stars actually used the product they endorse, Maloney said, it would not be necessary for them to make announcements proposed in his bill. Asked if he was in favor of no advertising on the air, Maloney replied in the negative, adding advertising was all right, only celebrities should state that they were paid for endorsing the product in question.

## Spot Series for WNEW

People's Credit Department Stores, Inc. will sponsor announcement Monday through Saturday over WNEW on the "Moments With Mar go" program, heard from 9:35-10 a.m. Contract calls for 13 weeks.

**Leo Says**  
TONIGHT'S BEST BET:  
8:00 to 9:00 p.m.  
WHN MOVIE CLUB  
Guest Star: BETTY LAWFORD  
WHN DIAL 1010  
AFFILIATED with M.-C.-M. & LOEW'S

**AGENCIES**

LILLIAN LOWANS, N. W. Ayer script and commercial writer, resigned from that agency, effective today, to devote her time to writing the new J. B. Ford program.

ZENITH RADIO CORP., Chicago, Illinois, has appointed Dorland International, Inc. to place the company's foreign advertising.

EBERSOLD-OLIVER, INC., Chicago, has changed its name to Fred F. Eversold, Inc. The agency has removed its quarters to the Civic Opera Building.

CORNELIA VAN ROHN, Gladys Brown and Dorothy Berkeley, have been added to the secretarial staff of N. W. Ayer & Son's New York radio department.

**Pretentious New Series Starts Sunday at KMOX**

(Continued from Page 1)

ententious programs ever to originate on a St. Louis station.

With a symphonic orchestra under the direction of Ben Feld, and a large dramatic cast directed by C. C. Renier and Arthur Casey, the weekly series will be devoted to the presentation of the history of St. Louis, the people of earlier days, their struggles and achievements, their efforts and sacrifices which have made St. Louis a better place in which to live.

Howard Barlow, well-known network orchestra leader, is arranging the musical score and the dramatic script is under the supervision of Bradford Simpson, director of radio of the Jim Daughtery Advertising Agency, the sponsor's representative.

Prior to the first performance, KMOX is giving a dinner for the St. Louis radio editors after which a special preview will be presented.

**"Kitty Kelly" Cast Set**

The cast decided upon for Columbia's "Pretty Kitty Kelly" consists of Arlene Blackburn, Charles Slatery, Florence Malone, Richard Kollmer and Charles Webster.

**BIRTHDAYS**

|    |    |    |    |
|----|----|----|----|
| 1  | 9  | 3  | 7  |
| 2  | 10 | 4  | 8  |
| 3  | 11 | 5  | 9  |
| 4  | 12 | 6  | 10 |
| 5  | 13 | 7  | 11 |
| 6  | 14 | 8  | 12 |
| 7  | 15 | 9  | 13 |
| 8  | 16 | 10 | 14 |
| 9  | 17 | 11 | 15 |
| 10 | 18 | 12 | 16 |
| 11 | 19 | 13 | 17 |
| 12 | 20 | 14 | 18 |
| 13 | 21 | 15 | 19 |
| 14 | 22 | 16 | 20 |
| 15 | 23 | 17 | 21 |
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March 5

Greetings from Radio Daily

to

Everett Mitchell



● ● ● Colonel Stoopnagle and Budd depart from their Sunday CBS show May 16... Possibility of their replacing Fred Allen when the latter leaves for picture work on the coast... Great set of Edgar Bergen photos displayed at NBC... Edgar remains on the Vallee hour indefinitely... Irene Beasley, who guestars on Leo Reisman's show Sunday night, leaves the Paradise Cabaret tomorrow... Allie Zugsmith, formerly with the CBS artist bureau and now publisher of the Atlantic City World, cannot stay away from the 52nd St. clubs... Enoch Light remains at the McAlpin Grill... Mario Braggiotti opens Sunday at Boston's Normandie... Al Shayne having trouble with his teeth... Bobby Hayes and ork, now at the Edison Green Room, switch NBC wires for CBS next week... Freddie Berrens may return to CBS as house conductor... Sam Taub has the record on fight announcing. He's described over 6,000 punch-by-punch fracasas via the airwaves... Mark Hellinger and Gladys Glad preparing new idea for the ether, with Mark still undecided as to desired sponsor... Joey Nash did two sets of fifteen-minute transcriptions... One under the name of "Nash" and the other under the nom de recording of "Jack Nelson"... Tuckahoe's gift to show business, Kathryn Rand, yelling for Tuckahoe's gift to the squared-circle at the Hipp fights the other night... Teddy Powell rushes into the Tavern exhausted, having just completed a song called "Honeybunch" with Walter Samuels and Leonard Witcup... which was placed with Popular Melodies the same night.

● ● ● Mickey Alpert takes Henny Youngman to the Tavern, the Hipp fights, Bali Club, Jack White's 18 and then for a whirl in Dave's... Shortly they will Benny-and-Allen-it on the nets... Belle Baker shares billing with Youngman at the State next week... Henry Dunn of Cross and Dunn being kidded because of the excess weight around the mid-section... Ted Hammerstein, who presents Connie Gates a week from Tuesday, angling for a sponsor on an operetta idea utilizing the family background... Bill Perry's wife received an offer to enter the legitimate theater in Europe... Bernice Claire is back to talk with sponsors... Appearance of Douglas Fairbanks Jr. on the Music Hall show last night marked his first airing for NBC, but he appeared on the Lux Theater from New York via CBS last year... Ed Reynolds, CBS sales promotion department, is out on a buying spec for tropical fish... Tom Fizzle, Chicago press agent, is sending out samples of his new memo pads which measure 11" x 20".

● ● ● George Jessel will become a permanent feature on that Sunday night show where he did two guestar appearances... This will happen in about seven weeks and will emanate from the coast... Babe Ruth was offered to the same sponsor now about set to sign Dizzy Dean... Reports of the Yacht Club closing are ended... WCAE's Nancy Martin hasn't gotten over her encounter with Luke Barnett, the ribber... Pat Harrington of Jack White's is headed for a radio stooge spot... Monte Proser doing the late spots again... Vernon Richards will be guestar on WMCA Tuesday... Billy Glason did a shot in vaude this last week... Dick Fishel has removed the dark cheaters... Jack Kofoed moves on Monday... Ed Dukoff claims he's found a sponsor for his extracted teeth... Fellow makes corn that can be inhaled instead of chewed... Harlan Eugene Read will launch a new program when he returns from covering the Coronation, to be called "Teller of Tales"... J. P. King picked up \$150 in five weeks of bridge playing... Fortune mag will do a series in the May issue on the Hotel New Yorker... Don Kerr will be honored by the sponsor at a dance at which time he'll meet the sales force... Master and Variety recordings throw a party tomorrow at their new offices... Mary Small's Junior Revue goes on Showboat the 18th instead of the date previously announced... After this shot, she starts a vaude tour.

**GUEST-ING**

DALE CARNEGIE, lecturer and writer on applied psychology, will be on the "Show Boat" program March 11 over the NBC-Red, 9-10 p.m. Helen Morgan also is booked for this show.

FANNIE HURST talks on the "We, the People" program Sunday afternoon, 5-5:30, over the NBC-Blue.

DR. PAUL B. SEARS, whose book, "Deserts On The March," was recently awarded one of the four \$2,500 Book-of-the-Month Club fellowships, will be a guest speaker with Hendrik Willem Van Loon on two of the latter's regularly scheduled broadcasts, Sunday at 11:15 a.m. over the NBC-Blue network, and Tuesday at 7:30 p.m., over the NBC-Red.

MARIA GREVER, composer of "Te Quiero Dijiste", "Jurame" and many other melodies, will be the guest of Old Gold's "Tango Cabaret" program Sunday, 1 p.m., over WOV.

VIRGINIA VERRILL goes on the Ed Wynn program March 20, at 8 p.m. over the NBC-Blue.

CHARLES KULLMAN will guest-star with Ed Wynn on March 27.

VIOLET HEMING of "Yes, My Darling Daughter" is scheduled for Charlotte Buchwald's "The Playgoer" program on Tuesday.

**Increase in Exports of Radio Apparatus**

(Continued from Page 1)

sion of Foreign Trade Statistics in a special report.

Record export figure of \$2,584,000 in radio apparatus was recorded for January, compared to \$2,040,000 for January, 1936.

Figures for six months ending in December in 1935 and 1936 showed over \$2,000,000 increase during the period. Exports during the six months of 1936 amounted to \$15,884,000, compared to \$13,777,000 for the same period of 1935, an increase of \$2,107,000.

No imports of radio apparatus were noted by the report, reflecting an optimistic business note for the export radio apparatus industry. Reciprocal trade treaties acknowledging U. S. as leading in this field was thought responsible for this condition, together with economic recovery.

**DREAM BOAT WEEK**

Beginning March 15th

Don't fail to feature

**WHEN MY DREAM BOAT COMES HOME**

The Hit of the Year

**MY LITTLE BUCKAROO**

Dick Form's sensational kid-cowboy ballad

M. WITMARK & SONS

RCA Bldg., New York City



**K**OMA, Oklahoma City, is producing a daily script show entitled "A Modern Girl's Romance," using talent from the dramatic classes of the University of Oklahoma and Oklahoma City University.

Various peace officers of the Southwest have been cooperating with a group of Southwest radio stations in building a program known as "The Crime Reporter." The show is produced in Dallas and released through KRLD to Oklahoma through KOMA, Oklahoma City, and KTUL, Tulsa.

"The Crime Reporter", a new program of happenings in the Southwest, now being aired each Monday at 9 p.m. via KTSA, San Antonio. Sponsored by local Servel dealers.

WDGY, Minneapolis, has spotted a new program known as the *Mystical Ball Room of the Air*. Dance records are used in connection with Standard Crowd effect records. The program is very popular among the young people.

The Ramblers Quartet have discontinued their programs from KDKA, Pittsburgh, until after the Easter season.

The Bellmen Male Chorus of New Haven under director James Morton will play host to the Mendelssohn Male Chorus of Waterbury and the Telephone Choral Club of Hartford in a special broadcast over WICC, Bridgeport, on Monday, 9-9:30 p.m.

Renzo Chiappa, who has been featured on "Salon Favorites" Tuesday at 3 p.m. over WOV, is now also appearing with Vincent Lopez at the Astor Grill every Thursday evening. His engagement is for an indefinite period.

Mark Tyme, formerly of the Yankee Network, the Affiliated Broadcasting Co. and other independent stations including KSTP of Minneapolis, will begin a series of daily programs, known as the *Lampighter* over WDGY. Mark Tyme is known as the *Poet Philosopher of the air*.

Gertrude Lewis, the only exclusive Woman News Commentator in Minneapolis-St. Paul radio, appears daily over WDGY at 2:15 p.m. in her program called "Musical Newsettes." This is a new type of news program, combining both news and music. It has a large following among the women in the Twin Cities.

Rev. Charles E. Coughlin has signed a contract with WDGY, Minneapolis, for 26 weeks. The contract calls for Sunday, 2 to 3 p.m. It is being fed to WDGY through the Mutual system.

## Radio and Television

## P A T E N T S

Granted March 2, 1937

Compiled by JOHN B. BRADY, Attorney  
Washington, D. C.

2.072.240—Radio circuit actuating device. Charley Jacob Zigler, Chicago. Millard K. Zigler, administrator of said Charley Jacob Zigler, deceased, assignor to RCA.

2.072.262—Reflecting structure for electric waves. Robert Herzog, Berlin, and Walter Max Hahnemann, Berlin-Marieneide, Germany, assignors to C. Lorenz Aktiengesellschaft.

2.072.267—System for landing aircraft. Ernst Kramar, Berlin-Tempelhof, Germany, assignor to C. Lorenz Aktiengesellschaft.

2.072.268—Transmitter for electro-magnetic waves. Ernst Kramar, Berlin-Tempelhof, Germany, assignor to C. Lorenz Aktiengesellschaft.

2.072.272—Radio receiving system. Harry J. Nichols, Henry C. Forbes, Walter S. Harmon, Dayton, and Homer J. Loftis, Ironton, Ohio, assignors, by mesne assignments to RCA.

2.072.279—Operation of radio broadcast stations. Paul Scharrer, near Spandau, Germany, assignor to Siemens & Halske Aktiengesellschaft.

2.072.283—Automatic gain control. Harold A. Snow, Mountain Lakes, N. J., assignor to RCA.

2.072.315—Push-pull detector. Kurt Schlesinger, Berlin.

2.072.342—Photoelectric tube. Archie J. McMaster and Charles E. Parson, Chicago, assignors to G-M Laboratories, Inc.

2.072.365—Amplification control system. David Grimes, Dongan Hills, Staten Island, N. Y., assignor to RCA.

2.072.370—Gas discharge tube with control cathode. Gunther Jobst and Dietrich Prins, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2.072.419—Television method and apparatus. Charles A. Birch-Field, Larchmont, N. Y., assignor by mesne assignments to Mildred S. Reisman, New York.

2.072.455—Electro optical system. Walter F. Kannenberg, Lyndhurst, N. J., assignor to Bell Telephone Laboratories, Inc.

2.072.478—Electro optical system. Frank Gray, New York, assignor to Bell Telephone Laboratories, Inc.

2.072.527—Multiple sound and picture recording and projection system. Alexander McLean Nicolson, New York, assignor to Communication Patents, Inc.

2.072.528—Impulse television system. Alexander McLean Nicolson, New York, N. Y., assignor to Communication Patents, Inc.

2.072.604—Rectifying tube. Johannes G. W. Mulder and Daniel Marie Duinker, Eindhoven, Netherlands, assignor to M. V. Phillips Gloeilampenfabrieken.

2.072.637—Electron discharge tube. Gunther Jobst, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2.072.638—Electrode mounting for discharge tubes. Gunther Jobst, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2.072.651—Electron tube. Fritz Schroter and Fritz Michelsen, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2.072.278—Voltage multiplier circuit. Otto H. Schade, West Orange, N. J., assignor to RCA.

2.072.658—Receiver arrangement for electric picture transmission. Otto von Bronk, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2.072.708—Amplification control. Nelson Perry Case, Bayside, N. Y., assignor to Hazeltine Corp.

2.072.733—Electrical discharge device. Gunther Dobke, Berlin-Reinickendorf, Germany, assignor to General Electric Co.

2.072.740—Volume control. David E. Earnshaw, Philadelphia, assignor to Philco Radio & Television Corp.

## 2 Sign Bakery Series

"The Freshest Thing in Town," a transcribed series, has been placed on WKMB, Youngstown, under the sponsorship of Schwebel's Bakery. Program also set for Grocers Wholesale, Inc., Des Moines, to be aired over the Iowa network stations, KSO and WMT. Frederic W. Ziv, Inc., Cincinnati, is the agency handling both accounts.

## Midnight Sponsor on WHN

Madison Personal Loan Inc. will sponsor a 15 minute show, Monday through Saturday, over WHN. It will be aired from 12 mid. to 12:15 a.m. Program will be composed of dance music with Bud Rainey acting as emcee. Alsop Radio Recording handles the show.



**P**AUL WHITEMAN'S Ork combines musical forces with the National Symphony Orchestra, Washington, D. C. Philharmonic group, for two concerts, one March 17 to be given in Baltimore, the second to be a repeat of the first, the next evening in Washington.

Lou Kosloff, pinch-hitting for Buddy Rogers on the NBC "Twin Stars" program for six broadcasts until Rogers' return from abroad, was selected by Jack Hasty from among 37 bandsmen who applied for the job.

"Red" Nichols and his "Pennies" broadcast from Chi when they begin their engagement at the Hotel Sherman's College Inn, March 19. They'll be aired regularly over CBS.

Zinn Arthur's "cooperative band" owns a "cooperative" music library which was recently "cooperatively" insured for \$25,000.

Ed Smalley and his 7 Gs have their song numbers recorded and listen to a playback of them each week at National Recording Co. before they're airwaved. They pick out flaws and make corrections before taking the ether.

Words & Music Inc. will plug a new song "I'd Be a Fool Again", by the authors of "The Talk of the Town". Del Casino introduced it in his Tuesday broadcast and Guy Lombardo played it on last night's program.

Dick Stabile, who opens Thursday at the William Penn, Pittsburgh, has signed Muriel Byrd as vocalist.

Jimmy Livingston, maestro of the Hotel Charlotte Ork, aired nightly over WBT, Charlotte, is convalescing from an appendectomy.

The eleven members of the Shep Fields band are all learning to play the accordion, with a view to doubling.

Stephen Richards and his band replace Sid Solomon and his boys at the Hollywood Restaurant, where they are airwaved twice weekly over WHN.

## "White Horse Inn" on WJZ

A condensed version of Erik Cha-rell's extravaganza "White Horse Inn", with all the principals of the New York cast and the native Tyrolean dancers, will be given Monday 11:30-12 midnight, over WJZ.

# WITH THE WOMEN

By ADELE ALLERHAND

MAIL to another femme exec. Elizabeth (Betty) Black, Ruthrauff & Ryan time buyer....She's been with the agency for six years, and in her present job for three....Was once with McCann-Erickson...Adores her job and thinks meeting people is the best part of it...Dodge, Fry, Lifebuoy, and Florida Citrus are all her accounts...When pressed, admitted she thought it was important for women in business (inclusive of advertising and radio) to retain a sense of humor...She's kept hers...Robert, who holds the lily...he makes gals like Helen Claire and Mitzi Green even more glamorous for mike encounters...working with a British firm on television make-up...When it's perfected he'll open a salon dedicated to radio alone...Russ Morgan is looking for a gal...She must have a voice, be blonde, delicate and easy-going...She'll accompany the band on one-night stands, if she passes muster...

Reubens is concentrating on sandwiches again...one is being named for Grace Moore...it's turkey, not 'lightingales' tongues, as you thought...and one for Deanna Durbin...and now what develops is...Henny Youngman has a wife and babe...Lawrence Gray, just off the air, will soon take it again...with a new series...dramatization of "Medal of Honor" material...a big new sponsor is all agog over it...Kay Weber doing the social butterfly in Chi...A find 17-year-old Claire Niessen, optioned by 20th Century-Fox, was outstanding on Wednesday's "Professional Parade", Federal Theater Project Program...

A gal often up in the air takes it when "Roving Reporter" Frankie Basch interviews Winifred Bayer, femme daredevil and parachute jumper, over WMCA today at 3:45...Hollywood (restaurant not land of promise) songbird Josephine Weston to guestar for Marion Cole March...She'll tell all about her pash for China dogs, watch charms, antiques and bracelets...Carol Weyman goes screenie with a series of shorts for Educational...all about society buds turned pro...Going to London to see the King...one-woman theater Cornelia Otis Skinner...She'll witness coronation ceremonies and tour continental theaters...Famous women currently in news will be Boswellled by Captain Tim Healy...Margaret Daum vocalizes on the Howard Barlow "Music of the Theater" program every Sunday over WABC.

# RADIO PERSONALITIES

No. 10 in the Series of Who's Who in the Industry

**F**RANK E. MASON, vice-president of NBC in charge of station relations. One of the busiest men in the industry, yet is an associate in the School of Journalism at Columbia University. Graduated from Ohio State U. with a Phi Beta Kappa key, sheepskin and no job. Managed to connect as assistant editor of American Boy magazine. Then the war. 1919 found him in Berlin with a captain's commission and two medals. Resigned from the army in 1920 to take time out to get married, then become Berlin correspondent for the International News Service. This was his first newspaper job. Was transferred from Berlin to London and in 1922 to Paris. Roamed the continent for INS next five years, then returned to America to work up to prexy of INS. Resigned in 1931 to become vice-president of NBC, in charge of public relations. He was largely responsible for the present press-radio service and for creating better understanding and cooperation between newspapers and radio. Native of Milwaukee and is 44 years old.



He helps newspapers and radio good will.....

# STATION FLASHES

**A**PLICATION to build a new radio station at Provo, Utah, has been re-submitted by the Provo Broadcast Co. The station would operate on 1210 kilocycles, 100 watts power, unlimited time.

Intermountain Broadcasting Corp., Salt Lake City, has applied to increase power of KDYL from 1,000 watts to 1,000 night time and 5,000 day time. A new transmitter site southwest of Salt Lake City also is contemplated.

XET, Monterey, Mex., has increased its power watts from 500 to 5,000.

A new 100-watt station at Great Bend, Kans., went on the air this week, broadcasting on a wave length of 1370 kilocycles. The station is owned and operated by E. E. Reuhlen, a retired Great Bend merchant, who also is general manager, while the following make up the staff: assistant manager, Jere W. Murphy, Jr.; commercial manager, Douglas Romine; program director, Chester L. Gowen; chief engineer, Carl L. Hall, and studio staff members, Leo Legleiter, Nolan Reuhlen, Ted O. Irwin and Miss Evelyn Guion.

## Mrs. F. D. Roosevelt Back on Air in April

(Continued from Page 1)

days, 9:30-10 p.m., but present plans indicate that the new series will be an additional half-hour spot on NBC. Mrs. Roosevelt's first commercial series on the air was under the sponsorship of Simmons mattresses through Fletcher & Ellis, New York. Her last radio series was on CBS with Selby Shoe Co. sponsoring through Henri, Hurst & McDonald, Chicago. Reported that the First Lady receives about \$2,000 per broadcast. J. Walter Thompson Co., New York, has the Ponds account.

## Bill Asks Protection For Music Arrangers

(Continued from Page 1)

would be compensated and protected for their labors under a new bill, H. R. 5275, introduced in the House yesterday by Congressman J. Burwood Daly of Pennsylvania. The measure seeks to amend the present Copyright Act of 1909. It also includes the controversial \$250 damage fee clause which is exempted under the pending Duffy copyright bill. Congressman Daly feels it is essential for an association like Ascapi or any association representing composers and authors to have a right to collect for the use of their works.

## Gov. Lehman on Air

Governor Herbert Lehman will speak over a split CBS network tonight in support of ratification by the Legislature of the Federal youth control amendment. The program will be aired 6-6:15 p.m. over the following stations: WABC, WOKO, WBNF, WGR, WESG, WHEC, WFBL and WIBX.

In making a radio broadcast to

## New Spots, Renewals By Webster-Eisenlohr

(Continued from Page 1)

8 will start a series of time signals, twice weekly, seven days a week, on WDAF, Kansas City. Sponsor is switching from KMBC. On March 26 the WTAM U.P. news reports will sign off the air, with a baseball score series to begin April 19, three nights a week with Penn Tobacco (Ruthrauff & Ryan) taking the other three nights. Sponsor is also splitting the time on WIND with Penn Tobacco. Both take three half hours weekly. Up to March 1, Webster-Eisenlohr was using six quarter-hours weekly on WIND.

Renewals for other stations on the list include KOMA, Oklahoma City, 21 time signals weekly, effective March 22; KPRC, Houston, three time signals each evening, seven days weekly, effective April 5; WOAI, San Antonio, where sponsor was formerly using one quarter-hour news report each week, under new contract effective March 7 will use announcements of the news reports each Sunday, Monday, Wednesday, Friday; WWJ, Detroit, on March 28 renews the one-quarter-hour period a week; WBT, Charlotte, time signals have been extended to March 29. KRDL, Dallas, effective March 8, the INS news reports will be renewed; KLZ, Denver, time signals continued, effective April 6; KTUL, Tulsa, time signals once each evening during entire week, effective April 2. N. W. Ayer & Son Inc., New York, has the account.

gain popular support of pending legislation, Lehman follows the practice of former heads of the New York government. Both Al Smith and Franklin D. Roosevelt employed radio during their terms.

## Demonstrate Television For Lawyers Association

Members of the Communications Committee of the New York County Lawyers' Association will get their first practical experience in the operation of television tonight when they are the guests of National Broadcasting Co. at a television demonstration in Radio City.

The demonstration, arranged by A. L. Ashby, vice-president and general counsel of National Broadcasting, director of the N.Y.C.L.A., and chairman of the Communications Committee, will be held in the NBC board room on the sixth floor of the RCA building. Charles Evans Hughes Jr., president of the association; Robert C. Morris, past president; Terrance J. McManus, secretary, and approximately 30 members of the Communications Committee will be present.

The entertainment portion of the demonstration will feature a parade of millinery models; Jean Sablon, French entertainer; Jean O'Neill, recently discovered young blues singer, and a news reel.

## MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH  
Electrical Lighting Equipment of Any Kind  
FOR RADIO STATIONS  
244-250 WEST 49th STREET  
New York City Tel. CHic. 4-2074



AS the air couldn't be cleared for the "Paramount on Parade" program scheduled to start March 14, thereby putting the debut over to the 28th, Don Wilson has a chance to get back from Jack Benny's Eastern broadcasts in time to do it. Previously he had to turn it down.

Mayor Shaw has signed for four 15-minute political broadcasts on KNX, one the night before election. Account placed by Ray Davidson.

Consolidated Drug Trade is cancelling the Morgan Family hillbilly program on KNX, starting March 6. It has been a six-day-a-week half-hour program.

Barney Food (Marco Dog Food) has signed for 52 Saturday evening Marco Juvenile Review programs on, KNX.

In-Laws skit, after three years in Chicago, returns to KHJ and Don Lee stations March 8, for a five-a-week run. Irving Fogel will be new manager. It will be a live talent show, but Associated Cinema will make transcriptions for the east.

Tempo Radio productions dinking "Twenty Years Ago Today" series, directed by Van Newkirk.

Tavannes Watch (Milton Weinberg agency) has called off the Tavannes Watch dramatic series which was scheduled for the coast network on CBS, 13 weeks starting March 28. Change in graduation seasons this year the reason. Tavannes fall series to be twice its usual length to make up for present change.

Standard Radio has added Ben Bernie's quartet, the Playboys, to its list of transcription library artists, and started dinking 12 pop tunes, to be followed by more.

California's usual "unusual" rains have postponed the opening of the new KEHE studios. Too damp for the accoustical plaster to dry, so opening goes over to April 1.

Ben McGlashen, owner of KGFJ, has bought a 4-place Stinson Monoplane which he will equip with high fidelity transmitter to complete his facilities for handling special events. He recently put the first local mobile unit into use. His yacht equipped to cover aquatic events.

KMTR has added three live talent dramatic shows to its list, "Trials of Famous Women" to replace "Rogues of the Ages"; Kaleidoscopes of Life,"

## SELLING THE STATION

... Merchandising \* Showmanship \* Exploitation

### Booklet on WMBD

WMBD, Peoria, Ill., "The Community Radio Station," of which Edgar L. Bill is president, recently issued a handy booklet which gives an impressive picture of the station's activities in the "entertainment, education and inspiration of the people of Central Illinois."

Among its civic efforts leadership, WMBD has promoted traffic safety, public health education, good government, expression of public opinion, etc. The booklet also gives a list of the new ideas for service programs developed by WMBD, the services rendered to rural listeners, the many organizations with whom the station cooperated; a list of the guest speak-

ers in 1936, divided into months, a word about the standard maintained in advertising matter and other data indicating that the station is a progressive and live-wire enterprise.

### Sponsor-Plugging

WCOL, Columbus, has started a series of programs called "Adams 8207", Mondays through Saturday, 7:30-8:15 a.m., E.S.T., offering a theater ticket free to each listener calling the telephone number, which is that of the radio station, and naming one of the program's sponsors. The recorded music is continuous. Dialogue and commercial announcements are handled through an imaginary switchboard.

### New Business Signed By WBT, Charlotte

Charlotte—Drug Trade Products Co., Chicago, has renewed its contract with WBT, for a full year, using six one-hour shows weekly from four to five every afternoon. Talent on the program will continue to be Dad Briarhopper and his band. Contract was handled by Benson & Dall, Chicago agency.

Mentho Mulson, product of the M. L. Clein Co., Atlanta, will use seven 50-word announcements weekly. Contract, a renewal, was handled by the Mabel Loeb agency, Atlanta.

The Carolina Housing and Mortgage Corporation, Hickory, N. C., is using four 100-word announcements weekly. Contract, handled direct, calls for 26 studio announcements.

General Motors, Detroit, renewed its contract, through Campbell-Ewald, calling for two 15-minute transcriptions weekly.

Longine Watch Co. will use seven five-minute programs daily for the next 13 weeks. The contract calls for studio renditions of organ melodies by a station artist, and is entitled "Longlines Slumbertime."

Castleberry's Food Products Co. will use seven 50-word station-break announcements per week for 13 weeks. Contract placed by Groves-Keen Advertising Agency, Atlanta.

Kay Jewelry Co., Charlotte has signed a 52-week contract for one or more 50-word station-break announcements weekly. Agency, Simons-Michelson Co., Detroit.

Purcell's (women's apparel) of

dramatizing heart throbs in the news, and Charley Davis's re-enactment of scenes from the news of one year ago. First two are weekly, other goes 15 minutes Tuesdays through Fridays, evenings.

Los Angeles Jewish hour, Paula Margolin producer, goes on one hour a week Sunday program over KMTR, with participating sponsors.

Adding another 30 minutes daily,

### Early Morning Show Liked By WPRO Fans

Providence—WPRO has blasted the bugaboo of early morning radio audiences in this territory with its "TNT Review," broadcast weekdays at 6 a.m.

Prior to the first of the year, Providence stations came on the air at 7 and 7:30 a.m. Suddenly WPRO broke this tradition with its charge of "TNT."

The program derives its title from principle service features offered during the broadcast—Time, News, and Temperature. Basically a transcribed show, with no phonograph records used whatever, it included all the variety of the NBC Thesaurus. The correct time is announced every five minutes, United Press News every 30 minutes and temperature and weather report every 15 minutes.

A recent mail analysis issued by WPRO called "Unusual Quotations from the TNT Mail" includes comments from listeners in all walks of life and from every state in New England. Culled from the hundreds of letters written by early rising New Englanders, the quotations indicated audience acceptance and public service. One man wrote:—

"Listening at 6:15 a.m. It's the best way of arousing son so he will get up to practice his clarinet before school."

Charlotte will run one or more 50-word station-break announcements for 52 weeks.

Los Angeles Examiner is now buying an hour and a half daily, six days a week, to plug classified ads over KGFJ.

Frank W. Purkett, vice-president of Associated Cinema (transcriptions), left this week for New York.

Allan Wilson, of Tempo Radio Productions, is on an eastern trip.



REPORTS that Amos 'n Andy are in the market for a new idea to replace their current radio presentation have been termed "rumors" by Basil Loughrane, radio chief of the local office of Lord & Thomas agency, who handle the Pepsodent account.

Quin Ryan, WGN broadcast manager and veteran commentator and announcer has returned to Chicago and WGN this week after a vacation at Sanibel Island, off the west coast of Florida. He will resume his broadcasts Monday.

June and Cherry Preisser, appearing in the "Ziegfeld Follies," current here, will make their air debut in a program of songs and dances with Harold Stokes and his band on "Matinee Melodies" on Sunday afternoon, March 7 at 3 (CST) over WGN and the Mutual net.

### New Programs Start On WMAZ, Macon, Ga.

Macon, Ga.—A number of new programs make their debut over WMAZ this month. Dixie Dairies this week began the Country Church of Hollywood broadcasts, Tuesdays and Fridays at 7 p.m. Clarke Memorials on Sunday at 2 p.m. will start "The Story Behind the Song", Sterchi's Inc., picked "The House of Dreams" for each Sunday at 1 p.m., while their "Friendly Voice" goes into his ninth year at the same hour weekdays.

Schwob's program of Hollywood talent including Martha Ray, Bob Burns and others will start tonight at 7:45 and continue each Friday Southern Crate and Vaneer Co. goes into a second year of spring and summer radio advertising, increasing to three quarter-hours weekly Transco Guess What? program will be heard Wednesdays and Fridays. Some increases and renewals also have been recorded.

### New Orleans Biz

New Orleans—WSMB announce the following new accounts:

Studebaker, one-half hour for three weeks, transcriptions, placed by Roche, Wilson & Cunyngnam; Iron ized Yeast, two five-minute period weekly, dramatic skits, placed by Ruthrauff & Ryan; Devoe and Reynolds, placed locally, three five minute transcriptions; Kool Cigarettes, one-half hour, 13 weeks, NBC B. B. D. & O.

New WSDU business: Sears-Feibleman, spots; Crane's Clothing, 15 minute Detective Story transcription, nightly.

**The Most Talked About**

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**Youngster in the Industry**

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**Today is RADIO DAILY**

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**and It's Less Than a**

---

**Month Old      ★      ★      ★      ★**

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**Watch the Baby Grow!**

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## ANNOUNCERS

**BOB ELSON**, WGN's ace baseball, football, boxing and hockey announcer and all around sports commentator, will leave Chicago next Wednesday on his annual jaunt to the Pacific coast for his visit to the training camps of the Chicago White Sox and the Chicago Cubs at Pasadena and Catalina Island. Elson will spend three weeks with the two Chicago major league clubs brushing up on his baseball in anticipation of another busy summer of baseball broadcasting and sports review work. During his sojourn on the coast he will present two sports reviews from Pasadena and two from Catalina. The other sports review shows usually presented by Elson will be presided over by Jim Fleming.

*Cliff Daniels, WCAE's chief announcer, has joined Norman Twigger and Jimmy Murray in daily workouts at the Pittsburgh YMCA. All three are squash enthusiasts. And by the way, Twigger has cut his weight seven pounds in two weeks.*

**Lee Kirby**, WBT announcer, is in the Presbyterian hospital, Charlotte, suffering from a stomach ailment.

When **Gene Shumate**, KRNT-KSO sports announcer, covered a wrestling match in Des Moines' Coliseum recently, he told the radio audience that **Dick Raines** had won the first fall from **Abie Coleman** and predicted that Coleman would get the second in an obviously prearranged deal. Coleman got the second. The wrestlers complained about being reported so candidly that Promoter **Abe Frankel** has discontinued his broadcasts as a result.

**Jack Hoffoss** and **Dick O'Day** have been added to the staff of announcers at WDGY, Minneapolis.

**Bill Perry** has replaced **Kenneth Roberts** on the Kathryn Cravens program. Kenneth disabled a couple of fingers while bowling.

## ONE MINUTE INTERVIEW

JACK JENNEY

"The air waves are fickle in the respect that the top-notch bandsmen of today can be the forgotten musicians of tomorrow. Leaders like Whiteman, Spitalny, Vallee and a few others who have held their own through years of acid tests, will continue to do so. But each year will see an influx of new bands and leaders, all of whom will try to usurp those who are pre-eminent today."

## Instant Local News Flashes Effectively Used by WMBH

**EFFECTIVE** use of instant local news flashes, all sponsored, is made by WMBH, Joplin, Mo.

Arrangements have been made with all local undertakers to inform the station at once whenever an emergency ambulance call is made. That information is flashed, as: "An ambulance has been called to \_\_\_\_\_" (using the name of the undertaking firm is a good way to keep the calls coming in). "Further details will be announced within a few moments."

When the ambulance call has been completed, the announcement is made, and whenever possible a suitable spot is run for the sponsoring insurance company.

In similar manner, the fire department always informs the station of the outset of a fire call. When the report on the fire is made, there is always a suitable spot advertisement to go with it.

For these two services, a considerable number of spots is kept on file, so that it is but the work of a moment to complete writing the fire report and get the data on the air. This is a service that is appreciated by the listeners, and is quite beneficial to the advertisers on that account.

Two other daily news flashes or periods are used. One is the Accident Scoreboard; the other is the Hospital Register.

The Accident Scoreboard is a daily report on the number of automobile

accidents and personal injuries, contrasted to that of the previous year at the same time, in cumulative totals. This record is used to preface a short plea for driving safety. The spot accompanying it is participated in by twelve firms, each one having a copy limit of five words in addition to name and address.

The station staff keeps the records and makes the copy slogans.

The hospital register is sponsored by a department store, with copy prefacing the register, also following it. "News of your friends and relatives in . . ." the two hospitals in the city and one in a neighboring city.

Information on entrances to and admittances and dismissals from the hospitals is gathered by telephone, with careful checks of directories to keep the information quoted as accurate as possible being made.

Effort is made to keep detailing the conditions of patients so that listeners can know what has happened to them. This has been found to save the hospitals a lot of telephone inquiries. The birth of a child gives the opportunity to increase the commercial with the sentences: "Fleischaker's extend their congratulations to Mr. and Mrs. \_\_\_\_\_."

The value of these services to the radio station is that it keeps constant check on the city and is first with big news.

## Chatter

**FRANK PARKER'S** ten years of radio singing will be celebrated with a musical tribute to the NBC tenor in the Rippling Rhythm Revue over the NBC-Blue network on Sunday, 9:15-9:45 p.m. Parker broke into radio exactly ten years ago on that date by substituting for a tenor on the old Eveready Hour.

**Fred Kirby**, **Bill Davis** and **Don White**, on the Statesville Flour Mills show over WBT, Charlotte, with **Lee Kirby** announcing, have developed a program that is unusual for a spot of its type. Using the idea of continuity much in the manner of a comic strip, the boys "gather 'round the old ranch house" and dispense cowboy songs and chatter in the approved western fashion. Against a background of hens cackling and a bull bellowing, the atmosphere created is distinctly conducive to selling the feeds and grains advertised during the 15-minute show.

**Floyd Bartlett**, KSO-KRNT (Des Moines) engineer, was put on the temporary disabled list recently as a result of a box of matches explod-

ing and severely burning one hand, injuring the other hand the same day when he slipped on the ice and severed an artery after falling on a broken bottle.

**James L. Hughes** of WHBF, Rock Island, Ill., is on the sick list.

**Claudia Simmons** is the newest graduate to the movies from the ranks of contestants in Chase & Sanborn's "Do You Want to Be an Actor?" program, conducted by Haven MacQuarrie over the NBC-Red net out of Hollywood on Sunday evenings. On February 21 she had her first chance to be an actress on the radio. The next week she took a screen test. Now she has just been signed by Warner Bros. to a movie contract.

**Dr. George W. Young**, owner and general manager of radio station WDGY, Minneapolis, returned this week from a winter vacation in Florida. Mrs. Young accompanied him on the trip. Doc caught a 250-pound man-eating shark during his stay in Florida.

## Coming Events

Feb. 28-March 8: Spring Fair of race and television, Leipzig.

March 15-22: North American Radio Conference, Havana, Cuba.

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

April 9: Press Photographers' Ass'n New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

May 2-8: National Music Week; Dan Sarnoff, chairman.

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

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

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

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

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

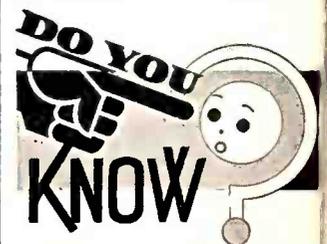
## San Francisco

**Jim Walsh** will have to find a new way to cure his homesickness. Having left **Anson Week's** band only a short time ago to join **Eddie Fitzpatrick's** orchestra in home-town San Francisco, he finds Fitzpatrick is not due for a road tour.

**Earl Lee** of Death Valley Days (KPO) is boasting of over 151 consecutive performances. Lee also holds a stage record for consecutive appearances in San Francisco.

**KYA** has enlisted the services of singing **Lance Patrick** ("Budd") **O'Brien**, well known to night-club audiences.

**J. Clarence Myers** has taken over the duties of production and publicity at **KYA**. Myers was former radio editor with the S. F. "Call Bulletin."



Broadcast advertising volume in 1936 totaled \$106,065,696, of which \$59,743,860 went to national networks, \$1,368,846 to regional networks, \$24,646,160 to national networks and \$22,284,010 to local stations.



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 19

NEW YORK, MONDAY, MARCH 8, 1937

FIVE CENTS

## Webs' February Biz Leaps

### EXPANSION POLICY LAUNCHED AT WSAI

Cincinnati — Three-fold expansion policy for WSAI recently announced by William S. Hedges, vice-president of Crosley Radio Corp. and general manager of WLW, WSAI and W8XAL, was placed under way last week with the dedication of the station's new transmitter.

Future policy of WSAI also will include an executive and production staff of its own, wider coverage of civic affairs and the acceptance of announcements and time signals. Robert G. Jennings is now assistant manager of WSAI in charge of sales and programs.

At the dedication broadcast, fed to the Mutual coast-to-coast net, Paul Sullivan, news commentator of WLW, briefly outlined the new WSAI policy.

### John Van Cronkhite Headquarters in Chi.

Chicago — John Van Cronkhite, who is establishing a service for stations to act as consultant and to merchandise news for commercial purposes, will have offices at 360 North Michigan Ave. here.

### Remington Rand, Inc. Renews for 13 Weeks

Remington Rand, Inc., New York (typewriters and office equipment), tomorrow will renew the WOR Transradio news reports, Tuesdays, Thursdays, Saturdays, 12:30 - 12:45 p.m., for another 13-week run. Mark Hawley does the announcing. Leeford Advertising Agency, Inc., New York, has the account.

### More Politics on Air

Washington Bureau of RADIO DAILY

Washington — Radio networks again become a political battleground tomorrow night when a group of opposition senators take to air as soon as President Roosevelt signs off from his fireside talk.

A special meeting of the opposition group was called late last week to plan campaign defense against Roosevelt's Supreme Court stand.

### Buildup for Staff

Joplin, Mo. — To acquaint listeners with its personnel, WMBH has mounted pictures of 27 of its staff on a theater lobby type display board.

The display is moved around from one public place to another, and similar displays will be used in cities in the area served.

### 4 ACE AIR COMICS IN SUMMER RECESS

Jack (Jell-O) Benny, Phil (Good Gulf) Baker, Eddie (Texaco) Cantor, and Fred (Ipana, Sal Hepatica) Allen, four of the top comedians on the air, will sign off the air during the month of June, as per the custom of a summer vacation for comedians. The other comedians on the air Ed (Spud Cigarette) Wynn, and Jack (Kool & Raleigh Cigarettes) Pearl will probably sign off in May, when they both terminate 26-week runs and Pearl's series ends May 7, but no

(Continued on Page 3)

### B.B.B.&O. to Handle Coronet Air Program

David A. Smart publisher of Coronet, monthly magazine, has appointed Batten, Barton, Durstine & Osborn Inc., New York, to handle the new Mutual radio program which makes its debut tomorrow night, 8-

(Continued on Page 3)

### ★ THE WEEK IN RADIO ★

... Transamerican and Warner Bros.

By M. H. SHAPIRO

WHILE generally believed to be under Warner control, Transamerican Radio & Television, piloted by John L. Clark, was definitely linked strongly when the Warner report to the S.E.C. revealed the film outfit as having acquired 65 per cent of the voting stock. . . .

Chevrolet Motors set the date of March 8 as the starting date for resumption of its E.T. programs, on some 380 odd stations . . . disks on hand at outlets will last three weeks by which time a new series will be pressed by W.B.S.

Stations were beginning to nab a

### NBC Reveals 21.4 Per Cent Increase Over Feb. 1936 While CBS Shows 18.6 Per Cent Leap Over Same Period

### NETWORKS SELECTED FOR MRS. ROOSEVELT

Lamont Corliss Co., New York (Pond's cosmetics), has ordered the basic NBC-Red, Red Mountain, Red Pacific Coast groups on Thursdays, 7:45-8 p.m., for the Mrs. Roosevelt series which begins next month. Spot precedes the "Rudy Vallee Variety Hour" on the same network, handled by the same agency which has the Pond's account, J. Walter Thompson. The 7:45-8 p.m. period known as free station-time, is not under option to NBC, but it is believed the station will clear the time because of the local prestige it will give the station to have the First Lady on the air through its facilities.

### Operator License Bill Passed by the House

Washington Bureau of RADIO DAILY

Washington — A bill making it necessary that the actual operation of all transmitting apparatus in any radio station for which a station license is required shall be carried on only by a person holding an operator's license was passed by the House of Representatives last week.

Both National Broadcasting Co. and Columbia Broadcasting System continue their 1937 flying start, with NBC gross revenue for February totaling \$3,295,782, an increase of 21.4 per cent over February, 1936. Breakdown gives the NBC Red network \$2,273,973 and the Blue \$1,021,809. The largest increase was on the Red, this chain holding a lead in gross billing over any other web.

Billing for CBS for February was \$2,264,317, a best February as well as an increase of 18.6 per cent over the same period in 1936. Cumulative total for January and February of this year gives CBS \$4,642,937, a 21.9 per cent increase over the 1936 figures. February 1936 was considered an unusually good month for CBS when it did \$1,909,146, which was 15 per cent over 1935.

Being a short month, actually 10 per cent shorter than January, for instance, February biz conceded to have passed all expectations. In proportion, and allowing for the 10 per

(Continued on Page 3)

### Coughlin Organization Reports \$723,847 Take

Washington Bureau of RADIO DAILY  
Washington — Father Coughlin's organization, The National Union for Social Justice, reported to the Clerk of the House on Saturday that its 1936 receipts totaled \$723,847. Expenditure for the year, which included radio, were reported as \$630,928 but outstanding obligations in the form of loans, etc., almost equaled the unspent balance.

### KWK Anniversary

St. Louis — Elaborate plans are under way for the celebration of the tenth anniversary of KWK on St. Patrick's Day.

The slogan, "Onward and Upward with KWK — a Decade of Progress," is being posted and advertised throughout the city, via billboards, streetcars, buses and newspapers, for the attention of listeners and prospective sponsors.

(Continued on Page 2)



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JOHN W. ALICOATE : : Publisher
DON CARLE GILLETTE : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Thursday, Mar. 4)

NEW YORK STOCK MARKET (Saturday, March 6)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, do pfd., RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio.

NEW YORK CURB MARKET

Table with columns: High, Low, Close, Net Chg. Rows include Majestic, Nat. Union Radio.

Kitch Back on WSPR

Springfield, Mass.—Frank J. Kitch, sports announcer, will return to take over the sports department of WSPR after an absence of two months. Ketch, a former professional baseball player, Transradio correspondent and newspaper and magazine sports writer, will again be heard over the air-lines every evening, except Sunday, at 6:45 p.m.

New Program on WFIL

Philadelphia—A new sustainer called "Poe's Tales", consisting of dramatic adaptations of the stories of Edgar Allen Poe, premieres on March 16 from Philadelphia's WFIL over the Mutual network. The first tale to be presented will be "The Masque of the Red Death".



March 8

Greetings from Radio Daily

to

Victor Arden

THE WEEK IN RADIO

... Transamerican and Warner Bros.

(Continued from Page 1)

pital Sweepstake results, inasmuch as the Post Office department once again stated newspapers would be held to account if winners, etc., were published... that is, the names of ticket holders who won... question whether radio will do more than the usual coverage of the running of the race... Federal Trade Commission held a hearing with John G. Paine and committee of music publishers... conference pertained to the code of fair trade practice for the pop music industry, being designed in part to do away with payment for song plugs... United States delegation to the North American Radio Conference all set to sail for Havana for the March 15-22 series of conferences... T. A. M. Craven, Chief Engineer of the FCC, heads the group... Dickstein bill held more hearings, anybody wanting an A.P. break can get it by squawking one way or the other against foreign act invasion...

First Lady of the Land, Mrs. F.D.R., signed to again appear on a program for Ponds cold cream, the proceeds going directly to American Friends Service Committee... Bill Hedges of WLW in town mentioned possibility of the "Nation's Station" using a wire out of WMCA, for auditions, etc... Both denied and af-

firmed... but Bill is over 21 and should know what he is talking about...

Another bill to rile up the works fell into the Washington hopper when Congressman Paul H. Maloney, decided it was time to have radio stars on the air giving their personal endorsement, state if they really use the product and how much is being received for making the stations in question... A bill also asked for protection for music arrangers, even though they fool around with another man's composition, their special arrangements should be protected by copyright or registration of some sort, they feel.

CBS-board of directors at a meeting Friday, decided to apply to the N. Y. Stock Exchange for listing of the company's stock on the "Big Board." Company now has approximately 5,000 stockholders. Directors recommended that shareholders, at a meeting scheduled for March 24, authorize an increase in the number of shares so that the stock may be split two for one. Split-up has been talked of for some time. CBS shares are currently listed "over the counter." A 50-cent dividend was also voted. Stock, with extras, has paid \$3.30 on both the A and B shares the past year.

UP Service at WNOX Gets Special Sendoff

Knoxville, Tenn.—United Press News Service has been installed by WNOX, Scripps-Howard Station. A special inaugural program titled "Cavalcade of Communications" in eight dramatic episodes told the story of messages from the cave man era to modern radio. The program carried a complete dramatic staff and stage band.

The show was attended by 750 packed into the WNOX Auditorium. Ten cents admission was charged for the broadcast.

One of the front street studios has been made into a modern newsroom. Two UP teletype machines are set up where they can be viewed in running operation by the public from the sidewalks. The newscaster's desk and microphone are also visible to onlookers from the outside.

Six Stations Picked For Nat'l Lead Series

National Lead Co., New York (Dutch Boy white lead, etc.), has selected six stations for its test spot campaign to begin on March 15. Series will be quarter-hour programs entitled "The Unbelievable" and will be twice weekly for 17 weeks. Stations on list are KRNT, Des Moines; WISN, Milwaukee; WFBL, Syracuse; WHP, Harrisburg; WBNS, Columbus; WCSH, Portland, Me. Marschalk & Pratt Inc., New York, is the agency.

Five-Minute Program Gets Good Reception

Jackson, Mich.—"Headlines of Yesterday", Bernard Wilson's new daily program on WIBM, Jackson, Mich., sponsored by Gray's Men's Wear, had demonstrated that it is possible to stay within a limited advertising appropriation, and still present the listener with outstanding novelty entertainment. The show, consisting of the reading of an old newspaper taken from the library files, is a five-minute feature aired nightly, immediately following a popular ten-minute local news program.

Wilson, production manager of the station, designed the show to further support his claim that five-minute shows can be bright spots on a station's schedule.

Three weeks ago he notified the commercial department that a five-minute show, "The Rhyming Reporter," was available for sponsorship. The show was a presentation of the news of the day, told in rhyme. It was auditioned for the Jackson Beer Co. the same day and started its run on the air that evening, garnering a big audience immediately.

COMING and GOING

EARL HARPER, WNEW sports announcer, leaves New York this week for Florida to cover the spring training camps of the various baseball teams.

PAUL LEWIS, Columbia Concerts Corporation, back in New York after Hollywood business trip.

PHILIP PONCE, artists' agent, arrives back in New York today.

SAUL BORNSTEIN, Berlin Music head, is due back in New York this week.

FRANK CURLEY and his daughter, Rose Marie, arrive today from Miami.

MAC ROSMAN, contact man for Caesar Music, left town Saturday for the west, where he'll be married and then honeymoon at Niagara Falls.

MARY SMALL opens in Boston on Thursday for a week's engagement at the Keith Boston Theater. On March 25 she will be in Chicago for a week at the Palace.

MORTON DOWNEY, accompanied by his wife, sails for England in April. Downey will make a series of theatrical appearances and recordings to be broadcast over the Luxemburg stations.

WILLIAM BEHRMAN is back home at WBOW and Terre Haute from New York.

CLARENCE LEICH of WGBF and WEOA, Evansville, Ind., back from New York trip.

SYLVIA CLARK, NBC comedian in the Chicago studios, left the Windy City last week for the east on a fortnight's vacation.

MRS. JACK GIHON, wife of the manager of KDKA, Pittsburgh, has return from Florida.

Added to KWK Staff

St. Louis—Recent additions to the staff of KWK include Bill Cook, announcer, formerly of KFWB, Hollywood, and WLAC, Nashville, and Wright Esser, feature writer.

John Conrad, member of the KWK announcing staff for three years, has been promoted to director of public relations.

Ray Dady has left the ranks of news commentators to head the station's Planning Bureau.

Jimmy Burke, chief engineer, is back on the job after a layoff due to an injury.

On the Radio—Daily!

Hits from

Ready, Willing and Able TOO MARVELOUS FOR WORDS

JUST A QUIET EVENING SENTIMENTAL AND MELANCHOLY

European Hits

VIENNA DREAMS CAFE CONTINENTAL

When Old Friends Meet Again WITH PLENTY OF MONEY AND YOU

Harms, Inc.

RCA Bldg., New York City

Leo Sava TONIGHT'S BEST BET: 8:00 to 8:30 P. M. BROADWAY MELODY HOUR with Col. J. C. Flippen WHN DIAL 1010 AFFILIATED WITH M-G-M & LOEW'S

## New Accounts

Renewals

### NBC

F. W. Fitch Co., Des Moines (Fitch shampoo) through L. W. Ramsey Co., Davenport, STARTS "Fitch Romances" on 5 NBC-Red stations (WEAF, WCAE, WMAQ, WTAM, WWJ), Saturdays, 11:45 a.m., to 12 noon, on March 13.

Procter & Gamble Co., Cincinnati (soap products) through Compton Advertising, Inc., New York, STARTS "Vic & Sade" on 2 NBC-Red stations (WEAF, WMAQ), Wednesdays, 7:45-8 p.m., on March 10.

Packer Tar Soap, Inc., New York (Tar soap) through Stack-Globe Advertising Agency, New York, RE-NEWS "Thatcher Colt Mysteries" for 26 weeks on 31 NBC-Red stations, Sundays, 2:30-3 p.m., effective April 4.

Procter & Gamble Co., Cincinnati (Ivory flakes) through Compton Advertising, Inc., New York, STARTED "Vic & Sade" on basic NBC-Blue network, Wednesdays, 10-10:15 p.m., on March 3.

General Foods Corp., New York (Grape-Nut flakes) through Young & Rubicam, Inc., New York, STARTS Burns & Allen on 69 NBC-Red stations, Mondays, 8-8:30 p.m., on April 12.

S. C. Johnson & Son, Racine, Wis. (Johnson's floor wax products) through Needham, Louis & Brorby, Inc., Chicago, RENEWS "Fibber McGee and Molly" on 58 NBC-Red stations, Mondays, 9-9:30 p.m., effective April 12.

### CBS

Fisher Body Craftsman's Guild, Detroit, through Arthur Kudner, Inc., New York, STARTS "Guild Award" on 51 CBS stations, 7:30-7:45 p.m., for four-time run, March 10, 12, 17, 19.

Ralph Powers, formerly with WHN, New York, has joined the announcing staff of WFBR, Baltimore, succeeding Bill Herson, who has gone with WKBW, Buffalo. Powers is handling several programs, including the early morning hour and some of the news broadcasts.

Larry Trexler, member of WNOX (Knoxville) announcing staff, has been named news commentator and will handle all WNOX news broadcasts. Station has just taken on United Press News Service. News will be aired six times daily, with important flashes to be broadcast immediately.

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 8 of a Series

### WBIG—Greensboro, N. C.

1000 Watts—1440 K.C.

### EDNEY RIDGE, Managing Director

WBIG, located within fifty miles of the world's richest tobacco markets, is owned and operated by the North Carolina Broadcasting Co. Established in 1926, WBIG is the only radio station in Greensboro, and services an estimated 1,126,000 population. Its broadcasting day begins at 6:30 a. m. and continues through to 11:30 p. m.

THE station is an affiliated station of the Columbia Broadcasting System. The facilities of the World Broadcasting System are also placed at its advertisers' disposal. The primary and secondary coverage of WBIG includes 25 counties, located in both North and South Carolina, and an estimated listening audience of 598,300. A sweeping modernization of equipment was recently completed with new high fidelity transmitters, latest type vertical radiator antenna and high fidelity speech input equipment being installed.

DURING the past presidential campaign, WBIG broadcast more political talks than any station in North Carolina, originating a number of state wide hook-ups. In three major disasters of the past year, viz: Floods of March, 1936; Tornado disaster of April, 1936 and the recent floods of December and January, WBIG collected, and turned over to the Red Cross \$22,000, in addition to clothes and food collected and sent to the local chapters.

WBIG's list of satisfied sponsors is a credit to any broadcast station. Following are a few: Coca Cola Civic Club, thrice-weekly musical show, has just renewed for its fifth year; New Method Laundry, Hillbilly music, renewed for fifth year; Rustin Furniture Co., renewed for fifth year; Carolina Baking Co. renewed for third year; B. C. Remedy Co., sports, eighteen months, renewed for 1937; Chevrolet Motor Cars, transcriptions, 34 months.

### 4 Ace Air Comics In Summer Recess

(Continued from Page 1)

discussion has been held regarding a summer series, ditto Ed Wynn.

At present it looks as though Burns & Allen, and Ken Murray will be the only comedians on the air in July. Ken Murray takes over the CBS Campbell tomato juice program, Wednesdays 8-8:30 p.m., now held by Burns & Allen, on March 31 and Burns & Allen switch to their new sponsor General Foods (Grape-Nut flakes) on April 12, 8-8:30 p.m., over a coast-to-coast network of 69 NBC-Red network stations. A repeat for Pacific Coast listeners will be heard at 9:30 p.m. Ray Noble and his orchestra will be the musical support for the series. Bill Stuhler, radio director of Young & Rubicam, General Foods agency for Grape-Nuts, is now in Hollywood, preparing the program's debut.

General Foods has taken the spot now held by S. C. Johnson (Johnson's floor wax products) for its Fibber, McGee & Molly show. But on and after April 12, the show will be heard at 9-9:30 p.m. each Monday on the NBC-Red. With the shift in time the network has been extended out to West Coast with the repeat broadcast for the Red mountain and Red Pacific groups being heard at 12 midnight to 12:30 a.m.

Talent to take the place of the comedians that will be off the air during the summer has not been selected as yet. All the sponsors will retain their choice network periods,

### Webs' February Biz Leaps Over Last Year

(Continued from Page 1)

cent differential, February average was higher than that of January in point of gross revenue.

Mutual Broadcasting System billings for February totaled \$192,088. Of this sum the basic did \$154,344 and supplementary \$47,744.

### 4,000,000 Replies Claimed in Contest

"The O'Neills" program on the NBC-Red and Blue, sponsored by Procter & Gamble is said to have polled 4,000,000 entries in the recent Pontiac contest which closed Feb. 27. Contest was also promoted in magazines. Compton Advertising, Inc., here, handling the account, would not comment on the report.

### Sid Schwartz Laid Up

Sid Schwartz, WNEW publicity director, is laid up at home by the grippe.

hence they must build a show but will most likely reduce the talent budget for the summer. Cantor, Baker, Benny and Allen all intend to make movies during the warm months, but Allen is the only one still on the fence. He wants to see the story first before he commits himself.

## AGENCIES

EDWARD L. WERTHEIM, associated for the past twelve years with Sterling Advertising Agency, Inc., has formed his own company under the name of Edward L. Wertheim Advertising Agency. Offices are located at 151 West 40th street. His son, E. L. Wertheim, Jr., will be associated with firm as an account executive.

ROLAND TRENCHARD, former general manager of New Jersey Broadcasting Corporation has joined A. W. Lewin & Co., Inc., Newark, as an account executive.

DANIEL STARCH research organization has put out Tested Copy, monthly publication for advertisers and agencies.

ARTHUR BANDMAN is the account executive of the Artwil Advertising Co. who will handle the radio and newspaper campaign planned by Allied Independent Stores, an association of about 500 retail food stores.

GEORGE COUPER is joining the Advertising Service Co., Chicago, which is planning radio campaigns for several accounts.

MARY RUTH BARRY has been appointed by Kenyon & Eckhardt, Inc., as assistant director of the agency's publicity department headed by Sam G. Wingfield. Miss Barry was formerly with Benton & Bowles, Inc., and the Scripps-Howard Newspapers.

ARTHUR PRYOR, JR., radio director of Batten, Barton, Durstine & Osborn, arrived back in town after an extended business and pleasure trip through the South.

WILLIAM STUHLER, Young & Rubicam radio director, is on the West Coast for several weeks.

W. L. Y. DAVIS has joined Marchalk & Pratt Inc. as director of marketing and research. He was formerly general manager of the Wehrly Co. and general manager of Market Research Corp. of America, and prior to that director of marketing and research for G. M. Basford Co.

★ PRIVACY plus expert recording are guaranteed you when your Electrical Transcriptions are produced in our Studios.

UNITED ARTISTS and GAUMONT BRITISH and many others use this famous service.

RADIO & FILM METHODS  
101 Park Ave. - New York

CAledonia 5-7530

## ANNOUNCERS

**JOHN K. CHAPEL, WOW** (Omaha) announcer, is participating in a motion picture that is being distributed throughout the theaters of the middle west. The picture is entitled "The Touch Down." It shows the highlights of the 1936 football season. Ralph Wagner, sports editor of the Bee News, and Harold Hutchinson, former Cornshucker football center, discussed the new coaches of Nebraska and Iowa Universities. The picture is a 15-minute reel, and is the first in a series of 15 to be released.

*Bill Book is a recent addition to the announcer staff at KWK, St. Louis. Others on the staff include Allen C. Anthony, the boss-man; Martin Bowen, John Neblett, Tom Dailey and Hal Culver.*

Thomas Reid, formerly with KWTO-KGBX, Springfield, Mo., and KFPW, Fort Smith, Ark., is now one of the newscasters at KSD, St. Louis.

*Bill Baldwin, station announcer at WOW, Omaha, was the principal speaker for the Radio Class of the Y. M. C. A. High School Vocational State Conference held in Omaha.*

John Weber moves cross-town from WTEL in Philadelphia for an announcing post with WIP. Willard B. Botts joins the station staff as field engineer, coming in from WJEJ, Hagerstown, Md.

*Kenneth Beghold has left the announcing staff of WIBM, Jackson, Mich., and has set out for the West Coast.*

Joe Epperson, WNOX (Knoxville) chief engineer, is recovering from an attack of pneumonia in a Knoxville hospital.

Woodruff Bryne, formerly of the announcing staff of WATL, Atlanta, has joined the WNOX announcing staff, Scripps-Howard outlet for Knoxville, Tenn. Bryne specializes in dramatic work and will be heard in drama roles as well as carrying a regular announcing schedule.

Allen Fort, formerly with WATL in Atlanta, Georgia, also has joined the announcing staff of WNOX, and will handle special music broadcasts.

*Kenneth Cox, has joined the engineering staff of WNOX, Knoxville, Scripps-Howard station, as master control operator. Cox is also active in "Ham" circles, and helped considerably in the transmission of local messages to the flooded areas.*

Jimmie McLain formerly on the announcing staff of WFAA, Dallas, and on the production staff of the Texas Centennial, joins WOAI, San Antonio, on March 16.

## Chatter

**JOE B. ROBERTS**, creator of "Stump and Sapho," a one-man show which has been presented over many stations throughout the country, expects to be ready soon to launch his own station, WJBR, Gastonia, N. C. A construction permit has been issued, and only a few minor matters are yet to be cleared up. Roberts also has another show, "Down Yonder," which has been presented 282 times over leading stations and is about to be sold to a national sponsor. He presented 84 episodes of "Stump and Sapho," which is a negro detective story in which Roberts has introduced some 70 characters.

*Down in Dallas, Mr. and Mrs. Barry Gray, performers who have done some radio writing, and John N. Wisner, one-time circus agent and now a retired cotton broker widely known in the south, west and other parts, are planning a radio act composed of songs, piano numbers and chatter.*

James Melton, the Saturday Night Party m.c. on the NBC-Blue net, has two more films to make for Warner Bros. before October.

*Mel Wissman, script writer for WWJ, Detroit, is recovering from an appendix removal.*

Ralph Patt, announcer at WJR, Detroit, and Oklahoma Bob Albright are conducting a local Winchell vs. Bernie feud over the air.

*While News Editor and Mrs. Foster May of WOW, Omaha, are vacationing in Mexico, Program Director Harry Burke and Announcer John K. Chapel are dividing duties on his news broadcasts.*

Winder R. Harris, managing editor of the Norfolk Virginian Pilot, is returning to air work after a month's illness in a local hospital. Managing Editors of both papers, Pilot and Ledger, do commercial stunts over newspaper owned WTAR totaling same air-time weekly. Harris does a Friday morning quarter-hour spot for Pender Grocery Co. tagged "Women in the News." His other program, of equal length, is "High Spots of the Week's News," sponsored by the National Bank of Commerce of Norfolk. Tome Hanes, m. e. of the Ledger-Dispatch, does nightly five-minute sport column dubbed EC Sports Review.

*Wally Warren, conductor of KOIL's (Omaha) "Behind the Headlines" is looking over a situation in Frisco.*

Dorothy Green, wife of "Happy" Green, assistant production manager at KMOX in St. Louis has zephyred into Omaha to visit relatives for a month.

*Kent Josef has been added to the production staff of WIBM, Jackson, Mich. He was formerly connected with WKZO, Kalamazoo. WJIM, Lansing and WKBZ, Muskegon in various capacities.*

Bert Green, formerly of the sales staff of the Affiliated Broadcasting Co., has joined the commercial department of WIBM, Jackson.

*Gale Blocki of the Chicago office of John Blair & Co., radio representatives, was in Omaha last week to visit WOW and to discuss programs now running over this station through its national representative. He also wanted to get a better understanding of the station and its possibilities. Blocki was enthusiastic about WOW and its up-to-the-minute facilities.*

Jack Light, assistant manager of WTAR, Norfolk, is now in his new apartment after returning to work from his recent eye operation.

*George Marshall Durante, who conducts the School of Radio Technique, announces that he is enlarging his quarters in the RKO Building, Radio City.*

WICC, Bridgeport: Carmen Gallucci in as accompanist for new Edith Jolson series on Thursdays... the Four Mariners, George Underhill, Charles Day, Anthony Esposito and Steve Dondero, former stars of the "Rhythm Ride," reunited and made their public bow in the Stratfield Hotel Rose Room on Saturday with WICC—casts in the offing... Rubino and his violin in a transcribed Musical Moments series resumed on WICC schedules... Harriett Woodruff Rogers of Orange is the new New Haven contralto, broadcasting at 1:15 p.m. on Friday afternoons. March 10 will mark pianist Elsa Hemenway's farewell broadcast... Add March birthdays of WICC-casters Margaret Dillon Morris, Catherine Russell... Add new programs: First National's Family Party on Tuesdays at 7:30 p.m. from the Yankee Network; Vic and Sade in a new night-time series on Wednesdays at 10 p.m. from the National network.

## Marconi to Speak

Giuglielmo Marconi will address the fourth annual Chicago Tribune Woman's Congress meeting in the Palmer House, Chicago, in an international broadcast from Rome on Thursday, 4-4:15 p.m., over the NBC-Blue.

## KGKO Leases Quarters

Fort Worth—KGKO, which is to be moved from Wichita Falls, Tex., to Fort Worth on April 1, has taken a 10-year lease on the top floor of the Medical Arts Building here for studios.

## GUEST-ING

LEE TRACY, Mary Brian and Andres Segovia will be on the Kraus Music Hall program March 12, aired from the coast over NBC-Red at 10 p.m. EST.

MARGARET ANGLIN and CONNIE GATES will be on the "Hammerstein Music Hall" program March 1 over the CBS network at 8 p.m.

ILEANA, now singing at the Versailles, and CHARLEY KING, guest on the "Hammerstein Music Hall, March 23.

MARY BOLAND and the HAMILTON COLLEGE CHOIR will be on Rudy Vallee's March 11 hour over the NBC-Red at 8 p.m.

MARY SMALL appears on the "Show Boat" program again March 18.

TYRONE POWER and LORETTA YOUNG in scenes from "Love Is News" will be Hollywood Hotel guests for March 12. Burns and Allen will also appear again on the broadcast.

BURNS AND ALLEN, who begin new NBC series for Grapenuts April 12, appear on the Lux Radio Theater, March 29, in "Dulcy."

## New Biz in Philly

Philadelphia—New business at WFIL includes: Acceptance Banking Corp. (auto finance), through Al Paul Lefton, 13 weeks; True Detective, Fridays 10:30-11 p.m.; J. B. Liebman (furniture), through Edward Shapiro Agency, 52 weeks, 18 spots weekly; Bornot (cleaners), through P. M. Allen Agency, 52 weeks, 12 spots weekly; New Departure Mfg. Co. (bicycles), through Lord & Thomas, three weeks, 18 spots weekly.

WIP has obtained direct Christian Science Committee on Publications (religious), 26 weeks, quarter hour.

## Landry Show Auditioned

Art Landry has auditioned a program to be broadcast as a sustaining over WOR. Program is entitled, "House Party". Will be aired under direction of WOR Artist Bureau.

## Reiner to Conduct Two

Fritz Reiner will conduct the CBS Ford Sunday Evening Hour for two broadcasts beginning March 14. Elizabeth Rethberg, Metropolitan soprano, will be the guest vocalist on the first program.

## Fibber and Molly Celebrate

Fibber McGee and Molly will celebrate "a century of progress," when they appear for the 100th time on their program over the NBC-Red tonight, at 8.

## Start Spots on WNEW

Lord's Women's Stores Inc., have begun 39 weeks of spot announcements on WNEW's "Moments with Margo" show.

WITH THE WOMEN

By ADELE ALLERHAND

THE "most beautiful girls in the world" helped Molly Steinberg open WABC way back in 1926... She's the Tuesday femme commentator... onetime Earl Carroll publicity gal... says she's started more stage stars airward than any other two people... Helen Menken, Mady Christians and Frieda Inescort were all aired under the Steinberg aegis in 1933 for the first time... Photographing a chef is all gravy... When Rosellen Callahan and a photographer "shot" George Rector among the pots and pans he insisted that the food be real, not prop... the eggs au beurre noir sizzled for the camera... then fed the cameraman... he's looking for more kitchens to conquer...

Elizabeth Lennox, now of "Broadway Varieties," to be feted by the McDowell Club... They're giving her a reception... Elaine Melchior, thespian kin of Met-warbler Lauritz Melchior, staging a radio comeback via "Tell Us Your Story"... Ruth Barth, lady scribe of "March of Time" fame, is "maying" (in March) somewhere upstate... Meri Bell readying her swing for a femme golf tournament... her palms are blistered... "House Beautiful's" "Bride's House" will be the subject of the Kathryn Cravens March 19 broadcast... she'll say things about decoration in the new manner... June Aulick, who helps further radio destinies in CBS publicity, has acquired a tartan... she's a Frazer on the distaff side and he lassie wears the clan's plaid...

The gals come in for Ted Malone's exclusive attention the week of Monday the 15th... He'll read and discuss poetry by femme bards Helen Welshimer, Adelaide Love, Rosa Zagnoni Marononi, Audrey Wurdermann, Pulitzer prize winner of 1935, and Dorothy Aldis... What, no Edna St. Vincent Millay? Gogo Delys is sicker-bound at an early date... "Music in Gotham's" Ethel Peyser to interview Angela Diller, prexy of the Diller Quaille Music School, over WQXR on Monday... Tragicomic tragedy—Virginia Rea's China being cut dead by the Tallulah ankhead pooch... after what seemed to be the beginning of a beautiful and oggy friendship... Anent the burning question of femme musicians versus male talent... Ina Ray Hutton, lady director of an all-gal ork, believes that television will solve the problem... According to her, the lads may be able to swing a superior saxophone... But how do they look while they're doing it?



● ● ● Gordon and Revel, ace songwriters who clicked via the Broadway route, definitely refused to sign a pix contract unless permitted to give Bobby Crawford (who made the "way" easier) three songs per year... This was agreed to by all parties... Ray Block signed for Mills records... San Felice cigars the other day auditioned Smith and Dale also... Fridays is the only day Mark Warnow hasn't a commercial... Gabriel Heatter didn't get a NEW sponsor in the past week. He only has five now!... Bernice Judis' help-mate at WNEW, Janet Ross, will be Mrs. in two weeks... NBC's retiring vaude booker, Rubey Cowan, who goes to Paramount Pix, threw a party for his pals at the Cafe Loyale Saturday... Eton Boys going into pictures... Do Ri Me, Del Casino and R. Block's band, auditioned on the cigar show too.

● ● ● Radio Row turned out in full force for the New Yorker opening the other night... Introduced for bows were: Glen Gray, Ruby Newman, Gogo Delys, Gordon Jenkins, Jack Miller, Morton Bouwe, Gracie Barrie (without Dick Stabile because he opened at the Wm. Penn in Pitts. the same night), Mike Reilly in bandages, Henry Dunn, Al Shayne, Russ Morgan, Ken Roberts, Rita Johnson, Phil Baker, Guy Lombardo, Ozzie Nelson, Harriet Hilliard, Nick Lucas, Buddy Clark, Martha Mears, Joe Rines, Pinky Tomlin and naturally Abe Lyman... Gordon and Revel had the song publishers, pluggers and artists clamoring for more of their music... They did their medley of it and forgot some after the "millionth"... "What happens to the pictures taken at opening nights?" asked Mack after being posed.

● ● ● Jack Randolph was thrown off the air yesterday because he got too popular with the radio fans!... and was giving Jerry Cooper a run for his money!... Inside story is that "Randolph" is the transcription name of Jerry. In a poll now running, Cooper is only a few votes ahead of his "voice"... Ralph Kirbery was forced down in Florida, N. Y., the other night and had to be driven in via a buggy... Rubinoff, signed to a picture contract, will depart for the coast in April... Countess Olga Albani flies from her Chi. home every week for the Ford show... Arthur Hayes, CBS radio sales, is back at his desk after a three-week siege with the flu... Walter Winchell's return to Radio City's studios undetermined, sez his secretary.

● ● ● Two kids saw Mary Lewis leave a Philly theatre. "That's the famous diva," said one... To which the other replied, "You mean she's as good as Eleanor Holm"... This actually happened... Lee Posner, press agent and commentator on the recent WHN "Little Old New York" airings, turned actor and heads a colored unit... Russek's are looking for a transcription show... One day they're renting, the next buying and finally building a home. That is the fix the Lester Lees are in now... Conn. is the site... Bettie Glenn suffering from a lip-infection... Alois Havrilla on the sick list... NBC's television man, Tim Sullivan's dad, Pat, ailing... Wayne Randall's secretary at NBC, Leonard Braddock, out with the grippe... A sponsor now paying a certain fellow \$50 per airing, goes around telling people that the lad is surely worth \$300... "Madame Butterfly" is spotted at the Met in New York tonite while Grace Moore and Cary Grant do the same opera on the Lux show from the Coast.

STATION FLASHES

INSTALLATION of Parking Meters on Norfolk's Main Drag, Granby Street, beside causing much local commotion, stepped up and threatened some business on WTAR. Church Street, Norfolk's other and older shopping center where there are no meters, has come aboard the ether waves with a Church Street Campaign, while Granby Street merchants threaten with cancellations if business tumbles because of the meters. Gadgets are in on a 90-day trial with apparently not too great chances for permanency judging by strength of present opposition.

KOIL of Central States Broadcasting, Omaha, has placed its order for a new 5,000 watt RCA transmitter, according to Technical Director Harry Harvey. So advanced is the transmitter's design that its serial number is 1.

L. L. Coryell & Son, an oil firm in Lincoln, Neb., has applied to the FCC for the right to erect a super-powered station just outside the city limits.

WIBU, Poynette, Wis., has opened a studio in Beaver Dam, Wis., with Bruce Beichl, formerly of KGNB, Honolulu, Hawaiian Islands, as manager, and Alfred Zemlo as chief technician.

WRJN, Racine, Wis., is electrically transcribing its "Opinions of the Passerby" broadcast when originally staged at 1 p.m. and then rebroadcasting the recording at 7:30 p.m. to permit those appearing on the program to hear themselves.

Numbering among the technical improvements being made at WTAR, Norfolk, at the same time the new transmitter building is under way are division of master control room into subsidized studio controls and complete ribbon microphone installation throughout. New speech input amplifying equipment has been installed at the present transmitter, prior to its being moved to Glen Rock.

Compiled Coronation Data

Blevins Davis of the Drama Department of Yale University compiled the factual matter for the "Coronation Preview" presentation, which was aired over NBC-Blue network yesterday from 8 to 9 p.m. Davis is considered one of the outstanding American authorities on English Coronations.

Warren and Dublin's Two grand hits  
**Summer Night**  
**How Could You**  
**Gee But You're Swell**  
 REMICK MUSIC CORP.  
 RCA Bldg., New York City



CBS expanding and picking a better spot for its live talent dramatic series, "White Fires", which is to go Pacific network Wednesdays at 10 p.m. and stretches from 15 minutes to half an hour. Charles Vanda producing.

Buddy Rogers' representatives report Buddy planning to do a 13-week series for British Broadcasting on his summer return trip to London. Planning to use some American players, augmented by British pickups.

Lou Winston, general manager of Radio Recorders, which recently moved into its new four-studio transcription plant on Western Ave., has returned from a six-day flying trip that took him to more than a dozen middle west and southern cities.

CBS tried out airing wrestling matches last September, liked the response, and is preparing to resume the broadcasts as a Pacific network Monday night feature, with Garry Breckner doing the Hollywood Legion matches.

KEHE has put in remotes and will make a Thursday night feature of Al Eldridge's dance band from Topsy's Cafe. Eldridge, a newcomer to California, was formerly of St. Louis.

Original Mirandy of the old Bev Hills Hill Billies now does a homey 15-minute morning broadcast, reads poems, etc., over KFAC. Station reports her offer to mail out one of the poems she had read brought in 2,800 requests when they had expected perhaps 500. Dr. Ross, Silver Suds Soap is sponsor.

## 2 Join KVOR News Staff

Colorado Springs, Colo.—KVOR has two new additions to its radio-news staff, replacing Bill Moore, who went to the Associated Press Bureau in Denver, and Aubrey Benson. The new men are Alan Pugh and Donald B. McCaig, both of Denver. Pugh has had several years experience on newspapers and with Fox Movietone as cameraman and continuity writer. McCaig comes from the Denver News and Denver Post as reporter, and from the KFEL, Denver, news service.

## Bargain Matinee

WNOX, Knoxville. Scripps-Howard station has named Thursdays as two-for-one bargain matinee day for the "Mid-Day Merry-Go-Round" broadcast, held in the 800 capacity WNOX auditorium. The show runs a full hour and fifteen minutes of variety entertainment of hillbilly talent and hot swing music, and stars a rube character and high tenor as the feminine appeal.

Admission to the auditorium broadcast is 10 cents. The program is aired as a daily feature.

# F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

## HEARINGS SCHEDULED

Today: W. H. Lancaster & J. W. Birdwell, d/b as Johnson City Broadcasting Co., Johnson City, Tenn. CP for new broadcast station. 1200 kc., 100 watts, 250 watts, LS, unlimited.

March 9: Northern Broadcasting Co., Traverse City, Mich. CP for new broadcast station. 830 kc., 500 watts, daytime.

H. A. Hamilton, Spartanburg, S. C. CP for new broadcast station, 1420 kc., 100 watts, 250 watts LS, unlimited.

Leonard A. Versluis, Grand Rapids, Mich. CP for new broadcast station. 830 kc., 500 watts, daytime.

March 10: North Georgia Broadcasting Co., Rossville, Ga. CP for new broadcast station. 1200 kc., 100 watts, daytime.

James D. Scannell, Lewiston, Maine. CP for new broadcast station. 1420 kc., 100 watts, unlimited.

Ogdensburg Publishing Co., Inc., Ogdensburg, N. Y. CP for new broadcast station. 1500 kc., 100 watts, unlimited.

March 12: Elmira Star-Gazette, Inc., Elmira, N. Y. CP for new broadcast station. 1200 kc., 250 watts, daytime.

WREN, Lawrence, Kansas. Authority to transfer control of corporation.

R. Lacy & J. R. Curtis, Lufkin, Tex. CP for new broadcast station. 1310 kc., 100 watts, daytime.

Red Lands Broadcasting Assn., Lufkin, Tex. CP for new broadcast station. 1310 kc., 100 watts, daytime.

March 15: H. O. Davis, Mobile, Ala., CP for new broadcast station. 610 kc., 250 watts, 500 watts LS, unlimited.

Seaboard Investment Co., Inc., Montgomery, Ala. CP for new broadcast station. 610 kc., 250 watts, 500 watts LS, unlimited.

Waterloo Times-Tribune Pub. Co., Waterloo, Ia. CP for new broadcast station. 1370 kc., 100 watts, daytime.

Harold Thomas, Pittsfield, Mass. CP for new broadcast station. 1310 kc., 100 watts, 250 watts, LS, unlimited.

March 16: Arthur H. Croghan, Minneapolis, Minn. CP for new broadcast station. 1310 kc., 100 watts, daytime.

Troy Broadcasting Co., Inc., Troy, N. Y. CP for new broadcast station. 650 kc., 1 Kw., daytime.

Utica Observer Dispatch, Inc., Utica, N. Y. CP for new broadcast station. 950 kc., 1 Kw., daytime.

March 17: KRLH, Midland, Tex. Mod. of license. 1210 kc., 100 watts, daytime.

March 18: Brooklyn Daily Eagle Broadcasting Co., Inc., Brooklyn, N. Y. CP for new broadcast station. 1400 kc., 500 watts, unlimited.

WBBC, Brooklyn, N. Y. Mod. License. 1400 kc., 500 watts, unlimited.

WVFW, Brooklyn, N. Y. Mod. License. 1400 kc., 500 watts, specified time.

WEVD, New York, N. Y. Mod. license, 1400 kc., 1 Kw., unlimited.

March 22: Loyal K. King d/b as Radio & Television Research Co., Los Angeles, Cal. CP for new broadcast station. 1570 kc., 1 Kw., unlimited.

Southern Broadcasting Corp., New Orleans, La. CP for new broadcast station. 1200 kc., 100 watts, share time.

WJBW, New Orleans, La. CP to change power and time to 1200 kc., 100 watts, 250 watts LS., unlimited.

March 23: KDON, Del Monte, Cal. CP to change power and time. 1400 kc., 250 watts, 1Kw., LS, unlimited.

Bend Bulletin, Bend, Ore. CP for new broadcast station. 1310 kc., 100 watts, 250 watts, LS, unlimited.

March 24: WSPA, Spartanburg, S. C. CP to change power. 880 kc., 5 Kw., daytime.

Juan Piza, San Juan, Puerto Rico. CP for new broadcast station. 1500 kc., 100 watts, 250 watts, LS, unlimited.

Ann Arbor Broadcasting Co., Ann Arbor, Mich. CP for new broadcast station. 1500 kc., 1 Kw., unlimited.

March 26: Geraldine Alberghane, Pawtucket, R. I. CP for new broadcast station. 720 kc., 1 Kw., daytime.

March 29: Continental Radio Co., Washington. CP for new station. 1310 kc., 100 watts, 250 watts, LS., unlimited.

Hearst Radio, Inc., Washington. CP for new station. 1310 kc., 100 watts, 250 watts, LS., unlimited.

U. S. Broadcasting Co., Washington. CP for new broadcast station. 1310 kc., 100 watts, unlimited.

R. R. McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

West Texas Broadcasting Co., Wichita Falls. CP for new station. 1380 kc., 1 Kw., unlimited.

Wichita Broadcasting Co. Wichita Falls. CP for new station. 620 kc., 250 watts, 1 Kw. LS., unlimited.

Faith Broadcasting Co., Inc., Wichita Falls. CP for new station. 1380 kc., 1 Kw., 5 Kw. LS., unlimited.

March 31: Wm. O. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.

Malcolm H. Clack, Amarillo, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

April 1: Smith, Keller and Cole, San Diego. CP for new station, 1200 kc., 100 watts, daytime.

Clarence C. Dill, Washington, D. C. CP for new station. 1390 kc., 1 Kw., unlimited.

April 2: W. W. Hartman Co., Waterloo, Ia. CP for new station. 1420 kc., 100 watts, unlimited.

Vancouver Radio Corp., Vancouver, Wash. CP for new station. 880 kc., 250 watts, daytime.

Charles Porter & Edward T. Eversole, Festus, Mo. CP for new station. 1420 kc., 100 watts, daytime.

General Electric Co., North Belmont, Cal. CP for new int'l station. 9530, 15330 kc., 20 kw.

Louisville Broadcasting Co., Louisville, Ky. CP for new station. 1210 kc., 250 watts, daytime.

## APPLICATIONS RECEIVED

John W. Haiges, Greenfield, Mass. CP for new station. 1210 kc., 250 watts, daytime.

(Continued on Page 7)



FIBBER McGEE is slated for movies, according to his Boswell Sigmund Spaeth, tune sleuth, who was guest on the Barn Dance of March 7.

Anson Weeks ork opens at Edgewater on Friday and will be aired over WBBM, while Red Nichols and his band come to the Hotel Sherman on March 12 and will also join the dance brigade of CBS.

Thirteen thousand seven hundred and sixty-five guests attended WGN's visible shows during the month of February in the blue and silver main studio and 3,716 persons visited studios on tours during the same period of time.

Stephen Gross replaces Les Weir as director of "Betty and Bob."

Elizabeth Reller, who is Betty in the serial has returned from a Palm Springs vacash.

Harlow Wilcox, portly NBC announcer, given the sobriquet "Squire".

Pierre Andre is subbing for Charles Lyons of the NBC staff of announcers while latter is resting on west coast.

Bill Hampton, Chicago radio lyricist, really has something in "Annie's Cousin Fannie."

H. V. Kaltenborn broadcast his regular Sunday night program yesterday from the studios of WBI here.

The second series of NBC Home Symphony concerts concluded with the broadcast of last Saturday.

George Isaac is now exclusive national sales rep for WCFL here.

Roy Shield will replace Harry Kogen as musical director when WENR Minstrels resume as a new sustaining feature.

Henry Busse has been re-signed for Mar-O for another 13 weeks beginning in September.

Jack Kapp arrived in town last week for meeting in disc situation with James A. Petrillo.

Junior League has been sponsored by Bowman Milk for WGN's Fires Theater program of March 17. Social gals will do "Tom Sawyer" in condensed air version for the first part of task of the elite in radio.

Verne Buck, theater maestro here, will leave for the west coast early in June for radio and pix engagements. Will take Jimmie Alexander, tenor, protegee along.

## More Space to Radio

Fort Worth, Tex.—The evening Fort Worth Star-Telegram has started a double radio column, consisting of criticisms of programs of the night before and comments on programs for evening, as well as facts about network programs and personalities. Column is conducted by John Lawson. Star-Telegram heretofore has carried only routine announcements of daily programs.



A SERIES of five programs dealing with problems of youth and how they are solved by various agencies has been launched by WBAL, Baltimore. Frank M. Liddle, secretary, Metropolitan Boys' Branch, Y. M. C. A., gave the first, interviewing students. Program is under direction of Maryland Congress of Parents and Teachers and is heard 4:30-4:45 Wednesdays.

Two local programs were sold this week by KFOR, Lincoln. One was an hour on the street to the Wendelin Making Co. on a six-month contract, and the other "Fifty Flying Fingers" the Royal Typewriter Co. once weekly for 13 weeks.

WBRY, New Haven, will again present a Gordon Bootery Sunday kiddie Revue program, after this commercial's absence from the air for several weeks.

WDSU, New Orleans, has added another news period at 12:30 p.m. daily, with Philco dealers here sponsoring 15 minutes of the Transradio report.

WBRY, New Haven, has induced Prelmutter-Doren, sponsor, to switch on amateurs to pro talent for its Monday noon half-hour.

WGCM, Gulfport, Miss., serving the Gulfport-Biloxi territory, has run a party into the Edgewater Gulf Hotel and will broadcast music from that hotel's dining room twice daily. First orchestra to go on by remote control is Jerry Gilbert's. Bradley's night club at Henderson Point is also making the air nightly over the Gulfport station.

"The Singing Redheads," novelty harmony team which has been featured over the Michigan Radio Network for the past three months, will be presented in their own program over WXYZ, Detroit, at 6 p.m. each Monday, Tuesday, Thursday and Friday starting Monday, March 8. "The Singing Redheads" are Dot Aggas and Mel Wilkerson. Before joining the staff of WXYZ and the MRN, they were associated with many of the larger stations of the country, including KSTP, St. Paul, WTAM, Cleveland, WSM, Nashville, WKY, Oklahoma City, and WDGY, Minneapolis. They were heard in their own program over NBC for six months from WTAM, Cleveland, and along with Ben Bernie's orchestra ten weeks at Chicago's College Inn. On their new WXYZ program, they will be presented with the "rhythmers" instrumental ensemble

## F. C. C. ACTIVITIES

(Continued from Page 6)

- Ocala Broadcasting Co., Ocala, Fla. CP for new station. 1500 kc., 100 watts, 250 watts, U.S., unlimited.
- Fla. West Coast Broadcasting Co., Inc., Clearwater, Fla. CP for new station. 1300 kc., 250 watts, unlimited
- State Broadcasting Corp., New Orleans. CP for new station. 1370 kc., 100 watts, unlimited.
- Glenn E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime.
- Provo Broadcast Co., Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.
- Pennsylvania Broadcasting Co., Philadelphia. CP for relay station. 31100, 34600, 40600 kc., 40 watts.
- Ashland Broadcasting Co., Ashland, Ky. CP for relay station. 1622, 2058, 2150, 2790 kc., 40 watts.
- Isle of Dreams Broadcasting Corp., Miami. CP for relay station. 1606, 2022, 2102, 2758 kc., 40 watts.
- The Enterprise Co., Beaumont, Tex. CP for new station. 1400 kc., 500 watts, unlimited.
- Southern Minnesota Broadcasting Co., Rochester, Minn. CP for new station. 920 kc., 1 Kw. night, 5 Kw. day, unlimited.

### APPLICATIONS GRANTED

- Charles C. Theis, Wichita, Kans. Vol. assignment of license to KANS Broadcasting Co.
- John H. Stenger, Jr., Wilkes-Barre, Pa. CP license. 1210 kc., 100 watts, unlimited.
- Charleston Broadcasting Co., Charleston, W. Va. CP for high frequency station. 26100 kc., 50 watts.
- Ben S. McGlashen, Los Angeles, Cal. CP for high frequency station. 88000, 120000, 240000, 500000 kc., 500 watts.

### APPLICATION DENIED

- Greater Muscle Shoals Broadcasting Co., Sheffield, Ala. CP for new station. 1500 kc., 100 watts, unlimited.

### EXAMINER'S REPORTS

- Wike & Studebaker, Baker, Ore. Denied CP for new station.
- H. Wimpy, Albany, Ga. Denied CP for new station.
- United States Broadcasting Co., Toledo, Ohio. Dismissed app. for CP for new station.
- U. S. Broadcasting Co., Columbus. Dismissed app. for CP for new station.

Applications dismissed: Service Life Insurance Co., Omaha, Neb.; Archie E. Everage, Andalusia, Ala., and D. L. Thornton, Centralia & Chehalis, Wash.

### WOAI Adds Talent

San Antonio—The Rambling Cowboys, who have been receiving loads of mail at WOAI, have been signed to the station's talent staff. They are sponsored by Clark Gardner Nursery, in addition to other spots. The boys will soon begin a personal appearance tour of Texas' theaters and night clubs.

Monte Magee, artist of the Mutual chain at WLW, Cincinnati, and WBAP, Fort Worth, also has joined the WOAI talent roster.

### Promotions at WGH

Newport News, Va. — Marshall (Jack) Braxton, an announcer for WGH since last August, has been made program director.

Joel Wahlberg, chief announcer, has taken over the added duties of production manager and news editor. Wilby Goff, announcer, has been made musical director.

able under the direction of Henry Finney.

Billy Morell, production manager of WJBK, Detroit, has started a new series of "Man in the Street" stanzas, under the title of "What's Your Opinion." Strip runs at 12:30 p.m. daily, sponsored by the Ray Jewelry Co.

Sandy Nevins, well-known local reporter renamed for his sponsor's shoes, is signed for 26 times by Sears, Roebuck over WTAR, Norfolk. Show is called "Talk of the Town," consisting of small talk in a nice way and aired on Monday and Thursday evenings at 7:15 for ten minutes.

"Baseball Extra" is the title of a new series, featuring Harry Heil-

### Ellis Turns Publisher

Norman Ellis, songwriter and author of "Instrumentation and Arranging for the Modern Dance and Radio Orchestra," is doing triple duty in connection with his latest number, "Carelessly." In addition to writing the music, with words by Charles and Nick Kenny, he is publishing the number and arranging his own tune.

### Two New Shows on KWK

St. Louis—"This Woman's World," with Meredith Mason, and "Three Score and Ten," conducted by Tom Dailey and designed to appeal to home folks, made their debut on KWK last week.

### Ripley Gets Pilot Award

Robert L. (Believe-It-or Not) Ripley, featured with Ozzie Nelson on the Fleischman program, receives the Pilot award of merit for the week.

mann, veteran of the Big Leagues and Michigan Radio Network baseball commentator, to be introduced over WXYZ, Detroit, and the Michigan Radio Network at 7 p.m. today. The program will be presented Monday, Wednesday and Friday, under the sponsorship of the Pfeiffer Brewing Co. of Michigan.

Yours Truly, Mr. Dooley, along with John K. Chapel, the jolly old co-conspirator broadcast the Curiosity Club of the Air from the Henry Yates School in Omaha on Thursday afternoon. Preceding the actual broadcasting of the program by remote control, there was a lively and typical Dooley Amateur program, using the outstanding talent in the various classes.



RUBINOFF, CBS maestro-violinist, has been commissioned by Irving Berlin Inc. to make special arrangements of Irving Berlin's best-known compositions. They are to be for violin and piano, as performed by Rubinoff over the radio. Compositions included in the deal are: "Always," "Remember," "What'll I Do," "All Alone" and "Russian Lullaby."

Jimmy Rule has left Santly Bros. to join the Harms outfit.

Isham Jones, song-writing maestro, is composing again. "Just to Remind You," "Thanks for Everything" title of which was suggested by Eddie Stone, vocalist with the band—"Misty Moonlight" and "Barefoot Boy of Mine" are the names of original numbers he will introduce next week.

Bob Crosby and his ork were met by a parade of ten automobiles and escorted to the hotel for the Chi opening of recent date.

Danish symphonic music will be aired by the NBC Symphony Orchestra under the baton of Dr. Frank Black on the March 13 broadcast, which will be the first of a series of six weekly programs to take the air in cooperation with the National Federation of Music Clubs.

Billy Catizone, violinist with Earl Truett's WCAE Ork, has penned a musical scorcher called "Swing Fever." The orchestra introduced it over WCAE this week.

Bill Hampton, composer and lyricist for NBC's "King's Jesters," can't write a note. His formula is to write the lyrics in the form of a poem, then hum the tune to Jimmy Awad, trumpeter, who picks out the notes on the piano and sets them down in black and white.

### FCC Approves Equipment

Hipower Crystal Co., Chicago, is among the radio equipment companies whose products have been approved by the Federal Communications Commission.

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTES

WJZ-9:30 P. M. E.S.T.—Mondays  
NBC Network

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

## COMMENTS

### On Current Programs

#### "Gang Busters"

Dramatizations by Phillips Lord, and which he exceed, are temporarily in the hands of Col. H. Norman Schwarzkopf, former head of the New Jersey state police. Schwarzkopf does an excellent job as pinch-hitter in handling his end of the continuity and in interviewing visiting police officials. Wednesday's program, on CBS 10-10.30 p.m., revealed the dramatizations around criminals brought to justice as highly interesting fare for those who go in for detective and thriller drama. Visiting police official from Denver had a fast moving story built around a desperado whose forte was jail-breaking. Comparatively late hour, and Palmolive shaving cream as the product, is presumed to preclude (in the East at any rate) the youngsters from getting unduly wrought up over the thrillers. All yarns are of the "you can't win" variety of course.

#### "Community Sing"

Now on the coast, this CBS 10-10:45 p.m. song and comedy fest headed by Milton Berle et al. for Gillette safety razor blades, appears to maintain its breezy tempo; in fact, it is continuing to improve if anything. One comic that should not be left out of sight of the program director is Tommy Mack, the hare-lip laugh getter. Mack's phrase "Who's excited? who's excited?", in high pitched frenzied voice, is one sure-fire proposition.

#### "Morning Matinee"

This WOR-Mutual 45-minute show, in its farewell performance of the season last Thursday, offered an exceptionally fine revue program, embracing talent and material of a quality not usually found on the air at 9 a.m. With Lawrence Gray as the affable m.c., the bill included Lennie Hayton and His Orchestra, Ethel Barrymore Colt, Edith Dick, Paul Barry, the Rhythm Kings and others. There was much variety in the program, running from music, singing, comedy patter, several talks on women's fashions by authorities like Claire Whitney, Fay Jarnell and others; a piano specialty by Hayton, a batch of Hollywood news and other

## ONE MINUTE INTERVIEW

MARIO COZZI

"Let's stop the general practice of teaching young artists that they will command fabulous fees and fame as soon as they are ready for radio. Actually they ought to be prepared for years of hard work at little pay and with less glory. Our teachers and publications rarely tell of this side of the picture."



### "CHICAGO SYMPHONIC HOUR"

Sustaining  
NBC-Blue network. Fridays, 11 p.m.-12 mid.

#### CLASS MUSICAL PROGRAM OF UNUSUAL EXCELLENCE SHOULD CLICK STRONG.

Originating from the Chicago studios of National Broadcasting Co., this program took a departure from the regular fare heard during these hours usually, and with commendable success. The excellently rendered program was in sharp contrast to the dance music to be found on every

other available spot of the dial. Vivian Della Chiesa's rendition of the main aria from "Madame Butterfly" was easily the high spot of the hour. Charles Sears and Edward Davies were the male soloists with Noble Cain's A Capella choir, the Mundelein College Verse Speaking choir and Roy Shields directing an NBC symphonic orchestra rounding out the balance of the cast. Carleton Smith, music critic and writer, offered a critic's viewpoint of the musical offerings. The program, an experiment by NBC, should prove to be one of the week's highspots, and will probably snare a sponsor before long.

### B. B. & O. to Handle Coronet Air Program

(Continued from Page 1)

8:30, through WOR. The series will be known as "Coronet of the Air." Program will be a counterpart of the magazine. Deems Taylor, music critic and composer, Orson Wells, Fred Uttal, and Robert Armbuster's orchestra complete the talent lineup. For the present the program will be aired only over WOR, pending the clearance of time by other MBS stations.

BBD0 has also been appointed to handle the white space advertising for the publication, which has announced it does not intend to accept advertising prior to its June issue.

bits of entertainment. R. H. Macy is the sponsor at the WOR end. The series is to resume in September.

### Zeke Manners and Gang

Zeke Manners and his gang of hillbillies, who always provide a merry program via WMCA, had a very talented newcomer to the big city on Friday night's half-hour. She was 12-year-old Marjorie Knapp, who has been on the air out of Evansville, Ind. Little Miss Knapp, as a "flood refugee," fell right in with the hill-billy spirit and did a brief skit with "Uncle Zeke." Then she stopped the show with her singing of "Mr. Paganini."

### Walter Winchell

Winchell of late seems to be injecting more live news into his broadcasts, despite the handicap of broadcasting from the coast. While not all of his stuff ever pretended to be red hot, the three-hour time differential between New York and the Coast does make a difference in the way of a late bulletin or two. This probably proved an added spur to obtaining and using newsier items on the Sunday 9-9.15 stanza on the NBC Blue.

### Forest Lawn Will Give Time to Welfare Work

West Coast Bureau of THE RADIO DAILY

Los Angeles—America's real "forgotten man", the white-collar worker who has passed the peak of productivity, finds it difficult to land a job, and is too proud to go on relief, will be remembered by Forest Lawn, leader among all American memorial parks, when it goes on Station KEHE for 52 weeks with The Sunday Players next Sunday.

Forest Lawn has arranged to contribute half the time reserved for announcements on its Sunday Players programs to the Federation of Protestant Churches of Los Angeles, representing 700 congregations and 250,000 communicants in the metropolitan area, for the furtherance of its vocational placement work.

This time is completely at the disposal of the Federation, and it will be used both to develop jobs for the unemployed and to solicit funds for the financing of this important activity, which is attracting widespread attention in Los Angeles because it serves a crying need that has generally been overlooked.

Forest Lawn, since the beginning of commercial broadcasting, has been a consistent and continuous user of radio on a large scale. Its "Tapes-tries of Life" was a feature on KHJ for several years, and for the last year Forest Lawn has been represented by "Reunion of the States" on 50,000-watt KNX. This full-hour feature dedicates a program each week to one of the state societies by which expatriate residents of Los Angeles from every commonwealth in the union are represented. "Reunion of the States" will continue on KNX. Both The Sunday Players and "Reunion of the States" are handled through the Forest Lawn advertising agency, Dan B. Miner Co. Mertens and Price, Inc., produce The Sunday Players and cooperate in servicing the program for The Federation of Churches.

## Coming Events

Today: Spring Fair of radio and television Leipzig.

March 15-22: North American Race Conference, Havana, Cuba.

March 18-20: Hotel Business Promotion Conference, French Lick Springs Hotel, French Lick, Ind.

March 24: Columbia Broadcasting System stockholders' meeting, New York.

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

April 9: Press Photographers' Ass'n New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

May 2-8: National Music Week; Dav Sarnoff, chairman.

June 1-10: Radio-television exposition Moscow.

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

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

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

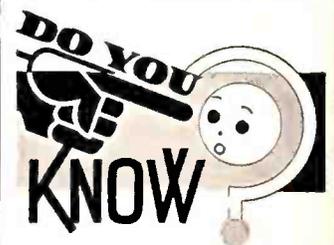
June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

### Lowell Blanchard Promoted

Knoxville, Tenn.—Lowell Blanchard, former Chief Announcer at WNOX, has been named program director. Blanchard was formerly connected with KYW, Chicago; WIND, Gary, the Iowa network; KSO-KRNT, Des Moines, and WXYI in Detroit. He came to WNOX 10 years ago to conduct a jamboree noon program and a sponsored man-on-the-street show.

### Himber for Movies

Richard Himber, well-known maestro, is about to make several movies in conjunction with Gogo Delys and Fred Uttal.



Not a cent was spent by the amusement business (radio not included) for advertising over the national networks last year. In the non-network, regional and local fields it amounted to only .6 per cent.



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 20

NEW YORK, TUESDAY, MARCH 9, 1937

FIVE CENTS

## Mutual Adds 10 Stations To Net

### Looking On ... AND LISTENING IN

**BETTER DRAMA** A weak spoke in the wheel of radio entertainment is the type of program that is broadcast under the heading of drama.

Out of the abundance of dramatic skits and serials occupying the daytime and other hours on the air, a small handful stands out as possessing a fair degree of merit.

Most of the scripts written for the air are patent efforts to keep a story running from day to day or week to week, their main fault being that they just ramble along in a drab vein, lacking color, thrills and excitement.

Radio has reached the point of prominence and importance where it should interest the best authors of the day.

At present the movies have pretty much of a corner on scripting talent, having taken the cream from the stage and literary fields, but the radio can get its share of topnotch writers by offering the right inducements.

The vast number of educational features on the air these days is rapidly improving the intelligence of listeners.

Radio drama must improve to keep up with that standard.

**SUGAR-COATING** One way to insure greater listener-interest in commercial announcements, and at the same time discourage the agitation that crops up periodically against dull or over-long sales talks, is to make these spiels a little brighter and, wherever possible, more on the humorous side.

When a good program of entertainment is marred by heavy-handed commercial interpolations, the sponsor is benefited less than he would be if the sales message were slipped in casually and cleverly.

#### Turned Pro

Cleveland—Some six years ago William A. B. Millson, then with Western Reserve University, organized the Cleveland Radio Guild. For some months Guild experimented in play-writing and production. Now Guild has begun an organized professional business, selling a unit service which includes an original play, its actors and its production.

### INTER-CITY NETWORK ADDS TENTH STATION

Inter-City Broadcasting System will add the tenth station to its network with acquisition of WORK, York, Pa., which joins the network next week. Station is owned by York Broadcasting Co., and operates on 1320 kcs. with 1,000 watts full time. Robert Gulick is manager of the station.

### Lenox R. Lohr to Speak On "Cheerio" Anniversary

Lenox R. Lohr, NBC president, will be guest of honor at the tenth anniversary of the "Cheerio" program Saturday, when the broadcast will run a full hour instead of the usual half hour over the NBC-Red net. Lohr will congratulate and thank "Cheerio" for his part in furthering NBC's policy of public service. Two studios will be used for the broadcast, in order to include an imaginary radio parade.

Celebrating the tenth anniversary  
(Continued on Page 3)

### KRKD, Los Angeles, Bought by L. K. King

West Coast Bureau of *RADIO DAILY*  
Los Angeles—L. K. King, former business manager of Santa Ana Register, has concluded a deal to buy KRKD from Frank P. Doherty, pioneer radio man here who formerly owned KPLA, now the NBC-Blue network outlet, KECA. It was first reported that J. F. Burke, King's father-in-law and owner of KFDD, was the purchaser.

## Newspapers File Applications For 103 New Radio Stations

### Commissioner Payne Studying Radio Bills

Washington Bureau of *RADIO DAILY*  
Washington—George Henry Payne, FCC Commissioner, back at his desk after recuperating in Palm Beach, will survey the radio legislation proposed by Congressmen Wheeler and Connery, it is understood.

### Network Expansion Will Take In Eight Oklahoma Stations and Two Texas Stations On April 1

#### 2 Portables for WOR

Trenton—Certificates for operation of two supplementary short-wave portable stations have been granted to WOR by the Public Utilities Commission. Units will enable the station to pick up events in locations where telephone communication is not available. Call letters of the new stations will be WBAM and WBAN, and power will be 30 watts. Will operate on frequencies of 1622, 2058, 2150 and 2799 kilocycles.

### WONDERS WILL JOIN ROCKWELL - O'KEEFE

Ralph Wonders will become associated with Rockwell-O'Keefe, Inc., effective next Monday, assuming charge of the organization's radio department. Wonders is expected to return from Miami the latter part of this week, in company with F. C. (Cork) O'Keefe. Deal was closed in Florida, plus a long distance conversion.  
(Continued on Page 2)

### 749,244 RCA "B" Shares Retired in Conversion

Washington Bureau of *RADIO DAILY*  
Washington—RCA has retired 749,244 shares of its outstanding "B" preferred stock, it was learned yesterday.  
(Continued on Page 2)

Continuing its mid-west expansion plans, the Mutual Broadcasting System has added 10 more stations in Oklahoma and Texas to the network. On April 1 the entire Oklahoma network, comprising eight stations, will join MBS. Stations in the web include KGFG, Oklahoma City (call letters will be changed to KTOK); KCR C, Enid; K B I X, Muskogee; K A D A, Ada; K V S O, Ardmore; KGFF, Shawnee; WBBZ, Ponca City; KASA, Elk City. All stations operate on 100 watts with the exception of KCRC which has 250 watts.

In Texas Mutual has signed KTAT, Fort Worth, and WRR, Dallas. Stations will be added before May 1 and will be a permanent part of the MBS network. WRR is owned by the city of Dallas, and operates on 1280 kcs. with 500 watts. KTAT has a 1,000 watt license on 1240 kcs. and is owned by the Tarrant Broadcasting Co. Inc.

Fred Weber, general manager of Mutual Broadcasting closed the Oklahoma deal with R. U. Porter, president of the Oklahoma network and  
(Continued on Page 2)

### Intensive Campaign For P. & G. Spots

Procter & Gamble Co., Cincinnati (Crisco), is placing its spot announcements on numerous stations in each city simultaneous with the arrival of a merchandising crew. Number and length of announcements in each city depends on the market. Campaign is very intensive and will probably run indefinitely. Compton Advertising, Inc., New York, has the account.

#### Fast Booking

Denver—Some sort of a record was hung up by the program department of KLZ when they placed Capt. Ozie (Vernon Waters) and his Colorado Rangers on nine commercial programs a week within a few days after they arrived back from Dallas, where they had been on an eight months' assignment over KPRC for the Ford Motor Co.



Vol. 1, No. 20 Tues., Mar. 9, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

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# FINANCIAL

(Monday, Mar. 8)

## NEW YORK STOCK EXCHANGE

|                 | High      | Low     | Close   | Net Chg. |
|-----------------|-----------|---------|---------|----------|
| Am. Tel. & Tel. | 179 1/2   | 178 1/2 | 178 1/2 | + 1/4    |
| Crosley Radio   | 26 1/4    | 25 1/2  | 25 1/2  | - 1/8    |
| Gen. Electric   | 62 1/2    | 61 1/4  | 61 1/2  | - 1/8    |
| North American  | 30 3/4    | 29 7/8  | 30      | + 1/8    |
| RCA Common      | 12 1/2    | 12      | 12      | - 1/8    |
| RCA First Pfd.  | 78 3/4    | 78      | 78      | - 1/8    |
| RCA \$5 Pfd. B. | (100 Bid) |         |         |          |
| Stewart Warner  | 18 7/8    | 18 5/8  | 18 3/4  | - 1/8    |
| Zenith Radio    | 38 1/2    | 37 3/4  | 37 3/4  | - 1/8    |

## NEW YORK CURB EXCHANGE

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

## OVER THE COUNTER

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| CBS A             | 57 1/8 | 58 3/8 |
| CBS B             | 56 3/8 | 58 3/8 |
| Stromberg Carlson | 17 1/2 | 18 1/2 |

### New Ida Bailey Allen Series

Ida Bailey Allen launches a new series Thursday over WHN, presenting V. H. Cartmell in the first program labelled "Library Shelf." In the future visitors will be allowed to witness Mrs. Allen's regular broadcasts.

### McCormack Sponsors "Find"

John McCormack will sponsor a "find" for the first time in his career when he introduces Robert Irwin, young Irish baritone, to American radio fans on the Magic Key of RCA, next Sunday, 2-3 p.m., over the NBC-Blue net.

**BIRTHDAYS**

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

March 9  
Greetings from Radio Daily  
to  
Arthur Caesar

## NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 6, 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 |
|----------------------------------------------------------------|-----------|--------------|
| This Year's Kisses (Irving Berlin, Inc.)                       |           | 32           |
| May I Have The Next Romance (Leo Feist, Inc.)                  |           | 28           |
| Good Night My Love (Robbins Music Corp.)                       |           | 24           |
| Boo Hoo (Shapiro, Bernstein)                                   |           | 23           |
| I've Got My Love To Keep Me Warm (Irving Berlin, Inc.)         |           | 23           |
| Trust In Me (Ager-Yellen-Bornstein)                            |           | 22           |
| When My Dreamboat Comes Home (Witmark & Sons)                  |           | 22           |
| Gee, But You're Swell (Remick Music Corp.)                     |           | 21           |
| Serenade In The Night (Mills Music, Inc.)                      |           | 21           |
| What Will I Tell My Heart (Crawford Music Corp.)               |           | 21           |
| I Can't Lose That Longing For You (Donaldson-Douglas & Gumble) |           | 18           |
| Moonlight & Shadows (Popular Melodies)                         |           | 18           |
| Swing High Swing Low (Famous Music Corp.)                      |           | 18           |
| When The Poppies Bloom Again (Shapiro, Bernstein)              |           | 18           |
| Love & Learn (Chappell & Co.)                                  |           | 17           |
| Smoke Dreams (Robbins Music Corp.)                             |           | 17           |
| With Plenty Of Money And You (Harms, Inc.)                     |           | 17           |
| On A Little Bamboo Bridge (Joe Morris Music Co.)               |           | 16           |
| Slumming On Park Avenue (Irving Berlin, Inc.)                  |           | 16           |
| He Ain't Got Rhythm (Irving Berlin, Inc.)                      |           | 15           |
| Little Old Lady (Chappell & Co.)                               |           | 15           |
| Summer Night (Remick Music Corp.)                              |           | 15           |
| You're Laughing At Me (Irving Berlin, Inc.)                    |           | 15           |

### Newspapers Seek 103 New Stations

(Continued from Page 1)  
The transfer of control of existing stations to newspapers. Two hundred stations are now controlled by newspapers, the report showed.

"Even the open-handed policy thus far pursued has not been able to keep up with the demands of newspapers for broadcast stations," Commissioner Stewart says. "There are 113 cities in which all local broadcast stations are under newspaper control. In the case of only 78 out of the total of 200 newspaper controlled stations does the newspaper interest date from the construction permit or other original authorization. In the other 122 cases the newspaper interest has been projected into an already existing station.

"It seems to me that the Commission should not create a situation which may result in the control of the only local broadcast station passing to a newspaper."

### Wonders Will Join Rockwell-O'Keefe

(Continued from Page 1)  
sation with R.-O. Attorney Bernard L. Miller, who drew up the agreement.

Wonders recently resigned as head of the Columbia Broadcasting System's Artists Bureau, which he managed for over six years.

### Graham-Paige on KYW

Philadelphia—Graham-Paige Corp., Detroit, yesterday started a new series of five minute UP news reports, Mondays through Saturdays, on KYW.

### Mutual System Adding 10 Southwest Stations

(Continued from Page 1)  
Glenn Condon, its managing director. Raymond E. Buck, president of KTAT, represented his station in the negotiations.

Both deals were closed last week by Weber on his western trip through Texas and Oklahoma. Rates for the Oklahoma network for an evening half-hour is \$243 and for equal time on KTAT is \$75; WRR, \$65.

Now that Mutual has representation in the southwest their next expansion step will be in the northwest. The Don Lee System is also planning to extend its network into this territory. So between MBS and Don Lee, which are affiliated, an announcement can be looked for any day on the acquisition of new stations in this area.

Last month's billings for Mutual reached an all-time high, \$202,088, an increase of 38.2 per cent against the corresponding month last year. February gross was the highest monthly figure ever billed by Mutual.

### 749,244 RCA "B" Shares Retired in Conversion

(Continued from Page 1)  
terday at the Securities & Exchange Commission. Stock was surrendered by RCA for conversion into \$3.50 cumulative convertible first preferred stock and common stock.

**LEG SAYS**  
TONIGHT'S BEST BET:  
7:00 to 8:00 P.M.  
Original Amateur Hour  
With Col. J. C. Flippen  
**WHN DIAL 1010**  
AFFILIATED with M-Q-M & LOEW'S

## COMING and GOING

LESTER GOTTLIEB is back at Mutual network headquarters in New York after a one-week trip to various affiliated stations of the network.

SHEP FIELDS goes to Philadelphia Thursday to open a week's engagement at the E. theater in that city.

JOHN HELD JR. leaves tonight via Unit Airlines for Iowa, from which point he'll broadcast his Pontiac show honoring the U. of Iowa.

BARRY MCKINLEY leaves today for a ten-day vacation in Miami.

RICHARD FISHELL is en route to Miami for a two-week vacation.

WILLIAM A. THOMSON and MRS. THOMSON arrive today on the Santa Rosa from a southern cruise. He is director of the Bureau of Advertising, ANPA of New York.

KENNY BAKER is stopping at the Hot Warwick.

JACK BENNY and MARY LIVINGSTONE arrive at the Lombardy.

JACK FRASER, NBC announcer, left yesterday for a ten-day cruise to Nassau.

HARRY J. HOLLOWAY of the NBC network is visiting KYW, Philadelphia, on his business.

Station executives in town include: CLAY LUTHER WOOD; DON SEARLE, WIBW; WILLIAM CHERRY JR.; WPRO. JOHN McCORMACK KWKH, was in town yesterday and left for Chicago.

CHARLES E. GREEN left yesterday for a swing through Southern territory, particularly to visit the CRA Texas offices. Will be gone about week.

### Passion Play Series On WBIG, Greensboro

Greensboro, N. C.—"The Passion Play" produced by The Ave Maria Players will be presented over WBIG in eight installments starting Sunday, March 21, and continuing with a chapter daily through Easter Sunday, March 28. First half-hour program will be at 1-1:30 p.m., and the others in the evening.

### Acquire Oppenheim Works

McKnight & Jordan, Inc., program producers, have acquired the radio rights to the works of E. Phillips Oppenheim. Deal allows producer permission to re-arrange Oppenheim stories to the extent of running or central detective character through out series.

### Kill Anti-Liquor Bill

Olympia, Wash.—Bill to prohibit any kind of liquor advertising on the air has been killed in the state legislature.

## The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB

158 W. 48th St. "Toofs" Shop

**AGENCIES**

**FORMATION** of the MacVeagh, Kerman & Michelson, Inc., advertising agency with offices in the International Building at Rockefeller Center, has been announced. Officers are Charles MacVeagh, president, Frederick R. Kerman, vice-president and treasurer and Peter Michelson, vice-president and secretary.

**ARTHUR R. MACDONALD**, former advertising executive, has formed the advertising agency of Arthur R. MacDonald, Inc., Chicago. Offices are located in the Carbide and Carbon Building.

**PAUL SMITH**, formerly with Kenyon & Eckhardt, has joined the Arthur Kudner Inc. advertising agency.

**VANDEN COMPANY INC.**, Chicago advertising agency, has been appointed by the E. H. Scott Radio Laboratories Inc., Chicago, to direct its advertising.

**CECIL UNDERWOOD** of Ruthrauff & Ryan's radio production staff is now handling the Al Jolson-Rinso show on the coast. William Bacher, who had been producing it, is concentrating on his Campbell-Hollywood Hotel program.

**"Court" Hearing Starts**

The \$250,000 suit for damages and an injunction to restrain defendants from using the name "Good Will Court," brought by Judge Nathan Sweedler against WMCA, A. L. Alexander, J. Walter Thompson agency, NBC and Standard Brands, went on trial yesterday before Justice Meier Steinbrink in Brooklyn Supreme Court. Witnesses for the defense who took the stand were Donald Flamm, president of WMCA, Alexander and John Reber of the Thompson agency. Case was adjourned until 4 p.m. today to allow the plaintiffs to bring another witness, Municipal Court Judge Robinson.

**Lenox R. Lohr to Speak On "Cheerio" Anniversary**

(Continued from Page 1)

with Cheerio will be Russ Gilbert, his wife Lovina, Geraldine Riegger, Harrison Isles and Pat Kelly, all of whom have been with the broadcast since it started.

**Hooking Up With Parties**

A new program, "Parties Around Town," has been attracting lots of attention to WGH, Newport News, Va. In fact, the station has been so swamped with requests for more of the show that "Parties Around Town" is being presented as a nightly feature between 9:30 and 11. Listeners of Tidewater, Va., are invited to phone WGH and tell them all about who is giving a party and request a number or two. The Voice of the Parties is Jack Braxton, new Program Director of WGH.

**All Carrying Roosevelt Talk**

The President's "fireside chat" tonight will be heard over the combined NBC, CBS, Mutual and Inter-City networks at 10:30-11 p.m. WHN, WNEW, WINS, and numerous other independent stations will also tie-in with the networks to carry the broadcast. NBC is feeding the Inter-City network, with CBS piping the talk to WINS and WNEW. Mutual is picking up the talk through the facilities of WOL, Washington.

Programs that had to be cancelled to clear the time for this broadcast are the Procter & Gamble-Jimmy Fidler debut program on the NBC-Red and a Mid-West program for the Phillips Petroleum Co. on CBS.

**CBS Is Improving Short Wave Service**

In order to improve the short wave service below the equator, Columbia Broadcasting System has changed several wave lengths on which their high frequency station, W2XE, Wayne, N. J., is heard. The new schedule is as follows (EST): 7:30 a.m.-12 noon, 21520 kc., 13.94 meters; 12 noon-1 p.m., 17760 kc., 16.89 meters; 1-6 p.m., 15270 kc., 19.646 meters; 6-7 p.m., 15270 kc., 19.646 meters; 7-10 p.m., 11830 kc., 25.36 meters; 10-11 p.m., 3120 kc., 49.02 meters. From 7:30 a.m.-6 p.m. a directional antenna is on Europe. Then from 6-11 p.m. the antenna is focused on South America.

At present new high powered transmitters are being installed at Wayne, but the construction will be over in April. Until then there will be one program a week broadcast especially to Latin America.

**Six New Commercials At WMAS, Springfield**

Springfield, Mass.—Six new commercial accounts have been added by WMAS. They are:

International Motor Car Co., five minutes Mondays, Wednesdays and Fridays, 5:45 p.m., broadcasting a column of lost and found articles that are advertised free of charge.

A 15-minute transcription variety show featuring Ken Niles, Martha Raye and the Radio Rogues, presented by Carters Shoe Store, Sundays at 12:30 p.m.

Joseph & Co., clothiers, song contest, "What's the Name of That Song," five minutes on Mondays, Wednesdays and Fridays, 5:50 p.m.

Standard Milling Co., seven one-minute flashes during the week.

Springfield National Bank, spot flash in the middle of the WMAS Transradio News broadcast, nightly except Saturdays and Sundays.

Chevrolet, one minute flash broadcast each evening.

**Crocker Gets Expo Post**

Dallas—Jimmy Crocker, last year in charge of the public address system for the Gulf Radio's Texas Centennial station, has been announced as director of radio for the Greater Texas and Pan-American Exposition to be held here beginning June 12. Crocker was formerly at KWKH, Shreveport, and WOAI and KTSA, San Antonio.

**Recording Equipment Is Installed by WMT**

Universal Professional recording equipment was recently installed at WMT, Cedar Rapids-Waterloo, member of the Iowa web. Charles Quentin, technical supervisor, has transcribed all important events since the first of the year. Doug Grant, program director, is now planning a series of re-broadcasts of outstanding events heard over the station during the year. Program to be aired sometime in the near future.

WMT has also purchased portable reproducing equipment for the use of the sales staff. Idea is to take programs to the prospective time buyers for auditions rather than have them come to the station.

**First 50-Word Spot Is Signed by WOR**

The first sponsor to sign with WOR for the new 50-word live commercial announcements is the Dutchland Farms. Beginning March 16 there will be two spots a week, Tuesday and Thursday. Ingalls Advertising Co., Boston, has the account.

**Marquardt Heads WCFL**

Chicago—Maynard Marquardt, one of the youngest men in this country to become general manager of a radio station, has assumed that role with station WCFL, here following the death last week of Edward N. Nockels, former station head and secretary of the American Federation of Labor. Marquardt was previously chief technician of the labor outlet.

**Rambeau News Letter**

Chicago—William G. Rambeau Co., radio reps, has started a news letter service entitled "Rambeau Radio News," which is sent to 2,000 advertisers and advertising agencies, publicizing the open spots that are available on Rambeau represented stations. Sheet gives the vital facts and the cost of the program being offered. First release plugged the news flashes on WIRE.

**GUEST-ING**

**JOSEF HOFMAN**, noted pianist, will appear in the General Motors broadcast Sunday evening from Carnegie Hall, over the NBC-Red, 10-11 p.m.

**ELIZABETH RETHBERG**, Met soprano, appears on the Ford hour, with **FRITZ REINER** as conductor of the symphony orchestra and chorus, over CBS from Detroit, 9-10 p.m.

**CONNIE BOSWELL** and **SHEILA BARRETT**, imitator, guests on Ben Bernie's farewell program from the Coast.

**MARLENE DIETRICH** and **HERBERT MARSHALL** have been signed to play leads in Lux Radio Theater's "Desire," March 15.

**SHEILA BARRETT** will be on the Ben Bernie-American Can program from Miami on March 23, over NBC-Blue at 9 p.m. Signed through the Herman Bernie office.

**HELEN MENCKEN** and **MARGALO GILMORE** will do a scene from "Mary of Scotland" on the **KATE SMITH A&P Bandwagon** program March 18, over CBS, 8-9 p.m.

**V. H. CARTMELL**, editor-in-chief of the Garden City Publishing Co., will be on Mrs. Ida Bailey Allen's **WHN Homemakers of the Air** program on Thursday morning.

**WMCA**  
NEW YORK'S OWN STATION

**LEADS IN RACING RESULTS**

TODAY'S WINNERS sponsored by Webster-Eisenlohr N.W. AYER

**RADIO EVENTS, INC.**  
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES

535 Fifth Avenue, New York, N.Y.

From script to production—that's what we do—something that's good radio



**T**HE Rapid Ad program, conducted by Bob Enoch, is now observing its fourth anniversary at KWK, St. Louis. The program is, as its name implies, a rapid ad service to the local advertisers and smaller merchants. During its span of four years, some 40,000 separate announcements have been broadcast. A similar program, also under the direction of Enoch, is conducted by WWVA in Wheeling, W. Va.

"Silver Serenade" is a new program to be heard from KDKA, Pittsburgh, at 9 a.m. each Thursday starting March 11. Peggy Tudor, an authority on household etiquette, will be featured in this transcribed series of particular interest to women.

Leola Frazier, vocalist, makes her first appearance today from KDKA, Pittsburgh. She and Buddy Biller will feature the Strollers Matinee at 1:45 p.m. Bette Smiley and Charles Grayson will be the vocalists on the Strollers program at the same time Thursday.

Gene and Glenn, who returned last week to Des Moines after several weeks up in Minnesota, started an additional series over WHO yesterday, sponsored by Domestic Products Co., 4:30-4:45 p.m., on Mondays, Wednesdays and Thursdays. They also are heard Monday through Saturday, 8 p.m., over WHO and CBW affiliates for Kellogg.

Gould-Morris Electric Co. of Raleigh has chosen WPTF to broadcast its "Morning Interlude" each Tuesday and Thursday morning at 11:15.

At the annual cooking school and home making institute sponsored in Joplin, Mo., by the Joplin Globe and News Herald, WMBH broadcast two quarter-hour periods daily from the booth of the Inter-State Grocer Company. These periods were handled by Bruce Quisenberry, interviewing reporter, who questioned various women attending the school. Frank DeCatur White, cooking authority and instructor at the school, also spoke briefly on the two periods.

The Junket program, "Voice of Jerusalem," has been renewed for 13 weeks, effective Thursday. Agency is Advertisers' Broadcasting.

"Honor the Law," series of police stories, is being sponsored by Dunhill Clothing Co. over WSPR, Springfield, Mass., Fridays at 5:45 p.m.



● ● ● After last night's show, Jack Pearl was offered 39 more weeks for the sponsor on returning from a 13-week vacation which begins June 25. During the 13-week absence, Tommy Dorsey and his boys will present an all-musical show for the sponsor. They sign today. Kate Smith and her "Bandwagon" were signed for A. & P. until Sept. 1, 1938. She goes to Lake Placid during July and August, leaving Henny Youngman to fill her spot. Latest word is that Henny will plug another A. & P. product when Kate returns to her spot. Allen Prescott is working out arrangements with his sponsor for a "trailer-studio" in which he'll tour the country. Larry Menkin of WMCA leaves Friday for WLW, where he'll write and direct shows.

● ● ● Cliff Hall moves above the Tavern this week. Radio Row's mouthpiece, David J. Wolper, is celebrating his 10th year of practice. Phillips & Nizer are moving into larger quarters on the 25th floor of the Paramount. Comedian Milton Douglas does a repeat Thursday. George Griffin and Mildred Monson are from Texas and find this interesting data for conversation. "Famous Shots with Famous Golfers" being prepared via transcriptions for a men's fashion firm. Dalton Boys, Gloria Rondell and Harry Dupree are about set to begin a 15-minute musicale for a mascara firm via Mutual. NBC's Jack Fraser broke down on Saturday and doctors ordered immediate rest which accounts for sudden departure. Sudden changes caused Irene Beasley to remain at the Paradise. Everett Marshall is at the Fox Theater in Philly.

● ● ● That beautiful girl with Donald Flamm in Lindy's yesterday was one of the Pearl twins, who in real life is Mrs. Milton Flamm, Donald's sister-in-law. Manny Denby, editor of the "High School Reporter", is over his appendectomy and back at work. Bill Swanson, Boston society ork leader now in town, is one of Hub City's most prosperous attorneys. Vincent Travers will be feted by the Crescendo Club in Philly on the 24th. The bit of the telephone operator on "We, the People" Sunday was tops in thrills and production. Nick Kenny will present the Hotel Edison Amateur show for the employees tomorrow.

● ● ● Lillian Weiss leaves Artists Syndicate for Miles Ingalls at the French Casino. Ted Husing doing the late spots with Mark Hellinger and Gladys Glad. CBS will air the Inter-City Golden Gloves on the 24th. San Felice cigars after auditioning almost everyone finally selected Frank Menke, who compiles the sports year book. The Roth Agency has formed a Radio Writers' Protective Association which will serve scripters as a registration bureau for ideas. Charles Margolies, ace trumpeteer of the top-notch air shows, has been secretly rehearsing his own band for the past year composed of perfect musicians. He will introduce a weird type of instrumentation shortly. Vick Knight will script Philip Merivale's spot when the latter does a Vallee shot, which means that Knight will do work for a competitor to the Smith show, the program he just completed 26 weeks with.

● ● ● May Singhi Breen and Peter DeRose will be heard twice tomorrow (Peter's birthday), once on their own show and also as guestars on the Cheerio program. Ted Hammerstein plays host to 200 orphans this week.



**R**UDY VALLEE and his boys have been week-ending in Miami with a five-day return engagement at the Macfadden - Deauville on Miami Beach.

Tito Guizar, Latin tenor and guitarist, has begun a three-weeks' engagement at the Roney Plaza, Miami Beach.

Jeno Bartal, Piccadilly Hotel and WHN maestro, is soloing on the cello with his ork for the first time in several years. He used to be one of Hungary's foremost symphony musicians.

Joe Venuti and his band, no longer playing one-night stands in Texas, are California-bound late this month to play on the Bing Crosby program.

Duke Ellington will conduct the Saturday Night Swing Club in a "jam session" of Ellington compositions in his first airing since his return from the West Coast. Saturday 7-7:30 p.m. Caspar Reardon, swir harpist will play Ellington's "In Sentimental Mood."

Will Hudson and Eddie De Lang whose band is on tour, collaborate with Alex Hyde in turning out "M Heart's in a Violin" and "I Plec Guilty," both of which have been placed with Mills Music.

Maestros Tom Christian, De Courtney and Jack Pettis have just signed with Rockwell-O'Keefe.

College Inn, San Diego, Cal., will henceforth have all its orchestras furnished by Rockwell - O'Keefe. They've just signed an exclusive contract.

The three Hoffs, Carl, Bart and Sunny, auditioned for Warner shortly after the other a.m.

The Four Moderners, now touring the East on vaude dates, have signed to record for Mills. They were one part of the V8s on the Ford Warm Hour.

Coleman Sachs, Birmingham or leader, has just been married to Betty DeLapp. They're honeymooning in New Orleans.

A new volume of song favorites published by Remick, featuring twelve songs in their original form and with Eddy Duchin arrangements will go on sale April 1.

Howard Lanin of WFIL-Mutual is batoning a band at Benny the Bum in Philly. The spot has a WFIL wire.

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**F**EMME "Lord High Everything Else" of radio....That should be Helen Leigh-ton's official title....Like the "Mikado's" "Poo Bah" she has multiple functions.... Creates, builds, writes and acts in her own programs....In the current one, commentates on "Women in the News" over WMCA for Philadelphia Dairy Products....She's been sponsored by Pebeco, Feigenspan Beer and Hire's Root Beer....Expects soon to air a program for a real estate company....Has been in the business since 1929 and thinks she owes her success to fact that people like her cheery voice and a manner without condescension....Believes that when femme announcers fall short it's due to lack of training not inherent inferiority....Also due to the one-time negative attitude of sponsors and agencies, until the more enterprising lasses broke through....Is sure that the more decorative sex will come into its own with television....Significant fact.... About 50 per cent of her fan mail is from men....although the program is aimed at a femme audience....



Marian Joyce will go "floor show" in Philly at the Walton, then return to New York, the St. George Hotel and the Merry-Go-Round Bar after three weeks....The gal was with WNEW for over a year and a half....Ruth Terry, Irving Berlin's protegee, going screenie with MGM.... Maestro Emil Coleman's wife, injured in automobile accident en route to Miami, recuperating from rather serious bruises in the play-town....



Virginia Verrill will do a flood benefit Saturday eve at the Washington Heights Y.M.H.A....Elizabeth Love rehearsing opposite Chester Stratton in the new Brock Pemberton opus....First songbird to appear on 12 minute broadcast.... Ann Nadler of WINS "Maytime"....The Henry Street Settlement to salute its founder Lillian Wald on her 70th birthday via WHN tonight....with scribe Fannie Hurst and Irving Aronson, one of the settlement boys, present to do her honor.... Charles Le Maire presents Margery Wilson, another charm school prexy, on Thursday.... Charm via mail order is what the lady sells.

**RADIO PERSONALITIES**

No. 11 in the Series of Who's Who in the Industry

**J**OHN FRANCIS ROYAL, v. p. in charge of programs: born on the Fourth of July, 1886. Tall, grey-eyed, he is a dominating figure; considered a great showman. He presents 70-odd shows a day, and on his order oceans and continents are bridged, time distance and difficulty ignored. Phone bills at NBC drive the efficiency expert nuts; Royal makes 700 or more a day—and they aren't many "locals" in the number. All program troubles are referred to him—and he replaces canceled shows at a moment's notice. Was newspaperman after being night office boy for the Boston Post, reporter at 18, assistant city editor at 24. First contact with radio as a reporter—the S.S. Republic sinking—when wireless saved the passengers. Did publicity for the Boston Opera Company. Was press agent for B. F. Keith; manager of a Cincinnati theater, shifted to the Cleveland Hipp in 1916. Entered radio in 1929 when general manager for Keith. He supplied vaude talent to small station and was hired as director and general manager for WTAM. Two years later he came to NBC as program director; made vice-president.



Provides Hysterics for Efficiency Man .....

**Gen. Mills Coast Series**

Los Angeles—General Mills (Bisquick) has signed for a new type 15-minute program of news, fashions, interviews, Monday through Fridays, 11:45-noon, starting March 15, on NBC's Pacific Coast red network. Deal was set by Syd Dixon, NBC sales chief here, through Baggatey Horton & Hoyt agency, Chicago, and E. E. Sylvestre of Wesco's, representing the agency on the Coast. Will use a new mobile unit which NBC is making especially in a 23-foot trailer. First broadcast will come through mobile unit at 20th Century-Fox lot.

**Lawrence Mencken Resigns**

Lawrence Mencken, WMCA script writer, has resigned. "Through the Stage Door," program with which he was associated, will be continued.

**Scher Joins WKY**

Harold Scher, formerly of radio station CB68, Valparaiso, Chile, is now located at WKY, Oklahoma. Scher is a member of the sales department and does some production.

**British Radio Congress**

London—National Federation of Radio Mfrs. will hold its second annual congress of colonial broadcasting in Paris, May 15-18.

**Paris Radio-Tel. Fair**

Paris—The Radio and Television Fair will be held here, May 15-31, in conjunction with the Foire de Paris on the grounds of the International Exposition.

The 14th annual salon of the Syndicat Professionel des Industries Radioelectriques takes place at Palais Neo-Parnasse, May 14-30.

**McCall Joins NBC**

Francis R. McCall, formerly of the Chicago Tribune New York editorial staff, has joined the NBC news and special events department in Radio City.

**New Business for WHN**

Following commercials added to WHN yesterday: Eastern Nu-Enamel Co. 54 100-word announcements a week for 6 months. Neff-Rogow, Inc., has the account.

Chevrolet, Monday—Wednesday—Friday, 6:15-6:30 p.m., Rubinoff and his violin. Program is composed of ETs and will run 13 weeks. Campbell-Ewald Co. is the agency.

**Carlson Answers Suit**

New Orleans—A plea of no cause for action was filed by Charles Carlson, owner of WJBW, in civil district court in the suit entered against him by Southern Broadcasting Co., which terms itself lessor of the station.

**Receptions for Dealers**

Greensboro, N. C.—The Commercial Department of WBIG, Greensboro, N. C., has been holding weekly receptions for dealers in this area. Texaco, Phillip Morris, Carolina Baking and other sponsors were among those represented.

**★ STATION FLASHES ★**

**S**TATION Manager Reginald B. Martin, KFAB-KFOR, Lincoln, took all the salesmen, Program Director Lyle DeMoss; Continuity Chief Gunnar Back; and Special Eventer Jack Hansen to Kansas City for a two-day cruise of the Kaycee stations to pick up a few pointers.

WHK, Cleveland, for the fifth consecutive season has signed to carry the Cleveland Indians' home baseball games.

New General Motors move in April to NBC's Blue in the 8 p.m. one hour spot will put this concert series over WGAR, Cleveland. Currently WGAR is carrying the Father Charles E. Coughlin series of talks by Mutual in one-half hour of this spot. Station hopes some arrangement can be made that it will be able to carry both features.

Formal opening of the new studios of WOWO and WGL, Fort Wayne, Ind., in the Westinghouse Bldg., is set for May 1, according to W. Ward Dorrell, general manager. A host of radio talent is expected for the dedicatory broadcast.

WHK and WJAY, Cleveland, have signed for the new Jesse L. Kaufman service which will bring a radio act out of New York to Cleveland once every eight weeks. Tony Senna and Mary Clifford, song and patter, arrive March 15.

WGAR, Cleveland, which is basically NBC Blue, begins carrying Mutual dance bands such as Kay Kyser and Benny Goodman in late spots.

**Rackin Joins WHN**

Martin Rackin has joined the WHN Publicity department. He will cover the station's studios and handle special features for out-of-town newspapers. Rackin was formerly with Meyer Davis and George D. Lottman.

**SEITER, CARVER & LIVINGSTON  
PUBLISHERS, INC.**

I shall be glad to subscribe myself and to recommend the book to my friends in the Theatre.

RICHARD ALDRICH



The Blue Book reaches every executive of Radio, Stage and Screen.... Tell them who you are.

425 FIFTH AVENUE, NEW YORK

Telephone: CA 1 5-4854

## COMMENTS

On Current Programs

### Jack Benny

Jell-o program, in New York for a few weeks, resulted in the Grand Ballroom of the Hotel Waldorf-Astoria being used, so that approximately 800 additional patrons could be accommodated, a total of about 2,000. Young & Rubicam agency may decide to hold the two other shows scheduled in New York in the same spot.

Tie-up gave the hotel plenty in the way of a plug. Benny worked smoothly, using Sam Hearn (Schlepperman); Stuart Canin, as the boy who played "The Bee" on Fred Allen's program, Abe Lyman, and of course Mary Livingstone and Kenny Baker, plus Don Wilson, announcer. Show was particularly good and laughs frequent enough, in fact more than the usual number of good gags. Blowoff will probably come when he visits Fred Allen program (another Y. & R. account) and if Benny is half as good as he was on the Bernie show even the Allen batting average will fatten as an entertaining show. Amazing what a personal draw the personalities on this show can boast, as gleaned from the buzz of conversation as the guests ankled out to get lost in the hostelry anterooms.

### The ABC of NBC

The second program in the series entitled ABC of NBC being broadcast on NBC-Red Saturdays, 7:45-8 p.m., was an interesting quarter-hour even if one knew all about the sound effects department of a network. George Hicks introduced Ray Kelly, NBC sound effects chief, who went through the entire list of sound effects from rain to a complete storm. Program wound up with a story in sound which was entertaining. A planted woman inquirer kept the boys on their toes answering questions. Series is endeavoring to show the radio audience "just how a program is produced at NBC." Next Saturday the listener will be taken through the NBC audience mail department. The initial program dealt with the duties of the control room engineer and studio director. There is a question whether programs of this kind are likely to destroy illusion for listeners.

### KMBC Skit Gets Sponsor

Kansas City—"Across the Breakfast Table", only early morning script show aired by local stations, has been sold by KMBC to Household Finance Corp. after three months as a sustaining. The show is presented five times weekly, 7:45-8 a.m., and has to do with the marital difficulties of a young married couple.

### "Howard Dandies" Add

Effective Sunday, "The Howard Dandies", sponsored by Howard Clothes, will extend its network from three Inter-city stations to include the Boston station, WMEK.



### "EDDIE PEABODY SHOW"

Sustaining

KFWB, Los Angeles and Southern Cal. network, Wednesdays, 8-9 p.m. PST.

Eddie has triple role of producer, m.c. and star performer in this new variety show which will go on every week with audiences in KFWB's new radio theater. Eddie on the banjo is terrific, which is one reason why he should pass up the freak stunts of playing violin and other instruments on the radio, and stay with the stuff that is really bang up radio entertainment, and save his eye appeal stuff for vaudeville. Pat O'Brien guested, and the hour used a lot of excellent and varied music, songs and comedy including a swell barnyard symphony with animal imitations and finished with a dip into the Benny-Allen feud with an accordion version of The Bee. Cliff Howell helping Peabody write and produce; Lloyd Hart doing musical novelties.

### "PROFESSOR QUIZ"

Nash-Kelvinator

CBS Network, Saturdays, 8-8:30 p.m.

Geyer, Cornell & Newell

POPULAR "DO YOU KNOW" PROGRAM GETS GOOD SENDOFF IN NEW SPOT.

Shifting from Sunday afternoon to a Saturday p.m. position under Nash-Kelvinator sponsorship, "Professor Quiz" got off to a fast start Saturday, with broadcast coming from the Barbizon Plaza Hotel to accommodate the ticket audience. Arthur Godfrey as assistant to the Prof. added considerable value to the program by his engaging and humorous style of conversation. Five contestants are selected weekly, with questions picked from a hat, all without rehearsal. Contestant making the best score gets \$25, the next \$15. Contests and the distribution of Kelvinator Home books by dealers are among the exploitation features of the program.

### "ADVENTURES OF DARI-DAN"

Bowes, Inc. (Dari-Rich)

NBC-Red Network, Mondays—Wednesdays — Fridays, 5-5:15 p.m. Russell C. Comer Adv. Co., Chicago.

SERIAL DEPICTING MILKMAN'S LIFE IS A GOOD FEATURE OF ITS KIND.

Replacing the same sponsor's "While the City Sleeps," which was presented twice weekly for the past year, this new serial promises to have more continuous interest as a result of using a permanent cast instead of presenting unrelated episodes like the former programs. Central character, Dari-Dan, symbolizes

milkmen in general, and the new serial depicts his adventures in the making of his morning rounds. It's human interest family stuff of the appealing sort. Finney Briggs, who played Dari-Dan in the previous series and also wrote the scripts, is again cast in the lead role, with Ken Robinson writing the stories.

### "SHORT STORY PLAYHOUSE"

Silverwoods (Dept. Store)

KECA, Los Angeles, Thursdays, 9:30-10 p.m. PST.

DRAMATISED SHORT STORY CLASSICS HANDLED WITH GOOD TASTE AS INSTITUTIONAL.

Bret Harte's "Rose of Tuolumne" started a new series of short story classics in dramatised form, signed to run 52 weeks and planned to continue indefinitely. It was Lila Lee's first regular radio work, and her voice came out pleasingly, carried a nice feeling of the charm the story called for. Whole cast well rehearsed and much above the usual single station dramatic undertaking. Gene Wood's script lagged a bit at first, picked up half way through to a good finish. Commercials done with dignity and no attempt to sell any merchandise. Just institutional, which is to be a permanent policy. Glan Heisch, producer. This week's to be Hawthorne's "Rappacini's Daughter," with Mark Twain's "Million Pound Note" following. Series to do famous stories, stay away from hackneyed ones. Sponsors backing up radio with window displays, may reprint stories and promote air series with schools clubs, counter distribution, etc.

### "PRETTY KITTY KELLY"

Continental Baking (Wonder Bread, Hostess Cake)

CBS Network, Monday through Friday, 6:45-7 p.m., with western rebroadcast 11:15-11:30 p.m. Benton & Bowles, Inc.

GOOD ROMANTIC-ADVENTURE SERIAL WITH APPEALING CENTRAL CHARACTER.

Revolving around a central character (Kitty Kelly) that is very appealingly played by Arline Blackburn, this serial started out last night in promising fashion. It has an Irish flavor and opens with the dazed arrival of the pretty Kitty in America, where trouble with the immigration authorities looms as her first problem. Frank Dahm, author of the romantic-adventure story, strikes a human interest note immediately, thereby launching the first episode in a manner that creates interest and suspense. Cast surrounding Miss Blackburn sounds good.

## ANNOUNCERS

GEORGE STUART and Guy Werham have been added to the announcing and engineering staffs KQW, San Jose, Cal. Stuart with KRE, Berkeley, for 18 months and for six months with KJBS, S. Francisco. Wernham, formerly KORE, Eugene, Ore., and KGD, Stockton, Cal., hails from Merr England.

Walt Lochman, KXBY (Kansas City) sports announcer, will begin Wheaties' local baseball broadcast two weeks early this year, putting ten exhibition games on the air between April 1, when he returns from the training camp of the Blues McAllen, Tex., and April 11.

Allen Stout, WROL (Knoxville) sports announcer, who is quite busy with his regular duties on this station, has been chosen to announce the University of Tennessee programs by the University Broadcasting Committee. The features are heard over WROL, also over WSM, Nashville, by direct wire from Knoxville. The programs will be of an educational nature and will be conducted solely by the students and faculty members each Wednesday and Monday, 5:30-5:45.

HIRAM HIGSBY, staff announcer of Omaha's WAAW, will be master of ceremonies for the Better Home and Building exposition to be staged in the city auditorium March 16-20.

### "Make Believe Ballroom" Is Completely Sold Out

"Make Believe Ballroom" featuring Martin Block, participating program heard daily over WNEW, sold out. The accounts on this program to date are "20 Grand" cigarettes, Krueger Beer & Ale, Madison Personal Loan Inc. (increased from three to nine periods), "Copper Coke," "Roxy Clothes," "Ready-Rut Liniment, Tappin Jewelry Co., "Fleming Cough Medicine," Canadian Fu Trapper Corporation, Lander Cosmetics and "Serutan." Scalas Wines and Renelli Perfumes start next week.

### WROL Heavy on Sports

Knoxville, Tenn.—WROL has been setting a pace among southern stations in sports broadcasts. After completing the descriptions of the 14th District Basketball Tournament games, Allen Stout assisted by Harr Moreland took up the Southeastern Conference Tourney from the University of Tennessee Gymnasium. The final game between Kentucky and Tennessee was fed by direct wire to WSIX, Nashville, and WLAP, Lexington, with the WROL announcer and engineers officiating. A temporary name for the quickly-former network was the "Valley Broadcasting Service" and both the other stations were highly complimentary in their remarks about the way the broadcast was handled.

# Chatter

**JAN PEERCE**, New York radio tenor, took Cleveland by storm last week as guest soloist with the Cleveland Jewish Singing Society. Critics handed Peerce high praise. House was packed.

**Bill Clark** of the sales staff of KCMO, Kansas City, leaves this week to join the sales dept. of WMBH, Joplin, Mo.

**Marguerite Powers** is the new continuity dept. head at KOL, Seattle.

**Sidney S. Fox**, general manager of KDYL, Salt Lake City, is back from a coast business trip.

**James D. Shouse**, president of KMOX, St. Louis, addressed the Adv. Club in Kansas City last week.

**Arthur B. Church**, president of Midland Broadcasting Co., operator of KMBC, Kansas City, is in Los Angeles casting a new show, "Phenomenon," which soon is to be recorded for use by power and light companies. He is due back in K.C. next week.

**Peggy Fuller**, staff pianist of WMT, Cedar Rapids-Waterloo, is back on the air after a forced vacation. Peggy is now heard on the "Halligan's Demitasse" Sunday program. Idea of the show is to play any tune that is requested. Requests have come for songs in six different languages and some are over 200 years old.

**Bob Mitchell**, senior engineer from the State University, added to the engineering staff of WMT, Cedar Rapids-Waterloo. Mitchell formerly "rode gain" for WSUI at Iowa City.

**Earl J. Glade**, manager of KSL, Salt Lake City, talked before the Rotary Club of his town last week on "The Art of Making Friends as Applied to Salesmanship."

**Norman Reed**, manager of WGP,

*Atlantic City, was given a surprise ovation the other day by his entire staff in celebration of his second anniversary as manager of the station.*

**Chuck Gay**, radio editor of the Dayton Daily News, Dayton, O., took Nelson Eddy to task editorially last week because the singing star declined to participate in a broadcast interview which WHIO had arranged with plenty of advance ballyhoo in connection with Eddy's concert appearance in that city.

**Bessie Hart**, who is of the Sophie Tucker type, and **Jerry Barrett** youthful singer and comic, now do a one-hour program for WIL, St. Louis, each Sunday afternoon. They have won many favorable comments from listeners.

**James Milne**, WELI (New Haven) manager, is organizing a WELI Light Opera Company, under the baton of Arthur Hoyt, former musical director of the New Haven Light Opera Co.

**WIBA**, Madison, Wis., is featuring a new "Man on the Street" broadcast at 1:15 p.m. daily except Sunday under the sponsorship of Leath's, Inc., with Al Gilbert at the mike.

**Hazel Bolton**, secretary to Roy Radner, general manager of WIBM, Jackson, Mich., and announcer of the "Woman's Hour," has been appointed publicity director of the station.

**Milton Berle**, whose "Community Sing" Sunday night broadcasts from Hollywood are still clicking, wired that he won \$1,500 on the races one day last week. He refused to say anything about losses.

**Del Casino**, the thrice weekly CBS tenor, sees as many amateur fights as he can. He used to be a boxer himself but now he can afford to grin at cauliflower ears and punched-in noses.

**Carol Weyman**, whose voice is getting an NBC build-up with two important spots a week, wanted to be different—so she insured her legs for \$5,000.

**WOAI**, San Antonio: **Hugh A. L. Halff**, manager, is back from Dallas, where he met Jack Latham of Young & Rubicam . . . **Lloyd H. Rosenblu**, manager of sales and merchandising, was in Dallas last week conferring with Irving Gross and Martin Campbell about Texas Quality Network advertising . . . **Mimi Ramer**, woman's news editor, on the sick list; **Leona Bender** pinch-hitting . . . **Victor Cruze**, ass't news editor, has taken over the day shift.

**Gerda Elton**, radio actress of Dallas and San Antonio, has joined the cast of the Diamond Music Hall Theater in San Antonio.

## New WCPO Transmitter Is Being Dedicated Sat.

Cincinnati — WCPO will officially dedicate its new Western Electric transmitter and 200-foot vertical antenna on Saturday. James C. Hanrahan, vice-president of Continental Radio Co., Scripps-Howard newspaper's radio subsidiary, owners of the station, is now here preparing for the dedication.

Studios remain in the Hotel Sinton, but the antenna has been moved from the Park View Hotel to the Daylight Bldg. Station operates on 250 watts day, 100 watts night. A new rate card has also been published by the station. New 13 time rate is \$38, a slight increase over the old rate of \$37.50. But the one-time rate has been reduced from \$85 to \$40. This was necessary to make the rate conform with the rates asked by other stations in Cincinnati. WCPO operates same rate card for both national and local business.

New sales personnel added to the station include John Brakebill and George B. Hart. Brakebill was formerly with KNOX, another Scripps-Howard station, and Hart was formerly an engineer on WLW and contact for General Motors. During the recent flood crisis Hart was chief of the Ohio National Guard's radio communications unit.

## San Francisco

**JOE REICHMAN** and his band take over Henry King's spot at the Fairmont Hotel this month, with King returning to the Mark Hopkins in April when Griff Williams leaves.

**Evelyn Rose** of KSFO has licked the flu.

**Margaret O'Dea**, local contralto, has been selected for the solo spot on "Good Morning Tonight" on its Tuesday broadcast over the NBC-Red.

**Helen Morgan**, youthful actress who is a new addition to the NBC acting staff, isn't related to her famous namesake, but comes to radio from newspaper reporting.

**Eddie Fitzpatrick**, who winds up a successful run at the St. Francis, opens the first week of April in Chicago's swank Stevens' Hotel.

**King Harvey**, guitarist-singer with the Paul Pendarvis band, hopes to wed **Shirley Lloyd**, chanteuse on Bob Ripley's show.

**Lloyd Yoder**, NBC publicity chief, vacationing in Los Angeles, is through with horses, after disastrous results for him at Santa Anita.

**Edward Primas**, formerly of Taos, N. M., and New York, joins KSFO on the dramatic staff.

**Madelaine O'Brien** on Albers' "Good Morning Tonight" show, leaves that spot and is replaced by **Elsa Trautner**, soprano. **Nola Day**, contralto, also off the program.



EVERYBODY

WHO IS

ANYBODY

IN

RADIO

IS

READING



EVERY DAY



## ONE MINUTE INTERVIEW

**CAROL WEYMAN**  
NBC Vocalist

"The radio audience has become prone to taking broadcasting for granted. Apparently listeners do not fully appreciate how eagerly the air performers scan their mail. Letters constitute applause. They encourage the entertainer to greater efforts. The networks should start a "National Fan Mail Week" to stimulate the pens of the country's dialers."



KHJ will pick up the Easter Sunrise services in Hollywood Bowl and send them, over Mutual, on a coast-to-coast broadcast, 5-6 a.m., March 28, and in the half hour following, will send out Mt. Helix services from San Diego, also nationwide.

Work finished Saturday on the Frank Morgan-Francis Langford transcription series with which Dodge (Ruthrauff & Ryan agency) will flood the airways over 300 stations, starting April 1. Eddie Dunbar of R. & R. New York office supervised production.

Western Home Hour, feminine variety and home hint program with participating sponsors, has moved to Los Angeles to broadcast five days a week, Pacific network, using KNX studios to originate the feature while the home studios in KFSO, San Francisco, are undergoing alterations. Tom Treneman, m.c. on the hour, will find new talent here.

KFWB has signed a year's contract to broadcast Leon Leonard's orchestra in the Inglewood Park Symphony series, using its studios for its own station and associate, KFOX, and also piping to KFAC.

Haven MacQuarrie reports receiving and declining \$6,000 weekly offer for 26 weeks, to take Chase & Sanborn "Do You Want to Be an Actor" show on the road for personal appearances.

Radio Transcription Co. of America adding to its bloc unit sales formation of eight programs a week for 39 weeks, new item of 29 juvenile programs on which Lindsay MacHarrie will boss transcriptions.

Remington Rand's radio typing class so popular and bringing in so many new business leads that sponsors are increasing their three-nights-a-week schedule to five over KFAC.

Art Kemp of home office of CBS's Radio Sales is back on the coast for a week's visiting.

Hal Simms, production manager; Bill Frady, publicity, and Lew Hoagland, announcer, are out at KMTR.

## NEW PROGRAMS—IDEAS

### "Pioneers" Series at KVOR

DEPICTING historical events of the Pike's Peak region, KVOR of Colorado Springs, is presenting Sunday 30-minute dramatizations titled "Spirit of the Pioneers". Sponsored by a plumbing and heating contractor, these plays are presented by five different dramatic groups of the region. Group polling the most votes will win a large cash prize.

The plays, which are written and produced by KVOR's program director, Wauhillau LaHay, have covered such subjects as the story of the first white man to visit the Pike's Peak region, the story of Dead Man's Canon's and the Espinosas, the tale of Winfield Scott Stratton's gold strike, the exciting capture and imprisonment of William Jackson Palmer, Colorado Springs' founder, as a spy in the Civil War, the story of the first habitation built on Pike's Peak, and the discovery of the Cave of the Winds.

Miss LaHay's aim is to dramatize stories that most residents of the region are not familiar with. Others planned are tales of Captain Jack, "Queen of the Rockies," the moving of the capital of Colorado territory

in a studio reorganization. Tex Rickard, manager, says he's reducing sustaining programs to make way for sponsored periods, and simplifying remaining sustaining features.

For the in-betweeners who find the big symphonies a bit too lofty, KHJ is inaugurating a noon popular concert hour on Sundays as a sustaining. Frederick Stark will conduct, using concert ork, and concert arrangements of popular and semi-classic numbers. Program goes out over Mutual Don Lee's coast chain.

KFAC has signed with Pacific States Loan for a year's 15-minute program, Pacific Melodies, with Gino Severi's orchestra, Frances Leveque and Mary Benton soloists.

Tom Sawyer series, off Mutual Don Lee since Feb. 2, resumed yesterday five nights a week, having cleared copyright ok. Dick Quine, juve player, does lead, Carroll O'Meara scripting and producing.

Helen Sallander joins Radio Transcription Co. as assistant station relations dept.; Jack Wilson on in production staff.

Jack Sayers, newspaper critic and writer, joins publicity staff of CBS-KNX on March 15, following visit here by Harry Elliott, pub chief, from San Francisco.

KMPC starting new late evening sustaining feature which will mix south sea music with dramatized version of south sea legends.

Raymond R. Morgan Co. has sold series of 33 Drums half hour transcriptions to KTUL, Tulsa, Oklahoma's CBS outlet.

KHJ will originate a new sports series for Mutual Don Lee net, with news back of the sport news, Frank Bull as commentator. Program goes nightly except Sundays and Tuesdays.

from Colorado City to Denver, the story of George Frederick Ruxton, the Indian legends told around the town of Manitou, at the foot of Pike's Peak, and the Indian Wars of the 1860's.

### Lives of the Great

K. Katz & Sons, leading Baltimore men's clothing house, has started a 15-minute program over WFBR, known as "Lives of the Great." The first featured Benjamin Franklin. Tied in with the program was a Franklin exhibit, consisting of books, etc., held at the store. The same plan will be carried out in other programs. Gen. Robert E. Lee will be featured on the next program.

### Kresge Social Calendar

The Kresge Social Calendar has been started by WMBH, Joplin, Mo., for five minutes a day, six days a week. The sponsor is S. S. Kresge. The station staff follows announcements of future social and club activities, listing them on the calendar. Commercial precedes and follows actual calendar listing. Program is presented in the mornings.

### Southwest "Crime Reporter"

"The Crime Reporter" is a new program scheduled for 13 weeks over KRLD, Dallas; KOMA, Oklahoma City; KTUL, Tulsa; KTSA, San Antonio; KTRH, Houston, and KRGV, Weslaco. Dealing with Texas-Oklahoma crime stories, the program is sponsored by the Electrolux Dealers of the Southwest. It was prepared by Brennan, Brown & Co., advertising agency of Dallas.

### Series on House Building

"Building a House" is the name of a series of novel programs just begun by WCNW, Brooklyn, N. Y. Allan Black of the program department, and Ken Lyons, chief announcer, give an on-the-spot description of the construction of a new apartment house that is being built a short distance from the studios.



Don Hancock, WBBM special events announcer, trying to shake off old man flu.

C. R. Jacobs and Fred A. Semmens of CBS New York department of building and construction here for a three months' stay at WBBM during construction of new studios in the Wrigley building.

Pat Flanagan leaving here for Catalina Island vacation. Mrs. Flanagan accompanies.

Peggy Tudor, household etiquette authority, begins a new series of programs called "Silver Serenade" over WGN Thursday at 12 noon.

Joan Blaine picks her perfumes according to the weather.

Bill Thompson, radio actor, has a unique collection of coronation emblems symbolic of the forthcoming British ceremony.

Cal Devoll, the man who put Gene and Glenn on the radio in such a smash manner not so many years ago in Cleveland, now headquarters in Chicago, where he writes for radio.

Kay Weber, femme vocalist with Bob Crosby's band, was formerly a stellar radio actress in Denver at station KLZ.

Roy Franklin of WCFI to marry a Milwaukee girl very shortly.

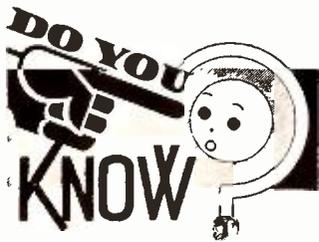
Split between radio station WGN and the Chicago Tribune here set down as another of the current crop of rumors.

### Sponsor for Scoops

Philadelphia—E. W. Hellwig Agency augments the Bachman candy account on WFIL to include two daily news flashes, marking first time here that a news scoop gets a sponsor. Account carries, in addition, a three weekly quarter hour stanza doting on juve patter. Set for half an annum, starting March 26.

### Night Spot for "Charm"

Phil Spitalny's all-girl "Hour of Charm" Orchestra, sponsored by General Electric dealers, will have a night spot, 9:30-10, effective April 26. Meantime the program will continue to be heard over NBC Monday afternoons, 4:00-4:30.



Foodstuffs and toilet goods led the list of radio time users in 1936, spending \$11,433,200 and \$11,383,911, respectively. Autos and auto accessories spent \$9,377,162; drugs, \$5,010,405.

**TOM TERRISS**  
Known as  
**"THE VAGABOND ADVENTURER"**  
Available for  
**GUEST APPEARANCES  
MASTER OF CEREMONIES  
RECORDINGS OR TRANSCRIPTIONS  
RADIO PROGRAMS**

Agent:  
Rockwell-O'Keefe



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 21

NEW YORK, WEDNESDAY, MARCH 10, 1937

FIVE CENTS

## Co-op Baseball Sponsors

### NBC IN CHI PROMOTES BUD SMITH, McDERMOTT

Chicago—W. W. (Bud) Smith of the NBC Chicago sales force and former manager of WTAM, Cleveland, has been appointed NBC Chicago local sales manager, succeeding G. B. McDermott, who becomes a national sales representative of NBC managed and operated stations.

Before coming here, Smith was with WTAM for five years. Previously he had been in the advertising department of the Firestone Tire & Rubber Co. in Akron.

McDermott has been with the NBC local sales department for the last

(Continued on Page 5)

### "Good Will Court" Action Dismissed

Judge Meier Steinbrink of the Brooklyn Supreme Court yesterday dismissed the complaint of Judge Sweedler's Good Will Court Inc. after a three-day trial. The action, which sought an injunction and \$250,000 damages, was brought against A. L. Alexander, conductor of the "Good Will Court" on the Chase & Sanborn

(Continued on Page 5)

### Merchants Conducting Year's Drive on WHDL

Olean, N. Y. — Olean Chamber of Commerce Merchants Bureau has approved a contract for a year's campaign over station WHDL with the idea of promoting the city as a shopping center for southwestern New York and northwestern Pennsylvania. Live talent will be used in a series of Sunday afternoon shows. In addition, the merchants will sponsor all the station's special events.

### Linguists

Lincoln—Central States Broadcasting Co. announcers in Lincoln and Omaha have gone back to school again.

Lads are being schooled in the art of correct foreign pronunciations. Tutors in German, French, Spanish, and Italian are being pulled down from the University of Nebraska to take care of the assignments.

### Disking Temperance

The State Liquor Authority will shortly issue a series of electrical transcriptions for use on the air on the subject of temperance. The first series of six recordings will be ready for distribution by the end of this month. Each will contain a five-minute talk. Mrs. John S. Sheppard, a member of the authority, is in charge. The recordings will supplement the authority's other temperance fostering activities.

### 200 STATIONS TO GET REXALL SPRING SPOTS

United Drug Co., Boston (Rexall drug products), will begin its annual spring spot radio campaign next month on about 200 stations across the country. Campaign will promote the Rexall 1-cent sales which will be launched in various cities during April and May. Transcriptions made by Spot Broadcasting will be quarter-hour disks featuring James Melton, Gogo Delys, and Don Voorhees and his orchestra with Basil

(Continued on Page 2)

### Kool-Raleigh Program Continues Thru Summer

Brown & Williamson Tobacco Co., Louisville (Kool & Raleigh cigarettes), will continue on the air throughout the summer months it was officially announced yesterday. Jack Pearl will continue on the air until June 25, when he will take a summer vacation. He will return about the middle of September. In the meantime Tommy Dorsey and his

(Continued on Page 2)

### 400 Stations Are Being Used In Chevrolet Spot Campaign

### Tacoma House Passes Ascsp Tax Measure

Tacoma—A tax of \$117,000 yearly would be levied against Ascsp for doing business in this state under a

(Continued on Page 3)

### Socony-Vacuum and General Mills Join in Broadcasting of East and Mid- west Games via Local Stations

### HEARING TOMORROW ON PROBE MEASURE

Washington Bureau of RADIO DAILY

Washington — Congressman Connery's resolution asking appointment of a special Congressional committee to investigate alleged monopolistic conditions in the radio industry is scheduled to come up for hearing tomorrow before the full House Rules Committee, Chairman O'Connor said yesterday. Connery predicts the resolution will be reported favorably to the House floor for general action without delay.

### End Public Hearings On Dickstein Measure

Washington Bureau of RADIO DAILY

Washington—Public hearings on the Dickstein bill before the House Immigration Committee wound up yesterday after Rep. Dickstein had revealed a special revised committee print of his measure, eliminating

(Continued on Page 3)

### Chrysler Is Launching Special Easter Drive

Chrysler Corp. will stage a special Easter drive, March 18-28, as part of its spring campaign. Radio spots in 48 cities will be used. Dealers have been urged to use their local stations to supplement the national drive.

Socony-Vacuum Oil Co. and General Mills (Wheaties), two non-competitive advertisers, will cooperate in the sponsorship of numerous baseball broadcasts in the East and Midwest via local stations, it is officially confirmed by Henry A. Bellows, radio contact for General Mills. Complete schedule is not set as yet. Knox Reeves Advertising Inc., Minneapolis, is handling the broadcast for both concerns. General Mills has called a conference of all announcers that

(Continued on Page 6)

### GRACE MOORE SIGNS 15 WEEKS FOR NASH

Grace Moore, the Metropolitan Opera star, has been signed for a 15-week engagement on the CBS Nash Speedshow. Miss Moore will begin her new series of radio programs on March 20. First two broadcasts will originate from New York, then switches to Hollywood for the remaining 13 weeks. J. Walter Thompson Co., New York, has the account.

### Testimonial Caution Added to NBC Policy

Tightening up on the personal endorsement angle, more or less as a precautionary measure and as guidance for future policy, NBC goes on record as reminding its sales and announcer staff that all testimonials must be a truthful statement, whether or not the announcer in question is

(Continued on Page 3)

### Diversifying Appeal

Ardmore, Okla. — In order to reach every type of listener in a new series of 15 minutes daily programs over KVSO, Ardmore, the Oklahoma Natural Gas Co. is using about 10 different talent units. Most of them are heard on one day a week, a few show every other week. Response has been good so far. Talent range is from hillbilly to semi-classical.



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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Tuesday, Mar. 9)

### NEW YORK STOCK EXCHANGE

|                 | High      | Low    | Close  | Net Chg. |
|-----------------|-----------|--------|--------|----------|
| Am. Tel. & Tel. | 178 3/4   | 178    | 178    | - 1/2    |
| Crosley Radio   | 25 1/2    | 25     | 25     | - 1/2    |
| Gen. Electric   | 61 1/2    | 60 3/4 | 61 1/2 | ...      |
| North American  | 30 5/8    | 29 3/4 | 30 3/8 | + 3/8    |
| RCA Common      | 12 1/2    | 11 7/8 | 12     | ...      |
| RCA First Pfd.  | 78 1/2    | 78     | 78     | + 7/8    |
| RCA \$5 Pfd. B. | (100 Bid) |        |        |          |
| Stewart Warner  | 18 1/2    | 18 3/8 | 18 3/8 | - 3/8    |
| Zenith Radio    | 37 3/8    | 37 3/8 | 37 3/8 | - 3/8    |

### NEW YORK CURB EXCHANGE

|                  |        |        |        |       |
|------------------|--------|--------|--------|-------|
| Hazeltine Corp.  | 16 1/4 | 16 1/4 | 16 1/4 | + 1/4 |
| Majestic         | 4 1/2  | 4 1/2  | 4 1/2  | ...   |
| Nat. Union Radio | 2 7/8  | 2 7/8  | 2 7/8  | ...   |

### OVER THE COUNTER

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| CBS A             | 57     | 58 3/4 |
| CBS B             | 56 5/8 | 58 3/8 |
| Stromberg Carlson | 17 1/2 | 18 1/2 |

## Kool-Raleigh Program Continues Thru Summer

(Continued from Page 1)

orchestra, Morton Bowe, and the Esquires will continue on the show for the summer with Ken Fickett on the production end. Program goes into its new NBC-Blue spot on March 19, using the 10-10:30 p.m. period. Batten, Barton, Durstine & Osborn Inc. New York, has the account.

### Quaker Oats Changes

Quaker Oats Co., Chicago, will change the product that is now plugged on their NBC-Red program heard every Saturday from 5:30-6 p.m. Product will now be Puffed Wheat, and a testimonial from Shirley Temple will be written into the commercials. Lord & Thomas handles the show.

## REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway MED. 3-1270 New York

## Workers Alliance Airs Strike

Workers Alliance of Greater New York purchased 12 five-minute programs over WNEW to broadcast a series of programs direct from the headquarters of the 5,000 members who went on strike last night. Richard Brooks, announcer on the Fairbanks-Morse Conservador program, heard 7-7:15 p.m., was at the mike. His regular sponsors relinquished their time on WNEW to allow Brooks to broadcast the first program. Succeeding programs were heard every hour through to 7 a.m. today.

## Lohr Being Honored By Women's League

Lenox R. Lohr, president of National Broadcasting Co., will be one of 15 outstanding business leaders who will be honored by the New York League of Business and Professional Women for contributing to making "a better business world for better business women."

Presentation of scrolls to the 15 designated business men will be made during a broadcast over the NBC-Blue network on March 18, 11:05-11:15 p.m. EST. The broadcast, originating in the grand ballroom of the Hotel Biltmore in New York, will be a feature of National Business Women's Week. The broadcast of the presentation of scrolls will mark the first time in ten years that men have been honored during the observance of National Business Women's Week.

T. J. Watson of International Business Machines, John Sloane of W. & J. Sloane, Samuel Reyburn of Associated Dry Goods, Ogden Reid of the N. Y. Herald Tribune and H. A. Clemer of Loose-Wiles are among others who will be honored along with NBC's president.

## Tempo Radio's N. Y. Rep

Allan M. Wilson, production head of the recently formed Tempo Radio Productions of Los Angeles, has appointed Wendell S. Gibbs, formerly of NBC and Radiodiffusion Europeenne (London), as New York representative with office at 308 East 79th street.

An invitational audition of Tempo's strip program, "Twenty Years Ago Today," will be held today in the RCA building, with both Wilson and Gibbs beguiling the agency men with cocktails.

## Taplinger Rep in London

London—T. J. L. Crane has arrived here from New York via the Manhattan and will open an office for the New York publicity firm of Robert S. Taplinger, Inc. Crane formerly handled publicity for Bermuda and was at one time an associate editor of "Voyager." He is staying at the Carlton Hotel.

## Paul Lynn Joins CBS

Paul Lynn, formerly with Trans-Radio Press, has been added to the CBS publicity department in place of Holly Noble, who has taken over the city desk. Carl Johnson, formerly with the Herald Tribune and a Boston paper, is a temporary addition to the CBS publicity night staff.

## Devoe & Reynolds Using 42 Stations in Campaign

Wadsworth-Howland & Co., and Peaflee-Gaulbert Co., subsidiaries of Devoe & Reynolds Inc., (paint and varnishes) will use 42 stations in their WBS spot campaign which starts late this month or early next month.

Peaflee-Gaulbert (Pee-Gee paint) will begin part of its campaign on March 22 with the remainder going on the air before April 5. Thirty-five Southern stations will be used in the nine-week-campaign, using 13 five-minute musical announcements during the daytime. Schedule calls for two announcements for the first four weeks, and one each for the remaining five weeks.

Wadsworth-Howland (Bay State paint) will use five New England stations and two upper New York State stations for its nine-week campaign, starting April 5. Same number of announcements and schedule will be used by this company, but evening time will be used. J. Stirling Getchell Inc., New York, has the account.

## Unusual Sport Items

WBAL, Baltimore, has inaugurated a new 15-minute sports program of an unusual nature. It is handled by Don Riley, well-known local sports announcer, commentator and newspaper man. Instead of dealing with current sporting events he digs up the unusual and calls his program "Strange Things Which Have Happened in Sports". On the opening program he asked listeners to send in unusual sports happenings.

## Cliff Don Heads WALR

Toledo—Cliff Don, newscaster over WSPD here as "Radio Don," has been named managing director of WALR, Zanesville, O. Don was formerly advertising manager for the George B. Ricaby Co. in Toledo and Buffalo.

## Fred Humphrey at WNAD

Ardmore, Okla.—Fred E. Humphrey, one-time program director at WNAD, Norman, Okla., during college days, has been named assistant manager of KVSO, here. Humphrey has been in business here for seven years. He is taking over commercial business for KVSO.

## Benny Show from Hotel

The Jack Benny Jell-O program will emanate from the Hotel Pierre next Sunday with Fred Allen as guest star. Program goes over the NBC-Red network at 7 p.m.

## COMING and GOING

NINO MARTINI is back in New York from a recital at the States Teachers College in West Orange, Pa., on Monday night.

DON WITTHYCOMB, WFIL general manager, is back in Philadelphia after a week-end business trip in New York.

DONALD D. DAVIS, president of WHB, Kansas City, is in New York.

NAT MARGO, professional manager of Ray Music, leaves today for Cleveland.

AL DONAHUE, orchestra leader, and MRS. DONAHUE, sail today on the Queen of Bermuda for a Bermuda date.

LARRY HAMMOND, radio director for Blackett-Sample-Humert, has returned from a two-week vacation.

WILLIAM HOPPE, WBS station relations, has returned from his business trip through the South.

CONRAD THIBAUT of the Packard Program will fly east from Hollywood around the 12th of April to concertize.

R. P. JORDAN of WDBJ, Roanoke, Va., is in New York for a brief visit.

E. C. MILLS, general manager of ASCAP, has arrived in Seattle and will swing around other Coast points before starting back early next week.

DAVE RUBINOFF leaves for Hollywood on April 12 to make a picture for 20th Century-Fox Pictures. No title selected as yet. Will be on the West Coast for more than four weeks.

KENNY BAKER has left for the coast to meet picture commitments, thereby leaving the JACK BENNY show.

## 200 Stations to Get Rexall Spring Spots

(Continued from Page 1)

Ruysdael as one of the announcers. Schedule calls for the use of one or more stations in a city for one week, Mondays through Saturdays. One cent sales run for a week in each city. Disks will use daytime periods Street & Finney Inc., New York, has the account.

## Fox Theaters Running 26-Week Series on WDAF

Kansas City—A 26-week series, calling for three evening broadcasts a week at 5:45 o'clock, will be sponsored by Fox-Midwest Theaters over WDAF under the title of "Let's Go to the Movies." Senn Lawler, the theater unit's publicity director, will comment.

## Telling Their Hobbies

KDYL, Salt Lake City, inaugurated a new feature with the presentation of the first of a series of 15-minute broadcasts called "What Is Your Hobby?" It is planned to invite all civic and business leaders with interesting hobbies to participate in these shows. They are heard at 7:45 p.m. (MST) Thursdays.

**Leo Sava**  
TONIGHT'S BEST BET:  
6:00 to 6:15 p.m.  
JIMMY JEMAIL  
the Original Inquiring Reporter  
WHN DIAL 1010  
AFFILIATED with M-G-M & LOEW'S

### AGENCIES

**J. WALTER THOMPSON** offices in Chicago have enlarged their quarters taking most of sixth floor of Wrigley building in addition to the seventh. Increase necessary due to rise in spot business done by local offices which has almost seven times gross business in the first two months of current year that they had for total of 1936.

**GEORGE BOWLES**, account executive with the Ferry-Hanly Advertising Co., Kansas City, and until recently the conductor of a gossip program on KMBC, is on the west coast until next week working on a new campaign for the Coolerator Co.

**GOTHAM ADVERTISING CO.** has been appointed by Louise Riggs Inc. (vitamin cosmetics) to handle advertising of "Angel Skin." Radio and newspapers will be used. Radio plans are still indefinite however.

**E. T. HOWARD CO.** will handle all advertising for Christian Feigen-span Brewing Co., Newark. Radio is now being used.

### Testimonial Caution Added to NBC Policy

(Continued from Page 1)  
on a program where his fee is being paid by sponsor.

Attention to this part of the NBC Program Policies has been called to the sales staff by Roy C. Witmer, vice-president in charge of sales, the salesmen in turn to be guided accordingly should such a contingency arise with either a client or advertising agency. Witmer's communication reads:

"Testimonials must reflect the genuine experience or opinion of a competent witness. Testimonials broadcast by NBC announcers are not an exception to this rule, whether or not the announcer receives a fee for his services from the advertiser, this policy must be enforced.

"When commercial copy, written in the first person singular, includes endorsement of product to be read by the announcer, it must be clearly stated that the announcer is speaking for the — company, sponsoring the product."

Reminder on NBC policies, incidentally, comes on the heels of Congressman Paul H. Maloney's introduction of a bill in the Senate intended to make radio stars announce at the outset of a program how much they receive for personal endorsements, etc.

|     |     |     |     |
|-----|-----|-----|-----|
| 1   | 9   | 3   | 7   |
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| 21  | 22  | 23  | 24  |
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| 29  | 30  |     |     |

March 10  
Greetings from Radio Daily  
to  
Peter DeRose

### Payne Opposes Radio Lobbying

Washington Bureau of THE RADIO DAILY

Washington—A good portion of the work which the FCC is trying to accomplish is being impaired by the activities of organized radio lobbyists. it was stated yesterday by Commissioner George Henry Payne in a special interview with RADIO DAILY.

"This lobby consists of a few lawyers who claim they can get the FCC to do most anything," said Payne. "What they actually do is to work through subordinates within the FCC and get them to do things they should not do. The FCC should definitely be free from influence of such groups."

Payne said the FCC would cooperate with Congressman Connery in connection with his probe resolution which comes up for hearing tomorrow. He also said he favored Congressman Celler's proposal for a government radio station.

### End Public Hearings On Dickstein Measure

(Continued from Page 1)

the quota feature and directing the Secretary of Labor to pass on applications and to apply to outside interests who know conditions before passing judgment.

The bill is to be considered in executive session a week from tomorrow.

John F. Simmons, chief of the State Department visa office, said he doubted that the measure would greatly disturb international relations. Another who testified was C. Henry Freeman, concert manager.

### Unusual Kiddie Program In 18th Month at WJIM

Lansing, Mich.—An unusual program, titled the "Kiddie's Jamboree With Uncle Howdy", has been making such a hit over WJIM here for the past 18 months that it is attracting countrywide attention and engaging the interest of national sponsors.

The program is a symphonic and modernistic Children's Choir of 250 voices, including 20 soloists, two quartets, two trios and a sextet. Under the expert guidance and friendly conductorship of Howard Finch, "The Kiddie's Jamboree with Uncle Howdy" has become a warm and welcome guest in the hearts and homes of Lansing and its diminutive listeners.

In addition to being a jointly sponsored program over a period of 18 consecutive months for the Lansing Dairy and the Gauss Baking Co., the little voices of the children's choir range from eight to fourteen years and the young singers have their own specially designed and colorful choir books as well as beautiful full-length choir gowns of pale blue. Uncle Howdy uses his own special arrangements and the Children's Choir repertoire consists of swing music, classics, light opera gems, and musical comedy numbers.

There is a daily half hour studio broadcast and a weekly one hour show and broadcast from the stage of the Strand Theater in Lansing. After a recent visit to Lansing and a "guestie" on the Kiddie's Jamboree, genial Al Pearce voiced a coast-to-coast salute to Uncle Howdy and the Children's Choir on the Columbia Broadcasting System Ford Show, "Watch the Fun Go By."

### Tacoma House Passes Ascap Tax Measure

(Continued from Page 1)

bill passed by the lower house taxing Ascap \$3,000 in each county.

Gene Buck, Ascac president, said last night that the bill to tax Ascac \$117,000 annually in the State of Washington was instigated by the broadcasters to make it impossible for Ascac to collect and license the use of copyrighted music in Washington.

Ascac has received information that the broadcasters plan to introduce similar measures in other states, Buck declared.

### Sapolio to Resume

The Sapolio program, which completes its present series of broadcasts tomorrow, will go back on the air at a date not yet determined.

### GUEST-ING

SYDNEY RAYNER, Met tenor, will guestar on Saturday's "Lucky Strike" program.

ANDY IONA AND HIS HAWAIIANS, heard for the first time in the East on the Al Pearce broadcast last night, will make a repeat appearance on the Ford show next week. Group is under the Rockwell-O'Keefe management.

JERRY COOPER is guesting today on the Modern Romances program over the NBC-Blue at 2 p.m.

FLORENCE DESMOND, British impersonator, is guest-artist on the Rudy Vallee program on March 25.

DOROTHY GISH will be guest-artist on the Kate Smith program March 25.

PHIL SLOANE, one of the original Wilton Brothers, famed vaudeville act, will appear with his daughter, MARGOT SLOANE, on her program, "Moments with Margot," on WNEW, Thursday at 9:35 a.m.

ERNST LUBITSCH will appear with Marlene Dietrich and Herbert Marshall in the Radio Theater show Monday, 9-10 p.m., over CBS.

MARGOT GRAHAME, film star, is scheduled for "Your Hit Parade and Sweepstakes," March 20, over CBS.

GELETT BURGESS, author, will be on "Magazine of the Air," March 17, 11 a.m., and IDA A. R. WYLIE appears on the same program March 19.



A LABEL OFF OF A DEALER TRANSCRIPTION SERIES PLANNED BY RADIO EVENTS, INC.

## ANNOUNCERS

**HAROLD NORMAN**, announcer at **KVSO**, Ardmore, Okla., is celebrating. It's a girl. The staff dedicated a program to him recently. It opened with a baby cry sound effect and included such numbers as "Ol Pappy" and "Rocking Chair's Got Me."

**MURILLO SCHOFIELD**, **WDAF** (Kansas City) announcer, last week made a short visit to Tulsa, Okla., where he formerly was connected with **KVOO**.

**ALAN HALE**, sports announcer at **WISN**, Milwaukee, has started a new series of sports casts at 5:30 p.m. The late morning news flashes on this station have been extended to 15 minutes, starting at 11 a.m.

**EDWARD TACY**, chief announcer at **WSPR**, Springfield, Mass., is confined to his bed by the grippe.

**JAMES (Jim) EBERLE**, **WWJ** (Detroit) announcer, will marry Marian Payment of Buffalo, April 3, he disclosed this week.

**BOB STANTON**, ex of **WMCA** and **WNEW**, New York, and **KSD**, St. Louis, has joined **WWJ's** announcing staff in Detroit.

**KEN HOUSEMAN** has left **WXYZ**, Detroit, and is now writing continuity, advertising, and other chores at **WJIM**, Lansing, Mich.

**BILL SLATER** will describe the final events in the I. C. A. A. A. Field Meet at Madison square Garden, Saturday, 10:30-11:00 over the **WJZ** Blue Network.

**W. HOBBS** and **R. C. LYLE** will be the British announcers on the March 19 NBC broadcast of the "Grand National" from Aintree.

**OLLIE O'TOOLE**, Pittsburgh emcee, has joined **WWSW** as staff announcer.

## New WOR Disk Series

A new weekly disk series, sponsored by **Rolls Razor Inc.**, will make its debut Sunday 3:15-3:30 p.m. over **WOR**. It is titled "Let's Get Together", produced by **B. Charles-Dean**, with artists including **Doris Hare**, **Jean Ellington**, **Al and Lee Reiser**, **Glenn Darwin**, **Three Marshalls**, **Peggy Kay** and **Jack**, and **Ernest Chappell** as m.c.



● ● ● **Kenny Baker** left the **Jack Benny** program and returned to the coast because of picture commitments... No replacement... **Mary Livingstone** will sing a song instead... **Lennie Hayton's** successor for the **Hollywood-spot** not yet selected but he leaves next week... **Mike Reilly** is out of the **Hickory House** with **Clarinet-tootin' Joe Marcella** coming in with a **WOR-Mutual** wire... **Cleveland's Les Brown** opens at the **Meadowbrook** tonite and will be aired via **CBS**... **Gordon Graham**, formerly a member of the "Funnyboners", has replaced **CBSlinger Glenn Parker**... **Mark Warnow** auditioned at 2 p.m. yesterday for **Lord & Thomas**... **Arthur Boran** wired **Sir Ronald Linsdale**, British consul, for permission to imitate **King George VI** who has never been heard in this country, and the likelihood is that he'll never be.

● ● ● **Swing enthusiast Tommy Dorsey** has been trying for the past five days to get into the **Paramount** and see **Benny Goodman** but couldn't because of the tremendous biz... **Tommy's hope** is that **Benny** will have the same trouble in April when the former **Paramounts-it**... **David Ross**, the ace announcer, went to **Minsky's Oriental Theater** the other night and was recognized by **Manager Dave Rosen**, who sent an usher over to ask **Ross** to sign the celebrity-book... **Ross** hesitated, then said, "After I see the picture", and continued on his way... **Frank Parker** does a spot for **Nellie Revell** on Tuesday... **Ted Fio Rito** has done "Seventh Heaven" three times on his etherizer... Drop a word of condolence to **Robbins' general manager, Jack Bregman**, on the loss of his sister.

● ● ● **Worthy of network recognition**... **Zeke Manners** and his **Gang** are heard only locally via **WMCA**, yet we're told they receive an average of 2,500 fan letters weekly... **Irving Mills** signed them yesterday to a year's contract for **Master records**... **Jane Froman** has signed with **hillbilly-booker Bill Miller**, who will handle **vaudeville** dates... **Moe Gale's secretary, Claire Ulam**, leaves Saturday for **Matrimony, Preferred**... **Shep Fieds** introduces a novelty this week when every member of the band will play **accordion solos** (two weeks ago they never had touched a keyboard)... **The Vox Pop boys** guestar on **WMCA** Tuesday night... **Edward MacHugh**, the **Gospel Singer**, has just purchased a new home in **Westport, Conn.**... **Andre Kostelanetz** has been renewed for another year on the **ciggle show**... **Nino Martini** leaves for picture work, with **Lily Pons** starring... **Al Goodman**, **NBC** and **CBS** ork leader, down with the grippe, but he won't miss any of his shows.

● ● ● **Gabriel Heater** last night turned down a 5-day-26-week contract via **Mutual** which would start in four months because it meant doing a "repeat" one hour after his eastern airing... **J. Fred Coots** telling everyone about his latest song, "The Woods Are Full of Cuckoos", which he wrote with **Charley Newman** and placed with **Harms**... How to select hit songs: Listen to the tunes the page boys and hostesses hum while around the studio... At **NBC** this week it's "You're Laughing At Me" and at **CBS** it's "This Year's Kisses"... **Herbert Marshall** has set a record of **guestar shots** on **Lux**... He's on **Monday** with **Marlene Dietrich** in "Desire", making it his fourth appearance... **Jack Ingersoll** via **WINS** starts today broadcasting the **37th Annual Bowling Congress** and will continue the daily reports until **May 4**.

## Coming Events

March 15-22: **North American Radio Conference**, Havana, Cuba.

March 18-20: **Hotel Business Promotion Conference**, **French Lick Springs Hotel**, **French Lick, Ind.**

March 24: **Columbia Broadcasting System stockholders' meeting**, New York.

March 31: **Women's National Radio Committee annual awards luncheon**, **Hotel St. Regis**, New York.

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

April 9: **Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment**, **Hotel Commodore**, New York.

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

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

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

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

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

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

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

June 21-24: **American Institute of Electrical Engineers' convention**, Milwaukee.

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

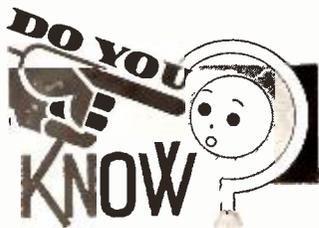
## Boissevain in Series

**Eugene Boissevain**, commentator recently discovered by **NBC**, will be presented in a weekly series of Wednesday discussions under the title of "Micrologue" starting today at 4:15 p.m. over the **NBC-Red** net. **Boissevain** is the husband of **Edna St. Vincent Millay**, poet. He clicked in a recent **NBC** broadcast discussion.

## ONE MINUTE INTERVIEW

## JAMES D. SHOUSE

"It is rather paradoxical that in one case you find a reliance upon radio to do everything and radio does it, and in the other case there is an advertiser who has supported radio with every conceivable aid and has equal success. This doesn't prove anything except to emphasize again our inability to harness radio with rules and regulations to insure its successful use."



Live talent programs on national non-networks last year cost \$11,041,880; transcriptions, \$9,271,545; records, \$108,650; announcements, \$4,225,985.

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

LITTLE Marilyn Miller to join the great radio majority....in flickers....From songbird to icebird in one swoop.... Vocalist Bernice Claire has gone skate-crazy....La Claire and Dick Merrill seen cheek-by-jowling it at Minsky strip-tease palace t'other eve....in kerridge trade regalia....but what does that prove?...they still deny wedlock rumors....According to Ray Lee Jackson, NBC pix-maker, Gina Cigna is almost as gorgeous as her voice....Doris Hare, British comedienne, is a Mayfair Helen Broderick....and the best model he ever had was Edgar Bergen's dummy.... Loretta of Jack and Loretta Clemens con-valescening from appendix abrogation.... Don Bestor's family should incorporate...His wife is on salary as sec and treasurer to Don and the proceeds go into a Mary Ann fund....that being the name of the Bestor offspring....Mary Sabin, statistician of WOR-Mutual press department, at home, indisposed....

Richard Humber's lass on the Monday program is the latter-day Gibson girl, but you should know it's Gogo Delys who's his vocalizing gal Friday....Peggy Tudor will tell the femmes all....from how to chill the Chablis to what he means when he sends white roses, via transcriptions every Wednesday at 11:45 a.m. over WOR....There'll be orchestral interludes....Lois Wilson, flicker-femme, will talk to Jeff Sparks on Sunday about herself, the movies et. al....Charlotte Buchwald, "The Playgoer", will interview Walter Abel, who is Katharine Cornell's behind-the-footlights squire, next Tuesday at 2, instead of her usual 1:45....

Maribel Vinson, skating champ and one of the few femme Fourth Estaters to write about sports.... she tells about swimming, skating and field hockey in the New York Times....will talk sports with Scoop Ward on his "News of Youth" program....When "Pretty Kitty Kelly" premiered Monday eve lady listeners at the studio were invited to comment....Colleen Arline Blackburn, "Kitty Kelly" herself, will attend a party tendered Patty, the canine with a social conscience, who helps raise funds, by the Humane Society....Arline was asked on account of she's a Gael, too....Elaine Howard, who warbles with the Irving Aaronson ork, singing extra-curricular duets with Emil Renan.

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 9 of a Series

**WICC—Bridgeport, Conn.**

500 Watts, Night, 1000 watts, day—600 K.C.

**JOHN SHEPARD 3rd, President      JOSEPH LOPEZ, Supervisor**

WICC, the second radio station in Connecticut, is owned by the Southern Connecticut Broadcasting Corp. Established in 1926 as WCWS, the station today has a primary coverage of a 75-mile radius which includes Southern Connecticut, Long Island and Metropolitan New York. Station is on the air 18 hours daily from 7 a.m.-1 a.m. the next morning.

ON Jan. 1, WICC became a member of the basic NBC-Blue network. It is also affiliated with the Yankee network and the Colonial network. Its present call letters were not used until 1927, when the station was moved from Danbury to Waterbury Conn. In 1930 it was taken over as a Connecticut outlet for the Yankee web under John Shepard 3rd and Joseph Lopez, then chief announcer for WNAC, Boston, was placed in charge. Within five years the following improvements were effected: power increased to 1000 watts, daytime; new studios in the Stratfield hotel; CBS affiliation; new transmitter constructed and effective production of remote and studio production—features for network consumption.

WICC is the only station ever to have received a national citation from the American Legion for its department and auxiliaries. The most distinguished service citation was made to Joseph Lopez, and the distinguished service citation was awarded to the station. Service programs have been aired for organizations such as Boy and Girl Scouts, Parent-Teacher Ass'ns, Chambers of Commerce, religious, educational and municipal departments throughout Connecticut. Network contributions include a series of musical comedies and concert and educational features of Yale University. There are also four network news broadcasts a day originating from the studios of WICC.

IN addition to John Shepard and Joseph Lopez, the staff includes Garo W. Ray, head engineer; Judson La Haye, program director; Richard Voynow, sales supervisor, and Fred L. Rowe, sales manager.

**"Good Will Court"  
Action Dismissed**

(Continued from Page 1)

Radio hour; NBC, Standard Brands, J. Walter Thompson Co., and WMCA. Louis Nizer of Phillips & Nizer represented Alexander. Hallam Richardson represented the plaintiff, and Hugh Williamson of Breed, Abbott & Morgan represented the defendant, J. Walter Thompson Co. Judge Steinbrink decided that Judge Sweedler's arbitration court in Brooklyn could not enjoin the radio program. He decided that Judge Sweedler had given permission to A. L. Alexander to use the name "Good Will Court" and could not withdraw that permission after \$160,000 had been spent to establish the radio program as one of the most popular ever presented on the air. It was testified that 15 million listened to the program weekly. Alexander testified that over 80,000 applications for help had been presented to him, but that when the Appellate Division ruled against attorneys or Judges appearing on such programs, that he immediately stopped broadcasting on the advice of his attorney. Judge Steinbrink stated that he could find no damages. He therefore dismissed the complaint as well as an injunction.

Macfadden Publications and Bamberger Broadcasting Service, operators of WOR, had previously been defendants in the suit, but were released earlier in the case when the program changed sponsors and networks.

**Bendix Gets Air Device**

Vincent Bendix, president of Bendix Aviation Corp., has announced that the Bendix Corp. has purchased manufacturing license rights to the long range, ground-station radio direction finder developed by American Airways. The device will be made available for the first time to the domestic airlines. Its sale abroad, however, has been prohibited by the U. S. government in the interest of national defense. Similar devices developed in other countries have only a fraction of its minimum effective range of 1800 miles.

**COMMENTS**

On Current Programs

**Pick and Pat**

Blackface funsters Pick and Pat are in great form since their recent brief vacation, but on the Dill's program this week there was another highlight. It was the singing of "Chloe" by Edward Roecher, baritone. Roecher put the number over with a bang.

**Good Times Society**

Spiritedly living up to its title, this half-hour program heard over NBC-Blue at 9 p.m. on Mondays never fails to deliver a lively batch of musical entertainment in typical Negro style. The revue has a background of Chick Webb's orchestra, with Ella Fitzgerald, Charles Linton, Juan Hernandez as the potentate, the Ink Spots and the Juanita Hall Choir among its cast. Jazzy harmony, rhythmic vocalizing, and a little humor and philosophy are combined in a colored cocktail that tastes like more.

**Grace Moore**

Grace Moore's singing of the title role in "Madame Butterfly" on the Lux Radio Theater hour at 9 p.m. Monday was one of the season's choice entertainments. The radio adaptation of the Puccini opera was skilfully handled, Miss Moore was in fine vocal trim, and there was good work by Cary Grant as the male end of the love interest.

**NBC in Chi Promotes  
Bud Smith, M'Dermott**

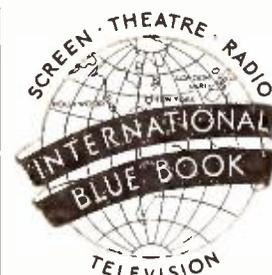
(Continued from Page 1)

five years. He attended Notre Dame University and is a graduate of the University of Chicago. His first job, after leaving school, was as a news-reel cameraman with Fox Movie-tone. Later he sold industrial films, and just before joining NBC in 1932 he was selling for World Broadcasting Co. His home is in Beverly Hills.

**SEITER, CARVER & LIVINGSTON  
PUBLISHERS, INC.**

I shall be glad to subscribe myself and to recommend the book to my friends in the Theatre.

RICHARD ALDRICH



The Blue Book reaches every executive of Radio, Stage and Screen.... Tell them who you are.

425 FIFTH AVENUE, NEW YORK

Telephone: CAI. 5-4854

## ★ STATION FLASHES ★

**F. H. PATTERSON** and **D. E. Patterson** of Garden City, Kans., with **William C. Grove** of Denver have applied to the FCC for permission to purchase **KIUL**, Garden City, from **Garden City Broadcasting Co.**, owned by **H. A. Ellison** and **Frank D. Conrad**. At the time of the station's licensing, it was operated by **KIUL, Inc.**, and 99.25 per cent of the stock was owned by **F. H. Patterson**, but following a reorganization, the station was transferred to **Ellison** and **Conrad**.

When **KVSO, Ardmore, Okla.**, joins the **Mutual Broadcasting System** on **April 1**, the date the **Oklahoma Network** will also begin to feed programs to this **Southern Oklahoma** outlet, according to present plans, the station will probably extend operating time until midnight with the new affiliations. New emphasis on local studio programs will be possible with the new arrangement.

**WSPR, Springfield, Mass.**, has gained another half hour in its broadcasting time. It now goes off at 7:00 p.m. instead of six-thirty.

**John W. Haigis, Greenfield, Mass.**, has applied for a permit to construct a new radio station at **Greenfield** to operate on 1210 kilocycles, 250 watts power daytime.

Two full-time members have been added to the staff of **WHDL, Olean, N. Y.** They are **Frederick G. Meyers**, formerly of the students' program committee of **St. Bonaventure College**, where the station maintains studios, and **Grace Chilcote**, former stock player and femme orchestra leader. **Meyers** will handle special events, publicity and feature writing. **Miss Chilcote** will conduct a program from the **Bradford, Pa.**, studios, directed at the feminine audience.

## 2 Programs Give Time For Anti-Court Talk

The **Ford Motor Co. Dealers' program**, featuring **Rex Chandler's** orchestra, and the **National Biscuit Co.** program heard over **NBC-Blue** network, 9-10 p.m. Friday, will give up their time this week to allow a mass meeting held at **Carnegie Hall, New York**, to be broadcast. Four **U. S. Senators** will speak against President **Roosevelt's** Supreme Court measure. Speakers are **Sen. Copeland, N. Y.**; **Sen. George, Georgia**; **Sen. Burke, Nebraska**, and **Sen. Walsh, Mass.** It has not yet been definitely decided whether or not the **Ford** repeat show, heard 12 mid.-12:30 a.m. and broadcast to the west coast, will be aired.

## NEW PROGRAMS—IDEAS

### Novel Early A.M. Series

Early morning listeners to **KDYL** in **Salt Lake City** are startled each morning at 7:35 by a loud snoring, followed by the metallic clanging of an alarm clock—the novel introduction of this new series. Strictly an informal broadcast, on the air each morning except Sunday, 7:30-8 (MST), the program is good for many laughs and chuckles every day. **George Snell** and **Elwyn Quinn, KDYL** announcers, conceived and execute this somewhat amazing show with sound effects and other extraneous noises plus the addition of popular music.

One recent show concerned fishing. The boys in their meanderings throughout the world caught many an unusual specimen, among them the flying fish, graphically portrayed by the sound effect of an airplane; saw-fish, which brought out the carpenter's saw, and the dog-fish had no trouble getting good representation.

No request is made for mail—but letters for this program almost top the list of locally-produced programs at **KDYL**.

### Marriage Proposals

A new series dramatizing marriage proposals will be introduced over **WMCA** starting **March 19** at 3:15 p.m. by **Newell Davis** and **Fanny May Baldrige**. The broadcasts will present the dramatized story of a proposal—introducing one of the parties present when the proposal was made, following the current trend of real life dramatizations on the radio.

**Davis** is a baritone singer as well as an actor and writer. **Miss Baldrige** also has done writing as well as acting.

### After Dinner Talk

A program of after-dinner conversation, titled "Dinner at Nine," will make its debut **March 15** at 9 p.m. over the **NBC-Blue** network, where it will be a monthly feature. The half-hour broadcast, first of its kind, will originate in the dining room of **Mr. and Mrs. Henry Goddard Leach's** private home in a residential section of **New York** and will follow immediately upon the conclu-

sion of a typically social dinner party while the host, hostess and guests are still seated at the table.

Microphones will be set up among the table's floral decorations. Topic of the first program will be "Is Bridge Destroying Good Conversation." Guests will include **Fannie Hurst, Ford Maddox Ford, Sidney S. Lenz, J. George Frederick** and **Dorothy Thompson**. **Leach** is owner and editor of **Forum Magazine**.

### "Handwriting Sherlock"

Developing a program for the **Blue Parrott Inn, ace Denver** eating spot, as a matter of routine, **KLZ** suddenly found itself with one of the most popular programs originating locally. It is called "Handwriting Sherlock," on once a week for 15 minutes.

Material for the broadcast is secured by means of pads placed on tables in the restaurant, each slip carrying an invitation to write a message to have it analyzed over the air. The station and the sponsor expected to mail out some of the analyses, but the result has been that they have been forced to mail out hundreds. Seems more than 90 per cent of the customers, men as well as women, want their handwriting analyzed.

### Hymns from Church

The **Knoxville Baptist Tabernacle**, who have been heard on Sunday afternoons at 4 for the past few weeks in 30 minutes of well-known hymns, will try as an experiment this Sunday a full hour request program lasting from 4 to 5 over **WROL**. Listeners will be given the opportunity of calling the church during the broadcast and request their favorite hymns.

### "The Dentist Says"

Under the sponsorship of the **Valley District of the Massachusetts Dental Society**, "The Dentist Says," under the direction of **George Wood Clapp, D.D.S., Editor**, is being presented twice weekly over station **WSPR, Springfield, Mass.** The programs are on 15 minutes each Wednesday and Saturday evening. The Wednesday broadcast is a skit for children and the Saturday one a skit for adults.

## Socony and Gen'l Mills Sponsor Baseball Co-op

(Continued from Page 1)

will be heard in the broadcasts to be held in **Chicago** on **April 11-12**.

Other sponsors who will do baseball broadcasts are **The Texas Co.**, on **WCFL, Chicago**, for its third consecutive year with all home games of the **Chicago Cubs** and **White Sox**. **Hal Totten** will do the announcing as in the past. **Hanf-Metzger Inc.**, **New York**, is the agency.

**General Foods Corp.**, (**Huskies**) will do play by play games of the same clubs on **WIND, Gary, Ind.**, with **Russ Hodges** at the microphone. **Benton & Bowles Inc.**, **New York**, placed the account. On the same

station **Wm. Wrigley Jr. Co.** will broadcast re-enactments of the **Chicago Cubs** games both on the road and at home. **Wrigley** owns the **Cubs**.

**Tidewater Associated Oil Co.**, is another sponsor who will use baseball sports broadcasts. On **WFBL, Syracuse**, and **WGY, Schenectady**, **Tidewater** will use **Leo Bolley**. On **WGY** the schedule is **Monday, Wednesday** and **Friday 6:45-7 p.m.**, and on **WFBL**, effective second week in **April**, it will be **6-6:15 p.m.**, and **11-11:05 p.m.**, seven nights a week. Also on **WOR** **Tidewater** will use **Stan Lomax's** sports program three nights a week.

**P. Lorrillard (Old Gold Cigarettes)** already has contracted for **WGN, Chicago**, but it is fairly certain that another **Midwest** station will be added



**LIBBY, McNEIL AND LIBBY** now have spot straight across board at **WGN** at 11:45 a.m. CST. Adding **Dave Bacal** with **Hammond organ** for Saturdays and playing script serial "We Are Four" the other five days. "We Are Four" formerly sponsored by **Musingwear**.

**Dick Welles**, free-lance mikeman, seriously smashed up in auto accident here over week-end.

Two new shows slated for **WBBM** here over **CBS** facilities, one to be sponsored by **Sinclair Refining** with date tentatively set early in **April** and the other for the **National Biscuit** to star **Helen Broderick** and **Victor Moore**.

**Bill Murray**, radio head for **William Morris** theatrical agency, in town most of last week to give his attention to several deals understood to be quite sizeable and also to augment the **Wm. Morris** talent list.

**King's Jesters** signed for another four weeks at the **Blue Fountain Room** of the **Hotel LaSalle** and will continue the **NBC** hook-up.

**Barney Rapp**, **Manhattan** maestro and his band crew in town to open at the **Trionan** where they will broadcast over **WGN** and **Mutual**.

**Ed Cook**, veteran publicitor, ahead of **Charlotte Greenwood** show at the **Selwyn**, is negotiating with **WMAQ** for a once-a-week spot to plug his stanza. Deal, if it goes through, will be the first legitimate show in **Chicago's** history to advertise by this means. Expect to begin week before **Easter**. Show has been here since early fall and since much of the box office comes from out of towners, producers figure that radio will keep production here until mid-summer.

**John Harrington** of **WBBM** nursing a bum shoulder.

for play by play games, possibly **WIRE, Indianapolis**. **Lennen & Mitchell Inc.**, **New York**, services both accounts.

Games set by **General Mills** include broadcasts of the **Cincinnati Reds** on **WSAI** with **Red Barber** as announcer. On **WCAU, Philadelphia**, will split the sponsorship with **Socony-Vacuum** for broadcasts of the home games of the **Phillies** and **Athletics**. Unofficially it is understood that **General Mills** is signing up the radio rights to the games and allowing **Socony** the right to share the sponsorship of whatever games they want. **Bellows** this year has contacted the presidents of the various leagues both minor and major and through them contacted the ball club officials. **Bellows** apparently has a free hand in dickering with the clubs and can close a deal on tie-spot if necessary.

A canvass of the **New York** advertising agencies and radio reps revealed that very little baseball is available for their clients who could use baseball broadcasts in their sales territories.



# Chatter



**T**HE two-part weekly crime show, "Robin Hood Minute Mysteries," sponsored by the Fontenelle Brewing Co. of Omaha and broadcast each Saturday night from KXBY, Kansas City, and KOIL, Omaha, carries a \$50 award to the persons wiring in the first and shortest correct solution of the crime to the two stations, and free cartons of beer to the next fifty solvers of the crime. The cash prize is delivered to the winner by telegraph messenger immediately after the broadcasting of the crime's unraveling.

**Claiborne Mangum, tenor, returns to WPTF, Raleigh, N. C., on March 16 and will be featured Tuesdays, Thursdays and Fridays at 8:15 a.m. under sponsorship of North Carolina Fisheries Inc. Mrs. Lucy Biebl, pianist-composer, will be on the program with him.**

**WHB's Musical Clock, Kansas City's oldest morning time signal program, is now sponsored by Mace-Ryer Jewelry Co., and recently was rearranged to include an employment service and a merchandise giveaway.**

**Levitt & Sons (real estate) are changing their Sunday morning WOR program. Series, heard from 11-11:30 a.m., will feature Barry McKinley, the Charioteers and a 15-piece band in the future.**

**Kieran Balfe has started a morning news broadcast over WWSW, Pittsburgh. The "Chandu" feature also is back on this station, with sponsorship by a local store.**

**Denver Chevrolet dealers are sponsoring one game a day and a five-minute resume of the day's play of the A.A.U. national basketball tournament in Denver, March 14-20, over KLZ.**

**A new Sunday afternoon series featuring the songs of Gene Austin, accompanied by Candy and Coco, began Sunday on WDNC, the Herald-Sun station in Durham. For some time, Austin has been a regular feature of WDNC, being heard on a number of transcribed shows, and for at least one other sponsor. The trio will appear under the banner of Montgomery & Aldridge (tire dealers).**

**MOTION PICTURE LIGHTING AND EQUIPMENT CORP.**  
WE FURNISH  
Electrical Lighting Equipment of Any Kind  
**FOR RADIO STATIONS**  
244-250 WEST 49th STREET  
New York City Tel. CHic. 4-2074

**E**D TURNER, who graduated from dramatic stock to radio, is doing a good job down in Knoxville, Tenn., where he directs the productions of the WNOX Mystery Club. Jim Foster, WNOX continuity writer, does the scripting of the dramas, all originals. Audience interest is said to be considerable. WNOX is the Scripps-Howard station in Knoxville.

*William Huggins has joined the staff of WNOX, Knoxville, Tennessee, Scripps-Howard station as secretary to O. L. Smith, commercial manager.*

**Earl O'Fallon has been named WNOX house manager. Duty will be to keep 800 seat auditorium running smoothly. WNOX charges admissions for all auditorium broadcasts, of which station averages 20 weekly.**

*Nelson Eddy's personal appearance at the Municipal Auditorium, San Antonio, has been changed to May 6.*

**Vincent Layton has been added to the musical staff of KABC, San Antonio, as pianist.**

*Raymond Bryant of Atlanta and Helen Fleckenstein of Zelenople, Pa., will middle-aise it next month, according to word from KDKA, Pittsburgh, where Bryant is a member of a hillbilly gang.*

**Dorothy Whitehead of WICC, Bridgeport, was on the sick list last week.**

*Reed Snyder, WHO engineer, supervisor of studio operation, was elected president of the Y. M. C. A. Movie and Camera Club of Des Moines last week.*

**Ed Harvey, program director at WCAE, Pittsburgh, reveals that he got the idea for his favorite feature, "Our Family," while vacationing at a lake resort near Chicago. A family in a neighboring cottage supplied the inspiration. Another WCAE program, "Future All-Americans Club," written by Jimmy Murray, origi-**

**ner of Montgomery & Aldridge (tire dealers).**

*Returning to WDNC, Durham, after making transcriptions in Hollywood, the Kaybee Songstress (Cleo Brown) appears three times weekly, Mondays, Wednesdays and Fridays at 6 p.m. Her new series of five minute broadcasts is sponsored by the Kaybee Stores.*

**Strange scenes and stranger happenings in little-known parts of the Argentine will be described by Ben Adams, lecturer and traveller, in two international broadcasts from Buenos**

**Aires, to be heard tomorrow and March 18 at 7:15 p.m., EST over the NBC-Blue network.**

*"The Four Showmen," who have been auditioning for several commercials, have completed a short with Rudolf Friml, Jr.'s, Orchestra. Several of the elder Friml's songs were used.*

**Jake Rachman is now writing the radio news in the Omaha Bee-News, taking over the duties from Bill Wiseman, whose work as promotion manager keeps him too busy. Rachman also does the paper's movie columns.**

*Milton Berle's Sunday night WABC commercial will emanate from the Coast for at least another month because revision in the script of the comedian's new picture for RKO has delayed the production schedule.*

**Mrs. Alice Gorham of the publicity department of WXYZ, Detroit, gave a talk Friday before the Greater Detroit Motion Picture Council.**

*Gene O'Fallon, manager of KFEL, Denver, together with Sportscaster Bill Welsh and Engineer Paden Veatch went to Bozeman, Mont., with the station's mobile unit and remote control equipment for the two-game play-off series of the Denver University Basketball Team vs. Colorado University.*

**Jerry Lester, comedian, who succeeded Henny Youngman at the Yacht Club when the latter joined the Kate Smith programs, has been breaking in a series of broadcasts on a Brooklyn station, under an assumed name, before presenting the show for network auditioning. Lester has appeared on the Carefree Carnival and Shell Chateau.**

*Tommie Johnson, advertising manager for KOMA, Oklahoma City, is in a local hospital for couple of weeks undergoing an operation.*

## ☆ "Quotes" ☆

**JOE COOK:** "A great comedian is one who amuses all who see and hear his performances—kids and grown-ups alike. Real humor must be simple. Unclean comedy appeals only to 'classes'. Many do not understand risqué jokes, especially chil-

**ZINN ARTHUR** will be aired on Thursdays, 10:30-11 p.m., over WHN, in addition to his Wednesday and Friday airings.

*Red Nichols celebrates his premiere as a baton waver in Chi by playing waxed version of his first recording "Chicago" when he opens in the city of that name, with a CBS wire, March 19.*

**The Braun Organization, Chicago music publishers, will open an office in the Brill Building, New York, with William Ortmann taking charge.**

*With "Coronation Waltz" launched, Major Music Inc. goes to town with "Words Fail Me," by Sylvan (Bob's brother) Taplinger and Bob Dale.*

**"There's Nothing So Lovely As Love," introduced by Vincent Lopez is the joint product of the labors of Marion Cooper, Jr., ex-Annapolis man, and his mother Pauline Learnard. Mills, Inc., are the publishers.**

*Rudy Vallee will do a repeat on the Social Security Song, "I'm in Love With 2340-567," with new and additional choruses on his Thursday broadcast. With him on the program will be Milton Douglas, Mary Boland and the Hamilton College Choir.*

**dren, and the laughs provoked by risqué jokes are not 'genuine laughs'. They are brought on more by the comedian's boldness than by the entertainment he gives."**

**ALEXANDER WOOLLCOTT:** "All the town criers in France have formed a union. There are 20,000 of them. It seems they're tired of patrolling the streets. They want a microphone set up in each town hall so they can broadcast their announcements without going out into the rain and snow."

**GRADY COLE (WBT, Charlotte):** "Trouble and fame affects some people much as soaking a bean in water affects the bean. The bean swells and, by cracky, it soon bursts, which purifies into bust."

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTES

WJZ-9:30 P. M. E.S.T.—Mondays  
NBC Network

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

## CELLER IS PUSHING HIS FEDERAL STATION IDEA

By PRESCOTT DENNETT  
RADIO DAILY Staff Correspondent

Washington—Coincident with the departure of the American delegation for the North American Radio Conference in Havana, Congressman Emanuel Celler yesterday conferred with the State Department in an effort to advance his bill providing for a federal radio station to operate on an international channel. Celler said he would also confer with FCC Commissioner George Henry Payne before asking formal hearing date before the House Committee on Interstate and Foreign Commerce.

Amendment to Celler's bill would allow the government to turn the channel over for private use when not needed for government business.

The Havana delegation sailed Monday night on the Fairfax from Baltimore. Initial conference will deal chiefly with allocation frequencies in North America, leaving the short wave situation in South America for consideration at the fall conference when all the Americas are expected to be represented.

### New Biz on WNEW

Bigelow Sanford Carpet Co. has purchased three 15-minute periods over WNEW, Tuesday and Wednesdays, 8-8:15, and Sundays, 10-10:15 a.m. The former will be transcriptions featuring Blubber Bergman and the Sunday programs will feature Hollywood recipes.

Hearn's store has bought fifteen 15-minute spots.

"20 Grand Cigarettes" have bought seven announcements a night, six nights a week, on "The Milkman's Matinee," starting March 15.

Mi-Oun Baking Co. has bought a 13-week series of spot announcements, daily except Sunday between 9:35 and 10 a.m.

Michaels' Credit Department Store, Newark, will increase its program to a half hour, 5-5:30 p.m. every day except Sunday. Ted Webbe's "Man on the Street," is the name of the show.

### WOR Promotion Book

An elaborate promotion book titled "Of These We Sing" is being delivered to the trade today via mail by the WOR sales promotion department.

Piece is a 64-page 9" x 12" affair in varied colors, and the contents are divided into four parts, as follows: Radio Homes, including population, etc.; major retail fields and their sales; income and expenditures, and basic rates. Processed colors are used throughout.

## SELLING THE STATION

... Merchandising \* Showmanship \* Exploitation

### Fan Radio Magazine

Omaha—The Radio News Tower, published by WOW and edited by Advertising Manager Howard O. Peterson, assisted by News Editor Foster May, a former newspaperman, has reached a paid circulation of 3,000.

The publication, started only last October, is offered listeners to WOW at 12 copies a year for 50 cents. Peterson said its aim of providing a visual link between station, listeners and advertisers has been fulfilled. The sheet is illustrated and presents station chatter, personalities, lists new stars and programs on national nets and a full month's radio program.

### Tie-up With Theater

WEAN, Providence, is tied up with the Strand theater in two programs now being aired. First is a six-day-a-week sustaining sidewalk interview, with pedestrians being queried by station announcer and handed a pair of theater comps for their trouble. Second is listed as a "Youths' Opportunity Program" and has youngsters under 17 being auditioned at radio station, then taken to theater for Saturday morning stage appearance, which is broadcast. Theater audiences pick five favorites, with listeners-in selecting by mail three out of these five. Finals will

come in four weeks, with cash prizes to winners on that program. Theater gives book of tickets to winners of each weekly broadcast.

### WBIG "Facts" Folder

To impress upon sponsors and agencies the value and potentialities of the market it serves, WBIG of Greensboro, N. C., issues a convincing folder entitled "Facts and Data."

In addition to containing the usual maps, charts, lists and various testimonial matter, the folder reflects the efficiency and aggressiveness of its managing director, Major Edney Ridge, and his capable staff including Program Director Ernie Smith, Chief Engineer Earl Allison, Publicity Director Virginia Wilson McKinney, and others.

It is evident that the WBIG folks take great pride in their station and that this same interest is extended to its advertisers and listeners.

### New Sets Ready

Wholesale Radio Service Co., Inc., of New York has announced its new line of Lafayette receivers for spring and summer. Over 25 different types of receivers, including farm, boat, and automobile models, ranging from 4 to 24 tubes and priced for every pocketbook, are found in the new line. A special set suitable for the "Trailer" is one of the feature items.

## Varied Viewpoints

### Radio's Potentialities

#### For the Advertisers

RADIO is not a cure-all, and yet there are few advertising objectives which cannot be achieved by the discriminating advertiser, although I will admit that in radio, as in every other medium, there is no substitute, ultimately, for the trial and error method.

There seems to be in radio a fantastic and elusive quality that prevents many of us from ever feeling that at last we know the answers. I think in a large measure this is due to the fact that in radio we deal with a terrific potential. Like a high voltage wire, it can carry a tremendous force—a tremendous force which can accomplish for an advertiser almost anything within reason that the advertiser wishes to accomplish. Like a high voltage wire, it has a wallop and like a high voltage wire it's not a good medium to play with.

These observations, in a sense of the word, are a reflection of a very basic principle of economy. I remember in Professor Taussig's "Outline of Economics" he makes quite a point of the fact that the amount of return on an investment, whether it be a security or a business investment, inevitably is in direct ratio to the amount of risk assumed with the security or in the business. So in radio we are dealing with a powerful force, and from an advertiser's stand-

point, a force which, when directed and harnessed sensibly, can yield a tremendous return on an investment. But which, if handled half-heartedly and without real thought and real effort, can cost an advertiser a lot of money and accomplish little.—JAMES D. SHOUSE, president KMOX, St. Louis.

### Preserving Melody

#### Aim in Orchestration

THE purpose of an orchestration is to build up, to round out, and to concentrate attention upon the melody of the composer.

The process of orchestration is clearly-defined. First the maestro's objective is to preserve, above all, the intrinsic melody. For this the most suitable key must be selected. This key must be consistent with the demands of the particular group of instruments thought best fitted to carry out the mood of the main theme. If, as in some cases, there is a secondary or obligato strain, the harmonic requirements of this problem are next to be treated.

"My theory for preserving the charm of present-day popular songs," he says, "emphasizes directness. The less elaboration the better. What possible sense is there in playing 'Minnie the Moocher' as Mozart would have—which he never would have. You might just as well expect us to

## WEED & CO. SURVEYS THE TELEVISION FIELD

That station representatives are not letting grass grow under their feet in so far as television is concerned is indicated in the comprehensive survey of tele developments being undertaken by Weed & Co., station reps. According to Joseph J. Weed, head of the organization, the primary purpose of the study of sight transmitting progress here and abroad is to accumulate first-hand reference data on "the newest adjunct to radio advertising," but in his opinion it is most practical to obtain a complete knowledge of the new art during its pioneer stages. This, he believes, will eliminate a wild rush for information when visual commercial programs go on the air.

While many broadcasting stations will ultimately have direct interests in television transmitters, Weed holds that even those which remain on a strict "sound" basis will have to be well versed in the art of tele. Non-participants as well as those actually with a finger in the tele pie, should keep themselves informed so that trade advantages of commercial broadcasting can be adequately weighted against those of commercial television. It is important says Weed to be informed on a competitive field. Experiments here and abroad leads Weed to believe that the art is nearer than generally known and the 441-line move a great step forward.

Although British television will not go to commercial, their experiences will prove of value here to advertisers when the FCC allots the tele licenses, Weed pointed out.

play Mozart in the Calloway hi-de-ho style. Very few are sufficiently familiar with both types of music to give such experiments any point. When my orchestra plays, and my chorus sings, for example, 'The Blue Danube' I want it to sound like the romantic, lilting waltz Strauss meant it to be. And I make my orchestration with that constantly in mind. And believe me, there's no attempt to 'arrange' the gay waltz into somebody or other's 'impression of an indigo fantasy'. We keep it romantic, pert, and Viennese — as written!" — ANDRE KOSTELANETZ.

### Newscasts in Demand

Birmingham—As a result of demand for WBRC's 15-minute news-cast four times daily, only one period is now sustaining and several sponsors have shown an interest in it. El Rio Tan Cigar has taken the 9:30 p.m. spot, while Mento-Mulsion has the 8 a.m. period. A soft drink has the noon period. Bill McCain is doing the news and station is using INS.



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 22

NEW YORK, THURSDAY, MARCH 11, 1937

FIVE CENTS

## Farm Survey By NBC

### Looking On ... AND LISTENING IN

**PULSATING** There is no better way for an industry to feel its pulse than through the medium of a trade paper devoted exclusively to its interests; and RADIO DAILY, although still young in the field, has begun to pulsate in a most reassuring manner.

What stands out above all else in the growing mass of correspondence, news releases, telephone calls and other communications that converge upon this nerve center is the fact that the radio business has the most wide-awake, intelligent, enterprising and public-spirited bunch of executives that ever graced an industry.

That is why radio has been able to combine superior entertainment and commercial functions so efficiently.

That is why it has so comparatively few "trade problems" and "trade evils."

That is why radio programs, radio advertising results and radio business in general are steadily moving upward.

**PUBLIC SERVICE** Nothing better exemplifies the mental caliber and civic-mindedness of broadcasting executives than the number and diversity of public service programs being offered on the air at present.

Picking from at random a recent newspaper listing of the programs of this type on WHO, Des Moines, we find eleven newscast, seven programs on religion, six on education and nine on various other topics of community welfare.

And this doesn't include the musical and other programs that also do their  
*(Continued on Page 2)*

### WMAZ, MACON, GA., JOINS CBS NETWORK

Macon, Ga.—WMAZ, owned and operated by Southeastern Broadcasting Co., Inc., will join CBS as a supplementary station sometime in April it was announced yesterday by E. K. Cargill, president and general manager of the station.

WMAZ now has a petition pending before the FCC for full time operation and there is a bare possibility that the station may not join CBS until next fall. Present license allows the station to operate 9:45 p.m. in April, 10 p.m. in May and 10:15 p.m.  
*(Continued on Page 4)*

### Life Insurance Week Will Use Disk Series

National Life Underwriters will use radio and white space to promote Life Insurance Week, tentatively scheduled for May 17-22. It was originally set for May 11, but was postponed because of a conflict of dates with another organization.

Harry S. Goodman will again handle the radio end, which includes  
*(Continued on Page 4)*

### Cycle Trades Starting Network Series April 1

Cycle Trades of America, New York (bicycle trade association) will begin its first network program on April 1 over a nationwide NBC-Blue  
*(Continued on Page 7)*

## "March of Time" for Servel; Adding More CBS Stations

### Commercial Radio Invades New Zealand

Auckland, N. Z.—First station in New Zealand to obtain commercial license is 1ZB. Station opened in spite of considerable press opposition. Three more stations are to be authorized shortly at Wellington, Christchurch and Dunedin. Commercial radio apparently is here to stay.

## Comprehensive Picture Presented Thru Study Made in 25 States--Cash Farm Income in 1936--\$7,850,000,000

### Quick Change

St. Louis—George Sauer, wrestling announcer for WTMV, is perhaps the only mike spieler who can wrestle in a preliminary bout and then describe the main affray of the evening. A former middle-weight mat champ, he describes the matches at St. Paul Social Center each Wednesday night.

## NESTLE'S AUDITIONS HILL AND WARNOW ORK

Nestle's Chocolate has auditioned Edwin C. Hill and the Mark Warnow orchestra for a contemplated CBS network program. Nothing set yet. Agency is Lord & Thomas, Inc.

### Hecker Is Launching Spot Series in April

Hecker H-O Co., Buffalo (Force cereal), will start a spot announcement campaign on an unannounced list of stations the middle of next month. Stations selected will be in the Eastern market conforming with Force's distribution. Plugs will vary  
*(Continued on Page 7)*

Newest promotional piece just off the press, entitled "Money at the Crossroads," is being mailed by National Broadcasting Co. to advertisers and agencies, the book containing a summary of a report made for the network by Charles Morrow Wilson, well known author and writer on rural subjects.

Wilson opus is an "intimate study of radio's influence upon a great market of 60,000,000 people..." Summary also takes into account the views of 41 representative county agricultural agents and includes tabulated listing on "What radio means to the farmer," and "How radio af-"  
*(Continued on Page 7)*

## CHEVROLET CAR RENEWS LIVE TALENT PROGRAM

The CBS Chevrolet Motor Car program, heard Sunday 6:30-7 p.m., has been renewed for an additional 13 weeks beginning with the broadcast of April 18. Dave Rubinoff is the only artist set, Jan Peerce and Vir-  
*(Continued on Page 7)*

### Prall Is Re-Appointed Chairman of the FCC

Washington Bureau of THE RADIO DAILY  
Washington—Chairman Anning S. Prall, was re-appointed Chairman of the Federal Communications Commission for one year, by President Franklin D. Roosevelt.

### Benny From Chicago

Jack Benny program will be aired from Chicago on March 21. Controversy seems to center around Benny not wanting a huge audience, on one hand, and sponsors seeking a studio larger than the one available at NBC, where the Fleischmann program uses the large 8-H studio at 7:30, making it unavailable at 7 p.m. for another half-hour show.

### KXL Changing Hands

Portland, Ore.—H. B. Read, owner and operator of station KXL, yesterday announced the sale of station to T. W. Symons, Spokane, and E. B. Craney, Butte, effective with the renewal of the station's license by the FCC April 11. It is reported that Read's 80 per cent of the stock was sold for \$20,000. T. W. Symons will assume active charge of the station.



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JOHN W. ALICOATE : : : Publisher

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

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# FINANCIAL

(Wednesday, Mar. 10)

## NEW YORK STOCK EXCHANGE

|                 | High      | Low     | Close   | Net Chg. |
|-----------------|-----------|---------|---------|----------|
| Am. Tel. & Tel. | 178       | 175 3/4 | 175 3/4 | - 2 1/8  |
| Crosley Radio   | 25 1/2    | 24 3/4  | 24 3/4  | - 1/4    |
| Gen. Electric   | 62        | 61 1/4  | 61 1/4  | - 1/4    |
| North American  | 30 1/2    | 29 3/4  | 29 3/4  | - 5/8    |
| RCA Common      | 12 3/8    | 11 3/4  | 12 1/4  | + 1/4    |
| RCA First Pfd.  | 79 1/2    | 77 1/2  | 79 1/2  | + 1 1/2  |
| RCA \$5 Pfd. B. | (100 Bid) |         |         |          |
| Stewart Warner  | 19 1/2    | 18 3/8  | 19 1/8  | + 3/4    |
| Zenith Radio    | 37 3/8    | 37 1/8  | 37 3/8  | .....    |

## NEW YORK CURB EXCHANGE

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

## OVER THE COUNTER

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| CBS A             | 57     | 58 3/4 |
| CBS B             | 56 1/2 | 58 1/4 |
| Stromberg Carlson | 17 1/2 | 18 1/2 |

### Boran to M.C. for Rotary

Arthur Boran, CBS mimic, will emcee the Annual Rotary Club Convention to be held in Springfield, Mass., on Saturday. Russ Morgan and the band will furnish the musical atmosphere.

### 4 Sponsors for Ida Allen

Ida Bailey Allen has just acquired a new sponsor for her "Homemakers" program on WHN making a total of four. Sponsor's name is Western Growers Protective Association. The product is Iceberg Lettuce.

**BIRTHDAYS**

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

March 11  
Greetings from Radio Daily  
to  
Andy Sanella  
Ramona

## Innovations for Gen'l Mills Program

West Coast Bureau of RADIO DAILY

Los Angeles—Two innovations, a complete portable studio soundproofed and equipped to plug in over telephone connections, and a candid mike, for giving eye witness accounts of current events, will make their radio bow in the new General Mills program which starts a 5-days-a-week series over NBC's Pacific Coast Red net on Monday.

For the first week, the trailer and candid mike will be rolled on to movie sets, a new one each day, describe sets, filming and details from the big movie lots, with special guest interviews.

Monday the trailer will work from 20th Century-Fox lot; Tuesday from Universal; Wednesday from Paramount; Thursday from RKO and Friday from Samuel Goldwyn studio.

Bob Baker, picked after a three day audition, will announce the hour, do the candid mike stuff, and Louise Roberts will act as fashion scout. Program will run 15 minutes, make its appeal to women on the 11:45 to noon period.

# Looking On

... AND LISTENING IN

(Continued from Page 1)

bit of service in cheering and amusing the public.

Incidentally, the classifying of Public Service Programs in a special two-column box, like the newspaper listing used by WHO, seems a very good idea.

It makes a handy reference—and at the same time impresses the public with the radio station's civic value.

## First 2 Programs Set In WBNX "Radio Clinic"

First two programs in WBNX's "Radio Clinic," which starts Sunday at 5:30 p.m., have been set. Initial broadcast is entitled "Blood for Sale," with professional blood donors participating, and the following Sunday a new technique in the cure of blindness will be dramatized.

Since the "Clinic's" original announcement, which brought about considerable criticism, the set-up has been revised with a view to eliminating the features declared to be objectionable. After the storm of comment, WBNX stated that the motives of the series had been misconstrued.

The new program will be under the direction of a bacteriologist and instead of having patients parade before the microphone with their ills, there will be dramatizations by a professional cast. These dramatizations will be records from medical history and are intended to be symbolic of the advances made by medicine in the control and combat of disease. They will be augmented by the appearance, wherever possible, of the actual patients involved in the dramatizations selected for broadcasting.

### Nu-Enamel Renews on WHN

Eastern Nu-Enamel Co. has renewed its contract for announcements over WHN, sponsored by both the Nu-Enamel Co. and its dealers. The contract is for a 25-week period. Neff-Rogov, Inc is the agency handling this account.

## NBC Station Auditors Convene Here April 26

For the first time in NBC's history all auditors of its owned and operated stations will be brought together in New York on April 26. Purpose of the get-together is to have the personnel meet the New York auditor staff and hold discussions leading toward closer fiscal operations.

Meeting will run for three or four days, and will be in the charge of Alfred H. Morton, manager NBC operated stations department. Production men from the same stations have been brought in recently for conferences with W. S. Rainey NBC director of production, and Thomas Hutchinson, his assistant. They also received talks from heads of the various production divisions such as Ray Kelly of sound effects. Later it is planned to send Rainey and Hutchinson out to visit the various NBC owned and operated stations around the East with Clarence Menser, NBC Chicago production head, covering the Western stations.

## KGO, San Francisco Seeks Power Increase

San Francisco—KGO, the NBC-Blue Pacific outlet here, has filed an application with the FCC for a power increase to 50,000 watts. Station is owned by General Electric and now operates on 7,500 watts on 790 kcs. KGO's sister station, KPO, is now operating on 50,000 watts.

## Gibbons Leaving Nash

Floyd Gibbons, currently heard on the Nash Speedshow, heard Saturdays from 9-9:30 p.m. over the CBS network, leaves that show after the March 20 broadcast. Grace Moore has already been signed to the program for a series of 15 broadcasts, which will begin on March 20. J. Walter Thompson Co., New York, has the account.

## Galbraith Joins Chi. NBC

Chicago—John D. Galbraith, former western manager of John B. Woodward, newspaper reps, has joined the NBC local network sales department.

# COMING and GOING

HERBERT V. AKERBERG, CBS vice-president in charge of station relations, is expected back at his desk tomorrow.

A. R. WILLIAMSON, NBC Chicago press head, is in New York for a visit.

PAUL WHITEMAN leads orchestras in Baltimore and Washington on the 16th and 17th before returning to New York.

L. WOLFE GILBERT will spend a few days in Chicago on his way east from Hollywood, and arrives in New York about March 18.

ROY ATWELL, stuttering comedian, is flying to the coast to appear on next Tuesday's Jack Oakie program.

ED HERLIHY, NBC announcer, left for Boston to visit his mother and will return to New York tomorrow.

BENNY FIELDS and BLOSSOM SEELY returned to New York from Florida and are stopping at the Warwick.

DR. SEYMOUR M. SIEGEL, director of the program division of the city-owned station WNYC, sails today on the Lafayette for a ten-day cruise.

A. RALPH LAZRUS, sales manager of Benrus Watches, sails on the Lafayette also.

WALTER WICKER, producer of Today's Children arrived in New York yesterday from Chicago, to visit his wife, Irene, the Singing Lady.

MRS. LOUIS K. SIDNEY, wife of the managing director of WHN, and son, GEORGE, leave Palm Springs today and plane to the coast for three weeks and then return to New York.

## Television Film Preview On Don Lee-Mutual Net

West Coast Bureau of RADIO DAILY

Los Angeles—Don Lee-Mutual will air a film preview by television Saturday night when the Metropolitan Water District's production, "Empire of the West," goes out by sight and sound over the combined television transmitter W6X80 and the 10 stations of the Don Lee chain. Picture is in three reels. Don Kinsey, water district director, and other officials will hold special viewing party at D.L.'s receiving plant at the head of Silver Lake, picture starts 8:15, runs 30 minutes.

## G. D. Crain, Jr., on Air Via WMCA School Show

G. D. Crain, Jr., publisher of "Advertising Age," will be interviewed on WMCA today at 5:45-6 p.m. by Don Kerr, master of ceremonies on the station's High School Reporter program. Crain will be interviewed on the annual high school and college students essay contest on advertising, essays being limited to 1,000 words or less.

**Leo Says**  
TONIGHT'S BEST BET:  
8:30 to 9:00 P.M.  
N. Y. U. Forum of the Air  
Supreme Court Series  
**WHN DIAL 1010**  
AFFILIATED WITH M-C-N & LOEW'S

☆ Chatter ☆

**DICK BURRIS**, program director of KFYR, Bismarck, N. D., has received a big mail response from listeners as a result of his talk against studio audiences. Burris conducts a program called "The Studio Reporter."

*John New, WTAR sales manager, is back in Norfolk after a trip to Washington and Baltimore.*

Dick Wynne has been pinch-hitting for Ernie Smith on the Sportsline program heard over KYA, San Francisco, and CBS stations. He presents a resume of the outstanding sports events of the day, gleaned from the four corners of the nation.

*Frederick Ragsdale, former technician at Seattle's KOL and member of the "Sunrise Express" of that city, has joined the staff of KEHA at Los Angeles.*

Bill Gillespie, vice-president and general manager of KTUL, Tulsa, Okla., is on the air each Sunday morning, 8-9, with the Tulsa Tribune Comics. Gillespie formerly did a similar series for WMBD, Peoria, Ill. The narrative of the program is given by Bob Holt of the KTUL staff. A cast of staff artists is used with sound effects in dramatizing the comic sheets.

*Henrietta Jordan, formerly pianist at WIL, St. Louis, is now the ivory tickler at the Eastlian, resort near that city.*

William H. West, vice-president and general manager of WTMV, East St. Louis, has gone to Florida to join his wife and family for a brief spell. Woody Klose will pinch hit for West. Lester E. Cox, WTMV president, recently returned from a South American trip.

*WCCI (Bridgeport) Items: Edith Jolson continues her Thursday night programs despite a recent auto accident . . . The Mariners, who recently made their debut with Don Ferdi's ork, go into a Thursday night spot at 7:45 p.m.; Charley Day, Tony Esposito and George Underhill comprise the trio, with George Hendricks at the piano . . . Frank Foti has returned to the WICC mikes after guest-conductorship triumphs in Hartford.*

**Southern Pacific Series**

*West Coast Bureau of THE RADIO DAILY*  
Los Angeles—To plug its new Daylight Limited between Los Angeles and San Francisco, Southern Pacific, through Lord & Thomas, placing two days of spots on six local stations, using half hour on KFI. Spots invite public to view train, at Expo park.

**NEW PROGRAMS—IDEAS**

**Imaginative Auto Races**

A novel broadcast production heard on KYA, San Francisco, is that entitled "San Francisco Motordrome" in which the narrator gives an imaginative description of an automobile racing program. It is broadcast 1:30-2:00 p.m. every Sunday.

The event is handled most ably by Sportcaster Gordon Owens. His word picturization of the auto racing track, the whizzing snorting mechanical demons of speed and their keen-eyed and alert drivers is as realistic as though he were describing an actual race. Owens gives his listeners a thrilling word-picture of the supposed races, bringing to the auditor all the color excitement of a real auto race. The program is sponsored by Warren Boyd, Packard motor car dealer, who stresses his used cars in the radio copy.

**17 Easter Broadcasts Being Offered by NBC**

Seventeen religious broadcasts, including Easter Sunrise Services and special programs of church music and Easter sermons, will be presented by NBC from Palm Sunday, March 21, through Easter Sunday, March 28, in observance of Holy Week.

Five Sunrise Services, following the rising sun from New York to San Francisco, will be heard over NBC networks on Easter Sunday. These services will be broadcast from Corlears Park, New York; the Municipal Theater, St. Louis; the Grand Canyon, Arizona; Soldiers Field, Chicago, and Mount Davidson, San Francisco.

A series of Holy Week Vespers will be presented Monday through Friday, March 22 to March 26, from 5:45 to 6:00 p.m., EST, over the NBC-Blue Network. With distinguished New York pastors participating, the Vesper services will be presented by NBC in co-operation with the Federal Council of Churches of Christ in America and the City, County and State Federation of Churches.

On Good Friday the fourth annual performance of Brahms "Requiem" will be presented over both the Red and Blue Networks by the National Broadcasting Company. The famous "Requiem" will be performed by the NBC Symphony Orchestra and 80 voices from the St. Thomas' Men and Boys Choir, the Julliard School of Music, and the Aeolian Choir of Trenton, N. J., under the direction of Dr. T. Tertius Noble of St. Thomas' Protestant-Episcopal Church.

A special Norwegian program of sacred music and an Easter sermon, to be broadcast over the NBC-Blue Network and by short wave from NBC station W3XAL at Bound Brook, N. J., to Oslo, Norway, on Easter Sunday will conclude the list of religious programs. In addition to broadcasts of religious nature NBC also will present many other Special Easter programs.

**"Train Time" Series**

Chicago—"Man on the Street" curb-stone interviewing program heard on WBBM for last 18 months, has been cancelled to make way for newest type of "human interest" radio program. New show is "Train Time" with John Harrington conducting series of interviews with travelers in concourse of Northwestern terminal here.

Show is to be heard six times weekly with schedule being Tuesday, Thursday and Saturday at 1:00 p.m. CST and Monday, Wednesday and Friday at 4:30 over the local CBS outlet. Harrington will spend several hours daily in the depot selecting persons to be interviewed in broadcast, which is sponsored by Nelson Brothers Storage Company.

**New KYA Transmitter Goes in Action Soon**

San Francisco—Construction of KYA's new up-to-the-minute 400-foot transmitter tower and ultra-modern transmitter house in the south section of San Francisco is well under way and will be ready for operation in a short time, according to M. E. (Bob) Roberts, station manager. A complete new RCA 5,000-watt transmitter is being installed by the station.

The transmitting quarters and tower for KYA are being constructed on a high knoll in Bay View Park, on the southern end of the city.

According to KYA's Chief Engineer, Paul Schulz, the top of the gigantic vertical radiating antenna tower will reach an approximate height of 810 feet from sea level. The tower proper will be 450 feet tall. It will sit on a foundation that will be more than five feet tall and the elevation of the knoll on which it will rest is 355 feet above sea level. The foundation for the tower is practically complete. Schulz reports, and soon the steel structure will begin to go up. At the foundation, the tower will be 30 feet square. A flashing beacon will be perched atop the tower when completed and may be seen for miles away.

Schulz points out that from the transmitting headquarters at Bay View Park, one can get a panorama of the whole area that will be serviced by the new and greater KYA. The station's signals will go out undisturbed by obstructions of any kind—such as high buildings, other structures, trees, or hills. KYA's mammoth antenna tower will be over and above all of these, assuring an uninterrupted and true signal at all times.

**ANNOUNCERS**

**YOUNG MEN** aspiring to become radio announcers are being given the opportunity of convincing KYA (San Francisco) program directors of their ability during the Micro-Tyros program. Each Monday night a group of amateurs will be brought to the microphone and asked to do certain things that announcers are expected to be able to do. They will be judged by the radio audience. The winner each week will be presented with a prize and his name will be placed on the list of prospects from which will be chosen the next voice to fill a possible opening on the KYA staff.

**WILLIAM T. CRAGE** is the latest addition to the NBC announcing staff in Chicago.

**DICK FISHELL**, sports commentator for WMCA, will cover the Inter-Collegiate A.A.A.A. Track Meet at Madison Square Garden on Saturday night.

**GORDON MILLS**, formerly of KVOE, Santa Ana, has been added to KMPC's announcing staff in Los Angeles.

**ARTHUR FELDMAN**, former WBZ, Boston, announcer, is now handling special events for the station and reports to John McNamara, WBZ program manager.

**Date Extended by FCC On Frequency Monitor**

*Washington Bureau of THE RADIO DAILY*  
Washington—The FCC broadcast division has further extended for six months, from March 15, the rule requiring all relay, international, television, facsimile, high frequency and experimental broadcast stations to have in operation by Sept. 15, 1937, a frequency monitor.

Monitor does not have to be approved by the Commission, but must have accuracy of one-half allowed tolerance, of class of station which it is to be used.

**James Roosevelt on Air**

James Roosevelt, eldest son of the President, delivering the principal address at the Democratic Victory Dinner at Athens, Ga., will be heard on March 19 at 10:30 p.m., EST, over the NBC-Blue network. It will be one of the infrequent public addresses of James Roosevelt, who is also on the President's secretarial staff.

**DREAM BOAT WEEK**  
Beginning March 15th

Don't fail to feature  
**WHEN MY DREAM BOAT COMES HOME**  
The Hit of the Year

• • •  
**MY LITTLE BUCKAROO**  
Dick Foran's sensational kid-cowboy ballad

**M. WITMARK & SONS**  
RCA Bldg., New York City



**RY KRISP** has taken up the Marion Talley and Joseph Koestner option through June, signed new contracts for 13 week options through June 1938. They will be off the air from July through September of this year. Action followed visit here of Elmer G. Marshutz, president Gardner Advertising Agency and Donald Danford, of Ralston Purina, makers of Ry Krisp, both of whom are visiting here from St. Louis.

J. Walter Thompson Co. is moving to a wing in the Guarantee Building, Hollywood and Ivar streets, March 15. Present space needed for offices to relieve overcrowding on NBC lot, pending new building completion. Thompson agency has 26 employes in radio division, occupied two story building in rear of National's plant.

Val and Ernie Stanton, vaude headliners for years, did a bit of comedy on Gilmore Oil's Circus and drew so much comment that they were signed on indefinitely, or "as long as they can stay that funny."

Clarence Muse has signed an exclusive contract with Columbia Phonograph for a series of commercial records of his "song dramas." Royalty, 4 cents a record.

Combining a merchandising plan with a check on the pulling power of the nine stations of the Don Lee Mutual chain on the Coast, Folger Coffee this week is giving \$1.15 ladies' hose to every listener who sends 50 cents and a purchase slip for a can of coffee. Will carry stunt four weeks.

Donald W. Thornburgh, CBS vice president in charge on the Coast, and Fox Case, public relations, will be speakers at the Federated Women's Clubs annual radio meeting today, which has been designated as Columbia day.

Field managers will gather in Hollywood for Radio Transcription Co. of America's annual sales convention to be held in July.

American Stove Co., through Richardson-Oswald agency, has signed

## RADIO PERSONALITIES

No. 12 in the Series of Who's Who in the Industry

**JULIUS F. SEEBACH, JR.** Director of program operations for Station WOR, since June, 1935. Exactly ten years before taking this post, he was one of the WOR announcers, and then served in various capacities until 1928 when he went to CBS as program production manager.



Baritone, Soldier, and Boss of Programs.....

Within two years he headed the program department of CBS and subsequently brought into prominence such stars as Bing Crosby, Jack Benny, Fred Allen, Kate Smith, Mills Bros., Stoopnagle & Budd and many others. He put the Philharmonic-Symphony Orchestra of New York on a regular schedule, also the Philadelphia Orchestra under Leopold Stokowski. Was a boy soprano and busted into radio as a concert baritone. A graduate of Bucknell College, his concert plans were upset by the war. He volunteered in the ambulance corps and for twenty months served overseas with the 525th section of the U. S. Army Ambulance Service. In 1918 he received the French Croix de Guerre. His first actual radio experience was as soloist with Station WGSS, New York.

with KHJ for 39 15-minute easy home decoration narrative broadcasts.

Standard Radio has just completed 28 new sides of sound effect discs, including news broadcast effects, crickets and frogs, horse stuff, foreign crowd effects, and Indian chants made at the Hopi snake dance.

KFVD has taken on a broadcast which it bills as "from the biggest piano in the world"—originating in the California Piano Supply Co.'s offices which are in a huge piano shaped building. Jack Lescoulie carries a portable mike from one piano to another, and pianist plays. Fifteen minutes, daily except Sunday.

KMTR will broadcast "Lost Horizon" premiere from the lobby of the Four Star theater, with Ralph Robertson of Columbia pictures at mike and Salvatore Santaella's orchestra filling in lulls with music.

Standard Oil Co., whose Standard Symphony hour (NBC Pacific Red) was one of the first sponsored symphonies on the air, is trying out possibilities of a second weekly symphonic program to go out on California stations only, using six outlets of California Radio System. Trial concert goes on tomorrow with Alfred Hertz conducting newly formed Central Calif. Symphony orchestra, originating over KMJ, Fresno.

General Mills (Wheaties) will sponsor the Pacific Coast Baseball games starting March 26 over KFAC, which is in its second year of a three-year contract for both local and remote airings from this area.

Strasska's Toothpaste (Glasser agency) has signed for a six-station, 15-minute twice a week program over California Radio System, originating in KEHE. Charley Hamp will sing, interview, chat, etc. Starts Tuesday, March 16.

### 260 Carter Spots for KANS

Wichita, Kas.—KANS, managed by Herb Hollister, recently obtained a contract from Spot Broadcastings for 260 announcements on Carter's Little Liver Pills.

### WMAZ, Macon, Ga., Joins the CBS Network

(Continued from Page 1)

in June and July, all times EDST. Station operates on 1180 kcs. with 1,000 watts. Network time rate will be \$125.

Contract with CBS was made in New York by E. K. Cargill. This makes the 102 station on CBS and the third CBS station in the State of Georgia. WTOG, Savannah, and WGST, Atlanta, are the other stations.

### Life Insurance Week Will Use Disk Series

(Continued from Page 1)

RCA-Victor transcriptions to be placed on over 120 stations through the local underwriter's unit. Young & Rubicam will handle the white space advertising.

St. Louis—For National Accident & Health Week this year radio will also be used. Three disks have been produced under the title "It Happens Every Day," portraying the numerous forms of minor accidents and illness which are suffered by thousands every day. Program is so constructed that it may be sponsored by a group or by a single agency or company. It is expected that 100 stations will carry the disks, which will be distributed from the Chicago headquarters.

### WTAR Starts Earlier

Norfolk—WTAR is opening earlier these mornings, moving the day's start-period from 7 to 6:30 a.m. with the Alarm Clock Parade. Weekly cash prize induced listeners to name the program and from four best weekly winners the foregoing title was selected. Jeff Baker is running it during March, with John C. Morgan slated to do the early rising in April.



**FIBBER MCGEE** and Molly will be heard at a new time on their Monday broadcasts over the NBC-red network, beginning April 12, at 8 p.m. CST.

Howard Neumiller of WBBM off to coast for a nine-day vacation.

Judith Waller, NBC director of education, in Tulsa attending the Southwest Music Educator's Conference. Will return on March 15.

Al Williamson, NBC press head here, off to New York for a week to hold pow-wow with Wayne Randall and Vance Babbs.

Bill Rose of the NBC publicity staff now possesses first class Government radio telephone operator's license.

A. J. Forgach, radio operator, replacing LeRoy Moffett of WENR who who goes to the New York engineering department of NBC.

Valdis Ziemelis, engineer of the radio department of the Latvia Government Electrotechnical Factory, a visitor to NBC studios and being shown around by Howard C. Lutgens, central division manager.

Louise Fitch, actress in "Mortimer Gooch," on "must" list of screen scouts judging from numerous tests talent hawks have been requesting.

Frank E. Golder, on temporary staff of Chicago NBC engineering department, now regular member replacing Wilmer E. Ragsdale, who resigned.

New Kraft show for Kraftone product hits WBBM-CBS airwaves for a five-a-week quarter hour period early in April. Agency J. Walter Thompson.

### May Move Transmitter

WJSV, Washington, is contemplating the removal of its present transmitter location to another spot it was learned today. Transmitter with a directional antenna is now situated directly opposite the navy's radio station which accounts for the directional antenna being used; signals mixed. Understood New York engineers are now mulling over a new site for the transmitter with no definite decision arrived at as yet.

### Biscuit Switch March 28

National Biscuit Co. program, featuring Victor Moore, Helen Broderick and later Buddy Rogers, will change to the CBS network March 28 instead of April 4 as was previously announced. Don Wilson, announcer, will not remain with show. McCann-Erickson, Inc., is the agency.

### Sperry Extends on Coast

San Francisco—Sperry Flour Co., a subsidiary of General Mills, Inc., Minneapolis, has extended its program on the CBS Pacific Coast Group for five weeks to April 6. Series is entitled "Sperry Male Chorus Parade" and is heard Tuesdays, 7:45-8 p.m. Westco Advertising Agency, here, has the account.

DO YOU KNOW

KNOW

Reflecting the widening use of radio advertising, increase of time sales in the miscellaneous class of sponsors last year showed an increase of 149 per cent over 1935.

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**S**YLVIA PRESS, femme charge d'affaires of WINS Press Dept., celebrates her first anniversary with that outfit March 15...Says she's done everything in radio at one time or 'nother except sound effects...Believes those men who don't like femme commentators are still subconsciously in the grip of "dat ole debbil" tabu. "women belong in the home"... Also believes that the idea is fading a bit...Says women commentators should avoid sounding humorless...And that radio is theirs for the asking, if they'll only stay plastic...Florence Maxwell, "Mrs. Reader," of the N. Y. American program, back next Monday from her two weeks' Florida jaunt...March 13 is when WICC's New Haven officer, Jane Bingley Westerman, leaves on a honeymoon...Best wishes!

Mrs. Louis K. Sidney, wife of WHN's chief exec, flies New Yorkward in a few days from Palm Springs where she's been companioning son George after his appendectomy...Gracie Fields, England's femme Charlie Chaplin, who's been aired by British Broadcasting, leaves for the West Coast Friday for Twentieth Century-Fox story conferences anent a musical...Ann Lester, Rachel Carley and Sybil Bowman, all air-gals, signed by WHN Artists Bureau...At the Ida Bailey Allen broadcasts the audience brings its knitting...She'll put Hollywood on the air in the shape of favorite star's recipes...next Monday a Norma Shearer salad, on Friday a tidbit a la Jeanette MacDonald and a Chinese delicacy for Luise (Good Earth) Rainer...Vocal prestidigitator Lowell Thomas' sister Pherbia, who's globe-trotted and knows...to preside on the YMCA March 19 "Wandering Scholars" broadcast...

Jessica Dragonette succeeds Jane Pickens as the Fashion Academy's choice for radio's best-dressed gal...There'll be a special WABC broadcast March 20 with Emil Alvin Hartman awarding the fashion crown to the dean of radio songbirds... Lydia Scott up and about again, back with Chuck Shiel's Swingopators Sat. afternoons over WFAS...Mary Lawrence of the WFAS Air Theater is the kind lady in the Wayside's "Kind Lady," March 19 and 20...Kay George of Saul Grauman's "Stairtone" flash act, in Boston, being o.o.'d by screen and radio scouts.



• • • Willie and Eugene Howard are rehearsing Billy K. Wells' scripts in preparation for the permanent spot on "Merry-Go-Round" starting after the 21st...Ted Hammerstein's "Music Hall" gets renewed on the 31st for 13 more weeks...M. H. H. Joachim's "Life Rolls On" was auditioned yesterday...Hi Brown auditions a show next week...Ford Frick, former sports announcer and now president of the National League, will do a turn on Showboat May 1 or 8...Jack Adams of J. P. Muller auditions Gabriel Heatter, Thornton Fisher, Daily News Columnist, John Chapman and comic strip "Flash Gordon" for Borden's today...This will be an evening show titled "Final Edition" on NBC-Red which won't conflict with the afternoon show (which is clicking big for the sponsor) called "Special Edition" for women only...Columnist Franklin P. Adams (F. P. A.) is being considered by NBC for a "Woolcot"...Mary Denis returns to Enoch Light as vocalist after a year's absence due to illness.

• • • That canary the organ boys at CBS's Seventh Avenue studio thought was being held captive in the organ loft is merely a sound effects Swiss bird-box Bob Prescott planted...Don Cope was off the Palmolive director job yesterday because of illness and was replaced by Director Ken MacGregor...Songplugger Dave Kent out with teeth trouble...Jack Benny made Raymond Paige the "Keeper of the Bee" before easting-it and tomorrow night Ray will give the "Bee" back to Jack via a special arrangement on the H. Hotel show...Daniel C. Studin, formerly with National Union Radio, has joined Star Radio as v. p....Johnny Hamp opens at Muehlebach Hotel in Kansas City tomorrow...Harry Reser at Arcadia on Tuesday...Dick Ballou entertaining his wife and 3-month daughter, Collette, for Easter...H. Spitzer, general manager of Chappell Music, is trying to keep his birthday party for the wife (she's Madge Smiley of the Scandals) a secret...Eddie Davis is back at Leon & Eddie's.

• • • The song-plugging boys are burned to a crisp because they were referred to as "muggs" in a recent newspaper article...Irene Beasley, Pat Rooney, Mary Small, Rose Marie, Jack Pearl, Phil Spitalny, George Jessel, Rudy Vallee, Lanny Ross, Frank Parker, Jack Benny and many others will attend the Jewish Consumptive Relief dinner at the Astor Sunday...Vallee doesn't attend many benefits, but he'll cancel dates to appear at worthy ones like this...Wythe Williams, foreign newscaster, has his book "Dusk of Empire" released this Friday...Every agent in town is running amuck trying to get Jean Sablon's signature on an "authorization" for pictures after viewing the NBC photos on the third floor...Ray Perkins is working on a series of transcriptions...A. & P.'s milk bread feeds 15-minute transcriptions to Chi's WMAG done by McKnight & Jordon called "Big Bill Baker", a kiddie show, featuring Jimmy Meighan and announced by Kelvin Keech. Spots are experiments for a big show if it clicks.

• • • Radio Row is buzzing about a contemplated "Bank Night" for the airwaves. Reports state that a national figure traveled to D. C. to learn if there were any legal hold-ups...Charles Martin dramatizes the story of Louis Thorvick, who served nine years in prison for an alleged \$15,000 robbery, on Saturday nite's ciggie show...Russ Walker, WHN's W-Telly announcer, will reside in Forest Hills after his marriage next month...Rita Johnson quits the air this week for picture work on the coast.

**GUEST-ING**

LUPE VELEZ will be on the Eddie Cantor show next Sunday over CBS at 8:30 p.m. EST. Jimmy Wallington's parents also will continue on the program for more Hollywood sight-seeing.

ROY ATWELL goes to the coast for the March 16 Jack Oakie College show over CBS at 9:30 p.m. EST.

VIRGINIA VERRILL appears with Ed Wynn on March 20 at 8 p.m. over the NBC-Blue network.

NICHOLAS JOY, leading man in the Broadway hit, "Yes, My Darling Daughter," is being interviewed by Nan Martell on the Theater Guide program over WINS at 11:30 this morning.

DR. CYRIL VON BAUMANN, explorer and adventurer, is on today's Little Moments With Big People conducted by Douglas Allan over WINS at 2:12 p.m.

WYTHE WILLIAMS, noted foreign correspondent, world traveler and author will be guest of Frankie Basch, WMCA's Roving Reporter tomorrow, at 3:45 p.m.

CLYDE BARRIE, Negro baritone who rose to radio prominence after winning a place on Major Bowes' Amateur Hour, will be the guest soloist on the "Magazine of the Air" over the CBS network, March 19, at 11-11:30 a.m.

**NBC Sales Booklets**

NBC sales promotion division issued two pieces yesterday. One was an expensive four-page booklet on Arturo Toscanini signing with NBC for symphonic broadcasts and containing a facsimile of Toscanini's letter of acceptance and David Sarnoff's RCA president, statement to the public. Other piece was a jumbo RCA radiogram telling the trade about the 5,000 to 10,000 wattage increase granted WCKY. Former piece was sent to a large list of educators, civic organizations, and the trade, latter piece only went to the trade.

**WEVD Renews Ciggy Account**

"Avalon Cigarettes" program over WEVD has been renewed for 15 weeks, effective the coming Friday.

**ONE MINUTE INTERVIEW**

DEL CASINO

"Knowing how hard it is for a young singer to get the proper vocal education, when the time comes for me to retire and I am fortunate enough to have enough worldly goods to do as I please, I will endow a fund that will give scholarships to those singers who wish to further their voices and education."

## COMMENTS

On Current Programs



### "CORONET OF THE AIR"

David A. Smart

WOR, Tuesday 8-8:30 p.m., B. B. D. & O., Inc.

LIVELY CROSS-SECTION OF CORONET MAG. WITH SMART QUIPS BY DEEMS TAYLOR PLUS DRAMATIZATIONS AND MUSICAL INTERLUDES.

**Al Jolson**  
Second week with Parkyakarkus occupying the stooge spot opposite Jolson in the Tuesday night Lifebuoy broadcast on CBS was somewhat of an improvement over the previous show. Parky had better material and swung into the picture more effectively from a laugh standpoint. Martha Raye was limited to one song, "Half of Me," which she delivered for its full count. Concentrating on straight vocalizing seems the preferable bet for Miss Raye. Jolson's own bits again were of a mixed nature as far as material was concerned. His opening song number, plucked from his past successes, was pleasurable reminiscent and enjoyable, but his Virginia Judge dramatic sob bit could have been staged better. Jolson himself is all right, but they still haven't given him the right radio setting.

### Al Pearce

Andy Iona, writer of "South Sea Island Magic," with his band of Hawaiians constituted the highlight of this week's program by Al Pearce and His Gang over the CBS network. The opening rendition of Hawaiian swing rhythm by Iona was some kind of a war chant, strummed out on the strings in whoop-up style. The number brought an encore. Boys are experts in their line of melody. Remainder of the Pearce program, including the regular standbys, Arlene Harris, Tizzie Lish, Nick Lucas, Eb and Zeb, and Larry Marsh's orchestra, contributed their usual quota of merriment.

### Cowboys

Tuners-in who wake up when it still feels like the middle of the night, and turn on their dial, and hear the melodious yodeling of "I'm a Lone Cowboy" or something to that effect, will know that it's either 9 or 8:45 a.m. and the singer is either Tex Fletcher over WOR or Montana Slim over WABC, depending on whether it's Monday or Tuesday or the respective alternate day. Only a cowboy can sing as cheerily as these boys at such early hours. They bring to listeners a bright and optimistic note to launch their day. But that isn't saying this type of a program wouldn't also add sunshine to a spot later in the day.

### Shift "Big Sister" Time

Lever Bros. (Rinso) on April 26 will shift the broadcast time of the morning "Big Sister" show to 5:45-6 p.m. for the duration of daylight saving. Will return to the present schedule, 4:45-5 p.m., in the fall. Repeat broadcast remains as is, 2-2:15 p.m. Ruthrauff & Ryan, Inc., has the account.

Out to clinch additional circulation while the business department is handing out the rate card, publisher of Coronet, new pocket sized class mag, hands out a severe test and very definite checkup on WOR's audience, especially that portion that can readily subscribe to a \$4 monthly publication; particularly so, taking into consideration that the magazine has been out for several months and most of the willing subscribers in the WOR area have had plenty of opportunity to come through.

Coronet makes an offer of \$10 each to listeners who send in a commercial announcement that can be used. Another angle is that those wishing to subscribe can phone the WOR number and announce their intentions.

Program is typically Deems Taylor, plus a radio version of Coronet in part, and a dash of the "March of Time" quality type of dramatization. Thus Taylor as emcee selects articles and stories appearing in the current issue, and the dramatization first heard pertained to making one's self superior to the other guy; in other words, getting the jump on him should he as much as open his mouth. A few symphonic bars by Robert Armbruster ork leads into a dramatized version of a Vienna soldier and his espionage work. Wasn't a bad anecdote, but comparatively long. An expert photographer tied in with the current photos in the mag, and later Taylor worked on the Soldiers' Chorus from "Faust." Mike was brought down to individual musicians, such as the second viola, second flute part, or fourth double bass being heard on their own. Controversy on the "Is Milk Cancer's Ally," article was brought up, and frankly so, with more letters invited to the publisher.

Igor Stravinsky's career was highlighted, and as in other cases, pages in the magazine were mentioned, wherein the article etc., appears.

Program may lean toward the listener somewhat in better circumstances than the average, yet is cleverly handled and presented throughout. It reveals Coronet as an entertaining and enlightening publication. Understood that Mutual stations will be bought upon time clearance.

### "TIN PAN ALLEY TROUBADOURS"

Sustaining WJZ-NBC Blue Network, Tuesday, 10-10:30 p.m.

ORIGINAL MUSIC AND SCRIPT BUILT AROUND SONGWRITERS, PLUS A DASH OF ROMANCE.

Eddie East and Ralph Dumke (Sisters of the Skillet) brought their show to NBC and worked on it with Harold Levey, musical director. Cast includes, East and Dumke as the tin pan alley workers, Jean Ellington, as the gal, Harold Levey orchestra, Norsemen quartet and a mixed chorus.

Program is somewhat of an original musical comedy proposition and moves along quite smoothly. To the average urban audience, it is questionable how well the show will take, since the general background is not new in regard to songwriters. However, the vast audience apart from those in the larger cities who may find something new in the trials and tribulations of songwriters, may consider the half-hour period fairly good entertainment, especially at this late evening hour. Much of the continuity pertains to a couple of writers, one of whom finds a "good title" in nearly every chance remark. They get a chance to do a show and work in Florida. One of them has his sweetheart on his neck, one is a yes man and the other sort of a no man. New tunes are worked out and interludes allow for the orchestra to reveal how the new tune sounds when embellished. Also when done by a chorus. Tunes in question weren't bad. Comedy duo did well with the material in hand. Listeners are asked to write their reaction.

### "MICROLOGUE"

(Eugen Boissevain)

Sustaining

NBC-Red network, Wednesdays, 4:15 p.m.

TEA-TIME TALK BY COMMENTATOR ON SELECTED TOPICS OF INTEREST TO CLASS LISTENERS.

The line of comment offered by Eugen Boissevain, as well as his style, relegate this program to the drawing-room class of listeners. It's almost strictly intelligentsia stuff. Boissevain, the husband of the poet Edna St. Vincent Millay, discourses with a foreign accent, not without a certain charm. He is of Dutch, French and Irish descent. He impresses as having an alert mind, an interesting perspective on people and affairs, and humor of a sort. The keener minds among radio fans will appreciate him.

## AGENCIES

FRANCIS C. SPENCE has joined Brooke, Smith & French, Inc. RADIO & FILM METHODS, New York have been appointed by the state of New Mexico to handle special promotional work.

GARDNER OSBORN, formerly of Osborne & Souvaine, Inc., radio program company, and for two and one-half years a radio specialist in Hollywood has joined the Lawrence Fertig & Co., Inc., as an executive.

### Extension of Time For WPA Broadcasts

The "Radio Almanac," prepared by the WPA Federal Writers' Project and broadcast at 4:30 p.m. five days weekly over WHN under the supervision of the WPA Federal Theater Radio Division, will have an extension of time on the air and will be shifted to a later hour on the station's daily schedule, it is stated at the Writers' Project office. Definite arrangements soon will be announced.

These changes, to be carried out because of numerous requests for a longer "Radio Almanac" program at a more convenient hour, will enable the Federal Writers to present an even more lively series on facts and history of New York.

Scheduled for early broadcast is the story of the "greatest" New Yorker of all times.

### Report That Dickstein May Introduce New Bill

By PRESCOTT DENNETT  
RADIO DAILY Staff Correspondent

Washington—Much mystery surrounds the future action of Representative Dickstein in piloting his alien actors' bill through the unfriendly House Immigration Committee. One member of the committee told THE RADIO DAILY that Dickstein had advised him that he would introduce a new bill. Such action would undoubtedly lead to a review of the whole matter of banning foreign acting talent from the U. S. The same informant stated that Dickstein feared to bring his bill to a vote in executive session of his own committee.

### New Biz at WFIL

Philadelphia—Recent newly signed business at WFIL includes: Sherwin-Williams (paints), through T. J. Maloney, for 10 weeks of daily participation in Women's Club program.

Spatola Importing Co. (wines), through Harvey-Best & Co., 13 weeks of daily spot announcements.

Regis Clothes, through John Faulkner Arndt, 52 weeks of 18 spot announcements weekly.

Italian Swiss Wine Colony, through Adrian-Bowers, 11 weeks of three spot announcements weekly.

Nevins Drug Co., through Philip Klein, 26 weeks of thrice weekly quarter-hour Transco platters.

## FARM SURVEY BY NBC MADE IN 25 STATES

(Continued from Page 1)

fects rural merchandising." In indicating the draw of programs keeping farm youth at home listening-in, programs on other networks are also mentioned by NBC.

Four basic findings, included in the book are:

1. "Rural America is not only being reached to an increasing degree by radio, but it is also being influenced by radio to an even greater extent than is the city;

2. "The favorite programs of rural listeners include many of the same sponsored network programs which rank highest with the industrial and city population;

3. "The radio is bringing the farm closer to the city;

4. "The radio is doing the Number One job of providing the farm with its close, daily contact with authoritative national sources of agricultural information."

Further light on the economic side of the rural scene contributes facts and figures from McGraw-Hill and other sources.

"What radio means to the farmer," takes in the conclusions from an approximate consensus of opinion in the 209 farm houses visited, also account of 41 county agricultural agents. This summary follows:

1. "Radio is the fastest growing medium of farm entertainment at the present time.

2. "On the better type of farm, radio is building for itself a distinctive place in the routine of farm living. It has substantially moved back farm bedtime.

3. "Today, radio has an outstandingly significant place in the problems of farm youth.

4. "The farm appetite for entertainment is pretty uniformly distributed among all age groups.

5. "There is no one best type of farm radio program. Farm interests are broadened to a point where they are genuinely cosmopolitan.

6. "On the other hand, a great many widely known radio programs are

## National Music Week and Radio

WHEN the radio programs for the first week in May are prepared, there may well be some time devoted to an observance of National Music Week.

The dependence of radio upon music is much greater than casual observation would indicate. Recent surveys show that approximately 73 per cent of air-time is devoted to music. It may serve to emphasize the importance of music to radio if one could count the number of pianos and organs per studio. In the three broadcasting network stations in Chicago there are some 35 pianos for only 30 studios.

Nor does the wealth of musical programs and the profusion of musical instrumentalists, soloists and bands on the air complete the picture.

Every minute a station is broadcasting, it must be prepared for an emergency—line failure, studio accident, or any of the innumerable things which would require substituting a program for that which was having difficulties. These dependable stand-bys are almost always pianists or organists.

In view of these facts, radio may well take an active part in observing National Music Week, May 2-9. Unlike other "weeks" it has nothing to sell, stresses no duty, or public service, but seeks only to bring pleasure and recreation to people.

In 1919 the idea had a spontaneous, and almost simultaneous, birth in Boise, Idaho, Dallas, St. Louis, and Sharon, Pa. Two devoted a week to music, the others but a day. By 1924 some 55 cities and towns were holding annual celebrations, mostly in May. That year, 1924, a National Music Week Committee was organized to assist in spreading the idea and help in preparing programs. In 1936 some 3,000 towns held Music Weeks. Music was the subject of sermons in the churches, of business and social club luncheons, and newspaper editorials. Recitals, concerts, piano festivals and musical programs of all kinds were held. Even school children participated.

Music Week runs almost by itself.

There is an honorary committee of the governors of most of the 48 states, headed by President Roosevelt, and an imposing number of prominent educators and musicians have lent their name and assistance. Only full time worker is C. M. Tremaine, secretary of the committee.

Radio was once accused of discouraging amateur musicians. Why should one try to play when the best in the world could be had merely by turning a switch? As a matter of fact, the popularization of the radio in 1926 coincided with a slump in piano sales which is significant.

Whereas in 1923 some 323,000 pianos were sold, 55 per cent of them players, by 1929 sales had dropped to 130,000 with only 2 per cent of them players. However, at the Music Trades convention in Chicago last summer, radio was freely credited with assisting not only the piano industry but music generally in recovering from its prolonged slump.

Today, piano companies cannot fill the demands for instruments; sheet music, accordions, and other instruments are selling better than ever before. Even music schools and professional recitals and concerts are reporting renewed interest on the part of the general public in things musical.

Radio can take much of the credit for this. It not only brought the best of musicians into the home and taught people to enjoy opera and classical works who might never have heard them otherwise, but it also offered a new field for the accomplished musician.

The amateur programs stimulated personal playing for another reason, hereditary urge of American people to "do" something themselves, to participate or give self-expression, was challenged by these programs which frequently featured performers of the worst caliber. Encouraged and reassured, the amateur musicians renewed their own personal efforts.

So radio, although it owes a debt of gratitude to music, has returned much and can do more during National Music Week.

## New KDYL Accounts

Salt Lake City—Arctic Ice Co. sponsoring the Gladys Swarhout and Frank Chapman program; the new Shell Show, with George Raft, and Hudson Bay Fur's "Fashion Matinee," featuring Utah's own Wally Williams, are among new accounts added by KDYL.

as broadcast by radio and other advertising, now have tremendous rural appeal.

4. "Radio is proving increasingly powerful in selling merchandise through the agency of farm children and farm wives.

5. "Many more products could be advertised to farmers over the radio.

6. "You can sell more to farmers through persuasion than through high-pressure sales talks."

definitely limited in rural appeal and merchandising value.

7. "Music is definitely the surest bet in valid radio entertainment for a rural audience.

8. "Creation of successful farm radio entertainment is a field of outstanding challenge."

"How radio affects rural merchandising," a summary of voluntary and verbal testimony offered by 151 farmer-catering storekeepers or store managers in 25 states, is summarized as follows:

1. "Radio is the fastest-growing farm advertising medium. Its scope of farm penetration is definitely on the upgrade.

2. "Radio advertising now provides the most rapid introduction of new products to a farm buying public.

3. "The prize or premium contests,

## CHEVROLET CAR RENEWS LIVE TALENT PROGRAM

(Continued from Page 1)

ginia Rea not being renewed as yet. The show will emanate from Hollywood commencing with the April 18 broadcast, and during its stay on the west coast will feature a series of prominent guest stars. Shows will resume from New York as soon as Rubinoft fulfills his current motion picture contracts. It may be possible that Peerce and Miss Rea will rejoin the show when it returns East. Phil Rubinoft leaves for Hollywood next week to make the preliminary arrangements. Program is heard over a coast-to-coast net of 88 stations. Campbell-Ewald Co., Inc., Detroit, has the account.

## Cycle Trades Starting Network Series April 1

(Continued from Page 1)

network of 40 stations, Thursdays, 7:15-7:30 p.m. No talent has been announced. Association has used spot radio in the past with good results, hence the network series. Account was placed direct. Agency may be appointed later.

## Hecker Is Launching Spot Series in April

(Continued from Page 1)

in length from 30-words to one-minute announcements, and will be broadcast three to five times weekly for at least 13 weeks. Erwin, Wasey & Co., Inc., New York, has the account.

## Cassell in New Series Sponsored by Warners

West Coast Bureau of RADIO DAILY

Los Angeles—Walter Cassell, brought to the Coast to do the Red Mask in Warner's "Desert Song", will head a new 13-week series of half-hour versions of Warner Bros. musical shows, starting tomorrow, with Warner Bros. as sponsors. Shows will be aired from KFVB's new radio playhouse, with audiences. Leon Leonardi's ork and guest stars will support Cassell.

## Mr. Taylor Regrets

Deems Taylor signed for appearances as "living program notes", with two Paul Whiteman concerts, Washington and Baltimore, Tuesday and Wednesday, respectively, next week, suddenly reminded himself that he also signed for 13 weeks with "Coronet On the Air", which is aired Tuesday evenings.

In a wire to Jack Lavin, Whiteman's manager, Taylor yelled to be excused and ironed out. He'll make the Wednesday concert at any case.

## 225,000 Requests

Over 225,000 requests were received by Pontiac Motor Co. in response to an offer made three times only on Kathryn Carvens' "News Through a Woman's Eyes," broadcast thrice weekly over the nationwide CBS network. The offer, an automobile polishing cloth, was mentioned during the programs of February 22, 24 and 26, and it was required that post-cards or letters in reply be post-marked some time during that week. Program is broadcast Mondays, Wednesdays, and Fridays, 2-2:15 p.m., repeat at 5:30 p.m. McManus, John & Adams, Inc., is the agency.



NUMBER of schools having programs on the air is well in the plural, according to communications reaching RADIO DAILY since publication of an item in which a New England high school said it was "probably the only one with a regular broadcast."

The Benson Polytechnic School, Portland, Ore., holds some kind of a record, having operated KBPS for 14 years as a non-commercial station, on the air three and a half hours each school day. W. D. Allingham is manager of the station.

WMFJ, Daytona Beach, Fla., where Arnold C. Ewert is program director, has had the Thespian Club of the Seabreeze High School, Daytona Beach, doing a 15-minute broadcast ever Thursday evening for the past five months.

Birtcherd's Dairy again has signed with WTAR, Norfolk, for 13 weeks with Aunt Jane's Safety Club. Show has been running continuously under this sponsorship for over two years and now brags about 6,000 members, who are fed ice cream on their 6,000 birthdays yearly. Also get membership buttons, participations in the programs and told to "Think First." A master at disguise is one of the six thousand kids who can get by with getting two helpings of birthday ice cream from Aunt Jane in a single year.

Alfredo and his merry crew, with Erna and Earl as soloists, will be heard on a new WICC schedule direct from the Schnitzelbank Restaurant in Bridgeport every Wednesday and Friday evening at 7:45 p.m., commencing tomorrow. The program will be presented in the interests of the William Peter Brewing Co. of New Jersey and will feature a quarter hour of Bavarian folk and dance tunes.

### Utopia

St. Louis—The half-hour dramatic programs put on by KMOX for Union Electric Light & Power Co. each Sunday at 6:30 are produced without the sponsor injecting ideas or whims. The company just told James D. Shouse, general manager of the station, to provide a high caliber program for it. Title is "The Land We Live In," presenting episodes about St. Louis history, with C. G. Renier and Arthur Casey directing the large dramatic cast. Bradford Simpson supervises the script and Howard Barlow conducts the orchestra.

## SELLING THE STATION

... Merchandising \* Showmanship \* Exploitation

**Prizes Aid Comics Feature**  
"Your Funnies and Mine" is gathering impetus over WTAR, Norfolk with the help of one-dollar prizes to the boy and girl writers of the best letters each week. Feature consists

of staff announcer reading the comics to the kids from the Norfolk Ledger-Dispatch nightly at six o'clock. If mail continues to build up, feature probably will be offered commercially in April.

### New Business Signed By Boston Stations

Boston—New business acquired recently by local and New England stations includes:

Waitt & Bond, Inc., Newark (Blackstone Cigars), 12 participations in Yankee Network Service 6 p.m. newscast, through B. B. D. & O., New York.

I. J. Fox Furriers, 12 ET announcements four times weekly over WNAC. Sherwin-Williams, Cleveland, 30 participations in Gretchen McMullen Household program on Yankee Net, through T. J. Maloney, Inc., New York.

Lever Bros., Cambridge, Mass. (Spry), 62 announcements over WNAC, through Ruthrauff & Ryan, New York.

Albany Carpet Cleaning Co., New York, 78 announcements, WNAC.

Penn Tobacco Co., Wilkes-Barre, Pa., 144 daily 15-minute programs over WNAC, WTIC, WEAN, WTAG, WICC, WCSH, WLBZ, WNBH, through Ruthrauff & Ryan.

Chevrolet, Detroit, 26 fifteen-minute ET "Musical Moments," through Campbell-Ewald Co., Detroit.

Broadcasting Advertising, Inc., Boston, 104 half-hour programs, "Majorie Mills Hour," WNAC, WTIC, WEAN, WTAG, WICC, WCSH.

First National Stores, Boston, eight half-hour programs over WNAC, WTIC, WEAN, WICC, WCSH, WFEA, WSAR, WNBH, WLIH, WLNH, WRDO, through Badger & Browning, Inc., Boston.

Gruen Watch Co., Cincinnati, 91 time signals over WNAC, through McCann-Erickson.

Kane Furniture Co., Boston, 78 fifteen-minute programs, WAAB, through Salinger & Publicover, Boston.

Central Shoe Co., St. Louis, 26 fifteen-minute programs, "Magic Island" over WAAB, through Kelley & Stuhlman, Inc., St. Louis.

### KWK Promotions

St. Louis—Allan C. Anthony, chief announcer for KWK, has been definitely set as the evening newscaster.

John Conrad, formerly on the announcing staff, has been promoted to director of public relations, embracing news, promotion and publicity.

Ray Dady has left the news commentator ranks to head the station's planning bureau.

Martin Bowin, formerly program

### Circus Animals to Get Radio Psychology Test

NBC news and special events department in cooperation with Dr. Raymond Ditmars, curator of the Bronx Zoo, and Carol D. Stryker, director of the Staten Island Zoo, and Clyde Beatty, the lion trainer, will stage an animal psychology test by radio on the NBC-Red next Wednesday, 7:30-7:45 p.m.

Beatty will be in the NBC studios and will broadcast his orders to the animals over wires to the Hippodrome where the Cole Bros. Clyde Beatty circus is performing. Through four loud speakers located around the iron arena the lions and tigers will hear Beatty's voice.

Scientists are interested in determining whether Beatty's physical presence is necessary before the animals will perform. Dr. Ditmars is acting as NBC's adviser in the broadcast.

### Directory Opens N. Y. Office

Seiter, Carver & Livingston Publishers, Inc., of Hollywood, London and Paris, have established a New York office at 425 Fifth Ave. for their new quarterly publication, The International Blue Book, the Who's Who of the Screen, Stage, Radio and Television. It will be off the press about June 1 for exclusive trade consumption. This book is intended as a casting directory. It also contains an index of commentators, cameramen and others.

Howard H. Seiter, president, is a brother of William A. Seiter, Hollywood director. Alexander B. Carver, Treasurer and secretary, is a financier, formerly a member of the New York Stock Exchange, and a director in the Ingersoll-Waterbury Clock Co. John H. Livingston Jr. is advertising executive.

director at WHK, Cleveland, is doing a good job with several news spots daily at KWK.

Bob Enoch is observing the fourth anniversary of his rapid ad program. He directs the similar feature at WWVA, Wheeling, W. Va.

Jimmy Burke, chief engineer, is back on the job after recovering from auto injuries.

Wright Esser, feature writer, and Bill Cook, announcer, recently joined the staff.



L. WOLFE GILBERT, head of the coast music publishing firm bearing his name, leaves Hollywood tomorrow for New York for the chief purpose of seeking new song numbers and also to renew old friendships. He will stop off in Chicago for a visit with his representative there, arriving in Gotham about the end of next week.

Abner Silver and Alex Hyde have placed "At a Cuban Cabaret" with Exclusive Publications.

Maestro Isham Jones' composition, "Just to Remind Me of You," is in the hands of Donaldson, Douglas & Gumble.

Andre Kostelanetz and his sixteen instrumentalists will present the musical bone of contention, "The Bee" on the Wednesday, March 17 airing, despite threats from Jack "Hatfield" Benny and Fred "McCoy" Allen. Maestro Benny has declared his intention to attend the broadcast, violin in hand.

Emery Deutsch, celebrated maestro, will play "Play, Fiddle, Play," his own musical brain-child, for Marian Cole on her March 16 program. He'll discourse on his hobby, pipe and old violin string hoarding.

Ernie Cooper, WBAL organist has authored "It's No Sin to Love," which will premiere over WBAL on the El & Ernie program Wednesday. Schapiro-Bernstein are the publishers.

A musical preview of "Shall We Dance" will be offered by Fred Astaire on his March 16 NBC Red Network broadcast. In addition to Francia White, Charles Butterworth, Conrad Thibault, Trudy Wood and the Johnny Green Orchestra, four new Gershwin tunes will adorn the program.

Virginia Verrill and Ed Wynn will sing the blues on the March 20 "Perfect Fool" airing. The music-comic offers a love aria in swing time from an original burlesque opera called "Romeo Meets Juliet."

### Response

Rochester, Minn.—A response of 980 letters was received from Southeastern Minnesota by KROC after a recent half-hour dramatic show entitled "Josh Whitcomb and Four Corners," written and produced by the station's dramatic director, Peter Lyman, and sponsored by the Self Serve Stores, which have a 52-week contract with KROC. The main count, according to Vice-President Gregory Gentling of KROC, is unusual for a half-hour dramatic show on a 100-watt station.



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 23

NEW YORK, FRIDAY, MARCH 12, 1937

FIVE CENTS

# FCC To Reopen Cases

## SHERWIN-WILLIAMS USING 48 STATIONS

Sherwin-Williams Co., Cleveland (Enameloid & Semi-Luster paints), for its annual Spring campaign will use 48 stations including the Yankee network and the "Women's Magazine of the Air" on the NBC-Red Pacific network. Complete schedule follows: On March 15 sponsor takes participations on Gretchen McMullen Household Hour on all Yankee network stations, three days weekly. Beginning April 1, the NBC-Red Pacific, "Women's Magazine of the Air," will be used on Thursdays.

On 30 other stations client is using  
*(Continued on Page 3)*

## NBC Chicago Stations Passing Up Baseball

Chicago—The two NBC owned and operated stations here, WMAQ and WENR, will not carry play-by-play baseball broadcasts this Summer, it was announced yesterday. Stations believe that there will be plenty of baseball on the air from other Chicago outlets and that an hour variety show would be welcomed by other listeners not interested in baseball. Both stations will do an hour variety show each afternoon at different times.

## Rudy Vallee Booked For Texas Exposition

Dallas — Rudy Vallee's orchestra and entertainers have signed to appear for the Theater Casino of the Greater Texas and Pan American Exposition to be held here this summer. Vallee's contract is for the two weeks beginning July 12. Radio broadcasts will be given from the Casino.

## Announcers' Clinic

An announcers' "clinic" will be held in the Cedar Rapids studios of WMT tomorrow, under the direction of Dr. H. C. Harshbarger of the Department of Speech, University of Iowa, and Doug Grant, program director for WMT. Announcers from the station will audition various types of material and their work will be subjected to the criticism of all. It is planned to make this an annual affair in order to raise the standards of all announcers.

## 9 CBS ARTISTS SET FOR CHEVROLET DISKS

Nine CBS artists have been set as guest stars for the new series of Chevrolet Motor transcribed series. First set of disks, four in number, will be cut on March 19 with five more being recorded on March 22. Patti Chapin, Gogo DeLys, William Perry, Virginia Verrill, Ray Heather-ton, Ruth Carhart, Jerry Cooper, Mary Eastman and Buddy Clark are the singers set to appear with Rubinoff and his orchestra. Henry  
*(Continued on Page 3)*

## Anti-Liquor Adv'g Bill Passed by Ark. House

Little Rock, Ark.—The House has passed a bill, 67 to 13, to prohibit liquor advertising by radio, billboard or window display and to relax provisions for calling local option elections.

## 68% of NBC Sponsored Mail Drawn by Daytime Programs

Of all network sponsored mail received by NBC in 1936, 68 per cent was directed to daytime programs, according to the annual audience mail analysis prepared by the NBC Statistical Department. Seven of NBC's leading 10 sponsored programs, ranked according to volume of mail received, were daytime features. (The 5,560,671 responses received during 1936 does not include millions of communications sent di-

## Special Investigation of Alleged Irregularities Is Ordered by Commission With Payne Heading Probers

## RADIO PROBE HEARING CONTINUES NEXT WEEK

By GEORGE W. MEHRTENS  
*RADIO DAILY Staff Correspondent*  
Washington—After listening to a tirade by Congressman William P. Connery against alleged monopolistic practices in the radio industry, the House Rules Committee yesterday continued until next week the hearings on Connery's resolution for appointment of a special committee of seven representatives to investigate radio. A member of the House committee suggested that, if such a probe is necessary, it should be the duty of  
*(Continued on Page 3)*

Washington Bureau of THE RADIO DAILY  
Washington—The FCC has ordered a special investigation of alleged irregularities in cases pending, it was learned yesterday. The commission is said to have reprimanded an attorney for alleged interpolation of papers in cases. A docket clerk was also transferred to another post after permitting the attorney to file papers in cases in her care. Commissioner George Henry Payne, who recently returned from Florida and who was ill at time said, "The Commission has not gone far enough yet". Investigation of alleged irregularities will be reopened, Payne said, with himself as chairman and Commissioners Irvin Stewart, FCC vice-chairman, and Thad Brown, participating.

## Murrow Is Appointed CBS European Head

Cesar Saerchinger, since 1930 European director of Columbia Broadcasting System, has resigned to devote his time to literary effort, and will be succeeded about May 1 by Edward R. Murrow, CBS Director of Radio Talks here. Murrow is expected to be in London at the above mentioned date. Murrow has been President of the National Student Federation and assistant director of the Institute of International Education. He is widely traveled and has arranged student exchanges with foreign countries.

## National Music League Starts Series on WOR

As a means of carrying on its experiment to stimulate new interest in fine music into the radio field, the National Music League will conduct a series of 13 weekly half-hour programs over WOR. Series will be titled "Music and You," and initial broadcast was given last night. Harold Vincent is chairman of the newly formed radio committee of the League.

## Musical Show Writers Signed by CBS Bureau

Edwin Gilbert and Alec Fogarty, musical show writing team, have been signed by the CBS artist bu-  
*(Continued on Page 2)*

## Roberts Turns Actor

Kenneth Roberts, CBS announcer for the Saturday night Phillip Morris program and for the New York Philharmonic broadcast, will play the lead in a new show, produced by Pearson & Baruch, which opens in Washington on March 19 and comes to New York the following week. Show is called "Hitch Your Wagon."

## Getting NBC Buildup

Vivian della Chiesa, songstress, and Virginia Clark, comedienne, who have been in Chicago, and Tony Russell, young baritone, are to be given build-ups by NBC. Guestings and sustainings are in view for Miss della Chiesa and Miss Clark. Russell will be heard over the NBC-Blue network 6:35-6:45 p.m.

Leading P. & G. show actually totals close to 1,000,000 responses, while the  
*(Continued on Page 3)*



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

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# FINANCIAL

(Thursday, Mar. 11)

## NEW YORK STOCK EXCHANGE

|                 | High    | Low     | Close   | Net Chg. |
|-----------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 176 3/8 | 175 1/2 | 175 1/2 | - 3/8    |
| Crosley Radio   | 24 1/2  | 23 1/2  | 24      | - 1/4    |
| Gen. Electric   | 61      | 60      | 60      | - 1/8    |
| North American  | 29 5/8  | 28 3/8  | 28 3/8  | - 1/8    |
| RCA Common      | 12 3/8  | 11 7/8  | 12      | - 1/8    |
| RCA First Pfd.  | 79 3/8  | 78 3/4  | 79      | - 1/2    |
| RCA \$5 Pfd. B. | 1100    | Bid     | 120     | Asked    |
| Stewart Warner  | 19 3/8  | 18 3/4  | 18 3/4  | - 3/8    |
| Zenith Radio    | 38 1/2  | 36 3/4  | 37      | - 3/8    |

## NEW YORK CURB EXCHANGE

|                  |        |        |        |       |
|------------------|--------|--------|--------|-------|
| Hazeltine Corp.  | 16 1/2 | 16 1/2 | 16 1/2 | + 1/4 |
| Majestic         | 4 3/8  | 4 1/4  | 4 1/4  | - 1/4 |
| Nat. Union Radio | 3      | 2 3/4  | 3      | + 1/4 |

## OVER THE COUNTER

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| CBS A             | 57 3/8 | 59 1/2 |
| CBS B             | 56 7/8 | 58 5/8 |
| Stromberg Carlson | 17     | 18     |

### Course in Broadcasting

Terre Haute, Ind. — A course in radio broadcasting will be offered at the summer term of Indiana State Teachers College here. Dr. Clarence M. Morgan is in charge of this work.

### CBS Financial Report

CBS will issue its 1936 financial statement today along with President William S. Paley's report to the stockholders. Understood that CBS will show a greater net profit this year than in 1935.

### Hugh Baillie on Air

Hugh Baillie, president of the United Press, will be heard on the NBC-Blue network next Thursday, 1:30-1:45 p.m. His topic will be "Behind the Headlines." Baillie recently returned from a European tour.

### MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE  
1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

### Ed Sims Claims Versatility Championship

Ed Sims, commercial manager of WMFJ, Daytona Beach, Fla., who also acts as sports announcer, continuity writer, director of publicity and dramatics, commercial announcer and sells plenty of time locally, wants to know why Radio Daily hasn't rated him the A-1 broadcaster in the Hall of Fame for versatility.

Sims, a veteran of ten years' experience, has worked as specialty announcer, salesman, entertainer, musician, remote studio manager, program director and commercial manager during the past ten years. And, oh yes, he finds time to serve as secretary of the Daytona Beach Moose lodge, to attend civic meetings and regular meetings of the V. F. W. of which he is a member. Incidentally, he is reporter, editor and circulation manager of WMFJ Weekly News.

Last fall he organized and directed the WMFJ team in the Daytona Beach Softball League, piloting the Air Laners into third place against the toughest kind of opposition. On the side, he is coaching his oldest son, Bobby Sims, on how to act and announce.

Did someone say versatile? If so, Sims demands the "cake."

### Musical Show Writers Signed by CBS Bureau

(Continued from Page 1)

reau. Albert Snyder handled the negotiations. The signing of the team is part of the new campaign of Lawrence Lowman, vice-president in charge of bureau, to enlarge scope of the artist bureau to the point where it will be able to supply the stage and screen as well as radio with talent.

### Mutual Saluting KWK

The Mutual network will air two special programs March 17 when they offer a salute to KWK, St. Louis, on the station's tenth anniversary. The first program will be at 9:30 p.m. and will feature "Jazz Nocturne." Second show goes on at 11:30 p.m. with Kay Kyser's band providing the entertainment. KWK is a Mutual network affiliated station.

### Bob Armstrong Laid Up

Cleveland—Bob Armstrong, banjoist and comedian with the Hick Ree Nuts, hillbilly act of WGAR, will be off the air and away from the mikes for a while as a result of serious injuries in an auto accident this week. He is now suffering from paralysis of both legs.

### Sat in on F.D.R. Chat

Cleveland—General Manager John F. Patt and chief engineer R. Morris Pierce of WGAR were the only two non-official members of the audience when F.D.R. gave his March 9 Fireside Chat to the nation. Both came away with autographed copies of the talk.

### Wilson Opens New Offices

Herbert L. Wilson, consulting engineer of WBNX in New York, has opened additional offices here. The new outlet is in the Melrose Central Building, 260 East 161st St., and will supplement the downtown and Washington offices.

### Sears Back on WPG

Atlantic City — Sears-Roebuck through its local branch, has renewed radio activity over WPG, presenting dramatizations on Mondays and Fridays at 12:15 p.m.

### Four National Accounts For WDGY, Minneapolis

Minneapolis — Recent national accounts closed by WDGY through its national sales representatives, Wilson-Dalton-Robertson of Chicago, include Colonial Poultry Farms of Kansas City, Women's Christian Temperance Union, The Buckeye Incubator Co. of Springfield, O., and the Townsend Plan of Chicago.

Town Market Furniture Co. celebrated its tenth consecutive year on the air over WDGY this month.

Central Furniture Co. now under contract for six half hours a week on WDGY, increased its contract to include a Sunday afternoon period featuring Slim Jim, the Vagabond Kid and Don.

Mar-Selm Beauty Parlors with Charles Sengir, master of ceremonies, have signed for their seventh year of consecutive advertising over WDGY.

### Special Drama Program

A new type of radio dramatization, contrasting songs, music, drama, and comedy of fifty years ago will be contrasted with those of modern times, and titled "It Rings True," is being prepared by Peter Godfrey, English author, dramatist and producer, for presentation Sunday, March 28, from 8 to 9 p.m. EST over the NBC-Blue Network.

Godfrey, founder and director of the Gate Theater in London, is working out an unusual method of presenting his material to develop the theme properly. A large cast of actors, musicians, and soloists will be used in the production.

The dramatization will be Godfrey's first work for American radio as author and director. He recently arrived in New York to become associated with the movie industry as a director.

### England Wants Script

Lewis Titterton, NBC manager of the script division, has received requests from two London newspapers asking for the complete script on last Sunday's broadcast, "Appointment at Westminster," which they desire to reprint in full. Broadcast was short-waved to England in addition to being on the NBC-Blue. Frank Wilson wrote the script.

## COMING and GOING

TEDDY "BLUBBER" BERGMAN having completed his first transcription series for the Bigelow-Sanford Carpet Co., leaves March 18, with his wife, musical comedy actress, FINETTE WALKER, for a two-week cruise.

H. V. KALTENBORN, CBS news commentator, is being brought to the Lundy Auditorium, San Antonio, March 16 for a lecture.

MARY BOLAND has arrived in New York from Hollywood and is stopping at the Lombardy.

POLLY MORAN is at the Hotel Edison. She will do some radio work while here.

CHARLES E. MEREDITH, eastern district manager for Mertens and Price, Inc., Los Angeles transcription producers, is at the Adelpia Hotel in Philadelphia, while calling upon accounts.

C. E. (Ned) MIDGELY, BBDO network and spot buyer, returned to his Alma Mater yesterday to give a radio talk before the Wharton School of Finance, Philadelphia.

ELI OBERSTEIN, talent manager for RCA-Victor, has returned east after his Texas trip where he made several recordings.

BETTY HARE, sister of Doris Hare, and late of the cast of "Tonight at 8:30", sails for her home in England tomorrow.

GERTRUDE NIESEN, now at the Chez Paree, Chicago, leaves March 18 for the west coast, where she will appear in the March 19 Hollywood Hotel broadcast, in a deal set by CBS artist bureau. She returns to Chi after the broadcast.

JACKIE HELLER returns to New York from London on Monday.

### Week's Radio Schedule On Stores' Handbills

Jack Sprat Food Stores, voluntary chain sponsored by Western Grocer Company, aggregating 554 retail stores in Iowa, southern Minnesota, southwestern Wisconsin, western Illinois, northern Missouri and adjoining counties in Nebraska and Kansas, distribute 282,000 handbills each week carrying the current week's program schedules for WHO, Des Moines station of Central Broadcasting Co. The handbill also includes advertising matter for the stores.

Reluctance of lone local daily to handle WHO radio news and schedules is said to be incentive for supplementing cooperation of other Iowa newspapers with handbill tie-up.

### Gaffney Wins Award

Maurice Gaffney, CBS director of Trade News division, yesterday was awarded the semi-monthly Grand Prix by Advertising & Selling in its current issue. Award was for his copy work on the CBS advertisement which first appeared in RADIO DAILY, entitled "We Know A Salesman." Prize was a basket of tid-bits.

**Leo Says**  
TONIGHT'S BEST BET:  
8:00 to 9:00 P.M.  
WHN MOVIE CLUB  
Guest Star—Helen Flint  
WHN DIAL 1010  
AFFILIATED WITH M-G-M & LOEW'S

## RADIO PROBE HEARING CONTINUES NEXT WEEK

(Continued from Page 1)  
the FCC to undertake it, as in the case of the telephone company inquiry. Connery replied that a Congressional investigation would obtain better results.

Connery said he is not aiming particularly at the FCC, but at a "monopoly which the FCC did not have the power to control." Chairman John O'Connor of the Rules Committee expressed the opinion that a Congressional probe might well stiffen the FCC.

Congressman Byron B. Harlan of Ohio asked Connery if he did not think such a probe at this time might be too drastic a step until the committee had opportunity to hear a statement by the FCC. Connery said the FCC would have a chance to be heard.

## Nine CBS Artists Set For Chevrolet Disks

(Continued from Page 1)  
Cox of the CBS Artist Bureau negotiated with the sponsor.

New series is due to begin about April 15, and will be aired over 400 stations.

## Safe-Driving Ties

Rochester—Socony-Vacuum Oil Co., New York, on March 15 will start a safety campaign program on WHAM in cooperation with the local police officials. An unidentified radio patrol car, equipped with two-way radio communication with WHAM's studios, will cruise through the streets Mondays through Fridays and give a description of the driving habits of local motorists which will be re-broadcast to WHAM's listeners from 6:30-6:45 p.m.

During the day the Socony Safety Patrol will cruise the streets looking for the "Safest Driver" who will be the recipient of the daily \$10 award. J. Stirling Getchell Inc., New York, has the account.

## Allum Made Agency V. P.

Ralph D. Allum has been appointed vice-president of the Blackett, Sample & Hummert advertising agency. Allum will be associated with the agency's New York office.

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| 17 | 18 | 19 | 20 |
| 21 | 22 | 23 |    |
| 25 | 26 | 27 | 28 |
| 29 | 30 |    |    |

March 13  
Greetings from Radio Daily

to  
Hugh Cowham

March 14  
to  
G. Bennett Larson  
Billy Jones  
Ernie Hare



● ● ● One of America's most publicized mothers (Milton Berle's Ma) rushed to N. Y. from Hollywood the other day on learning the news of her husband's heart-attack. Mr. Berle's condition has improved and Ma returns to the coast Monday or Tuesday... Has it been printed that Phil Berle married Mona Barrie Feb. 23?... Henny Youngman leaves for the coast and Paramount pictures within three weeks, according to Ted Collins... Guy Lombardo has been re-signed for 18 months on the Bond bread show... Lud Gluskin, as reported here weeks ago, has been definitely set for the Ken Murray show from the coast... Hollywood Columnist Sidney Skolsky and Ben Bernie are last minute additions to Cantor's airing Sunday which also features Lupe Velez.

● ● ● Lester Lee started out making waffles the other day via Ida Bailey Allen's recipe and, while stirring the mixture, the page turned, which resulted in his having chocolate layer cake again... The Carroll sisters open tonite at the Merry-Go-Round in Brooklyn for one week and then go to the Arcadia in Philly... Frances is being talked about for pictures... Jerry Cooper does a Rubinoff transcription the 22nd... Clark Andrews' dad was a v. p. of the Chase National Bank, still he went out and made a name for himself... Ann Skelly is being screen-tested by RKO... Shirley Warde goes to the coast on the 1st for J. Walter Thompson... WHN celebrates their 15th anniversary on Wednesday.

● ● ● Waller Winchell will be heard from 9:30-9:45 starting Sunday with the Shep Fields Rhythm Revue airing coming thru at 9... Mitchell Ayres with men from Little Jack Little's band opens at the Hollywood on Wednesday, replacing Lennie Hayton... Julie Wintze leaves the Top Hat for parts unknown... Author Dale Carnegie heard on Showboat last nite, is talking to three sponsors... Edward Eltinger will be called to the coast in the next ten days to write the Jolson shows... Cliff Arquette, Charlie Butterworth's stooge ("Quiet, Pixie"), just got a movie job and also auditioned for an air show on his own.

● ● ● Procter & Gamble has bought talent from Consolidated Radio Artists totaling \$10,000 which they'll present next Saturday in Baltimore's Hipp for their advertising execs... Joey Nash will throw one of his famous orgies before his mother returns from Florida... Last night he waxed an audition at CBS... Oscar Shaw is bragging about the elk he clipped at his estate in Pa... Leo Reisman returns to the Waldorf the 27th.

● ● ● Permission to imitate George VI has been denied Arthur Boran... A stink bomb was set off by strikers near the location of the Vox Pop airing the other night but there wasn't time to switch mikes and they went on... Jack Benny went to look for Abe Lyman during the B. Lillie show the other night and was refused admittance because he wasn't recognized... Fred Allen presents an Irish show Wednesday with Marten Barren's seven-piece Irish band, Adrian O'Brien and Joseph Poita... At the rehearsal Wednesday some one complained that the walking across the stage registered a "boom" on the air, to which Fred suggested that everyone take their shoes off and "we'll be the first radio show produced in stocking feet"... Brewster Morgan will direct Mickey Alpert for CBS...

## SHERWIN-WILLIAMS USING 48 STATIONS

(Continued from Page 1)  
100 one-minute live announcements or participations. List includes WFBR, WBT, WIS, WJAX, WFBC, WHP, WTAR, WFIL, WTPF, WDBJ, WJSV, WGY, WLS, WEBC, WIND, WIRE, WCCO, WADC, WBEN, WGAR, WJR, WJAS, KOA, KMBC, KVOO, KFH, KMOX, KWK, WFAA, WOR.

T. J. Maloney Inc., New York, placed the account.

## 68% of NBC Mail From Daytime Programs

(Continued from Page 1)  
next one in line was over 600,000. The five shows between them garnered nearly 2,000,000 pieces of mail or more than one third of that received at NBC. Offers and contests in virtually every case helped the draw.

NBC analysis bears out the recent Co-Op. Analysis Report statement that the most popular daytime show was a script program.

## Optrex Spot Series

E. Fougere & Co., New York (Optrex, an eyewash), about April 1 will start a daytime test campaign of five-minute spots KYW, Philadelphia, three times weekly. There is a possibility that disks produced by Jean Grombach Inc. will go on a five times weekly schedule later.

Optrex has been on the European market for a number of years but this is its first try at the American market. If test campaign clicks program may go network. O'Dea, Sheldon & Co., Inc., New York, placed the account.

## Shannon Allen in WPA Post

Washington Bureau of THE RADIO DAILY  
Washington—Shannon Allen, given a leave of absence as night manager of NBC's office here, will succeed Leo S. Rosencrans as assistant director of the WPA educational radio project in the U. S. Office of Education.

## NBC Signs Al Shayne

Al Shayne, baritone, has been signed by the NBC artist bureau and will be placed on a sustaining on the network. There are two sponsors angling at present for his services. His present contract with the web has a 60-day clause. Shayne has been heard on the Sally's Fur Program over WHN and WMCA.

## Foran for Grapenuts Show

West Coast Bureau, RADIO DAILY  
Hollywood—Nick Foran, Warner Bros. western star, has been signed for a singing spot in the new Burns and Allen show for Grapenuts.

## MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH  
Electrical Lighting Equipment of Any Kind  
FOR RADIO STATIONS  
244-250 WEST 49th STREET  
New York City Tel. CHic. 4-2074

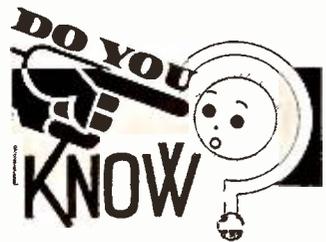


**R**AYMOND TOMPKINS is winning a steadily increasing circle of listeners over WFBR, Baltimore, broadcasting "Light on the News" program for the Consolidated Gas, Electric Light & Power Co. He broadcasts 6:45-7 p.m. Mondays, Wednesdays and Fridays, answering news questions submitted by listeners. Prizes of from \$2 to \$5 are given for the questions selected. Tompkins, for years one of the leading newspaper men of the city, appeared last year for the May Oil Burner. His program is getting much praise.

KFAB's (Lincoln, Neb.) children's theater program, authored and directed by Katherine Stone, is still a big Saturday morning draw after celebrating its 3rd anniversary. Cast is drawn from school children and the show is a half hour long.

"The First Offender," which has been a Sunday afternoon feature from WELI for the past 24 weeks at 1 o'clock, will in the future be heard at 5:30 p.m., to enable WNBC, New Britain, and WATR, Waterbury, to carry the show. "Charlie Wright Presents," half hour variety show featuring Vera Cruse, Frank Gargiulo, The Bon Bons and The Swingsters, will be rescheduled from 5:30 to 1 p.m.

For 15 minutes on weekdays, *Milady* is honored over WMBH, Joplin, Mo., with a special program featuring *Women in the News and Fashion Chatter*, material gathered by the *United Press*. The program is dramatized as far as fashion goes, with two women alternating in the descriptions of the various costumes. Charles J. McIntire, veteran WMBH announcer, is in charge of the program. A theme song, with a flash opening and close, are the complements. The women



Number of licensed radio sets in Norway has increased to 251,171, close to 10 per cent of the population.

announcers are Helen Crouch and Vivien Rue of the WMBH staff.

"Silver Serenade," new series of programs sponsored by Oneida Ltd. on behalf of Tudor Plate Silverware, began yesterday at 9:15 a.m. over WHK, Cleveland.

Former President Herbert Hoover's one-time executive secretary, George Aubrey Hastings, will talk on "Transportation Tomorrow" over WQXR on Monday at 6:30 p.m. On

## Radio and Television

## PATENTS

Granted March 9, 1937

Compiled by JOHN B. BRADY, Attorney  
Washington, D. C.

- 2,072,897—TONE CONTROL APPARATUS. Henry J. Marschalk, Jr., East Orange, N. J.
- 2,072,945—AMPLIFIER CIRCUIT. Paul O. Farnham, Boonton, N. J., assignor, by mesne assignments, to RCA.
- 2,072,952—MOUNTING FOR ELECTRICAL DEVICES. Edward H. Jones, Summit, N. J., assignor to Bell Telephone Laboratories Inc.
- 2,072,953—CASCADED ELECTRON TUBE SYSTEM. Gerard J. Kelley, New York, N. Y., assignor, by mesne assignments, to RCA.
- 2,072,957—ELECTRON TUBE. James Dwyer McGee, London, England, assignor to Electric & Musical Industries Ltd.
- 2,072,962—RADIO SYSTEM. Joseph Piebanski, Warsaw, Poland, assignor to Radio Patents Corp.
- 2,072,964—SELF-CONTROLLED AUTOMATIC GAIN CONTROL CIRCUIT. Walter Van B. Roberts, Princeton, N. J., assignor to RCA.
- 2,072,973—QUIET AUTOMATIC VOLUME CONTROL SYSTEM. Karl Wilhelm, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.
- 2,072,993—ELECTRONIC SWITCH. Clayton E. Ulrey, East Orange, N. J., assignor by mesne assignments, to Westinghouse Electric & Manufacturing Co.
- 2,073,034—RADIO BROADCASTING AND COMMUNICATION SYSTEM. Nimmo C. Thyson, Miami, Fla.
- 2,073,038—RADIO RECEIVING SYSTEM. Harold A. Wheeler, Great Neck, N. Y., assignor to Hazeltine Corp.
- 2,073,078—ELECTRON DISCHARGE DEVICE. Jerom C. Smith, Merchantville, N. J., assignor to RCA.
- 2,073,117—THERMONIC OSCILLATION GENERATOR. Thomas D. Parkin, Broomfield, near Chelmsford, England, assignor to RCA.
- 2,073,190—RADIO TUBE REJUVENATION. William Bartlett and Ralph Carpenter, Spencer, W. Va., assignors of one-third to Wm. S. Ryan, Spencer, W. Va.
- 2,073,234—ELECTRIC AMPLIFIER. Lal C. Verma, Bangalore, India, and Lorenzo A. Richards, Ithaca, N. Y., assignors, by mesne assignments, to RCA.
- 2,073,336—RADIO GROUND COUNTERPOISE. Judson A. Cook, Haledon, N. J., assignor to Raybestos-Manhattan Inc.
- 2,073,344—SUPERHETERODYNE RECEIVER. John K. Johnson, Rye, N. Y., assignor to Hazeltine Corp.
- 2,073,345—SUPERHETERODYNE RECEIVER. John K. Johnson, Rye, N. Y., assignor to Hazeltine Corp.
- 2,073,370—TELEVISION SYSTEM. Alfred N. Goldsmith, New York, N. Y., and Thaddeus R. Goldsborough, Merchantville, N. J., assignor to RCA.
- 2,073,409—SIGNALING SYSTEM. John P. Shanklin, Riverhead, N. Y., assignor to RCA.
- 2,073,417—SELECTIVE CONTROL DEVICE. Richard T. Fox and Vernon L. Hullett, Louisville, Ky.
- 2,073,453—PHOTOTUBE. Herbert Nelson, Bloomfield, N. J., assignor to RCA.
- 2,073,454—PENTODE HETERODYNE DETECTOR. Harold O. Peterson and Elmer F. Bond, Riverhead, N. Y., assignors to RCA.
- 2,073,477—ELECTRIC WAVE AMPLIFICATION. Charles W. Green, Millburn, N. J., assignor, by mesne assignments, to Western Electric Co. Inc.
- 2,073,482—VACUUM TUBE INSULATOR SHIELD. Peter Kniepen, Finkenkrug, near Berlin, Germany, assignor to Allgemeine Elektrizitats Gesellschaft.
- 2,073,486—DELAYED AUTOMATIC VOLUME CONTROL CIRCUIT. Winfield R. Koch, Camden, N. J., assignor to RCA.
- 2,073,504—AUTOMATIC TONE CONTROL CIRCUIT. Charles Travis, Philadelphia, Pa., assignor to RCA.
- 2,073,522—PHOTOELECTRIC TUBE. Kenneth H. Kingdon and Hugh E. Thomson, Schenectady, N. Y., assignors to General Electric Co.
- 2,073,598—ELECTRON TUBE. Samuel B. Rubenstein, New York.
- 2,073,599—ELECTRIC DISCHARGE DEVICE. Louis Malter, Camden, N. J., assignor to RCA.
- 2,073,483—ELECTRON DISCHARGE DEVICE. Heinrich Kniepkamp, Berlin-Pankow, Germany, assignor to Siemens & Halske, A. G.

March 18 Norman Thomas speaks over the same station and same time on "Social Legislation and the Constitution."

"Eastchester Progress," Tuckahoe, N. Y., newspaper, is sponsoring two talks being broadcast March 14 and 15 at 6:30 p.m. over WFAS, White Plains. First program will be on the subject of "The Supreme Court and Our Citizens," and the other on "Our Duty at Home and the Importance of It."



**D**UKE ELLINGTON is to succeed Cab Calloway at the Cotton Club on March 21 when the Calloway outfit takes to the road. The spot has a WOR-Mutual wire.

Ted Lewis concludes his run at the Arcadia International House in Philly on March 21, to be followed by Happy Felton. Spot has a WFIL-Mutual wire.

Isaac Stern, 16 year old San Francisco violinist, makes his ether debut with the San Francisco Symphony Orchestra on the orchestra's Silver Jubilee broadcast over the NBC Blue Network, March 19, 5:45 to 6:30 p.m.

Franklyn Roberts and the Men of Song will guest-play on the "Callin' on the Neighbors" program, WCAE, Sunday at 12:15 p.m.

The Princeton University Glee Club offers a program of folk songs, a choral number by Grieg and three choruses from Gilbert & Sullivan operetta "Patience" March 12 7:00-7:15 over the NBC-Blue Network. Conductor is James Giddings.

Barry Wood and his ork have just completed two records for Mills Master Recording, to be released April 1. The vocals are by Barry. Barry will be listed directly above brother, Barney Rapp, in the new Mills catalogue.

The wearing of the green will be commemorated by an international broadcast of a concert in Dublin, featuring the Dublin Metropolitan Garda Ceilidhe Band, Patrick Kirwan, tenor, and Irish radio orchestra, Michael O'Higgins, baritone, and a Gaelic instrumental quartette consisting of harp, violin, flute and cello, over the NBC-Blue from 3:15 to 3:45, Wednesday, March 17.

Richard Crooks and Helen Jepson, both American-trained operatic singers, will have leading roles in the Met opera performance of *Faust*, Saturday at 1:55 p.m., to be aired over the NBC-Blue Network.

Semi-finalists of the "Metropolitan Opera Auditions of the Air" will appear on the March 14 and 21 programs. Evelyn Case, Maxine Stellman and Robert W. Steel will be heard on the March 14 broadcast; Anna Mary Dickey, Arturo Cheltri and Sylvia Cyde, on the March 21 program. On the final March 28 broadcast, the best of these six, together with the other six who appeared as the first group of semi-finalists, will be awarded Met contracts.

Shep Fields and Ork do a week at the Philly Fox, starting today.

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

WHEN Bee Lillie appeared at the Hearn's Fashion Show 'other day, she was coming to the aid of the party-throwing Elsa Maxwell... They're buddies from 'way back.... "Rich Man's Darling" had a surprise not long ago when a woman who runs a bona fide home for underprivileged tots named "Happy Acres" called on the company.... The kids were thrilled to listen in and thought the ether "Happy Acres" sounded just like home.... Gloria Rondell, sultry-voiced song stylist, debuts on the Major Bowes Capitol Family program over WABC come next Thursday.... Rachel Carlay, Gallic songbird of the Lyons toothpaste program, triples in brass.... in addition to her radio activity she vocalizes at a glitter-spot and in vedville.

▼ ▼  
"March of Time's" early teens ingenue, Nancy Kelly, rehearsing in the Rachel Crothers opus, "Susan and God", with Gertrude Lawrence.... Only femme swing harpist on record has Adele Girard for her moniker.... She'll go guestar on "Jamboree", Tuesday the 16.... Little Lucy Gillman, 11-year-old Chi ether star, to be made honorary member of Camp Fire Girls, March 19.... New series dramatizing marriage proposals, another way of gilding the lily, to be introduced over WMCA by Fanny May Baldrige and Newell Davis.... She was Magnolia of "Miracles of Magnolia".

▼ ▼  
Myrtle Vail wrote waltz ballad, "I Want You", 20 years ago.... Her son, George Damerel, will warble it on one of the week of March 15 "Myrt and Marge" broadcasts.... The Ina Claire deal still hanging fire because of script difficulty.... The gal who did that interesting bit of vocalizing 'other night on "Land of Romance" over CRS and KYA, was Dorothy Studebaker of the motor car Studebakers.... Ethel Reid Winsor to interview Mrs. Kenneth Horan, literary editor of Chicago Journal of Commerce, who authored "Longest Night", tome purchased by M-G-M, on "Know Your Authors", over W-I-N-D.... Still hors de combat—sick abed to you—Dorothy Haas, hardworking WOR-Mutual publicity lass.... Lick that flu, Dot.... Ethel Bartlett and Rae Robertson, British two-piano team guesting on the Ford Sunday Eve Hour, March 21, pooled their talents because they didn't want to be separated.... They're for a united front, musically speaking.

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 10 of a Series

**WESG—Elmira, N. Y.**

850 K.C.—1000 Watts

**DALE L. TAYLOR, Mgr. C. GLOVER DeLANEY, Comm. Mgr.**  
**ERNEST F. OLIVER, Program Director**

WESG, only four years old, is owned and operated by Cornell University and is used approximately twelve hours a week for strictly educational purposes. The remainder of the broadcasting week is leased to the Elmira Star Gazette. It is the only station that covers ten counties of south-central New York and northern Pennsylvania, more than 7,000 square miles, from within. 389,080 listeners are included in the station's primary coverage. WESG is the only network outlet as well as the only radio station within 60 miles of Elmira, N. Y.

WESG is affiliated with the Columbia Broadcasting System. Its primary and secondary coverage includes 5,381,096 population, 4,172,760 radio listeners and retail sales of almost two million dollars annually. WESG was first christened WEAL way back in 1912, but when the newspaper took over the business management in 1932, it had already assumed its present identification. However, the new bosses erected new studios, and for the first time WESG was destined to go places. Today its list of national advertisers is high among the leaders.

IN January, 1936, WESG cooperated with other stations of the CBS web in making a uniform "Listening Area" measurement. Throughout one week a total of twenty-one daytime announcements were made offering a give-away in the form of a radio game to those writing in to the station, 7,828 requests were received. It was one of the largest responses noted in the entire experiment in which over 100 radio stations had taken part.

THE station's impressive list of sponsors includes such nationally famous names as Cities Service, Tydol and Gulf Oil and Gasoline; Coca-Cola and Orange Crush; Proctor & Gamble and Oxydol Soap Powders; RCA and Philco radios; Ford, Chevrolet, La Salle, Plymouth and Dodge Automobiles; Phillip Morris Cigarettes; the daily farm hour that Cornell University has been presenting for the past seven years.

ITS studios are located in the Mark Twain Hotel, Elmira. Associate studios and transmitter are at Cornell University, Ithaca. Executive headquarters are also in the Mark Twain Hotel.

**NEW PROGRAMS—IDEAS**

**Answering Queries**

"Let's Talk," a program in answer to the public's demand for information, is being given over WHK, Cleveland, every Tuesday at 6 p.m.

Warren Guthrie, director of Public Discussion at Western Reserve University, is in charge of the plans for this period of questions and answers. Guthrie reports that from a list of the questions sent to WHK, for this program, real interest is being displayed by the listening public.

As co-ordinator of questions, Guthrie has acquired the services of Dr. Wilbur W. White, lecturer and Mr. Marvin Barloon, authority on labor relations to supply the answers.

**Dramas from Classics**

A series of dramatic presentations, known as the John Carroll Hour, are to begin tomorrow at 5:30 p.m. over WHK. Programs will present selected players of John Carroll University Dramatic Club in dramatizations of a series of classic stories.

The group will be under the direction of William A. D. Millson, advisor of radio activities at Carroll.

First play of the series is titled, "The Necklace," by Guy de Maupassant.

Radio activities of choral and speaking groups in the colleges have prompted Production Manager John Vorpe of WHK-WJAY to outline further plans for presentation of various plays.

**Spot Biz Signed by WNEW**

WNEW has signed spot announcements contracts with nine firms within the past week. Clients are Atlas Canning Co. Jadwiga Remedies, Inc.; Gardner Nursery Co.; Mi Oun Baking Co.; Kay Rinelli (beauty aids); Scalafani Wines Corp.; People's Credit Department Stores, Inc.; Lord's Women's Stores, Inc. and Bigelow-Sanford Weavers.

**Stokowski Resuming**

Leopold Stokowski, conductor, returns to the helm of the Philadelphia orchestra broadcasts on March 26, relieving Eugene Ormandy who replaced him when he left for the Coast to engage in motion picture work. The programs go over the CBS network, 10-10:30 p.m.

**★ STATION FLASHES ★**

TOLEDO BROADCASTING CO. has been incorporated with capital of 250 shares of no par value by the interests that own WSPD, Toledo, in order to keep alive the name of the company for future experimental and development work of the broadcasting station here. J. H. Ryan is president of the company. Incorporators are E. Y. Flanigan, Russell Gohring and Laura Jefferies, all associated with WSPD.

WJJD, Chicago, has been polling listeners on their stand regarding President Roosevelt's proposals for the Supreme Court. Announcements made four times daily, asking for a "yes" or "no" reply, brought an overwhelming number of "noes" prior to the President's fireside chat this week.

WHK, Cleveland, on March 21 at 2 p.m. will broadcast "The Upper Room," a Passion Play presented by the Tracomian Players and never before heard over the air in Cleveland.

**New Sunday Players Accounts**

West Coast Bureau, RADIO DAILY Los Angeles—New Sunday Players transcription accounts announced by Mertens and Price Inc. are:

- Wilkins - Rogers Milling Co. ("Washington Flour"), Washington, D. C., 26 weeks, WJSV, through the Lewis Agency.
- Forest Lawn Memorial Park, Los Angeles, 52 weeks, KEHE.
- Greenwood Memorial Park, San Diego, 52 weeks, KGB.
- Melrose Abbey Mausoleum, Santa Ana, Cal., 52 weeks, KVOE.
- Desert Lawn Memorial Park, Yuma, Ariz., 52 weeks, KUMA.

**Marconi Addresses Women**

Senatore Guglielmo Marconi, addressing the Fourth Annual Chicago Tribune Women's Congress yesterday via short wave from Rome and NBC network, paid tribute to radio as a "fitting tool for bringing the peoples of the world together for improving their mutual relations."

He stressed radio's contribution as a two-way communication facility rather than its one-way broadcasts, as being the more important of the two.

**Disk Firm in Ft. Wayne**

Fort Wayne, Ind.—Stark Recording Studios opened recently at 616 High St. with facilities for making of electrical transcriptions.

**ONE MINUTE INTERVIEW**

**GLADYS SWARTHOUT**

"Don't understudy anybody else. Just concentrate on expressing yourself the best you possibly can —in makeup, clothes, coiffure and personality."

## ☆ "Quotes" ☆

DONALD WITHYCOMB—"Technically television has arrived. I've seen all the recent demonstrations. The quality of image reproduction is fine, but in its broader aspects, television is still in the experimental stage. There are countless obstacles to overcome before it will replace the radio we know today. The installation of television would mean a complete revolution in broadcasting. New and costly equipment, both sending and receiving, would be an immediate necessity. It required about 18 years for radio to arrive at its present state of perfection. You can count on almost the same for television. So I'm winding up with a bit of prophecy that may bring the experts down on my head . . . Television, 1950."

OSCAR STRAUSS: "American jazz is almost as popular in Vienna now as the waltz. The lighter songs appeal to the people, whereas heavier works do not divert the people from the numerous war scares."

### New Biz for WLTH

Coward Shoe Co. has contracted with WLTH for a new series of programs to be known as "The Confidential Adviser" (in Yiddish), starting Monday and continuing for 13 weeks with one 15-minute period each week.

Goodman Matzovs also have contracted for time on this station using their transcribed announcements from now until Passover.

Other new accounts recently signed by WLTH include Monarch Wines.

The Coward Shoe contract was placed by Inselbuch Service, New York; the Goodman account through Alsop Recording, New York and Monarch Wines through the Landau Agency, New York.

### Oldsmobile Series Ending

Oldsmobile Motor Works, Inc., Detroit, fades from the air after the April 10 broadcast. Program is called "Irvin Cobb and His Paducah Plantation," heard 10:30-11 p.m. over the NBC-Red network.

### New Biz for WEEI

Boston—I. J. Fox, furriers, signed a new contract with WEEI for a series of 15-minute broadcasts, 7:30-7:45 p.m. every Friday, this week. A new contract has also been signed with Edison Electric Illuminating Co. for one year of Sunday broadcasts, 1:30-2:00 p.m.

### New WWSW Commercial

Pittsburgh—A new commercial over WWSW, piped three times weekly at 5:45 p.m., is the Melody Millionaires, harmony duo formerly with KDKA here and WSYR, Syracuse. Kay's Clothes, local store, is the sponsor.

## F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

### HEARINGS SCHEDULED

- APRIL 1: Pacific Acceptance Corp., San Diego, Cal. CP for new station. 1200 kc., 100 watts. Daytime.
- APRIL 5: KROY, Sacramento. Cal. Mod. of CP. 1340 kc., 250 watts, 1 Kw., L.S. Unlimited.
- Aberdeen Broadcast Co., Aberdeen, S. Dk. CP for new frequency and power. 1390 kc., 500 watts, 1 Kw. L.S. Unlimited.
- Louisville Times Co., Louisville. CP for new station. 1210 kc., 100 watts. Unlimited.
- WSAU, Wausau, Wis. Mod. of CP. 1370 kc., 100 watts. Unlimited.
- Dr. W. S. Jacobs Broadcasting Co., Houston. CP for new station. 1220 kc., 1 Kw. Unlimited.
- APRIL 6: Okmulgee Broadcasting Corp., Okmulgee, Okla. CP for new station. 1210 kc., 100 watts. Daytime.
- Times Publishing Co., Okmulgee. CP for new station. 1210 kc., 100 watts. Daytime.
- The Record Publishing Co., Okmulgee. CP for new station. 1210 kc., 100 watts. Daytime.
- WEAU, Eau Claire, Wis. Mod. of CP. 1050 kc., 1 Kw. Daytime.
- Beaumont Broadcasting Ass'n, Beaumont, Tex. CP for new station. 1420 kc., 100 watts. Unlimited.
- KGA, Spokane. Mod. of License. 950 kc., 1 Kw., 5 Kw. L.S. Unlimited.
- APRIL 7: WBCM, Bay City, Mich. Mod. of Lic. 1410 kc., 500 watts, 1 Kw. L.S. Unlimited.
- KADA, Ada, Okla. Mod. of Lic. 1200 kc., 100 watts. Unlimited.
- KFVD, Los Angeles. Mod. of Lic. 990 kc., 1 Kw. Limited.
- KDB, Santa Barbara, Cal. Mod. of CP. 1220 kc., 500 watts. Unlimited.
- APRIL 8: Port Huron Broadcasting Co., Port Huron, Mich. CP for new station. 1370 kc., 250 watts. Daytime.
- WMAS, Springfield, Mass. Mod. of CP. 560 kc., 1 Kw. Unlimited.
- Dallas Broadcasting Co., Dallas. CP for new station. 1500 kc., 100 watts. Daytime.
- WGBI, Scranton, Pa. Mod. of Lic. 880 kc., 500 watts, 1 Kw. L.S. Shares time.
- APRIL 12: Schuylkill Broadcasting Co., Pottsville, Pa. CP for new station. 580 kc., 250 watts. Daytime.
- Pottsville News and Radio Corp., Pottsville, Pa. CP for new station, 580 kc., 250 watts. Daytime.
- Fields McCarthy Co., Popular Bluffs, Mo. CP for new station. 1310 kc., 100 watts. Daytime.
- APRIL 13: Anne Jay Levine, Palm Springs, Cal. CP for new station. 1200 kc., 100 watts, 250 watts. L.S. Unlimited.
- Springfield Newspapers, Inc., Springfield, Ohio. CP for new station. 1120 kc., 250 watts. Daytime.

### APPLICATIONS RECEIVED

- Hearst Radio, Inc., Washington, D. C. CP for booster station. 1310 kc., 250 watts. Daytime.
- John Stewart Bryan, Petersburg, Va. CP amended. 1210 kc., 100 watts, 250 watts L.S. Unlimited.
- Jonas Weiland, Kinston, No. C. License to cover CP as Mod.
- KGAR, Tucson, Ariz. Mod. of Lic. 1340 kc., 250 watts. Unlimited.
- C. W. Moses, R. W. Workman and J. A. Moses, Hobbs, N. Mex. CP for new station. 1500 kc., 100 watts. Unlimited.
- Arlington Radio Service, Inc., Arlington, Va. CP for new station. 1510 kc., 250 watts. Unlimited.
- Key City Broadcasting Co., Kankakee, Ill. CP for new station. 1500 kc., 100 watts. Unlimited.
- Hickory Broadcasting Co., Hickory, No. Car. CP for new station. 1370 kc., 100 watts. Daytime.

### APPLICATIONS DENIED

- Voice of Marshall Ass'n, Marshall, Tex. CP for new station. 1500 kc., 100 watts. Specified.
- WSBT, South Bend, Ind. CP to make changes in equipment, frequency, power and hours of operation.
- WEMP, Milwaukee. CP for changes in equipment, frequency, power and hours of operation.
- Wike & Studebaker, Baker, Ore. CP for new station. 1370 kc., 100 watts, 250 watts L.S. Unlimited.
- Malcolm H. Clark, Amarillo, Tex. CP for new station. 1500 kc., 100 watts. Unlimited.
- I. T. Bilben and N. G. Barnard, Walker, Minn. CP for new station. 1310 kc., 100 watts. Unlimited.
- H. Wimpy, Albany, Ga. CP for new station. 1420 kc., 100 watts, 250 watts L.S. Unlimited.
- Dr. F. P. Cerniglia, Monroe, La. CP for new station. 1500 kc., 100 watts. Unlimited.
- WHAT, Philadelphia. CP for change in equipment, frequency, power and hours of operation.
- KUJ, Walla Walla, Wash. CP for change in equipment, power and frequency.

### APPLICATIONS GRANTED

- KGFI, Corpus Christi, Tex. Mod. of Lic. to move station to Brownsville and an extension of commencement date.
- CBS, New York. Extension of auth. to transmit programs to Canadian stations CFRB and CKAC and stations of the Canadian Radio Corp.
- General Electric Co., Albany, N. Y. CP for new high freq. station. 31600, 35600, 38600 and 41000 kc., 150 watts.
- WMFF, Plattsburg, New York. Mod. of Lic. to operate on unlimited hours.
- KIT, Yakima, Wash. CP to install new transmitter, antenna and change to 1250 kc., 250 watts night, 500 watts day. Unlimited.
- KMAC, San Antonio. Lic. to cover CP. 1370 kc., 100 watts night, 250 watts, day.
- Fayette Broadcasting Corp., Uniontown, Pa. CP for new station. 1420 kc., 250 watts. Daytime.

(Continued on Page 7)

## GUEST-ING

JESSIE ROYCE LANDIS, Broadway actress, appears on Crosby Gaige's Kitchen Cavalcade on March 15 at 10:45 a.m. over the NBC-Blue.

LOTE LEHMANN, Metropolitan Opera singer, and ROSS GORMAN, noted saxophonist, are among the guests for the Joe Cook show over the NBC-Red network tomorrow night at 9:30.

CAPTAIN BOB BARTLETT, arctic explorer, will be heard on WHN tomorrow, 1:30-2 p.m., when he speaks at the convention of the Columbia Scholastic Press Ass'n in the Hotel Commodore.

HELEN FLINT, 20th Century-Fox film actress, is being interviewed by Radie Harris over WHN tonight at 8.

EMERY DEUTSCH, conductor, will be the guest of Marion Cole on the "Hitching Your Hobby" program over WMCA on Tuesday, 3:45-4 p.m.

RAYMOND C. SCHINDLER, head of the Schindler Detective Agency will be interviewed by WMCA's Roving Reporter Frankie Basch on Sunday, 7:45 p.m.

CLYDE PANGBORN will be a guest on the Philip Morris program March 23. Charlie Martin will dramatize interesting incidents culled from Pangborn's barnstorming circus days.

ALINE MacMAHON, stage and screen actress, and WILLIAM LYNN, actor, will be on the Shell Show tomorrow night, 9:30-10:30 over NBC-Red.

LOIS WILSON appears Sunday on Winx's "Variety" show via WOR.

ARTHUR BORAN appears on the 9 o'clock revue Sunday over WOR.

### Named Merchandising Head

Cleveland—Albert Shambarger, formerly clerical assistant to C. A. McLaughlin, sales manager for WHK-WJAY, is now merchandise director. His duties comprise, in addition to arranging charts and checking various new products with radio advertising possibilities, the compilation of detail work in connection with groundwork plans for expansion of United Broadcasting Co. The plans are being directed by H. K. Carpenter, executive vice-president of UBC.

### New York Talent for WHK

Cleveland—Tony Senna and Mary Clifford open Monday at WHK as the first in a series of programs designed by John Vorpe, production head of United Broadcasting Co., to bring New York talent to the local studios.

### Gilbert & Sullivan Series

Maurice Barrett of the WHN production department is readying a series of Gilbert & Sullivan opera programs.

★ Chatter ★

**L**OIS LA CHANCE, young Chicago singer who has been starred on the WGN (Chicago) show, "The Fireside Theater," will make her coast-to-coast network debut over the Mutual system Tuesday night on the "Listen to This" show at 7:30 o'clock (CST). Miss LaChance first crashed the limelight singing in a Chicago supper club and is now much sought after in radio. Kay St. Germaine and Jack Brooks will be co-starred with Miss LaChance and Lou Diamond's orchestra. The dramatic portion of the show will be handled by the "Hayloft Dramatic Society" of the Burlington Liars Club, featuring the "Lies of the week."

*Wade Lane, known to radio audiences as "Strolling Tom," and featured with the original "Little Church of Hollywood," is recording a "Wade Lane's Home Folks" series of familiar tunes and homespun philosophy for Mertens and Price, Inc., Los Angeles. Irving A. Steinel, composer and conductor, supplies the organ background. Recordings, Inc., Hollywood, does the cutting.*

Howard W. Davis, KMAC, San Antonio, decided that 15,000 records was too many for any one station to have on file, so he devised a novel contest to give away 5,000 records on the Nevlo-Starkist Derby, sponsored by Nevlo, For Nerves, and Starkist Flotation Tooth Paste. Samples of the records to be given are run from 3 to 4 p.m. each Sunday. On the sample program the records represent a cross section of all tunes, the latest popular numbers, classics, ballads, novelty numbers, and many of them are records which are now out of pressing and represent tunes which cannot be replaced at any price. Listeners receive one record for each carton of Nevlo or Starkist brought to the studios of KMAC.

*John Urquhart, production manager of KDKA, Pittsburgh, recently addressed members of the Youngstown Advertising Club on "How to Prepare for a Radio Career."*

P. B. Mennella, formerly of Brooklyn, has joined KABC, San Antonio, as radio advertising sales representative.

*Attending a studio breakfast tendered this week at WHO, Des Moines, to Gene and Glenn in celebration of first anniversary of the Corn Belt Wireless, were Gene Carroll, Glenn Howell, Warren Wade, Hale Bonduant, Ernie Sanders, J. O. Maland, O. E. Moe and Don Kerr. A broadcast preceded the breakfast.*

Russ Hodges will broadcast the series of sectional basketball games to be held tomorrow at Michigan City, Ind., with airing via WIND, Chicago, 2-4:15 p.m. and 8-9:15 p.m.

*Charles LaTorre, who bats equally well on stage, screen and radio, appeared on the Billy and Betty program over the NBC-Red net at 6:45*



**ED FITZGERALD**

*Sustaining  
WOR, daily, 8:45-9 a.m.  
(Program goes under Bamberger Store sponsorship starting March 15, Mondays through Saturdays, 9 a.m.)*

**PLEASING COMBINATION OF LIGHT HUMOR AND CHATTER WITH MUSICAL INTERPOLATIONS.**

Having taken a brief recess after a long run of variety programs, Ed Fitzgerald returns with a new series in which he chats about current items and listeners' mail, throws in a touch of comedy and a bit of philosophy, with occasional time out for musical numbers. It makes a generally enjoyable affair that is well-suited for a morning spot.

This week's programs are on at 8:45 a.m., but starting Monday they will start at 9 o'clock as a daily except Sunday feature, sponsored by the Bamberger store.

**DORIS HARE**

*Sustaining  
NBC-Red Network, Wednesdays,  
7:15-7:30 p.m.*

**TALENTED BRITISH SINGING COMEDIENNE OFFERS DELIGHTFUL PROGRAM.**

An actress and a singer combined, with engaging British characteristics, Doris Hare is a welcome newcomer to the American airwaves. Her stage record is quite distinguished and she also has been broadcasting in England and South Africa since 1927. All of which was reflected in the good performance she brought to the mike here on her opening program of this series. She sang a trio of special songs and did some character sketching, sprinkled with music here and there. Authoring of Miss Hare's material is mostly by herself and by her sister, Betty, also an actress, who has been appearing on Broadway with Noel Coward.

**F. C. C. ACTIVITIES**

*(Continued from Page 6)*

**EXAMINER'S RECOMMENDATIONS**

Central States Broadcasting Co., Council Bluffs, Iowa. CP for new station. 1500 kc., 100 watts, unlimited, be granted.

KGDM, Stockton, Cal. Mod. of Lic. to change power and hours of operation be denied. Glenn Van Auken, Indianapolis. CP for new station. 1050 kc., 1 Kw., daytime, be granted.

Asheville Daily News, Asheville, N. C. CP for new station. 1370 kc., 100 watts, unlimited, remanded to docket for further hearing.

**HEARINGS HELD**

The following applications for new stations were heard during the week: Petersburg Newspaper Corp., Petersburg, Va. 1210 kc., 100 watts night, 250 watts day; Carolinas Radio, Inc., Charlotte, N. C. 880 kc., 500 watts night, 1 Kw. day; W. Va. Newspaper Publishing Co., Clarksburg, W. Va. 1250 kc., 1 Kw. daytime; Radiotel Corp., San Diego, Cal. 920 kc., 500 watts; Provo Broadcast Co., Provo, Utah. 1210 kc., 100 watts; Amarillo Broadcasting Co., Amarillo, Tex. 1500 kc., 100 watts; John W. Haigis, Greenfield, Mass. 1210 kc., 250 watts, day; J. K. Patrick & Co., Athens, Ga. 1310 kc., 100 watts night, 250 watts day; George H. Payne, San Jose, Cal. 1440 kc., 500 watts; Howard A. Miller, Galesburg, Ill. 1500 kc., 100 watts daytime; John D. Fields, Inc., Las Vegas, Nev. 1370 kc., 100 watts; World Publishing Co., Tulsa, Okla. 940 kc., 1 Kw. night, 5 Kw. day; Skagit Broadcasting Ass'n, Bellingham, Wash. 1200 kc., 100 watts night, 250 watts day; Voice of Detroit, Inc., Detroit, Mich. 1120 kc., 500 watts night, 1 Kw. day.

*last night, and will be on this evening's Irene Rich program at 8 o'clock over the NBC-Blue net.*

Ellis VanderPyl, WGAR commercial manager and sportscaster, is away from the Cleveland station for the balance of the week due to the death of his mother, Mrs. Mary VanderPyl. Word also was received in Cleveland this week of the death of the husband of the WGAR hostess, Rebecca Lush, a sergeant in the U. S. Air Service attached to the Langley (Va.) Field. He was killed when his motorcar overturned.

*Bob Mitchell, engineer at the Cedar Rapids studios of WMT, Cedar Rapids-Waterloo, is back on the job again after two weeks in a local hospital with the flu. Mitchell was added to the staff recently to take charge of remotes and was formerly with WSUI at Iowa City.*

**NBC Host to Biz Women**

Opportunities for business women in the radio field will be studied at first hand when Janet MacRorie, editor of the NBC continuity acceptance department, acts as hostess on Tuesday to a group of visitors participating in the activities of Business Women's Week, being held under the auspices of the New York League of Business and Professional Women.

Miss MacRorie, in addition to addressing the visitors, will have them witness a broadcast of the bi-weekly NBC feature, "It's a Woman's World," a program prepared by a woman, Claudine MacDonald, and projected by women. The group will also be introduced to Margaret Cuthbert, director of NBC women's activities, who last year was named by the league as one of 24 women of achievement.



**EVERYBODY**

WHO IS

**ANYBODY**

IN

**RADIO**

IS

**READING**



**EVERY DAY**



## Equipment

### New Loading Coil

Philadelphia—Philco Radio & Television Corp. is introducing a loading coil for the elimination of the effects of a number of powerful broadcasting stations being received simultaneously by a receiving set. The coil cannot be used indiscriminately in sets, however. When connected across the transmission-line terminals on the back of the radio chassis, the coil will reduce sensitivity on the broadcast band. But when the competition of the two or more local stations is particularly objectionable, sacrifice of a certain amount of sensitivity in order to insure clear reception is advisable.

### Philco Service Manual

Philadelphia—A valuable aid for radio servicemen, John F. Rider's 160-page volume, "Aligning Philco Receivers," has been placed on the market by Philco Radio & Television Corp. for distribution among the 25,000 members of the Radio Manufacturers Service organization.

### Elec. League Chairman

Indianapolis—Roy L. Brown, manager of Westinghouse Electric Supply Co., was recently elected chairman of the wholesaler's division of the Electric League of Indianapolis. Adolf Wagner of Wagner Radio Co. was elected vice-chairman.

### Transmitter Dedication

Boston—The new WEEI transmitter will be formally dedicated on April 3, according to the assistant manager of the station, Louis Whitcomb. The transmitter, located in Medford, is the last word in modern radio construction. A half hour dedicatory program emphasizing progress and especially the advance made in radio is being planned.

### Opens Service Business

Pittsfield, Mass.—Thomas R. Humphrey, formerly with Graves Radio Service of this city and the radio testing department of United American Bosch Corp. of Springfield, has opened a radio service business here. Humphrey is owner and operator of a 500-watt short wave amateur transmitting station and holds a commercial radio-telephone operator's license.

### Shows Test Equipment

Fairhaven, Mass.—Ray Perron gave a talk and demonstration of test equipment used by the radio service industry at a meeting of the Radio Technicians Guild here. Perron is associated with the Clough Brengle Co.

## RADIO PERSONALITIES

No. 13 in the Series of Who's Who in the Industry

**A**LFRED H. MORTON. Manager of the Department of Managed and Operated Stations of NBC. A pioneer figure in broadcasting, who began his business career with the General Electric Co. in 1913, shortly after he resigned a captain's commission in the U. S. Army. Holder



Taught Paris, Milan,  
Radio Showmanship ...

of a Bachelor of Science degree at the University of Illinois and a Master of Science degree at Columbia University. In 1921 he became associated with RCA, going to Washington as manager of the local offices and while there supervised construction of Station WRC, first outlet built and owned by RCA. Two years later he was transferred to New York as head of commercial department of RCA Communications, and kept an eye on the operations of WJZ. In 1929 he was made European manager of RCA, with headquarters in Paris. Sold a 50,000-watt RCA station to the Italian Broadcasting Co., and supervised its construction near Milan. NBC took Morton in 1934 and made him business manager of the program department. Early in December of last year, he succeeded Bill Hedges as manager of the NBC stations.

### Tele-Dial Tuning Control

A new Lafayette Tele-Dial receiver, with 17 station control buttons arranged around the periphery of an 8½" dial, is now being distributed by Wholesale Radio Service Co. The receiver is tuned the same as dialing a number on the telephone. For additional flexibility, a conventional 5½" pointer-type dial is included for use when Tele-Dial tuning is not desired, as when tuning for short wave stations.

### Station Improvement Plans

Chicago—WGES has applied to the FCC to move its transmitter locally and install new equipment.

Kansas City—Installation of new equipment and other improvements are planned by KCMO.

San Francisco—KGO plans to install vertical radiator and new equipment along with increase in power.

Salem, Ore.—Change in antenna, installation of new equipment and increase in power are contemplated by KSLM.

Terre Haute, Ind.—Moving of transmitter site, change in equipment, directional antenna system and increase in power are planned by WBOW.

Berkeley, Cal.—KRE plans to move its transmitter site and studio, along with installing new equipment and increasing power.

San Angelo, Tex.—KGKL contemplates new equipment and increase in power.

### Sound-Proof Studio Door

Evanston, Ill.—Irving Hamlin of Evanston Sound Proof Door has patented a new door for radio broadcasting studios. The door is designed for those situations where the user is protected from intruding sounds by two doors instead of one—the arrangement of space being such that entrance to the studio and to the monitor or control room is through

a common lobby, the walls and ceiling of which are thoroughly treated in acoustical correction.

### Nevin Appoints Agency

The Nevin Drug Stores have appointed the Philip Klein Advertising agency, Philadelphia, to handle its business. A radio campaign is planned.

## Viewpoints

### American Radio Programs Lead World, Says Reiner

**A**MERICAN radio programs set a standard which the rest of the world would do well to emulate.

There is no other country in the world that can rate with America when it comes to a comparison of radio fare, and I believe that radio has done more than any other medium to inspire a genuine interest in serious music among the masses.

With radio a state monopoly in Europe, of course, there are no commercial programs, and the Government dictates everything that goes on the air. There is no chance to find out just what the public wants to hear, because there is no competition between the various stations. All of the stations have to live down to their budgets and very seldom do Europeans get a chance to listen to the great artists that are almost nightly features on the American airways. —FRITZ REINER.

### "Show Is On" Broadcast

Excerpts from the Broadway musical, "The Show Is On", will be aired over the NBC-Blue net Sunday, 8-8:30 p.m. Beatrice Lillie, Bert Lahr, Reginald Gardner, Gracie Barrie and other celebs from the cast will take part.

# JOHN EBERSON

## STUDIO ARCHITECT



## ACOUSTIC CONSULTANT

1560 BROADWAY  
NEW YORK CITY



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 24

NEW YORK, MONDAY, MARCH 15, 1937

FIVE CENTS

## Femme Series on 'Lucky'

### START WORK IN YEAR ON CBS RADIO CENTER

Plans of Columbia Broadcasting System to erect a complete new broadcast center and network headquarters for its own use, on a site recently acquired at the southeast corner of 59th St. and Park Ave., are rapidly maturing and breaking of ground for the project is expected to take place within a year, it is stated by William S. Paley, president, in the CBS annual report made public Saturday.

CBS also has bought a site for a Hollywood studio and office building which are to be erected soon.

A factual report will shortly be made by CBS on the working of the general policies placed in effect some 20 months ago. These policies have been a success, Paley says, citing particularly the determination to sell time only for advertising of goods and services and refusing to sell it for propaganda, with the single exception of the sale of facilities to a political party during an actual campaign for election.

Making radio an impartial, non-partisan forum for the discussion of public affairs, rather than seeking to exert editorial sway on the outcome of issues, was one of the great lessons of 1936, says Paley. Rejection of

(Continued on Page 5)

### WBS Disk Campaign Started by Schlitz

Schlitz Brewing Co., Milwaukee, has begun a series of WBS quarter-hour transcriptions twice weekly on WHO, Des Moines. Show is entitled "The Schlitz Palm Garden of the Air." Expected that more stations will be added later. McJunkin Advertising Co., Chicago, placed the account.

### Cub Announcer

Tulsa, Okla.—KTUL is following the newspaper tradition of having a cub reporter.

Billy Conine, Central High School student, has been employed to work before and after school as cub announcer.

The idea is to have a trained announcer ready in case a regular spieler takes ill or leaves the staff.

### CBS on Television

Status of CBS on television, summarized by President William S. Paley in his annual report to stockholders, follows:

"There is much still to be done. At the moment I believe that anything like satisfactory television broadcasting is still well in the distance. Yet sudden achievements in the laboratories could accelerate its coming. We are doing our part to hasten it. We shall soon be in position to tell something of what we are doing."

### NBC DISK BUSINESS UP 113% LAST MONTH

February gross revenue booked through the NBC transcription department increased 113 per cent as against the corresponding month last year. This is the largest monthly receipts since the organization of the transcription section. New clients for the Thesaurus are WCOA, Pensacola, and CKPR, Fort William, Ont. Renewals have been received from WOWO, WRJN, and WTAD.

### New Buckeye Network Going in Action Soon

Cleveland—The recently announced Buckeye Network begins to look as though it will soon go into action. A wire hookup is established between WHK and WJAY of Cleveland and WHKC, Columbus. WKBN, Youngstown, and WSPD, Toledo, are also

(Continued on Page 5)

### Campaign Directed at Woman Clientele Will Have Five Weekly Programs On the Columbia Network

### COAST NET TO BUILD UP LAST NIGHT AUDIENCES

West Coast Bureau of RADIO DAILY

Los Angeles—Columbia's Pacific coast network is going out to fight the notion that late night hours are not pay hours. First, it is going to build up an entirely new type of night audience, and when opportunity is ripe, set about selling time that heretofore has been filled in with sustaining dance bands.

Donald W. Thornburgh, CBS vice-pres. in charge on the Coast, has upped the KNX budget to provide for more productions, and given the go ahead to Charles Vanda, program director for the coast, to hop on it and launch major productions and

(Continued on Page 7)

### Sinatra, Guest Talent Set for Cycle Series

The Cycle Trades of America program, which premieres April 1 over the NBC-Blue network, will feature Ray Sinatra and his orchestra and a series of guest stars. Frank Parker will be heard on the April 1 broadcast; Ruth Etting, April 8; Fibber McGee & Molly, April 15; Hildegarde, April 22; Jean Ellington and the Revellers Quartet, April 29; Mary

(Continued on Page 5)

American Tobacco Co. (Lucky Strike cigarettes), to reach the feminine radio audience, will start a five-times weekly program, Mondays through Fridays, 12:15-12:30 p.m., on CBS beginning April 5.

Network will eventually extend from coast to coast, but for the first four weeks all CBS stations except the Mountain and Pacific Coast groups will be used. After April 30 the two latter units will be added. Edwin C. Hill will be featured in the series, which will be a news program. It is not definitely decided whether Hill will use spot news or comment on current events. There is a possibility that the quarter-hour will be combination of both.

In addition to reaching the women listeners at home the program will also reach the large Eastern market during the lunch hour. Whether George Washington Hill, president of American Tobacco Co., has any plans to start another contest similar to the Sweepstakes which proved so successful last Fall is not stated. The Sweepstakes it will be remembered broke all records for the number of entries into a radio contest. In one

(Continued on Page 5)

### KRMC, Jamestown, N. D. Makes Its Debut on Air

Jamestown, N. D.—KRMC, North Dakota's newest radio station, made its official air debut yesterday at 10 a.m. Owned and operated by the Roberts-McNab Co., the station will broadcast on a frequency of 1310 kilocycles and be on the air continuously from 7 a.m. to 9 p.m. daily. For the present the station will oper-

(Continued on Page 8)

## ★ THE WEEK IN RADIO ★

... Congressman Connery Squawks

By M. H. SHAPIRO

CONGRESSMAN William P. Connery unleashed another tirade against radio, mainly the webs, last Thursday, and charged the industry with everything short of kidnapping and rape. . . . House Rules Committee, after listening to the charges of alleged monopoly and what have you, voted to continue until this week the hearing on Connery's resolution for appointment of a committee to investigate radio. . . .

The same day, playing into Connery's hands, came an FCC order to reopen certain cases wherein it was

alleged, there was a bit of irregularity, as it were. . . . One consolation from the Capital, hearings on the Dickstein bill came to an end and the measure is to be considered in executive session some time this week.

February gross billing by the major webs did the usual leap, with NBC showing a 21.4 per cent increase over the same period a year ago, while CBS came thru with an 18.6 jump. . . . Mutual, with its first February as a Coast to Coast net revealed

(Continued on Page 2)

### Co-op Campaign

Portland, Ore.—MacWilkins & Cole, local advertising agency, will launch a radio campaign next month for the Columbia Empire Industries, Inc., embracing a group of Oregon manufacturing companies who are cooperating in a united air campaign.

The series will be of an institutional nature.



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
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## FINANCIAL

(Saturday, Mar. 13)

### NEW YORK STOCK EXCHANGE

|                 | High    | Low     | Close   | Net Chg. |
|-----------------|---------|---------|---------|----------|
| Am. Tel. & Tel. | 174 1/4 | 173 1/8 | 174 1/8 | + 3/4    |
| Crosley Radio   | 23 7/8  | 23 3/4  | 23 3/4  | ....     |
| Gen. Electric   | 59 1/2  | 58 7/8  | 59 1/2  | - 1/2    |
| North American  | 28      | 27 3/4  | 28      | + 1/4    |
| RCA Common      | 12      | 11 3/4  | 11 7/8  | - 1/8    |
| RCA First Pfd.  | 78      | 78      | 78      | + 1/8    |
| RCA \$5 Pfd. B  | .....   | .....   | .....   | .....    |
| Stewart Warner  | 20 5/8  | 20      | 20      | + 1/4    |
| Zenith Radio    | 37      | 37      | 37      | .....    |

### NEW YORK CURB EXCHANGE

|                  |   |   |   |       |
|------------------|---|---|---|-------|
| Nat. Union Radio | 3 | 3 | 3 | ..... |
|------------------|---|---|---|-------|

## Ford Sunday Program Is Recessing June 27

The Ford Sunday Evening Hour, sponsored by the Ford Motor Co., Detroit, will discontinue for the summer on June 27. Program is heard Sundays 9-10 p.m. over the CBS network. Series will resume Sept. 12.

The same sponsor's other two network shows, Universal Rhythm, heard on the NBC-Blue network Fridays, 9-9:30 p.m., and the Al Pearce show, over the CBS net Tuesdays, 9-9:30 p.m., are now beginning the twelfth week of their current series with no renewal as yet set. However, an announcement will be made when Edsel Ford returns to Detroit March 16. N. W. Ayer & Son has the accounts.

## Pick and Pat Renewed

The Pick and Pat show (Dill's tobacco, over CBS) has just been renewed for 26 weeks. The script is authored by Mort Lewis.

## September in the Rain

From "Melody for Two"

Is Definitely the Next Big Smash Hit!

REMICK MUSIC CORP.  
RCA Bldg. New York City

## ★ THE WEEK IN RADIO ★

... Congressman Connery Squawks

(Continued from Page 1)

a 38.2 per cent increase in gross revenue.

Mutual Broadcasting System added 10 more outlets to the chain, mainly in Oklahoma and Texas . . . Northwest is the MBS next territory for expansion . . . Inter-City-Network added a 10th station.

Ralph Wonders, formerly manager of the CBS Artists Bureau, became associated with Rockwell-O'Keefe, Inc., agreement effective today.

Baseball for the listeners will not be lacking, as indicated by the cooperative sponsorship of many games by Socony-Vacuum Oil Co., and General Mills . . . Numerous games in East and Midwest scheduled.

Grace Moore was signed for the Nash Speedshow, starting March 20 . . . Chevrolet increased total number of stations for the E.T. shows to an even 400 and signed nine CBS artists as guests for the recorded series. . .

Weed & Co., station reps, started a comprehensive survey of the television situation. . .

Litigation over the late "Good Will Court" program, came to an end when case was dismissed . . . Jurist claimed he owned the title and had sued A. L. Alexander, J. Walter Thompson agency, Chase & Sanborn, et al., for a sum no less than \$250,000. . .

NBC unlimbered a survey of the rural situation, the book entitled "Money at the Crossroads," being distributed to agencies and clients. . . Chairman Anning S. Prall of the FCC continued in office for another year by President Roosevelt.

Analysis of the NBC audience mail for 1936 revealed that 68 per cent was drawn by daytime programs . . . Procter & Gamble shows were among five of the first 10, with one P.&G. show leading the pack. . .

CBS released its annual report pertaining to financial matters with an eye toward Wall street edification, or a buildup, as they might say in show biz . . . Which the web really doesn't need if it's any news to the ticker fees.

## Gen'l Baking Starts Announcement Series

General Baking Co., New York (Bond bread) today will begin a series of announcements three times daily, five days a week, for six weeks, on WAVE, Louisville. On March 29, General Baking will place recordings of "Terry & Ted" on KTUL, Tulsa, Mondays through Fridays, 5:15-5:30 p.m. Spot announcements are also being used on WBZ-WBZA, WJAR, WTAG. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

## Major Music Catalog Acquired by Chappell

Chappell & Co. Ltd. of London has purchased all European and Australasian rights to the catalog of Major Music Inc. for a period of one year. The contract includes "Coronation Waltz," "Words Fail Me," "Fooled," "Go Happy, Go Lucky, Love," "Strangers in the Rain," "Sooner or Later." The deal was set by Henry Spitzer of Chappell & Co. Inc. of New York and Max Prival of Major Music.

## WCHS Appoints Rep

Charleston, W. Va.—WCHS has appointed Edward Petry & Co., Inc. as its national representatives, it is announced by John A. Kennedy, president and general manager of Charleston Broadcasting Co., operators of the station.

## Stark Opens A.M. Series

The "Early Risers' Club" program, with Bob Carter, is succeeded by "Stark on Observatory Hill" today at 7-7:45 a.m. over WMCA. This program, conducted by Charlie Stark, originated at WIP in Philadelphia.

## Gunn Leaves Petry For Transamerican

Terry Gunn, for the past year a member of the New York sales staff of Edward Petry & Co., has joined the New York office of Transamerican Broadcasting & Television Corp. as account executive.

Gunn, after three years as an account executive at Henri, Hurst & McDonald, was advertising manager of Kroehler Manufacturing Co. and director of publicity for Acme White Lead & Color Works.

He will be permanently located in the New York office of Transamerican after completing a sales promotion and research survey in Chicago, Cincinnati and other midwestern cities.

## Merryman Promoted

Philip I. Merryman, for the past 10 years a member of NBC's Washington engineering staff, has been promoted to the NBC station relations department in New York, effective today. He will serve as a station relations representative.

For several years Merryman has served as assistant to A. E. Johnson, engineer in charge of NBC operations in Washington. Successor to Merryman in Washington will be announced this week by O. B. Hanson, NBC chief engineer.

## COMING and GOING

JACKIE HELLER, who returns today from London, where he worked in two British films, made 14 broadcasts over BBC networks and played several stage dates, will spend two days in New York and then visit his home in Pittsburgh before returning to the NBC studios in Chicago.

JACK DRAUGHON, co-owner of WSIX, Nashville, Tenn., has returned to that city after a New York trip.

RICHARD CROOKS, back in New York from his concert tour, will sing in the Voice of Firestone broadcast from Radio City tonight.

DICK FISHELL, WMCA special events director, leaves today for a Florida vacation.

ED KIRBY, of WSM, Nashville, Tenn., has returned home from a trip to Washington and New York in connection with material for the "America's Flag Abroad" program.

LLOYD C. EGNER, NBC manager of transcription department, left town yesterday for Chicago for a week's visit. Will be back in New York next week.

A. R. WILLIAMSON, NBC-Chicago press department manager, is back at his desk after a trip to New York.

REIS and DUNN, former CBS harmony duo, were in Philadelphia last week, auditioning for a series of daily shows over WCAU.

RALPH WONDERS arrives today from a motor trip to Florida.

GRACE WONDERS arrived Saturday from a vacation in Atlantic City.

LANNY ROSS and wife return today from a four-day auto trip to Atlantic City.

BILL MORROW and ED BELOIN, Jack Benny's gag men, return to the coast Thursday. They'll wire the scripts to Chicago from where his broadcasts will originate after New York.

THELMA ALPERT returned on Saturday from a southern cruise and is visiting brother Mickey, before returning to Boston.

HERMAN HIPPO of Swift & Co. and JOHN FIDDLER of General Electric sailed Saturday aboard the Western World for South America.

JOHN L. CLARK of Transamerican returns to his New York office tomorrow.

CARLO DE ANGELO of Lennen & Mitchell is back at his desk after short siege of gripe.

FLORENCE MAXWELL returns to her WINS activities today after a two-week sojourn at Miami Beach.

AL WILLIAMSON, NBC Chicago press head, back in the Windy City today after several days in New York.

ROBERT TAPLINGER back today from a three-day trip to Chicago on business.

BERNICE JUDIS, manager of WNEW, spent the week-end in Atlantic City.

## Sign for WBS Library

New clients subscribing to the WBS library are CKPC, Brantford, Ont.; and KRLC, Lewiston, Ia., which begins service on May 1. World also announces new program additions to its continuity service.

## On the Radio—Daily!

Hits from  
"Ready, Willing and Able"  
TOO MARVELOUS FOR WORDS

JUST A QUIET EVENING

SENTIMENTAL AND MELANCHOLY

Harms, Inc.

RCA Bldg., New York City

TONIGHT'S BEST BET:  
8:00 to 8:30 P. M.  
BROADWAY MELODY HOUR  
with Col. J. C. Flippen

WHL DIAL 1010  
AFFILIATED WITH M-G-M & LOEW'S

## AGENCIES

C. P. McDONALD, advertising executive, died last week at Miami Beach, Fla. McDonald was connected with Ruthrauff & Ryan of New York. He had formerly been associated with the Frank Presbrey Advertising agency as vice-president.

HARFORD POWELL, secretary and vice-president of Kimball, Hubbard & Powell, Inc., and Philip C. Kerby, of the NBC promotion staff, will head a copy clinic of the advertising and selling course at the Advertising Club of New York.

HOWARD L. PECK has been appointed radio director of the Hoffman & York Advertising agency, Milwaukee, Wisc.

IRVING R. ALLEN, PAUL JOHNSON and ROBERT HUSSEY, formerly of H. W. Kastor & Sons Advertising Co., Chicago, have joined E. H. Brown Co., Chicago, as account executives.

PHILADELPHIA'S United Campaign for funds to maintain private charities will have high pressure publicists when the drive gets under way in April. P. a.'s include H. A. Batten, Ayer agency prexy Earle A. Buckley, head of the sales-promotion organization which bears his name; Charles R. Bird, general manager of the General Outdoor Advertising Co.; Charles H. Eyles, prez of the Richard A. Foley agency; Al Paul Lefton, prez of the agency which bears his name Philip S. Collins, treasurer of the Curtis Publishing Co.; Benedict Gimbel, Jr., WIP prexy; Thomas D. Richter, publicity director for Philco Radio & Television Corp.; Edmund H. Rogers, exec with Jerome B. Gray agency, and Theodore Schlanger, zone manager of Warner Brothers.

FRED K. BOLLMAN has joined the Hays McFarland & Co. advertising agency, Chicago, as an account executive. Bollman was associated with Bracket-Sample Hummert, Inc. in the past.

STERLING ADVERTISING AGENCY has been named by Rival Shoe Co. to handle its advertising campaign. There will be some radio used in the future.

### WSPR Kiddie Show Moves Into Theater

Springfield, Mass. — The one-hour children's program given over WSPR every Saturday morning, sponsored by the Dreikorn Bakeries of Holyoke, has become such a popular feature that the spectators could no longer be accommodated in the station studio. So the program is now presented on the stage of the Arcade Theater, where it is witnessed by hundreds of people for an admission charge of only a bread wrapper. Bread wrappers count also as votes for the most popular children on the program, to whom prizes are awarded. Each week the program salutes a different city or town served by the Dreikorn Bakeries, where interest is stimulated by auditions held with the cooperation of the local grocers.

The program has been on the air since last June.

## NEW PROGRAMS—IDEAS

#### Imaginary Horse Race

Listeners will be invited to round up friends, pick a bookie, and play the races at their firesides in a new type program which will air an imaginary horse race every week over KECA, Los Angeles. Sponsors are Alka Nox (competing with Alka Selzer) who distribute charts giving numbers and names of horses, odds and other information. Announcer will do descriptive of race and at finish pull out slip of paper from hat to pick winner. Don Clark originated idea. Albers Co. is agency. Program starts March 19, runs every Friday night.

#### New Angle on Job Clinic

Enlisting the aid of Walter Springer, manager of the Rockford office of the Illinois State Employment department, WROK of Rockford, Ill., drafted a slightly new angle into the current "Help Thy Neighbor" broadcast idea by using only men and women who have been registered and applied by the employment office.

Employer-listeners, noting the tone of sincerity established through the participation of the state employment office in the broadcasts, responded with the result that permanent jobs were obtained for three out of the six persons interviewed on the program.

The employment office, as a result of the response, has pledged itself to

### NBC Will Participate in Music Conferences

NBC will participate in the music festivals of the sectional meetings of the Music Educators National Conference, convening throughout the U. S. during the next five weeks, with special broadcasts and regular NBC music appreciation programs. An NBC exhibit of symphonic and music educational programs will also attend each conference.

Sectional meetings will be the Southwestern Conference, Tulsa, Okla., March 11-13; California-Western Conference, San Francisco, March 22-24; Northwestern Conference, Portland, Ore., March 28-31; North Central Conference, Minneapolis, April 4-9, and Eastern Conference, Buffalo, April 14-16.

NBC exhibits at the convention halls in the various cities will be under the direction of Franklin Dunham, NBC educational director; Judith Waller, central division educational director, and Arthur Garbett, western division educational director. Dr. Dunham will address the conventions in San Francisco, Portland and Buffalo on radio's part in musical education.

supply the talent for future broadcasts.

#### Kid Amateurs from Store

Devoted to bringing out child talent after it has been privately auditioned, WJBW, New Orleans, has introduced "The Amateur Theater of the Air" with Charles Kaufmann's department store sponsoring. Contract is for a half hour weekly during the next 13 weeks. Kaufmann has constructed a little theater in its store and broadcasts are handled by remote control, the children going in for song, instrumental and dramatic specialties. Air audience is allowed to vote by phone and mail, with the weekly boy winner getting a watch and the girl her choice of a Shirley Temple dress. Children are auditioned in the studio each week, choosing eight to ten children for each program. Announcer J. Louis Reed emceeds the program.

#### Market Month on WROL

Knoxville, Tenn. — Merchants in this trading area are observing a "Market Square Month," using time on WROL with exploitation by participating merchants via placards in their windows. Each evening a special WROL program is dedicated to the merchants, and in addition to popular music one of the merchants is featured on the program with a pep talk.

### Mutual System Sets Coronation Coverage

Mutual announced Saturday that it has completed arrangements for a full coverage of the coronation on May 12. Program will be fed to MBS from the Canadian Broadcasting Corp., who will pick-up the proceedings from the BBC. John Steele, Mutual's European representative, will also be heard in several pre-coronation broadcasts from London via Mutual.

#### CBS to Cover Eclipse

CBS will send a crew to an isolated spot 225 miles north of Lima, Peru, to broadcast a word-picture of the eclipse on June 8. Broadcast will be in cooperation with Hayden Planetarium. For duration of time which the sun will be dark this will be the longest period in 1,200 years. The next lasting this long will not occur until 3,937. Paul White, CBS director of special events, would not say whether CBS would cover that happening.

This Week Is  
**DREAM BOAT WEEK**  
On Everybody's Program  
**WHEN MY DREAM  
BOAT COMES HOME**  
The Hit of the Year!  
**M. WITMARK & SONS**  
RCA Bldg., New York City

## GUEST-ING

DANA SUESSE, composer-pianiste, will play one of her own compositions during the Radio City Music Hall on the Air program next Sunday, 12:30 p.m., over the NBC-Blue net.

WALTER ABEL, stage and screen star, is the guest of Charlotte Buchwald, the Playgoer, on WMCA tomorrow afternoon, 2-2:15.

PARKS JOHNSON and WALLACE BUTTERWORTH, the Vox Pop Boys, will be on Nick Kenny's "Road to Fame" broadcast at 11:30-12:30 tomorrow night over WMCA.

LILLIAN GISH and a return date for MARY SMALL will highlight the Maxwell House "Show Boat" on Thursday over the NBC-Red network, 9-10 p.m.

HENRY FONDA, WALTER O'KEEFE and EDGAR BERGEN the ventriloquist will be on Rudy Vallee's show Thursday, 8-9 p.m., over the NBC-Red net.

ALICE FAYE joins Roy Atwell as guest on the Jack Oakie Camel program tomorrow night, 9:30-10:30 EST, over CBS.

DOROTHY GISH will be presented by Kate Smith on her broadcast March 25. Miss Gish will be heard in a version of "Two Orphans." Program is heard over the CBS net, 8-9 p.m.

REINALD WERRENATH, Metropolitan Opera singer, will be guest speaker at the Advertising Club luncheon-meeting broadcasting from 1:15 to 2 p.m., Thursday, over WMCA. His topic will be "The Story of American Song."

CLYDE PANGBORN, noted aviator, appears as Charles Martin's "Thrill of the Week" guest March 23 at 8 p.m. over the NBC-Red net.

ETHEL BARTLETT and RAE ROBERTSON, English duo pianists, will be guest soloist on the Ford Sunday Evening Hour, March 21, from 9 to 10 p.m. EST over the CBS network.

ANDY IONA and His Hawaiians play a return engagement with Al Pearce's Gang tomorrow at 9-9:30 p.m. over CBS.

#### Hal Janis Pinch Hits

Hal Janis is substituting as special events director of WMCA while Dick Fishell vacations in Florida. Fishell left today.

"BARON MUNCHAUSEN"

**JACK  
PEARL**

RALEIGH and  
KOOL CIGARETTES

WJZ-9:30 P. M. E.S.T.—Mondays  
NBC Network

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

## ANNOUNCERS

**RAY ADKINS**, formerly WROL, Knoxville, has been added to the announcing staff of WSIX, Nashville.

**BOB ELSON**, sports commentator for WGN, Chicago, will interview Jimmy Dykes, White Sox manager, and Charlie Grimm, manager of the Cubs, from the west coast this week.

**DON DUNPHY**, WINS announcer, will cover all angles of the St. Patrick's Day Parade in New York on Wednesday.

**TOM STEWART**, WSM announcer, Nashville, has been absent from mike duties because of laryngitis and influenza. He is recuperating.

**RED BARBER**, ace sports announcer of WLW-WSAI, Cincinnati, is in Florida with the Cincinnati Reds gathering material for his annual series of baseball broadcasts.

**JOHN K. CHAPEL**, WOW (Omaha) announcer, soon will appear in the movies. Along with Sports Editor Ralph Wagner of The Omaha Bee-News and Former Cornhusker Star Harold Hutchinson, Chapel assisted in filming a screen series which will bring to Nebraska film audiences the big Husker football games of 1936.

**JOHN W. HARRISON**, former professional football player, U. S. Park Ranger, movie and stock player, has joined the announcing staff of KTUL, Tulsa. Harrison has been announcer for KYW, KSTP and KTRH. He was last with the special event department of the Texas Centennial at Dallas.

**CHUCK MILLER**, new announcer with KFAB-KFOR, Lincoln, won on the five announcer eliminations staged by KFOR to get a man on the street for Wendelin Baking Co. Announcers were given different days before the mike and the decision made by mail response.

**GLENN RIGGS**, chief announcer at KDKA, Pittsburgh has made another discovery. The "find," scheduled for his radio debut on the Strollers Matinee from KDKA at 1:45 p.m. tomorrow, is Dick Warren, a department store stock boy.

**RICHARD FEATHERSTONE GLOYNE**, KFAB (Lincoln, Nebr.) announcer who hailed from England shortly after birth and hung onto the accent, is being pushed on the KFAB news listeners from the British angle. Program is titled "Englishman Looks at the News" and is aired in the higher class style. Is catching on.

## New WKRC Transmitter Being Dedicated Mar. 27

Cincinnati — WKRC will officially dedicate its new 5000-watt Western Electric transmitter and studios on March 27. Prominent officials including the Mayor Wilson of Cincinnati, City Manager Dykstra, Timothy S. Goodman, WKRC general manager, and governors from three states will partake in the dedication ceremonies.



● ● ● Texaco is the one after "Bingo" (instead of Bank Night) for an air show and have set a price of \$3,500 per airing... Mails wouldn't be used, but service stations throughout the country... Aaron Solomon is the attorney checking the legality... Benny Leonard and Lew Tendler are preparing a dramatization of their famous bout at Boyle's 30 Acres in Jersey. Both will participate and give their versions of the fracas... Jack Adams of J. P. Muller is interested... "Final Edition," the show with Heatter, Chapman, Fisher and the comic strip, auditioned for Borden's last week is set, the only hold-up being time-purchase... Nat Brandwynne leaves the Essex House in two weeks and goes to the Pierre. Was booked for the Mark Hopkins in Frisco but cancelled because of the teething-trouble of his vocalist, Maxine Tappen... Hal Gordon gets an NBC sustainer and build-up starting tomorrow... Jimmy Brierly, with Lyn Murray's choir, returns to CBS as a single on sustaining... Andre Kostelanetz and a 37-piece orchestra have been signed to Brunswick for a series of records called "20 Minutes with Kostelanetz" in which he'll do two rhumbas, two fox-trots and one tango.

● ● ● St. Patrick's Cathedral Choir is spotted for Kate Smith's Bandwagon during Easter week... Curtis & Allen have "Boy Meets Girl," "Having A Wonderful Time" and "Storm Over Patsy" for the airwaves... Professional Music Men (songpluggers, etc., around the country) hold their annual benefit show at the Alvin on the 11th... Bobby Hayes returns to the air from the Edison Green Room when Gypsy Lee, his accordionist, recovers from a recent accident... Ed Farley ("Music Goes Round") opens this week in Bloomfield, N. J. ... Lang Thompson goes into the Peabody hotel in Memphis... Ted Black opens the first at the Embassy Club in Atlanta... Charles Boulanger opens at Newark's Robert Trent... Wingy Manone will bring a jam band back from the Chez Paree in New Orleans... Happy Felton is mourning the death of his mother.

● ● ● What did they do in B.R. (before radio)?... Ralph Wonders was the male half of a dance team... Paul Whitehead was a cabbie just like Abe Lyman... Announcer Ed Herlihy was a railroad conductor... Lucille Manners and Carol Deis pushed pencils across blank steno pads... Graham McNamee was a meat salesman, while Major Bowes enjoyed his stable of horses and the real estate business... Agents: Lou Irwin sold stocks, while Arthur and Sam Lyons were clerks in drug stores... Walter Batchelor was manager of a burlesque house and Taps ran amateur shows... Paul Small was a stooge for Ken Murray... Charlie Allen wasn't as good an actor as he's an agent... Harry Bestry was with the team of Bisset and Bestry, with the former now head of a brassiere firm... George Woods was with his father's act, "Nine Crazy Kids"... Bernie Foyer was a songplugger for Berlin... Jack Bertell managed his dad's dept' store in Brooklyn and Lester Lee wrote songs.

● ● ● Kate Smith was a nurse, while Ted Collins sold records... Henny Youngman was a Catskill Mts. social director... Martin Block sold women's underwear and Stan Shaw was a prof. at Duke U... Ted Husing was a mid-western knife salesman, while Bernice Judis helped her dad get rid of some real estate "peaches"... Voice of Experience was the corner medicine-man, while NBC v.p. Phil Carlin was announcing... CBS's Zack Becker taught school, while Prexy Bill Paley sold cigars... Advertising exec Roy Wilson was a bundleader... Jack Adams ran a concert artists bureau and Harold Frazee was a professional aviator after the war...

## Coming Events

March 15-22: North American Radio Conference, Havana, Cuba.

March 18-20: Hotel Business Promotion Conference, French Lick Springs Hotel, French Lick, Ind.

March 24: Columbia Broadcasting System stockholders' meeting, New York.

March 31: Women's National Radio Committee annual awards luncheon, Hotel St. Regis, New York.

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

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs, May 2-9: National Music Week; David Sarnoff, chairman.

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

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

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

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

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

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

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

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

## Bowes Show Continues Despite Chrysler Strike

Last minute advices from CBS and the agencies declared that Chrysler Corp., Detroit, has no intentions of cancelling or suspending the Major Bowes Amateur Hour on CBS, due to strikes in the Detroit plants. The starting date of the new Dodge transcription series, not released yet, will be deferred pending the outcome of the strike, it is understood. No spot announcements are now being used by Dodge. For Chrysler cars, Lee Anderson Advertising Co., Detroit, announced that they would use spots in 48 cities in a special Easter Drive March 18-22.

## Craig & Hollingbery Open Detroit Office

Craig & Hollingbery, Inc., radio station representatives, announce today the opening of a branch office in Detroit, located at Park and Adams. Fred Hague, account executive in the Chicago office, has been named Detroit manager.

## Lou Holtz Engaged

Lou Holtz, radio and stage comedian, has announced his engagement to Phyllis Gilman, model. Holtz is at present in New York preparing a new script for a radio program while Miss Gilman is enroute to Hollywood to fulfill movie obligations.

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**R**OSALIND GREEN, the "Hour of Charm" femme commentator with the strained-honey voice, auditioned for five shows last week.... One has definitely clicked.... She hasn't heard about the others yet.... Mary Small, who just scored at the Boston RKO, goes to the Chi Palace on the 25th.... Her M.C. on a new commercial (she's auditioned several) will be none other than Jackie Coogan.... Louise Massey and her Westerners, scheduled to play return date in Detroit April 9, Chicago April 16, is expected to appear at the Roxy March 25.... New commercial in the offing for her is with a big automobile outfit.... Frankie Basch played hostess to kin of Cardinal Gibbons yesterday when she interviewed 92 year old John Leo Gibbons, oldest marcher in the St. Patrick's Day Parade.

▼ ▼  
*Ether vacation dreams... Ina Ray Hutton, pulchritudinous leader of all-gal ork, looking ahead to tennis at her summer home... Mary Small planning to continue her flying lessons... Cornelia Otis Skinner intending to submerge the drama by wearing overalls and tending garden at her St. James, L. I., home... Ida Bailey Allen thinking of weekending among the posies at her Jersey coast summer place... All of it premature... but so was the balmy weather... Jean Dickson of the contralto voice to go diva with the San Carlo Opera Co. in Denver April 7... in "Rigoletto"... Ann Teeman, of "Easy Aces" and the "Gibson Family," also of the legit "The Women," a welcome addition to WHN's "Girl Interne."*

▼ ▼  
Kathryn Cravens, the flying commentator, just returned from plane trip to Detroit to interview poet Edgar Guest.... She'll give reasons for his rhyming and personal impressions of him on today's broadcast.... The "March of Time" cast gave a party to celebrate Nancy Kelly's 16th birthday on Saturday.... complete with cake 'n' everything.... The gals at CBS Publicity saying the summer schedule will be almost as heavy as the winter one.... Decorator Sarah M. Lockwood to substitute for Sheila Graham on the March 24 "Heinz Magazine of the Air" program.... She'll talk about the home beautiful.... Two femme travellers returned from Irak, Mrs. Ruth Hoffman Brooks and her sister Helen Hoffman will add color to "Let's Talk It Over" Monday the 15th.... Alma Kitchell emcees the program.

**RADIO PERSONALITIES**

No. 14 in the Series of Who's Who in the Industry

**W**. WALTER TISON, general manager of WFLA, Tampa, and executive vice-president of The Florida West Coast Broadcasting Co. Inc., is truly one of the real old timers of radio. Florida born, Tison saw war-time service in the U. S. Navy as a radioman and later was in the Merchant Marine Service in a like capacity. Walter, as he is known to his host of friends throughout Dixie-land's radio world, was prominently instrumental in the establishing of WSB, Atlanta, in 1922 as the first broadcasting station in Dixie, and served that station until 1925 when he assumed the responsibility of establishing and guiding the destinies of what is now known as WFLA, which in its present status is considered one of the finer stations of Florida.



Believes Program is the Thing .....

Walter Tison is at heart an engineer. It was he who supervised the installation of America's first directional antenna, as conceived and engineered by Raymond Wilmot, eminent British radio engineer, and T. A. M. Craven. It is this development which has so completely revolutionized antenna installation in the radio industry.

The Tisons recently acquired a beautiful 40-acre estate in a nearby suburb of Tampa and now their new hobby is growing oranges, truck-gardening and rearing their lovely little six-year-old daughter, June. The staff at the studios refer to their boss—good naturedly of course—as Squire Tison.

Seriously, however, where radio and radio broadcasting is concerned, W. Walter Tison is confirmedly a practical man. He is staunch in his convictions that listeners listen to programs and not to radio stations, consequently, WFLA's schedules are constructed accordingly.

**Start Work in Year  
On CBS Radio Center**

(Continued from Page 1)  
editorial influence and censorship, thereby assuring free speech, requiring only conformity to reasonable taste and decorum and avoidance of libel and slander, also are cited by the CBS head.

Limitation of the amount of advertising in a sponsored program and the barring of certain products considered unsuitable for radio advertising also proved constructive moves, says Paley.

For the 53 weeks ended Jan. 2, 1937, CBS reports gross sales of \$27,800,000 and net profit of \$3,755,522.99, equivalent to \$4.41 a share on 852,335 shares outstanding. Dividends aggregated \$2,812,705.50 or \$3.30 a share, the largest dividend disbursement made by the company, and amounted to nearly 75 per cent of net profits for 1936. In 1935, the 52-week net was \$2,810,078.70.

Due to capital commitments last year and projects for 1937, the board felt it desirable to set aside 25 per cent of 1936 earnings or \$943,000 as addition to surplus, readily available for financing. Earned surplus at Jan. 2 was \$3,916,708.96, compared to \$2,742,936.36 at Dec. 28, 1935. Current assets were \$6,675,631.68, current liabilities \$3,104,451.97.

**Sinatra, Guest Talent  
Set for Cycle Series**

(Continued from Page 1)  
Small and the Tune Twister, May 6; Honey Boy & Sassafras and the Landt Trio, May 13.

In addition to the regular 7:15-7:30 broadcast on Thursdays, there will be a repeat show at 11:15.

**'Lucky' Femme Series  
5 Times Weekly on CBS**

(Continued from Page 1)  
week 250,000 cartons of Luckies were sent to winners, who selected the 15 top tunes of the week.

This is the first time in radio history that a cigarette manufacturer has used radio during the daytime to reach the women radio listener in the home. In the past daytime hours have been used mostly by food, soap, and cosmetic manufacturers.

Luckies has no plans to cancel the "Hit Parade" programs, which are now featured on CBS, Saturdays, 10-10:45 p.m., and on the NBC-Red, Wednesdays, 10-10:30 p.m. CBS contract does not expire until May 1, and the NBC series was just renewed, March 10, for another 13 weeks. Lord & Thomas, New York, placed the account.

Lehn & Fink Products Co., New York (Hind's Honey & Almond cream), on April 2 will terminate its seasonal program on CBS entitled "Ted Malone — Between the Bookends," Mondays through Fridays, 12:15-12:30 p.m.

**New Buckeye Network  
Going in Action Soon**

(Continued from Page 1)  
named as members of the new chain with another station to join later.

Idea is to pool the best offerings of all stations as a network schedule which can be offered the individual stations. Potential sponsors over the chain will have the advantage of better Ohio coverage.

*New Accounts*

Renewals

**NBC**

Brown & Williamson Tobacco Co., Louisville (Kool & Raleigh cigarettes), through BBDO, New York, RENEWS Jack Pearl on the NBC-Blue network, Fridays, 10-10:30 p.m., effective March 19.

General Mills, Inc., Minneapolis (Bisquick), through Baggaley, Horton & Hoyt, Inc., Chicago, STARTS movie lot program on 5 NBC-Red Pacific stations, Mondays, through Fridays, 11:45 a.m. to 12 noon, on March 15.

Cycle Trades of America, New York (bicycle association), April 1 placed direct, STARTS "All-Star Cycle" on 40 NBC-Blue stations, Thursdays, 7:15-7:30 p.m., on April 1.

Sherwin Williams Co., Cleveland (paints) through J. T. J. Maloney, Inc., New York, STARTS "Women's Magazine of the Air" on 5 NBC-Red Pacific stations, 3:45-4 p.m. (PST), on April 1.

**CBS**

Chevrolet Motor Co., Detroit, through Campbell-Ewald, Detroit, RENEWS "Rubinoff and His Violin" on 88 CBS stations, Sundays, 6:30-7 p.m., effective April 18.

Barnsdall Refining Corp., Tulsa, through Co-Operative Advertising, Inc., Tulsa, RENEWS "Courteous Colonels" on 9 CBS stations, Saturdays, 10:45-11:15 p.m., effective March 20.

Servel, Inc., New York (Electrolux refrigerators), through BBDO, New York, STARTS "March of Time" on unannounced list of CBS stations, Thursdays, 10:30-11 p.m., on April 15.

**Disk Series for Bakery**

Snow King Baking Powder Co., Cincinnati, is transcribing a series of WBS one-minute transcriptions to be placed at an unannounced list of stations beginning today. H. W. Kastor & Sons Advertising Co., Chicago, is the agency.

**FRANCES  
HUNT**

INITIAL APPEARANCE

SECOND WEEK

AT THE

PARAMOUNT

NEW YORK

WITH

BENNY GOODMAN

AND HIS ORCHESTRA



# Chatter



**K**FI and KECA have clamped down on "missing persons" broadcasts unless requests come from police or sheriff's office. Reason, too many "sorrowing mothers" have turned out to be collection agencies trying to trace debtors.

Farley Outfitting's "Gold Star Rangers" has moved its hour-a-day, every day hill billy program from KFVB to KMTR, with Jimmy Mc-Masters replacing Gus Mack as emcee.

Don Bernard, production manager for Don Lee-Mutual, has resigned, and leaves today to freelance. Successor not yet picked.

Sam Siegel, publicity for KFVB, resigned last week and left by plane for Seattle to do special exploitation for United Artists in Seattle and Portland.

Jimmy Tolson, who started in movies as boy singing prodigy and has been in movies and radio for past ten years, takes his first fling at running a show when he will run a half-hour variety program on KFAC, weekly, sponsored by Superior Macaroni, through Advertising Arts agency.

Marie Osborne, once famous child star known as Baby Marie, now 23, is going to try for a break on KFI's Hollywood Extra program, for which she auditioned last week.

Sam Pierce, who writes "Calling All Cars" for KHJ and Don Lee chain, married Georgiana Parker last week, and is off at Laguna Beach honeymooning.

Electric Range Dealers and Iris Food Products are sponsoring a combination audience and air show to be broadcast from the Paramount Ballroom over Don Lee's KHJ "Tuesdays at Two". One hour will go on the air, with hour of cooking demonstrations following. Scott Clyde of Dan Miner agency is producing.

KMPC is putting on a real Bev Hills socialite, under name of Miss X, to do a daily 15-minute society gossip, feminine interest program.

Jean Keeler, formerly with British Broadcasting, now featured singer at Trocodero cafe, will be featured guest on California chain with KEHE's Listen Ladies program today.

Radio Division of Federal Theater Project premiered "Three Men and a Girl" Saturday night on KFVB in a new series.

**MAJOR EDNEY RIDGE**, the hustling manager of WBIG, Greensboro, N. C., displayed some of his typical enterprise when Postmaster General Jim Farley visited his city last week to fill a dinner-speaking engagement. Major Ridge is a personal friend of Farley's and predicts he will be the next President. Aware of the General's Irish ancestry, Major Ridge had Eddie Robbins, singing mailcarrier, appear at the dinner in his regular postman's uniform. At the end of the meal, Eddie crooned "When Irish Eyes Are Smiling", and after that it was merely another walk for the mailcarrier. Farley thanked Eddie. Shook hands with Eddie. Posed for a picture with Eddie. Eddie is on the air!

*Grady Cole, WBT's inimitable news commentator and Comet Rice philosopher, has been assigned an office in the WBT suite.*

Senora Milla Dominguez, soprano with the "Courteous Colonels" program which Barnsdall Refining Co. has just renewed for another 13 weeks over KTUL, Tulsa, and 10 CBS stations in that region, is the wife of the Mexican Consul in Dallas. She commutes to Tulsa every week for the broadcasts. The Tulsans (60 male voices), heard on the program, include some of the petroleum industry's big names. The show is produced by the KTUL staff and is placed by the Co-Operative Advertising Agency of Tulsa.

## Saunders and Shepard For Sobol WHN Series

WHN, which has signed Sobol Brothers Service Station Inc. for six 15-minute evening programs a week and six 5-minute evening spots per week, will feature Ray Saunders and Bill Shepard on the 15-minute shows with news reports and recordings, while the 5-minute spots will be devoted entirely to news broadcasts and will be handled by Shepard exclusively. Series starts today. Contract is for 52 weeks. J. Stirling Getchell Inc. has the account.

## New WDNC Accounts

Durham, N. C.—New national and local accounts on WDNC include Ruma-Ban Products, Belk-Legget Co.'s Poll Parrot Shoes, Carolina Furniture Co.'s Stewart-Warner Save-A-Step Refrigerators, Dubs Sandwich Co.'s Weston Crackerettes, Christian-Harward's Kroehler's Furniture, Murdock Ice & Coal Co.'s Conditionaire Refrigerators, Home Building & Loan's Installment Thrift, Hibberd Florist's Easter Flowers Account, and Southern Used Car Corp.

WCAE, Pittsburgh: *Ed Sprague is slated for a late sports broadcast... Ed Harvey, program director, who has been ailing, expects to be mended within the week... Pat Patterson, former publicity man, is now working in New York, having been transferred there from Washington.*

Dick Fishell, WMCA sports commentator, has enlisted a group of outstanding sports celebrities to fill his program periods for two weeks while he vacations in Florida. The programs, sponsored by General Mills, are aired at 6:30 p.m., weekdays and 7:30 Sundays.

*Henry Poole, Trans-radio operator in charge of Transmission of News at Trans-radio's Minneapolis headquarters in the WDGW Building, is featured on two news broadcasts over the air daily.*

Station Manager John Gillin of WOW, Omaha, has been enlisted by the Omaha Variety club, of which he is a member, to help them try to persuade Jack Benny and Mary Livingstone to appear on the program of the national convention of Variety here April 17-18.

*Mary Alkus, whose morning radio feature, "Pertinent Paragraphs," was recently launched over the California Radio System and KYA, San Francisco, is a former San Francisco radio commentator. She is heard over the network from Los Angeles every weekday morning except Saturday at 11 a.m.*

## Show Girls Comprise Dennis Vocal Group

Jay Dennis, radio artist and producer, has formed a group of 12 of the most beautiful show girls and professional models, and after months of preparation has created a unique vocal group.

Dennis was the originator of the Blue Flames, producer of "Afternoon Recess" and author and MC of "Manhattan Matinee" all on WABC.

## Hudnut on KYW

Philadelphia — Hudnut Sales Co., New York (cosmetics) has started a quarter-hour program on KYW Fridays, 6:45-7 p.m. Program features Jan Savitt's orchestra and soloists. Series will run through May 28. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

## WBT to Feed Network

WBT, Charlotte, will feed a coast-to-coast CBS network on March 30, when Mrs. W. A. Becker, president of the general national society of the Daughters of the American Revolution, addresses a convention of the society in Charlotte. The 15-minute speech will be broadcast 2:15-2:30, with Reginald Allen announcing.

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| 25 | 25 | 26 | 27 |
| 28 | 29 | 30 |    |

March 15  
Greetings from Radio Daily  
to  
Charles Pease

**DO YOU KNOW**

A recent checkup at WHK, Cleveland, showed that 16 2/3 per cent of the station's broadcasts were educational in nature.

**COMMENTS**

On Current Programs

**"Showboat"—Helen Morgan**

Maxwell House Coffee show seems to be finding itself again, in fact it has been on a more even keel for some time, now that the first scare over opposition of Major Bowes is over. Not a few listeners who follow the program are of the opinion that "Showboat" should have stuck to its guns and made no changes in policy.

Helen Morgan as guest proved this discuss still inimitable as to style of song rendition and ability to inject emotional quality in her work. Voice was fine and a suitable sketch was built around her. No end of dial twisters would go for Miss Morgan in a big way if they only had the opportunity to tune her in more often.

Other spots on the program include a bow by Guy and Carmen Lombardo, and a tie-up with the 1,000,000th passenger to ride on the United Air Lines, and who won a trip to Europe, etc., thereby. Lines serve Maxwell House coffee, but this prize winner's testimonial was much too obvious. Lanny Ross is the same melodious warbler and made a good singing partner for Miss Morgan, who so easily comes through with a "tear in her voice."

**Damrosch Hour**

A lot is being said in radio circles these days about good music, and among those who are doing a lot in that direction is Dr. Walter Damrosch. His afternoon musical classes over the NBC networks are the most enjoyable school room sessions that any music-minded youngster or even older could wish for. It is not only Dr. Damrosch's comprehensive familiarity with and his love of good music, but also his ingratiating manner of transmitting his musical enthusiasm to his audiences, that make these programs both delightful and instructive. Dr. Damrosch is doing a grand service.

**"The Listener Speaks"**

Transferring of this WOR program to a 10 p.m. last Friday spot was not a happy move. Its Sunday afternoon position was more advisable, from the standpoint of the type of persons who participate in a program of this kind. Most of the would-be orators heard in these sessions for weeks past have either expounded illogical arguments or discussed good topics amateurishly. Either way, it doesn't make tolerable listening for the more intelligent class of dialers. There is too much scholarly commenting on the air for competition, and besides 10 to 10:30 at night is a late hour for anybody to be listening to wails about the ills of the world.

**Kellogg Baseball Broadcasts**

Kellogg Cereal Co. will broadcast baseball games from the following cities in addition to Chicago: San Antonio, Houston, Rochester, N. Y., and Birmingham. N. W. Ayer & Son has the account.



**"MUSIC AND YOU"**

Sustaining  
WOR, Thursdays, 8-8:30. p.m., EST.

**QUALITY MUSIC PROGRAM DESIGNED TO ELEVATE LISTENER APPRECIATION.**

Sponsored by the National Music League as part of its movement to promote the appreciation of finer music, this half-hour series recommends itself to the concert and opera minded listeners.

Initial program, with Armand Tokatyan as featured vocalist and Alfred Wallenstein directing the orchestra, covered a wide range of symphonic and other class music. The half dozen Tokatyan numbers were led by the American composer Ernest Charles' "Sweet Song of Long Ago" and a selection from the "New World Symphony."

Wallenstein handled the orchestra in a distinguished manner.

The program will attempt to ascertain the amount of public interest in finer music. Answering of music questions from listeners is to be part of the series.

**"MELODY CRUISE"**

White Dove Mattress  
WTAM, Cleveland, Sundays, 1:30-2 p.m.

**GOOD STRING ENSEMBLE LISTENING WITH GUEST VOCALISTS AND INSTRUMENTALISTS.**

This WTAM series, which got underway recently, has a string ensemble under the direction of Ben Silverberg, Cleveland Orchestra violinist. Numbers the ensemble plays are short and vary from the classical to the lighter melodies. They are especially chosen for ear quality.

Vocalists and instrumentalists in Cleveland and vicinity who have made some local musical reputation act as the guest stars. This gives the series a new name each Sunday, creates good will for the sponsor in this section and gives a civic flavor to the broadcasts. First soloist was Louis Hehman, Cleveland tenor, whose work once interested Paul Whiteman.

**Coast Net to Build Up Last Night Audiences**

(Continued from Page 1)

big league stuff in the hours after 9:30 p.m.

Several of the better sustaining programs that have built large audiences in the earlier hours are being shifted to nights. Using still later hours, Vanda is introducing a new humor program, "The Insomnia Club" to go on Fridays and Saturdays, 12-1 a.m. with a variety, starting with counting sheep, reading late news, gags and general variety. Hour to be conducted by Hal Raynor, who writes the Joe Penner songs (and who in non professional life is the Rev. Henry S. Rubel, pastor of Grace Episcopal church.

**CBS Musical Concerts Expanded to Half Hour**

"Musical Americana," the weekly concert programs devoted to American composers, to be aired over the CBS network starting tomorrow, has been expanded to a half-hour presentation, 10:30-11 p.m. Freddie Rich will direct the orchestra in the first program. Other CBS conductors, including Howard Barlow, Mark Warnow, Leith Stevens, Victor Bay and Bernard Hermann, will be used in subsequent broadcasts.

**Defeat Liquor Ad Bill**

Tacoma - A proposed bill that would prevent all liquor advertising in the state of Washington was defeated in the state legislature.

**SELLING THE STATION**

**Story of Broadcast Adv'g**

A folder which presents the story of broadcast advertising with all the very live appeal of radio itself has been prepared by WMBH, Joplin, Mo.

A map of the 16 counties in the station's primary area is used to detail the population of the counties and the receivers in use in each, which total 73,000 receivers for the population of 488,173 in the area.

The appeal is substantiated by figures which prove that the population and the receivers do exist, and that there is a prosperous market waiting to be tapped.

**Western Electric Net Up Sharply in 1936**

Western Electric Co., A. T & T. affiliate, reports net earnings of \$18,398,049 for 1936, compared with \$2,320,279 in 1935 and loss of \$34,100,000 the year before.

Sales for the past year amounted to \$146,421,000, an increase of 38.9 per cent over the \$105,417,000 in 1935.

**WTAM's Vocal "Find"**

Cleveland—Latest WTAM find is Josephine Boyer, coloratura soprano, from Canton, O. Offering one recital over the station, WTAM was so impressed the songbird was given a regular 1:30 p.m. spot on Monday. Miss Boyer has studied in both New York and Chicago and at one time sang over WOR, Newark.

**Cantor Settles on Coast**

Eddie Cantor, heard on the Texaco program Sundays over the CBS network 8:30-9 p.m., has definitely left New York to make his permanent home in California. The comedian has just completed negotiations for the purchase of a \$133,000 estate in Beverly Hills.

**A.N.A. Convention Set for Hot Springs**

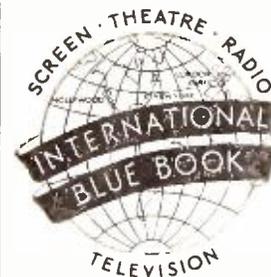
Association of National Advertisers will hold its semi-annual meeting in Hot Springs, Va., April 26-28. H. W. Roden, vice-president of Johnson & Johnson, is program chairman.

**"Unseen Friend" Renewed**

"Your Unseen Friend," dramatizations of human problems under the direction of M. H. H. Joachim, author and producer, has been renewed, and will continue to be heard over CBS on Sundays, 5 to 5:30 p.m. Program is aired in the interests of Beneficial Management Corp.

**SEITER, CARVER & LIVINGSTON PUBLISHERS, INC.**

I shall be glad to subscribe myself and to recommend the book to my friends in the Theatre.  
RICHARD ALDRICH



The Blue Book reaches every executive of Radio, Stage and Screen.... Tell them who you are.

425 FIFTH AVENUE, NEW YORK Telephone: CAI 5-4854



**A** NOTABLE contribution to educational broadcasting are the programs being aired weekly over WSPR, Springfield, Mass., by Mount Holyoke College. President Mary Woolley herself introduced the first series last Fall, and will give the concluding program of this, the second series, which is built around the coming centenary of Mount Holyoke College, to be celebrated next May. The development of teaching and knowledge during this past hundred years is being told in dramatic form each Tuesday afternoon at 2:30 by students and teachers.

WBRY, New Haven, started a new commercial Saturday, a twice weekly street interview sponsored by Bouve Motors (Ford), with William Blatchley and Jack Henry conducting. Henry also conducts another new WBRY commercial, the 5-minute UP spot at 7:15 p.m. daily, Monday to Friday, for Xervac's, electric hair-restorer.

"Honor the Law", a new WICC (New Haven) commercial program, sponsored by Acme Furniture Co., began Sunday, 12:15-12:30 p.m. The program consists of transcriptions of case histories taken from police department files in various cities. Chief Philip T. Smith of the New Haven Police Department is the first guest speaker.

"Oklahoma City On Parade", new one-hour program recently inaugurated over KFXX, Oklahoma City, is drawing good fan mail, according to M. V. Watson, of the Arrow Advertising Agency, in charge of the broadcasts. The program is sponsored and presented as if a real parade were marching down the streets of the city, with the announcers acting as reviewers. The three times weekly schedule will be maintained for six weeks.

### WWRL Civic Series

Queens. "New York's borough of homes," which has more civic organizations than any other community of its size—more than 1,000,000 residents—is served by WWRL of Woodside, Queens, with a weekly broadcast series made to order for the community.

The series, entitled, "Community Builders," brings to the microphone each week one or two civic officials, who describe the functions, achievements and purposes of their organizations.

More than 400 civic groups, representing about 200,000 Queens' families, are expected to take part in the series.

## F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

### APPLICATIONS RECEIVED

Standard Life Insurance Co., Jackson, Miss. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.  
Spartanburg Junior Chamber of Commerce, Spartanburg, S. C. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.  
Southern Broadcasting Corp., New Orleans. CP for new station. 1200 kc., 100 watts night, 250 watts days, unlimited.  
WCML, Ashland, Ky. CP to install transmitter and change frequency and power to 1120 kc., 250 watts night, 1 Kw. day.  
Robert E. Clements, Huntington Park, Cal. CP for new station. 1160 kc., 250 watts, daytime.

### EXAMINER'S RECOMMENDATIONS

WLLH, Lawrence, Mass. CP for satellite station. 1370 kc., 10 to 100 watts, to be denied.  
Sioux City Broadcasting Co., Sioux City, Iowa. CP for station. 1420 kc., 100 watts, 250 watts L.S., unlimited, be granted.  
C. W. Corkhill, Sioux City, Iowa. CP for new station. 1420 kc., 100 watts, unlimited, be denied.

### SET FOR HEARING

Watertown Broadcasting Corp., Watertown, N. Y. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

### APPLICATIONS GRANTED

University of Alaska, College, Alaska. CP and license for special experimental station. Each even 100 kc. from 1500 to 16000 kc., 200 watts peak, 5 watts average, unlimited.  
WGPC, Albany, Ga. Renewal of license. 1420 kc., 100 watts, unlimited.  
KSEL, Pocatello, Ia. Renewal of License. 900 kc., 250 watts night, 500 watts day, unlimited.

### HEARINGS SCHEDULED

Today: H. O. Davis, Mobile, Ala. CP for new station, 610 kc., 250 watts, 500 watts L.S. unlimited.  
Waterloo Times-Tribune Pub. Co., Waterloo, Ia. CP for new station. 1370 kc., 100 watts, daytime.  
Harold Thomas, Pittsfield, Mass. CP for new station. 1310 kc., 100 watts, 250 watts L.S. Unlimited.  
March 16: Arthur H. Croghan, Minneapolis, Minn. CP for new station. 1310 kc., 100 watts, daytime.  
Troy Broadcasting Co., Inc., Troy, N. Y. CP for new station. 950 kc., 1Kw., daytime.  
March 18: F. C. C. will listen to arguments in the case of five functioning, and one new, stations in the Brooklyn, N. Y. area. WVFW WARD WLTH WBBC WEVD, and the Brooklyn Daily Eagle are parties involved. Case concerns facility hook-up among the stations.

### KRMC, Jamestown, N. D., Makes Its Debut on Air

(Continued from Page 1)

ate with a power of 250 watts.  
A. J. Breitbach, member of the firm of Roberts-McNab, supervised the filing of applications and construction permits for the station. Frank M. Devaney, who will handle the duties of manager, was formerly with the radio station in Minot and for the past several months has been connected with WMIN, St. Paul. He has also had experience on a number of stations in the south, along announcing, production and commercial lines.

Serving as chief engineer will be Carlton Gray, well known in technical circles throughout the Dakotas and Minnesota, having been employed on a number of broadcasting stations in the midwest including WDAY at Fargo and KFYZ at Bismarck. Gray directed the installation of the Western Electric transmitter on the southwestern edge of the city and also supervised the designing and layout of the studios in the Gladstone Hotel.

The program manager will be Victor V. Bell, who has come to Jamestown from KLPW at Minot, where he served in a similar capacity. Bell's duties will lie in announc-

ing, arranging programs and writing continuity. He has had considerable experience in dramatics and playwriting, having been employed as recreational supervisor for the WPA in Williams county.

In charge of advertising will be Jack Carter of Enderlin. Carter has several years of selling experience to his credit, much of which was devoted to commercial broadcasting.

Others on the staff will be Evelyn Wennerstrom of Bismarck, in charge of women's activities; Ray Bailey of Long Prairie, Minn., as combination operator-announcer, and Doris Bogen, bookkeeper.

Following frequency tests, which the station broadcast this week, reception reports were received from as far away points as Washington, Oregon, California, New Mexico, Mississippi, Virginia, New York and Vermont as well as from several outlying communities in Canada. The first test program brought a total of 427 telephone calls, many of them from distant points.

Entertainment facilities for the station will be supplied by the NBC transcription. In addition the program department will present news broadcasts six times daily, quarter hourly weather reports, a daily women's program, grain and stock markets as well as sporting events. There will also be a generous use of local talent.



**MIKE RILEY**, "Music Goes 'Round" and "Round" co-author, has penned a new ditty titled "Spendin' All My Time with the Blues," in collaboration with Cahn and Chaplin, lyricists.

Don Bestor takes two NBC airings a week, one on Sundays over the Red at 12 midnight; the other on Thursdays at 11 p.m. over the Blue.

Lady maestro Ina Ray Hutton and her Melodears to have a week's run at the Palace in Cleveland, effective March 26.

W. C. Handy, composer of the perennially popular "St. Louis Blues," will play a chorus of it on the Edgar Hayes and Ork Variety recording.

Jerr Blaine, NBC Ork leader and Musical Director of the Park Central Hotel, because his Wednesday night "Music Makers Festival" has clicked hard, will continue those soirees as a regular weekly Coconut Grove feature.

Joe Rines, baton-holder and M.C. of the Dress Rehearsal Program broadcast a musical clinic Sunday over the NBC-Blue Network, 11:30 a.m. to 12 m.

"The Gauchos," a new program featuring a rumba orchestra and Bert Djerikiss, tenor, premiered yesterday at 3:00 p.m. over MRN of the Michigan Radio Network. A typically Latin program with "Siboney," "Orchids in the Moonlight" and "Serenade in the Night" sung by Djerikiss and "Las Alténitas" and "La Bomba" played by the orchestra was presented.

Jack Delmar, currently making merry at the La Casa Ballroom, was the first pick-up of KYW, Philly, now back in the field for dance remotes.

Harry Rogers, KYA, San Francisco, program director, has arranged for the appearance over the California Radio System and KYA of the musical group, "Las Tapatias Trio," hailed as a new and sensational radio find. They made their California ether debut on the CRS-KYA broadcast Thursday.

Ed Farley ("Music Goes 'Round" and "Round") of the Club Evergreen has been added to WNEW's "Dance Parade."

### Phil Baker's 4th Yr.

Phil Baker celebrates his fourth year on the air March 21. Program is sponsored by Gulf Oil Co. and is heard 7:30-8 p.m. Sundays. Beetle and Bottle will also celebrate their fourth anniversary at the same time. Young & Rubicam has the account.



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 25

NEW YORK, TUESDAY, MARCH 16, 1937

FIVE CENTS

# 101 Radio Talks on Court

## Looking On ... AND LISTENING IN

**"FEUDS"** A lot of swell fun has been had by pretty nearly everybody out of the Benny-Allen "feud" over "The Bee," and this seems to be as good a time as any to call a halt, at least temporarily, to all such "feuds" between radio comedians.

There's nothing like quitting when you're ahead.

The Winchell-Bernie specious heckling was prolonged to the point where it became a pain in many a dialer's ear.

Benny and Allen have been much more successful from a listener standpoint, carrying their friendly warfare to high peaks of entertainment.

But enough is enough. Sponsors and agencies should appreciate that the performers who have the biggest followings are those who never carry an idea to the point of monotony, but always leave their audiences wanting more.

**COPYISTS** Another thing that radio audiences are being over-dosed with is the parroting of Milton Berle's gag-line, "Today I am a man."

No less than six network variety programs, from kiddie revues to the shows put on by some of the air's leading personalities, sprung this gag on Sunday alone.

If you are interested in additional statistics, out of twelve orchestras tuned in by this dialer on Sunday, eleven presented Irish numbers in honor of St. Patrick's Day.

Eight out of nine comedy programs had some cracks about the income tax.

And Eddie Cantor made the umpteenth crack about Ida, the five daughters and the non-existent son.

Incidentally, the elimination of the stooge berth has left an aching void in the Cantor program.

### 10th Year for FCC

Washington Bur., *RADIO DAILY*  
Washington—Judge E. O. Sykes, chairman of the FCC broadcast division, yesterday received congratulations on the tenth anniversary of national radio regulation. FCC started functioning under an act of Congress 10 years ago yesterday with Sykes as presiding officer. The department now has nearly 700 employees.

## NBC AUTO BUSINESS JUMPS TO 15.8 P. C.

Revenue derived by NBC from the automobile and allied industries last year jumped to \$5,466,381 or 15.8 per cent of its total billings, compared to 13.4 per cent in 1935. NBC had 57.4 per cent of all network billings in this line last year, a new record, against 53.5 per cent the year before.

## Mutual Gets Exclusive On Eastern Pony Races

Mutual has signed for the exclusive rights to broadcast the races at Belmont Park, Jamaica, Saratoga, Empire City, and Aqueduct this spring and summer. Bryon Field will do the announcing.

## 11 National Accounts Are Signed by KSTP

St. Paul—There's no spring let-up at KSTP, with 11 new national accounts signed on the dotted line with the Twin Cities station. They are:

Associated Distributors with "Essence of Life," two spots daily, Mondays through Fridays; Gold Dust Cleanser, two-a-day, Mondays through Fridays; Moorman Manufacturing Co., poultry food, every morning spot; New Departure Manufacturing Co., coaster brakes, three station breaks a week; E. P. Reed Company, Matrix Shoes, 3 to 3:15 p.m. Thursdays; Rumford Chemical Co., 12 spots a week; Washington State Apples, three a week on Polly the Shopper's participating shopping program;  
*(Continued on Page 3)*

## Ork Sit-Downs in Chi. Spot Over Social Security Payment

## Big Rise in Business For WCOA, Pensacola

A remarkable increase in national, local and chain business during the first two months of 1937 is reported by WCOA, CBS affiliate, Pensacola, Fla. According to Wm. K. Dorman, manager of John H. Perry Associates, national representatives of this station, WCOA revenue from national  
*(Continued on Page 3)*

## Charges of Partiality are Denied by the Networks—Balanced Pro and Con Speakers Cited

### Champ Listener?

Cleveland — WTAM claims a champion listener. He is engineer Jessie J. Francis. In the 13 years he has been with the station Francis claims he has listened to 107,250 broadcasts.

## WHEELER CONTINUING RADIO-PRESS PROBE

Washington Bureau of *THE RADIO DAILY*  
Washington—Denying reports that he would withdraw from the campaign looking toward a complete Senatorial probe of the radio-newspaper issue, Senator Burton K. Wheeler said yesterday that he still has more information to obtain before the matter can be approached intelligently. The Senator's remarks based on  
*(Continued on Page 3)*

## Baskin Firm Now Owner Of WFLA, Clearwater

With the last payment received, the city of Clearwater, Fla., is definitely through with radio. WFLA of that city is now the sole property of the Florida West Coast Broadcasting Co., with H. H. Baskin at the head. Deal for sale of station  
*(Continued on Page 2)*

Discussions aired up to this week on President Roosevelt's proposals for revision of the Supreme Court total 101, with 57 of the speakers aligned on the President's side and 54 opposing him, it is shown in a tabulation made yesterday in connection with charges by Senator King (Dem., Utah) that the networks are discriminating against the administration in the controversy. Senator King is understood to be planning to introduce a resolution asking for investigation of the chains and the FCC to determine if any partiality has been shown.

The networks in support of their contention that no favoritism has been shown, point to the records of the broadcasts, revealing that NBC has aired 63 speeches, including 33 for and 30 against the court proposals; CBS, 34 broadcasts, equally divided pro and con, and Mutual, 14 talks, also equally divided.

NBC last week put the factual summaries of the testimony offered by the proponents of the plan on the air from the Senate Committee on the Judiciary chambers and this  
*(Continued on Page 3)*

## Enlisting Personality For House Radio Probe

By *PRESCOTT DENNETT*  
*RADIO DAILY Staff Correspondent*  
Washington—A chief investigator of nationwide reputation, comparable in reputation and ability to investigators serving Congressional committees in recent banking and munition probes, will be available for the House radio investigation when the radio resolution passes. Chairman Connery of the  
*(Continued on Page 3)*

## No Studio Audiences

Because of Grace Moore's objection to the presence of studio audiences at broadcasts, the Nash "Speedshow" closed its doors to them after last Saturday's broadcast.

The program will be aired from one of the Columbia studios, instead of the Playhouse, unless the prima donna can be prevailed upon to change her mind.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL (Monday, Mar. 15)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Includes entries for Am. Tel. & Tel., Crosley Radio, Gen. Electric, etc.

Table with columns: OVER THE COUNTER, Bid, Asked. Includes entries for CBS A, CBS B, Stromberg Carlson.

Baskin Firm Now Owner Of WFLA, Clearwater

(Continued from Page 1) was made June 15, 1936. Total sale price was \$252,700. It was at first believed that the new owners were negotiating with the Tampa Tribune for a resale, but Baskin denied any truth to the rumors. The newspaper now has an application pending with the FCC for a construction permit for a new station. WFLA operates in conjunction with WSUN, St. Petersburg. It is also a member of the Southeastern group of NBC. Station operates on 5,000 watts to local sunset and 1,000 watts thereafter, and its frequency is 620 kilocycles. There will be no changes in the station's operating policies.

RADIO EVENTS, INC. AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES 535 Fifth Avenue, New York, N. Y. From script to production—that extra something that's good radio!

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 13, 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.

Table with columns: Selection, Publisher, Times Played. Includes entries like 'This Year's Kisses (Irving Berlin, Inc.)', 'Boo Hoo (Shapiro, Bernstein, Inc.)', etc.

West Coast Kids Vote "Calling All Cars" Best

West Coast Bureau, RADIO DAILY Los Angeles—Rio Grande's "Calling All Cars," a weekly cops-and-robbers dramatic program, topped all other radio entertainment as children's choice, according to the first report of the radio survey committee of the Los Angeles Federated Women's Clubs. Survey conducted among affiliated clubs with membership of 60,000 Southern California women. Two of every three listeners said they did not mind the advertising. Twenty-five listeners said families used products advertised in favorite program to every 15 listeners who did not. Favorite programs, in order of popularity, were "Calling All Cars"; "One Man's Family"; "Lux Radio Theater," and "Little Orphan Annie"; "March of Time"; "Gang Busters" and "Death Valley Days" tied for fifth position, and "Renfrew of the Mounted" was next.

KSTP Adds 3 Salesmen

St. Paul—Three new salesmen have been added to the staff of KSTP, Twin Cities independent. C. H. Wagner, recently with the Pure Oil Co. in Chicago, and Morgan Sexton, formerly with WOC in Davenport, have been assigned to the Minneapolis staff; G. B. Schurmeier, St. Paul, with the St. Paul sales staff.

Whiteman Backs Dickstein

Washington Bureau of THE RADIO DAILY Washington—Paul Whiteman, who is here for a concert tonight, testified yesterday in connection with the Dickstein bill before an unofficial hearing of the House Immigration Committee, and declared himself in favor of the alien measure unless foreign countries lift their bars to American talent.

Barbara Boole Joins CBS

Barbara Boole has been appointed assistant commercial editor of CBS and will work in Gilson Gray's department. Miss Boole succeeds Nancy Lane, resigned.

Legislative Body Named By Texas Broadcasters

Austin, Tex.—Due to the many legislative problems facing stations in this state, the Texas Broadcasters Ass'n has formed the following legislative committee: Martin Campbell, chairman; Hall Huff, O. L. Taylor, Kern Tips and Henry Lee Taylor. The committee has been instructed to investigate all proposed radio legislation.

A resolution favoring enactment of federal legislation to eliminate Ascapi's \$250 copyright infringement charge and forcing owners of copyrights to prove actual damages before they can recover same, was passed at the association's last meeting. It was also resolved that Ascapi be required to furnish all stations with a list of tunes covered by their contracts.

Radio Instrument Circular

Washington Bureau of THE RADIO DAILY Washington—"Radio Instruments and Measurements," 329-page circular of the National Bureau of Standards, Department of Commerce, copies of which have not been available for several years, has just been reprinted for distribution at 60 cents a copy. While much of the subject matter of the Circular was written 20 years ago, it is still of current value to engineers and students, according to the Bureau.

Rambeau Opens Detroit Office

Detroit—William G. Rambeau Co. has opened a Detroit office, located in the General Motors Building and under the management of George W. Diefenderfer, who has been on the Chicago sales staff for some time.

Leo Sava TONIGHT'S BEST BET: 7:00 to 8:00 P.M. WHN Original Amateur Hour With Col. J. C. Flippen WHN DIAL 1010 AFFILIATED with M-G-M & LOEW'S

COMING and GOING

WALTER WINCHELL left Hollywood yesterday for New York after more than three months of film-making and broadcasting from the coast. He resumes his program from the NBC studios here on Sunday.

LAWRENCE TIBBETT is in Philadelphia today to make an appearance as soloist with the Philadelphia orchestra.

CORK O'KEEFE of the Rockwell-O'Keefe outfit has returned from Bel Air, Fla., where he won the N.Y.A.C. golf tournament championship.

D. J. ROSENBERG, vice-president of Trans-american, has left Los Angeles for New York and will remain here for 30 days or more.

HERBERT L. PETTEY, associate director of WHN, returned yesterday from a vacation in Walaka, Fla.

MRS. LOUIS K. SIDNEY arrives today from Hollywood.

H. W. SLAVICK, general manager WMC-WNBR, Memphis, is in New York on a business trip.

O. L. SMITH, KNOX, Knoxville, commercial manager, returned to his desk yesterday after a New York trip contacting advertisers and agencies.

BLAYNE BUTCHER, on radio staff of Lennen & Mitchell Inc., is en route to New York from Hollywood where he has been producing the Winchell-Jergens program on NBC. He is expected here Friday.

JACK LAVIN has gone to Washington to handle final details on Paul Whiteman concert, tonight.

LEONARD LIEBLING, music critic, to Washington, battling for Deems Taylor on Whiteman concert "living program" notes.

JAMES CARPENTER, manager of WKBB, Dubuque, in town on a business trip.

Courtney Riley Cooper M.C.

Courtney Riley Cooper has been set as m.c. for the final broadcast of the Fisher Body Craftsman's Guild program to be aired March 19 over CBS, 7:30-7:45 p.m. First half of the Guild's contest, that of the auto model builders, closes July 1, and the designers, competing in the contest for the best coach, must have their entries in by midnight, Aug. 1. In the past a special broadcast has been made over the CBS network direct from the Fisher Body Craftsman's Guild annual convention during which the winners of the \$80,000 contest are announced. According to present plans, the same routine will be followed again this year. Arthur Kudner Inc. has the account.

Baker Scoops Winchell

A boy was born to the Phil Bakers on Sunday in Palm Beach. Phil made the exclusive announcement on his 7:30 p.m. program.

The Tavern RADIO'S RENDEZVOUS MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB 158 W. 48th St. "Toots" Shor

## 101 RADIO TALKS FOR HOUSE RADIO PROBE

(Continued from Page 1)

week the opponents' summaries' are being aired over the NBC-Rcd, 12:45 p.m., ending this Wednesday.

Edward Murrow, CBS director of talks, said that CBS had tried to induce such persons as Arthur Vandenberg, Chief Justice Hughes, John W. Davis, Alfred E. Smith, Gov. Alfred M. Landon, Senator William E. Borah and others to discuss the Supreme Court plan on the air via CBS but to date no acceptances had been received.

## Wheeler Continuing Radio-Press Probe

(Continued from Page 1)

the legal opinion of Hampton Gary, FCC counsel, follow on the heels of the opinion expressed by Dr. Irvin Stewart, who handed down the dissenting opinion in connection with KTSM, El Paso independent. Stewart now holds the view that legislation is not necessary, declaring the FCC has authority to give the matter full consideration.

## Enlisting Personality For House Radio Probe

(Continued from Page 1)

House Labor Committee and sponsor of the resolution, indicated to RADIO DAILY yesterday as he prepared to advance his resolution before another full session of the Rules Committee this week. Chief investigator will be aided by "a very competent staff", he added.

Connery said Representative Wigglesworth (R., Mass.), proponent of the radio inquiry, would appear before the Rules Committee to urge its passage.

## WSPR Educational Programs

Springfield, Mass.—WSPR yesterday inaugurated a new series of educational programs designed to interest students of high school age. Programs go on each week day, 11-11:15 a.m., in cooperation with the U. S. Department of the Interior, the Valley District of the Massachusetts Dental Society, Travel Magazine and other educational institutions.

## Comic Strip Audition

"That's My Pop", a radio version of the Milt Gross comic strip, will be auditioned at 2 o'clock this afternoon at NBC. In the cast will be Harold Moffatt of "High Tor" and Bobby Jordan of "Dead End". Bernard Zanzville of "Dead End" is in charge of direction.

## Add to CBS Coast Publicity

Dave Carter, CBS publicity head of the west-coast office, will add one man to the present staff who will concentrate on KNX publicity, allowing Carter to spend more time on the network. Virginia Lindsey, currently with the Robert Taplinger coast office, joins the staff as assistant to Carter.



● ● ● Ralph Wonders' promise to remain open for all propositions until his return from Florida (Sunday) is the reason he's not with Rockwell-O'Keefe today.... Within 24 hours a definite statement as to the future will be announced.... Henny Youngman leaves for Hollywood between the 19th and 24th for Paramount's "Artists and Models." He remains two weeks, then returns to the Smith Show and the Loew's State again within four weeks!... Ted Lewis will be spotted on the April 1 airing.... Jean Paul King will do commenting on the CBS Household Finance morning program.... Freddie Rich may take over Mark Warnow's sustainers while the latter goes "Lucky."

● ● ● The George Jessel deal for Woodbury fell through.... Because Milt Britton had an attack the other day, Procter & Gamble's are stuck for a comedy band for their Hipp affair Saturday morning in Baltimore.... General Electric listened to the Benay Venuta-Sid Gary-WOR sustaining.... Benny Gaines, Boston's impresario of the swanky Mayfair, was in town to scout up name talent for the spot. Sheila Barrett opens the 31st with Cross and Dunn coming in April 7 followed possibly by Belle Baker.... Joan Abbott begins a series of Warner shorts in two weeks.... Helen Fox, CBS hostess returned to the fold yesterday after a long illness.

● ● ● Jack Benny's show will again be aired from the Pierre hotel in N. Y. Sunday. Script calls for a hillbilly routine.... "The Bee" missed out on making the Hit Parade by only one plug last week.... Lester Lee set Zeke Manners for the Ford show a week from tonight.... Vick Knight after producing "We, the People" Sunday (Gab Heatter's final was tops) was rushed home and is bedded with infected tonsils which are left-overs from a recent operation.... Harold Waldridge, movie comic, is being groomed for a new commercial.

● ● ● Edgar Higgins, Jr., has joined the News and Special events dept. of NBC, coming from the editorial staff of the N. Y. American.... Those honored few at the Mike Porter party the other nite aren't over the effects.... Louis K. Sidney, WHN head, is writing a book on bridge with Fred E. Ahlert called "Smart Bridge".... Ray Block is composing a suite a la Grofe.... Mills Brothers are slated for a spot on the Ed Wynn show soon.

● ● ● "Hodge White," whom people believe is a myth on the Fred Allen show, is a crippled cigar-store owner in Dorchester.... Frank Gaby, Joey Ray, Rose Marie and Frank Silver's ork did a 30-minute waxing for a potential sponsor.... Senator Glass will do his second airing of his career Monday via CBS attacking FDR's plan.... Jessica Dragonette will do "2 Tickets to Romance" tomorrow night.... Al and Lee Reiser are on that Griffin-Remsen commercial tonight.... Mickey Alpert will shortly give to his close friends 100 shares of "Kayrand" stock (now on the Canadian exchange and listed at 25) for their kindness in making the "way" easier.... Don Foster, sound effects man for WLW, became a father the other day and named the boy "Don Lee," which prompted Paul Kennedy, radio editor of the Cinn. Post to ask why. "Because he was mutual" answered the pappy.... Tenth anniversary of KWK, St. Louis outlet of NBC-Blue, will be celebrated tomorrow night in Convention Hall, that city, before a visible audience of more than 13,000 with a lively musical show headed by Fred Waring's gang. Show will be aired 11:30-12 midnight EST.

## CHI. ORK IN SIT-DOWN OVER SOCIAL SECURITY

(Continued from Page 1)

not the hostelry. Petrillo came back with the dictum that hotel was employer and consequently should pay the tax for the Jesters. When hotel operators resisted, he yanked band from dining room, which went musicless over the week-end.

Petrillo further stated that the leader of band only acts as agent for his boys and is in no wise to be considered as employer and that tax is to be borne by hotel.

Similar situation existed Saturday night when Joe Sanders, slated to open at 7 p.m. at the Blackhawk Cafe, didn't take his men on the stand until okay from Petrillo at 7:15, when Otto Roth, manager of the night spot, agreed to pay security tax, as have all other night spots with exception of King's Jesters place of employment.

## Big Rise in Business For WCOA, Pensacola

(Continued from Page 1)

spot-and local business from Jan. 1 to March 4 was 252.3 per cent greater than the same period in 1936. Network business for the corresponding period showed an increase of 502.3 per cent.

WCOA is owned by John H. Perry, publisher of the Pensacola News-Journal, and through the cooperation of these newspapers has developed several interesting promotional ideas. New national programs on WCOA are also merchandised to listeners by banners attached to the back of each taxicab of the largest cab company in Pensacola, calling attention to the time of broadcasts and sponsors.

Another contributing factor to the success of WCOA is the recent development of the Naval Air Training Station, "Annapolis of the Air," which is located in Pensacola. In 1936 the payroll of this branch of the service was increased to \$5,000,000, which boosted sales in the Pensacola market.

H. G. Wells is station manager of WCOA.

## 11 National Accounts Are Signed by KSTP

(Continued from Page 1)

Welch Grape Juice, Mondays through Fridays, spots; Malt O'Meal, three a week on the Household Forum, participating kitchen clinic; Longines Watches, time signals; Listerine, spots.

## Brookes Subs for Harper

Richard Brookes has been selected by WNEW to take over Earl Harper's broadcasts, "Inquiring Microphone," while Harper is in Florida covering baseball assignments. Brookes will conduct the six-a-week show for a little over three weeks.



**M**OST widely listened-to news program of station KFYZ, Bismarck, since January first has been the "News from Capitol Hill" feature aired nightly at 10:06. Program featured complete resume of the North Dakota legislative day and was written by Marc J. Connelly, veteran North Dakota news-gatherer. Station announcing staff read the stuff. Connelly made northwest radio name by his distinctive style. When session adjourned, broadcast was continued under head of "KFYZ News Bureau on the Air" and features complete roundup of state news. Feature now written by station news staff and by Roy H. Brandt, news director.

*Harold and Dorothy, 12 and 14, brother and sister, whose two-part harmony is one of the headline features on the Iowa Barn Dance Frolic and Sunset Corners Opry, are now heard on a new thrice weekly series produced at WHO, Des Moines, and sponsored by Postal Life & Casualty Co.*

Lem Turner, comedian-musician, and The 4 Dons, novelty instrumentalists, have a new series sponsored by Crazy Water Co. over WHO.

Thomas P. Thompson, City Manager of Norfolk, Va., opened a series of ten programs sponsored by the League of Virginia Municipalities with talk labeled "A Municipal Tax System and the Taxpayers." Show will continue with prominent local officials to fill the spot for the remaining weeks. Broadcasts are on Wednesday at 7:15 p.m.

During the course of the South-eastern Surgical Congress in Charlotte, WBT had as speakers some of the outstanding medical men in the United States. The Congress itself drew the most distinguished surgeons in the nation to Charlotte. For the

## ONE MINUTE INTERVIEW

### ZINN ARTHUR

"I find that listeners don't like too much singing with dance orchestras. They want to hear more good instrumental music. A reduction in the number of singers and substitution of quality for quantity will create more attention for the dance bands. I do the vocals with my orchestra but limit them on each broadcast in favor of tunes which are primarily not for song purposes but embody dance rhythms."

## F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

### APPLICATIONS RECEIVED

Honolulu Broadcasting Co., Ltd., Honolulu, Hawaii. CP for new station. 1010 kc., 250 watts, unlimited.

Fall River Herald News Publishing Co., Fall River, Mass. CP for new station. 1210 kc., 100 watts night, 250 watts day, unlimited.

Ohio Broadcasting Co., East Liverpool, O. CP for new station. 1270 kc., 250 watts, daytime.

Crosley Radio Corp., Cincinnati. CP for new high frequency station. Amended to delete frequencies 31600, 35600, 38600, 41000 kc. and add frequency 26550 kc.

Allen T. Simmons, Talmadge, O. CP for new high frequency station. 31600, 35600, 38600 and 41000 kc., 100 watts.

Minnesota Broadcasting Corp., Minneapolis. CP for new high frequency station. 26100 kc., 150 watts, unlimited.

Indianapolis Broadcasting, Inc., Indianapolis. CP for new relay station. 1622, 2058, 2150, 2790 kc., 40 watts.

Journal Co., Milwaukee. CP for new relay station. 1646, 2090, 2190, 2830 kc., 50 watts.

### New Biz for WBT

Charlotte, N. C.—Pure Oil Co. of the Carolinas has signed for 52 hundred-word announcements weekly over WBT, through Freitag agency of Chicago.

General Mills, Minneapolis, besides renewing its Wheaties and Red Band Flour contracts for 52 weeks, also is using 100-word studio announcement weekly on Red Band flour. Sample & Hummert, Chicago, is the agency.

Acme Lead & Color Works, Detroit, through Henri, Hurst & McDonald, Chicago, will use a 15-minute transcription weekly.

Rumford Baking Powder is inaugurating seven temperature and seven time signal announcements weekly for 26 weeks, via Atherton & Currier agency, New York.

first time in the history of such medical gatherings, radio talks were scheduled for principal speakers.

Philco Morning Melodies, new show sponsored by A. K. Sutton, Inc., over WBT, Charlotte, is becoming one of the most popular spots on the WBT daily schedule of variety. The 15 minute program combines the talents of some of the outstanding entertainers and artists in the South. Jane Bartlett, pianist, violinist and singer; Marie Davenport, organist, and Martha Duin, interpolator and announcer of Morning Melodies, make a smooth team.

A series of eight programs has been started by the Omaha Altruista club on KOIL at 4:30 p.m. Thursdays. Club members will take turns at appearing on the program. Subject of the first broadcast was "Essentials for A Successful Career." A new 15-minute series at 1:15 p.m. Mondays through Fridays has been started by Prudence Penny (Martha Bohlsen) of Omaha Bee-News. Mary Martin (June Pierce), who formerly conducted this program, now is devoting full time to being secretary for the newspaper's Homemakers clubs.

Magic Washer soap now is sponsoring the "Millie and Tillie" program over WOW, Omaha. New time is 5 p.m., Mondays, Tuesdays, Wednesdays and Saturdays. The program formerly was a sustainer.

### Slogan Contest

Pendleton Distributing Co., Shelby, N. C., is offering a Gibson electric refrigerator for the best slogan submitted during a contest conducted on Pendleton's "Hook, Line and Sinker" program over WBT, Charlotte. The slogan must not be more or less than ten words and may pertain to any fact about Gibson, manufacturers of refrigerators for 60 years.

### Connie Boswell in Hot Springs

Hot Springs, Ark.—Connie Boswell, one of the three sisters of radio fame, is visiting here and will remain in Hot Springs during the racing meet. Miss Boswell is taking a course of baths. She said she was not under contract at present.

WCAE, Pittsburgh, today begins its All-Star Varieties series (Norge) with Barry McKinley and Ray Noble's ork as the first of a long array of stars to be heard.

The Electric Kitchen Bureau of Omaha again is sponsoring the "Electric Kitchen of the Air" series, aired for 15 minutes at 3 p.m. each Tuesday and Thursday over WOW, Omaha. The programs originate in the model electric kitchen the bureau maintains, Home Economics Expert Alice Ward has charge, Program Manager Harry Burke is announcer and each program has a different Omaha grade school girl as "guest star."

The annual Easter Sunrise Service from Hollywood Bowl in Los Angeles—a service which attracts thousands of worshippers from all corners of the globe—will be heard from coast-to-coast over the Mutual Broadcasting System on March 28 from 8 to 9 p.m. EST. Immediately following this broadcast, 9-9:30 a.m., EST. Mutual will present the Mt. Helix Easter Service from San Diego, California. A 200-piece symphony orchestra and large chorus will take part in this latter service.

A dramatization of the story of Hawaii will be given by the Friendly Guide on the Have You Heard program presented by NBC in co-operation with the U. S. Office of Education on March 23 at 3:45 p.m. EST over the NBC-Blue network.



**J**OE SANDERS, who is back at the Blackhawk Cafe, Chicago, is airing his ork nightly over WGN and the Mutual net.

Alfred Hertz, renowned conductor, directed the Fresno Symphony Orchestra in a program over KYA, San Francisco, and the CRS network Friday night. It was one of the outstanding musical events of the season on the network.

Ray Shannon and his "Toy Band" program move to three new spots over WLW, Cincinnati, on March 29. They will be heard 5 p.m. Mondays, Wednesdays and Fridays. Curtiss Candy Co. (Baby Ruth bars) is sponsor.

WHN has signed the Hickory House to broadcast Joe Marcella and his orchestra. With him will be the new swing harpist, Del Gerad. Joe Marcella will feature his mad swing fends and his torrid clarinet.

Marion Melton, new WHN songstress, will soon be heard with Irving Aaronson's ork. Miss Melton is a former history and economics school mar'm who turned blues and swing swinger. She made her debut last year at Leon and Eddie's and proved a sensation.

Shep Fields, whose air activities were formerly limited to swinging the baton over his orchestra, has a new role on the Rippling Rhythm Revue, heard Sunday nights over NBC. Discovering that Shep's voice was excellent for radio, he now is taking a speaking part on the show, acting as foil for Judy Canova, who helps m. c. the program.

Joe Reichman and his orchestra get the Cocomut Grove spot in Los Angeles' Hotel Ambassador with a CBS wire.

Glen Gray and the Casa Loma Orchestra will take over new territory when they go into the swank Los Angeles "Paloma", sometime in May.

Rudolf Friml, Jr. and his orchestra, who will be heard over WEAH starting March 30, have been signed to a two-year recording contract by Master Records.

Rockwell-O'Keefe will provide orchestras for the Playland Casino in Rye from May 15 on through the summer months, according to a contract just signed.

Norman Cloutier of Hartford, Conn., musical director of the "Merry Madcaps", made his initial New York radio appearance as director and arranger of "Weekend Revue" on Saturday.

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

MAY SINGHI BREEN and Peter De Rose have kept their collective ear to the ground and now reveal that...when audiences leave the studios after ten of the more impressive NBC broadcasts...20% of the femmes post-mortem the broadcast...the other 80% ad lib about other women, their families and the show-shops...70% of the less loquacious sex do a basso-profundo about the just-heard program and the remaining 30% exchange prejudices anent sports, weather and families...Henrietta Norman...gal about the Hollywood Studio Club and KFWB star, planning a Radio Club along identical lines...with the Hollywood contingent, guest-appearing from New York, backing her up solidly...Maxine Smith, femme flicker-editor of the Chicago American helping Bob Crosby see the town... the town crowds in to see (and incidentally hear) Bob at the Congress...Marion Melton, WHN vocalizer, soon to be heard with the Irving Aaronson ork once purveyed history and economics to the in-lant-ry....

▼ ▼  
Fashion Note: When Helen Flint appeared at the WHN Movie Club last Friday she was in green to her fingernails...Subbing for Mrs. Eunice Barnard on the "Heinz Magazine of the Air" program March 22 is Loire Brophy who authored "If Women Must Work"...She'll tell the gals things about "How to Help Your Husband in Business"...Her spouse is John McNeil of the NBC Sales Department.... Oh-so-British Doris Hare to pen and ink every line of the script for the new NBC series herself...Little Hans will have a "Let's Pretend" when the Dutch lady who wrote to Nila Mack completes her plans...She asked for aid in organizing the program for Netherland tots...Marge Morrow back at CBS...Strange as it may seem... Countess Olga Albani has refused to do a feature flicker...for health's sake....

▼ ▼  
Isabel Manning Hewson, WOR's "Pet-ticoat Philosopher", the gal with the newspaper woman's diction, who never worked on a paper, hates gush and hysteria... Was a Philadelphia socialite who authored ads for N. W. Ayers...thinks the gals can be just as sporting as the lads...and is sure they like chit-chat about international affairs as well as they do suggestions concerning their this year's wardrobe...She tries to give them what she thinks they like....

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 11 of a Series.

**KSO — Des Moines, Ia.**

**LUTHER L. HILL, Mgr. CRAIG LAWRENCE, Comm. Mgr.**

KSO, servicing every county in Iowa, is owned and operated by Iowa Broadcasting Co. and is one of the three stations operated as a network by the Des Moines Register and Tribune. Its effective service area covers nine counties in Central Iowa with a population of 600,000 and 113,108 radio homes. This same area does an annual retail business of \$150,904,350. Its entire coverage includes 99 counties in Iowa as well as counties in bordering states.

THE station is a member of the NBC basic Blue network. In addition to the network shows aired from this source, KSO is able to broadcast from three different cities in Iowa. Together with KRNT and WMT, it comprises a network that covers the entire state. Leased wires keep the three stations in constant contact. WMT talent and programs are always at the disposal of KSO. But important as network affiliations are, KSO is not just another outlet for a web. It is a fully staffed and equipped station, vitally aware of local interests, viewpoints and personalities.

POSSIBLY the greatest benefit which comes to KSO as a radio station of the Des Moines Register and Tribune is the news coverage made available to the station. The newspaper has 300 correspondents constantly at work covering the entire state, and each man is a potential correspondent for KSO. This news service is of even greater interest to the Iowans than the International News Service and United Press bulletins that are broadcast at regular intervals over KSO.

KSO's 370-foot optimum height International Stacey Self-Supporting tower is located six miles from Des Moines. A concrete building houses the station's new high fidelity RCA transmitter. Studios are located in the Register and Tribune building in Des Moines and consist of a number of studios with a large lobby to contain the visitors. A fully equipped sound truck is available at any hour of the day or night for remote pickups from any point in the state. KSO's payroll contains seventy names. Forty-five are regular staff members and the other 25 include artists and special talent. KSO is on the air daily from 6:30 A. M. to 1 A. M. the next morning.

**Radio Education Parley  
May 3-5 in Columbus**

Columbus—Eighth annual institute for education by radio, "to further broadcasting of valuable programs by calling attention to the most meritorious ones of each type," will take place May 3-5 at the Ohio State University. Awards will be made to educational institutions and to commercial stations offering the best educational programs. Among those on the institute program are Judith Walker of NBC, Frank N. Stanton of CBS, Levering Tyson of the National Advisory Council on Radio in Education, and others.

**WNEW Signs Trio**

The Hot Peppers, a vocal trio now appearing at a local night spot, have been signed by WNEW and will be given a sustaining program every Monday, Wednesday and Friday, 7:45-8 p.m.

**Bernard Quits Don Lee**

West Coast Bureau of THE RADIO DAILY  
Los Angeles—Don Bernard has resigned as head of production of the Don Lee System. Bernard plans to enter the free lance radio field.

**Advanced Spellers on WOWO**

Fort Wayne, Ind.—High schools of 19 northern Indiana and western Ohio counties are competing in a spelling contest aired in cooperation with WOWO and the Fort Wayne Journal-Gazette. Winner gets a trip to the Cleveland Exposition to compete in finals for other valuable prizes, including a \$250 award to be applied for further education of the winner.

J. A. Becker, Westinghouse station relations department, arranged the contest and will act as m.c. Broadcast takes place Mondays, 8-9 p.m., and Saturdays, 4:30-5:30 p.m.

**Winchell Shifts East**

Walter Winchell's next Jergen's program will originate in New York studios of NBC and will continue so until summer vacation. Winchell left Hollywood by train last night for New York, in company with Blayne Butcher of the Lennen & Mitchell agency.

**Kay Parsons On WNEW**

Kay Parsons, the "Girl o' Yesterday," has been signed by WNEW for a Tuesday and Friday 8:30-9 p.m. program of old favorites. She is an authority on old tunes and has the biggest private library of them in the country.

**SELLING THE  
STATION**

**WCPO Letter Contest**

Cincinnati—WCPO yesterday started a prize letter contest for the best 25-word letter on the subject "Why I Listen to WCPO." Contest will run four weeks and the writer of the best letter will be awarded a new Ford V-8 Sedan. Station is now operating on its new schedule, 6 a.m. to 12 midnight on weekdays and 7 a.m. to 11 p.m. on Sundays.

**WFIL "Community Salutes"**

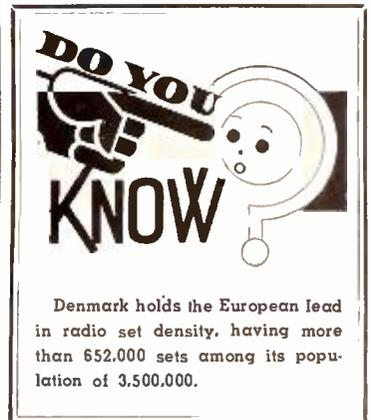
WFIL, Philadelphia, will introduce a new idea in "community salutes" when the small town and suburban village "gentlemen of the press" are highlighted in a series to be known as "Village Vignettes." Scheduled to get under way April 1. Mythical visits will be paid to each of the 52 largest communities within WFIL's primary coverage area. In singling out the small town fourth estaters, Don Withycomb, WFIL general manager, reasons that "inasmuch as the ultimate growth of WFIL, or any other radio station, is completely dependent on the collective prosperity of the towns that make up its coverage area, we do well to salute them," he said.

**The 4 W's of WCSH**

WCSH, the Yankee Network station in Portland, Me., has issued an informative booklet, "4 W's," telling the Who, Where, When and Why about itself.

First comes an interesting page on "Who Listens." Then some facts on "Where They Listen." This is followed by data on "When They Listen—and How," with a tabulation of the age and sex of the station's radio audience, as well as daily listening habits sub-classified by incomes, size of city, time zone and days.

For a windup, the booklet explains "Why They Listen." The brochure is an ideal example of station-salesmanship.



**DO YOU KNOW**

Denmark holds the European lead in radio set density, having more than 652,000 sets among its population of 3,500,000.

## ANNOUNCERS

DUTCH REAGAN, sports announcer at WHO, Des Moines, has left for Catalina Island with the Chicago Cubs. He returns in about two weeks, primed for his baseball broadcasts.

RONALD COCHRAN, formerly of Rock Island, has joined KRNT, Des Moines.

BEN HARDMAN has been promoted to news announcer at KSO, Des Moines.

R. C. LYLE and W. HOBISS will describe the Grand National Steeplechase at Aintree, England, to be brought to this country via NBC-Blue net at 10-10:30 a.m. Friday.

BOB STANLEY of KYA-CRS, San Francisco, is continuing his medical studies. He was graduated from a pre-medical school in Philadelphia a few years ago.

HENRY B. HOOK has joined the announcing staff of KGLO, the Globe-Gazette station, Mason City, Ia.

JACK KERRIGAN, new announcer at WHO, Des Moines, has moved to that city with Mrs. Kerrigan from Davenport.

RAY BARRETT, new addition to the staff at WDRC, Hartford, Conn., is having a hectic time conducting "The Shoppers Special."

DALE MORGAN of KSO, Des Moines, was honored with a "Dale Morgan Day" last week at the Globe department store. He gave two long "inquiring mike" programs from the store. Full page ads were used for the event.

## New WMAS Accounts

Springfield, Mass.—Two more commercial programs added at WMAS here are: Adaskin Furniture Co., signed for one year, "Komedie Kingdom" a variety show on the disks, Monday nights; Dunhills Clothing store, signed for one year, Friday afternoons, "Hold the Press," also on the disks.

WMAS also has added two one-minute flash broadcasts to the commercial list. They are the Kavanaugh Furniture Co. of Springfield, and the New York, New Haven & Hartford Railroad.

## New Antenna for WENR

WENR, NBC-Blue outlet in Chicago, has applied to the FCC for permission to erect a new type vertical radiator antenna. Two other NBC outlets, WDAF, Kansas City, and WXYZ, Detroit, at present are erecting vertical antennas.

## AIR PARADE IN REVIEW

## "RADIO CLINIC"

Sustaining

WBNX, Sundays, 5:30-5:45 p.m.

## DRAMATIZED MEDICAL EPISODES HOKED WITH SOB STUFF AND SUSPENSE FOR FAIR RESULTS.

Announced as being the first radio revelation of "secret facts of medicine," this turns out to be a harmless enough dramatization. Initial show, authored by Roland H. Burke and directed by Dexter Hall, deals with professional blood donors. Episodes depict a conflict between a donor and his wife, who wants him to stop giving his blood even though they need the money, but who is induced to give in by the pleadings of a doctor and a mother whose baby will die unless a quick transfusion is effected. Some of the dramatics are a bit frenzied, but on the whole the skit carries suspense. Finale points out that there is no danger in being a blood donor.

## "NEW IDEAS"

Sustaining

WINS, Saturdays, 5:30-5:54 p.m.

## JUST ANOTHER VARIATION OF THE AMATEUR SHOW, WITH POSSIBILITIES.

Purpose in back of this new series is to give anybody with an idea, whether for a monologue or a serial production, a chance to present his stuff over the air. Opportunity is afforded to acting as well as writing talent. It's an extension of the amateur vogue, with certain possibilities especially from the angle of public participation. First program was headed by Stanley Fields, a Brooklyn radio announcer, in the first episode of his "The Wandering Sap," dealing with a traveling salesman who falls in the hands of Mexican revolutionary plotters and is forced into their scheme. Skit lacked professional polish, and the Mexican dialects were too patently phony. Then there was a short monologue by Eugenia Cammer as a chattering stenog. She sounded as though she might be developed into something. Martin Weldon, announcer, is conducting the series.

## GREEN BROTHERS

(Marimba Band)  
Sustaining

NBC-Red network, Sundays, 12-12:30 p.m.

## PLEASING MUSICAL PROGRAMS FOR DIALERS WHO LIKE MILD AND SOOTHING.

First of a new series by the Green Brothers started off without any particular distinction, although the numbers offered were enjoyable enough in their way. Repertoire included "Swing High, Swing Low," "Dinah," "When My Dream Boat Comes In," "Siboney" and others, embracing a fair variety. Program recommends itself to listeners who go for the languorous and genteel melodies.

## "STRATHMORE SERENADE"

Levitt &amp; Sons

WOR, Sundays, 11-11:30 a.m.

Frank B. Johnston

## CRISP, LIVELY AND TUNEFUL VARIETY BILL NICELY HANDLED ALL AROUND.

This is one of the liveliest Sunday morning variety programs to come along in some time. Talent is good, material selected for the opening show was thoroughly pleasing, and intelligence marked the commercials. With "Home" as an appropriate theme song (sponsor sells Long Island homes), the show got under way with "Serenade in the Night" sung in a clear baritone by Barry McKinley, then came "Sweet Georgia Brown" by the Charioteers, followed by "Goodnight, My Love" and "Moonlight and Roses" by McKinley, "Tain't So" and "Dinah" by the Charioteers, a couple of numbers of Harry Brewer, xylophonist, and other items. The accompanying orchestra, un-named, did outstanding work. Announcers are Jerry Lawrence and Ray Winters.

## "LET'S GET TOGETHER"

Rolls Razor

WOR, Sundays, 3:15-3:30 p.m.

Kimball, Hubbard &amp; Powell

## SNAPPY MUSICAL E.T. SERIES WITH GOOD ARRAY OF TALENT AND LIVELY ROUTINE.

Produced by B. Charles-Dean, with Ernest Chappell as m. c., and with Al and Lee Reiser, the Three Marshalls, Jean Ellington and Glenn Darwin in the lineup of entertainers, this electrically transcribed series is an excellent program of its kind. After a little introduction, the entertainment starts off with the Reisers doing "I've Got Rhythm" on the piano, followed by Jean Ellington singing "There's Something in the Air," the Marshalls warbling "I Can't Give You Anything but Love," another piece of good vocalizing in baritone vein by Glenn Darwin, and various other pleasing bits of song and banter.

## "FITCH ROMANCES"

(Gene Arnold and the Ranch Boys)

Fitch Shampoo

NBC-Red Net (WMAQ, WCAE, WTAM, WWJ, WEAJ), Saturdays, 11:45-12 noon.

L. W. Ramsey Co., Davenport

## LIKEABLE MUSIC AND TALK PROGRAM COZILY HANDLED BY GENE ARNOLD.

Typical of Gene Arnold's homey programs, this new quarter-hour combines soothing vocal numbers and melodies by the Ranch Boys and a salon trio composed of Larry Larsen, organist, Rudy Mangold, violinist, and Edward Vito, harpist; poetic recitations by Arnold, and some romantic narrative. Listeners are asked to write in about their own romances as material for the program.

Plenty of non-jarring entertainment has been packed into the 15 minutes.

## GUEST-ING

FRANK PARKER has been signed for two guest star appearances on the Ben Bernie-American Can program on March 30 and April 6. Herman Bernie booked Parker for the broadcast. Program is heard on NBC-Blue, Tuesdays, 9-9:30 p.m. and broadcasts will emanate from Miami.

KATHERINE LOCKE of "Having Wonderful Time" and MAURICE EVANS, British star, will be Bide Dudley's guests on Friday over WOR.

VILHJALMUR STEFANSSON, noted explorer, will be heard over WMCA at 2:30-3 p.m. on Saturday as guest at the luncheon of the Women's Division of the American Committee for Settlement of Jews in Birobidjan.

RUDI GRASL, musical mimic, has been added to the cast of Thursday's Vallee Varieties over the NBC-Red network, 8-9 p.m.

MARIAN ANDERSON, Negro contralto, will be soloist of the General Motors Concerts next Sunday, 10-11 p.m. over the NBC-Red network.

## New Philly Business

Philadelphia—Recent new business signed by local stations:

Norge Rollator (refrigerators), thru Cramer-Krasselt, 13 weeks, Mondays and Fridays, 9:15-9:30 a.m., ET, WCAU.

Oneida Ltd. (silverware), through BBDO, 13 weeks, quarter hour period weekly. "Peggy Tudor," ET, WCAU.

Breyers Ice Cream Co., thru McKee-Albright-Ivey, 26 weeks, Monday thru Saturdays, news flashes, weather reports and 312 spot announcements. WCAU.

Graham-Paige (autos), thru U. S. Advertising Corp., 13 weeks, Monday thru Saturdays, 11-11:05 p.m. News shot. KYW.

Richard Hudnut (perfumes), thru BBDO, 13 weeks, Fridays, 6:45-7 p.m. Orchestra. KYW.

## Start Temperance Series

Women's Christian Temperance Union, Chicago, will start a series of quarter-hour electrical transcriptions on 50 stations this week. Disks are running under the title "Americans to the Rescue." WCTU is said to have appropriated \$140,000 for radio campaign which is designed to point out the evils of mixing alcohol with gasoline.

## Appreciate Devotions

Des Moines—Rev. H. W. Lambert, who has been conducting Morning Devotions over WHO from 5:45 to 6:00 a.m. six mornings a week since Feb. 8, has received letters of appreciation from 15 states, including New York, Louisiana, Oklahoma, Virginia, Pennsylvania, Michigan and Tennessee.

Morning Devotions over WHO are non-sectarian services.



March 16

Greetings from Radio Daily

to

Lewis MacConnach  
Henny Youngman

# COMMENTS ON CURRENT PROGRAMS

## Spelling Bees

Among the angles of entertainment for radio listeners in spelling bees is the amazing amount of bad spelling that exists, even among college students. In Saturday's NBC-Red network set-to between Princeton and the U. of Chicago, one word was tackled by seven men before one of them finally got it right. It would seem that, to make these contests fair, when a word is mis-spelled, the next contestant should be given a different word. Otherwise the second man enjoys the equivalent of having two chances at the word—while the sixth man to get a crack at the same word has the advantage of knowing five ways that it isn't spelled and thus has a better chance at guessing the right way.

For genuine spelling bee entertainment, however, the program conducted by Dr. Harry Hagen for Chase & Sanborn over WMCA on Saturday evenings is recommended. Dr. Hagen relieves the spelling routine by engaging each of the young contestants in a little amusing conversation about their ambitions, behavior, etc. He does a fine job.

## Rines Orchestra

For bright and merry entertainment in the Sunday a.m. hours, the Rines Orchestra program aired for Iodent via WJZ at 11:30-12 is hard to beat. It's supposed to be a peek behind the scenes of radio, the witnessing of a rehearsal, but it runs off far too smoothly to be in the rehearsal class. Plenty of good items, too, in the show. Joe Rines, as m.c., sets a lively pace. Morton Bowe, the prolific and rising tenor, vocalizes very pleasingly. Mabel Albertson and Pinky Lee do well by the comedy. And the comedy material caught last Sunday, incidentally, would do credit to any major program.

## Jack Benny—Fred Allen

It was a case of when "wit means wit" on Sunday night when Fred Allen broke into the Jack Benny show, just as Benny was trying to sing, or "coughing to music" as Allen termed it. Allen did to Benny's show what Benny did to Ben Bernie's program just before the Jell-o comedian left

## Promotions at KFYY

Bismarck, N. D.—Recent changes in KFYY staff brings Dick Burris a promotion to program director and Roy H. Brant to join announcing staff to handle news director's post. "Dub" Everly and Ivan Lorenzen go on duty at the transmitter, while Dick Kaiser takes relief operator's and remote engineer's assignment.

## CBS Easter Broadcasts

CBS has set 12 special pre-Easter musical broadcasts, starting with the Swarthmore College Glee Club on the air at 4:15-4:30 today and winding up with the Guilford College A Capello Choir at 4:15-4:30 p.m., March 29.

the coast for New York recently. Which is to say that Allen stopped the performance. In fact, he did more than that. He nearly wrecked it with rapid fire quips. And he did it despite a cold. It was the most terrific exchange of satirical shafts, the biggest duel of wits, that the airwaves have had the pleasure of conveying these many years. Schleppeyman also did his very helpful share, while Mary Livingston was in good form and Abe Lyman contributed his share. All in all, some program!

## "Magic Key"—Robert Irwin

RCA's Sunday afternoon stanza on the NBC-Blue maintains its high, even tempoed style of entertainment, always with plenty of variety and worth-while fare. Newcomer Robert Irwin, introduced by John MacCormack as his first protege, one to whom he actually wrote a fan letter when he himself first heard him, seems to be a baritone of parts, and sung as though he were the young John MacCormack of some years ago. Voice is of fine timbre and range, diction is good, and there is no straining for flashy effect. Just good honest singing.

Georges Enesco, Rumanian composer-conductor, was also heard to advantage, likewise Helen Jepson, and Dudley Digges and Sara Allgood in a scene from "The Whiteheaded Boy." Frank Black conducted the big symphony orchestra in varied selections.

## "Show Is On"

In view of what was to be expected from Broadway's chief musical hit, the half-hour Sunday broadcast of "The Show Is On" over the NBC-Blue network was a decided disappointment. The skits and other material, with the exception of a couple of hit songs, seemed well below the standard of original radio stuff. Reginald Gardner displayed a fine singing voice, but Bert Lahr's comedy was a bit drawn out, and even Beatrice Lillie was less amusing than she usually is on the air.

## Rippling Rhythm Revue

This variety program, shifted Sunday to the 9 p.m. spot on the NBC-

## Awards Boost Listeners

Cleveland—WTAM has two commercials using awards, which are building up the listening audiences. Spang Bakery sponsors a Junior Safety Club. Each week some young hero in the vicinity of Cleveland is cited for bravery. Leisy Beer has a 15-minute sports shot with Tom Manning. Once a week this WTAM program honors some amateur athlete in this vicinity with a sports award.

## New Engineer at KFKR

Oklahoma City—Tom Banks Jr. is appointed chief engineer of KFKR, to succeed Horace Marrinan, resigned. Dean Hiatt succeeds Frank Goodson as assistant engineer.

Red network, is in need of jacking up. It particularly cries for a master of ceremonies of some weight to pilot the proceedings. The musical background by Shep Fields and his musicians is good, Frank Parker's singing is always enjoyable, and the Canovas can be depended upon to deliver if they have the lines and the pace. But somehow last Sunday's show was a far cry from the bills that were put on when Paul Whiteman headed the program.

## "Pepper Young's Family"

This grand little stock company of the networks has been pursuing the even tenor of its way for about four years, originally being an evening program as "Red Davis." Procter & Gamble, in the interest of Camay soap, has a double strip across the board, same show both a.m. and p.m., latter at 3-3:15. Elaine Stern Carlington has managed to maintain a very steady type of script, always carrying interest and consistently

switching to avoid dullness. Currently, the new contest started by P. & G., giving away 25 trailers, Ford cars and 1,000 gallons of gasoline is burdening the show with almost unprecedented long commercials, even to the extent of having it woven into the script in one spot. Announcer follows up with the details and at the finish of the show caught, actually held forth for no less than the closing four minutes. Announcer ought to get a Ford, trailer and load of gas himself; he earns it.

Cast of "Pepper Young's Family" comprises Jack Roseleigh, as Mr. Young; Marion Barney, as the mother; Curtis Arno as Pepper, and Elizabeth Wragge, as Peggy, the daughter. Latter has virtually grown up with the program. Other characters are written in from time to time such as Biff, played by Laddie Seeman and his pa, played by Ed R. Wolfe. It is superfluous to mention the smooth legit job of the cast, individually and as a company.

# MOTION PICTURE LIGHTING & EQUIPMENT CORPORATION

Everything Electrical for Studios

*In addition to being the largest distributor of lighting equipment for motion picture studios in the east we are also manufacturers and designers of equipment for . . .*

# RADIO STATION! AUDITORIUM! DISPLAY!

Also a complete line of electrical supplies including Mazda bulbs.

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New York, N. Y.

Telephone  
Chickering 4-2074-2075

## ☆ Chatter ☆

**JOHN HELD JR.**, artist, novelist, short story writer, at present master of ceremonies of the Varsity Shows emanating from various colleges and aired on the NBC-Red network, is obliged to do considerable air-traveling. One week he will be on the east coast, next week in the west, and other times somewhere in between. Last Friday he did his stint from the University of Iowa. Even a birthday for his four-year-old daughter, Judy, in New Orleans, had to be postponed until papa could fly to the festivities.

Ross Wilson, engineer at WMT, Waterloo, and Mrs. Wilson are recovering from auto crash injuries.

Nancy Grey, conductor of "What's New in Milwaukee," daily fashion program over WTMJ, has returned from a two week's vacation in Mexico.

Edith Schlytern, director from WLS, Chicago, is conducting tryouts in Watertown, Wis., for the WLS radio community talent show to be presented there March 18-20.

Gaston Grignon, manager of WISN, Milwaukee, and who is convalescing from an operation, lost his mother, Mrs. Anna Grignon, recently.

Lester L. Morse is advising gardeners in a new series of broadcasts each Monday, Wednesday and Friday at 8:40 a.m. over WTMJ, Milwaukee.

Walter Haase, studio manager of WDRC, Hartford, recently returned from a winter vacation spent in Miami. While there, he was invited on several fishing excursions and came back with some "big fish."

They're now calling Ernie Grewer "Papa" around KFYZ, Bismarck, N. D. The control operator is oldest man on the staff in point of service having been with KFYZ for eight years. It's a boy, named Jerry, and he has red hair. Everybody doing fine, thank you.

WHO Playhouse, Des Moines, has a new writer in Dick Anderson, who announces the program and occasionally plays parts in the dramas. He is the author of "Only Five Were Killed," presented over WHO Sunday.

Ray Howell, for 14 month a member of the staff of KIRO, Seattle, has left to free-lance with a daily commentator and narrator series over KIRO, entitled "With Them It's Different."

George Marshall Durante, director of the School of Radio Technique, announces he is having his sound studios modernized and is adding more new equipment. Durante has the same brand of Western Electric amplifiers and RCA Blue Ribbon

## NEW PROGRAMS—IDEAS

### Radio Soap Box

To develop an editorial feature without taking sides in controversial matters, WMBH, Joplin, Mo., inaugurated a Radio Soap Box. The leader of the "soap boxers" is Bruce Quisenberry, special events man and star announcer.

Letters from anyone and almost on any conceivable subject are read on the program. Discussion of the letters so read is invited. The Soap Box leader endeavors to supply the "soap boxers" with information on the current trend of the different phases of life brought up for discussion. He also makes his personal comment, when he believes it necessary.

The announcer, in opening and closing the program, makes the statement, however, that the opinions expressed on the program are not necessarily those of the station, which remains neutral.

### "Perfect Wife" Series

Bill Brown, WMT announcer, who

### Testing Educational Series

Philadelphia—Board of Education and WCAU, with the cooperation of the Franklin Institute of Modern Science, have arranged a test series of radio programs which may become an integral part of the Board's program of education next school year. Starting March 29 and continuing for 12 weeks, the Chemistry Club of a local high school will be brought each week to the Institute for an experimental radio lecture. Quarter hour period will be apportioned to the Institute's chemistry director, the high school's chemistry teacher and for a round table discussion by the students.

### Frank Buck for Guild Show

Frank Buck has been signed for the Fisher Body Craftsman's Guild program for March 17. Program is heard over the CBS network, 7:30-7:45 p.m. Also due to appear on the show is one of the winners of last year's awards. Current show offers \$80,000 in prizes. Arthur Kudner, Inc., has the account.

microphones used in broadcasting stations.

Bill Morrow and Ed Beloin, Jack Benny's gag fashioners, never read humor gags because they're afraid of unconscious plagiarism.

Jack Mills, the music tycoon, observes that the 25 per cent increase in borrowing of books on wit and humor reported by public libraries directly parallels the percentage of comedians who have been added to radio during this season.

"The O'Neills," on both NBC networks daily, was selected as the most popular daytime show in a survey conducted on the West Coast by a major film company which is in the market for radio scripts that can be picturized.

handles the "Movie Man" broadcast, is now conducting a series of interviews in an effort to determine just what the "perfect wife" is like. This program, under the sponsorship of the Hartman Furniture Co., and the Paramount Theater of Cedar Rapids, is fast proving itself to be one of the most popular programs heard over WMT and comes direct from the lobby of the Paramount.

### Amateur Announcers

Twelve sponsors in Joplin, Mo., have banded together to present a novel show over the local station, WMBH. Program, presented in the form of a contest, is tagged, "I Wanta Be An Announcer". Each weekday two spots programs are presented with contestants reading the commercial announcements of one of the 12 sponsors. All announcers employed are amateurs with ambitions of breaking into broadcasting. Program set for 13 weeks.

### CBS Adds Easter Bills

Los Angeles—CBS has added two more Easter programs to go nationwide, out of KNX. From 8:30 to 9 PST, services on board the USS Pennsylvania will be shortwaved to shore, put on network. From 6:45 to 7 a.m. PST, Easter ceremonies from the beach at Waikiki will be picked up from KGBM's shortwave, sent out on full network.

### Kingham Scott Back

Raleigh, N. C.—Following another old-timer, Clayborne Mangum, whose tenor voice will again be heard over WPTF regularly under sponsorship of N. C. Fisheries, Inc., Kingham Scott, one of the first radio stars in North Carolina, has come out of professional retirement to be master of the console at WPTF with three programs weekly sponsored by General Electric Supply Corp.

### A. & P. Adding WJNO

A. & P., New York (chain grocers), will add WJNO, West Palm Beach, to its CBS network beginning this Thursday. Program features Kate Smith in an hour CBS broadcast, Thursdays, 8-9 p.m. Paris & Peart, Inc., New York, has the account.



Ken England, who writes the Joe Penner show and the Twin Stars program, and Mabel Albertson, who writes "Dress Rehearsal," have just announced their wedding, which took place Nov. 2.

Anne Jamison, soprano on Hollywood Hotel, has signed with NBC Artists Bureau from April 2 to June 25.

Due to the confusion of the initials CRS and CBS, the California Radio System of eight newspaper owned California stations henceforth will refer to itself as the Orange network.

Doris Weston's NBC artist bureau option has been taken up by Warner Brothers.

Joe Alvin, assistant to Hal Bock of NBC's publicity staff, turns the tables on the press agent plugging the opera star, and gets a plug from opera when Marion Talley sings his songs on her March 28 program for Ry Krisp. Joseph Koestner wrote the music, and Alvin the lyrics. The song is "One Perfect Night."

Clever new piano team of (William) Hoffman and (Charles) Downe do a 15-minute daily program on KFVB, and have been signed for KHJ's new "Tuesday at 2" program.

Rulo Corp. (gadgets for automobiles) has signed a six-month contract for a half hour daily, 6 days a week on KRKD, with Volney James, president of Rulo and old-time announcer, as emcee, and Jimmy and his Saddle Pals doing hill billy music.

### Musical Clock Ticks Off Mail

The mail count on the Beeman's Laboratories programs over WBT, Charlotte, jumped 34 per cent during February as compared to January. The programs are heard daily at 7 a.m. on the morning Musical Clock. Shadwell, or "The Old Shepherd" as he is known to the early risers of the Southland, is the feature of the Musical Clock.

### "Speedshow" From Coast

Nash-Kelvinator "Speedshow" with Grace Moore will emanate from KNX, Los Angeles, starting April 3. Program is heard on CBS, Saturdays, 9-9:30 p.m.

## TOM TERRISS

Known as  
"THE VAGABOND ADVENTURER"

Available for

GUEST APPEARANCES  
MASTER OF CEREMONIES  
RECORDINGS OR TRANSCRIPTIONS  
RADIO PROGRAMS

Agent:  
Rockwell-O'Keefe



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 26

NEW YORK, WEDNESDAY, MARCH 17, 1937

FIVE CENTS

# Would Curb Radio Chains

## WOAI AND AGENCIES JOIN TO BOOST BIZ

San Antonio—A campaign designed to promote advertising among business men in Texas will be launched next month by WOAI in cooperation with recognized advertising agencies of this city. WOAI offered each agency a half-hour of evening time to present the agency's conception of a good program promoting radio advertising.

A well organized publicity campaign is being formulated. It will include newspaper stories, a mailing piece and an introductory program which will be presented on a cooperative basis to serve as an introduction to the series. Present at the luncheon and participating in the idea were Hugh A. L. Half, manager; Ken McClure, news editor; Lloyd H. Rosenblum, manager of sales and merchandising; Terrell Sledge of the

(Continued on Page 2)

## Tiny Ruffner Joining Ruthrauff-Ryan Agency

Tiny Ruffner is understood to be leaving Benton & Bowles agency the latter part of this month to go to Hollywood for Ruthrauff & Ryan, in charge of the Jolson, Penner and Berle shows. Ruffner will remain west and produce future R. & R. airings with film talent.

## CBS Effects Shifts In Coast Sales Setup

West Coast Bureau of THE RADIO DAILY. Los Angeles—Shifting of the CBS Pacific Coast sales headquarters from San Francisco to this city has been effected, with John M. Dolph, coast sales manager in Frisco, appointed

(Continued on Page 2)

## Labor on the Air

New Orleans—Organized labor goes on the air here next week with a series of "educational" half-hours over WBNO. Program will be directed by Bill Donnell, veteran editor of The Federationist, labor weekly. Though he doesn't pull his punches in print, the air talks are expected to steer clear of controversies.

## More Service

Charlie Stark of WMCA's early morning show, "Early Risers' Club", offers to wake anyone who has to be up at seven.

He asks listeners to leave their radio on over night, tuned to the top of the dial. Cholly begins the day's broadcasting at 7 a.m., by ringing an alarm clock.

He is now reported busy inventing a radio that throws cold water.

## PROPOSES BROADCASTS FROM SENATE FLOOR

Washington Bureau of THE RADIO DAILY

Washington—Keen interest is being expressed here in a resolution advanced this week by Senator Pittman (Dem., Nev.), chairman of the Foreign Relations Committee, to erect a powerful radio station within the capitol to carry the Senate debates to all parts of the nation. Pittman said that in offering the resolution he had in mind the need for informing the nation on the Presi-

(Continued on Page 3)

## A.A.A.A. Convention Set for April 29-May 1

The 20th Anniversary Convention of the American Association of Advertising Agencies will be held at the Greenbrier, White Sulphur Springs, W. Va., April 29-May 1.

G. Lynn Sumner, president of G. Lynn Sumner Co. Inc., New York,

(Continued on Page 6)

## WHN as New York Outlet In WLW's Eastern Hookup

## KOL, Seattle, to Have Entire Office Building

Seattle—Plans for one of the most modern radio stations on the Pacific Coast are being completed by KOL, Seattle's Columbia station, in conjunction with the purchase of a two-story office building recently by the station.

With the acquisition of a former theater site, KOL will have facilities

(Continued on Page 3)

## Proposed Congressional Probe Seeking Full Light on Expansion by Networks and Newspapers

By PRESCOTT DENNETT  
RADIO DAILY Staff Correspondent  
Washington—Momentum for a House investigation of radio gained more ground yesterday, following a pledge of "complete cooperation" by Senator King of Utah and other Senators in the anticipated probe sponsored by Congressman Connelly. Among points which the probe would consider, King said, would be the increasing acquisition of stations by big chains and by newspapers. He added that some channels should be kept free for further experimentation.

"What we most earnestly want," said King, "is less heat and more light on the radio situation in America"

(Continued on Page 4)

## GULF REFINING SETS NEW SPRING SERIES

Gulf Refining Co., Pittsburgh (Gulf Spray insecticide), will begin a spring and summer campaign on about 22 southern stations by the middle of next month. Sponsor will use live talent in quarter-hour daytime programs airing from two to six times weekly.

Jack Latham, radio time buyer of Young & Rubicam, Gulf's advertising agents, returned to town yesterday after a five-week trip through the South lining up the talent and stations. Latham leaves for Pittsburgh Thursday to confer with Gulf officials over the final schedule to be used.

In a few spots it is understood

(Continued on Page 3)

## Ford's Friday Show Switched to Saturday

The Friday night Ford Motor Company program, heard over the NBC-Blue network from 9-9:30 p.m. and featuring Rex Chandler and his Universal Rhythm, will switch to a 7-7:30 p.m. spot over the NBC-red network on Saturday night, April 10. New set-up calls for a repeat broadcast to the west coast, but no

(Continued on Page 3)

## HAVANA CONFERENCE NAMES COMMITTEES

Havana (By Cable)—Appointment of Senator Wilfredo Albanes, head of the Cuban delegation, as chairman of the conference, and the naming of various committees marked the opening of the North American Radio Conference here on Monday.

Delegates immediately began de-

(Continued on Page 4)

## WSM, Nashville, Signs VanCronkhite Service

Nashville, Tenn.—WSM, 50,000-watter, has signed for the news counselor service being inaugurated by VanCronkhite Associates, Inc., Chicago. John VanCronkhite flew down

(Continued on Page 4)

## 1 a.m. News Broadcast

A late news broadcast has been added to WMCA's schedule, the International and Universal news now being broadcast for 15 minutes nightly, Monday to Friday, at 1:00 a.m. to 1:15 a.m.

This is believed to be the latest news broadcast on the air in the East. It is being put on as an experimental feature.

(Continued on Page 4)



Vol. 1, No. 26 Wed., Mar. 17, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

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# FINANCIAL

(Tuesday, Mar. 16)

| NEW YORK STOCK EXCHANGE |           |         |        |          |
|-------------------------|-----------|---------|--------|----------|
|                         | High      | Low     | Close  | Net Chg. |
| Am. Tel. & Tel.         | 174 3/4   | 173 5/8 | 174    | - 1 1/4  |
| Crosley Radio           | 24 1/2    | 24      | 24 3/8 | + 3/8    |
| Gen. Electric           | 59 3/8    | 58 3/8  | 59     | + 1/4    |
| North American          | 28 1/8    | 27 1/2  | 27 5/8 | + 1/8    |
| RCA Common              | 12 1/2    | 11 3/4  | 11 3/4 | + 1/8    |
| RCA First Pfd.          | 78 1/2    | 77 3/8  | 78     | + 3/4    |
| RCA \$5 Pfd. B.         | (100 Bid) |         |        |          |
| Stewart Warner          | 20 1/4    | 19 1/2  | 20 1/4 | + 5/8    |
| Zenith Radio            | 37        | 37      | 37     | + 3/8    |

| NEW YORK CURB EXCHANGE |       |       |       |          |
|------------------------|-------|-------|-------|----------|
|                        | High  | Low   | Close | Net Chg. |
| Hazeltine Corp.        | 4 1/2 | 4 1/2 | 4 1/2 | .....    |
| Majestic               | 4 1/2 | 4 1/2 | 4 1/2 | .....    |
| Nat. Union Radio       | 2 7/8 | 2 3/4 | 2 3/4 | - 1/8    |

| OVER THE COUNTER  |        |        |  |
|-------------------|--------|--------|--|
|                   | Bid    | Asked  |  |
| CBS A             | 57 7/8 | 59 7/8 |  |
| CBS B             | 57 1/2 | 59 1/2 |  |
| Stromberg Carlson | 16 3/8 | 17 1/2 |  |

## CBS Effects Shifts In Coast Sales Setups

(Continued from Page 1)  
assistant to Donald W. Thornburg, CBS vice-president in charge on the coast and headquartered here. Status of Paul Rickenbacher, general handyman to Thornburg, is not affected. Henry Jackson, assistant to Dolph in Frisco, takes charge in the north, as chief of CBS sales in Frisco, and Harry Witt assumes title of CBS sales manager for the south.

## Brinckerhoff & Co. Expand

A new recording studio, capable of accommodating a 40-piece orchestra, has been built by E. V. Brinckerhoff & Co. Inc., transcription and recording firm. Under previous facilities, the company's engineers had to work on a 15-hour schedule.

**REEVES STUDIO**  
**RADIO TRANSCRIPTIONS**  
Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway ME. 3-1270 New York

### Servel Series Adds 11 Southern Stations

Servel Inc., New York (Electrolux), has signed 11 southern CBS stations for its "March of Time" program which it will sponsor beginning April 15, Thursdays, 10:30-11 p.m. Time Inc., the present sponsor of the program, is using 35 stations which will be retained under the new setup, making 46 CBS stations in all for Electrolux. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

## Jack Norworth M. C. In New NBC Series

Jack Norworth will be m. c. in a new variety program making its debut March 30 over the NBC-Blue network, 8-8:30 p.m. Each week the birthday of a famous personality will be marked in an appropriate manner. Lives of adventurers and novels of writers will be dramatized. Music of composers will be played. Light-hearted fortune-telling will be a feature of the program.

## Krueger Series Ending

Krueger Brewing Co., Newark, will end its present series of "Krueger Musical Toast" programs on the NBC-Red network, Mondays, 10:30-11 p.m., after the March 22 broadcast. Sponsor will use outdoor posters supplemented by car cards for the summer with spot radio being used in the states of Virginia, Vermont and New Hampshire where outdoor posters are outlawed. Next September brewer will be back on a network for a fall and winter campaign. Biow Co. Inc., New York, has the account.

## Posing as Connie Boswell

Rockwell-O'Keefe offices are seeking to trace an alleged impostor posing as Connie Boswell of the Boswell sisters, and now said to be stopping at Hot Springs, Ark. Real Connie Boswell has been on the coast for about three months and appeared last night as guest on the Ben Bernie program. A few years ago a trio of gals traveling through the middle west also posed as the Boswell Sisters.

## Star Radio Adds Writers

Increased business has resulted in Star Radio Programs Inc. adding three new script writers. Bill Gartland, sales manager for the firm, reports that "happy days" are really here again, as indicated by his sales map, which has so many buttons on it that he can't find Rhode Island.

## Alice Frost With Stoop-Budd

Alice Frost will be the new feminine stooge with the Stoopnagle and Budd show starting Sunday, joining the cast which includes Gogo De Lys, Harry Von Zell and the Don Voorhees ork, aired 5:30-6 p.m. over the NBC-Blue network. Miss Frost, who replaces Joan Banks, has done considerable radio and stage work.

## Winston Handling Shandor

Shandor, known as the NBC "Midnight Violinist," is now under the exclusive direction of Leonard F. Winston.

## Czech Language Joining WBNX Foreign Sponsors

A Czechoslovakian sponsored program is the latest foreign language to join the babel of tongues on WBNX. On March 22 it begins a half-hour musical program on Monday nights, 7:30-8. Entitled "The Bohemian Hour," it will feature James Voite, Bohemian singer, recently of WHK and WGAR, Cleveland, augmented by a Czech Orchestra.

Other foreign languages heard regularly on station WBNX are German, Jewish, Italian, Spanish, Greek, Hungarian, Ukrainian, Polish and Portuguese. All foreign language programs are sponsored.

## New Biz at WBNX

Bi-monthly report of new business for the first two weeks of March at WBNX includes a series of foreign language announcements in German, Jewish, Polish and Italian during the first week of March announcing the increase in production at Chevrolet plants. The business was placed by Lusk, Inc., for Campbell-Ewald.

Borden Sales Co. contract, placed through Young and Rubicam, has been renewed for a year ending Feb. 28, 1938. The contract provides for announcements in Jewish and English on a merchandising program for Hanford's Kosher Butter.

Other business reported, all placed direct, includes Bakers Fuel Co., for eight months; Emil's Pork Store, for one year; Hildebrand Shops, for one year; Elizabeth Bohlken, for one year, and the Vogue Institute, for six months.

## Loria Brothers for Berle Pix

The Seven Loria Brothers, Mexican child-musicians who broke into show business at the top when they were recently the guest artists of the Joe Cook and Lanny Ross programs, leave for Hollywood on Friday to appear with Milton Berle in Radio Pictures' "New Faces." The Lorias range in age from four years to twelve.

## Okay WISN Improvements

Milwaukee—WISN, the Hearst radio station here, received the approval of the FCC yesterday for the installation of modern transmitter and vertical antenna in a new location.

*Leo Sava*  
**TONIGHT'S BEST BET:**  
6:30 to 7 P.M.  
AL SHAYNE  
with Don Albert and Orchestra

**WHN DIAL 1010**  
AFFILIATED WITH M-C-M & LOEW'S

# COMING and GOING

JACK FRASER, NBC announcer, who was ordered away for a rest, returns today from a southern cruise.

KENNY BAKER arrives in New York from Hollywood for Sunday's Jell-O program.

JACK BENNY, DON WILSON, MARY LIVINGSTONE and other members of the Jell-O show return to Hollywood after the 21st.

FRANK BLACK, NBC musical director goes to Pittsburgh Saturday for a lecture on modern music via a local station.

EDWIN H. MORRIS returned to New York Monday after a cruise.

DON SHAW, assistant to H. K. McCann of McCann-Erickson Inc., New York, left town yesterday for a business trip. Expected back early next week.

VINCENT CALLAHAN of WRC-WMAL, Washington, is in town for a visit.

WILLIAM S. HEDGES, general manager WSAI-WLW, is in New York.

## WOAI and Agencies Join to Boost Business

(Continued from Page 1)  
sales staff, all of WOAI, and Charles Shea, Shea Advertising Co.; Bernard M. Brooks, Bernard M. Brooks Advertising Co.; Ben Lee, Pitluk Advertising Co.; John Lewis and W. Werner, Lewis Advertising Co.; Claude Aniol, Wyatt, Aniol and Auld; Marion Johnson, Marion Johnson Advertising Co.; and Joe Payne, Payne Advertising Co.

## Standard Oil of Indiana Organizing Program

Chicago—McCann-Erickson agency yesterday held auditions for a new 30-minute show to be sponsored over CBS by Standard Oil of Indiana. Carl Hoff and his ork, the King's Jesters, Pat O'Malley and John Tucker Battles were among the talent under consideration. The show will be the first to originate in the new unused studios of Columbia here. Ted McMurray will be in charge of the CBS end of the producing. Series begins next month.

## Cantor's Gag Contest

The contest which Eddie Cantor will announce next Sunday on his Texaco CBS program will be a gag-contest launched by Cantor himself. Prize will be a free trip to Hollywood for two.

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and KOOL CIGARETTES

WJZ-9:30 P. M. E.S.T.—Mondays  
NBC Network

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

**AGENCIES**

**L**ARRY BRADLEY, radio director for the Seattle branch of MacWilkins & Cole, Inc., who present five orchestral broadcasts weekly, has received great acclaim by designating one night a week as "Song of the Past." This program features selections of not more than ten nor less than five years' vintage. After only two presentations this program has become so popular that already requests have piled up for such ex-favorites as "I Surrender Dear," "All of Me," "I'm Though with Love," "Say It Isn't So," and many others.

**J. P. MULLER** Advertising agency has been named by Colabear Co. of America to handle its coming campaign. Spot announcements will be used, but none has been set as yet. Joseph T. Sullivan is the account executive.

**WARD WHEELOCK** of the Armstrong agency and **H. J. Jones** of Campbell's Soup have returned to New York after several weeks on the west coast.

**STREET & FINNEY**, New York advertising agency, celebrates its 35th anniversary this week.

**BETSY ANNE SHELLHASE**, formerly of H. B. Humphrey Co., Boston, has joined the Blaine Thompson advertising agency.

**KOL, Seattle, to Have Entire Office Building**

(Continued from Page 1)  
formerly known only in the larger Metropolitan stations. According to Archie Taft, owner and manager of the station, the building will be completely renovated at a cost of \$30,000, with new decorations, furnishings, and the most modern equipment.

KOL will be one of the few major radio stations in the West to own and occupy an entire office building, Taft stated. Plans for the new station include an auditorium with a seating capacity of 700, a large organ console, a full stage—and two show-rooms in the lobby for advertising displays. A full basement will be devoted to cooking schools and other special features. On the second floor will be the studios—one for audition purposes. Control rooms, business offices and general staff quarters will also be on this floor.

The tentative date set for KOL's occupancy of its new studio is July 1. The building, a re-inforced concrete structure, was built in 1928 at an approximate cost of \$60,000.

**Proposes Broadcasts From Senate Floor**

(Continued from Page 1)  
dent's Supreme Court enlargement plan.

"By broadcasting direct from the Senate we could be certain the people of the nation would be getting an accurate view of what is transpiring," he said.



● ● ● Report along the airia too is that one of the oldest shows on the air will bow out and be replaced with a variety show headed by a bandleader who is the "chosen one" of the bill-payer!...Thelma White, singing and dancing star of stage and screen, will direct "The Melody Men", a male aggregation...Kenny Baker is back on the Benny "thing" Sunday (this spot had every singer in town "hoping")...Reginald Thomas and Oscar Turner of the NBC electrical transcription dept. had their song, "I'm On A Sit-Down Strike for Love", published by Popular...Ralph Kirbery is set for the Rubinoff transcriptions...Ken MacGregar will continue on the Palmolive airing...Cracker-jack candid cameraman Gene Lester returns to WHN as a singer tonite...Gabriel Heatter is bedded with a cold. He did three different shows Sunday...NBC's teletype flashed this morning with the following plea: "My name is Phoebe Mink. What's yours? This is a fine time of the morning for a guy to make a gal do a bit of unnecessary work!"

● ● ● Lawyer-man Irving Paul Lazarre goes with Henny Youngman to the coast because the latter can't do up his bow-tie!... This prompted Henny's father to chime in with: "And he had to go to college to learn that", referring to Irving's aptness at this work....There's no person who has tramped the boards of the Loew's State with the ability to hold an audience while singing as Belle Baker...Her presence on the stage is marked with reverence by the public...Why is this grand singer of songs, possessor of such power, without a radio show of her own?

● ● ● Kreuger Beer bows off Monday...Chicago wired Al Shayne asking for price on an NBC coaster after hearing his recorded audition... Doris Rhodes is doing an NBC audition...Doc Rockwell has abandoned the "rocking chair" and will hereafter work with stooges...Gene Goldkette, one-time millionaire ork leader, is doing a comeback and an audition for General Motors in the mid-west...Bunny Berigan goes with RCA-Victor the 8th...Rockwell-O'Keefe has a colored band dept. now with Harry Squires in charge...Mal Hallet goes into the Meadowbrook...MCA's Hal Hackett's brother is seriously ill at the Polyclinic.

● ● ● The cause for the four bar pause on the Rubinoff solo Sunday is that Dave got his bow caught in the violin...Mix-up the other day on the "Vox Pop" show with the engineers going to the RCA building for an airing when the program was scheduled to come from the New Yorker...Art Shaw is breaking up his band and reorganizing the same as Frank Dailey...Phil Lord, though announcing that he was going west for his three-week vacation, really went to Florida and then on to Nassau...Even his office didn't know where to reach him!...Rumors of a shake-up in one of the largest band booking offices are around again...Hal Nagle gets the Pierre job.

● ● ● Texaco has taken a 30-day option on Bingo and has paid out \$1000 for this consideration...Joan Abbott, just back from Miami, would rather have radio than the picture deal announced here yesterday...Don Bestor goes to the Adolphus Hotel in Dallas the 21st...Lee Bennett, former Jan Garber vocalist, has formed a band of his own and comes East...The time switch of Winchell-Shep Fields shows is permanent.

**ANNOUNCERS**

**DOB ARMSTRONG** has been added to the announcing staff of WBT, Charlotte. Armstrong comes from Augusta and stepped up to WBT from smaller Southern stations.

**J. HERB ANGEL**, winner of the Pittsburgh announcers' popularity poll, will be honored at testimonial dance in Grotto Ballroom on March 31. Angel will get \$75 wrist watch while crowd dances to Joe Sims' music.

**BILL O'TOOLE**, popular announcer at WCAO, Baltimore, who conducts the early A. M. program with his pal Snowball, is back on the job after several weeks illness.

**GENE SHUMATE**, Iowa network sports announcer, covered the Iowa high school girls basketball tournament from the Drake University field house in Des Moines last week. The broadcast was heard exclusively over KRNT and KMA. Some 385 teams participated. A total of 856 boys teams are entered in the Iowa high school boys tourney taking place March 18-20. The broadcasts are sponsored by Huskies over KSO-WMT and WOI. Shumate will team with Andy Wolfries of WOI, ace basketball authority of the midwest, in covering the event.

**DON DUNPHY** will handle the descriptions of the St. Patrick's Day Parade to be aired today, 1:30-4 p.m., over WINS and the New York State Broadcasting System. A variety of Irish programs will be offered throughout the afternoon.

**Ford's Friday Show Switched to Saturday**

(Continued from Page 1)  
time has as yet been cleared. An official announcement concerning station line-up and repeat time is expected within the next few days when Edsel Ford is due to announce the renewal of both the Chandler and the CBS Al Pearce shows. At present the program is heard over a network of 59 stations on the first broadcast at 9, with 15 west coast stations picking up the show at 12 midnight. Agency states that numerically, stations will remain about the same. N. W. Ayer & Son has the account.

**Gulf Refining Sets New Spring Series**

(Continued from Page 1)  
transcriptions will be used because of the lack of good talent in the areas. Gulf Spray has general distribution through retail outlets and the campaign will cover from Florida to Texas. Southwestern stations will begin the campaign on April 15 with remainder to be added in May. Series will supplement the Phil Baker CBS program which continues on the air throughout the summer.



**THE AVE MARIA RADIO LEAGUE** broadcasts of the dramatized lives of Saints heard on WMCA each Sunday are now being produced in Italian. The Italian players broadcast from the League home at Graymoore, N. Y., each Friday afternoon, the program being piped by WMCA to WOV in New York for airing.

With Sportcaster Ray Schmidt at the mike and Chief Engineer Jimmy Burke at the controls, KWK, St. Louis, will open the 1937 season of baseball broadcasts March 22 from Daytona Beach, Fla., where the St. Louis Cardinals are training. After covering the Florida situation, Schmidt and Burke will go to the St. Louis Browns' camp in San Antonio. Hyde Park Brewery is sponsoring the broadcasts.

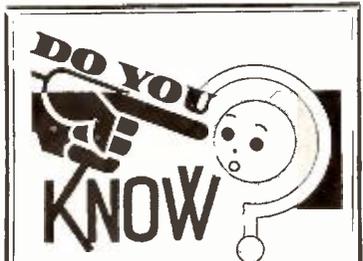
"Chandu the Magician" is back on KYA, San Francisco, as a feature of the Uncle Harry KYA Matinee.

George Tolin, singer, is featured in a six-a-week series over KYA, San Francisco, sponsored by the O'Connor-Moffat store.

A new Sunday afternoon religious program, 4-4:30 p.m., has been inaugurated by WBAL, Baltimore. Speaker is Rev. T. Roland Phillips, prominent Bible teacher and dean of the Baltimore School of the Bible and instructor in Bible analysis.

Hecht's Reliable Stores, Baltimore, have started a new advertising program featuring a Polish orchestra over WCBM, 8:15-8:45 Thursday nights.

"The Family Man," the program written and broadcast by WTMV's program director, Woody Klose, has lately achieved some sort of audience reaction record at the East St. Louis station. Portraying himself as a Doctor with three motherless child-



Radio sets in use in Europe total approximately 30,000,000, or less than 8 per cent of the population of 400,000,000 in the countries involved.

## F. C. C. ACTIVITIES

### EXAMINER'S RECOMMENDATIONS

Isadore Goldwasser, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime, be granted.

Bay County Publishers, Inc., Panama City, Fla. CP for new station. 1420 kc., 100 watts, unlimited, be denied.

State Capitol Broadcasting Association, Austin, Tex. CP for new station. 1120 kc., 100 watts, specified, be denied. Lincoln Memorial University, Middlesboro, Ky. CP for new station. 1210 kc., 100 watts night, 250 watts LS, unlimited, be granted.

Harold M. Finlay & Eloise Finlay, La Grande, Ore. CP for new station. 1420 kc., 100 watts night, 250 watts LS, unlimited, be granted.

### HEARINGS SCHEDULED

Today: KRLH, Midland, Tex. Mod. of License. 1210 kc., 100 watts, daytime.

March 31: Wm. W. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 250 watts, unlimited.

Frazier Reams, Mansfield, O. CP for new station. 1370 kc., 100 watts, daytime. April 9: Hebrew Evangelization Society, Inc., Los Angeles. CP for new station. 570 kc., 1 Kw., unlimited.

Twin City Broadcasting Corp., Longview, Wash. CP for new station. 780 kc., 250 watts, daytime.

Edgar L. Bill, Peoria, Ill. CP for new station. 1040 kc., 250 watts, daytime.

### WHN as N. Y. Outlet For WLW in Hookup

(Continued from Page 1)

arrangement with W. L. W. Trans-american Broadcasting & Television Corp., will act as sales representative for the hookup.

Meeting held late yesterday afternoon at WHN offices was attended by John L. Clark, president of Trans-american; William S. Hedges; Herbert Petley, manager of WHN, and Louis K. Sidney, managing director.

Arrangement also allows WLW to more readily utilize New York talent.

### WSM, Nashville, Signs VanCronkhite Service

(Continued from Page 1)

from Chicago to negotiate the contract with Edwin Craig and Harry Stone of WSM. News counsellor firm started service this week, setting up WSM news department in cooperation with Jack Harris, news editor. Understood VanCronkhite will personally supervise the WSM job, centering activities on the sale of news programs.

### Driscoll Play for Ethel

"The Man Across the Hall", a radio drama written especially by David Driscoll for Ethel Barrymore, will be presented over the NBC-Blue network at 8:30-9 p.m. today. Driscoll has prepared many of the star's plays for broadcasting in her Famous Actors Guild series.

ren, "The Family Man" has received three offers to adopt his mythical seven-year-old daughter, Mary. But—nobody wants his 15 year old son, Phillip, who is portrayed as "a little wild!"

Juan Ricardo, sensational baritone, WHO's latest vocal discovery, has started a series of broadcasts each Tuesday and Thursday, 5:45-6 p.m., accompanied by Charles Pray at the piano and Don Hovey with his singing violin. Cownie Tanning Co. is sponsor. WHO musical programs are produced under personal direction of Harold Fair.

### Curbs Are Proposed On Chain Expansion

(Continued from Page 1)

ica. We certainly need a full-fledged investigation which will be fact-finding and which will determine what means we are going to use to protect radio from monopolistic conditions."

He stated that he did not favor going to the limit advocated by Senator Wheeler in banning newspaper-owned stations.

Senator White of Maine, keenly interested in radio in the past, also entered the picture again in connection with the proposed probe.

### Havana Conference Names Committees

(Continued from Page 1)

vising plans for cooperative arrangements between the U. S., Mexico, Canada and Cuba.

Elimination of friction in regard to broadcasting frequencies involving both short wave and long channels is one of the principal subjects of the meeting.

T. A. M. Craven and E. K. Jett, FCC commissioners from Washington, and Harvey Otterman of the U. S. Department of State expressed confidence in the success of the confab.

### Glason Hour Changed

Billy Glason's Fun Fest, heard Sundays over WMCA, will go on the air at 2 p.m. hereafter, instead of 6 p.m.

Norman Twigger's News Parade sponsor has renewed his contract on WCAE, Pittsburgh.

Three of the 12 live talent shows weekly sponsored by the Cownie Fur Company on KSO and KRNT, Des Moines, are being fed to WMT, and more will be added to the IBS schedule when time has been cleared. Dick Teela, tenor, is featured on 9 of the weekly quarter-hour sessions. "Grandma and Grandpa Eppy" is a new rural life script show on KSO 5 mornings a week. May-Floyd Sinex and Fred Howard are the leads, while script is handled by Gene Shumate.



PHIL HARRIS and his band will make merry at the Coconut Grove from April 13 on.

Leo Reisman and Xavier Cugat will alternate, musically speaking, at the Waldorf Sert Room, beginning March 27.

Red Nichols and his Ork take over at the College Inn in Chi on Friday, dispossessing Roger Pryor who goes touring the theaters.

Horace Heidt and his "Brigadiers" arrive at Loew's State on April 15 after a series of one-night dancehall appearances in the early part of April.

Red Norvo and Mildred Bailey said good-bye to the Black Hawk in Chi in order to play a lot of college dates.

Carmen Lombardo's ditty "Dreamy Eyes," follow-up on his popular "Boo Hoo," was introduced by baton-waving brother Guy on last Sunday's program.

Maestro Tommy Dorsey, now in musical command at the Commodore, has an interesting new schedule with a Monday broadcast via Mutual, Tuesday and Wednesday CBS commitments, and his Friday commercial with zany Jack Pearl.

Dorsey will do a special Columbia broadcast on Thursday, 4-5 p.m., to British Broadcasting, which will in turn feed the program to Italian Broadcasting.

L. Wolfe Gilbert, back from the Coast today, has a new ditty, "Part of Me," to offer the world. The song has been heard on "Hollywood Hotel," and the Rubinoff and Penner programs.

"Let's Get Together and Sing" is the moniker of Milton Berle's latest musical effort, written in collaboration with Louis Prima, swing ork leader. He'll present it on his Sunday night WABC program.

George Hall and his orchestra, Dolly Dawn and her Dawn Patrol and Red McKenzie have signed contracts with Master Records. They will record under the Variety label. Irving Mills has signed Adrian Rollini for his Master label.

Mitchell Ayres and his ork open at the Hollywood today, with Honey Sinclair vocalizing.

### E. P. H. James to Speak

E. P. H. James, NBC sales promotion manager, will give a talk on broadcast merchandising before the Advertising and Marketing Forum of the Advertising Club of New York, this Friday.

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**SUCCESS STORY...** Margaret Lenhart, KOL's "Lovely Lady of Song", wanted to study music.... She raised the wherewithal by singing other people's children to sleep.... Don Isham, Musical Director of KOL heard her lullabying his offspring.... auditioned her.... and she got the job.... The Axis Business and Professional Women's Club of Lincoln think Jettabee Ann Hopkins, femme scribe of two KFAB shows, is one of the city's ten outstanding business women.... Pat Rourke, 18-year-old Seattle blues warbling colleen, is the only fairsex member of "The Stag Party", a program for the sterner sex over KOL, Seattle, on Thursdays.... Gay Lee of Daytime Programs, one-time director of Farm Programs at KMOX, once broadcast the actual rattle of a rattlesnake.... Her most prized possession is a letter from Mrs. Roosevelt, complimenting her on program inaugurated by her as Director of Women's Programs over WINS....



Lucille Manners, City Service diva, was flicker-tested by Warners.... They say the gal's good.... On matinee days Betty Wragge is written out of the "Pepper Young's Family" script.... she leaves the family circle for "Dead End" whose cast she adorns.... Chantress Benay Venuta to work on recordings with Rubinoff on Friday when she deserts Chi.... Grace Moore is irrevocably anti-"Frankie and Johnnie".... Thursday's "Talk About Books" program deals with Maxine Davis' "They Shall Not Want".... Grace Campbell, Ann Jackson, and soprano Milla Dominguez, who's married to the Mexican consul in Dallas, all to appear on "Courteous Colonels" over a WBBM-Columbia network, March 20....



Yoichi Hiraoka to "I Do" Shizuko Yamaguchi on Sunday at the Japanese Methodist Episcopal Church.... He's NBC's Japanese xylophonist who not-too-long-ago concertized at Town Hall.... Jerry Belcher of "Our Neighbors" has a new gal-child.... Studio addenda.... Amelia Umnitz is the moniker of NBC's Betty Goodwin's new assistant.... WQXR has taken unto itself a lass in charge of Public Relations.... She's Dorothea Beckman, once of the Herald-Tribune's Promotion Department.

**RADIO PERSONALITIES**

No. 15 in the Series of Who's Who in the Industry

**R**OY C. WITMER, NBC vice-president in charge of sales. Joined the network as an advertising salesman in 1927. For 16 years prior to that time he served as general manager of machine manufacturing plants in the East. He was made an assistant sales manager in 1929 and a few years later became vice-president. Business career began in California following his study of mechanical engineering at Leland Stanford University, starting as an accountant for the First National Bank of Los Angeles and the Southern California Edison Co. Later hopped to Fitchburg, Mass., to become general manager of a pumping engine factory and from there to a similar post with Norwalk (Conn.) Iron Works. Born in Lockport, N. Y., and turned the sod as a plough boy on the farm. Kindly disposition and does not get unduly ruffled. Just sits tight.



Sits Tight, Keeps Cool, and Sells Biz .....

**KSTP Program Finds Backers for Inventors**

St. Paul—KSTP's new "I've Got An Idea" program, aired for 30 minutes each week and during which embryo inventors explain their newest brainstorm, is proving a real boon to the inventors themselves. On the air only three weeks now, the program has brought at least three inventors to the attention of possible backers.

One of the inventions is a device for shaving in bed, particularly adaptable to convalescents; the second concerns a furnace-door incinerator, and the third is a rope-jumping doll. The program is going over big, bringing in about eight inventors at each broadcast.

**Give in to Radio**

Cedar Rapids, Ia.—The Amana colonies, religious group of Iowa, and one of the few spots in the civilized portions of the earth which have never had radios, will now get them. An electric power line into the colonies has been arranged.

**New Disk Series on WMCA**

Jonas Schainuck & Son, clothing manufacturers, started new series of hillbilly music, via disks, over WMCA yesterday. Programs are heard over the station Monday through Saturday, 8-8:15 a.m.

**Joins NBC Press Dep't**

Amelia Umnitz has joined the NBC press department as assistant to Betty Goodwin, NBC fashion editor. Miss Umnitz was formerly with Pathe News, Erie, Pa., Dispatch-Herald, and Macfadden Publications.

**Bristol-Myers Adding Spots**

Bristol-Myers Co., New York, (Minit-Rub) through Young & Rubicam, Inc., is planning to add at least two more stations to its spot radio schedule.

**Feldman Handling Events**

Boston — Arthur S. Feldman has been appointed manager of special event programs originating at WBZ and WBZA, according to John A. Holman, general manager of NBC in Boston and Springfield.

**KSTP Is Broadcasting From Legislative Arena**

St. Paul—With Minnesota's legislature nearing the last-minute rush of important developments, KSTP, Twin Cities station, has moved in for a series of on-the-scene broadcasts right from the capitol.

One program took listeners directly into a committee room to hear legislation being processed. Another, "The Capitol Speaks," goes on five days a week, immediately after the morning sessions at 12:20 p.m. Mondays through Fridays, bringing to the microphone each day various senators, representatives and committee heads, to explain the work that has been accomplished for a day. A special broadcast room has been set up at the capitol, where Val Bjornson, the stations editorial commentator, interviews the solons on their work.

**Harlem Symposium on WQXR**

"Harlem, A Symbol of Race Conflict" is the subject of the symposium to be held by the Institute on Human Relations of the New York Society for Ethical Culture at the Hotel Astor on Saturday and broadcast from 2 to 3 p.m. over WQXR. Speakers will be E. Franklin Frazier, professor of sociology at Howard University, Walter White, executive secretary of the National Association for the Advancement of Colored People, and Otto Klineberg, professor of psychology at Columbia University. Algernon D. Black will be chairman.

**Revive "Story of Songs"**

"Story of Songs," a CBS sustaining feature, will return to the air April 6 over the same network. Program will be aired weekly 3:30-4 p.m. First program will feature Collette D'Arville and Benjamin De Loache. On the following program Fritz Lehner will be heard. April 20 Edith Varley and Eugene Loewenthal will be featured. Lillian Knowles and Hubert Hendry have been booked for April 27.

**★ STATION FLASHES ★**

**C. A. ROWLEY**, publisher of the Star-Beacon, Ashtabula, O., announces that WICA will be the call letters of the station he is establishing here.

KFYR, Bismarck, N. D., added new remote equipment and it was inaugurated by Governor William Langer as he talked from statehouse gubernatorial office. Later the new equipment visited the Elks Winter Circus, where Dick Burris and his inquiring microphone interviewed the customers.

WJBW, New Orleans, is operating over its own transmitter again. The station had been using other facilities during the interlude of silence caused by a fire.

WSGN, Birmingham, has contracted for the features of the World Broadcasting System, according to Henry Johnson, director.

**New Biz for WHO**

Des Moines—Murphy Products Inc. of Burlington, Wis., has bought the 8-8:30 p.m. period on WHO's Iowa Barn Dance Frolic, three-hour Saturday night show aired from the 4,500-seat Shrine Auditorium.

Earl E. May Seed Co., Shenandoah, Ia., owner of KMA, is supplementing its own station with five-a-week quarter hours by remote over WHO.

**Coronation Lead-Off**

First of the CBS international broadcasts on the Coronation will be heard Sunday, 1:30-1:45 p.m., when Lawrence Tanner, keeper of the archives and vestments at Westminster Abbey, discusses the symbols and ceremonies of the event.

**NBC Washington Promotions**

Washington Bureau of THE RADIO DAILY  
Washington — Coincident with the transfer of Philip I. Merryman to the NBC station relations department in New York and the promotion of Donald Cooper, NBC control supervisor, to succeed him as operations chief here, Robert L. Terrell becomes senior control supervisor and Dawson A. Ullman is made junior control supervisor.

**ONE MINUTE INTERVIEW**

**HARRY BLUESTONE**

"A good orchestra should be run like a good bank. It should have stability of assets (a thoroughly equipped musical library), integrity of character (its musicians should be competent to do their job well), and a keen knowledge of finance (to know how to dicker to give the public what it wants)."



**CLIFF HOWELL**, with KFVB for the past six years as chief announcer, and more recently as writer of the Gus Edwards show, has resigned to go in the freelance field. For this week, Maurice Ostroff will write and be co-producer on the Edward show, and for the week of the 24th Dave Becker will take the post, waxing the show as trial feeler for Transamerica, as well as putting it on KFVB here.

Result of the union's protest over KFVB's airing the Inglewood cemetery program over its own Southern California network and piping it to another Los Angeles outlet, KFAC, has been to make two programs for the same sponsor until the difficulties are ironed out. KFVB will continue to use Southern Calif. network for the regular program, and KFAC will do a Friday night half hour's symphonic music with Gino Severi conducting an augmented orchestra.

Raymond R. Morgan Co. reports sale of 33 record series of half hour Drums programs to Hogan Advertising Co. of Kansas City, to be aired over KDAF, starting March 21.

WPA music project is holding auditions for announcers for new series to be waxed and released to feature Los Angeles Mexican orchestra.

Roberta Semple, daughter of Aimee Semple McPherson, has gone radio, signed with KGFJ to write continuity for a new series on auto trailer camps, which KGFJ will offer for sponsorship if its sustaining period attracts nibbles.

Bert Gordon, the "Mischa Moody" of the Gillette Community Sing show, has been signed for the movies, to play with Milton Berle, Parkyakarkus and Joe Penner in "New Faces of 1937."

## A.A.A.A. Convention Set for April 29-May 1

(Continued from Page 1)

has been named chairman of the committee on convention program.

Sessions on the first day will be for A.A.A.A. members only. On the second and third days, guests of the Association will be invited to join with the members in business sessions, sports and at the annual dinner to be held Friday evening. A form of entertainment entirely new to the four A's Convention will be on tap after the dinner.

### Il Duce on NBC

Premier Benito Mussolini will be heard over the NBC-Blue network tomorrow, 11-11:15 a.m., speaking from Tripoli via 2RO, Rome.

Mussolini's talk will be broadcast over the entire length of Italy, his first since November, and will be followed immediately by an English translation.

# Chatter

**PAULA SMITH** of the Billy Glason Fun-Fest, heard Sundays at 2 p.m. over WMCA, lived up to the creed show business when she made her appearance on the program despite the death of her father, who was buried only a few hours before broadcast time.

*Ethel Shepard, who appeared with Ed Sullivan's Dawn Patrol this past season as well as doing quite a bit of radio work, will be on the Professional Parade Program for the third time tonight over WJZ-NBC at 9 p.m. Miss Shepard was on the Tasty-cast show over NBC for a year until three months ago.*

**W. F. Salothe**, formerly advertising manager for Braniff Airways, is the new salesman for KOMA, Oklahoma City, succeeding L. A. Hill, resigned.

*Lloyd H. Rosenblum, manager of sales and merchandising at WOAI, San Antonio, is on a Rio Grande Valley goodwill trade trip sponsored by S. A. Chamber of Commerce and local firms.*

**Ken Houseman**, formerly at WWJ, Detroit, and now news and promotional director at WJIM, Lansing, has been doing such a good job in his new post that he's been tagged "Dog" Houseman—a Hound for News. Ken also is known as "High Pockets"—he's 6 ft. 6 in. tall.

*Irving H. Grossman, manager of the Artists Bureau at WHO, Des Moines, writes from Hollywood, where he accompanied the Oklahoma Outlaws, that Republic Pictures has taken an option on the Outlaws for a second picture to be made within a year. While in Hollywood, the Outlaws also will do some phonograph recording and probably some transcriptions.*

**Harry E. Marshall** has taken over the news broadcasts for WMAZ, Macon, Ga., replacing Basil Hall, who resigned to join the new Gulf Coast Air Lines operating out of Savannah. WMAZ maintains microphone by Associated Press machines in Macon Telegraph and News and airs six newscasts a day from that point. No other connection between paper and station.

*B. H. Long, WBT, Charlotte, spent the week-end in Macon, Ga., golfing with E. K. Cargill, WMAZ prexy, and visiting with "Red" Cross, sales manager.*

**Lee Kirby**, WBT, Charlotte, announcer, is confined to a hospital with a serious ailment, but is doing nicely after receiving two pints of blood from Charles Crutchfield, WBT program director.

**William A. Schudt, Jr.**, general

manager of WBT, and Dewey Long, WBT sales department manager, are in Atlanta and Augusta on a business trip.

**Donald Thompson**, WHO (Des Moines) production manager, had been elected an associate member of the newly formed radio branch of the Iowa Authors' Club.

*Win Williams, singer who brought the first local commercial program to WDAF, Kansas City, in 1927, has been elected Secretary of the Paxton Lumber Co. of Kansas City. Since his debut ten years ago with a program known as Sunny Jim and His Dandies, Williams has appeared weekly over WDAF in various shows. At present he is on a quarter-hour sustaining program and will carry on his radio work in addition to his other business interests.*

**Harry W. Mitchell**, who for the past six months has done the scripts for the Sendol programs, is Hollywood-bound to complete arrangements for the filming of a play he has written.

*William H. West, WTMV (East St. Louis) general manager, is due to return with his family from a Florida jaunt at the end of the week. He's promised to bring his staff a box of grapefruit, while his son, Billy junior, has collected a group of sea shells for the station's display table.*

**Alex Buchan**, news announcer, and **Les Crow**, news editor of WTMV, East St. Louis, returned from the execution of two negroes at the Southern Illinois penitentiary at Chester considerably the worse for wear.

*Henry P. Schroeder, candidate for Democratic nominee in the mayoralty election in St. Louis, crossed the river to East St. Louis to buy time for his campaign on WTMV. He won one of the nominations, present mayor Bernard F. Dickman carrying the other.*

**John L. (Strongboy) Sullivan**, WTMV time salesman, is back in East St. Louis from a jaunt to Rochester, Minn., where he was poked, prodded, and looked at by the famous Mayo Clinic.

*Harold Fair, program director of WHO, Des Moines, was appointed to the talent committee of the Civic Music Association. The committee selects attractions for a series of concerts sponsored by the association.*

**Lolita Cower**, pianist, recently joined KABC, San Antonio. The station also is airing a new play, "The Return of Ivan Greer."

*Ken McClure, news editor of WOAI, San Antonio, had a request last week to give away free, over the air, an artificial leg.*



**BOB HAWK**, whose "Red, Hot and Lowdown" program has been one of the most popular local programs over a period of years, now on WAAF, is doing several personal appearance dates every week. Playing Kenosha, Fon du Lac, Green Bay and Milwaukee this week, each for one night, and returning in time for next afternoon's broadcast.

**Dick Wells**, who was in auto smashup week ago Sunday, is improving. Did some 33 shows a week. Place being taken by Tom Shirley, formerly CBS announcer and now free lance. Wells is also a free lance announcer.

**Ma Perkins** show (Blackett-Sample-Hummert Agency), sponsored by Oxydol, has put its players under contract, lopping off several who could not double.

**Radio Club**, opened last fall, having a membership of those actually in the radio business and with a constitution which barred outsiders even though they were remotely connected with the air business, has let down the bars.

After lukewarm reception given Wrigley's new "Scattergood Baines" show on coast, it will probably fold at the end of 13 weeks and not go coast-to-coast as originally planned. Mortimer Gooch is now in shape where it has begun to click, with Walter Preston brought in to doctor show and doing plenty with it in very short time.

**Verne Hassel** and **Lavelle Carter** of the National Barn Dance will tie the marital knot here today.

**Skylark Scotty** and **Lulu Belle** have composed a new tune, "I'm in the Doghouse Now," which will be the theme of the Knights of the Doghouse Club here.

**Bob Taplinger** in and out of town.

### WWJ Anti-Crime Series

**Detroit**—Calling the radio into service in its war against crime, the Delinquency Prevention Committee of Michigan is presenting a series of educational broadcasts every Monday night at 10:30 p.m., over WWJ, Detroit. The purpose of these broadcasts is to focus civic attention on a basic essential of crime prevention, namely, the reduction of juvenile delinquency.

Each program presents a dramatized version of a typical delinquency case, written by Myron Golden and directed by Wynn Wright.

### Pope on CBS

**CBS** has completed plans to broadcast the Easter morning services conducted by Pope Pius direct from the Cathedral in Rome. The program, sent to America via short wave, will be heard 5-6:30 a.m., March 28.

# Out of the West-

## From WHBF

ROCK ISLAND, ILL.

*"We desire to subscribe to two copies of Radio Daily, and please have them addressed to the writer and Mr. Ivan Streed, production manager. I have been following your publication with a great deal of interest, and I am sure it will prove very valuable to the industry."*

J. W. POTTER.

## From WHB

KANSAS CITY, MO.

*"Thanks for entering my subscription for Radio Daily. Copies are beginning to arrive and I look forward eagerly to their daily receipt.*

*Your organization is publishing a very newsy sheet!"*

DONALD DWIGHT DAVIS.

## From KOL

SEATTLE, WASHINGTON.

*"You have taken your information, presented it in an extremely interesting and readable manner and have published it in just the right size for convenience. In brief, and from one who has to read every source of radio information,—congratulations!"*

CONSTANCE STEVENSON.

## From Mertens & Price, Inc.

LOS ANGELES, CALIF.

*"Your daily is a real asset to the industry, and we get the full value of a year's subscription from every issue."*

GEORGE LOGAN PRICE

- The foregoing are just a few of the many unsolicited expressions that are pouring in to Radio Daily.

# Sign and mail this coupon Today



Charter Subscription Price \$5.00 (Foreign \$10.00)

RADIO DAILY  
1501 Broadway, N. Y. C.

Gentlemen:—

Please enter my subscription to RADIO DAILY for one year.

Name ..... Title.....

Company .....

Address .....

BILL ME

Check Enclosed.

## GUEST-ING

MARGARET SULLAVAN has been signed to appear on the Hit Parade broadcast over CBS March 27. Mark Warnow will take over the show on that date.

BETTE DAVIS and HUMPHREY BOGART will do scenes from "Marked Woman" on the Hollywood Hotel CBS broadcast March 26.

FATS WALLER, ART SHAW and the RAYMOND SCOTT quintet will perform on the Saturday Night Swing Session over CBS next Saturday.

IRENE DELROY, musical comedy star, will guest star on the Major Bowes Capitol Family broadcast March 21.

FRANK BRENNAN, in charge of the K. of C. track meet to be held this evening at Madison Square Garden, will be guest of Larry Robertson, sports columnist of the N. Y. World-Telegram, who is one of the guest commentators for vacationing Dick Fishell, over WMCA at 6:30 p.m. today.

WALTER ABEL of "Wingless Victory," Broadway play, will be guest of George K. Arthur this evening, 6:45-7, over WQXR. Arthur does a weekly program giving a first night-er's impressions of Broadway Fair.

STUART ERWIN and JUNE COLLYER (Mrs. Erwin) will appear with Jimmy Melton and Tom Howard in Saturday's Sealtest show over the NBC-Red network at 8 p.m.

FIBBER MCGEE and MOLLY, along with ALBERT PAYSON TERHUNE, MAJOR JAMES H. DOOLITTLE and others, are listed for Joe Cook's Shell Show over the NBC-Red network at 9:30 p.m. on Saturday.

STEVE KENNEDY, lyric baritone, appears with Louis Katzman and his ork at 11:45 a.m. today over WINS.

COL. THEODORE ROOSEVELT makes his first radio appearance since his return to America when he speaks over WHN on "Books Made to Measure" and "Authors I Have Known" as guest of Ida Bailey Allen on the Homemakers program at 10:30 a.m. tomorrow.

CANTOR DAVID PUTTERMAN of the Park Ave. Synagogue will be on the Hammerstein Music Hall program over CBS at 8 p.m. on March 30.

FREDRIC MARCH and FLORANCE ELDRIDGE (Mrs. March) will appear in a radio version of "Death Takes A Holiday" on the Lux Radio Theater program March 22 over CBS, 9-10 p.m.



March 17  
Greetings from Radio Daily

to  
Jimmy Grier



## "THE ANSWER MAN"

Provident Loan Society of N. Y.  
WOR, Tuesday and Thursday,  
7:30-7:45 p.m.

McCann-Erickson, Inc.

ENCYCLOPEDIA TYPE OF SHOW, WITH  
COMMERCIAL INDIRECTLY WOVEN IN,  
MAKES GOOD LISTENING.

Anything the listener wishes to know is answered either through the medium of the program or the mail, the various questions and answers injecting the quality of both "Things I Never Knew 'Til Now" and "Believe-it-or-not-Ripley." For the most part, however, the questions and answers are seemingly ordinary items which everyone should know, yet doesn't. Albert Mitchell, who started this program on an out-of-town station as a sustaining, makes his debut in New York with the same program as a commercial, sponsor going on the air for the first time. Edward Longstreth, author, acts as assistant to Mitchell, reading the questions and otherwise drawing additional info out of Mitchell.

First question touched on the timely subject of income tax returns. Going into metal alloys, diamonds and such, Mitchell wove a short commercial plug into the talk by answering why people have diamonds although they don't always wear them. Answer was that the jewels were held as assets and could be borrowed upon, for instance at the Provident Loan's low rates, etc. Only other credit was at the close. On occasion source of information is given by Mitchell who has a good matter of fact style of delivery. Other items included Supreme Court, sterling and traffic.

Foreign Music Society  
After Licenses in Texas

Longview, Tex.—Society of European Stage Authors and Composers is making a drive to license Texas stations for use of the SESAC catalog. James R. Curtis, secretary-treasurer of Texas Broadcasters Association, has informed members that the NAB has made no special recommendation about such licenses, but he has written to James W. Baldwin, managing director of the NAB, for additional information. Curtis, in his communication to stations, also reminds the members that such procedure as that of SESAC is within the copyright owner's rights according to the present copyright laws. Texas outlets, he states, pay an average of \$1,000 annually for music licenses covering public performances for profit.

M. M. Silberman is representing SESAC in his efforts to have stations take out the licenses.

## "DINNER AT NINE"

Sustaining  
NBC-Blue Network, Mon., March  
15, 9-9:30 p.m., and monthly  
thereafter.

DIFFERENT, BUT DOESN'T CLASS AS  
ENTERTAINMENT FOR THE BULK OF  
DIALERS.

Broadcast from the dining room of Mr. and Mrs. Henry Goddard Leach's private home in New York, with mikes hid among the room's floral decorations to pick up the conversation as it would occur informally after a dinner party, this first program of its kind did not quite get across. The topic of discussion was, "Is bridge destroying good conversation?" and some very distinguished persons took part, among them Fannie Hurst, Ford Madox Ford, Sidney S. Lenz, Eugen Boissevain, J. George Frederick and Natalie Sedgwick Colby. The conversation was a bit rambling, starting out with a debate on French vs. American cooking, then getting around to bridge. There was some clear talk, some incoherent mumbling, and some jumbling of voices, all of which arrived at pretty much nowhere.

## KAY PARSONS

Sustaining  
WNEW, Tuesday and Thursday,  
8:30-9 p.m.

MILDLY ENTERTAINING REPERTOIRE OF  
SONGS OF YESTERDAY.

Kay Parsons in her opener on this new radio spot did pretty much the same routine that she has done time and again in vaudeville and on the air, from the "minstrel days" introduction to reviving old songs one after another. She has a likeable style and her numbers should please the reminiscing fraternity, but generally speaking it's rather tame stuff for today's tempo.

## WMCA Essay Contest

An essay contest on "How Advertising Benefits the Consumer," with first prize of \$250 and various other awards down to ten cash prizes of \$10 each, is being conducted by WMCA's High School Reporter in collaboration with Advertising Age. Contest, open to students, closes May 1.

## Favor Government Station

Washington Bureau of THE RADIO DAILY  
Washington—Interest is growing here in the measure introduced by Congressman Celler to erect a government owned and operated radio station to put the U. S. on a par with other foreign nations. No hearing date has been set yet on the bill.

## A.F.M. MINUTES

TRANSCRIBED minutes of the Mid-Winter Meeting of the International Executive Board of the American Federation of Musicians reveals, among other items, that Ramona Davies is no longer a member of Local 802 in New York. Complaint filed with the AFM by Paul Whiteman is upheld and her contract is binding, inasmuch as the New York State Supreme Court ruled that it cannot be broken. In this respect the AFM finds, in part:

"The President's office advised Ramona to refrain from taking legal action until the Executive Board had decided the complaint of member Whiteman. The Board holds that inasmuch as Ramona Davies has taken recourse to the courts before exhausting her prerogatives in the Federation, she has resigned her membership and the case cannot be further considered."

The Executive Board also upheld the action of Local 802 in collecting the 50 per cent national tax on traveling bands making electrical transcriptions, on the ground that the disks are being used for radio.

Request by the Atlantic City local for the prohibition of Hollywood recordings, failed to receive favorable consideration as it did not appear to be in the interests of the Federation that it be agreed to.

Protests from locals that chain broadcasts of commercials were at times using amateur bands will be taken up with network officials by President Weber. Another item of importance was the law allowing a member to terminate his contract with an agency that did not supply work within six weeks.

## 66 Stations for Twin Stars

National Biscuit's "Twin Stars" program which begins on CBS March 28 at 8-8:30 p.m., will have 66 stations in its network. Program is switching from NBC and stars Helen Broderick, Victor Moore, and Lou Kosloff and orchestra. Buddy Rogers rejoins the show at a later date. Program will originate from Hollywood. McCann-Erickson, Inc., New York, is the agency.

## Frank and Ernest Split

Detroit — After five years together on WWJ, the team of "Frank and Ernest" has been split, owing to the illness of Arnold Tiemann, who played "Ernest." However, Franklyn Greenwood, the "Frank" of the show, will carry on for his sponsor, the Illinois Meat Co., with the aid of Morgan Gareau at the organ and piano. The "Frank and Ernest" tag will be dropped in favor of the title, "Golden Dawn."

## WPA Program Fading

WPA Professional Parade program will give its last broadcast on the NBC-Blue, Wednesdays, 9-10 p.m., on March. The following week, April 7, Frank Black and his NBC Symphony orchestra will take over the spot.



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 27

NEW YORK, THURSDAY, MARCH 18, 1937

FIVE CENTS

## NBC Seeks Better Press Break

### Looking On ... AND LISTENING IN

**SMALL STATIONS** Considering the handicap they are up against in the way of a slim supply of outstanding live talent available locally, the small independent stations of the country are providing a lot of fine programs for their listeners.

But they can do a lot better. It is essential that they do better, in fact, so as to reduce the gap that shows up in the unavoidable comparisons that listeners are bound to make between the modest local programs and the more elaborate network offerings.

Small stations in communities that are some distance from talent centers are not going to find it easy to jack up their programs with live entertainers.

The musical library and transcription field, however, offers plenty of opportunities that have not yet been fully exploited.

There also is room in the field for a few aggressive organizations with the facilities and showmanship to provide series of outstanding programs to the smaller stations at reasonable cost.

**SUSTAININGS** The quality of sustaining programs in general, and this includes even the networks, does not reflect the amount of attention that should go into the preparation of these bills.

Quarter-hours and half-hours with a distinctly "fill-in" flavor are entirely too frequent.

Sustaining programs bear the same relation to a station as the editorial page to a newspaper.

They establish the prestige and create the following for the station or newspaper as a whole.

No matter how many strong commercial shows a station may have, a few careless sustainings can put an awful dent in its general standing.

### KIDO JOINING NBC ON OR ABOUT JULY 1

NBC yesterday officially announced the annexation of KIDO, Boise, Ida., as a member of the north mountain group, which is optional Red or Blue. Station will join the network on or after July 1.

C. G. Phillips, co-owner of KIDO, had expected the station would join the network on April 1. But A. T. & T. has to install 240 miles of lines into Boise before the station can become a part of the network.

KIDO has spent \$21,000 on new equipment in the past few months to bring the station up to NBC's specifications. This is the first sta-

*(Continued on Page 8)*

### Jimmy Saphier Opening Offices on West Coast

Jimmy Saphier, who returned from the Coast early this week, will open a Hollywood office in the near future, handling talent for general booking, but concentrating on radio. Loretta Lee, under Saphier's management, opens tonight at the Casanova Club, Hollywood. She just closed an engagement at the Paramount theater, Los Angeles.

### Recreated Ball Games For Atlantic Refining

Atlantic Refining Co. will broadcast a recreated version of all the out-of-town games played by the Pittsburgh Pirates the coming season over WWSW, Pittsburgh. All games played in New York and Brooklyn, however, will not be broadcast. On the games played at home, schedule

*(Continued on Page 8)*

## WLW and WHN Affiliation Begins Working in 10 Days

### McGillvra Is Appointed WBRY Representative

WBRY has appointed Joseph Hershey McGillvra of New York and Chicago as exclusive national representative. WBRY carries Mutual and Colonial network programs and maintains studios in Waterbury and New Haven, Connecticut.

## More Publicity Is Sought From Newspapers Owning Stations That Are Affiliated With Network

### Another Bobby Breen

A youngster called "Whitey" Wallace, who appeared on Tuesday night's Al Pearce-Ford program over CBS, brought down the house with his singing, very similar to Bobby Breen. "Whitey" returns tomorrow to his home, Lansing, where he will be given a big reception.

## JOYCE SEES TELEVISION AID TO MOVIE THEATERS

Miami — "When television comes, theaters are not going to be big enough to hold the crowds that television exploitations will send to the box-offices," declared Thomas F. Joyce, advertising manager of RCA Manufacturing Co., in an address yesterday before the annual convention

*(Continued on Page 8)*

### Radio Adv'g Censorship Proposed in N. Y. Bill

Albany—Under a bill introduced in the Senate yesterday by William J. Murray (Dem., New York City), all advertising matter broadcast in this state would be subject to censorship by the Motion Picture Division of the Department of Education.

Hint from President Lenox R. Lohr that NBC did not seem to be getting a break in the newspapers of the newspaper-owned stations affiliated with NBC has resulted in the station relations department sending an ambassador out to tactfully present the situation and induce the outlets to give the network both advertising and publicity space.

Understood that affiliates in advertising locally have not played up NBC as an institution to an appreciable extent, the station itself getting the break in its affiliated newspaper. While this is not considered 100 per cent true in all cases, there is no specific agreement whereby NBC asks for inclusion to the extent of top billing if and when local outlets advertise.

Contacts so far have been made by a member of the station relations staff who is seeking to work out deals with the stations in question. About 35 affiliated outlets are newspaper owned, including the McClatchy group in California. Two important outlets are affiliated with Hearst newspapers, such as WCAE, Pittsburgh (Pittsburgh Sun Telegraph)

*(Continued on Page 8)*

### Wonders Starts Today At Rockwell-O'Keefe

Ralph J. Wonders officially becomes associated with Rockwell-O'Keefe Inc. today. Originally scheduled to join the organization last Monday, Wonders took additional time out to fully consider other offers before actually going with R.-O.

He is in charge of the radio department.

### Jazz from Church

East St. Louis, Ill.—While WTMV is repairing the organ in the Majestic Theater, the station's musical director, Paul Godt, has been removing daily from his church, Immanuel Evangelical. Though some of the jazz has been omitted from his turn, there's plenty left. Pastor E. W. Jaeger gave his permission for the broadcasts of the popular melodies.

### Amos-Andy 9th Year

Amos (Freeman F. Gosden) 'n' Andy (Charles J. Correll) will celebrate their ninth anniversary on the air on March 19. Bill Hay, the announcer, has been with them since their start on WMAQ, Chicago, in 1928. Black-faced comedy team is located at Palm Springs, Calif., and is heard over the NBC-Red network 7-7:15 p.m., under sponsorship of Pepsodent.

No details were made public by  
*(Continued on Page 8)*



Vol. 1, No. 27 Thurs., Mar. 18, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Wednesday, Mar. 17)

### NEW YORK STOCK EXCHANGE

|                 | High      | Low     | Close   | Net Chg. |
|-----------------|-----------|---------|---------|----------|
| Am. Tel. & Tel. | 174 1/4   | 173 1/4 | 173 3/4 | - 1/4    |
| Crosley Radio   | 25        | 24 1/2  | 24 3/4  | + 1/2    |
| Gen. Electric   | 59 1/8    | 58 3/8  | 58 1/2  | - 1/2    |
| North American  | 28 1/2    | 27 3/8  | 27 3/8  | - 1/4    |
| RCA Common      | 11 1/2    | 11 1/8  | 11 1/8  | - 1/8    |
| RCA First Pfd.  | 78        | 77      | 77 1/2  | - 1/2    |
| RCA \$5 Pfd. B. | (100 Bid) |         |         |          |
| Stewart Warner  | 20 1/4    | 19 3/4  | 19 3/4  | - 1/2    |
| Zenith Radio    | 37        | 36 1/2  | 36 1/2  | - 1/2    |

### NEW YORK CURB EXCHANGE

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

### OVER THE COUNTER

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| CBS A             | 57 1/8 | 59 1/8 |
| CBS B             | 57     | 59     |
| Stromberg Carlson | 16 3/8 | 17 1/2 |

### New CBS Variety Show

"Will Wright, Vice-President" is the title of a new variety show that will debut Tuesday, 3-3:30 p.m., over the CBS network. It will be heard Tuesdays and Thursdays at the same hour. Will Wright, radio character actor, is writer, director and chief actor on the program, with a 16-piece orchestra under Leith Stevens.

### Vanity Fair Opening April 10

Vanity Fair, swanky new night spot on 57th St. opposite Carnegie Hall, is undergoing final elaborate preparations for opening April 10. Star talent expected to be featured in the new rendezvous include Reed Lawton, Charlie Kemper, Lee Myles and his Vanity Fair Orchestra, Lesa Abbott and others.

## My Little Buckaroo

from "Cherokee Strip"

The most beautiful song of its kind!

M. WITMARK &amp; SONS

RCA Bldg. New York City

### Spot Series Brings Surprising Results

Using a radio spot campaign for the first time over KWTO, Springfield, Mo., Air Electric Sales Co. of Kansas City, manufacturers of Win Dynamo, received so many inquiries that it was necessary to establish a district distributor for 15 counties in Springfield, and also to establish distributing points in neighboring Arkansas, Kansas, and Oklahoma districts. The radio spots over KWTO lured 444 inquiries from Missouri, Arkansas, Kansas, Oklahoma, Texas, Louisiana, Colorado, North Dakota, Illinois, Mississippi, and Iowa in just 14 days. Sponsors now planning daily 15 minute broadcasts to back up intensive distributor efforts. Win Dynamo is latest invention designed to give rural homes electricity by means of wind generating.

### Sustaining Features For New Buckeye Net

Cleveland — Sustaining features booked for this week on the new Buckeye-Network, regional web including WHK-WJAY, this city; WHK, Columbus; WKBN, Youngstown, and WSPD, Toledo, include WHK's Opera Series with Louis Rich, L. Nazir Kurkdjie's ensemble from the Hofbrau, Jimmy Ague and the Golden Girls, Gene LaValle's "Old Pop," Walden String Quartet of Cleveland College, Forest City Minstrels and Ruth Parks, and WHKC's Columbus Cowboys, Word Man and Meechy's western music.

The network began functioning Monday with Dick O'Heren and Grace Williams in a song program and Gene Lavalle's "Hollywood Reporter," and West and Matey's song-patter program.

Hank and Slim Newman's Georgia Crackers, sponsored by Crazy Water Crystals for six half-hours weekly, also are on the net.

### Renews for Third Year

Springfield, Mo.—Phillips Petroleum Co., Bartlesville, Okla., has just renewed its contract to sponsor the late newscasts over KGBX for 52 more weeks. This marks the third consecutive year for Phillips News on KGBX. Phillips News booked for 8:30 p.m., Monday through Friday, 9 p.m., Saturdays; 7 p.m., Sundays.

Starting April 1, Roi-Tan Cigars resume their "Man-to-Man" transcribed features over KGBX, having signed for a spot preceding the Phillips News each evening, including Sundays.

### Cottingham, McAndrews Upped

Robert T. Cottingham, WBZ news and special events staff, next week will be promoted to WRC-WMAL, Washington, serving in a similar capacity. Emerson Waldman, now director of WRC-WMAL news and special events division, is resigning and William McAndrews, Waldman's assistant, succeeds to his post with Cottingham taking McAndrews assignment. Waldman is moving to Virginia and plans to travel for a time. WBZ and WRC-WMAL are NBC owned and operated stations.

### Blackstone to Use Spots

Blackstone Products Co. (chocolate laxative) will use a series of spot announcements in its new advertising campaign. Blaine-Thompson has the account, with M. L. Ullman as account executive.

### Stories of Old Inns In New WCAE Series

Pittsburgh—"A Night at the Inn," dramatic stories of famous old inns and taverns in America and Europe, made its debut over WCAE last night, 7:30-8 o'clock, sponsored by Victor Brewing Co.

Programs, handled by Ed Harvey, the station's program director, will be historically correct in every detail, with a cast of actors employed to portray thrilling incidents. Earl Truxell's orchestra provides music, and there is a quartet consisting of Mal Thompson, Ed Sprague, James Hayden and Ray Griffin.

### Three Join Edward Petry

Albert J. Young, Jr., for the past two years a member of the sales staff of WMCA in New York, has joined the local office of Edward Petry & Co., station representatives.

Morris ("Steve") Mudge has resigned from the Chicago advertising staff of Conde Nast, where he was connected for two years, to join the Petry office here.

Richard S. Daley, on the staff of Kelly Smith, newspaper representatives, for the last four years, is now in the Detroit offices of Edward Petry.

### Opportunity Nights

Opportunity Night, a local feature over WBIG, in Greensboro, N. C., by one of the south's largest furniture stores, is featuring talent from various industrial establishments. On Saturday, the Mock-Judson-Voehringer Company, hosiery manufacturers, furnished a complete show. A cigar factory will furnish the show for Opportunity Night next Saturday.

### KGBX Adding 3 NBC Shows

Springfield, Mo.—KGBX adds three new and outstanding NBC shows to its schedule in the month of April. Cycle Trades of America starts April 1; George Burns and Gracie Allen (Grapenuts), April 12, and Edwin C. Hill's new programs for American Tobacco Co., April 12.

### Moonettes Join Barney Rapp

The Moonettes, popular singing trio appearing over WBIG, Greensboro, N. C., for the past six months, have joined the Barney Rapp Orchestra in St. Louis.

## COMING and GOING

KARL A. BICKEL, president of Continental Radio Co., Scripps-Howard radio subsidiary, will return to New York from Florida on April 2 to attend the Dutch Treat Club's dinner.

WILLIAM S. HEDGES, general manager of WSAI-WLW, returns to Cincinnati tomorrow.

"COOKIE BOWERS" (Morris Blau) and LARRY ADLER, harmonic virtuoso, sail today on the Normandie.

BERNARD L. MILLER, attorney for the Santly Bros.-Joy, and the Select music companies, left yesterday for Hollywood to close motion picture music contracts.

WILEY HARRIS of WJDX arrived in New York yesterday from Jackson, Mississippi.

H. V. KALTENBORN, CBS commentator, flew aboard a United Airliner for Chicago last night to do a broadcast and then will go on to San Antonio, Tex.

MRS. JASCHA HEIFETZ, the former picture star, FLORENCE VIDOR, sail for England today aboard the Berengaria.

DEANNA DURBIN is east-bound to make recordings with Leopold Stokowski, at RCA Victor studio in Camden, N. J. Recordings will be made before work starts on their new picture.

### Psychological Drama Being Tried by WGN

Chicago—An experimental psychological drama, "Drums of Conscience," will be tried over WGN-Mutual on Sunday at 1:30 p.m. CST, in the spot usually occupied by the University Broadcasting Council's Men of Destiny series. The play was written by Arthur K. Akers, author of Negro stories, in collaboration with James Whipple, chief of the UBC production staff. The script, woven around an old Negro legend, was rewritten more than a dozen times before being accepted.

### New Series on WCNW

"The News Parade", a new series of dramatized news programs, will start Saturday on WCNW, Brooklyn. Allan Black will write and produce the programs. Scripts will be uncensored and contents will be closely guarded before the broadcasts.

### Joins "Unseen Friend" Cast

Beneficial Management Corp., sponsor of the Unseen Friend program heard over CBS Sundays, 5-5:30 p.m., has signed Dorothy Knox, Montreal actress, to appear on the program beginning with the March 28 broadcast.

### Aunt Susan Renewed by CBS

Aunt Susan, popular Sunday morning CBS feature, will continue on that web indefinitely, according to a renewal set yesterday. Program, a sustainer, is aired 9-9:55 a.m., directed by Nila Mack.

## LEO SAYS:

Congratulations!  
WHN is fifteen  
years old today!

WHN DIAL 1010  
M-G-M-LOEWS



**AGENCIES**

ALVIN H. KAPLIN, for the past 12 years an account executive of Rose-Martin Inc., has been appointed vice-president and radio director of that agency.

BLACKSTONE AGENCY has been appointed by Skin Vista Inc. (facial cleanser) to handle its account. A radio campaign is planned for the future, but no announcement has as yet been made concerning spots. Monte Proser is the account executive.

ZENITH RADIO Corp. and La Salle Extension University, Chicago, have placed their accounts with the E. H. Brown Advertising agency of that city.

ERWIN, WASEY & CO. is handling a spring advertising campaign for Liebmann Breweries Inc., Brooklyn on Rheingold Pale Double Bock.

STANLEY H. FISHMAN, formerly of Charles B. Knight and Associates, has joined the Irwin S. Richland advertising agency as account executive.

BROOKE, SMITH, FRENCH & DORRANCE advertising agency has been appointed by the State of Maine, to handle an advertising campaign for Maine potatoes. Radio will be used.

DON COPE, director of Benton & Bowles, is seriously ill and will go on a cruise shortly.

**Albany Brewery Plans Spots**

Beverwyck Breweries, Albany, (beer and Irish Cream Ale), is planning a series of spot announcements in New York, New England, New Jersey and southern states to start around April 1. Peck Advertising agency, N. Y. has the account.

**Combining Ark. Studios**

Little Rock, Ark.—Studios of KLRA and KGHl are to be combined about April 5 in the Arkansas Gazette building, it is stated, following acquisition of an interest in the stations by the newspaper. C. W. Allsopp, advertising director of the paper, has been named a director of Arkansas Broadcasting Co., which owns the two stations.

**WINS to Cover Circus**

WINS has made arrangements for a daily broadcast of the Cole Bros.-Clyde Beatty Circus from the Hippodrome in New York. The broadcasts begin today and continue through Monday, and will be heard over the New York State Broadcasting System.

|    |    |    |    |
|----|----|----|----|
| 1  | 9  | 3  | 7  |
| 4  | 5  | 6  | 7  |
| 10 | 11 | 12 | 13 |
| 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 |
| 29 | 30 |    |    |

March 18  
Greetings from Radio Daily  
to  
George Olsen  
Phil Alexander



**GUEST-ING**

FERNAND GRAVET, who will be heard on the Magic Key program next Sunday in a short-wave pick-up from Paris, will probably do a number from his new picture, "King and the Chorus Girl." Song is titled, "For You."

PAULINE FREDERICK, now in "Masque of Kings" on Broadway, to guestar on the "Hammerstein Music Hall" program March 30.

MARGO will be interviewed by Jeff Sparks on next Sunday's "Varieties" program.

LANNY ROSS will be interviewed by Nellie Revell on her March 23 broadcast, 5 p.m., over the NBC-Blue network.

FRANK FAY and JOHN BOLES will play return engagements on the Camel program next Tuesday, 9:30-10:30 p.m. over CBS network.

GEORGE BURNS and GRACIE ALLEN will do "Duley" on the Lux Radio Theater program March 29.

CHARLES COBURN, star of the Broadway play, "Sun Kissed," will be interviewed by Nan Martell on the "Theater Guide" program over WINS at 11:30 a.m. today.

DICK MERRILL, aviator, will be Jack Ingersoll's guest on tonight's Bowling Congress broadcast at 8 o'clock over WINS.

BRUNA CASTAGNA, Metropolitan contralto; JOSEPH SCHMIDT, Rumanian concert tenor, and ANDRES SEGOVIA, guitarist, will be heard on the Magic Key of RCA on Sunday over the NBC-Blue network, 2-3 p.m.

ROSA PAULY, Hungarian opera star, will be among guests in Richard Straus' opera, "Elektra," directed by Artur Rodzinski, over CBS on Sunday at 3 p.m.

CHARLES KULLMANN, tenor, will be with Ed Wynon on Saturday at 8 p.m. over the NBC-Blue network.

DR. ANGELO PATRI guests on the March 26 "Magazine of the Air," over CBS at 11 a.m.

THOMAS CHALMERS, tenor, CHARLIE KING and ILLIANA, night club artist, are booked for the "Hammerstein Music Hall" of March 23 over CBS at 8 p.m.

FRANCES PERKINS, Secretary of Labor, will be heard over WHN tomorrow evening at 9, the talk coming from the Ulster-Irish Society Dinner, with Gen. Hugh S. Johnson and Sir Gerald Campbell among other speakers.

JOSEPH T. HIGGINS, Collector of Internal Revenue for New York, will speak on "Tax Collections and Your Social Security" in a broadcast over WMCA Monday evening, 10:30-10:45 p.m.

● ● ● Coca-Cola has had an air show in readiness for the past eight months awaiting proper time on the nets!...It would be a variety show with Gus Haenschan's band, Singer Reed Kennedy and visiting femme vocalists...They would have you believe that Edgar Bergen with dummy Charlie McCarthy will head a variety show for Chase & Sanborn... Earl Ferris' "system" has been in operation for six months and doing all right for Earl the past 14 weeks...CBS director Brewster Morgan is ailing... Another change of announcers on the "Vox Pop", with auditions taking place today for the Pat Kelly spot...WHN will broadcast the Adolph Zukor testimonial dinner the 29th from the Waldorf...Arnold Johnson and revue goes into Philly's Fox theater the 16th...Paul Specht bandleader, has given up the music biz and will devote his efforts on the publication of a Chicago magazine called "Spotlight"... "March of Time" cast presented Nancy Kelly with a birthday cake yesterday.

● ● ● Songplugger Benny Abrams of Shapiro-Bernstein celebrated his 25th wedding anniversary yesterday by arriving late at the office...The Mutual wire has been yanked from Jack Dempsey's and the band will undergo a cut in men...Glen Darwin is a new NBC artist...Nat Brandwynne will leave for the coast after the Essex House engagement...William S. Hedges, WLW general manager, was tied up in the St. Patrick's parade on Fifth Ave. and couldn't make his hotel in time for an important engagement.

● ● ● The Biow agency auditioned Del Casino, Buddy Clark, Margaret MacCrae and Barry McKinley yesterday...Ted Husing will bowl on the 24th...Phil Duey set for Rubinoff transcriptions; also Arlene Jackson... The Frim sisters are changing their name to the "Carroll Sisters", which will no doubt create a furor with the original Carroll's, Francis and Teddy...W. C. Handy, composer of the "St. Louis Blues", lost his wife Tuesday...Abner Silver (he's the songwriter with a lock on his home phone!) and Al Sherman, are trying to interest one of the many comics who are claiming the authorship of "Today I Am a Man" to introduce the song by that title.

● ● ● Teething-trouble seems to have become an epidemic on the airalto, with Announcer Jean Paul King having a molar extracted, Chief CBS Hostess, Mae MacNair and songplugger Davie Kent, complaining of jaw-trouble...Loew's State's Al Rosen reports the line-up of talent for vaudeville's ace theater; Helen Morgan follows Apollon, Ted Lewis, Ed Sullivan, Horace Heidt, Cab Calloway and Paul Whiteman...Patti Pickens and husband, Robert Simmons are also set for the Rubinoff transcriptions.

● ● ● Now Director Ken MacGregar has taken sick on the Palmolive Beauty Box, which caused the change of policy on last night's airing. Hershel Williams replaced Ken...Charles Coleman, Met Opera singer did the songs with Dragonette. It will be a variety show for a few weeks... Jack Denny will be spotted in Pa. for the summer, while Don Bestor goes to Dallas...Austin Wylie follows Reggie Childs in the Commodore Perry in Toledo the 27th... "Three Kings of Swing" go to the Radisson Hotel in Minn...congrats to WHN on their 15th anniversary today.

THE NEW BALLAD SENSATION  
**CARELESSLY**

NORMAN ELLIS MUSIC PUB.  
113 WEST 57th ST. N. Y. C.

## ★ Chatter ★

**W**ILL A. PATTON, commentator of the "Women in the News" daily program which began Monday over WRGA, Rome, Ga., under sponsorship of the local Coca-Cola bottling plant, received a big send-off for the program in the form of a full-page ad in Sunday's Rome News-Tribune. Patton's picture was right in the center of the page.

*Lee Sullivan, NBC tenor, and Neila Goodelle have just completed the first of a series of six Educational film shorts. The rest will be completed within the next few weeks.*

Virgil V. Evans of WSPA, Spartanburg, S. C., is only awaiting word from the FCC before starting work on a new station in Gastonia, N. C. Hearing on his application was held recently.

*Gwendolyn Farrell, a WBIG (Greensboro) feature, has been signed for 13 weeks for Norge, over the Greensboro regional, WBIG.*

Two new groups, the Lang-Worth Military Band, and a mixed quartet, have been formed by Langlois and Wentworth. Both groups have already started recording at the RCA Victor studios, the band under the baton of Bert Hirsch, and the quartet under the direction of Ralph Wentworth. Discs will be released to all stations subscribing to the Lang-Worth Planned Program Series.

*Add situations: Gene Stafford, Copy Chief of Langlois and Wentworth, and writer for several shows, trying to look nonchalant in the same studio with his wife, well known radio actress. Pair have been married since last summer but she uses her maiden name and the directors whom both serve don't know it.*

Visiting Kansas City radio stations Reggie Martin, station manager KFAB-KFOR, Lincoln, accompanied by several members of the staff, including Lyle DeMoss, program director; J. Gunnar Back, continuity chief; Bill and Don Larimer, sales force; Jack Hanssen, special eventer;

## ONE MINUTE INTERVIEW

JACK HASTY

"Radio producers should be most careful in the use of background sounds, and orchestra leaders should not come in so soon that the music drowns out the final words of a speaker or an actor. There is a tendency on the part of many conductors to 'jump the gun.' More thought too could be given to the emphasis on single words. Lines should be over played rather than under played."

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 12 of a Series.

### WDBJ—Roanoke, Va.

930 K.C.—5,000 Watts Daytime, 1,000 Watts Night

R. P. Jordan, Gen. Mgr.

F. D. Kesler, Com. Mgr.

**W**DBJ, born as an amateur short wave station, is owned and operated by the Times-World Corp. As 3BIY, it was just a hobby of F. E. Maddox, an employee of Richardson-Wayland Electrical Corp., when his bosses purchased it. Today it has become one of the leading stations of the south, and it services regularly some of the richest markets in the country.

**E**STABLISHED in 1924, WDBJ is now celebrating its thirteenth anniversary in a new \$105,000 building which houses two modern studios and executive offices. In the not-so-distant Colonial Heights, on a 14-acre plot, stands the 312-foot vertical antenna and a two-story building which houses a new RCA high-fidelity transmitter, emergency studios and engineer's quarters, modernized to air-conditioning.

**W**DBJ's station manager, R. P. Jordan, was the first person to play a fiddle over WDBJ. That was 'way back in 1924 when the station was struggling along on 20 watts and was operating on 1310 kilocycles. That first broadcast of his was a mechanical triumph for the whole station. For the first time, WDBJ was heard as far away as seven miles. Today, operating on 5000 watts daytime, and 1000 watts at night, WDBJ is heard many hundreds of miles from Roanoke every broadcasting hour. It became affiliated with Columbia Broadcasting System in 1929, and in 1931, already considered one of the nation's leading stations, it was purchased by the Times-World Corp.

**W**DBJ's list of national advertisers is impressive. Chevrolet, Gulf Oil, Texas Co., Gillette, Lever Bros., R. J. Reynolds Tobacco, Campbell Soup, Liggett & Myers Tobacco, Chrysler, Nash Kelvinator and A. & P. are only a skeleton of the actual list. Among the artists heard regularly over the station are Eddie Cantor, Kate Smith, Phil Baker, Burns & Allen, Hal Kemp, Jack Oakie, Milton Berle, Vincent Lopez, Dave Rubinoff, and Jan Peerce. In addition there is a daily schedule of programs that runs continuously from 7 a.m. to midnight.

and Bud Cherington, salesman. Tour covered KMBC, WHB, and KXBY.

Phillips H. Lord, back from his three weeks' vacation, will resume his duties on Gang Busters on Wednesday, over CBS, replacing Colonel H. Norman Schwarzkopf, who has been presenting the program during Mr. Lord's absence.

Orders for 52 more scripts, each complete and all set in an India background, have been received from a Canadian company by Sidney Northcott, Omaha, local radio writer. This is the third order Northcott has received from this company.

R. M. Hetherington, young salesman and nephew of J. Chris Hetherington, formerly of WTMV and now with WBBM-CBS has joined the WTMV sales staff in East St. Louis.

Tom Johnson, Oklahoma City salesman, is recovering from an operation.

Jack Shelley, assistant in the news department of WHO, Des Moines, was thanked for his "diligent, informative and faithful services in connection with the Hardware News broadcasts" in a resolution passed by the Iowa Retail Hardware Ass'n at its annual meeting.

Conrad Thibault, goes on a European jaunt this summer.

Ty Tyson, WWJ's popular main-in-the-street, is making radio listeners

cookie-conscious. His sponsor, the Lakeside Biscuit Co., of Detroit, reports that the February sales of its Buttermaid Cookies surpassed those of November and December combined.

Walt Framer, Pittsburgh free lance movie scribe, celebrates fourth anniversary on the air this week. Movie spieler started with Hollywood Show Shopper program, independent movie theaters sponsoring, and has since branched to 25 programs weekly.

Shorty Hobbs and Grandpa Jones, who met recently at the WWVA Jamboree, Wheeling, W. Va., are having a "feud" along Hatfield-McCoy lines, all because Grandpa Jones sent candy and flowers to Cousin Emmy.

"Lasses White," which was a famed minstrel troupe some years ago, held forth over KYA, San Francisco, and the California Radio System one night last week as the "Lasses White California Minstrels."

Vernon A. Trigger, formerly sound engineer of WBZ, has opened the Lyric Theater, Springfield, Mass.

Jack Zoller, after two years of radio acting in New York, is back in Cincinnati, at WLW, where he has been assigned a role he created three years ago, that of Danny Stratford in "The Life of Mary Sothern," being

## ANNOUNCERS

**MIKE GALLAGHER**, staff announcer at KTAT, Ft. Worth, declares that radio leads to motion pictures, even if it is only in a small way. Gallagher, who handles a daily remote from the New Isis Theater, was asked by the manager of the theater to prepare a speech of appreciation to deliver to the show's patrons on the occasion of the theater's first anniversary. When Gallagher appeared with the speech he found that instead of facing an audience he had to perform before cameras and make a short short to be used on the New Isis screen.

**BILL KARN** has joined the announcing staff of KOMA, Oklahoma City. Karn comes to KOMA from KPDN, Pampa, Texas. He will assist the KOMA News Bureau in preparing and delivering the five news periods broadcast daily.

**CARLTON KADELL**, announcer of the "California Hour," is scheduled to make a series of minute recordings for the sponsor of this program when the contract for the present air series has been fulfilled.

**CLINTON BLAKLEY** has joined the announcing staff of WBIG, in Greensboro, North Carolina.

## Two Southern Gentlemen In New Series on WMCA

Two Southern Gentlemen, Bob Mason of St. Petersburg, Fla., and George Dixon of Wilmington, N. C., discovered by Charles Wilshin, director of WMCA's artist bureau, will start a thrice weekly series over WMCA and the Intercity network, next week, airing Tuesdays, Thursdays and Fridays, 10:45-11 a.m. Program is musical, with Dixon reading an original poem at each session.

heard at 4:15 daily except Sunday over WLW and the MBS net.

*Pick and Pat do their Monday night WABC commercials in blackface, but leave off the cork for their Molasses 'n' January characterizations on WEA's Thursday night "Showboat."*

Alan Roberts, WMCA's "Prince of Song," is a student of Chaucer and knows hundreds of old English folk songs and ballads but his air programs consist mostly of Tin Pan Alley creations.

Bill Gillespie's secretary, an alumna of the University of California and University of North Carolina, is doing Ethyl Hill's Page on the Brown-Dunkin Tabloid every morning, over KTUL, Tulsa. Every afternoon she broadcasts Fashion Chatter, the latest fashion news direct from the United Press wires. On Sunday mornings she takes part in Uncle Bill's broadcast of the Tulsa Tribune Funnies. She uses the radio name of Cathryn Carlyle.

**WITH THE  
☆ WOMEN ☆**

By ADELE ALLERHAND

**S**HEILA BARRETT, the gal who draws caricatures with her face, pow-wow-ing with Paramount Pix....One of the few femme arrangers, Ona Welsh of the "Kit Kat," functions in that capacity for the "Three Peppers" program...WNEW femininity all atwitter on account of Chief Announcer Ted Webbe has renounced upper lip hirsute adornment.... 39 (count 'em) femmes will quest-record for the new Rubinoff "Musical Moments Revue"...Patti Pickens, Benay Venuta, Go-go Delys, Willie Morris and Tess Gardella are a mere 5 of them....Kay Weber posing for beauty and fashion pix for Peggy Sweet, Fashion and Beauty Editor of the Chi Herald Examiner.... Eve Love, publicity damsel, formerly with NBC, back in town today after Washington conlab with Maestro Whiteman, en route to New York from the Biscayne Kennel Club and Florida dog days.

A new commercial for spring, with a fur company and an automobile concern both agog, is being rumored for "The Rhapsody in Blue's" chief exponent...Chapeaux take to the air over KWTO, with two ultra Springfield, Mo., shops publicizing what's on women's minds....Both the Roxy Hat Shops and Hatland say that results from radio versus newspaper advertising are in the ratio of 10 to 1 in favor of the airwaves.... Another femme problem dating from the paleolithic period receives consideration when Patricia Barclay plays the frau in "How to Keep Your Husband Civilized" March 22 over the NBC-WJZ Network....Nellie Revell will interview two thespian luminaries when Ethel Barrymore and Bee Lillie appear as her guests March 30 and April 6, respectively.

First proposal dramatized on the Fanny May Baldrige-Newell Davis WMCA "True Marriage Proposals" broadcast Friday is that of little Lynn Mary Oldham's (she's one of radio's pet youngsters) mater....Judy Canova's visiting firewoman is her own "Aunt Sweet" from down Dixie-way....The NBC crowd think she's a lamb and she bestowed on them all the order of the "real Cracker"....The Van Wirt, Ohio, steno who gave rules for bosses on Phillips Lord's "We, the People" last Sabbath got a chuckle from the man higher up instead of the bird, as was fearfully anticipated.



**"INTER-BORO SPELLING  
BEE"**

Sustaining

WOR-Mutual, Mondays, 8:30-9 p.m.

**ANOTHER SPELLING CONTEST BUT WITH A SLIGHTLY DIFFERENT AUDIENCE ANGLE.**

Bob Emery as the spelling master has started an Inter-Boro Spelling Bee on Mutual with Brooklyn the first stop. Program is the same as all the other programs on the air, but has a new touch in that the studio audience acts as a jury in passing upon words that stymie the spellers. If a contestant admits he has never heard of the word a vote is taken of the audience on how many can spell the word. If a large number answer in the affirmative the word stays. Another rule that should be included in all spelling bees is a limit on the number of times a word should be repeated which no one can spell. By the process of elimination someone is bound to guess the correct spelling. Next week program will be from the Bronx.

**"PEGGY TUDOR"**

Oneida

WOR-Mutual, Wednesday, 11:45-12 noon.

**ENJOYABLE TRANSCRIPTION OF NICELY SUITED MUSIC AND VOCAL NUMBERS.**

This WBS transcription series in behalf of Oneida silverware makes its debut with a program that is very appropriate. The orchestra and vocal numbers have been fittingly selected. Peggy Tudor, who does the talks on silver, telling how to arrange the knives, forks and spoons on the table, has a cheery voice. As a hookup with the air series, announcement is made of booklets given away by dealers. John McIntyre is the announcer.

**"MIDNIGHT IN MANHATTAN"**

Sustaining

WOR-Mutual, March 16, midnight to 12:30 a.m.

Much heralded special events program got up by WOR's staff for airing over the coast to coast Mutual net-

**NBC Airing Harvard Play**

Boston—NBC on March 23 will broadcast a quarter-hour program from the Harvard Hasty Pudding Club play, "Come Across." Broadcast will be handled by Arthur Feldman, WBZ news and special events director, and will be on the NBC-Blue, 11:15-11:30 p.m.

**SELLING THE  
STATION**

**Friendly Letters**

Herb Hollister, manager of KANS, Wichita, Kas., sends out a friendly letter, discoursing chattily about the station and also about conditions in the area. The crop situation and the state of business are always important topics to anyone in the middle-west and to sponsors interested in that territory. Hollister touches on these subjects, and also on other items of business and human interest involving KANS. It's a nice, indirect way of acquiring good will.

**Film Trailer Exploitation**

Unique in promotion stunts for radio programs is the idea conceived by Orville Foster who is featured over KSO, Des Moines, as The Day Dreamer in a daily quarter-hour of organ music, poetry and friendly patter. Foster has made a 2-reel film history of his Day Dreamer show, picturing the many personal gifts listeners have sent him, stacks of mail, mail reports, clippings from newspapers and magazines and other data. The 16-millimeter film has been placed at the disposal of IBS salesmen who can feature it on a small projector lugged to the clients office.

**JOHN EBERSON**

**STUDIO ARCHITECT**



**ACOUSTIC CONSULTANT**

**1560 BROADWAY  
NEW YORK CITY**



**E**DDIE MORAN and Leon Benson will write the Paramount on Parade, which makes its debut Easter Sunday and will be aired 9-9:30 a.m. P.S.T. over the NBC-Red network. First show will have microphones on three sets, broadcasting scenes and talent from "Waikiki Wedding", "Turn off the Moon" and "Mountain Music". Permanent artists on the program include Don Wilson, announcer, Lynne Overman and Mary Carlisle, with Victor Young's orchestra for rhythm numbers. Boris Morros, who will produce and direct, will also conduct a 60-piece orchestra. First program talent will include Phil Harris and band, Albee sisters, Shirley Ross, Martha Raye and Rufe Davis.

Hal Dicker, NBC sound effects man, has just added some new sound effects to his home, having become the proud father, Saturday, of a Baby Girl, christened Judith Ray.

In order that he might take part in a series of broadcasts which his company is sponsoring out of the Pan Pacific's boat and airplane show, Vincent Bendix cut in by remote from Palm Springs where he is resting.

Al Jolson's next Tuesday Lifebuoy-Lever Bros. program will do first radio version of the old play, "The Valiant" which Paul Muni did for the screen.

Donald W. Thornburgh, v. p. in charge on the Coast for CBS, and Fox Case, CBS public relations, has left for San Francisco to line up the part that CBS will play in airing and preparing for the Golden Gate Fiesta and San Francisco's world fair.

Southern Pacific's new "Daylight" streamliner's attempt to set a new speed record on its initial run will be broadcast by CBS Sunday morning (March 21). K.N.X. is putting microphones in at Goleta, (a point along the route at which a big crowd of spectators is expected). Gary Brechner will describe crowd and train, handle mikes set to pick up the sound of the train speeding by.

Questions asked by radio fans will be used as the basis for Grace L. Smith's forthcoming book, "Your Job as a Mother". Miss Smith is KFI's visiting nurse of the air, and author of "Home Nursing Hints".

Robin Hood series of 52 quarter-hour transcriptions, has been taken over by Walter Biddick Co. for exclusive sales rights.

Broadcasting Service Association, Ltd., of Sydney, Australia, (new holding company for stations 2GB and 2UE) will be represented in U. S. by Dr. Ralph L. Power, Los Angeles radio counsellor.

New transcription studio being opened by Carson C. Taylor, 310 S. Irving Blvd. Universal Recording equipment installed.

M. J. Mara, manager of Radioaids, Inc., Hollywood transcription firm, back from a three week tour of Southeast.

## F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

### HEARINGS SCHEDULED

April 15: Hunt Broadcasting Assn., Greenville, Tex. CP for new station. 1200 kc., 100 watts, daytime.

Hannibal Broadcasting Co., Hannibal, Mo. CP for new station. 1310 kc., 100 watts, unlimited.

The Courier-Post Publishing Co., Hannibal, Mo. CP for new station. 1310 kc., 100 watts night. 250 watts S, unlimited.

April 19: Abraham Plotkin, Chicago. CP for new special broadcast station. 1570 kc., 1 Kw., unlimited.

Philadelphia Radio Broadcasting Co., Philadelphia. CP for new special broadcast station. 1570 kc., 1 Kw., unlimited.

Ohio Broadcasting Co., Marion, Ohio. CP for new station. 880 kc., 250 watts, daytime.

Food Terminal Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, daytime.

Summit Radio Corp., Akron, O. CP for new station. 1530 kc., 1 Kw., unlimited. Valley Broadcasting Co., Youngstown, O. CP for new station. 1350 kc., 1 Kw., unlimited.

April 20: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

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

April 22: Hildreth & Rogers Co., Lawrence, Mass. CP for new station. 680 kc., 1 Kw., daytime.

Old Colony Broadcasting Corp., Brockton, Mass. CP for new station. 680 kc., 250 watts, daytime.

KVOS, Bellingham, Wash. Renewal of License and permission to transfer control of corp. 1200 kc., 100 watts, unlimited.

April 23: John C. Hughes, Phenix City, Ala. CP for new station. 1310 kc., 100 watts, unlimited.

G. Kenneth Miller, Tulsa, Okla. CP for new station. 1310 kc., 100 watts, unlimited. Galesburg Printing & Publishing Co., Galesburg, Ill. CP for new station. 1500 kc., 250 watts, daytime.

Ann Arbor Broadcasting Co., Ann Arbor, Mich. CP for new station. 1550 kc., 1 Kw., unlimited.

April 26: Clark Standiford & L. S. Coburn, Fremont, Neb. CP for new station. 1420 kc., 100 watts, unlimited.

Frank M. Stearns, Salisbury, Md. CP for new station. 1200 kc., 250 watts, daytime. Dan B. Shields, Provo, Utah. CP for new station. 1200 kc., 100 watts, unlimited.

April 29: WOAL San Antonio, Tex. Transfer of control of corp. 1190 kc., 50 Kw., unlimited.

George Harm, Fresno, Cal. CP for new station. 1310 kc., 100 watts, unlimited.

April 30: F. M. Borton, Coral Gables, Fla. CP for new station. 1420 kc., 100 watts, unlimited.

Roberts-McNab Co., Bozeman, Mont. CP for new station. 1420 kc., 100 watts night, 250 watts LS., unlimited.

Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited. May 4: C. P. Sudweeks, Spokane, Wash. CP for new station. 950 kc., 500 watts night, 1 Kw., LS., unlimited.

Clarence A. Berger & S. S. Freeman, Coeur d'Alene, Idaho. CP for new station. 1200 kc., 100 watts, daytime.

May 5: George W. Young, St. Paul, Minn. CP for new station. 920 kc., 1 Kw., night, 5 Kw., LS., unlimited.

National Battery Broadcasting Co., St. Paul, Minn. CP for new station. 920 kc., 1 Kw., unlimited.

Northern Broadcasting Co., Traverse City, Mich. CP for new station. 830 kc., 500 watts, daytime.

Northwest Publications, Inc., Duluth, Minn. CP for new station. 580 kc., 250 watts, daytime.

May 12: Central Michigan Radio Co., Mt. Pleasant, Mich. CP for new station. 570 kc., 250 watts, unlimited.

June 1: W. H. Hartman Co., Waterloo, Ia. CP for new station. 1420 kc., 100 watts, unlimited.

### APPLICATIONS GRANTED

WEEL, Boston, Mass. License to cover CP. 590 kc., 1 Kw. night, 5 Kw. day, unlimited.

KRNR, Roseburg, Ore. Vol. assign. of lic. to News-Review Co. 1500 kc., 100 watts night, 250 watts day, unlimited.

WNER, Memphis, Tenn. Auth. to transfer control of corp. to Memphis Commercial Appeal Co.

Glenn Van Auken, Indianapolis. CP for new station. 1050 kc., 1 Kw., daytime. KXL, Portland, Ore. Renewal of license and transfer of control of corp. to T. W. Symons and E. B. Craney.

C. A. Rowley, Ashtabula, O. CP for new station. 940 kc., 250 watts, daytime.

### APPLICATION DENIED

E. F. Peffer, Stockton, Cal. Mod. of Lic. to change power of KGDM to 1 Kw. day and night.

(Continued on Page 7)



**R**UBINOFF has dedicated his newest opus, "Banjo Eyes", to Eddie Cantor, the man who made them famous. He'll play it on his first Chevrolet broadcast, emanating from Hollywood, April 18, at which time he'll be at work on the 20th Century-Fox flicker, "Last Year's Kisses".

Leo Jacobs has handed in his resignation at Isham Jones Music and will be replaced by Bob Lee.

Kay Kyser and his ork, broadcasting from the Trianon Ballroom in Chi via WGN, was the favored musical aggregation when the Mutual network formally initiated KWK, in St. Louis, into the coast-to-coast web, 10:30-11 o'clock last night.

Bob Crosby and his band are expected to be held over at the Congress in Chi until sometime in May or June.

Ruby Newman and ork will succeed Glen Gray and the Casa Loma outfit at the Rainbow Room, March 31.

A premiere within a premiere is what the new Nash series will offer on Saturday, when Grace Moore debuts with a production number of "The Whistling Boy", from her latest picture. The ditty takes the air for the first time.

Kenny Baker will sing a song from his latest picture, "King and Chorus Girl," starring Joan Blondell and Fernand Gravet, on the Jack Benny show next Sunday. Song is called "For You."

Nano Rodrigo and his orchestra auditioned yesterday for James Appel of CBS and Chris Beute and William Watson of Educational Pictures. Several other agencies are interested in him and it is probable that one of the contracts will be signed today.

The six songs which were specially written for the floor show at the new Vanity Fair are being published by Major Music Inc. The score, written by Harold Lawrence, Jay Melton and Barry Niesen, includes "Shame on You" and "Another Night, Another Dream."

Eddie Jungbluth, mid-west maestro, heard for several years on KFAB-KFOR, Lincoln, has just signed for one year as manager of the new Broadview Country Club in Lincoln. His music business will go on, as usual.

Carl Ravell and his lads have gone on their second sustaining,—this time, from The Blue Room, New Orleans, over WSMB. The first one is heard via WWL.



**B**LANCHE YURKA and Grace Tabor, associate editor of the Woman's Home Companion will be heard in a special broadcast over WMCA Monday, 2:30-2:45 p.m., on "Building Happy Childhood," under the auspices of the Child Welfare League of America, in cooperation with the Women's National Exposition of Arts and Industries.

Popularity of KFOR'S Announcer's Doghouse program has found the studio show lacking the necessary seats to house it. All programs from now on will be staged in the Lincoln hotel ballroom which will seat 500 people.

General Mills will sponsor broadcasts of the New Orleans Pelicans' road games in the Southern Association this summer. Road games will be aired over WDSU, New Orleans, on behalf of Wheaties.

KWTO, Springfield, Mo., has booked the spring "One-Cent Sale" of United Drug Company, featuring the Rexall Magic Hour discs, for 11 a.m., April 13 to 17.

Transcriptions of the Kelvinator CBS program featuring Professor Quiz are being sponsored over KWTO, Springfield, Mo., 2 p.m. Sundays, by the Ozark Motor & Supply Co., Kelvinator distributor of the Ozarks.

Dick O'Heran and "The Jones Boys" open a new commercial series April for Brown Bros. Furniture Co. over WJAY, Cleveland.

The "Noon Revue" on WJAY, Cleveland, now has three emcees. They are Jim Sands, Gene LaValle and Wayne West. Judy Sherrill, former emcee for the program, has been obliged to take a leave of absence.

Charley Hamp, the West's best known one-man radio show, has returned to the air via the six stations of the California Radio System, including KYA, San Francisco, for a series of twice-weekly broadcasts, 9:15-9:30 a.m. on Tuesdays and Thursdays.

Hudson Bay Fur Co. is presenting City, "The Fashion Matinee," headlined by Wally Williams and his headlined by Wally Williams and his Orchestra, John Campbell and Maxine Bunnell as soloists, the Matinee Trio, and Dave Simmons as master of ceremonies. Program is entirely informal with everyone, down to the drummer in the band, having lines. "Fashion Matinee" is heard 3:15-3:30 p.m. MST, Mondays and Fridays.

A cast of 22 players, a chorus of 12 monks, and a string trio will be used

## F. C. C. ACTIVITIES

(Continued from Page 6)

Bay County Publishers, Inc., Panama City, Fla. CP for new station. 1420 kc., 100 watts, unlimited.

### APPLICATIONS RECEIVED

Ohio Broadcasting Co., Steubenville, O. CP for new station. 1420 kc., 100 watts, daytime.

Ohio Broadcasting Co., Marion, O. CP for new station. 1200 kc., 100 watts, daytime.

WAVE, Louisville. CP for new relay station. 1622, 2058, 2150, 2790 kc., 50 watts. Gazette Printing Co., Janesville, Wis. CP for new relay station. 31100, 34600, 37600, 40600 kc., 2 watts.

Anne Jay Levine, Palm Springs, Cal. CP for new station. 1370 kc., 100 watts night, 250 watts day, unlimited.

### SET FOR HEARING

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

Geo. W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime.

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

WRBC, Inc., Cleveland, Ohio. CP for new station. 880 kc., 1 Kw., unlimited.

WTBO, Cumberland, Md. Auth. to transfer control of corp. 800 kc., 250 watts, unlimited.

### EXAMINER'S RECOMMENDATIONS

Central States Broadcasting Co., Council Bluffs, Ia. CP for new station. 1500 kc., 100 watts, unlimited, be granted.

Merrimac Broadcasting Co., Inc., Lawrence, Mass. CP for satellite station. 1370 kc., 10 to 100 watts, be granted conditionally.

Sioux City Broadcasting Co., Sioux City, Ia. CP for new station. 1420 kc., 100 watts, 250 watts LS., be granted.

Isadore Goldwasser, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime, be denied.

Lincoln Memorial Univ., Middlesboro, Ky. CP for new station. 1210 kc., 100 watts night, 250 watts LS., be granted.

Bay County Publishers, Inc., Panama City, Fla. CP for new station. 1420 kc., 100 watts, unlimited, be denied.

Harold Finlay and Eloise Finlay, La Grande, Ore. CP for new station. 1420 kc., 100 watts night, 250 watts LS., be granted.

North Jersey Broadcasting Co., Inc., Paterson, N. J. CP for new station. 620 kc., 250 watts, daytime, be denied.

The following actions were dismissed at the request of the applicants: Radio & Television Research Co., Los Angeles; KYOS, Merced, Cal.; KDB, Santa Barbara, Cal.; James D. Doss, Jr., Mobile, Ala.; Great Plains Broadcasting Co., North Platte, Neb.; Springfield Newspapers, Inc., Springfield, O.

on the presentation of the annual Passion Play on WMCA, produced by the Radio Players of the Ave Maria Radio League. The broadcasts will be heard on WMCA and associated stations of the Inter-City Broadcasting System at 8:15 a.m. each week-day morning during Holy Week, starting Monday.

Two weekly fashion broadcasts are being presented over KOIL, Omaha, at 11:15 a.m. Tuesdays and Thursdays by Delia Payne of the Nebraska Clothing Co., which sponsors the program.

The better music program on WOR at 8-8:30 p.m. Thursdays, inadvertently identified in a review last week as the new series of the National Music League, is the regular Alfred Wallenstein program heard over this station. The League's series does not begin until Thursday, April 8.

### "Moments" Sold Out

"Moments with Margot," WNEW participating program is now sold out. Sponsors are Lord's, Mi-Oun Cake, Fairbanks Morse, and three New Jersey furniture stores, Lifson, Gray's and Leon's.

## Joplin Bakery Launches Daily Series on KWTO

Springfield, Mo.—Junge Bakery of Joplin, Mo., has signed a contract for daily 15-minute broadcasts over KWTO here. The bakery is sponsoring daily-except-Sunday "Man on the Street" broadcasts at 1:15 p.m., direct from the Springfield Public Square, with George Earle Wilson, program director and Karl Zomar, chief announcer, at the roving microphones.

For an entire month, the Junge Bakery will concentrate its radio campaign on "Butter Cookies." Another product will then be plugged for a month, and so on. Free packages will be given all persons interviewed, and by-standers also will be handed generous free samples. On the strength of the radio campaign, a chain of 14 independent grocery stores in Springfield is also cooperating in the campaign, designed to greatly increase the sale of Joplin products in Springfield and throughout the entire four-state area, including Missouri, Arkansas, Kansas and Oklahoma. Junge salesmen are "following through" in every grocery store in the widespread area.



**J**OHAN HARRINGTON has been receiving some very complimentary reactions to his new WBBM program, "Train Time", which succeeded his "Man on the Street" interviews. New program is sponsored by Nelson Bros. Storage & Furniture Co. in cooperation with the Northwestern and Union Pacific railroads.

Don Hancock, recovered from his attack of the flu, will pinch hit for Pat Flanagan on the WBBM "Sports Huddle", while Flanagan is on that Catalina Island vacation.

Eddie Dean of the "Modern Cinderella" program plans to drive to his home in Posey, Tex., this summer.

Truman Bradley of the "Ford Sunday Evening Hour" is going to Peoria shortly to speak at a banquet of the University Club.

## Coming Events

March 15-22: North American Radio Conference, Havana, Cuba.

March 18-20: Hotel Business Promotion Conference, French Lick Springs Hotel, French Lick, Ind.

March 24: Columbia Broadcasting System stockholders' meeting, New York.

March 31: Women's National Radio Committee annual awards luncheon, Hotel St. Regis, New York.

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

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

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

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

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

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

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

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

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

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

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

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

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

## WLW-WHN AFFILIATION STARTS WITHIN 10 DAYS

(Continued from Page 1)

either WHN or WLW as to the terms of the deal, but it is believed WLW received a better offer from WHN than from WMCA. WMCA, it is said, objected to the one-hour free time on WMCA daily which WLW requested in return for the line charges between the stations which WLW would pay. WMCA offered to pay one-half the line charges with no free time on the station (evening rate on WMCA is \$550). WMCA was also to have received a percentage of the time sold on the hookup and it is believed this arrangement still holds in the WHN deal.

No commercial programs have been announced as yet for the hookup but Hedges said there are a number of prospects interested. There will be no combination rate for clients using both stations, full card rates of each station will prevail. Transamerican Broadcasting & Television Corp. will act as representative for both stations and will also have the privilege of taking programs off the line for recording purposes. E. Katz Special Advertising Agency, continues as WHN's national representative on all other business.

Peculiarity of the deal has Transamerican, a Warner Bros. controlled concern, selling time on WHN, owned by M-G-M.

## Joyce Sees Television Aid to Movie Theaters

(Continued from Page 1)

of the Motion Picture Theater Owners of America.

Joyce assured the theater men that television was no bugaboo to their business. He pointed out that radio did not kill the newspapers or movies, and that radio was not the serious competitor of recorded music that it was supposed to be. Television, in turn, will make a place for itself without displacing present arts, he said.

The RCA executive added that it would be some time before television arrives commercially.

## Chris St. James Dined

Chris St. James, sports announcer of WCNW, Brooklyn, was tendered a dinner Wednesday by station officials in celebration of his fourth year with the station. He is on the air daily at 5:45 p.m.

## "Long Underwear Crew"

Mike Riley reveals that the boys who play in the real hot bands designate a legitimate musician as "a member of the long underwear crew."

## WHBI's 15th Year

Newark, N. J.—WHBI is celebrating its 15th anniversary this week. Jimmy Shearer has managed the station almost from its inception.

## NEW PROGRAMS—IDEAS

### Department Store Remote

KDYL, Salt Lake City, is promoting an effective idea in merchandising for department stores. The Auerbach Co., leading department store of Salt Lake City, recently signed a contract with KDYL calling for five remote control broadcasts a day from the store itself. KDYL's engineering staff completely wired the building, providing remote control outlets in every department of the store to which portable, specially constructed remote equipment can be quickly and easily connected. The five broadcasts each day, each three minutes in length, are carried on from a different department at intervals of approximately one hour starting at 8:30 a.m. During each of the short broadcasts, handled by KDYL's chief announcer, Dave Simmons, department heads, sales people, customers and others are interviewed. Broadcasts are planned several days in advance with the store's advertising department, coordinating the radio promotion with the store's newspaper and other advertising.

### New Program for Women

A new sustainer called "So You Haven't the Time," dealing with all the things most women wish to do but can't, premieres over WQXR on Tuesday. It will be heard over that station regularly at 3:45 on Tuesdays and Fridays. Alice Pentlarge is featured.

### Commend Safety Series

WCSH, Portland, Me., has a 7:45-8 a.m. kid program on the air Mondays through Fridays, which is drawing good comments from parents and school executives alike. Program was

started last fall as a part of a safety campaign the American Automobile Association is doing in the state of Maine. A. E. Barnard, AAA's Maine representative, conducts the program which includes a safety message with incidental music. School teachers often quiz their pupils in class as to what was the AAA safety message that particular morning; making the program come under "required listening" by the students. Short time ago a Safety Club was organized by Barnard and club now has 5,000 members. Program originates from WCSH's studios in the Congress Square Hotel.

### "Matching Minds"

Louis Azrael, well known Hearst paper columnist in Baltimore, has taken to the air with an unusual program on Mondays, 7:15-7:30 p.m. "Matching Minds" is the title. Students from local schools take part. Two teams of three students each compete on each program and answer questions on sports, history, science, music, etc. A feature is that the questions include none of the "catch" type, all being informative. They are asked by Azrael. Program runs 13 weeks, during which teams will be eliminated. A silver loving cup will be awarded to the final team.

### School Service Program

Baltimore—A special and unusual service program for the benefit of parents and school pupils has been started by WBAL. Between 11:30 and noon on stormy or rainy days, WBAL will broadcast information notifying parents and teachers as to whether there will be afternoon sessions.

## Varied Viewpoints

### Two-Way Communication Is Visioned by Marconi

BROADCASTING, with all the importance it has attained, and the wide, unexplored fields that still lie open to it, is not, I think, the most significant part of modern communications, in so far as it is a one-way communication. The far greater importance attaches, in my opinion, to the possibility afforded by radio of exchanging communications wherever the correspondents may be situated, whether in mid-ocean or on the ice-pack of the Pole, or in the wastes of the Desert, or above the clouds in airplanes. It is only through radio, in fact, that we are capable so far of talking to each other with our own voice across the oceans as well as between the antipodes.

The cardinal rule of my work and effort lies exactly in this bare state-

ment. More than by any praise for the lives rescued through radio and the marvels of television, my heart is touched by the simple letters of appreciation and gratitude which I often receive from the people who have been talking to each other, say from Australia to New York, or from Brazil to Japan.

In radio we have a fitting tool for bringing the people of the world together, for letting their voices be heard, their needs and aspirations be manifested. The significance of this modern means of communication is thus fully revealed.

A wide channel for the improvement of our mutual relations is available to us. We have only to follow its course in a spirit of tolerance and sympathy, solicitous of exploiting the achievements of science and human ingenuity for the common good. I am firmly convinced of the possibility of realizing this ideal.—SEN. GUGLIELMO MARCONI.

## NBC SEEKS BETTER BREAK FROM PRESS AFFILIATES

(Continued from Page 1)

and WBAL, (Baltimore News, Post and American). In the midwest especially, many important newspapers own the NBC affiliated outlets.

## KIDO Joining NBC On Or After July 1

(Continued from Page 1)

tion in Idaho to become affiliated with any national network. Rate has been set at \$120 per hour. KIDO operates on 2,500 watts daytime, 1,000 watts night on 1350 kcs. Reports from Boise declared that it is almost impossible to pick up a daytime national program in the city.

Meanwhile it was announced that WGBI, Scranton, would join CBS at some future date, probably by Jan. 1, 1938. Station is a member of the Quaker network and operates on 880 kc., sharing time with WQAN in the same city, with 500 watts. Frank Megargee is president and Frank Coleman, manager. No network rate has been announced for the outlet. KIDO makes the 118th station on NBC and WGBI is the 103rd CBS affiliate.

## Recreated Ball Games For Atlantic Refining

(Continued from Page 1)

calls for a 15-minute resume following the game, with no broadcast from the ball park. Pirates will play 77 games at home, and there will be 55 games, excluding New York and Brooklyn, played on the road. N. W. Ayer & Son has the account.

## KTAT Adds Half Hour

Fort Worth—Increase in business, including programs and remotes, has caused KTAT to revise its daily broadcasting schedule and add a half hour to the run. This keeps the station on the air 17 hours daily.

## Haigis Asks for Station

John W. Haigis, Republican candidate for Governor of Mass. last Fall has filed application with the FCC to operate a new station at Greenfield, Mass. It is proposed to use 250 watts, daytime only, on 1210 kilocycles.

## Modest MacCormack

Buffalo—John MacCormack, announcing here that he is through with concert work and plans to retire to the life of a private citizen after one more engagement in Dublin, added:

"I'll sing on the radio once in a while, if anyone will listen to me."



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 28

NEW YORK, FRIDAY, MARCH 19, 1937

FIVE CENTS

## INS News Via Short Wave

### LEVER RENEWS JOLSON FOR ANOTHER 52 WEEKS

Lever Bros., Cambridge, Mass. (Lifebuoy and Rinso) on March 23 will renew the Al Jolson show for another 52 weeks on 60 CBS stations, Tuesdays, 8:30-9 p.m. with a repeat at 11:30 p.m. Program features, in addition to Jolson, Martha Raye, Parkyakarkus and Victor Young's orchestra.

Tiny Ruffner, who has resigned from Benton and Bowles, to join Ruthrauff and Ryan's radio production staff, Rinso and Lifebuoy's advertising agents, will start producing this show on March 30. Program originates from Hollywood.

### Melton Gets Release From Film Contract

James Melton, heard currently on the Sealtest System Laboratories program, Saturday Night Party, has asked and received a release from his contract with Warner Bros. Melton plans to devote himself entirely to radio in the future. Program is heard Saturday, 8-9 p.m. over the NBC-Red network.

### Twin Stars From KFVB With Studio Audiences

West Coast Bureau of THE RADIO DAILY Los Angeles—When National Biscuit's "Twin Stars" switches from NBC to CBS it will go in for audience shows, but will broadcast from none of the regular CBS radio playhouses. Instead, arrangements have been concluded for use of KFVB's new studio theater, from which the program will be piped to KNX, and thence out over the network.

New writing staff has been organized. (Continued on Page 3)

### Africa Spells

Kansas City—In connection with the spelling bees sponsored by Advance Baking Co., KCMO will broadcast a spell-down for colored school children on April 11.

As far as is known here, in the current spelling craze, this will be the first bee in which all the participants will be of the Negro race.

### Quiz Burdens Library

Pittsburgh—Such interest has been shown in the WWSW "Yes 'N' No" program that Carnegie Libraries, usually pretty liberal on information, have put on the clamps and refuse any more queries regarding the quiz program. Three-times-weekly shot is a local commercial and has come along fast.

### SWANK RAINBOW ROOM OFFERED TO SPONSORS

NBC commercial program department is contacting the leading advertisers and advertising agencies in an effort to sell a half-hour variety program direct from the Rainbow Room atop the RCA Bldg.

Salesmen were provided with a four-page booklet yesterday telling all about the new idea. Booklet stated that NBC has a swiftly-moving program with a master of ceremonies, orchestra, singers and (Continued on Page 4)

### Paris Television Unit Will Be Most Powerful

Paris—A commercial television station of 30,000-watt power, said to be the world's most powerful to date, is to be installed at the base of the Eiffel Tower, it is announced by the French Ministry of Posts, Telegraphs and Telephones, the equipment to be provided by La (Continued on Page 4)

## FCC Refuses to Grant Delay In Hearing on Brooklyn Case

### Daily Television Show From WDGY, Minneapolis

Minneapolis—WDGY has started a new series of television broadcasts through its station W9XAT, at 12:30 p.m. daily, under the personal direction of George Jacobson, chief technician.

Dr. George Young, owner of the station, is one of the pioneers in television and has complete studio equipment costing between \$40,000 and \$50,000.

## Special News Service for the Smaller Stations Being Started Monday by Hearst Subsidiary

### PETER deLIMA JOINS LYONS & LYONS AGENCY

Peter deLima has joined the Lyons & Lyons offices, where he is in charge of the radio department. This frees Sam Lyons to attend to the general details of the organization, which has under its wing Jack Pearl, Jack Benny, Phil Baker, Ed Wynn and many other name acts.

De Lima who will contact advertising agencies in selling talent, is (Continued on Page 4)

### Don Lee Network After Two More Cal. Stations

West Coast Bureau of THE RADIO DAILY Hollywood—Lewis Allen Weiss, general manager of the Don Lee Mutual chain, leaves for San Francisco next week for a conference which is expected to add the Golden Empire Chain stations KHSL, Chico, and KVCV, Redding, to the Don Lee network. Stations now owned by Harold Smithson. If negotiations go through as scheduled, the new outlets will be on Don Lee chain early in April.

International News Service, Hearst news service, on Monday will inaugurate a special news service designed particularly to meet the news requirements of the smaller radio stations for news broadcasting it was announced yesterday.

Service will be delivered to stations via Hearst's own shortwave stations located in New York, Chicago and Redwood, Cal. Full hour reports, especially prepared for broadcasting, will be short waved four times daily, 8 a.m., 11 a.m., 6 p.m., and 11 p.m. In addition to the regular service five flash news periods will be sent out at 6:45 a.m., 9:45 a.m., 1:45 p.m., 4:45 p.m., and 9:45 p.m. Present plan is to send out about 6,000 words daily with the overflow being sent out in a daily mail service.

T. L. Christie, INS radio news editor, will handle the service which will be on the air seven days a week (Continued on Page 5)

### New Admiracion Series Start on MBS April 18

Admiracion Laboratories (shampoo and hair tonic) start a new series over WOR and the Mutual network April 18. Programs will be aired from 6:30-7 p.m. with the contract calling for 52 broadcasts. Talent includes Tim and Irene Noblette with Bunny Berrigan's orchestra. Following stations will pickup programs: WOR, WGN, CKLV, WAAB, WBAL, WCAE, WGAR, KHJ, KFRC, KDB and KGB. On April 25, KWK, St. Louis, will be added to the net. Charles Dallas Reach, Newark, has the account.

### Intra-Hotel Web

Edison Hotel, which supplies its guests with choice of radio programs, also has a program of its own which is confined to the hotel.

Florence Rose, one of the executives, writes and broadcasts three 15-minute programs daily, including dramatic and film criticism—and gets fan mail and arguments from the guests in the bargain.

Washington Bureau of THE RADIO DAILY

Washington—Represented by an abundance legal talent stations WBBC, WARD, WLTH, WVFW, and the Brooklyn Daily Eagle Broadcasting Co., all of Brooklyn, and WEVD, New York, opened hearings yesterday before the full broadcasting commission, with FCC Chairman Prall presiding to settle, if possible, facility difficulties.

At the very beginning Prall denied the request of Gustav A. Gerber, representing WBBC, to adjourn (Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Thursday, Mar. 18)

### NEW YORK STOCK MARKET

|                 | High      | Low     | Close   | Net Chg. |
|-----------------|-----------|---------|---------|----------|
| Am. Tel. & Tel. | 173 1/2   | 172 3/4 | 173 1/2 | — 3/8    |
| Crosley Radio   | 25 1/4    | 24 1/2  | 24 1/2  | — 1/2    |
| Gen. Electric   | 58        | 55 1/2  | 56 1/2  | — 1/2    |
| North American  | 28 3/8    | 27 5/8  | 28      | + 1/8    |
| RCA Common      | 11 7/8    | 11 1/2  | 11 1/2  | — 1/8    |
| RCA First Pfd.  | 77        | 76 3/4  | 77      | — 1/2    |
| RCA \$5 Pfd. B. | (100 Bid) |         |         |          |
| Stewart Warner  | 19 1/2    | 19      | 19 1/4  | — 1/2    |
| Zenith Radio    | 36 1/4    | 35 1/2  | 35 1/2  | — 1      |

### NEW YORK CURB EXCHANGE

|                  |       |       |       |       |
|------------------|-------|-------|-------|-------|
| Hazeltine Corp.  | 4 1/2 | 4 1/4 | 4 1/4 | — 1/8 |
| Majestic         | 2 3/4 | 2 1/2 | 2 1/2 | — 1/4 |
| Nat. Union Radio | 2 3/4 | 2 1/2 | 2 1/2 | — 1/4 |

### OVER THE COUNTRY

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| CBS A             | 58     | 60     |
| CBS B             | 57 3/4 | 59 3/4 |
| Stromberg Carlson | 16 1/2 | 17 1/2 |

## Paul Whiteman Booked For Drake Hotel, Chicago

Paul Whiteman orchestra goes into the Drake Hotel, Chicago, April 9, four weeks booking being reported as at a new high for a hotel salary. Ork will hold forth in the Gold Coast Lounge. Band will be heard from there as a sustaining.

NBC will air a one-hour sustaining done by Whiteman Wednesday, March 24, 9-10 p.m., occasion being a Coast to Coast birthday broadcast of typical Whiteman music. (Birthday is Whiteman's.)

## Denver Game on Mutual

The final basketball game of the A. A. U. tournament in Denver will be heard over WOR-Mutual, 11:30 p.m. to 1:00 a.m. Saturday, via KFEL, Denver.

## MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE  
1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

## Every Man for Himself Abroad

Copenhagen—Station Bergen, of the Norwegian national web, is in a tough spot. A French station swiped the wavelength allocated to it and Bergen had to shift to another channel but not without causing interference with foreign stations. Result: complaints from foreign authorities coming in thick and fast, and subsequent changes of channels. About a month ago Bergen hit down on a French channel, and the French have had the cheek to complain to the Norwegian Government about it, notwithstanding that it was originally a French station which forced Bergen into its Mysterious Mose existence. The local listeners are naturally sore about the frequent changes of frequency and contend that picking up the Bergen program has developed into a hide-and-seek game.

## Chamberlain Brown Ends 26-Week WINS Program

After a run of 26 weeks Chamberlain Brown, Broadway agent-manager, today winds up his 3:30-4 p.m. WINS program in which he presented stage, screen, opera and radio stars and other Broadway personalities. The program developed considerable fan mail and may be taken over by another station.

On the final WINS broadcast will be Fritzi Scheff, Blanche Ring, Glenn Hunter, Ralph Errolle of the Metropolitan, Roger Wolfe Kahn, Mona Segal, Charles Harte, Diana Croye and others, with Brown as m.c. The continued story on the melodramatic life of Alfred Volckman will be brought to a close, and Brown will render "The Last Round Up."

## WJBW Period In Demand

New Orleans—While commercials are banned from the period, which is supposedly of a non-commercial nature, popularity of WJBW's "High School Reporter" period is such that time buyers are dickering to get spots on either side of the period. Mother's Bread holds it at present. Period is 15 minutes, with reporters from public, parochial and some private schools furnishing student reporters who report school activities. Two reporters work each period.

## Baseball Games Over WNOX

Knoxville — General Mills, Inc., Minneapolis (Wheaties), has signed with WNOX for the exclusive rights to broadcast all out-of-town games and seven pre-season games to be played by the Knoxville Ball Club, members of the Southern Association. This is the first time in the history of local baseball that a club has permitted a radio station to broadcast play-by-play descriptions of its games. Lowell Blanchard, WNOX program director, will handle the microphone.

## Benny With Stoop and Budd

Jack Benny will be a guest on the Stoopnagle and Budd program Sunday at 5:30 p.m. over the NBC-Blue network. Benny will interrupt rehearsals for his own 7 o'clock show, being broadcast that night from the Hotel Pierre, to visit the brother comics.

## Hazel Westerlund Ill

Hazel Westerlund, CBS station relations, on the sick list yesterday and confined to her home.

## KCKN Sponsor Is Using 5 Hours Daily in Drive

Kansas City, Kan.—For the sixth consecutive year, KCKN has sold an unusually large block of time to the Hans Stores, Inc., of Kansas City, Mo., for use in advertising their sixth Annual Jubilee Radio Sale. For four days starting last Wednesday, an average of five hours a day, or nearly a third of the station's regular time on the air, is being used by the Hans organization. All available station features and sustaining programs are being announced under the store's name, and wherever possible short musical programs have been re-scheduled so that full one-hour musical revues can be presented under the sponsorship of the program.

## New Biz at WCKY

Cincinnati—Recent new business closed by WCKY, the L. B. Wilson station includes:

Oneida, 13 weekly quarter-hour E.T. programs, "Peggy Tudor," through BBDO; Chrysler, 12 spot announcements, two each night, through Lee Anderson, Detroit; Calco Chemical Co. (Little Duchess Laundry Blue), 52 one-minute E.T. announcements, starting May 3; through Ferry-Hanly Co., New York.

## Bill Goodrich at KFBI

Abilene, Kas.—Bill Goodrich, formerly of KLRA, Little Rock, has been appointed manager of the Salina studios of KFBI here, it is announced by K. W. Pyle, director.

Plans are under way to enlarge the studios and increasing talent personnel for the origination of about three hours more per day from these studios.

## Promotions at WMBH

Joplin, Mo.—Promotion of Ken Sigars, former program director, to public relations director, and the elevation of Bruce Quisenberry, announcer and special events man, to program director, took place this week at WMBH.

## Broadcast from Loew's State

A broadcast direct from Loew's State Theater will take place Monday over WHN. Dave Apollon and his revue will provide the show.

## Telephone Hearing Put Off

Washington Bureau of THE RADIO DAILY Washington—Hearing in the FCC's telephone investigation originally set for March 22 has been continued to March 29.

## COMING and GOING

PHILLIPS H. LORD returns today from a three-week southern cruise.

BOB HOTZ, radio production man, formerly with Young & Rubicam, left yesterday for Chicago and will return to New York within ten days.

FRANK PARKER flies to Miami for two weeks and will do two shots on the Ben Bernie program on March 30 and April 6. He will come to New York for his Sunday programs.

PHIL BAKER returns to New York today from Florida after visiting MRS. BAKER and the newborn son.

RICHARD CROOKS, his wife, and their children leave for a cruise aboard their boat when the current opera season concludes.

BUDDY ROGERS has booked passage on the Bremen leaving England March 26.

"DOC" E. R. MUSSO, manager of WBNO, New Orleans, and GEORGE H. PEARCE, the studio's technician, leave the South tomorrow for Washington to take up their petition with the FCC. Station wants unlimited time and a new transmitter, as well as to re-equip. Musso will proceed from Washington to New York to take up accounts with agencies and other time buyers.

FRANKLIN M. DOOLITTLE, WDRC, Hartford, is in New York.

LINCOLN DELLAR, CBS stations relations, on the road for three weeks on a business-vacation trip. First stop is Chicago then on to the West Coast.

J. D. CARPENTER, manager of WKBB, Dubuque, Iowa, leaves New York tomorrow after spending several days in town. Station recently affiliated with CBS.

VIRGINIA LAMONT, radio editor of the Columbus (Ohio) Citizen, in town for a few days, getting first hand info. on how the webs operate.

ERNIE PYLE, columnist for Scripps-Howard Newspaper Alliance in New York gathering material for six radio features.

ARTHUR BORAN leaves at midnight for Baltimore to appear at the Procter & Gamble advertising executives show at the Loew's Century theater tomorrow. He will return Saturday for the Schaefer Beer program via WOR Sunday.

## Mutual Participating In Short Wave Program

WOR and the Mutual network will participate next Sunday in a coast-to-coast broadcast of a DX program for the Newark News Radio Club, a short-wave organization. Program will be aired 2-5 a.m. and will feature short-wave pick-ups from COCO, Havana, and HJABP, Cartagena, Colombia, music from the various outlets airing the show, speeches and a spelling bee from the WOR studios with Bob Emery as the conductor.

Program will be heard over the following stations: WOR, WOL, WAAB, CKLW, KOIL, KSEL, KHJ and the Don Lee network, WTHT, WSAW, WSPR, WLBZ, WFEA, WNBH, WLLH and WIXBS. In the past WOR has usually broadcast two such programs a year, but this is the first time that the entire network has picked up the broadcasts.

## LEO SAYS:

Greetings to a New Sponsor—**SOBOL BROTHERS** On WHN Fifteen Times a Week!

**WHN** DIAL 1010 M.G.M.'S LOEWS



## FCC BEGINS HEARINGS ON BROOKLYN SITUATION

(Continued from Page 1)

for future hearing due to illness of Peter J. Testan. Further discussion, during which each lawyer attempted to change schedule of hearing, resulted in Prall's ruling that the hearing continue as originally scheduled. Elmer W. Pratt, representing Brooklyn Daily Eagle, seeking facilities of four stations, declared he could prove public interest could better be served by Eagle since original four had proved inadequate.

Prall gave assurance each would have full opportunity to present views as well as rebuttal. Immediately Gerber took the floor, placing on the stand, Peter Testan, Jr., who described himself as general manager and secretary of Brooklyn Broadcasting Co. and engineer of WBBC.

Testan testified WBBC had been operating continually since 1926. Gerber then had witness describe different matters regarding WBBC, together with a financial statement compiled by John J. Fried, in an effort to show station was a going organization. The hearing continues today.

## Twin Stars from KFWB With Studio Audiences

(Continued from Page 1)

ized, with Phil Rapp, Ken England and Kin Platt scripting. They will not only have to worry about the March 28 show, but also will be working on their final NBC broadcast just two days earlier. Jack Hasty is producer, McCann-Erickson is agency.

Buddy Rogers will not be on the first CBS show, returning from England for the show of April 4.

## Witte Offering Books

Lawrence Witte, heard every Saturday from 11:15-11:30 a.m. over WPG, Philadelphia, is currently offering copies of "They Sold Themselves," a book recently published by Hillman-Curl, for the best letters submitted by listeners on their favorite radio artists. The book was written by Joseph Keeley of the N. W. Ayer & Son, New York office and Howard Stephenson.

## Barn Dance East

National Barn Dance company, which will tour the east in May, will make remote broadcasts from Radio City and other Atlantic coast spots.

## Ed Lowry on Mutual

Mutual network is taking Ed Lowry's "Swing Time" show, Hollywood feature, for coast-to-coast airing as soon as time is cleared.

## WFBL Asks More Power

Syracuse—WFBL has applied to the FCC for 5 kw. night power on 1360 kc. station now using 5 kw. days and 1 kw. nights.

Radio and Television

# PATENTS

Granted March 16, 1937

Compiled by JOHN B. BRADY, Attorney  
Washington, D. C.

- Re. 20,293—OSCILLATOR SYSTEM. Jennings B. Dow, Washington, D. C.  
Re. 20,297—AMPLIFICATION SYSTEM FOR GLOW RELAY DEVICES. Harvey C. Rentschler, East Orange, N. J., and Donald E. Henry, Bloomfield, N. J., assignors, by mesne assignments, to Westinghouse Electric & Manufacturing Co.  
2,073,642—ULTRASHORT WAVE MODULATED CARRIER WAVE RADIO COMMUNICATION SYSTEM. Alfred Aubyn Linsell, London, England, assignor to RCA.  
2,073,643—ULTRASHORT WAVE MODULATED CARRIER WAVE RADIO COMMUNICATION SYSTEM. Alfred Aubyn Linsell, London, England, assignor to RCA.  
2,073,701—TIME-LAG CATHODE CIRCUIT ARRANGEMENT. Eugen Lazzarini, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.  
2,073,804—RADIO TUBE. Harry P. Pratt, Chicago, Ill., assignor to William Frederick Grower, Henry Asa Allen, George Squires Herrington, and Howard Thompson Ballard, trustees, acting with said Henry P. Pratt, as cotrustees of Pratt Radio Trust.  
2,073,880—INTERFERENCE ELIMINATING DEVICE. William M. Robinson, New York, N. Y., assignor to Solar Manufacturing Corp.  
2,073,940—COIL MOUNTING SYSTEM FOR HIGH FREQUENCY CIRCUITS. Vernon D. Landon, Collingwood, and William H. Conron, Haddonfield, N. J., assignors to RCA.  
2,073,946—ELECTRON DISCHARGE DEVICE. Bernard Salzberg, New York, assignor to RCA.  
2,074,014—AUTOMATIC VOLUME CONTROL CIRCUITS. Kenneth A. Chittick, Haddon Heights, and Wendell L. Carlson, Haddonfield, N. J., assignors to RCA.  
2,074,033—IMPULSE GENERATOR. William A. Tolson, Westmont, N. J., assignor to RCA.  
2,074,037—AUTOMATIC SELF-SYNCHRONIZED TRANSMITTING SYSTEM. Glenn W. Watson, Detroit, assignor, by mesne assignments to International Business Machines Corporation.  
2,074,047—ELECTRON DISCHARGE AMPLIFIER. Francis Lee Deschant, Racine, Wis.  
2,074,226—METHOD OF AND APPARATUS FOR RENDERING OBJECTS VISIBLE IN INFRA RED RAYS. Josef Kunz and Franz Urbach, Vienna, Austria, said Urbach assignor to said Kunz.  
2,074,253—ULTRASHORT WAVE TUBE. Walter Dallenbach, Berlin-Charlottenberg, Germany, assignor to N. V. Machinerieën-en Apparaten Fabrieken "Meaf," Utrecht, Netherlands.

## WNEW Begins Games March 22

WNEW to start baseball broadcasts this year March 22 when Earl Harper will describe a play-by-play description of the game between the New York Yankees and the Newark Bears. Program will be heard from 3-5 p.m. from Sebring, Fla. Five other spring training games have been set for airing on the following dates; March 25, 26, 29, April 3 and 7. Programs sponsored by General Mills for Wheaties.

## Lucky Using 87 CBS Stations

American Tobacco Co. (Lucky Strike cigarettes) will use a total of 87 CBS stations, including Honolulu, in its Edwin C. Hill daytime series which begins April 5, Mondays through Fridays, 12:15-12:30 p.m. Network will go coast-to-coast on May 3 with a repeat broadcast at 2:30-2:45 p.m. Contract is signed for 13 weeks through Lord & Thomas, New York.

## Waxing New Series

Langlois and Wentworth are waxing a new 15-minute script for a network sponsor. Shows will be under the direction of Ralph Wentworth. The cast will include House Jamison, Kenneth Delmar and Don MacLaughlin. Script is being written by Gene Stafford.

## Goodman Accounts Renew

The Harry S. Goodman Advertising Agency just received renewals of their contracts for broadcasting with the Mandel Brothers in Chicago, the Boston Store in Milwaukee, Hechts in Washington, D. C., Jefferson Standard Life Insurance Co. in Greensboro, N. C., W. B. Worthen Co., bankers in Little Rock, Ark.

Goodman reports that 70 per cent of his accounts have renewed their contracts for additional broadcasts.

## "Faust" on WBNX

Students of German in the James Monroe High School will present a radio version of "Faust" on station WBNX tomorrow from 11:30 to noon, as the second in the series of German Club broadcasts by students of New York City High Schools and Colleges.

## Wilson Lang With Glason

Wilson Lang, now appearing at the Ritz-Carlton Hotel, will take the place of Jerry Baker as featured soloist on Billy Glason's Funfest starting Sunday over Station WMCA.

THE NEW BALLAD SENSATION  
**CARELESSLY**

NORMAN ELLIS MUSIC PUB.  
113 WEST 57th ST. N. Y. C.

## CBS ADVANCE MAN ON CORONATION JOB

CBS will send out an advance man as part of its coverage of the Coronation of King George on March 12, Wallace West being assigned to sail on April 7 on the Queen Mary.

West, from the CBS press department, is familiar with London territory, and will prepare considerable material, before hand and get the picture in advance for the Special Events crew to arrive later. West will be accompanied by Mrs. West and plans to take a four-week European vacation before returning home.

Paul White, CBS director of special events, and Bob Trout, CBS special events announcer, sail April 12 on the Georgic for the Coronation.

## Minneapolis Ball Games Over WCCO Fifth Year

Minneapolis—For the fifth successive year, General Mills will sponsor the broadcasts of the Minneapolis Baseball Club over WCCO. Contracts for the 1937 season were signed this week, whereby WCCO will again carry all games played by the Minneapolis team of the American Association, with the exception of those scheduled on Sundays.

It was also over WCCO that G. M. conducted its first test for baseball sponsorship in 1933. Officials of G. M. at that time stated they were somewhat dubious as to what the results might be, as in their opinion, baseball broadcasts were chiefly for men. The first year of broadcasting convinced them, however, that women form a large part of the radio baseball audience.

So successful was this experiment that in 1934, General Mills added six more stations in Buffalo, New York, Columbus, Indianapolis, San Francisco and Des Moines.

## Brokenshire as Mutual M.C.

Norman Brokenshire has been offered a contract by WOR-Mutual to become master of ceremonies for the 4:30-5 p.m. variety shows on the network. Brokenshire would take the place of Ed Fitzgerald who has taken a commercial of his own. Leo Freudberg conducts the orchestra on the program, which features WOR talent.

"BARON MUNCHAUSEN"

**JACK PEARL**

RALEIGH and  
KOOL CIGARETTES

WJZ-9:30 P. M. E.S.T.—Mondays  
NBC Network

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

## SWANK RAINBOW ROOM OFFERED TO SPONSORS

(Continued from Page 1)

guests. As a merchandising stunt NBC proposes that a studio audience of a limited number, room holds approximately 350, and a salesman's weekly contest might be conducted by the sponsor with the winner being rewarded with an all-expense trip to New York.

It is also suggested that the advertiser can arrange to hold the orchestra after the broadcast for music and dancing. In other words make a party of it for the salesmen. Officials of the Rainbow Room, for reasons of policy, reserve the right to approve of sponsor and product advertised, concludes the brochure.

## Paris Television Unit Will Be Most Powerful

(Continued from Page 1)

Materiel Telephonique Licensee, an International Telephone & Telegraph Co., licensee.

Station is expected to be in operation by July 1, and the transmitter will have a peak of 30 kw. The antenna will project from the flagpole at the top of the 1,000-foot tower. Broadcast range is figured at 50 miles.

## 100-Watter 50 Miles From Its Transmitter

Selma, Ala.—WHBB, 100-watter operated by Selma Broadcasting Co., of which John S. Allen is president, boasts an unusual accomplishment in conducting program broadcasts 50 miles from its transmitter.

Though generally believed that a 100-watt station is good for only 12, 15 or 25 miles, WHBB has upset the theory by successfully selling merchandise for advertisers in towns 50 miles away.

Local remote studios are maintained in Demopolis, a small town near the Mississippi border, about 55 miles from WHBB's main studios here. From Demopolis, the station broadcasts a daily program of an hour's duration made up of local talent, news and advertising. In addition, WHBB maintains a local studio in Uniontown, a small community 30 miles west of Selma.

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| 25 | 26 | 27 | 28 |
| 29 | 30 |    |    |

March 19  
Greetings from Radio Daily

to  
John Shepard III  
March 20  
Ozzie Nelson  
March 21  
Garnett Marks



## ETHEL BARRYMORE

in

"The Man Across the Hall"

Bayer Aspirin

NBC-Blue Network, March 17,  
8:30-9 p.m.

Blackett-Sample-Hummert

**WELL-WRITTEN AND FINELY ACTED  
SPECIAL RADIO DRAMA IN ROMANTIC  
VEIN.**

This romantic love drama, authored by David Driscoll especially for Ethel Barrymore, is a nice job. It is much better than a lot of the condensed versions of stage plays that have been put on the air. Story is about a librarian, played by Miss Barrymore, who falls in love with a mysterious stranger whom she first meets in the library and later discovers living in the room across the hall at the same rooming house. Complications arise due to the man being a fugitive from justice, but the finale reveals there was provocation for the crime. Skit holds suspense nicely,

and Miss Barrymore's performance was a pleasure in itself. Air Features Inc. produced the show.

## "TELL US YOUR STORY"

Wyandotte Cleanser

CBS (Partial Network), Tuesdays,  
Thursdays, Saturdays, 2-2:15 p.m.,  
E.S.T.

N. W. Ayer & Son

**GOOD HUMAN INTEREST PROGRAM  
WITH PRINCIPALLY FEMINE APPEAL.**

Dramatizing true experiences submitted by listeners, with a prize for selected incidents, this recently inaugurated series holds well up to the average of the "true story" features. Lillian Lowans, who authors the programs, does a good job in selection and preparation of material. Acting talent selected is above average. Subject matter of the skits deals chiefly with love, marriage and other domestic complications, appealing mostly to the femme listeners.

## Varied Viewpoints

### Characterization on Air Demands Much Ingenuity

**Y**OU can't make a crook character out of a radio artist by having him slouch on the stage smoking a cigarette. It takes much more than a cap and some loud clothes to make a gangster for the theater of the air.

A drama with one or two criminal voices is easy, but when you are faced with using three or more robbers in the same period, trouble begins.

It is not enough to reproduce exactly the voice of the man your character is depicting. The listening public wants exact reproduction, but they also want crook characters to sound a little like crooks, just as they want ministers to sound like ministers when they come before the microphone.

When you are deprived of the advantages of make-up the actor must put into the voice that certain something that the public has grown to associate with the criminal. Finding three or four voices with a criminal tone, and still voices that are different, and, on top of that, voices that approach the voices of noted gangsters—that is when the dramatic director rejoices in having a long card index of people with voice types.—PHILIP BARRISON, WMCA Dramatic Director.

### Crooks Says Radio Fans Appreciate Better Music

**R**ADIO programs do not do justice to the American scope of music appreciation.

For instance, the beautiful songs of Mozart, Schubert, Brahms, Schumann and Wolf are not widely known, but I, for one, believe that they should be. They are lovely and often simple melodies. I feel that every American could easily understand and appreciate the gusto and swinging rhythm of Schumann's "Song of Provence," the delightful humor of Wolf's "The Drum," the tenderness and ecstasy of Strauss' "Dream Through the Twilight."

So-called "classics" of this kind demand no penetrating musical knowledge for appreciation. They sing themselves in a tonal language that's universal in its embrace, and really should be as popular as the brisk jazz that everyone's familiar with—RICHARD CROOKS.

### 2,562,837 Phone Calls Recorded by Maj. Bowes

A record of 2,562,837 telephone calls since the beginning of Major Bowes' "Amateur Hour" network broadcasts two years ago have been made by listeners to the series, according to statistics compiled by A. T. & T.

## PETER deLIMA JOINS LYONS & LYONS AGENCY

(Continued from Page 1)

considered one of the best men in this field, having for several years been with the CBS Artists Bureau, more recently in its Coast branch, from which he resigned a few weeks ago.

## Vocational Programs Create Wide Interest

Ames, Iowa—Wide interest is being manifested in the vocational guidance programs being broadcast by WOI, owned and operated as part of the Iowa State College. Station is supported by tax funds and operates on 640 kc. during daytime. W. I. Griffith is director of the station.

Broadcasts dealing with opportunities offered to young people in various vocations are providing a real service to the youth of Iowa. Schools of adjacent states also have become interested in the programs.

Outstanding authorities are invited to discuss topics and answer questions, and the college has put out a Listener's Manual giving information on the broadcasts and containing blank charts for listeners' notes. Many schools have provided classes with the Manual, while other groups are listening in their schools and using the blackboard for important facts.

### Eton Boys on Vaude Dates

The Eton Boys will be off the CBS network for two weeks, effective March 25. On that date they open at the RKO Theater, Boston, for one week, and on April 2 begin an engagement at the Earle Theater, Washington. Paul Ross of the CBS Artist Bureau set both deals.

### James Calvert in New Post

Fort Worth—James Calvert, who has been broadcasting the early morning news program "What Happened Last Night," over WBAP for several months, has left for New Orleans, where he will head the Louisiana state publicity bureau.

### Sets Record on KWTO

E. C. Booth, manager of the nationally-known Colonial Poultry Farms, reports that KWTO, Springfield, Mo., has established an all-time record for results on radio for that concern this season. Inquiries and closures received from KWTO were the best of any of 18 stations used by Colonial Poultry Farms, Booth said in a letter to the station. Results, in fact, bettered any record ever made by any station for Colonial, Booth said. Colonial Poultry Farms have used radio extensively the past six years. Booth recently renewed his contract with KWTO for the entire 1938 season.

## INS SPECIAL SERVICE FOR SMALL STATIONS

(Continued from Page 1)  
with a slightly modified service on Sunday. Service is going on the air for a two week trial period in which any station in the country may pick up and use the material. In the meantime Walter E. Moss, INS sales manager, will have his field crew out contacting the stations. No rates have been announced as yet.

The Eastern territory will be covered by WEEW, Carlstadt, N. J., a 10,000 watt transmitter operating on 9230 kcs. daytime and 7640 kcs. at night. The Chicago station operates on 20,000 watts and the Redwood station has same wattage as Carlstadt. William B. Campbell business manager of communications, is handling the technical details.

All news will be sent out from WEEW to other relay stations in Chicago and Redwood via radio teletype with the relay station sending the news out in International code to the stations. Transradio has used Press Wireless short wave equipment since its inception for some of its clients, plus its wire service. United Press reports that they have tested out the short wave idea and found trouble with the delivery service. All UP radio news is sent out on teletype, but they do use Press Wireless for some service for some news dispatches.

### Original Play on WMCA

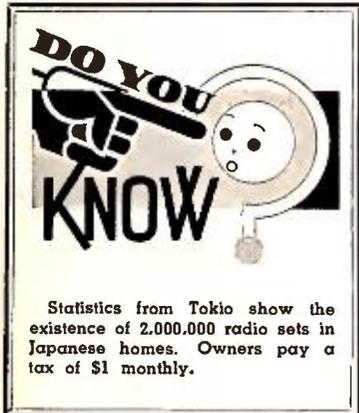
An original playlet in words and music entitled "Porcea Crucis" (Why The Cross) will be offered as a special feature of WMCA's programs on Good Friday, March 26. It was written by Fred Barron, playwright and actor.

### WWVA Jamboree Birthday

Wheeling, W. Va.—Fifth birthday of the popular WWVA Jamboree show, held each Saturday night in the Wheeling Market Auditorium, will be celebrated April 3.

### R-O'K. Signs Jarrett

Arthur Jarrett has just signed a contract with Rockwell-O'Keefe.



**DO YOU KNOW**

Statistics from Tokio show the existence of 2,000,000 radio sets in Japanese homes. Owners pay a tax of \$1 monthly.



● ● ● Hershell Williams appears to be the likely successor for Tiny Ruffner's spot at B. & B.... Listerine had another hearing of "Grand Central Station" at CBS's Seventh Avenue studios yesterday.... N. W. Ayer had an audition at NBC for the Grand Stores. (5, 10, 25c chain) which included Pat Barnes, Man About Town and Nat Brusiloff's orchestra, while Dumke and East ("Sisters of the Skillet") were guestars on the AUDITION!... Ed Smith, WNEW dramatic director, leaves shortly for WPA show directions.... Lee Patrick, last heard on "Your Unseen Friend", has been signed by RKO and goes west next month.... The Lebrun Sisters are off the Smith show next week and go to work for Phil Spitalny.... Phil Duey, Arlene Jackson and Lois Bennett are set for the Rubinoff transcriptions, while the Norsemen are slated for 18.... Ray Knight has been renewed on the Feen-a-mint show for 13 weeks as of Sunday.... General Motors are auditioning almost everyone for their contemplated airings.

● ● ● Henny Youngman admits that the 15th of this month meant nothing to him! (no tax returns filed) However, thanks to Ted Collins, he's complaining about next year, already!... He opens at the Hipp in Baltimore for six days on the 26th with Bowtietying Lazar joining the party!... The NBC boys are throwing a beef-steak party for departing Rubey Cowan next week.... The Rooneys, Pat and Junior, have joined again with the Timbergs, Herman and Jr. and are preparing a radio spot.... 18 persons who have appeared on the "Do You Want To Be An Actor" are working in Hollywood temples this week.... Dick Liebert, famous organist, and his Radio Citizens, will be commercialized shortly.

● ● ● Young & Rubicam are auditioning shows for a fill-in on Jack Benny for the Summer which departs on June 27, and the Phil Baker show, which fades the same night!... Johnny Green and Fred Astaire have just completed a series of recordings for Brunswick on the latest picture.... John Nesbitt may be brought east for his airings of the "Passing Parade".... Jack Costello is the new announcer on the "Vox Pop" show.... Cecile Cummings of the NBC press dept. is planning a six-week vacation to Ireland.... Walter Tibles, purchasing agent of WNEW, quit to accept ass't time-buyer's job at Biow.... Some difficulty with the Broadway show, "Having Wonderful Time", which was slated for Vallee's hour on the 25th, may cause it to be delayed a week.

● ● ● While being elevator-starter at NBC studios, Richard McDonagh wrote a couple of scripts, which accounts for his new job in the continuity dept.... Liebert Lombardo has a Conn. license "LL 85", while Lawrence Lowman's tags are "LL 3", which plates they'll retain for five years.... Louise Massey and her Westerners go into the Roxy the 26th.... Jack Treacy, formerly with NBC's continuity dept. has joined Star Radio productions.... Betty Finley is with Ralph Wonders at Rockwell-O'Keefe and Mickey Aldrich may join shortly. Cork O'Keefe threw a luncheon for Ralph and the help at the Rainbow Room yesterday.

● ● ● Clarence Muse, heard on the Oldsmobile show which fades on the 10th, will be starred on an all-colored airing with the sponsor to be made known within 10 days.... Borden's "Final Edition" with Gabriel Heatter, Thornton Fisher, John Chapman and a comic strip will not take to the air until the Fall.

## WMT THEATER TIEUP IS GOING OVER STRONG

Cedar Rapids—The best bit of exploitation to hit these parts in many months came in the form of a new and unusual program which is hitting the air over WMT, Cedar Rapids-Waterloo, six times a week for 52 weeks with local Paramount theater and Hartman Furniture Co. sponsoring. Program is known as the "Movie Man," with Bill Brown, WMT announcer, emceeing. Feature originates in the lobby of the theater and is really packing them in.

Showmanship angles enter in from every source with Annie Oakleys and personally autographed pictures of movie stars being given to all who take part in the broadcast. Thirty-five different questions concerning movie stars are used on each broadcast with tickets being given to those who send in questions used on the show.

Questions pertaining to the lives, loves and adventures of the stars are given a heavy play on the show and special effort is made to tie in questions in connection with current pictures showing at the Paramount. Humorous questions have met with popular acclaim, with such questions as: "Where do you park your gum when you go to a show?" being asked.

The theater has been able to keep one hand on the pulse of the public and has arranged its schedule to meet the public's demands. Questions regarding policy as to double-features and favorite stars have revealed some interesting facts.

A "Music Memory" contest is held occasionally in conjunction with the movie man show. Numbers in current pictures showing at the theater are played in the lobby, with free tickets for those who send in the correct list of numbers played.

"Movie Tests" are given by having audience read commercials, act portions of films showing at the theater, sing like Crosby, yell like Tarzan or anything which interests the tuners-in and visible audience. Another feature on the same show which created a lot of interest, was a contest on the "perfect wife."

## ONE MINUTE INTERVIEW

### JOE MARSALA

"Stories persist that most of radio's great dance band leaders don't know any too much about music. Their understanding, the jibes go, is much clearer on bank notes than quarter notes. That's a fallacy. The radio maestri are a strangely assorted set but most of them do have one thing in common. They are reasonably competent popular musicians. Radio isn't like vaudeville when bands had a dummy leader whose asset was good looks and who waved a baton with graceful ease."

# THIS ☆ and ☆ THAT

## CHATTER

**M**R. SI STEINHAUSER, wife of the Pittsburgh Press radio editor, is recuperating after an illness of two months.

Clark A. Luther, manager of WOC, CBS affiliate in Davenport, is visiting the CBS offices in Chicago.

The Three Marshalls, starting tomorrow, will have an additional network program which will be brought to listeners at 12:15 noon over WJZ. Up until now the Marshalls have been heard only on Mondays. Their new spot will bring them to the listeners on Saturdays as well.

Raymond Johnson has been signed to play the lead role in "Don Winslow," based on the adventures of a comic strip U. S. Navy Commander, when the program replaces Tom Mix on March 26 on the NBC-Red net.

Anthony Wayne's original play, "Trouble is the Word for Blair," will be presented over the NBC-Red network at 10 tonight by the Little Theater Off Times Square. Don Ameche and Barbara Luddy are in the cast.

George Biggar, promotional director at WLS, Chicago, recently received an alligator by parcel post from a Florida friend.

Bernadine Peterson has joined the staff of WDWJ, Minneapolis, as assistant to Edward P. Shurick, Assistant general manager of the station. Miss Peterson will assist in the production and supervision of programs.

William Salathe, formerly with Braniff Airways has joined KOMA, Oklahoma City, as salesman.

Bobby Roberts, tenor doing a two-a-week series on WTMV, East St. Louis, has been re-signed as m.c. by The Green Diamond, Belleville night spot.

Waller Hornaday, WTMV (East St. Louis) scripter, has been signed to produce and announce new daily series for St. Clair Laundry.

France Laux, ace sports reporter of KMOX, St. Louis, leaves Sunday for the Browns' training camp in San Antonio, thence to the Cardinals' camp in Florida.

Maurice Coleman, general manager of WATL, Atlanta, reports the new 11 p.m. nightly spot for his Red Top Beer account—which he nearly lost recently when the new city government ordered Saturday midnight closing for beer parlors—is proving a big success.

Carolyn Clarke's farce "Pitter Patter," will be offered by the WHO Playhouse, Des Moines, Sunday afternoon. Miss Clarke is the author of radio dramas for First Nighter, Grand Hotel and others.

"Mike," Royal Bengal mascot of Louisiana State University, will be "featured vocalist" on tonight's Pontiac Varsity Show from the Baton Rouge campus over the NBC-Red net.

Marge Hard, WBIG, Greensboro, N. C., organist, is being featured at the National Theater organ. The National put the big organ back into commission because of the incessant demand for more organ melodies in this area.

Lum and Abner are branching out into comic strip syndicates with a series they are working up with Charles Kuhn, as artist. Strip will follow the general line that they use on the air, but use new situations.

Comedian Charlie Butterworth will present the world premiere performance of his own Shakespearean stock company and the widely heralded Astaire-Green-Butterworth vocal trio will make its postponed debut as the twin highlights of the Fred Astaire Hour with singers Conrad Thibault, Francia White and Trudy Wood and Johnny Green's orchestra over the NBC-Red network on Tuesday, 9:30 p.m., E.S.T.

## GUEST-ING

LOIS WILSON, film star, will be guest of Col. Jay C. Flippen's Broadway Melody Hour on WHN, 8-8:30 p.m., Monday. Irving Aaronson and his Commanders and Helen Yorke will be heard on the same program.

BETTY JAYNES, 15-year-old soprano, appears on Bing Crosby's Kraft Music Hall over NBC-Red 10 p.m. March 25. Others slated for this program: Ernest Schelling, April 1; Kathryn Mesile, April 8; Percy Grainger, April 15; Rose Bampton, April 22; Grete Stueckgold, April 29.

PETER FREUCHEN, Danish explorer-author, appears with Ozzie Nelson and Bob Ripley March 21 at 7:30 p.m. over the NBC-Blue.

THE MILLS BROTHERS will do a guest shot on the Ed Wynn program April 3.

BERNICE CLAIRE will guestar on Walter King's "Memory Lane Contest" today at 12:30.

RUTH ROBBINS, WMCA songster, will be guest on the Fox Amateur Hour over WMCA, March 29 at 9:30 p.m.

ETHEL BARRYMORE will be on the NBC Maxwell House Showboat March 25. She was set by Herman Bernie.

GALE SONDERGAARD and WALTER BRENNAN will be on the Bing

Crosby Kraft-Phenix program on NBC-Red network March 25.

DAVID GUION, composer, will appear on George Griffen's NBC-Blue program Wednesday at 6:35 p.m., coast-to-coast with the exception of WJZ.

CLYDE BEATTY, circus star, is being interviewed by Sam Taub on the "Hour of Champions" program Sunday, 1 p.m., over WHN.

## AD AGENCIES

SIDNEY J. HAMILTON, secretary of Fletcher & Ellis, Inc., has been elected a vice-president and director of that agency.

SEYMOUR MORRIS, formerly with Lord & Thomas, and C. BUTCHER, connected with BBDO, have joined Benton & Bowles.

ALFRED ROONEY agency has been appointed by City Brewing Corp. (Tally-Ho beer) to handle its account. Radio will be used in the advertising campaign now in formation, but definite spots have not as yet been set.

MAILINGS INC., radio response service, will move to larger quarters at 25 West 45th Street next Monday.

## ANNOUNCERS

ZACK HURT, sports and chief announcer for KFJZ, Fort Worth, Texas, has been chosen to broadcast all baseball games of the Fort Worth Club this year. This station recently paid \$5,000 for privilege of broadcasting all of these games.

JOHN GRAY, newest and youngest of WBBM announcers, doubles between the mike and his typewriter in the station's newsroom. Gray was formerly announcer for WSUI, of the University of Iowa.

QUIN RYAN, veteran WGN commentator, will cover the blow-by-blow description of the final bouts in the Intercity Golden Gloves contest between New York and Chicago, aired over Mutual next Wednesday night.

## HOLLYWOOD

KFI, red net outlet here for NBC, asked FCC and has received permission to go on a temporary 24 hour basis to broadcast half hourly weather news to Amelia Earhart during her Pacific flight. Two years ago, it was found that KFI's regular 640 kc signal pounded out powerfully over the Pacific, could be heard more consistently than many shortwaves. Broadcasting schedule gives six minutes weather reports, every half hour, with music, news, filling in.

Radio department, Federal Theaters project, dinking "Deep in the South"

programs, with 30-voice negro choir, which it hopes to plant as live talent on one of the coast to coast chains. Buckleigh Oxford, directing. RCA-Victor, transcribing.

Camel Cigarettes, (William Estey agency) has renewed Oakie College for another 13 weeks, the program to remain as is on talent, entertainment policy.

Stanley Cook, general auditor of Radio Transcription Co., here from Chicago for two months at the local headquarters.

Sale of Earnshaw Radio Productions' 104 Chandu episodes reported for American Cleaners for use on KFSD, San Diego (Robert Gracemill agency) and Star Outfitting Company for use on KYA, San Francisco (Allied Advertising agency).

Owen Crump, connected with KFVB several years ago, has returned, this time to take a spot in production department, working on the Peabody show and other programs.

Helen Troy, newest of the special attractions on the Cantor show, will be back on next week's show, and will probably get the permanent spot for the rest of the Cantor series.

## CHICAGO

DICK GORDON, eastern vocalist, will be the guest soloist on the WGN-Mutual net show, "Listen to This," on Tuesday night, 7:30 p.m. CST. Gordon is a "find" of Kay St. Germaine.

"Stars of the Milky Way" program, WGN all-star musical show will present the final broadcast of the series on Sunday, 5:30 p.m., CST, over the Mutual web.

The Golden Glove bouts between New York and local teams will be aired over WGN-Mutual on March 24, 10 p.m.

New WBBM studios expected to be completed in 12 weeks.

Gertrude Neisen making a quick hop from her club and radio work here to the coast and return.

Lois La Chance, torch singer, will take the place of Gertrude Neisen on "Sunday Night Party" of March 21, over WBBM-CBS at 6:30 p.m. CST.

J. V. McLouglin, WBBM accountant spent a day last week notarizing for at least 75 CBS employees here—without collecting his two bit fee.

Stan Thompson, WBBM operations manager, bedded with flu.

H. Leslie Atlans, vice-president of CBS back after coast trip.

Don McNeill, emcee of Tea Time at Morrell's, is inaugurating a "Be Kind to Husbands Week—Especially Your Own" during the broadcast of that show today, 3:00 p.m. CST over WMAQ and the NBC red net.

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

FEMME announcers for feminine products...that's Helen Gleason's idea... With NBC broadcasting approximately 20 programs advertising products with a purely female appeal, and CBS carrying about 30 of the same variety, the prima donna feels there's something a little incongruous in the sound of a rich baritone telling the gals how to keep those damask cheeks...or which polish helps mahogany to retain its bloom longest.... Carmela Ponselle to warble at the Press Photographers' Ball April 9.... When Mrs. Martin Johnson goes on the "Heinz Magazine of the Air" program March 29 she'll probably reach the studio via wheel chair... still convalescing and fighting a good fight....

Spring arrives officially 15 minutes before Benay Venuta enters the arena Saturday eve and Benay plans to welcome it with Spring's own harbinger... a hurdy-gurdy man... On account of difficulty in getting licenses they're almost obsolete.... Canvass of city revealed that of several left in New York, one had gone Florida-ward for the Winter.... Elinor Sherry, saying bye-bye to the Vim show, protem... after 65 weeks, leaving for road appearances in the East and Middle West... first stop, Boston... Marylin Duke is the gal who was discovered twice... after a year and a half with WOR she went back to Georgia to sing at a local station.... Shep Fields heard her there... was impressed... and presto,—she's with his outfit now....

Post-St. Patrick's Day Impressions.... Frankie Basch, WMCA Roving Reporter, wanted people called Patrick for her holiday broadcast... Exhaustive survey revealed that Hollywoodnymph Lee Patrick was leaving town at broadcast time.... several Patricks were willing but working... one lived in Houston, Tex.... two or three had unorthodox (for Irish purposes) accents... Result.... Postal Telegraph obligingly provided, on demand, one messenger boy, six months from Ireland, by name Patrick Thompson... Vita Kane of WNEW treading the bridal path with an up and coming medico... Ruth Stillman of that station's continuity dept. throwing a bombshell with announcement she'd been wed a year... Maxine Gray now vocalizing on the air with Hal Kemp... Judy Blackwell, violinist with Jose Manzoneres, is the lass Richard Brooks is sleuthing for.

**ORCHESTRAS - MUSIC**

HORACE HEIDT and his orchestra, heard over the CBS net Monday, 8-8:30 p.m. under the sponsorship of the Alemite Corporation, leave New York on March 27 for a tour of one-night stands. Band will appear in York, Pa., March 27; Bridgeport, March 28; Harrisburg, March 31; University of Virginia, April 1-2; Pottsville, April 8; Bethlehem, April 9, and on April 15 begin a week's engagement at Loew's State Theater in New York. Heidt will commute to New York for his broadcasts.

Louis Armstrong and his band make their first New York appearance since his tonsil operation in January, at the Paramount, effective April 6. Armstrong was the only colored attraction to appear at that theater during 1936.

Miller Music Inc., recently acquired by M-G-M, has opened offices in Boston, Chicago and Hollywood.

"Have You Forgotten So Soon" and "Left, Right, Out, In", English ditties, are being recorded by Masters for American consumption. George Gilbert and Horatio Nichols collaborated on them.

Mills Music Inc., has taken over the entire score of the Cotton Club Revue. Recordings of "Where Is the Sun", introduced by Ethel Waters, "Old Plantation", sung by George Dewey Washington, "Chile", written by Reginald Forsythe and Andre Razaf and "Peckin'", follow-up to "Truck-in" and "The Suzy Q" are being made by the major recording companies.

"The Trouble With Me Is You", Pinky Tomlin ditty from Melody Pictures Corp. movie, "With Love and Kisses", has been recorded by Brunswick and Decca.

Nano Rodrigo has signed a con-

tract with Consolidated Radio Artists Inc.

Rubinoff will play some of his own compositions including "Danse Russe", "Tango Tzigane", "Romance" and "Slavonic Fantasy" during his concert for the Bristol Hospital, on March 29. Carl Fischer is publishing a folio of these numbers.

Russ Papalia and ork, down in New Orleans, continue their one shot a week program as a 15-minute sustaining.

Steel Pier, in Atlantic City, offers name attractions on Easter Sunday, featuring Hal Kemp and Shep Fields.

Johnny Green and ork, together with Fred Astaire are in process of making a series of recordings of all the numbers from "Shall We Dance", new film in which the dancing comic is starred.

Nat Brandwynne and his band begin broadcasting twice weekly over WHN via Essex House, effective Wednesday.

Vincent Travers, French Casino musical director and band leader, whose orchestra broadcasts Sunday nights at 11:15 over WEAJ and associated NBC stations, reports surprising results from the contest recently launched to find a new and original method of presenting dance music programs on the air. A variety of striking ideas, of 15 minutes and half hour duration have already found their way to the judges who expect to have to do considerable deliberating before awarding the cash prizes.

Auggie Schelland and his Roosevelt Rhythm Five remoting two periods over WDSU from the New Orleans Fountain Room, one at cocktail time; the other in time for the after-theater contingent. Marguerite Jacobs will vocalize in Audrey Merrick's place.

★ "Quotes" ★

WILLIAM S. PALEY: "Unless the air is to be a chaos of talk, much of it either dull or of limited interest, and the American listener is to be thus deprived of all else he wants, there must be editorial judgment as to subjects to be discussed, the amount of time to be devoted to each, and the authority and appropriateness of speakers. So long as this judgment is exercised in the public interest by trained and experienced people, so long as 88,000,000 listeners are on guard in 24,500,000 radio homes to see that it is exercised with integrity and fairness and quick responsiveness to the public will, I believe there can be no better way."

CHARLES URQUHART: "To fit himself for radio work, one must know something about music, must have taken a course in voice and diction, must have a three-year course in engineering and must know advertising and salesmanship."

JANE WEST: "Radio writing is far harder than doing a play. On the air every night is 'opening night.' Each session is judged as an entity and there must be no letdown in plot intrigue or interest. The legitimate theatre author finds that after the first night his fears are ended—either he is a hit or a failure. Radio writing is sustained aggravation."

ALFRED HALL: "Radio! The friend of the lonely, the companion of the shut-in, the neighbor of the isolated, the teacher of the unschooled, the theater, the concert hall, the sports arena for untold millions! What a privilege to serve one's fellow man—through radio."

**William Bivens Honeymooning**

William Bivens, WFBC, Greenville, chief announcer and assistant manager, who was married to Marjorie Robinson on March 12, is spending his honeymoon in New York. Bivens was formerly a member of the CBS-Washington staff.

**Ad Women's Ball Tonight**

Advertising Women of New York, Inc., hold their Annual Silver Ball tonight at the Biltmore Hotel roof. Ducats at six bucks a throw entitle patron to participate in vast number of prizes.

Those holding tables include CBS press department.

**Exploiting Lombardo**

On all Bond bread delivery trucks throughout the country General Baking is publicizing its Guy Lombardo CBS program, Sundays, 5:30-6 p.m., through colored posters mounted on side panels of the trucks.

**NEW PROGRAMS-IDEAS**

**April Fool Feature**

A complete encyclopaedia of gags is expected to be revealed on the special April Fool's Day Broadcast over Station WINS, featuring Pat Barnes as m. c.

Between now and April 1, listeners are being invited to submit new or unusual tricks to catch the unwary on that celebrated day. Prizes will be awarded for every gag considered, by a group of WINS judges, good enough to describe or dramatize on this program.

The new program will also feature the inside story on some famous tricks played on celebrities in all walks of life, as well as some which are not so well known but deserve to be.

**"To Our Mothers"**

Titled "To Our Mothers" and dedicated to the millions of women throughout the ages who have made the word "Mother" the best loved word in our language, a new series conducted by Eve Hammer, lecturer, will start Monday over WMCA and the Intercity network.

Listeners will be invited to send true stories of incidents in their own mothers' lives for re-enactment in this series.

Miss Hammer's own work on the lecture platform in the U. S. and Canada has brought her many stories of motherly devotion which will be used in the broadcasts, which take place Mondays 10:45-11 a.m.

**MOTION PICTURE LIGHTING AND EQUIPMENT CORP.**

WE FURNISH  
Electrical Lighting Equipment of Any Kind  
FOR RADIO STATIONS  
244-250 WEST 49th STREET  
New York City Tel. CHIC. 4-2074

## ☆ EQUIPMENT ☆

### New Equipment at WTMV

St. Louis—Installation of WTMV's new Western Electric 23-A speech input console in their main control room completes the task of entirely refurbishing equipment in the station. Three months ago the installation of a new RCA 250-watt transmitter permitted the station to take advantage of an FCC power boost grant. Now, with the improved speech input, WTMV's listeners are assured of the utmost in quality, according to Alfred Lee Bergtold, chief engineer of the East St. Louis station.

In a co-operative deal with the Majestic Theater, big Publix-Great States house in East St. Louis, WTMV also has completely overhauled and repaired the big Wurlitzer organ in the theater.

### Maryland Short Wave Tower

Baltimore—Contract for a 170-foot tower for short wave fire control system recently was let by the Maryland State Forestry Commission. Fabrication of the tower is being carried on by the Century Wood Preserving Corp., Charleston, S. C., and the structure will be erected by CCC personnel.

### Antenna Support Satisfactory

Trail, B. C.—The 270-foot triangular wood tower recently erected for support of antenna at CJAT is reported giving thoroughly satisfactory results. The tower is of the free standing type in design, similar to the 325-foot tower erected some time ago at Richmond, Va., by Station WRVA. Plans for the structure were prepared and its fabrication supervised by Charles T. Hamilton, consulting engineer, of Vancouver, B. C. Erection was done by the owner on force account.

### Cage Antenna Still Popular

Although the vertical radiator has to a large extent superseded the multi-wire type of construction, there are still many stations erecting and using the less expensive cage antenna construction, according to Charles F. Jacobs of New York, manufacturer of the Jacobs Antenna Spreader.

The Jacobs antenna spreader has been in use continually since 1925.

### Demonstrating Audi-o-Graph

Canton, Mass.—Tobe Deutschmann of the Tobe Deutschmann Corp., manufacturers of Tobe apparatus for radio stations, is away on a demonstration trip in connection with the Tobe Audi-o-Graph, the new instrument for automatic recording of audio frequency characteristics.

### Sound Manual Issued

Radio Receptor Co., New York, has issued a Sound Manual, covering amplifiers, sound systems and centralized radio. The catalog provides complete information regarding each

of the basic units required for the installation of a radio receptor sound system, with latest price lists being supplied to qualified dealers on request.

### Du Mont Oscillographer

Upper Montclair, N. J.—The Du Mont Oscillographer, pamphlet, is to be published monthly by the Allen B. Du Mont Laboratories Inc. for the purpose of supplying unbiased information to engineers, scientists and others interested in the application of cathode ray tubes. First issue is just off the press. Contents include a discussion of a new gaseous discharge tube and an item on a newly developed screen material which allows a black and white television picture.

### RCA Ship Radio Device

RCA's Radio Marine Corp. has just made available to American ship owners a new radio device for the protection of life at sea that listens, thinks and acts without human attendance. The device is known as an automatic radio alarm, and is intended for shipboard service in "standing watch" for emergency calls from other vessels at all times when the radio operator may be off duty.

### Tracing Interference

Shenandoah, Ia.—So bad has been interference with radios in Shenandoah this spring that the Iowa-Nebraska Light & Power Co. has employed Bud Vance, radio expert, to trace down the cause.

### Station Improvements

Wenatchee, Wash.—KPG has been granted an FCC permit for transmitter site at N. End Miller St. and installation of vertical radiator.

Paris, Tex.—KPLT is making changes in equipment and increasing day power from 100 to 250 watts.

Philadelphia — WTEL has been granted authority to install automatic frequency control apparatus.

St. Joseph, Mo.—KFEQ has applied to the FCC for permit to install a new vertical antenna and move its transmitter.

Lincoln, Neb.—KFOR is seeking FCC permission to install a new transmitter and directional antenna for night use, also to change frequency and increase power.

Watertown, S. D.—KWTN has applied for authority to install automatic frequency control.

Wayne, Ind.—WGL is asking FCC for a permit to make changes in transmitting equipment and increase power to 250 watts daytime.

# WHO READS RADIO DAILY

☆

STATIONS

SPONSORS

STARS

ADVERTISING AGENCIES

RADIO EDITORS

MUSIC PUBLISHERS

RADIO ENGINEERS

PROGRAM PRODUCERS

TALENT AGENCIES

MOTION PICTURE  
EXECUTIVES

EQUIPMENT  
MANUFACTURERS

SONG WRITERS

BAND LEADERS

☆

# EVERY DAY

☆



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 29

NEW YORK, MONDAY, MARCH 22, 1937

FIVE CENTS

## Engineers on 40-Hr. Week

### FORD MOTOR RENEWS TWO WEEKDAY SHOWS

Ford Motor Co., Detroit, has signed 13-week renewals on both of its weekday shows on NBC and CBS. NBC renewal goes into effect on April 10 along with the new spot for Rex Chandler's orchestra, Saturdays, 7-7:30 p.m., with repeat to the West Coast at 11 p.m., on 60 NBC-Red stations. The last program on the NBC-Blue for this show will be heard on April 2.

CBS program, "Watch the Fun Go By," featuring Al Pearce & His Gang will be renewed on April 6 on 82 CBS stations, Tuesdays, 9-9:30 p.m., with rebroadcast at 12 midnight. Two stations WSPD, Toledo, and WOWO.

(Continued on Page 2)

### Mrs. Roosevelt Series Will Begin on April 21

Mrs. Franklin D. Roosevelt will begin her 13-week series of talks on April 21, 7:15-7:30 p.m., over a nationwide network of 29 NBC-Blue stations. Program will be under the sponsorship of Lamont Corliss Co. (Pond's face powder) and was placed by J. Walter Thompson Co., New York.

### Radio News Ass'n Gets Members in Maryland

The recently organized Association of Radio News Editors and Writers has acquired good representation in Maryland. Bob Hurligh, WCAO, and Charles Roeder, WCBM, represent the Baltimore membership of ARNEW, while western Maryland has H. B. McNaughton of Cumberland's WTBO.

### Aids In Disaster

Henderson, Tex.—A small radio station, opened in the Randolph Hotel here by Ted Hudson only a day before the New London school disaster last week, immediately went into service in summoning aid and helping bereaved parents in getting information about children who were victims of the explosion.

### In Costume

Ft. Worth—Handling as many as 19 daily remotes, including the World's Championship Rodeo from the grounds of the Southwestern Exposition and Fat Stock Show, all KTAT announcers dress in cowboy regalia to be in character with the events broadcast and to carry out the atmosphere of the show.

### SINCLAIR CBS SHOW HEADED BY BABE RUTH

Babe Ruth has been signed to head an all-baseball show to be sponsored by Sinclair Refining Co. Program will be aired Wednesday and Friday over CBS, 10:30-10:45 p.m., with the first program set for April 14. Broadcast will be heard over a hook-up of 59 stations and will originate from WABC, New York. Federal Advertising agency has the account. John Reed King will be the announcer.

### IGA Stores Renewing Disks on 11 Stations

Independent Grocers Alliance Distributing Co., Chicago (IGA grocery stores), on March 28 will renew its WBS transcriptions entitled "One Girl in a Million" over 11 western stations (WCCO, WDAY, KFYZ, WHO, WIBW, KOA, WKY, WMBH, WIND, KFI, WTMJ). Schedule calls for quarter-hour disks three times weekly. KJR, WCSH, WOWO have recently been added to the schedule

(Continued on Page 2)

### Technicians of NBC and CBS Work Out Five-Day Week to Start on or Before Sept. 1

### BACHEM IS APPOINTED AIDE TO ROY WITMER

John H. Bachem, eastern division sales manager of NBC, has been made assistant to Roy C. Witmer, vice-president in charge of sales, effective April 1. Bachem's new duties will include supervision of sales operations in the Detroit, Cleveland and Pittsburgh divisions and other special assignments.

Bachem came to NBC on Nov. 14, 1932, after 14 years in the magazine field.

### New Studios of WHBF Have Gala Dedication

Rock Island, Ill. — Public officials and civic leaders joined with the management and staff of WHBF in dedication ceremonies Friday and Saturday in connection with the opening of the station's new studios and offices in the Safety office building in downtown Rock Island.

WHBF, which serves the metropolitan district comprising Rock Island and Moline, Illinois and Davenport, Ia., now has modern studio facilities in each of the three cities.

The opening, which was postponed because of the death of James L. Hughes, station manager, who died

(Continued on Page 8)

The two "inside unions" representing the engineering personnel of all 15 NBC owned and operated stations and the nine CBS owned stations, namely, the Association of Technical Employees of NBC and the Associated Columbia Broadcast Technicians, have completed arrangements with their respective managements whereby on or before Sept. 1 all CBS and NBC operating engineers will be working a five-day 40-hour week and at no reduction in wages.

Heretofore engineers have been working on a six day 48-hour week. Question of reducing the hours for engineers arose over a year ago, but because of the unsettled business conditions at that time the question was tabled.

Delay in putting the plan into immediate effect is due to the selection of new employees that will of necessity have to be added and the summer vacations which will begin shortly. There are approximately

(Continued on Page 3)

### Senators to Confer On Radio Probe Bill

Washington Bureau of THE RADIO DAILY — Senator Wallace White (R., Me.) expects to confer with Senator Burton Wheeler in the next few days regarding the latter's proposed bill calling for an investigation of the entire broadcasting industry. Wheeler, who favors classifying radio stations as public utilities under government regulation and who attacked the radio chains last week, told Radio Daily he does not intend to introduce a measure of his own.

## ★ THE WEEK IN RADIO ★

... A Movie Man's Bogey

By M. H. SHAPIRO

AT THE 17th Annual convention of the Motion Picture Theater Owners of America, held last week in Miami, radio came in for another slam as the deadly enemy of the box office. Every gathering of this sort always has its bogey; the counterpart may be found cut and bleeding wherever and whenever a trade organization expects to collect dues. . . . No one mentioned the millions of dollars of free spot advertising that the picture industry receives,

nor the same amount in free spot announcements for individual pictures when song sources are credited. . . .

Electrical transcription biz continues to flourish, the NBC Thesaurus division showing an increase for February of 113 per cent over the same period a year ago. . . . Lucky Strike cigarettes set its CBS noon program for femme edification, rather

(Continued on Page 2)

### CBS Announcers' I.Q.

Chicago's CBS announcing staff has issued a challenge to the Gotham bunch for a battle of wits which was immediately accepted here. So "Battle of Wits" will be aired via the CBS network April 1, either 2-2:30 or 2:30-3 p.m. Word-slingers will engage in a contest whereby they'll be questioned on spelling, knowledge of music, pronunciations, and ad libbing.



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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Saturday, Mar. 20)

### NEW YORK STOCK MARKET

|                 | High | Low  | Close | Net Chg. |
|-----------------|------|------|-------|----------|
| Am. Tel. & Tel. | 171½ | 171¼ | 171¼  | — ¾      |
| Crosley Radio   | 24½  | 24½  | 24½   | — ½      |
| Gen. Electric   | 56½  | 55½  | 56    | — ½      |
| North American  | 28½  | 28¼  | 28¾   | + ½      |
| RCA Common      | 11½  | 11½  | 11½   | — ½      |
| RCA First pd.   | 77¾  | 77¾  | 77¾   | + ¾      |
| RCA 55 Pfd. B   |      |      |       |          |
| Stewart Warner  | 19   | 18¾  | 18¾   | — ½      |
| Zenith Radio    | 35½  | 35½  | 35½   | + ¼      |

### NEW YORK CURB MARKET

|                  |    |    |    |     |
|------------------|----|----|----|-----|
| Hazeltine Corp.  |    |    |    |     |
| Majestic         |    |    |    |     |
| Nat. Union Radio | 2¾ | 2½ | 2¾ | + ¼ |

## IGA Stores Renewing Disks on 11 Stations

(Continued from Page 1)

and are now broadcasting the recordings made for the initial campaign which began last fall. For the original station list, this is the third 13-week renewal. Charles Daniel Fry Frey Co., Chicago, is the agency.

## Ford Motor Renews Two Weekday Shows

(Continued from Page 1)

Fort Wayne, will remain on the network until April 27 when stations become affiliated with NBC. Effective with the renewal date KOY, Phoenix, and WKBB, Dubuque, will be added to the CBS-Ford network. N. W. Ayer & Son Inc., New York, is the agency.

## Studin Joins Star Radio

Daniel C. Studin, formerly with the National Union Radio Corp. has joined Star Radio Programs as vice-president and general manager.

## Have You Heard FOR YOU

Sensational Ballad from  
"The King and the Chorus Girl"  
Starring Fernand Gravet  
HARMS, INC.  
RCA Bldg. New York City

# ★ THE WEEK IN RADIO ★

## ... A Movie Man's Bogey

(Continued from Page 1)

a new departure in such advertising. . . . CBS will break ground within the year at its huge plot assembled at Park Avenue and 59th Street . . .

Senator King of Utah brought up the question of partiality of the webs to the President's proposed Supreme Court changes, but the networks disproved this via the logs which showed 111 broadcasts, with 57 on talks favoring the proposed changes and 54 opposing. . . . Senator Wheeler said he was still working on his proposed investigation of radio press situation. . . . and in Chicago, James A. Petrillo, head of the local musician's union, pulled an orchestra out of a hotel because the management refused to pay the Social Security tax on the ground that the band leader was the employer of the men in question. . . . Petrillo says the hotel is the real employer. . . .

Senator King again broke into print on Wednesday when he spoke the day before about "curbing radio chains". . . . promising complete support of anticipated probe as suggested by Congressman Connery. . . . WHN was set as the New York outlet for WLW, Cincinnati. . . . with Transamerican acting as sales repre-

sentative for the hookup. . . . E. Katz Special Advertising Agency continues of course as WHN's national rep.

Tiny Ruffner aligned himself with the Ruthrauff & Ryan agency, after a long association with Benton & Bowles. . . . WSM, Nashville, was the first big watter to sign with Van Cronkhite Associates, Inc., supplying a special news merchandising service. . . . Ralph Wonders started at Rockwell-O'Keefe talent agency as head of radio department. . . . Peter de Lima, joined Lyons & Lyons in similar capacity. . . . NBC is seeking to work out better cooperation with its newspaper owned affiliated outlets. . . . with a view toward better break in the respective journals. . . .

International News Service (Hearst subsidiary) begins a special news service via short-wave, to meet the requirements of some of the smaller stations on news which can be transmitted to the stations cheaply. . . . FCC and the matter of the four Brooklyn stations up again, with speed promised by Chairman Prall.

## Modernized Studios Are Opened by KFOR

Colorado Springs — KFOR's new studios and business offices have opened after almost four months of remodeling, redecorating and refurbishing. Colorado Springs radio enthusiasts are taxing the twin studios and twin reception rooms to capacity for all studio programs.

Improvements at KFOR were launched immediately after the E. K. Gaylord interests took over KFOR last November. KFOR has added 15 studio programs since Jan. 1. Guests are invited to witness all these broadcasts.

In addition to a 210-foot Blaw Knox vertical radiator, KFOR is installing a Western Electric transmitter at its mile from the city transmitter site.

## Esquire Taking Coronet Spot

On April 2 David A. Smart, publisher of Coronet, will transfer the "Coronet on the Air" program from WOR to a nationwide network of 29 NBC-Blue stations, Fridays, 9:30-10 p.m. Esquire, another Smart publication, will take over the WOR time, Tuesdays, 8-8:30 p.m. with a new show on April 6.

The same talent line-up consisting of Deems Taylor, a dramatic cast, guest stars, and Robert Armbruster's orchestra will be on the NBC show. Spot is placed directly before another Batten, Barton, Durstine & Osborn account featuring Jack Pearl for Kool & Raleigh cigarettes. BBDO will also handle the WOR-Esquire program.

## Leath Stores Renew WROK Series for Year

Rockford, Ill.—I. H. Hartman, president of Leath & Co., operating 31 retail furniture stores in the middle west, has renewed a yearly contract with WROK, continuing the daily Man-on-the-Street broadcast which was originated at WROK by Leath's in October, 1934, as the concern's first venture into radio advertising.

In renewing the contract, Hartman increased the length of the broadcasts from 10 to 15 minutes and also signed as sponsor of WROK's Musical Clock from 6:30 to 7:30 a.m. daily. Expenditure with the Rockford station runs approximately \$200 weekly.

Leath's began radio advertising on WROK on an original eight-week arrangement. At the end of that time they renewed on a yearly basis. At the present time Leath's sponsors programs on 14 stations in the middle west.

## New NBC Show for Phillips

Charles H. Phillips Chemical Co., New York (Phillips Milk of tablets, toothpaste), subsidiary of Sterling Products Inc., will launch a comedy script show, "Lorenzo Jones," on the basic NBC-Red network on April 26, Mondays through Thursdays, 4-4:15 p.m. Contract is signed for 52 weeks through Blackett-Sample-Hummert, Inc., New York.

## Edward Smith Free-Lancing

Edward H. Smith, who left WNEB last week, will write some scripts on special assignments for WPA, but will continue as a free-lance writer and actor.

## COMING and GOING

O. B. HANSON, NBC chief engineer, has been confined to his home for the past three days due to illness.

SYLVIA FROOS sails on the Paris next Saturday for London.

CHARLES M. KAPLAN of WIP sales staff, is due back at his desk Friday after a California trip.

EDITH DICK is vacationing in Palm Beach but will return for her Hit Parade airings.

ROLLAND J. HAMILTON, president of the American Radiator Company, sailed aboard the Pennsylvania on Saturday for California via Havana and Panama. Also aboard were CHARLES A. MILLER, president of the Miller Brewing Co., and MRS. MILLER.

JOSEPH H. NEEBE, Campbell-Ewald Co., Inc. executive on Chevrolet radio activities and C. P. FISKEN, advertising manager for Chevrolet Motor Co. are in New York supervising the WBS recordings of the new "Rubinoff Musical Moments Revue" to be on 400 stations by April 4 sponsored by Chevrolet.

TOM FITZDALE, Chicago radio publicitor, is on a three-week trip to the east to contact agencies and radio editors.

CHARLES E. GREEN, president of Consolidated Radio Artists, has returned to New York after a two-week visit of the Dallas, Chicago and Cleveland offices of the firm.

JACK BENNY, MARY LIVINGSTON, KENNY BAKER and DON WILSON, left New York yesterday enroute to Hollywood. Tomorrow they arrive in Waukegan, Ill., the birthplace of Jack, where they stop off to be honored on "Jack Benny Day."

MAX FINN of Boston, general manager of E. M. Loew Theaters, Inc., is in New York to meet his wife who is flying from the West Coast where she has been vacationing.

## Adv'g Censorship Bill Moves Ahead at Albany

Albany — The radio broadcast advertising censorship bill has been introduced in the Assembly by William H. Mackenzie. This procedure, with a Democratic introducer in the Senate and a Republican in the Assembly, makes the bill non-partisan and strengthens its chances of passage.

Measure would place all radio advertising matter under supervision of the Motion Picture Division of the Education Department. Disks as well as live announcements are included. A charge of 10 cents a word would be charged for reviewing such matter. The bill would go into effect July 1.

## Carlson Wins Point

New Orleans — Charles Carlson, owner of WJBW, has obtained a two-week stay of the hearing on the injunction which Southern Broadcasting Co. is asking against him.

**LEO SAYS:**

Smart sponsors know that WHN's No. 1 SHOWMAN-SHIP helps increase sales!

**WHN** DIAL 1010  
M.G.M.'S LOEW'S

**WCKY Taxi Program  
Renewed for 52 Times**

Cincinnati — Taxicab Night Club program, sponsored over WCKY by Taxicabs of Cincinnati Inc., operating Davis Cabs and Yellow Cabs, has been renewed for 52 times. Program, which features cooperation with the city safety department's campaign to end speeding and reckless driving, has just completed its first 52-time series, twice weekly. Dance transcriptions with "guest artist" vocalists are used.

**Whiteman Anniversary**

As a pre-celebration of Paul Whiteman's birthday, which is March 28, NBC will present the dean of modern American music in a gala radio program on March 24 over the NBC-Blue network, 9-10 p.m. Whiteman's orchestra will join the NBC Symphony Orchestra, with the maestro directing the massed unit.

**Montgomery-Ward Auditions**

Chicago — Montgomery-Ward has been auditioning numerous shows, with nearly all agencies submitting scripts. A show written by Cal Devoll is said to have taken their fancy. Wrigley also is reported searching for spot idea for network use.

**Bernie Returning West**

West Coast Bureau of THE RADIO DAILY Hollywood—Ben Bernie, who left for Miami Beach, Fla., after last Tuesday's American Can broadcast, changed his mind about remaining away and plans to resume his coast broadcasts April 13, when he will have Eddie Cantor as guest.

**Elgin After Time Breaks**

Chicago—Elgin is now making an attempt to get a few time-signal breaks in competition to Bulova. J. Walter Thompson handling the effort.

**Mrs. Atlass Ill**

Chicago — Mrs. Frank H. Atlass, mother of Leslie and Ralph Atlass. CBS and WIND execs, is ill in Honolulu.

**AGENCIES**

THE IZZARD CO., national advertising agency of Seattle, is expanding into the radio field on April 1 with its merger of Sage & Mullins, advertising agency, and appointment of Francis G. Mullins, former head of Sage & Mullins, to the position of vice-president. Mullins was for three years on the staff of Totem Broadcasters, prominent radio program unit of Seattle. Marjorie McPherson, who has been radio director of Sage & Mullins, becomes director of the Izzard agency's radio department. W. H. Horsley is president of the Izzard Co.

WALTER S. ROSS has resigned from the A. W. Lewin Co. advertising agency, Newark, effective March 28.

CHARLES W. HOYT CO. INC. today moves to new quarters at 551 Fifth Ave. Agency also has branch offices in Hartford and Boston.



**"LATE NEWS"**

Sustaining  
WMCA, Monday through Friday,  
1-1:15 a.m.

**LATE HOUR NEWS SERVICE WITH POSSIBILITIES IN COMMERCIAL END.**

WMCA supplements four other news broadcasts with this 1 a.m. period, news being supplied from Universal, International and United Press dispatches. Atmospheric stuff of the "WMCA News Desk" includes a typewriter or two being pecked in the background and the newscaster frequently mentions more bulletins coming up.

News is a resume of the day and evening happenings, major stories being treated at length and toward the close the bulletins of shorter duration bring to the mike considerable number of items. Spot possibly could go commercial, it would seem, and at present makes an attractive time for the spot announcements heard before and after. Apparently it is an experiment worth trying.

**"MARRIAGE PROPOSALS"**

With Newell Davis and  
Fanny May Baldrige  
Sustaining

WMCA, Fridays, 3:15-3:30 p.m.

**PLEASING SKIT COMBINING ROMANTIC EPISODES WITH A BIT OF MUSIC.**

As one of the category of "real life" episodes, but presenting the romantic side of life instead of the melodramatic or violent, this makes a pleasing quarter-hour of light entertainment. The idea is to dramatize actual proposals as they took place in the love affairs of married couples, with one of the principals in the case being introduced at the studio presentation.

The dramatization is nicely handled, with appropriate song numbers being worked into the continuity.

**NBC, CBS Engineers  
Arrange 40-Hour Week**

(Continued from Page 1)

400 persons in the NBC engineering department with 350 belonging to the NBC association. In CBS 160 engineers are members which excludes the 20 in the general engineering department who do not have cards in the CBS "union."

It is estimated that the new hour scales will cost NBC about \$125,000 more annually and CBS will probably add about half that amount to its engineering budget.

Inquiry at WOR revealed that the engineering staff there had its own "inside union" which operates under the title Association of Technical Employees of WOR. WMCA reported no engineering organization in its station. In the two latter stations, engineers are at present on a 48-hour schedule Associations, in all three cases, are in no way associated with the A. F. of L. or the CIO.

**Woman's Program on WINS**

Laura Mundi, at WINS, is teaching them to stretch pennies via the new Star Radio Programs feature, "Good Morning, Neighbor!" The program is an informal chat for women, showing them how to save money and otherwise brighten up their domestic routine.

**Guy Lombardo says  
CARELESSLY**

is the best song in years!  
Norman Ellis Music Pub.  
113 West 57th St. New York City

**Premiums Being Used  
By 5 WBT Advertisers**

Charlotte, N. C.—Five WBT advertisers are using premiums in connection with their air programs. RCA Corp. offers an auto radio to the writer of the best 25-word letter on "Why I Prefer RCA." Beeman Laboratories offer aluminum sets for best 50-word letter. Pendleton Distributing Co. offers a Gibson Electric refrigerator for a 100-word slogan. Procter & Gamble gives a package of flower seeds for a top of an Oxydol box and ten cents. Drug Trade Products gives samples of Acidine and Ku-Bak shampoo plus a picture of "The Briarhoppers" for a Peruna box top.

**Lum and Abner in Chicago**

Chicago—After broadcasting from Hollywood since Jan. 15, Lum and Abner (Chester Lauck and Norris Goff), heard Mondays through Fridays at 7.30 p.m. E.S.T. over the NBC-Blue net, are here on a business trip and will broadcast from this city for a week or two starting today.



Worthy of Network recognition . . .  
Zeke Manners and his gang are heard only locally via WMCA.  
Yet we're told they receive an average of 2,500 letters weekly . . .

**DERN IT!**

**Yer Right Agin' Scoops**

**BUT**

**We Do Git "Network Recognition"**

**TOMORROW NIGHT WITH  
AL PEARCE'S FORD SHOW**

**ON COLUMBIA NETWORK FROM 9:00—9:30 EST.**

**ZEKE MANNERS**

with

**Elton Britt, Giggin' Gab, Hank and Ace.**

EXCLUSIVE MANAGEMENT

**LESTER LEE**

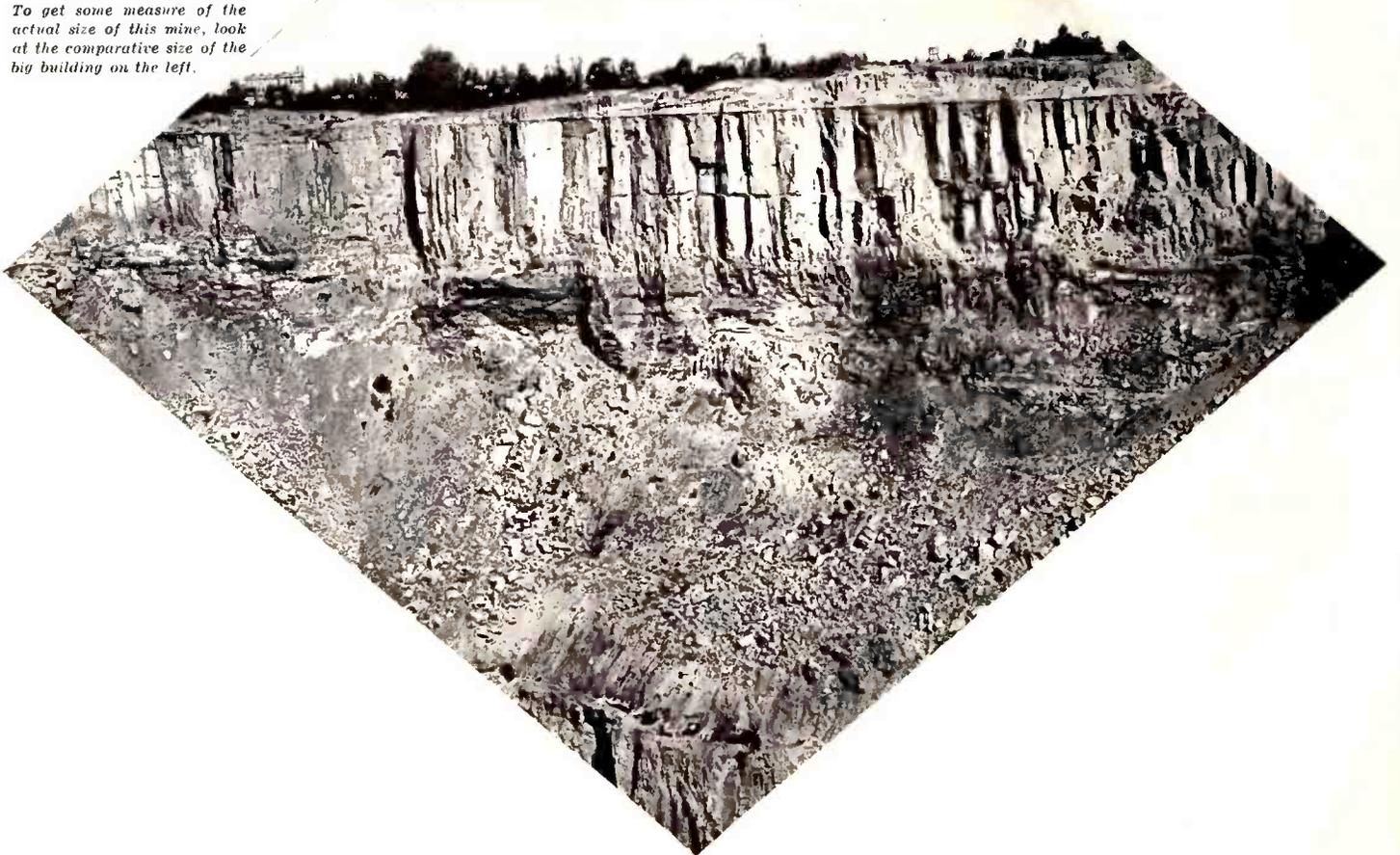
ARTIST'S SYNDICATE OF AMERICA, INC.

R. K. O. BUILDING, NEW YORK

# DIAMOND

**KIMBERLEY DIAMOND MINE:**

*To get some measure of the actual size of this mine, look at the comparative size of the big building on the left.*



# HUNTING ?

In the town of Kimberley, South Africa, is the largest man-made hole on earth. It marks the spot where diamond-bearing soil was first uncovered; where prospectors squeezed hundreds of claims within an area no larger than the Yale Bowl.

Just outside of town is *another* diamond field: the richest in the world. It lay there unnoticed while the "biggest hole" was being dug. No one took time to read the geological signs which so clearly proclaimed *its* presence and *its* wealth.

What has this to do with radio?

There are hours on the air *next-door* to the "dis-

covered" hours of radio—*less than a minute away from radio's "established" audiences*. Many air advertisers are discovering the wealth of *these* hours; have already staked claims in them out of which come increasing advertising bonuses!

We think you should know of such hours still available *for your use* — particularly promising hours, for they are on the network which carries radio's richest (radio's strongest) schedules. Let us tell you about them; these rich hours available on the Columbia Network.



**THE COLUMBIA BROADCASTING SYSTEM 485 Madison Avenue, New York**

# Los Angeles

**O**WEN CRUMP, who returned to KFWB last week after several years away, will start producing a new show to be sponsored by Harris and Frank (men's furnishings), to start next week. Show will be called "Riddle Me This," a question and answer type, with orchestra (Bert Fiske). Weekly, Fridays, 8:30 to 9 p.m. PST. Placed direct.

When Burns and Allen do the leads in "Dulcy" for Lux Radio Theater March 29, they will be supported by four players from the original cast of the New York stage production—Howard Lindsay, Elliot Nugent, Norma Lee and Wallis Clark.

Recording firm of MacGregor and Sallie last week became C. P. MacGregor company, with the withdrawal of S. A. Sallie. Year ago company moved its headquarters from San Francisco to Los Angeles, opened an up to date transcription plant occupying its own building at 720 S. Western. Firm will continue headquarters here, with branch in San Francisco.

Following the lead of Silverwoods, Los Angeles department store which recently broke the ice by going in for expensive production shows for a one-station outlet (Short Story Playhouse, starring Lila Lee, on KFI), Bullocks last week started auditioning a variety show to use Felix Mills ork, well known vocalists, in KNX studios.

Larry White, CBS Columbia Artists Inc. head on the Coast will make a Friday to Wednesday New York flight, returning with Lawrence Lowman, vp. in charge of Station Operations, who is to spend some time here in connection with new studio details.

Ben McGlashen's KGFJ is adding a second short wave experimental transmitter, to use the ultra high frequencies, working with 500 watts output on 120,000 kc, with call letters W6XRE8. This, as well as W6XKG (25,950 KG.), will operate 24 hours a day, carrying KGFJ's programs. New transmitter goes into operation immediately.

Radio Recorders dinking Salvatore Santaella's KMTR orchestra and vocalists for a new series to be titled Music Masters.

|    |    |    |    |
|----|----|----|----|
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| 21 | 25 | 26 | 27 |

March 22  
Greetings from Radio Daily

to

Chico Marx  
Parks Johnson  
Bernice Claire  
Adrian James Flanter

# MAIN STREET

WITH OL' SCOOPS DAILY

● ● ● What did they do in B. R. (before radio?)... CBSlinger David Ross was the supt. of an orphanage and did a bit of writing as a sideline... Abe Lyman's financial wizard, Harry Weingarten, used to beat the daylight out of the trap drums, while Bandleader Russ Morgan had the toughest time meeting his quota of coal from the mines where his father was a foreman... George Olsen, on the other hand, was in a more refined business—sawing lumber... Rubey Cowan, formerly with NBC artist's bureau and now with Paramount Pictures, had his share of troubles getting bands to play his firm's songs... Music publishing tycoon Bobby Crawford rode atop horses, more concerned with bringing in a winner at the post than making "Hit Parade" next week... Singer Morton Bowe went to town throwing the keys on a linotype machine, many times spelling his own name just for the heck of it... Jerry Cooper gained his spurs pushing the darn trombone slide around in a New Orleans cafe... That divinity of songs, Frances Hunt, was an usherette in Buffalo's Erlanger Theater.

● ● ● NBC's prexy Lenox Lohr was head-man of Chi's World's Fair, while William Hedges was a member of the Fourth Estate and WOR's Al McCosker was a newspaperman too... Singer Joey Nash had two try-outs with the St. Louis ball club and flunked because he knocked a finger out of commission, whereas Donald Novis was a darn good leather-pusher... Dorothy Lamour was the pretty girl you'd encounter taking the elevator up and asking "floor, please?"... Dramactress Mitzi Gould sang hotcha songs with a band, while mimic Arthur Boran played leading man opposite Mae West on the stage... A. L. Alexander was a thespian like Jean Paul King, while Wallie Butterworth sold phonograph records and Bettie Glenn was a hoover with a sister act in vaudeville under the name of Peggy O'Neil... Ralph Kirbery was a flour salesman, while Jack Miller was being knocked around plugging Feist tunes in Boston... Harry Richman sold ladies' underwear, Saul Bornstein was peddling musical instruments to the boys and Phil Duey was a schoolmaster... Millionaire Irving Mills was a songplugger in Philly and Jack Mills was a salesman, whereas Bob Miller sold shoes instead of songs... Announcer Andre Baruch was the guy the girls went for during the summer months because of his tan acquired from being a life guard.

● ● ● Jack Pearl was a songplugger and still admits that he can't carry a tune, while Cliff Hall was a chorus boy in "Hanky Panky" on account of his brother-in-law gave him the job!... Jack Fraser was the kid you'd like to wring the neck off (if you had a 50-yard-line seat) because he'd be hopping up and down as cheer leader for Brown... Alan Kent sold golf, basket, hand and foot balls before mimicking the page ads from Esquire... Cities Service singer Ross Graham knew the correct amount of singles to give for a ten-spot as bank teller so he got a job as purchasing agent for a utility concern... Col. Stoopnagle was in the lumber business, while Budd was a soda clerk and actor Charlie Cantor was in the shoe business... Harry Von Zell was a prize fighter, while CBS's v. p. Lawrence Lowman was in the hardware store and Bill Lewis sold advertising... The Kansas City Star's city editor was Leo (WJR) Fitzpatrick whose snappy office boy was John Patt, general manager of WGAR, while Beetle was an NBC engineer who tested the networks in the morning hours... Tommy Dorsey and Isham Jones were coal miners while Alan Courtney sold vacuum cleaners and James Rich pumped the organ in movie houses during the melodramas... Jan Peerce sang with Cantor Rosenblatt and WMCA's Jack Combs yelled "whoops" because he was an Indian.

# Chicago

**H**ANK WINSTON and Jesse Sutton, piano team have been signed by WBBM and will make their radio debut in a sponsored series each Monday night, 9:45-10 CST. Winston was one time teammate of Harry Sosnick and member of Paul Ash's original stageband.

June Scheible, former CBS publicist and now Mrs. Christopher Matthison, handling publicity for Gertrude Neisen for the Bob Taplinger org.

Everett Mitchell to Minneapolis to interview boys and girls from the "grass roots" for yesterday's Magic Key of RCA program.

Hubert "Scotty" Carson of the Ranch Boys heard on Fitch programs will marry June Fosse.

Fayette Krum, author of "Girl Alone," is back in the studios after a six week sojourn in Arizona.

The "Story of Mary Marlin" popular dramatic serial, will be presented in a new series of broadcasts over ooth blue and red nets of NBC, across the board, beginning Monday, March 29, under sponsorship of Procter & Gamble. Jane Crusinberry who has authored show from first will continue to write it. Under new set-up it will be heard Monday through Friday at old time of 11:15 a.m. C.S.T. and also over the NBC blue at 4:00 C.S.T.

Kay Kyser has completed his Norge Refrig recordings with Tony Wons. Bezak agency of Milwaukee set deal.

Merwyn Bogue of Kay Kyser band a proud pappy of a boy.

Hugh Studebaker, announcer, a St Patrick day casualty due to his fondness of Irish music and attempting to do a jig.

Eighteen page boys at Chicago NBC studios being groomed for announcers by Everett Mitchell, senior mikeman.

Hal Wagner, scripser for the Deep Rock Oil show, confined to bed with sinus trouble.

Freddy Martin and his ork take a four-day vacation from the Aragon ballroom, March 23-26, with Art Kasel pinch-hitting at Aragon and on WGN-Mutual.

More than 270,000 orders for copies of the book "Today's Children" have been received from listeners to the NBC program since the volume was first offered on the air the week of February 22. It is now in its second edition, the first running 200,000 copies.

At the Rainbow Grill  
**Emery Deutsch**  
and His Orchestra  
Unusual, Romantic Music  
Management Rockwell-O'Keefe  
Radio City, New York and Hollywood

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**J**UST before "Hammerstein Music Hall" time t'other night a psychic told Connie Gates she was completely surrounded (figuratively, of course) by California and the barbarous coast. . . . A. B. (after broadcast) she was recipient of Hollywood flicker offer. . . . Sylvia Froos Europe-bound March 27 via S.S. Paris to open at Victoria-Palace in London. . . . then to go Dublin-ward. . . . Sister Betty sails with her. . . . Martha Boswell and famille played hosts to Rockwell-O'Keefe's Bill Burton over the week-end. . . . Jean Ellington of the contralto voice, to succeed Kathleen Barrie over WJZ Sundays, effective yesterday. . . . Abe Lyman's Muscovite nightingale premi-aired on the "Hammerstein Music Hall" program yesterday. . . .



Joan Blaine of "Mary Marlin" fame is at the contract-signing stage for a new network show to begin May 1. . . . Fayette Krum back in Chi after six weeks script-punching on an Arizona ranch. . . . Lily May Ledford, WLS fiddlin' lass from Kaintucky, fiddles better with her shoes off. . . . she beats time thata way. . . . Dramagical Ruth Bailey soon to be lead in CBS-MBS "Bachelor's Children". . . . Which places her on three networks. . . . WMCA's Ruth Robbins will make vocal music as guest songbird on that station's Fox Amateur Hour March 29. . . . Charlotte Buchwald, "The Playgoer", to discuss movie matters with silent screen star Lois Wilson March 23. . . .



Nancy Clancy, WINS' Gaelic sunshine-gal, has written 17 ditties all by herself. . . . Barbara La Marr, pulchritudinous vocalizing ex-ticket taker, getting more svelte every day. . . . The Twin Cities boast a femme current-event purveyor named Gertrude Lewis. . . . Gail Rees is the moniker of the new vocalizing optical treat who'll adorn the Lexington Grill with the Carl Ravell ork. . . . Francia White's big radio chance came when she "dubbed in" anonymously. . . . She was the Jenny Lind ghost voice in "The Mighty Barnum." . . . Advertising Women of New York held their most successful ball in years Friday night at the Hotel Billmore Roof. More than 1,200 advertising, magazine and newspaper folk were included among the guests.

**RADIO PERSONALITIES**

No. 16 in the Series of Who's Who in the Industry

**G**USTAV KLEMM, program director of WBAL, Baltimore, started composing at age of 9. Wrote book and music, and conducted orchestra for three years while at Baltimore Polytechnic Institute. After graduation, went to Peabody Conservatory of Music where he received several scholarships. At 19, had written a great deal, plus one operetta and one musical comedy. Enlisted during World War and made bandmaster of Camp Holabird Band of 65 men. Toured Eastern seaboard and was known as youngest bandmaster in service. Joined editorial staff of Baltimore Evening Sun in 1921 as movie, dramatic and music critic. Started association with Victor Herbert whom he knew intimately until Herbert's death. When WBAL first went on air in 1925, Klemm was appointed to post of program director which he handled along with publicity and production—not to mention duties as staff accompanist and musical director. Conducted WBAL's Twilight Concerts for 2 years, one of station's earliest and most popular features. Press of work and growth of station finally made it necessary for Klemm to concentrate entirely on program direction. Has built and produced



Was a composer at age of 9. . . . .

hundreds of shows, musical, dramatic and "stunts." Has written articles for American Mercury, Travel, American Spectator, as well as all important musical magazines. Every "Big Time" artist sings his songs. His music has been used in many successful movies and radio shows. Recently requested by Enoch Pratt Library of Baltimore to present entire collection of his music to Fine Arts Department. Klemm feels that a good radio show is pretty much like a good song—both have to have showmanship, pace and cleverly devised climaxes.

**ORCHESTRAS - MUSIC**

**V**INCENT TRAVERS and his band, whose music comes over the NBC-Red arena Sunday nights at 11:15, has signed an exclusive contract with Brunswick to produce records under the Vocalion label. First release, now being marketed, is "Love is Good for Anything That Ails You," and "Was It Rain?"

The Freres Lombardo "went to town" again on Sunday with Guy introducing Carmen's latest efforts, titled, "Maybe" and "In an Inn by the Zuyder Zee" on his program over the CBS network.

Vincent Lopez and Tommy Cowan, the man who's responsible for his distinctive "Hello, Everybody," had a reunion the other day. Result being, the ivory-titillating maestro will again take the air over WOR Sunday March 21 at midnight.

Lou Shelley and Ork, now broadcasting over the Colonial network, will be aired via Mutual, effective this week. Shelley has just been signed by the Rockwell-O'Keefe office. Spot from which he broadcasts is the New Casino in the Hotel Brunswick, Boston.

Emery Deutsch, now broadcasting from the Rainbow Grill via NBC, has added a feminine voice to his male musical aggregation in the shape of Aurelia Colobon, Mexican

chanteuse. She warbles in her native tongue as well as in English.

"I'm on a Sit-Down Strike for Love" is the moniker of timely ditty penned by NBC employees Reginald Thomas and Oscar Turner. The theme, called from front-page headlines, took them seven hours to set to music.

Maestro Horace Heidt, reading the musical omens as evidenced in the various recent polls, is taking a stand for sweeter music by adding three violins to his Brigadiers. The change will go into effect Monday, March 29th, on his 8 p.m. broadcast over CBS.

**"Names" for WINS Frolic**

Beginning today, the WINS Matinee Frolic, aired every Monday, 4:30-5 p.m. under the direction of Jack Bennett, will feature the music of name orchestras and performers under a deal between the station and Consolidated Radio Artists Inc. Present plans call for prominent guest from the ranks of the CRA every Monday. First to appear is Russ Morgan, today.

At The Rainbow Room  
**GLEN GRAY**

and the  
**Casa Loma Orchestra**  
Management Rockwell-O'Keefe, Inc.  
Radio City, N. Y. and Hollywood

*New Accounts*

CBS

American Tobacco Co., New York (Lucky Strike cigarettes), through Lord & Thomas, New York, STARTS Edwin C. Hill on 87 CBS stations, Mondays through Fridays, 12:15-12:30 p.m., on April 5. Repeat broadcast 2:30-2:45 p.m. to mountain and Pacific coast groups will not begin until May 3.

Lever Bros., Cambridge, Mass. (Rinso & Lifebuoy) through Ruthrauff & Ryan, Inc., New York, RENEWS "Al Jolson Show" for 52 weeks on 60 CBS stations, Tuesdays, 8:30-9 p.m., with repeat at 11:30 p.m., effective March 23.

National Biscuit Co., New York (crackers), through McCann-Erickson Inc., New York, STARTS "Twin Stars" on 66 CBS stations Sundays, 8-8:30 p.m., on March 28.

Ford Motor Co., Detroit, through N. W. Ayer & Son, Inc., New York, RENEWS "Watch the Fun Go By" 84 CBS stations, Tuesdays 9-9:30 p.m., repeat 12 midnight to 12:30 a.m., effective April 6.

NBC

Charles H. Phillips Chemical Co., New York (Phillips Milk of Magnesia tablets and toothpaste) through Blackett-Sample-Hummert, Inc., New York, STARTS "Lorenzo Jones" on the basic NBC-Red network, Mondays through Thursdays, 4:4-5 p.m., on April 26.

Ford Motor Co., Detroit, through N. W. Ayer & Son Inc., New York, RENEWS Rex Chandler on 60 NBC-Red network stations, Saturdays, 7-7:30 p.m., with repeat 11-11:30 p.m., effective April 10.

MBS

National Oil Products Co., Inc., Harrison, N. J. (Admiracion shampoo) through Charles Dallas Reach Advertising, Newark, STARTS "Tim and Irene Noblette" on 12 MBS stations (WOR, WGN, CKLW, WAAB, WBAL, WCAE, WGAR, KHJ, KFRC, KDB, KGB, KWK), Sundays, 6:30-7 p.m., on April 18. KWK joins the net on April 25.

McKesson & Robbins Inc., Bridgeport (Calox tooth powder), through Brown & Tarcher Inc., New York, RENEWS "Meadows Beauty Forum" on 7 MBX MBS stations (WOR, WGAR, WAAB, CKLW, WGN, KOIL, WHB), Thursday, 9:45-10 a.m., with repeat 10:30-10:45 a.m., effective April 8.

"BARON MUNCHAUSEN"

**JACK PEARL**

RALEIGH and KOOL CIGARETTES

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

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

## HERE &amp; THERE

LAMB DEN KAY received congratulations from far and wide last week on the 15th anniversary of WSB, Atlanta Journal station, Atlanta... WILLIAM McMENAMIN, assistant to Bob Ackerley at KOMO-KJR, Seattle, quit to accept a Frisco post... LEONARD BROWN has been made chief announcer at WMBH, Joplin, Mo... JACK HENRY, studio manager of WBRY, New Haven, out for a few days due to a cold... MORELAND MURPHY, announcer at KCMO, Kansas City, laid up by sinus trouble.

CAMPBELL ARNOUX, g.m. of WTAR (Norfolk), back at desk after a week in New York... J. L. GREY, chief engineer of WTAR, returned from a looksee at the RCA plant in Camden... E. H. TAYLOR of Washington named chief engineer of KVOR, Colorado Springs CBS outlet, replacing JACK LOVELL, promoted to WKY, Oklahoma City... CHARLIE INGLIS of the KLZ (Denver) news staff interviewed Joe (Brown Bomber) Louis from the lounge room of his private car... KLZ receiving compliments from agencies and sponsors on its novel publicity ideas.

MARGIE KNAPP played a return guest date with Zeke Manners and his Gang Friday night and again received a big hand... the 12-year-old singer also has been making personal appearances... LEE KIRBY, announcer at WBT, Charlotte, is recuperating after several weeks in the hospital... RAY CONLON's original playlet, "The Ring," being aired over WMCA Thursday by the Radio Lab of N. Y. U... Another original, "Out of the Hat," by ED CLELAND of WINS, goes over that station Friday, with WBAL, Baltimore, doing it the following eve.

WINS baseball team, organized last year by O. H. Tunell, treasurer of Hearst Radio Inc., will have some semi-pros in the lineup this year... ARTHUR RODZINSKI, conductor of N. Y. Philharmonic heard over CBS on Sundays, received the Polish Gov't Legion of Honor medal for his musical work... BOB CARTER, HOWARD DOYLE, LARRY NIXON, FRANKIE BASCH and CHARLOTTE BUCHWALD, all of WMCA, spoke before 300 ad men at the Hotel Pennsylvania last week... DAVE DRISCOLL has written another original, "The Lady Fights," for Ethel Barrymore's NBC-Blue program Wednesday.

## "Follow Moon" Adds WHO

Effective March 29, WHO, Des Moines, will be added to the list of stations now airing script serial entitled "Follow the Moon," sponsored by Jergens Woodbury Sales Corp. (soap) and is heard Monday through Friday from 4:30-4:45 p.m. over the NBC-Red network. Addition of WHO brings the total number of stations carrying show to 48. Lennen & Mitchell, Inc has the account.

## NEW PROGRAMS—IDEAS

## Nut Morning Show Clicks

Louisville—WGRC is airing a new morning novelty that rings the bell for program showmanship. It's titled "Git." Bill Sherman, WGRC chief announcer, and Bob McIntosh, program manager, handle the show.

Three alarm clocks are given away each morning to the listeners writing and guessing the correct time the alarm clock pops off. The clock alarms three times during the hour show, which is on the air 7-8 a.m.

Swing music is the only tempo used. However, once in a while a hillbilly, slow or classical number is started, but it is almost immediately jerked off the air and the record is broken into bits all of which, including the chatter, goes out on the air.

The Boys have all kinds of horns, bells, whistles, chimes, or anything that they can buy at a ten cent store or lay their hands on to make enough noise to "Git" everybody up. The show starts something like this, "Bells ringing, Horns blowing, Bosse moing, and chatter of this type." "Get up, Get going, you'll be late for work, Git breakfast, Git out, Don't forGIT your wallet, and a lot of other fast clip chatter.

Its absolutely a "nut" show with plenty of good music and from the

growing size of the mailbag each day it looks like a sure "natural." If its a rainy day attention is called to the fact to drive slowly and watch the slick streets. Don't forget your raincoat, umbrella and rubbers. If it's a sunshiny day the old pep and ginger is piped all the time.

## "Family Man" Makes Friends

East St. Louis, Ill.—"The Family Man," a new type of program combining music, vocal choruses, poetry and the grip of an original continued narrative story, presented by Woody Klose, program director of WTMV, each weekday, 9:30-9:45 a.m., is rapidly adding friends. Klose portrays himself as a successful doctor with three motherless children coming to the microphone each day to chat about his home, the activities of his family, and his experiences as a doctor. He talks, too, about his desire for his children's happiness, about their need for a mother, and also reads the poetry that he discovers in his late-at-night reading. Then, when organist Paul Godt, who supplies background for "The Family Man," happens to play some favorite melody, he may sing or whistle a chorus or two—depending either on the mood of that particular program or on his own feelings at the moment.

## 500 Stations Get M-G-M Film News

Metro-Goldwyn-Mayer's weekly release of Hollywood news items, including chatter about stars and films, prepared exclusively for radio broadcasting, is now being sent to a total of 500 radio stations. Some of the material is even being aired by short wave to radio-movie fans in foreign countries.

## Ed Turner Jr. Promoted

Knoxville—Edward T. Turner Jr., formerly of WNOX's continuity staff, has been promoted to publicity director of the station. Turner will continue to devote some of his time to continuity. Other personal additions at the station include James M. Foster to continuity, J. C. Hammond to secretarial staff, Charles McMahon has been promoted to the sales force from announcer staff, and Eugene McGhee has joined the station's program department.

## Alva DeMarks Married

Birmingham—Alva DeMarks known over several southern radio stations as the Dixie Humming Bird has taken the wedding vows. She was married recently to Jim Brooks, non-pro.

## Molinaro Opens N. Y. Office

Molinaro Inc. (perfumes) has established an office in New York and appointed the United States Advertising Corporation to handle its account. Radio will be used, but probably not until next fall.

## New Biz at WBT

Charlotte, N. C.—Recent newly signed business at WBT includes: Sherwin-Williams Paint, weekly announcements, 52 weeks; Rexall Drugs, five 15-minute programs; American Oil, through Joseph Katz agency, Baltimore, weekly announcements and transcriptions, 52 weeks; Roi Tan Cigar, seven time-signals weekly, 13 weeks; Webster-Eisenlohr (Cinco Cigar), through N. W. Ayer, seven time-signals, 13 weeks.

## Fur Firm Plans Show

Philip A. Singer & Bro., Inc. (fur dyeing and processing) are now considering a special radio show to be aired in conjunction with its spring and summer advertising campaign. No details of the show are as yet available. Albert Frank-Guenther Law Inc. has the account.

## Disaster Changes Benny Script

School disaster in New London, Texas, resulted in an immediate decision to change the scheduled Jack Benny program script which called for a school day recollections by Benny and the Mayor of Waukegan.

Rewritten script and rehearsals for last night's show, not only changed the Benny program but precluded Benny making a guest visit on the Stoopnagle and Budd program.

## Rit Starting Disk Series

Rit Products Co. (Koolox shaving cream) will launch a series of WBS one-minute dramatized announcements on an unannounced list of stations, beginning March 25. H. W. Kastor & Sons Advertising Co., Chicago, placed the account.

## GUEST-ING

RICHARD CROOKS will appear on the Ford Sunday Evening hour March 28. Alexander Smallens will conduct the orchestra.

EDDIE DOWLING and RAY DOOLEY will appear on Joe Cook's Shell program March 27, having been set by Bernie Foyer.

VIENNA CHOIR, in addition to Ethel Barrymore, will be on Lanny Ross. Show Boat March 25.

TYRONNE POWER heads the Rudy Vallee Variety Hour this Thursday.

JACKIE HELLER will appear with the Pittsburgh Varieties from KDKA tomorrow evening.

ZEKE MANNERS and his gang guesstar on Al Pearce's show over CBS tomorrow night.

ETHEL BARRYMORE will be interviewed by Nellie Revell at 5 p.m. March 30 over the NBC-Red.

## New Studios of WHBF Have Gala Dedication

(Continued from Page 1)

on March 9, was attended by hundreds of people.

During construction of the Rock Island studios, the station's headquarters were made in the Moline studio, which was opened last July in the Fifth Avenue Building. All equipment and offices originally were in the Harms hotel, Rock Island, but that location was vacated, except for transmitter, when the Moline studios were opened. For some time a studio has been maintained in the Hotel Blackhawk, Davenport, and now WHBF is offering its facilities to all three cities with a maximum of convenience to local speakers and artists.

All the station's departments are now housed in the new Rock Island studios, covering 2,000 square feet. The studios are attractively furnished throughout with chromium plated, tubular furniture and so arranged that studio operations and control room are visible from the lobby and reception room. All mechanical equipment is supplied by RCA.

WHBF is owned by the Rock Island Broadcasting Company, an affiliate of The Rock Island Argus. Ben H. Potter is president, Marguerite F. Potter, vice-president, and John W. Potter, secretary and treasurer. The chief executives of the WHBF organization are Ivan Streed, production manager, Maurice Corken, sales manager and Ernest J. Gray, chief engineer. Cervin & Stuhr, Rock Island architects, designed the studio layout.

## Revive "Story of Song"

CBS network will revive the "Story of the Song" series on April 6, presenting the program Thursdays 3:30-4 p.m. Prominent concert artists will be featured, starting with Colette D'Arville and Benjamin De Loache on the first program, followed by Fritz Lechner on April 13, Edith Varley and Eugene Loewenthal on April 20, and Lillian Knowles and Hubert Hendrie on April 27.



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 30

NEW YORK, TUESDAY, MARCH 23, 1937

FIVE CENTS

## Ken Dyke NBC Eastern Sales Head

### Looking On ... AND LISTENING IN

**OPPORTUNITY** Fame, fortune (and fat movie offers) await any new comedian or other personality with the talent, material and courage to offer a show for at least a 13-week period without resorting to a single guest star.

Variety programs have been swapping talent and using the same guest stars to such an extent that few of these productions have any individuality left.

And some "stars" have played so many "guest" engagements that dialers are beginning to have suspicions about it.

If an artist is good enough to appear as a guest on half a dozen different programs a month, he ought to have a series of his own.

Nor is it good showmanship to have so much inter-visiting by stars of current programs.

Sponsors' representatives, for the sake of getting an extra ad plug here and there for their clients, are unwittingly creating a lot of bad will for them and for radio programs in general.

**GENTLE HINT** Pardon us, if this little yarn has a slightly commercial tinge—it also contains a chuckle and a bit of a moral.

Program Director Wauhilaou LaHay of KVOR, Colorado Springs, writes that "everybody at KVOR enjoys Radio Daily so much that there's a fight to get it first."

That's nothing, Wauhilaou.

At another station—whose identity is politely withheld—the chief engineer and the sales manager got into a fist fight for possession of Radio Daily on its arrival one morning.

Result: the c.e. gave the s.m. a black eye, costing the latter \$10 for medical attention alone.

For half the price, the s.m. could have avoided the indignity of that shiner and received the paper in his own name for a whole year besides.

### Air Lovelorn Column

Omaha—A radio column for the Lovelorn starts in two weeks on KOIL, 15 minutes weekly, with a sponsor. Omaha Bee-News also will share plugs. Gertrude McLaughlin, who conducts the paper's "Open Door" column under the tag of Julia Craig, is rehearsing the program with the KOIL Dramatic Players, directed by Arthur Faust.

### REVISED MUSIC CODE SUBMITTED TO F.T.C.

Committee representing the popular music industry revised and approved its Code of Fair Trade Practice and the new language has been sent to the Federal Trade Commission. It is expected that on Thursday of this week, John G. Paine, chairman of the board of the MPPA, with a member of the Joseph V. McKee law offices, will go to Washington and confer with representatives of the Trade Practice Division of the FTC.

Language of the code has been broadened, possibly to conform with  
*(Continued on Page 4)*

### New RCA Transmitter Is Dedicated by WROK

Rockford, Ill. — WROK last week dedicated its new \$14,000 RCA transmitter, with Mayor C. Henry Bloom touching the switch that placed it in operation. The spark-coil arrangement used in the ceremonies was con-  
*(Continued on Page 4)*

### Fill-In Comedy Talent For Summer Is Not Set

According to Young & Rubicam agency, nothing whatever is set in the way of summer fill-in programs on the three comedy shows which go off for the summer.

Three shows handled by the agency which will require summer talent are Jack Benny, Phil Baker and Stoopnagle and Budd.

## NBC Broadcasts Apology For Cutting Off Gov. Cox

### Hear Testimony Today On Connery Resolution

Washington Bureau of THE RADIO DAILY  
Washington—Congressman John J. O'Connor, chairman of the House Committee on Rules, has set today for Congressman Richard B. Wigglesworth (R., Mass.) to present testimony supporting the Connery resolution looking toward investigation of alleged monopolistic practices within the radio industry. He will appear at a continued hearing on the Connery Resolution before the full Rules Committee.

### Former General Advertising Manager of Colgate-Palmolive-Peet Will Join Network on April 1

#### Seek Joint Station

To enlarge the public news facilities of the two Mass. cities, the Holyoke Transcript-Telegram and the Northampton Daily Hampshire Gazette have formed Hampden-Hampshire Corp. and are seeking a permit to build the highest powered station north of Hartford. Studios would be in both Holyoke and Northampton.

### KOCA DOES HEAVY DUTY IN TEXAS SCHOOL BLAST

Kilgore, Tex.—Located closest to the scene of the New London school explosion last week, KOCA here bore the brunt as East Texas stations were called into action to aid in the calamity. KOCA operated by Oil Broadcasting Ass'n. of which James G.  
*(Continued on Page 4)*

### Business Is Doubled By WNBH Solicitors

New Bedford, Mass.—WNBH's ad force in the past three weeks more than doubled the amount of business contracted for, the accounts including: Raytex Clothing Stores, Thursday  
*(Continued on Page 4)*

Ken R. Dyke, formerly general advertising manager of Colgate-Palmolive-Peet Co. and chairman of the board of ANA, will join NBC on April 1 as eastern division sales manager, it was announced yesterday by Roy C. Witmer, NBC vice-president in charge of sales. Dyke succeeds John H. Bachem, who has been made assistant to Witmer.

The appointment of Dyke to the post confirms reports that Lenox R. Lohr, NBC president, was looking for a man for the sales post who had a wide practical experience and acquaintanceship in the advertising field. The eastern sales division is  
*(Continued on Page 3)*

### National Ice Switching To Sunday NBC Spot

National Ice Advertising Inc. (Ice and ice refrigerators) will switch its Wednesday night show, heard 10:30-11 p.m., over the NBC-Red network, to a Sunday night spot, 10-10:30 p.m. over the same network effective April 4. On this date the General Motors concerts, heard 10-11 p.m. on the NBC-Red, switch to the  
*(Continued on Page 3)*

### MPPA To Radio City; Rubinoff Also Moves

Music Publishers Protective Association is now ensconced in its new offices in the International Building in Radio City.

Dave Rubinoff and staff will move into the offices formerly occupied by the MPPA on the 30th floor of the Paramount building. Rubinoff is now in smaller quarters on the 29th floor of the building.

### Webs Neck and Neck

Breakdown of the appropriations spent by the 100 leading network radio advertisers, as prepared by the NBC statistical department, reveals somewhat of a nip and tuck proposition between the two NBC webs and CBS. The study, covering 1936, places 72 out of 100 leading advertisers on NBC and 59.5 per cent of their money spent on this network.

NBC at 10:30 last night broadcast a public apology over the NBC-Blue network for unintentionally cutting off former governor James M. Cox of Ohio, scheduled to introduce former Supreme Court Justice Clarke who was to talk on the President's Court proposals at 9-9:15 p.m. over the NBC-Blue. It was the first time in the history of the network that it apologized publicly for cutting a program.

Similarity of an introductory phrase to a switching cue was the cause of  
*(Continued on Page 3)*



Vol. 1, No. 30 Tues., Mar. 23, 1937 Price 5 Cts.

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FINANCIAL (Monday, Mar. 22)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., RCA \$5 Pfd., Stewart Warner, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER.

Coach-and-4 Broadcast As WOR Easter Novelty

The first coach-and-four to hit Fifth Avenue in 20 years will make its appearance Easter Sunday, carrying Cobina Wright, Jerome Zerbe Jr., and Bruce and Louis Kaiser, sons of Mrs. Louis Kaiser of Bethel, Conn., owner of the coach. There will be a WOR-Mutual broadcast at 12:15-12:30 with all the guests participating.

Harold Levey Leaving NBC

Harold Levey, composer-conductor, will leave NBC shortly to devote more time to his composing. He has completed a romantic radio operetta and will soon finish another operetta which is planned for early fall production on Broadway. Levey has been with NBC for almost three years.

RADIO EVENTS, INC. AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES 533 Fifth Avenue, New York, N. Y. From script to production—that's what we do!

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 20, 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.

Table with columns: Selection, Publisher, Times Played. Rows include I've Got My Love to Keep Me Warm, When My Dreamboat Comes Home, Boo Hoo, Good Night My Love, Too Marvelous for Words, This Year's Kisses, On a Little Bamboo Bridge, I Can't Lose That Longing for You, Little Old Lady, May I Have the Next Romance With You, What Will I Tell My Heart, Swing High, Swing Low, My Last Affair, When the Poppies Bloom Again, Where Are You, Gee, But You're Swell, Slumming on Park Avenue, Moonlight and Shadows, Serenade in the Night, Sweet Is the Word for You, You're Laughing at Me.

Brewery Will Sponsor Ball Games Over KGBX

Springfield, Mo.—One of the biggest contracts in history of KGBX was signed Saturday when arrangements were completed for Peerless Brewing Co. of Washington, Mo., to sponsor play-by-play broadcasts of Springfield's Western Association (Class C) games during the 1937 season. Peerless will introduce Cardinal Beer in this area through the broadcasts.

Practically all broadcasts will be carried at night, inasmuch as night baseball is played in the Western Association, with only some of the Sunday games in the afternoon. KGBX will pick up all baseball broadcasts which do not conflict with NBC obligations. It is believed time can be cleared for more than 100 games of the 150-game schedule. Lee George, veteran KWTO-KGBX sportscaster, will again be at the microphone this season.

Koessler Joins WROK

Rockford, Ill.—Walter Koessler has been appointed sales manager for WROK. He comes from Janesville, Wis., where he filled a similar position with WCLO since 1935. Koessler was named to his post by Lloyd C. Thomas, president and general manager of Rockford Broadcasters Inc.

50 for Langlois-Wentworth

Langlois and Wentworth have released the first 50 programs of their new continuity service to all stations using the Lang-Worth planned program service. The new service has been designed to give the widest possible range of programs available for commercial sponsorship.

WMBG in NBC Group Starting on June 27

Richmond—WMBG will be available to NBC advertisers as a member of the NBC southeastern group on June 27. Rate has been set at \$120. WRVA switches to CBS on the same date. Rate will be \$200. Present CBS rate for WMBG is \$125 and \$160 for WRVA on the NBC card.

Services for Beghtol

Lincoln — Funeral services were held yesterday for A. L. Beghtol, one of the founders of KFAB in December, 1924, and president of the station's board from 1930 until his retirement in 1936. He died here late last week. Beghtol had not been active in the company since 50 per cent interest in it, as well as KFOR, Lincoln, and KOIL, Omaha, was acquired by the Lincoln Star and Nebraska State Journal early in 1936. His daughter Jessie Gretchen Lee, is a continuity writer for KFAB.

"Melody Kitchen" on WDNC

Durham, N. C.—"Melody Kitchen," sponsored by Durham Public Service Co., opened its third annual series on WDNC yesterday, 8:30-9 p.m. Popular feature again presents the Friendly Quartet, assisted by local talent. Mary Dixon has charge of the program.

COMING and GOING

HARRY O'NEIL of Consolidated Drug Co., one of the largest time-buyers on local stations throughout the country, is in New York from Chicago for a few days.

ED CRANEY, owner of KGIR, Butte, Mont., is in New York for a short stay.

CORNELIA OTIS SKINNER goes to Bryn Mawr College, near Philadelphia, tomorrow, presenting a group of short monologues of the modern school. OTIS SKINNER will accompany his daughter.

MR. and MRS. JAMES WRIGHT BROWN arrive today on the Santa Lucia from a southern cruise. Brown is owner and editor of "Editor and Publisher".

TED COLLINS returns today from Lake Placid.

HENNY YOUNGMAN and IRVING PAUL LAZAR leave Thursday for Baltimore where Henny will play a vaudeville engagement at the Hipp.

LLOYD EGNER, manager NBC transcription department, returns to his desk today after his Chicago trip.

PAUL WHITE, CBS director of special events, and JOHN D. FITZGERALD, his assistant, are both on the road. White arrived in Chicago last night from New York via plane, and Fitzgerald entrained for Washington last night.

BOB HOTZ, former radio director for Blackett Sample & Hummert, has left for Chicago, to spend ten days.

Radio Editor Has "Ghost"

Pittsburgh — Darrell V. Martin, whose widely read column in The Pittsburgh Post-Gazette is always "plugging" the local talent, has annexed for himself a ghost in the form of Sid Dickler, popular band leader, with talents other than musical. Dickler, who writes for the Musicians Journal and The Metronome, has collaborated with Martin in presenting a new series of daily features, "Local 60 on Parade." The series, only two weeks old, is expected to run over 300. Martin's "ghost" gives daily personal sketches of the musicians in Local 60, who for many years have been totally unknown as far as the public is concerned. It is good reading matter for the big Martin following and in turn is a fine builder-upper and good-will for the radio cd and the band leader, to say nothing about "upping" the circulation of the morning publication.

Pearl Show on WICC

Bridgeport—WICC has joined the NBC-Blue network carrying the Jack Pearl program, Fridays 10 p.m.

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB

158 W. 48th St. "Toots" Shor

LEO SAYS: Sponsoring the WHN Amateur Hour Phillips received 72,900 requests for their product from only two broadcasts! WHN DIAL 1010 M.G.M. LOEW'S

## KEN DYKE JOINS NBC AS EASTERN SALES HEAD

(Continued from Page 1)  
 responsible for more than half of all the business booked by NBC. Dyke was at one time vice-president in charge of sales for Johns-Manville Corp., and a director of the Advertising Federation of America and the Advertising Foundation.

## National Ice Switching To Sunday NBC Spot

(Continued from Page 1)  
 Blue net and change time to 8-9 p.m. Ice program will retain Gladys Swarthout and Frank Chapman as stars and will air over the same network of 54 stations now used Wednesday nights. Current plans call for the cancellation of the March 31 program, thereby allowing a ten-day lay-off between shows, instead of broadcasting twice during the same week. Same sponsor now broadcasting on CBS every Tuesday and Thursday from 11:45 a.m.-12 noon with show entitled Homemaker's Exchange, has decided to extend that series into June. Program was due to fade April 20. Under new extension the program may be cut to once-weekly, but no definite decision has as yet been reached. Donahue & Coe has the accounts.

## SAN FRANCISCO

JOE ALVIN hurrying back to his Los Angeles headquarters of NBC, where he writes copy, after a short sojourn here. Dick Newton KPO and KGO singing artist, having a reunion party, for his classmates from West Point. Hanni-Girerd Co. have bought a nightly broadcast over KYA to plug their auto servicing. Jack Burroughs, radio editor of the Oakland Tribune, has left for the hot desert of Death Valley on vacation. "True Detective Mysteries," produced by Dave Drummond, began Friday, 9:30-10 p.m., over NBC-Blue, sponsored by Gallenkamp Stores. C. H. Baker Shoe Co. sponsoring a series of 26 broadcasts by the winning amateurs from Budda's "Marin Dell Hour" over KFRC every Friday night. Program handled by Sidney Garfinkel agency. Rod Mays, former KYA announcer, is directing from Los Angeles a series of broadcasts dealing with human interest stories about transients. Phil Harris in town visiting the more quiet night spots, and showing particular interest in band-leader Ellis Kimball. KGO opens a new amateur show over its network with Bennie Walker, former emcee for the Women's Magazine of the Air, bringing the entries before the mike. NBC has assigned Arnold Maguire, director of Dean Buddha Maddux's Amateur Hour, to direct the new program. KTAB has been added to the red network of the Carnation-Albers program, beginning April 1.

# ORCHESTRAS - MUSIC

VINCENT LOPEZ and ork are back on CBS after several weeks of Mutual airing. The schedule remains intact, Fridays at 12:30 a.m. and Sundays at midnight.

"You Oughta Learn to Dance," a new tune by Johnny Fortis, one of the "Three Naturals," KYW-NBC harmonizers, has been plattered by Victor.

Boots and His Buddies, 15-piece colored band, purveying swing to KONO, San Antonio, audiences, have recorded ten sides for Victor, which already has their theme song, "Wild Cherries."

Fritz's German Band, KONO weekly feature, has recorded ten sides for the Victor Company. Material consisted of old German dances, polkas, waltzes, etc.

Johnny Hamp, Jean Harlow's favorite maestro, and his band make merry on the "WINS Matinee Frolic" today. The Jones Boys, a California quintette unearthed by Duke Ellington, take over the second part of the program with characteristic harmonizing.

Lee Johnson, formerly with WESG, Elmira, N. Y., has been added to the WFMD, Frederick, Md., staff orchestra. Johnson plays the fiddle, in addition to strumming the banjo.

British American Productions, Inc., of which B. Charles-Dean is president, wired Milton Berle last week warning him against the use of the title "Let's Get Together" in connection with a new song by Berle and Louis Prima. British American has been using "Let's Get Together" (With a Song) as the theme song and title of its musical series produced for Rolls Razor, Inc. Charles-Dean wrote the song and Mills Music Co. published it.

Abram Chasins' Music Series program, aired next Saturday at 12 noon over the NBC-red, will have Chopin's most important scherzo, his First in B Minor, for its subject. The piano-playing composer will play and comment on the Chopin opus.

Uncle Jimmy and his Texas Cowboys, ace hill-billy unit at WTMV, East St. Louis, are playing Saturday night dances at famous old Kissell Hall in North St. Louis.

Sid Gary, baritone heard nightly on the "Howard Dandies" program on WMCA, is now featuring feminine vocalists of leading orchestras,

on his broadcasts. Linda Lee of Paul Whiteman's Orchestra was his guest Sunday evening. Others expected in the near future include: Frances Hunt, Edith Wright, Rose Blaine, Judy Lane, Dolly Dawn and Muriel Sherman.

Carl Ravell and his band take over the Lexington Grill on April 29, succeeding Ozzie Nelson.

"South Sea Island Magic," song sensation of the past few months, has netted composer Andy Iona \$5,000 in royalties to date.

Woody Herman's new ditty "Face to Face with Love" being featured by maestro Andre Kostelanetz.

"Das Rheingold," first of the Ring Operas, will be aired from the Boston Opera House, April 3, via the NBC-Red network. On April 10 "Hansel und Gretel" and "Cavalleria Rusticana" will be heard under the same auspices.

## NBC AIRS APOLOGY FOR CUTTING SPEECH

(Continued from Page 1)  
 the erroneous cut-off. Cox was speaking from WIOD, Miami, and Clarke was in San Diego. The switching cut, "San Diego", occurred twice in Cox's speech, and the cut-off was made on the first instead of the second.

## 2 NBC Series Ending

Two NBC-Blue network programs will terminate their fall and winter radio advertising schedules the latter part of April. The "Adventures of Captain Diamond" sponsored by General Foods, Sundays, 3-3:30 p.m., and "The Iodent Dress Rehearsal," Sundays, 11:30 a.m.-12 noon, will sign off the air on April 18 and 25, respectively.

## Nelson Eddy Misses Final

Nelson Eddy missed the final Vicks broadcast of the present series last Sunday over CBS due to a severe case of laryngitis. Richard Bonnell replaced Eddy.

## MOTION PICTURE LIGHTING & EQUIPMENT CORPORATION

Everything Electrical for Studios

*In addition to being the largest distributor of lighting equipment for motion picture studios in the east we are also manufacturers and designers of equipment for . . .*

# RADIO STATION! AUDITORIUM! DISPLAY!

Also a complete line of electrical supplies including Mazda bulbs.

244-250 West 49th Street  
New York, N. Y.

Telephone  
CHickering 4-2074-2075

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

## REVISED MUSIC CODE SUBMITTED TO F.T.C.

(Continued from Page 1)  
objections of some of the publishers, and all prohibitions against payment of "push money," have been incorporated into a group in Rule 1. Latter move coincides with the wishes of the F.T.C., in regard to payment to radio and other artists for plugging songs, as well as other so-called bribery practices.

## New RCA Transmitter Is Dedicated by WROK

(Continued from Page 1)  
ceived by Tommy Cameron, Maurie Nelson, Karl Hanson and Garth Bowker, WROK engineers.

New equipment marked the increase of power from 500 watts to 1,000 watts day and 500 at night. New transmitter will triple the station's strength, according to Lloyd C. Thomas, manager.

## Business Is Doubled By WNBH Solicitors

(Continued from Page 1)  
7-7:15 p.m.; Hathaway Oil Co. (Shell), 10-10:15 p.m. nightly except Sunday, 52 weeks of "Tomorrow's Headlines"; Berry Bros. paints, through Maxon agency, Detroit, 13 "Musical Rainbows" 5-minute weekly disks; C. F. Wing Co. store, two 15-minute shows weekly with "Hollywood Recipes" (Bigelow Rugs), 52 weeks; My Bread Baking Co., 18 participations weekly in local news periods and 25 spots weekly, 52 weeks; Franco-Americaine Hour, additional half-hour weekly, 52 weeks, third year. Ten firms also have been signed on 52-week contracts for various numbers of weekly announcements, and seven others have been renewed for like periods.

## Sold Out

Knoxville — WNOX, the Scripps-Howard station here, has announced that no more time is available for sponsorship between the hours of 6:45-9:45 a.m.

## WAML Adds Newscasts

Laurel, Miss. — Two news broadcasts a day, one at 7:30 a.m. and another shortly after noon, are on the regular schedule of WAML here. Service is furnished by Transradio Press Service, whose New Orleans bureau governs this territory.

|    |    |    |    |
|----|----|----|----|
| 1  | 9  | 3  | 7  |
| 4  | 5  | 2  | 7  |
| 6  | 11 | 12 | 13 |
| 17 | 18 | 19 | 20 |
| 21 | 22 | 23 |    |
| 25 | 26 | 27 | 28 |
| 29 | 30 |    |    |

March 23  
Greetings from Radio Daily  
to  
Arnold Johnson



● ● ● Ivory soap listened to Jackie Coogan, Mary Small and a dozen or more kiddies yesterday afternoon at NBC... Campana is negotiating for the half-hour musical variety show with (Baby) Rose Marie, Frank Gaby, Joey Ray and guestars... Johnny Green is doing guestar spots on the coast, talking about music... "Lazy Dan" goes Mutual for National Silver... Louis Raderman may be signed as concert violinist for Boris Morros at Paramount by the time this appears... Charles Adler of the Yacht Club Boys is sending out photos of himself with a mustache he just sprouted... Thirteen NBC announcers have auditioned for the show to be sponsored by the cycle industry... Jackie Heller is slated for a spot on the Ed Wynn airings... Ben Lipset has been made an honorary citizen of Galveston... Jack Oakie will have Judy Garland on his airings for 13 weeks starting next Tuesday.

● ● ● Wire from Benny Gaines of the Mayfair, Boston's swanky club, gives the new line-up because of Cross & Dunn going to the Chez Paris the 13th... Belle Baker goes in the 7th followed by Benny Fields the week after and then Cross & Dunn... Everett Marshall opens at the Versailles the 14th... Clarence Muse has completed "Memphis Suite" after three years... East and Dumke return as "Sisters of the Skillet" for Kellogg's April 12... Karlton Ka Dell will do a picture-talk on a Boulder Dam flicker... Watch Freda Starr, who auditioned on the Ivory spot yesterday. She's eleven and has a Deanna Durbin voice... Helen Hayes threw a party at the Rainbow Room for the sponsors, advertising execs and cast last night after her fade-out on the "Bambi" show.

● ● ● Phil Spitalny and his girls will take over the vacated Jack Pearl time on NBC-Red Monday nights beginning April 23... Morton Bowe will give up his Sunday shows because of the featured spot with Tommy Dorsey's band during the summer vacation of the Baron!... It is reported that Gene Arnold's Minstrels return to NBC the 7th... Fred Waring starts April 10 on "Varsity Show"... Phil Abrahams has taken an option of Publicity Associates' "Love Doctor" for local etherizing... Joey Nash must change his name to "Jack Nelson" to guestar on that auto transcriptions... CBS sound effects man, Bob Prescott, was rushed home the other day with a serious attack of gall-bladder and may be out for a time... Max Wylie's secretary in CBS continuity dept., Helen Ward, was removed from Polyclinic hospital yesterday.

● ● ● Mickey Alpert is happy now that CBS director Brewster Morgan is well enough to begin rehearsing the scheduled airings... The Lester Lees finally got their home in Connecticut and Lester's bedroom may be wall-papered with a design of dollar-bills so that when he wakes up in the morning he'll feel that he's in the money!... Ted Hammerstein has another play with a radio background which he is planning for immediate production... Happy Felton opened yesterday at the Arcadia... N. W. Ayer are looking for a program which they'll use on a series of 39 to 65 transcriptions... "Spring in Kansas", by Peter Dixon, formerly of NBC's press dept., will be on Campana's "First Nighter" Friday... Al Reck, Phil Baker's brother-in-law, has gone into the transcription business... Walter R. Brown of Radio City and Mervin Adams of Frisco, are the engineers designated to take Seth Parker's transmitter down to Canton Island to view the eclipse, traveling 7,000 miles to do a fifteen-minute airwaver!

## KOCA DOES HEAVY DUTY IN TEXAS SCHOOL BLAST

(Continued from Page 1)  
Ulmer is president, placed a remote control line, as did KFRO, the Longview station operated by James R. Curtis.

Besides giving descriptions and interviews, the stations directed the movements of doctors, nurses and other workers by direct communications and rebroadcasts, remaining on the air to act as a clearing house of information. All regular broadcasts of KFRO and KOCA were discontinued for the rescue work.

Rebroadcasts were handled by KGKB, Tyler, and programs were also fed to the Mutual, NBC, CBS and Texas Quality networks.

Among first stations in the country outside of Texas to get lines in for eyewitness stories were the Iowa network stations, KSO and WMT, and KMA in Shenandoah, Ia. Bob Kaufman, KMA program director, arranged the lines by telephoning KOCA.

KLZ of Denver was another to act quick, getting a connection through to Overton, Tex., and obtaining details from Jack Cox, local merchant.

## AFA Renominates Vallee

Rudy Vallee was nominated for re-election as president of American Federation of Actors at a membership meeting held Sunday night. Annual election will be held May 8. Meeting elected a nominating committee of five which submitted the following slate for full three year term:

Rudy Vallee, president; Sophie Tucker, honorary president; Joe Laurie Jr., first vice president; Ben Bernie, second vice president; Chick York, third v.p. and Harry Richman fourth v.-p.; Ralph Whitehead, executive secretary and Charles Mosconi, treasurer. Eight council nominations were also made.

## Shepard Named Trustee

Boston—John Shepard 3rd, president of Yankee Network, has been elected a member of the Board of Trustees of the Suffolk Law School, which is expected to become Suffolk University soon.

## AGENCIES

GERALD H. CARSON, who has been a member of William Esty Co.'s staff since its inception four years ago, has been elected a vice-president.

HUSBAND & THOMAS CO. INC. has taken new quarters at 370 Lexington Ave.

WILLIAM YOST PREYER has been made executive vice-president of Vick Chemical Co. Preyer is also chairman of the Proprietary Association of America's committee on advertising.

LEWIS M. WILLIAMS, formerly an executive and director of Williams & Cunyngnam, Inc., has joined the Buchen Company, advertising agency, Chicago, as vice-president.

**WCFL to Work Out  
New Commercial Plan**

Chicago—WCFL, catering mostly to some 400,000 interested in labor developments, etc., will work out a new commercial attack, according to Maynard Marquardt, newly made general manager. Hitherto identified as the official ether organ of a vast following, WCFL has not taken advantage of its possibilities, but in the future plans to come out with more showmanship and stress its particular audience market. Outlet is affiliated with NBC and carries many musical features of this network.

No drastic alteration of its labor policy, is contemplated, however.

**New KXBY Features**

Kansas City KXBY has closed a contract with Consolidated Drug Co. for a 30-minute early morning program to run 52 weeks. The show is a five-piece hillbilly unit, Squire Perkins and His Mule Skinners.

The same station has added several new features among which is a 7:30 to 8:30 a.m. participating show, "Early Editions," which features, besides Associated Transcription Service music, U.P. news every five minutes and weather and temperature reports. KXBY's other new morning feature is the daily "Social Calendar" in which Elaine Deane, a newcomer to the staff from Minneapolis, announces the lineup of local society news and announcements. Miss Deane also, with the assistance of Dot Chacquette, airs this station's women's news broadcast at 3:15 every afternoon.

**ANNOUNCERS**

GRAHAM McNAMEE, NBC announcer, has been signed by Chevrolet for the announcing job on the new "Rubinoff and His Musical Moments Revue" recordings now being made by WBS. Contract runs for 26 disks.

CLINTON PRICE, for the past year at KID, Idaho Falls, has joined the announcing staff of KLO, Ogden, Utah.

ABBOTT TESSMAN, NBC staff member, was selected as the best announcer in San Francisco and the Bay area by a board of nine judges including radio editors. Gold trophies were awarded Tessman and NBC.

JOHN CARPENTER, formerly at KHQ and KGA, Spokane, is now on the staff of KOIN, Portland, Ore., and is emceeing the revamped Variety Matinee.

GEORGE THOMAS, 17-year-old announcer at WHAT, Philadelphia, is a collector of swing records. He has over 300 now.

DICK CAMPBELL, once at KGNO, Dodge City, is now making a name for himself at KFBI, Salina, Kas.

GENE SHUMATE and DALE MORGAN, Iowa Network announcers, will broadcast the awarding of the state girls' basketball trophy at Guthrie Center, Ia., to the winning team of that city. Broadcasting of the tournament games resulted in capacity crowds at every performance.

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 13 of a Series

**WCHS—Charleston, W.Va.**

1000 Watts Day, 500 Watts Night—580 K.C.

**JOHN A. KENNEDY**  
Pres.-Gen. Mgr.

**MORTIMER C. WATTERS**  
Station Director

**NICHOLAS PAGLIARA**, Program Director

WCHS was established in 1927, and from that date until November, 1936, it existed as a strictly local station, without network affiliation, without transcribed library service, without constructive locally originated sustaining talent programs, depending almost solely for its program material on victrola records. In November, 1936, the station was bought by interests headed by John A. Kennedy, and began a development which during the last three months has been record-breaking.

As its first step of development, WCHS secured an entire auditorium building for its own use for offices and studios, moving from its former small quarters. In its new auditorium WCHS has what is believed to be the largest studio in the world, with a capacity of 5,000 people. Three other modern, acoustically perfect studios were built to take care of programs which would not have a studio audience but which would be ample in size to take care of any musical or choral group.

Kennedy then formed the West Virginia Network, which is composed of WCHS, as the key station, with Kennedy's WPAR, Parkersburg, and WBLK, Clarksburg, constituting the other members of this network.

WCHS became affiliated with CBS on Feb. 13, as did one of the other stations on the West Virginia Network, WPAR.

During February, 1937, Odes Robinson, former chief engineer of WIRE, was made chief engineer of WCHS and the West Virginia Network. Robinson immediately began improvements necessary to make WCHS more efficient on its frequency of 580 kilocycles, and make it a high fidelity station.

WCHS on March 1 began the UP News Service and also subscribed to the Associated Transcription Library.

Local citizens and advertisers have been quick to realize the importance of the change made in WCHS and got together under the leadership of the Chamber of Commerce, the Rotary and Kiwanis Clubs, and purchased double truck advertisements from both Charleston newspapers complimenting Kennedy on his courage and vision, and the outstanding developments made by WCHS.

WCHS now broadcasts, besides the Columbia Network Shows, programs of its own origination, many of which are sent to the West Virginia Network. These programs are under the direction of Nicholas Pagliara, former program director of WHEC, Rochester. Pagliara is ably assisted by D. Clete Lochner, also of WHEC, Rochester, whose main work is the production of outstanding dramatic presentations such as the history of West Virginia dramatized, and a State Troopers' Dramatization, which programs are being broadcast to the West Virginia Network.

Among the outstanding programs which draw audiences of thousands, who cheerfully pay 25 cents each to see the broadcast, is the one-hour Old Farm Hour, broadcast from the 5,000-capacity new studio.

In its primary area, WCHS serves 625,000 persons, and almost a million in its primary and secondary areas.

**NEW PROGRAMS—IDEAS**

**Rousing Early A. M. Interest**

WFMD, Frederick, Md., is arousing the interest of listeners in its 6:30-9 a.m. entertainment, "Good Ship Rise and Shine," conducted by Captain John (John Newhouse, announcer), through the medium of three features. One is an imaginary visit paid to towns and cities making a request for it, another is the playing of request musical selections, and the third is a "Birthday Hour."

**Alertness Tests**

Challenging the intelligence of their dialers, KSFO, San Francisco, brings forth a program in which the listeners must supply the name of the person dramatized in the show.

With a cast of U. S. students dra-

matizing clues to the identity of a famous person, the program is intended to bring in written answers to the name of the person selected for portrayal in each broadcast. Subtle commercials will be edged in.

**Traffic Safety Series**

WHB, Kansas City Mutual network outlet, institutes a new traffic safety program this week to be known as "The Man at the Wheel." The feature will go on the air for 15 minutes in an afternoon spot and will present Bob Weir and Barney Mahoney, police department traffic officers, as they question motorists on safety rules. A line will be run from WHB's Journal-Post studios to a nearby busy traffic intersection, and Norvell Slater, staff announcer will officiate.

**Promotions, Additions  
Are Announced by KLO**

Ogden Utah—Merrill Bunnell, formerly promotion manager, has been named advertising manager of KLO. He succeeds L. F. Haller, advertising manager for the past two years, who resigned to re-enter the newspaper field.

Bunnell has appointed William Skaggs to the KLO advertising staff. Skaggs previously had held the position of advertising manager of Wright's Department Store in Ogden.

Russell Thorsen, for almost two years a member of the KLO announcing staff, has been appointed production manager. He replaces Jean Sevillier, who resigned because of ill health. Thorsen has held announcing posts at KGA, Spokane, and KGVO, Missoula, Ma. For a number of years he played, directed and produced stock in the mid-west.

**New Biz at KTSM**

El Paso—New accounts just started and starting soon at KTSM include Griffin Cleaners, Peterson Lumber & Paint Co., Hall's Clothing, White House Basement Shoe Department, Consumers Ice Co., El Paso Typographical Union, and others.

**KVSO Affiliation Salute**

Ardmore, Okla.—KVSO will celebrate affiliation with the Mutual Broadcasting System and the new Oklahoma Network on April 1, with a broadcast of all night local programs from a downtown auditorium in Ardmore. Night commercial programs and other studio features will be aired from the auditorium before a live audience. City officials and civic leaders will take part, according to plans of Albert Riesen, KVSO manager.

**Debnam Auditioned**

"Deb" Debnam, news commentator of WTAR, Norfolk, Va., auditioned at both the NBC and Columbia networks over the weekend. He's gone back to Norfolk to await reports.

**GUEST-ING**

MIRIAM HOPKINS, on Hit Parade, March 27 (CBS, 10 p.m.).

LANNY ROSS, on Hit Parade, April 17 (CBS, 10 p.m.).

FRANCES FARMER, on Hit Parade, April 24 (CBS, 10 p.m.).

CLYDE PANGBORN, on Charlie Martin's "Thrill of the Week," tomorrow (NBC-Red, 8 p.m.).

KIRSTEN FLAGSTAD, Metropolitan soprano, on General Motors, April 4 (NBC-Blue, 8-9 p.m.).

NEILA GOODELLE, on the Ed Wynn show, April 24 (NBC-Blue, 8 p.m.).

GLORIA SWANSON, interviewed on the WHN Movie Club next Friday by Radie Harris, 8-9 p.m.

**Guy Lombardo says  
CARELESSLY**

is the best song in years!

Norman Ellis Music Pub.

113 West 57th St. New York City

# Cross-Country Chat

**ARTHUR B. CHURCH**, president of Midland Broadcasting Co., operating KMBC, is back in Kansas City after a coast vacation.

**Deane Long**, announcer and assistant program director at WFMD, Frederick, Md., appears thrice weekly as the *Hollywood Reporter* in the "Hollywood Hilites" program. He also conducts the daily noonday nonsense show, "Rhythm Club," in which he stoozes for "Joe Stradivari," the talking violin played by Lee Johnson.

**Dick and Bob Stahl**, formerly of KVSO, Ardmore, Okla., are now harmonizing over KCMO, Kansas City.

**John Busselle**, salesman on the WHB (Kansas City) staff for the past year, has resigned to join Braniff Air Lines in Houston.

**Winston Shipley**, music director and staff pianist at WFMD, Frederick, Md., is reported altar-bound.

**Sol Chain**, production manager of WNBH, New Bedford, assisted in the successful Colonial-Mutual coast-to-coast airing of the Hyannis New England music festival.

**Darrell Martin**, radio editor of the Pittsburgh Post Gazette, has the town radio lads all het up on bowling, forming a Radio Bowling League in which WJAS-KQV now leads, followed by WWSW, WCAE and KDKA. Town's star bowlers include Joe Villella, Jack Hollister, Bide Dudley, Joe Tucker, Ed Sprague, Glenn Riggs, Jack Buchheit, Frank Smith, Jr., Bob Thompson, Tom Pickering, Howdy Clark, and others, including Martin. A banquet is planned in April.

**Sandy Nevins**, who does "Town Talk" for Sears-Roebuck over WTAR, Norfolk, plans a 70-mile walk down the coast on his vacation.

**Mary Alkus** is now featured in "Pertinent Paragraphs" over KYA, Frisco, and the CRS net in California at 11 a.m. daily.

**Gene and Glenn of WHO**, Des Moines, will appear in Omaha as featured artists on WOW anniversary programs April 2-3. They headlined in Kansas City last Saturday.

**Buryl Lottridge**, head of KFOR-KFAB-KOIL sales staff in Nebraska, was a candid camera subject in the last issue of Life.

**William E. Phipps** has joined the publicity and commentator staff of KOMO-KJR, Seattle.

**Gertrude Onnen**, former stage and network actress, is now on the dramatic staff of WLW-WSAI, Cincinnati. Other recent additions included Zora Layman and Herbert

**Claar**, vocal-piano duo; **Elwood MacAllaster**, actor; **Richard Vaughan**, production man; **Slim Smith** and his Arizona Ranch Boys, and **Larry Mencken**, writer, rejoining after a year in Detroit and New York.

**Charles Crutchfield**, program director at WBT, Charlotte, will attend the Carolina Cup Race at Camden, S. C., March 27. **H. H. Holtshouser**, WBT treasurer, acted as g.m. while **William A. Schudt, Jr.**, and **Sales Manager Dewey Long** took a trip to Atlanta.

**Lester Horn**, continuity writer at WHAT, Philadelphia, is now doing several serials including "The Three Co-Eds." **Ray Turner** writes the new "Happiness Hotel" script.

**Robert Marley**, continuity writer of the Crosley stations, and **Frances Jensen** of the WLW accounting department, are now keeping house.

**Erle Smith**, news commentator at KMBC, Kansas City, airs his Sunday morning spot by remote from the Chrysler show rooms, where the sponsor invites visitors.

**WSOC**, Charlotte, has been doing some fine service with its job clinic, sponsored by a local bank. WSOC is among the stations that play an important part in civic affairs.

**WICC**, Bridgeport: **Edith Jolson**, singer, just over the effects of an auto crash, is down with the grip. . . . **Florence Ballou**, ill, replaced in the recent McClean Minstrel by **Dorothy Taylor** of the staff. . . . **Joe Lopez** will rebroadcast **Ray Sinatra's** new NBC program April 1. . . . **Lillian Anderson** returns to WICC as a soloist in the Easter Cantata.

**John Gillin, Jr.**, head of the Nebraska Broadcasters Ass'n, was the headliner in the hearings last week before the Nebraska unicameral legislature on Senator **Frank Brady's** bill to write the **Sherruan Anti-Trust** law into the Nebraska statutes, a direct slap on **Ascap**, as has been done in Washington and Montana.

"Party Plans of the Air," sponsored by **Kadane-Brown Co.** (Bluebonnet Margarine), launched over **KRLD**, Dallas, early in February, has had a surprisingly large listener response. **Eva Mayo Hamill** conducts the program, consisting of party ideas and suggestions.

**Marshall Soura** is the newest addition to the **WIP**, Philadelphia, technical staff. Had been with **Westinghouse** for eight years and with **Western Electric** for four years. Joins the local station as field engineer.

Special show is planned for April 3 for the **Hampton Institute** Broadcast, which **WTAR** (Norfolk) pumps to the **NBC-Red** network Saturdays

## Cantor's Contest

A prize of trips to Hollywood for two persons is being offered by **Eddie Cantor** to the one sending in the most appropriate name for the chattering telephone girl who recently made her debut in his Sunday night Texaco program over CBS. The star announced at the conclusion of last Sunday's show. No purchase or other requirement is necessary for participation. Contest closes April 11. **Rupert Hughes**, **Walt Disney**, **George Burns** and **Gracie Allen** will be the judges. . . . The comedienne is **Helen Troy** and **Cantor** thinks so much of her star possibilities that he has signed her to a long-term contract.

7:15-7:45 p.m. Program will feature the **Folk Singers** and highlights of the life of **Booker T. Washington**.

**Newscaster Foster May** has returned to Omaha from a three-week trip to Mexico with **Mrs. May**.

**Manager John Gillin** of **WOW**, Omaha was host to **President Martin M. Mara** of **Radioaids Co.** of California, who also inspected the station.

**Brandeis**, Omaha's largest department store, is presenting a 30-minute style review at 3 p.m. Fridays over **WOW**. **Mrs. Marjorie Epstein**, **Brandeis** advertising manager, is directing presentation of the program.

Space devoted to radio gossip by **The Omaha Bee-News** has been doubled since **Jake Rachman**, also the newspaper's film critic, has taken over radio editor duties.

**Buryl Lottridge**, sales chief in Omaha for **KFAB** and **KOIL**, along with **Bruce Wallace**, publicity man for the three stations (including **KFOR**, Lincoln) were in Lincoln this week confabing with **Reginald B. Martin**, **KFOR-KFAB** station manager.

**Ray Schwartz**, formerly with **NC's** Chicago traffic department, is now with **Central States** roadcasting Co., Lincoln, in the same capacity. Used to work under **Fred Weber**, who now is with **Mutual**, and will still be under him since **KFOR** takes the **MBS** schedule.

**Jimmy Corbin**, novelty song and piano act, has been signed for exclusive appearance on the **Iowa Network**. He was formerly on the staffs of **WBBM**, **KMOX**, **WJJD**, **WHO** and **WTMJ**.

**Rev. William E. Soule** will present a program of hymns and their stories on Tuesday and Thursday mornings at 9 over **Station WSPR** Springfield, Mass.

"Flowers in a Vase" a radio play featuring **Red Cross** highway first aid, was presented last week over **station WMAS**, Springfield, Mass.

## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

**INA GRANGE**, one-time assistant program director of **WABC**, who's had three commercials, has coached operas and opera stars, accompanied such artistes as **Countess Olga Albani**, has directed her own string ensemble. . . . believe that women are more competent, musically speaking, than **Radio Row** understands. . . . To prove it she cites **Julia Glass**, **Mathilde Harding**, **NBC** staff pianist, and **Marian Carley**, Columbia pianist, as examples of unparalleled luminosity. . . . When **George Frame Brown** takes the arena again (he was on "Main Street" which may soon do a repeat) with a new transcription program for femme consumption now being auditioned by **aero-musico** big name, **La Grange** will play a ten-year-old gal-child. . . . **Amita Fairgrave**, "All Story" mag ed. scripting at **WOR's** request. . . .

**Airotic addenda**. . . **Nelson Eddy** to enter double harness with **West Coast** lass within the year, according to **Josephine Dillon Gable**. . . . **Adeline Thomason**, "Mrs. Pennyfeather" of the "Streamliners", to you, California-bound for flicker reasons. . . . "True Marriage Proposals", the **Fanny May Baldrige** (ex-"Magnolia") **Newell Davis** program, present recordings of the proposal dramatized to proposer or proposee involved. . . . **Lee Ray Jackson**, wizard of the **NBC** dark-room, has pix-ed more than 1,000 celebs within a few weeks, inclusive of **Mary Livingstone** and spouse **Jack Jean** (**Griffin** Polish program) **O'Neill**, **Ed Smalle** and the "Caroleers" and those two zanies of domesticity, **Goodman** and **Jane Ace**. . . . **Pauline Alpert**, **WOR's** "Whirlwind Pianist", to make music on **Fred Allen's** Wednesday night program.

Two pix in a big daily (other day, supposedly of **Eve Symington** and **Jessica Dragonette**, best-dressed femme crown-winners, were both of **La Dragonette**. . . . More anent the sartorial. . . . **Frank Chapman**, best-dressed baritone, has in his ideal Easter Parade, **Lily Pons** in brilliant shades and orchids, accompanied by **Andre Kostelanetz**, in black, **Mrs. Lawrence Tibbett** and **Lucius Beebe**, with **amethystine** touches here and there, and **Gladys Swarhout**, in **mink** and **yellow** orchids. . . . Now to decide whether they broadcast over the **NBC Red** or **Blue**. . . . **Molly Ames**, femme **Orpheus**, who's just brought her "Golden Lute" to the ether, vocalizes in 20 tongues.

**COMMENTS**

On Current Programs

**Band Wagon**

Kate Smith and Ted Collins hardly ever fail to put on a superior hour of entertainment. Listeners to the A. & P. show last Thursday night were regaled with a very fine excerpt from "Mary of Scotland" performed by Margalo Gillmore and Helen Menken. There was also the usual quota of enjoyable vocalizing by Miss Smith. And Henny Youngman with his jokes. Youngman has been getting himself talked about quite a bit lately. Whether he is just a joke-teller or a genuine comedian, however, is not yet certain. The laughter and applause of studio audiences often is misleading, and an increasing number of dialers are getting wise to it. Youngman has a style, but not enough. Anybody can rattle off a string of old and new jokes with the assurance of getting a certain percentage of laughs. The real comedian, however, is the one who gets his results by the artistry of style, ingenuity and resourcefulness. Vide Benny, Allen, Cantor, Berie, and just a few others.

**Show Boat**

Lanny Ross, who has been developing into a continually better showman in the presentation of his Maxwell House Show Boat programs on Thursday nights at 9 over the NBC-Red network, gave his listeners a treat on his last broadcast in the form of Lillian Gish. One of the stage's (and formerly the screen's) better dramatic actresses. Mary Small also sang herself to a batch of applause on the same program, while the Molasses and January comedy and Ross' own vocal contributions to the show were pleasurable as always.

**Chamberlain Brown**

A most enjoyable half-hour program of wide diversity closed its 26-week run at 4 p.m. Friday when Chamberlain Brown gave his final show over WINS. With a wealth of material available through the medium of his Broadway theatrical office, Brown has packed an unusual amount of interesting items into his programs. Glamor of the show world in all its branches, drama in modern as well as classic vein, highlights about personalities of the past and present, singing, orchestra numbers by Louis Katzman's aggregation, and no end of prominent guest stars, made each program a highly entertaining grab bag that could interest a goodly class of dialers.

**Roger Pryor**

Roger Pryor, whose orchestra is removed via CBS out of Chicago at late hours, has been making steady progress in developing individuality in his musical aggregation. His music is tuneful and soothing, a pleas-



**"STARK ON OBSERVATORY HILL"**

(Charlie Stark)  
Sustaining

WMCA Monday to Saturday, 7-7:45 a.m.

**FAIRLY BRIGHT POTPOURRI FOR THE BEFORE-BREAKFAST LISTENERS.**

Considering that it is put on at the still sleepy hour of 7 a.m., this alarm clock revue stirs up a fair amount of liveliness. The 45 minutes are packed with odds and ends including music, poetry, a light vein of philosophy, weather information, tomfoolery for young and old intermittent announcement of the time and even the day and date. The music, partly transcribed, is appropriately selected, yesterday morning's program running all the way from "Wake Up and Sing" to "Twilight on the Trail"—the latter number being the only dubious one. Vocal as well as instrumental selections are offered. Stark sounds like the kind of a chap who could do well in an m.c. spot at a later hour.

**"DRUMS OF CONSCIENCE"**

Sustaining

WGN-Mutual, March 21, 1:30-2 p.m. CST.

**EFFECTIVELY STAGED NEGRO DRAMA WITH GOOD SCRIPT AND CAST.**

Emanating from Chicago, this experimental drama broadcast by the University Broadcasting Council was a very satisfying success. The script evidenced careful preparation, while the performance reflected equal care in rehearsal. Story based on an old Negro legend dealt with a colored man who had killed a white and was trying to keep up a bluff of innocence despite a barrage of insinuation and warning carried on by his suspecting friends as they are making merry at a fish fry. The continual beating of drums, as part of the musical background of Negro folk songs, eventually fill him with such a fear of consequences that he surrenders and confesses. Arthur K. Akers and James Whipple are credited with the script.

ure to the ear as well as to the dancing feet.

**We, the People**

With the return of Phillips Lord on Sunday, "We, the People" deviated a little from its predominantly serious vein and struck a greater number of humorous notes. The first was provided by the president of the Dunkers' association who gave hints on dunking. Then came a 300-pound woman elected by northwest lumbermen as the sweetheart of their legendary hero, the 700-pound Paul Bunyan. An elevator operator with a deep-sea voice told of his ups and downs, mostly downs. A North Carolina schoolboy had an amusing tale about how he capitalized on his measles, by charging other boys a dime to come in and catch them so they wouldn't have to go to school. There were some serious notes too, but they were far in the minority.

**Magic Key**

A vocalist of unusual merit highlighted Sunday's Magic Key of RCA program over the NBC-Blue network at 2-3 p.m. He was Joseph Schmidt, Rumanian concert tenor, who has a marvelous ringing voice. Schmidt delivered numbers in Italian and German with equal facility and clarity. Bruna Castagna, the popular Metropolitan contralto, offered an Italian and a Spanish selection. Another outstanding performer on the bill was Andres Segovia, the Spaniard who has made guitar playing an art. His two numbers, accompanied by the NBC Symphony Orchestra under the direction of Frank Black, were genuine treats. Fray and Braggiotti of-

ferred two selections from "Show Boat" as their piano contribution, and from WTCN, Minneapolis, came an interview with 4-H Club winners.

**"Special Edition"**

A very helpful talk by Dr. Payne, titled "Lesson in Relaxation," highlighted Friday's Borden show over the NBC-Red network. Dr. Payne gave some excellent advice, from both a health and a philosophical viewpoint, for persons who live too strenuously. The other usual features of this tip-top 1:30-2 p.m. program, including Gabriel Heatter, gossip from Hollywood, musical interpolations and other items also were up to their usual standard.

**Music Hall**

As evidence of the present topsyturvy trend of radio programs, Basil Rathbone, who acts with sterling dignity on stage or screen, turned stooge with Bing Crosby on last Thursday's Kraft Music Hall program over the NBC-Red network at 10-11 p.m. What's more, Rathbone made a good job of it. Proving he is a true actor. Harriet Hilliard and pianist Rudolph Ganz were other enjoyable guest items on the bill, with Bob Burns and the Dorsey orchestra also doing their stints.

**Jack Pearl**

Inaugurating his new Friday night spot on the NBC-Blue network, 10-10:30 p.m., the Baron Munchausen's program had a most auspicious send-off. Adventuring in China, the Baron and Cliff Hall knocked out a high score of laughs. If any additions to the large host of Pearl lis-

**SELLING THE STATION**

**Spring Campaign Bulletin**

The merchandising department of WMT, Cedar Rapids-Waterloo, under the direction of Leo F. Cole, has completed a Spring merchandising bulletin to be sent to 500 grocers and druggists in the territory of WMT.

Bulletin points out the reasons why radio is such a powerful advertising medium. Listings of the various advertisers, titles of their programs, and the time each program is heard, is given in the bulletin. Object of the mailing piece is to acquaint retailers with WMT by telling their customers just when their favorite radio programs will be on the air.

Bulletin also lists separately all accounts on WMT sponsored by grocery items and drug items. Lists 26 grocer accounts and 18 drug accounts.

**Newspaper Ads**

WHIO, the Dayton (O.) News station, uses prominently displayed three-column ads in the News to plug the station. A recent display, headed "Tomorrow on WHIO", gave the next day's complete list of programs on that station, attractively set up in large type, with a footnote: "See the radio page for complete daily program schedule." Another display ad contained merely the legends, in decorative layout, "Turn Your Radio Dial to 1260", "There's Always a Good Show on WHIO", and "See radio pages for complete daily program schedules."

**Texas Expo Auditions on Air**

Dallas — WFAA and the Greater Texas-Pan American Exposition are auditioning talent to appear in the "Cavalcade of the Americas" featured pageant of the Exposition. Broadcasts of auditions from the Melba Theater stage began Saturday. Dixie Trailways and Sunshine Bus Lines are sponsors for the program.

**Master Records Registers**

Washington Bureau of THE RADIO DAILY  
Washington—Consolidated Film Industries, Inc., yesterday reported to Securities & Exchange Commission acquisition of Master Records, Inc., through its subsidiary, American Record Corp. Entire authorized capital stock was acquired.

teners are obtainable at the new hour, the initial broadcast must have started the ball rolling at top speed.

**At the Rainbow Grill  
Emery Deutsch  
and His Orchestra**

Unusual, Romantic Music  
Management Rockwell-O'Keefe  
Radio City, New York and Hollywood



**ELZA SCHALLERT** interviews, NBC Blue net, next week moves to a new spot, one hour later, bringing her on 8:45-9 p.m. PST. John Boles will be her guest Friday.

KHJ has received copy clearance on her stories in "Epic Heroes" published in London. Stuart Wilson will use them on his Friday evening Story Teller program on Don Lee net.

Jimmy Vandiveer, who conducts Don Lee's Tuesday night "Met Some People," will put a new twist to radio interviews this week when he quizzes thirty persons at once, receives his replies from the whole group in unison. His guests will be the well known Verse Choir.

Allied Advertising Agencies Inc., on behalf of Associated Oil, has started a new series of sports broadcasts on KMTR, the first of which will be the UCLA-Stanford Track meet Saturday, with Frank Bull at the microphone.

KFWB putting in its own equipment at the Ambassador Hotel to broadcast Coconut Grove concerts.

Carlton KaDell, just finished announcing on the big 300 station Dodge disk series, has been signed to do the narration on a 4-reel travel picture on Boulder Dam, to be released by General Studios.

California's Hour, with Conrad Nagel and Connie Boswell, (chain stores) which has been going on NBC blue net in California only, will finish its present series Sunday. Lord and Thomas, agency, is auditioning a series of 1-minute transcriptions which may go on the air later.

Pauline Hogan, who has had a household talk program on the air weekly for seven years, without an unsponsored week, has signed for a second year's weekly broadcasts for Market Basket Inc. (stores) over KEHE. Account was placed direct, and doubled Miss Hogan's salary.

Jerry King, president of Standard Radio (transcriptions) just returned from a quick trip to Sacramento to assist at the dedication of new station, KROY.

Advertising Arts has just placed a

## ONE MINUTE INTERVIEW

GLEN GRAY

"In selecting the numbers for the broadcasts of the Casa Loma Orchestra I have found the pacing of the program to be of vital importance. The reaction I have received throughout the country is very peculiar, due to the fact that the south always requests the slow numbers; the east and midwest the fast numbers; and the west coast the romantic love ballads rendered by Kenny Sargent."

## F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

### HEARINGS SCHEDULED

March 23: Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc., 250 watts, daytime.  
The Bend Bulletin, Bend, Ore. CP for new station. 1310 kc., 100 watts night, 250 watts LS, unlimited.  
March 24: Juan Piza, San Juan, Porto Rico. CP for new station. 1500 kc., 100 watts night, 250 watts LS, unlimited.  
April 8: Port Huron Broadcasting Co., Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.  
Golden Empire Broadcasting Co., Marysville, Cal. CP for new station. 1140 kc., 250 watts, daytime.  
April 14: Paul B. McEvoy, Hobart, Okla. CP for new station. 1420 kc., 100 watts, daytime.  
April 27: W. W. Luce, Fort Lauderdale, Fla. CP for new station. 1050 kc., 50 Kw., unlimited.  
May 3: J. Leslie Doss, Sarasota, Fla. CP for new station. 1390 kc., 250 watts, daytime.  
May 7: Staunton Broadcasting Co., Inc., Staunton, Va. CP for new station. 1500 kc., 250 watts, daytime.  
May 10: T. E. Kirksey, Waco, Tex. CP for new station. 930 kc., 250 watts night, 500 watts LS, unlimited.  
May 13: Dallas Broadcasting Co., Dallas. CP for new station. 1500 kc., 100 watts, daytime.  
May 17: Utica Observer Dispatch, Inc., Utica, N. Y. CP for new station. 950 kc., 1 Kw., daytime.  
May 18: KYW, Philadelphia. CP for change of power. 1020 kc., 50 Kw., unlimited.  
May 21: Ashville Daily News, Ashville, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

thirteen week spot announcement campaign for Nu Enamel, to go on blue net's outlet, KECA three times a week.

Lum and Abner are in Chicago to talk contest plans with their sponsor, Horlick Milk. After two weeks' broadcasting from Chicago, they'll be back on the Coast.

Fred Jones, publicity man for KEHE and the Orange net, is trying his hand at scripting, doing a new Tuesday evening 15 minute program, Alma Mater News—chat and opinion about college happenings and college viewpoints. Jones was formerly editor of Pennsylvania U's daily during his own college days.

F. C. Mertens, president of Mertens & Price, Inc., leaves Monday for a two months trip through the middle west and east on behalf of Sunday Players, Sacred City, Wade Lane's "Homefolks" and American Kitchen, transcription series.

Los Angeles Auto Driving School has signed for a Friday night half hour Safety First Forum series over KMPC, with Betty Compson conducting interviews with officials, celebs, etc, urging safe driving. Account placed direct.

Orange network, (Hearst-McClatchy chain) transcribing Tanforan races, putting them on at 7:30 p.m., for benefit of "tired business man" who works when the horses are running.

All Canada Radio Facilities, Ltd., Winnipeg, appointed Canadian reps for Mertens & Price Inc. Already placed Sunday Players series, 52 disks, for Calgary, Alberta, outlet and two others.

Cocomalt's Joe Penner show, in the middle of its second 13 weeks, renewed for a third series of 13. Ruthrauff & Ryan, agency.

### U. S. Marines Feature

Philadelphia — A new feature, known as the All-Marine Program, opens at 10 p.m. tomorrow over WHAT. All those taking part in the hour show are connected with the regular U. S. Marine Corps. Actual experiences of Marines will be dramatized, the first being a Belleau Woods incident of the World War, and there will be band music as well as interesting personalities.

Colonel Benjamin S. Berry, U. S. M. C., will be guest speaker on the opening program. Sergeant D. C. Barnum will be the narrator. Production of the show will be handled by Milton Laughlin, C. W. Ogelsby, George Thomas and Sam Serota of the WHAT staff.

### New Philco Aerial

Philadelphia—Philco Radio & Television Corp. announces a new over-size and unusually rugged commercial-type aerial for heavy outside duty, especially on high buildings, large homes, yachts and other locations where extra strain, high winds and severe weather are encountered. Every part has been treated to make it impervious to weather and salt air. It is called the Philco De Luxe "Heavy Duty" All-Wave Aerial.

### Booklet on New WE Mike

Western Electric has issued a 12-page illustrated booklet on its new 633A Dynamic Microphone, which was recently added to W. E.'s list of pick-up equipment. Small size, ruggedness and low price are among the features of the new mike.

### Skating Races on CBS

National Indoor Speed Skating Championships will be described for winter sports fans from Chicago on Saturday, 10:45-11 p.m. EST, by John Harrington, CBS sports announcer.



**HANNAH KICHAVER**, booker now with CBS promotion here. Paul Ash and Maurie Sherman slated to go into Casino Parisienne for Consolidated Radio and be aired over NBC.

Blair Walliser, WGN production chief, and Ken Griffen, actor and announcer, have purchased a new sailing craft.

Bill Craig, newest announcer at NBC here, is a former singer.

A Capella choir, heard over NBC will appear in concert April 7, at LaSalle, Illinois in a series booked by the Civic Concert Service.

Kay Chase, radio author and actor, who writes the WGN and Mutual show "Painted Dreams" and the CBS show "The Romance of Helen Trent," has left on a vacation that will take her to Florida and the islands in the Caribbean.

Chicago Symphony orchestra under the direction of Dr. Frederick Stock, will be heard in another one of the semi-monthly Saturday night popular concerts from Orchestra Hall here Saturday. The concert will be broadcast exclusively over WGN and the coast-to-coast Mutual network 8:15-10:15 p.m. Henry Weber will be the commentator and it will be announced by James Fleming.



Leads in  
**PROGRAM PLANNING**

**GOOD WILL HOUR**

Successor to Good Will Court

SUNDAYS 10 TO 11 P.M.



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 31

NEW YORK, WEDNESDAY, MARCH 24, 1937

FIVE CENTS

## WLW's Web a Reality

### STATE RADIO CONTROL ASKED IN GEORGIA BILL

Atlanta—A bill calling for a state radio commission and acquisition of WGST by the state has been introduced in the General Assembly. WGST is now owned by the Georgia School of Technology and leased out commercially. Lease has several years to run, but would be automatically cancelled if the bill passes. The commission would consist of the Governor, the president of Georgia Tech, the president of the Senate, the speaker of the House and

(Continued on Page 8)

### Agfa Test Campaign On Boston Stations

Agfa-Ansco Corp., Binghamton (cameras), through Young & Rubicam Inc., New York, will start a test campaign on WBZ-WBZA, Boston, in June. Sponsor will use "Musical Clock," a participation program, six days weekly.

### Spring Business Boom At WPTF, Raleigh, N. C.

Raleigh, N. C.—Spring is bringing a load of new business to WPTF. Recent business closed includes Blackwood's, Inc., adding "Monroe Brothers" thrice-weekly to their "Swingbillies"; General Electric Supply, using Kingham Scott at the organ thrice weekly; N. C. Fisheries, three programs a week; T. H. Briggs & Sons, thrice weekly dramatic feature starting April 1; Lewis Sporting Goods Co., five quarter-hours weekly; Boylan-Pearce, Inc., "Hollywood Room Recipes" twice weekly; Gould-Morris, extension of program

(Continued on Page 8)

### Re-enacting Game

Knoxville—Re-enactment of the outstanding football game of the Southeastern Conference played last year, the Tennessee-Duke game, is scheduled over WROL at 8:35 tonight, sponsored by J. S. Hall's Sons. A movie of the game will be flashed on the screen in the studios and Allen Stout will again describe the contest. Said to be first broadcast of its kind.

### All-Nighter Clicks

An experimental program from 12:30 a.m. to 7 a.m., tried Monday by WVFV, Brooklyn, brought instant and generous response. Frank Daniels announced the entire broadcast. Phone calls and wires came from many eastern states, and a Frank Daniels Fan Club started by a Brooklyn fan boasted 242 members in three hours, according to Anne Dimin, WVFV program director.

### WFLA AND WSUN SEEK SEPARATE OPERATION

Clearwater, Fla.—WFLA-WSUN, operating jointly, have made a formal application to the FCC for a modification of license requesting that the license of the two stations be severed in order to form separate stations under the call letters of WFLA and WSUN, respectively. Under terms of application, stations will

(Continued on Page 8)

### Tom Lewis, Bob Welch Join Young & Rubicam

Tom Lewis, former WTAM production staff, and Robert Welch are the two newest additions to the Young & Rubicam radio staff, which in the past four years has increased from the original dozen to 70 now employed.

## Re-sale of Station Licenses Is Attacked at House Hearing

### Program Details Set On Final Ford Shows

Guest stars and program details have been set for the final three broadcasts of the Ford Sunday Evening Hours of the present season. On May 30, Bidu Sayao, soprano, will appear. June 6 has Mischa Levitzki, pianist as guest and on June 13 Josephine Antoine, soprano, will close series. Broadcasts are aired 9-10 p.m. over CBS net. Programs will resume for the 1937-38 series Sept. 12. Eu-

(Continued on Page 8)

## Tieup with WHN Definitely Includes WFIL and KQV—Commercials and Sustainings from WLW Monday

### FLEISCHMANN PLANS NEW NETWORK SHOW

Standard Brands, Inc., for Fleischmann Yeast, is contemplating a network show to make its debut soon. Product has not been advertised on a national network since last October when the "Vallee Variety Hour" program changed its plug to Royal Gelatin. While the agency, J. Walter Thompson, would not confirm the report, program will go NBC.

### Additions and Shifts In KIRO's Personnel

Seattle—Coincident with announcement that it will augment its power and become the local CBS outlet this fall, KIRO has made several additions to personnel and some shifts. Gene Baker, formerly with KOIN-KALE and other Portland stations, has become program manager. Jim Hatfield, with KIRO for 18 months, is now chief engineer. Henry Norton, formerly at KTAR, Phoenix, joined the continuity staff.

Erection of a new studio and a jump to 5 kw. are included in the new plans for KIRO.

By M. H. SHAPIRO  
Associate Editor, THE RADIO DAILY

Traffic representatives of WLW, WHN, WFIL and KQV, of Cincinnati, New York, Philadelphia and Pittsburgh, respectively, are engaged in clearing time, switching sustainings, moving shows up and down in order to get ready by next Monday unobstructed operation of a new network, tentatively called "the WLW wire." Work is being carried on in this city with all possible speed, and on Monday both sustainings and commercials will flow from the 500,000 watt in Cincinnati.

This places WHN in an unexpectedly strong spot—as key station here of a chain with the most powerful outlet in the world on the other end. Commercials set are more or less tentative right now but will be definitely arranged by the end of this week. Contrary to general impression, WLW will be more on the sending than the receiving end, since it has one of the largest production staffs in the country and needs further outlet for its shows. WLW also does the recording of the Macfadden

(Continued on Page 3)

### Jesse Butcher Joins NBC Operations Dept.

Jesse Butcher of Bruce Chapman-Jesse Butcher, Inc., has resigned to join the station relations staff of NBC. Bruce Chapman will carry on the radio production firm. Butcher will serve as a station relations representative under Reginald M. Brophy, manager.

### Havana Confab Ends

Havana (By Cable)—North American Radio Conference ended its week of parleying here yesterday, with no eventful developments.

Problems of friction in broadcasting frequencies were taken up, and the discussions initiated will receive further consideration by the delegates from the United States, Canada, Mexico and Cuba.

By GEORGE W. MEHRTENS  
RADIO DAILY Staff Correspondent

Washington—Taking issue primarily with alleged monopoly existing in the radio industry and so-called trafficking in licenses, Congressman Richard B. Wigglesworth (Rep., Mass.) yesterday appeared before the House Committee on Rules, supporting the resolution introduced by Congressman Connery for an investigation of the industry.

Referring to two radio acts now in force, Wigglesworth declared they definitely tried to eliminate private

(Continued on Page 3)



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## FINANCIAL

(Tuesday, Mar. 23)

### NEW YORK STOCK MARKET

|                 | High                            | Low                             | Close                           | Net Chg.                        |
|-----------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Am. Tel. & Tel. | 170 <sup>3</sup> / <sub>4</sub> | 169 <sup>1</sup> / <sub>4</sub> | 170 <sup>3</sup> / <sub>4</sub> | + 2 <sup>1</sup> / <sub>4</sub> |
| Crosley Radio   | 24                              | 23 <sup>3</sup> / <sub>4</sub>  | 23 <sup>3</sup> / <sub>4</sub>  | + 1 <sup>7</sup> / <sub>8</sub> |
| Gen. Electric   | 55 <sup>7</sup> / <sub>8</sub>  | 54 <sup>1</sup> / <sub>4</sub>  | 55 <sup>3</sup> / <sub>8</sub>  | + 7 <sup>1</sup> / <sub>2</sub> |
| North American  | 27 <sup>7</sup> / <sub>8</sub>  | 27 <sup>1</sup> / <sub>4</sub>  | 27 <sup>3</sup> / <sub>8</sub>  | + 5 <sup>1</sup> / <sub>8</sub> |
| RCA Common      | 11 <sup>3</sup> / <sub>8</sub>  | 11                              | 11 <sup>1</sup> / <sub>4</sub>  | + 1 <sup>1</sup> / <sub>2</sub> |
| RCA First Pfd.  | 77 <sup>1</sup> / <sub>4</sub>  | 76 <sup>1</sup> / <sub>4</sub>  | 77 <sup>1</sup> / <sub>4</sub>  | + 3 <sup>3</sup> / <sub>4</sub> |
| RCA \$5 Pfd. B. | (90 Bid)                        |                                 |                                 |                                 |
| Stewart Warner  | 19                              | 18 <sup>1</sup> / <sub>4</sub>  | 19                              | + 3 <sup>1</sup> / <sub>2</sub> |
| Zenith Radio    | 34                              | 33 <sup>1</sup> / <sub>2</sub>  | 34                              | + 1 <sup>1</sup> / <sub>2</sub> |

### NEW YORK CURB MARKET

|                  |                                |                                |                                |                                 |
|------------------|--------------------------------|--------------------------------|--------------------------------|---------------------------------|
| Hazeltine Corp.  | 16 <sup>1</sup> / <sub>2</sub> | 16 <sup>3</sup> / <sub>8</sub> | 16 <sup>3</sup> / <sub>8</sub> | - 5 <sup>1</sup> / <sub>8</sub> |
| Majestic         |                                |                                |                                |                                 |
| Nat. Union Radio | 3 <sup>1</sup> / <sub>8</sub>  | 2 <sup>5</sup> / <sub>8</sub>  | 3 <sup>1</sup> / <sub>8</sub>  | + 1 <sup>1</sup> / <sub>2</sub> |

### OVER THE COUNTER

|                   | Bid                            | Asked                          |
|-------------------|--------------------------------|--------------------------------|
| CBS A             | 55 <sup>1</sup> / <sub>2</sub> | 57 <sup>1</sup> / <sub>2</sub> |
| CBS B             | 55                             | 57                             |
| Stromberg Carlson | 15 <sup>1</sup> / <sub>2</sub> | 16 <sup>1</sup> / <sub>2</sub> |

## Walter White Shopping With New Program Idea

Walter White, president of Harkins & White, radio production firm of San Francisco, is in New York with a new presentation described as very unusual in nature. He is now shopping around with the program and expects to close a deal on it before returning west in a few days.

### Reporters on Regular Schedule

WMCA's Roving Reporters will be heard at 2:15 p.m. each week day afternoon beginning March 29. In the past Frankie Basch and Martin Starr, the reporters, have brought personalities behind the news before the microphone for interviews at odd times during the day and night. The new schedule is in addition to the odd spot times.

## REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway MED. 3-1270 New York

## Radio Gets Plug in Senate

Washington Bureau of THE RADIO DAILY

Washington—First time radio has received a free ad in the U. S. Senate occurred the other day when Majority Leader Joe T. Robinson called upon the Senators to turn the dials for the speech of former Supreme Court Justice John H. Clarke in defense of the President's court plan.

## KFEL Does Fine Job In Sports Broadcasts

KFEL, Denver, did about as fine a sports broadcast last Saturday night as any listener ever heard, particularly a basketball game. A.A.U. championship game between the Denver Safeway Stores team and the Phillips 66 Oilers of Oklahoma was covered perfectly, not only the extraordinary play-by-play description by Joe Meyers and Bill Welch, but the general coverage such as between periods and after the game when well known officials, authorities and sports writers, as well as players came to the mike. All this was done with absolutely no waits, and with smoothness and precision. Great job, with every evidence that both Gene O'Fallon and Frank Bishop, were plenty on the job. Mutual aired program in the East via WOR.

## All Contracts Placed For New WFIL Studios

Philadelphia—Donald Withycomb, WFIL general manager, announced that all contracts for WFIL's new studios in the Widener Building have been executed. Station moves from the Strawbridge & Clothier department store, part owner in its operation. New home will cost \$200,000 and is expected to be ready by July 15.

## Alkine Starting Spots

Alkine Laboratories, New Brunswick, N. J. (Flemolyn cough remedy), on March 29 will begin a series of one-minute RCA-Victor spot announcements, once daily, six days weekly, on two stations (WMCA, WAAT). Campaign placed through Schillin Advertising Corp., New York.

## Edgeworth Disks Restored

Larus & Bros. Co., Richmond (Edgeworth tobacco), after a temporary cancellation of its WBS "Moments You Never Forget" disks on five West Coast stations (KNX, KGO, KOIN, KOL, KFPY), has restored them to its schedule without any station missing a program. Cancellation was due to a trade condition on the Coast. Marschalk & Pratt Inc., New York, has the account.

## Wythe Williams Series End

Wythe Williams tomorrow will conclude his series of radio talks, titled "The Next War", heard over WMCA at 7:45 p.m. Thursdays the past two months under the general title of "Foreign Affairs Forum". The noted author and foreign correspondent returned to this country a few months ago. His new book, "Dusk of Empire", was published this month.

## Mutual Prepares Salute For Oklahoma Network

Mutual will salute its newest affiliates, the Oklahoma network, on April 1 at 9:30-10:30 p.m., with a full-hour program originating from New York, Chicago and Washington. WOR will start the salute with Ed Fitzgerald, Edith Holter and Nat Brusiloff's orchestra, then switch to WOL, where Oklahoma Senators Thomas and Lee will be heard. WGN will contribute Henry Weber's "Musical Revue" to close the program.

## KEHE Offices Moving

West Coast Bureau of THE RADIO DAILY

Los Angeles—KEHE and Orange network officials and business offices will move Saturday from their cramped temporary quarters at 214 S. Vermont, to occupy 14 of the new offices in their new studios at 141 N. Vermont, three blocks away. Production department will remain in the temporary quarters until the studios go into use for broadcasting early or in mid-April. Ford Billings is west coast manager. C. B. Juneau is assistant.

## Remington-Rand Renews

Remington-Rand (typewriters), through Leeford agency, has renewed its Five Star Final program over the Inter-City network for 52 weeks, effective March 29, it is announced by Bertram Leebhar, sales manager of web. Renewal calls for five nightly broadcasts of 15 minutes and one half-hour Sunday broadcast. In addition to eight stations now airing show, WGAL, Lancaster, and WORK, York, will be added. Phillip Barrison is director of program.

## WFIL-Fan Paper Deal

Philadelphia—Time-space swap deal between WFIL and "Radio Press," local fan weekly, gives the sheet two 10-minute periods weekly in exchange for publicity space on the station's programs and mike personalities.

## WQXR to Have a "Bee"

A new series, "Question Bee," starts over WQXR on Saturday, 9-9:30 p.m., and will be heard every Saturday thereafter. Questions will be submitted by radio audiences. Cans of Martinson's coffee will be awarded as prizes.

## Francis Healy Gets Leave

Francis Healy, assistant to Wayne Randall, NBC director of publicity, has been granted a leave of absence to go to Hollywood, effective April 1.

## COMING and GOING

DON WITHYCOMB, manager of WFIL, and BILL DOLPH, manager of WOL, were in town on business. Spent yesterday in a huddle with Fred Weber, Mutual's general manager.

JACK LATHAM, Young & Rubicam's spot time buyer, went to Pittsburgh last night for final conference with Gulf officials on the Gulf Spray radio campaign.

WALTER WHITE, president of Harkins & White, radio productions, San Francisco, is at the Hotel Governor Clinton in New York for a few days.

E. C. MILLS, general manager of Ascap, returns late today from trip to Coast.

DR. LEON LEVY, president of WCAU, is in town on a business trip.

HAROLD DANFORTH, manager of WDBO, is another station executive in New York.

BILL WILLIAMSON, manager of WKBN, and HARRY SEDGWICK, manager of CFRB, are expected in New York today.

SIDNEY KAUFFMAN, WQXR's cinema commentator, has left the city to join the Walter Wanger outfit on the Coast, with a view to producing a series of short subjects. His cinema comments will emanate directly from Hollywood.

J. AARON FUCHS, comptroller for the Taping organization, is en route to Hollywood to assist in expansion plans.

W. R. TRACY, vice-president of the Hudson Motor Co., sails at noon today on the Manhattan for England.

TYRONE POWER arrived today from Chicago via United Airlines to appear on Rudy Vallee's program tomorrow.

MRS. RAYA GARBOUSAVA, concert artist of the St. Louis Symphony, sails on the Manhattan for England. MRS. VLADIMIR GOLDSCHMANN, wife of the conductor, accompanies her.

GEORGE BEATTY returned from England the other day.

JERRY BELCHER, now in "Our Neighbors", has gone to Chicago to discuss contract with a tire company.

JOSEPH H. UHALT, president of WDSU, New Orleans, and P. K. EWING, vice-pres. and gen. mgr., have returned south after conferring with FCC in Washington, where they also visited NBC.

## 33 New W. E. Mikes Are Ordered by WOR

WOR has placed an order with Western Electric for 33 of its new "salt shaker" microphones. Order is said to be the largest received by WE for this type of mike. WOR, according to J. R. Poppele, chief engineer, has selected this type of microphone for use in its studios and remote pick-up jobs because of the utility of the equipment. It can be used either as a uni-directional mike or for mass pick-up.

## Signs for NBC Thesaurus

WNLC, New London, Conn., has subscribed to the NBC Thesaurus. Renewals have been received from KQW and WOW.

## LEO SAYS:

Don't Miss Vincent Richards' description of the tennis matches tonight on WHN at 9:00 p.m.

WHN DIAL 1010 M.G.M. LOEW'S



## RE-SALE OF LICENSES ATTACKED AT HEARING

(Continued from Page 1)

ownership as well as trafficking or resale of licenses, a practice which he declared should be stopped since such licenses are many times sold for fees over and above their actual value.

"In light of evidence brought before the Appropriations Committee during recent hearings, it is obvious we are confronted with monopoly owned and controlled by the big networks, CBS, NBC and Mutual," Wigglesworth said, "and despite our legislation we have failed to wipe out private ownership."

Forty of the clear channels, Wigglesworth said, are owned or operated or controlled by members of big three. Of 2,500,000 watts less than 60,000 are given to independent stations, he said. And 97 per cent of the night time is given over to big three. In addition to this, he said, there were several states such as Utah, Rhode Island and North Carolina where not a single independent station was operated at night.

"The interest of independent stations is at stake," Wigglesworth declared, "for without adequate time and power they cannot operate. Furthermore there have been a great many stations acquired by newspapers and a question has been raised whether two mediums of public opinion should be under one control."

Hearings will be continued, although no definite date has been set.

### Jack Block With New Firm

Jack Block, formerly of Columbia Broadcasting System, will head the radio division of the new press relations council and publicity firm known as Continental Press Association.

### N. J. Plumbers on WINS

Newark—New Jersey Master Plumbers Ass'n will conduct an institutional campaign over WINS, running 13 weeks, six times weekly.

## GUEST-ING

LUCILE WATSON of the stage hit, "Yes, My Darling Daughter," on George K. Arthur's Broadway First Nighter program tonight (WQXR, 6:45 p.m.).

BOB HOPE and TONY SARG, on Rudy Vallee's Royal Varieties tomorrow (NBC-Red, 8 p.m.).

MARY BOLAND on James Melton's Sealtest Saturday Night Party, March 27 (NBC-Red, 8 p.m.).

MILLS BROTHERS, in first American engagement since returning from abroad, on Leo Reisman's Schafer beer program next Sunday (WOR, 9 p.m.).

MITZI MAYFAIR, on Hammerstein's Music Hall, April 6 (CBS, 8 p.m.).

## NEW PROGRAMS—IDEAS

### "Jam" Sessions from Studio

Jam sessions have been done before, mostly on remote broadcasts, but WTMJ, The Milwaukee Journal station, brings the musicians right into its studios every Monday afternoon from 4 to 5 and they "go to town." The big attractions are nationally famous "name" bandmen who get together for a little "jamming" when they're in Milwaukee.

Typical of the kind of orchestras this program presents, the original Dixieland Jazzband, creators of "Tiger Rag," "Swing Mr. Charlie," and other famous numbers and featured recently over an RCA Magic Key broadcast, have been guests. Other top musicians and singers are invited to "turn on the heat" when they are in town.

Musicians all over Milwaukee and Wisconsin have become vitally interested in the way these bandmen "swing out" on their specialties. No end of interest has been expressed in the vocalists and their singing of hot rhythm numbers.

The "Swingsters," featured WTMJ artists directed by Frank Werth, supplement the music of the guest stars. In this way, leading local musicians take a turn at putting on their own jam sessions. Meanwhile, cocktail parties are livened by the "jam," as wives about town practice the latest in swing when they're getting dinner ready.

### "Answer Me This" on WARD

WARD, Brooklyn, is launching a new series of programs to be known as "Answer Me This," series is a social science program covering current events, economics, civics, government and other related subjects. The ability of the listener to answer the ques-

### 5th Ave.—Main St. Easter

On Easter Sunday NBC will broadcast the highlights of the Easter Parade on Fifth Ave., New York, and "Main St.," Sycamore, Ill., a town of 4,000 population.

Elsa Maxwell, Society's official hostess, along with Ben Grauer and George Hicks, NBC announcers will interview celebs along Fifth Ave., and Frank C. Dean, editor-publisher of the Sycamore Tribune, will talk at his end, over NBC-Red network, 12:30-1 p.m., under supervision of A. A. Schechter, director of news and special events.

### More Sponsors on WHN

Washington State Apples, Inc., will sponsor a portion of the Ida Bailey Allen show every Monday, Wednesday and Friday over WHN. Contract runs for four weeks. J. Walter Thompson Co., N. Y., is the agency.

Barney Clothes, at present sponsoring a six-a-week one-hour program from 11 p.m.-12 mid., has added the Sunday night spot at the same time to its schedule, for nine months. Program is entitled, "Calling All Parties," and consists of recordings. Schillin Advertising Corp. is the agency.

tions is challenged and he is instructed to jot down what he believes to be the correct answer as he hears the question read. Correct answers are given at the end of the program. Suitable for adults as well as for college and high school students. The subject dealt with is covered by twenty odd thought provoking questions asked by Bob Harris the Questionmaster. The program will be heard every Saturday evening at 10:30 p.m.

### College Talent Series

"Varsity Varieties," utilizing talent uncovered at various colleges of northern California, made its debut Friday over KYA, San Francisco, and the CRS network. Program will be aired every Friday, 9:30-10 p.m. PST.

Participants in the first show came from the San Francisco State College. Walter Rudolph and the CRS Orchestra provided the musical background, with Will Smith as m.c.

### Local Scrapbook on WDNC

Highly interesting and rarely known facts about things in general and the city of Durham, N. C., in particular constitute the basis for a new WDNC show featuring George Adams, who for some ten years has kept scrap-books and diaries of unusual happenings which he has seen or of which he has heard. The program is broadcast Tuesdays at 8:45 p.m.

### Musical Weather Forecast

KFAB, Lincoln, has started a musical weather forecast. Stunt is to give the weather prediction by states, playing the state song ahead of each delivery. Lodged as Lincoln is within easy listening distance to Iowa, Minnesota, South Dakota, Missouri, and Kansas, it's a neat trick.

### CBS Contracts Wright

William Wright, heard on the Ford Motor Dealers program over CBS Tuesday nights, and who begins his own series of sustaining broadcasts today at 3 p.m. over CBS, has been signed to a two-year management contract by Columbia Artists, Inc. Wright began radio career at CBS station, KFRC, San Francisco, and came east with Al Pearce as a member of the gang.

### New Gillette Song Book

Gillette Razor, through its agency, Ruthrauff & Ryan, is going to press with the second series of its Community Sing song book, ready for distribution in about three weeks. First volume had a distribution of about 300,000.

### Guy Lombardo says CARELESSLY

is the best song in years!  
Norman Ellis Music Pub.

113 West 57th St. New York City

## WLW's WEB A REALITY; WFIL, KQV ARE IN IT

(Continued from Page 1)

programs and a wire from WHN to RCA Victor studios will further facilitate the recordings for various purposes including auditions. Cost of wire to agencies for audition purposes will not entail more than \$30, and this will again aid both WLW individually and the affiliated outlets as part of the web.

Transamerican Broadcasting & Television Corp., which is the sales organization for the network, is lining up the commercial aspect and becomes the medium of a link between Warner Bros. Pictures and Metro-Goldwyn-Mayer movie talent. Since the Transamerican head, John L. Clark, is heavy on television foresight, this angle is expected to be more than a mere indirect tie-up within the next year or two.

Frank N. Smith, commercial manager of WLW, now in town, will remain for another week in connection with the web and other WLW details, working out of Transamerican offices. From the WLW angle, it gives this big watter a psychological playup and place in the New York sun wherein it can more or less control the situation.

According to unofficial WLW sources, there is no intention at present to branch out westward, unless in the future a good prospect arises and on a profitable basis—that is—avoidance of excess wire costs. Wire to New York runs through Pittsburgh and Philadelphia anyway and entails no additional costs to plug in KQV or WFIL, etc.

Situation regarding Mutual will remain as is, in so far as WLW is concerned. There is no intention of disturbing the arrangement unless Mutual does something along this line. Understood that WOR has too much time sold for clearance that would give WLW control of the situation as it has in the WHN tie-up, and also allow for Transamerican to handle the sales.

Donald Withycomb, who returned to Philly from New York late yesterday, told RADIO DAILY over long distance that some details of the hookup hadn't been worked out yet, but that WFIL had been invited to join the plan and was standing by, willing to cooperate in any way that would not conflict with its Mutual or NBC Blue affiliations.

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTES

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

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



"Springtime in Paris," written by Lora Standish of New York, will be Friday's drama of the week on the "Behind the Camera Lines" program over WGN, Chicago.

Teamed with Milton Charles, veteran theater organist, Kaye Brinker, stage actress and monologist, makes her radio debut as star of her own program, "A Lady Lives," over WBBM, Monday, 6:30-6:45 p.m. CST. They will be heard Mondays, Wednesdays and Fridays.

Russell Pyle, tenor on "Hymns of All Churches," a WBBM-CBS chain broadcast, was operated on for appendicitis.

Jack Baker, NBC Breakfast Club tenor, doing a personal appearance at the Chicago Theater this week.

Fibber McGee and Molly will do p. a. in Kankakee and Streator, Ill. on April 3 and 10, respectively.

Edgar A. Guest, who with Frankie Masters ork, will headline a new series "It Can Be Done," starting April 6 at 7:30 p.m. CST over the NBC-Blue net, will continue commuting between Detroit and Chicago for the shot. New show replaces "Welcome Valley" series and will be heard at the same time over same stations with Household Finance as sponsor.

Chicago Symphonic Hour for March 26 edition will feature Ruth Lyon, Lucille Hudiberg, Charles Sears and Reinold Schmidt.

Lucille Long, contralto warbler of the Alka-Seltzer Barn Dance, to Florida for vacash.

Glen Welty, Barn Dance maestro, off to Biloxi fishing waters.

Kay Chase, who writes WGN and MBS "Painted Dreams" and CBS "Romance of Helen Trent", off to Florida for well earned respite.

Al Williamson, NBC press head, off to Texas for a fortnight.

Tyrone Power Jr. in town looking over radio studios.

"Smiling" Ed McConnel started something when he flew a number of Chi radio writers up to Royal Oak, Michigan, last Sunday for a parlor broadcast from the Charlevoi home. Most of the air scribes were to be in Waukegan yesterday for the Jack Benny celebration.



● ● ● Louis Armstrong signed a contract yesterday afternoon to head a musical-variety show with his band... Carl Hoff, who fades on "Hit Parade" Saturday night and immediately thereafter opens at the Biltmore replacing Horace Heidt, also is set for the Standard Oil of Indiana series starting in May in the midwest, with McCann-Erickson as the agency.... Nick Lucas has also been renewed for 13 weeks on the Ford show.... Gertrude Berg's option has been picked up for another picture for Bobby Breen. Besides writing the original story, she'll assist in the direction. "Make A Wish" is her first.... Mary Eastman is also set for the Rubinoff transcriptions.... Songwriters Fred Coots and Benny Davis have been set for Universal pictures.... The Marx freres won't take to the air until next fall.... After two and a half years of sustaining, Singer Larry Taylor is finally being considered by the agencies.

● ● ● Wes Hingley, CBSlinger for Boston's WEEI, was in town and had a "busman's holiday" appearing on NBC's "Vox Pop" air-waver.... Dick Ballau will shortly bow with "whispering swing".... Tommy Dorsey will be aired from Louisville during the Kentucky Derby.... Jimmy Lunceford will go to the Meadowbrook shortly.... Harlan Eugene Read will be aired via BBC, May 5.... Bob Wells, radio press agent and songwriter, is the new managing editor of "Police Gazette".... Phil Duey, after being renewed on the Phillip Morris show 14 times, is seriously considering a vacation.

● ● ● Ralph Wonders will do the radio bookings for the Great Lakes Exposition in Cleveland this year.... Jane Froman has been hearing the call of the Holly-wilds and may return to do another picture.... Earle Ferris claims that he's losing friends because they have been swiping Dale Carnegie's book "How To Make Friends" from his office.... Phil Cook is auditioning two shows for the nets.... Jerry Blaine's vocalist, Phyllis Kenny and his brass-man, Joe Livingston, sit around between numbers figuring if two could possibly live as cheaply as one!.... Elisea Grenet, composer of "Mama-Inez" which gave him the title of being the "Irving Berlin of Cuba" is now at the Yumuri club.... Billy Glason can't figure out why people are panning his programme inasmuch as he threw a script into a fire and the flames roared!

● ● ● Victor records are going into an extensive exploitation and advertising campaign after signing Countess Olga Albani for the first of the new series.... Carlton Morse has written more than 1,900,000 words in the story of "One Man's Family".... Swing sessions will be held Sunday afternoons at the Hickory House with Joe Marsala and his band also guest swingers.... Ernie Holst has been offered a job in Paris for the summer.... WOR has so many "Jerrys" that Dave Driscoll, one of the two announcer-interviewers, has no end of trouble convincing people that his name's still Dave and definitely not JERRY.... Vincent Richards will be at mike for the Tilden-Perry tennis matches aired from Madison Sq. Garden over WHN tonight and sponsored by Adam Hats.

● ● ● Lois Bennett replaces Natalie Bodanya on Frank Munn's Monday night show!.... Listerine bought time but no show as yet!.... Frances Langford will be off the Hollywood Hotel show Friday and Shirley Ross will pinch-hit...



HEAVY and unseasonable rains washed away a lot of the Easter season radio campaigns which have been a single-station revenue, as milliners, clothing business and others who habitually put on programs this year saw slim chances of selling white hats, summery spring outfits.

Mary Garvin, assistant to Paul Rickenbacker at CBS, will join the Robert Taplinger organization as office manager this week, taking the place of Virginia Lindsey, who joins the staff of Dave Carter, CBS publicity chief on the Coast.

Funeral services were held yesterday for Ben Crose, 60, West Coast manager the past five years for Radio Transcriptions Co. of America. Crose died suddenly in Portland, Ore., Friday, while on a month's trip through the Northwest, contacting stations. C. C. Pyle, president of the company, has been on the west coast for the past year, and will take over on Crose's place until decision is reached as to successor.

Manhattan Soap Co., through Milton Weinberg agency, is contracting for a series of quarter hour spots on NBC red net on the coast for a Sweethearts Soap campaign. Nature of the program, and whether it will go weekly or twice weekly, not decided. Starting date, April 16.

Charley Hamp, on Orange net for Dr. Straska's Toothpaste, is dramatising his long time theme song, "Me and My Shadow," engaging a real live shadow, to play banjo with his program. Banjoist is colored.

Dick Foran, Warners' cowboy star, will be vocalist with Burns and Allen when their new NBC-Red show starts April 12, with Ray Noble's ork.

## ANNOUNCERS

JACK PARR, 19 years old, is the latest addition to the announcing staff of WCAE, Pittsburgh. He previously served at WIBM, Jackson, Mich., WIRE, Indianapolis, and WKBN, Youngstown.

CARLTON KADELL, announcer for Amos 'n' Andy, will be the narrator of a forthcoming travelogue to be released by General Studios of Hollywood. It's a four-reeler dealing with Boulder Dam.

ED WHEELAHAN who has been announcing for WSMB, New Orleans, comes very nearly getting the distinction of being the oldest radio announcer in the city from a steady service angle. Wheelahan opened with the station 12 years ago, announcing and singing an inaugural program of songs.

CHARLES NEVADA, veteran sports newspaper man who recently switched from the printed page to radio announcing on WTMJ, the Milwaukee Journal station, is creating quite a following. His broadcasts are titled "The Last Word in Sports," aired between 10 and 11 p.m.



March 24  
Greetings from Radio Daily  
to  
Ted Webbe

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

WHEN Lila Carmen deserted the Congress in Chi. Kay Weber stepped out of the orchestra into the limelight as vocalist...the gal's piling up four to six encores after scheduled selections... Sheila Barrett a bet to go on the Rudy Vallee program April 8... Little Mary Eastman (Pet Milk vocalist) is entering the glamor sweepstakes... She does it by looking top-notch, and goes RKO screenie very soon... When Prunella Woods, King Features ed., made all those pretty presentation speeches to the most fashionable fillies, she'd no idea she was air-bound... she found out after awards had been made... Yolanda and Veloz are back in town, rehearsing with Eddie Duchin for the April 1 Plaza premiere... And what some of us would like to know, will Portland Hoffa do if Fred Allen makes good his thrice-voiced threat not to return to the arena for a long, long time, despite scheduled October repeat?... Lucille Watson, who treads the "boards" in "Yes, My Darling Daughter", to be George K. Arthur's guestar Wednesday at 6:45 over WQXR... That station goes very Left Bank with Eleanor Barnes, most perfect all around artist's model, and Leonard Wangro discoursing on "Strife on the Art Front"....

Nita Mack of Columbia resting from excessive work, among the posies and livestock, for a few days... When WOR broadcasts finals of the Eastern Intercollegiate Chin Golf Championship on April 3, 6:15-6:30, will the chin golf widows sit on the mourner's bench?... And what about a "Hole in One Club" for too-successful users of the straight-edge variety?....

Radio Rows, Helen Hayes, sponsored a genteel brawl Monday P.M. for the "Bambi" cast et al... The Piccadilly Circus Bar will be the scene of another, to be tendered Marka, hand analyst, to be spotted there for an indefinite period of time, and soon to be aired... Thursday evening's radio row will be in honor of the Canovas, Judy, Anne and Zeke, who go coast-ward to pix-make, with Judy signed to play comedy lead opposite Jack Benny... Another guest of honor will be Durelle Alexander, on account of she's just been signed by CBS... The Chicken Koop will be scene of the festivities and lots of radio's lads and lasses will be there.

**RADIO PERSONALITIES**

No. 17 in the Series of Who's Who in the Industry

**J. R. POPPEL**, Chief engineer of WOR. Also a member of the board of directors and secretary of the Bamberger Broadcasting Service, owners of the outlet. Holds a record in point of service, having started with WOR four days before it went on the air February 22, 1922. He prepared the 250-watt transmitter for the station's debut. Since that time he has fathered the engineering and technical developments of the outlet continuously, bringing it to the point where it became a high fidelity 50,000-watter. His department is considered one of the most efficient in the country and his advice is constantly sought from many quarters. He is technical adviser to the Police Radio Survey Commission of New Jersey, which is only one of such connections, primarily a service to the community. Born within sight of the transmitter he zealously guards. He started his career as radio operator on commercial ships and U. S. Army transports. Actually, his radio schooling began at the age of 14 when he operated his first spark coil set of 1912 vintage. Studied electrical engineering at Newark Tech and Penn State.



BBS 50,000 Watter Is His Baby .....

**Repeating "100 Years"**

Dramatization of Philip Guedalla's "Hundred Years", originally broadcast Jan. 31 will be repeated April 4, 10-11 p.m., over the NBC-Red network, because of urgent audience demand. The script is by Wellbourn Kelly. Richard Gordon is the narrator.

**"Czech Revels" Year Old**

Fort Worth—"Czech Revels," broadcast every Sunday at 2 o'clock by KTAT, celebrated its first anniversary Sunday. The program is devoted to Czech, Bohemian and Slavic music exclusively and is the only local aerial show that makes announcements in two languages, English and Czech.

**ORCHESTRAS - MUSIC**

**MILLS MUSIC** is concentrating on Sid Phillips' two latest effusions, "The Night Ride" and "Escapade", the second of which has not yet been released. Phillips is the Britisher who's become noted for his "tone poems in swing".

Roy Music Co. Inc. change their quarters on or about April 15. They will occupy the offices in the Brill Bldg., formerly headquarters for Major Music Co. Announcement emanates from Nat Margo.

Erno Rapee will conduct the Newark Symphony Orchestra, effective sometime in June, for the third consecutive year.

Ted Lewis is in the throes of rehearsal and opens at the Shubert house in Newark next week.

The Casa Loma outfit celebrated their seventh anniversary Sunday night with a party at the N.Y.A.C.

Seeger Ellis and his boys, with Irene Taylor as featured vocalist, have been signed by Rockwell-O'Keefe Inc. and are on the West Coast awaiting the naming of spot at which they'll make music.

Mark Warnow pinch-hits for Carl Hoff Saturday on the Hit Parade, with "This Year's Kisses" leading as No. 1 tune. Warnow will sponsor party in honor of Lord & Thomas after the broadcast on Saturday.

Joe Reichman and his band are air-waved three times weekly over NBC from Los Angeles. They'll dispense swing at the Coconut Grove for four weeks, then move to the Fairmount in Frisco.

The new Consolidated Radio Artists-WINS series will feature transcriptions.

The Raymond Scott Quintet, aired on the CBS Saturday Night "Swing Sessions", have just recorded "Twilight and Turkey" and "Minuet in Jazz" for release April 1st and 15th. Recordings were cut by Master Records.

Another first time in the history of radio occurs when an ensemble of harpsichords is presented over the NBC-Blue network (with the exception of KGO) Wednesdays at 7:15 p.m. in a series by the Manuel and Williamson Harpsichord Ensemble of Chicago, effective March 31.

Joe Vilella of the "recording" Vilellas in Pittsburgh vocalized with the Joey Sims ork Monday night at 8:30 p.m.

Moe Jaffe, whose musical aggregation is heard from the Ben Franklin in Philly, over WIP-Intercity, has had his Ascap rating raised to Class B, in recognition of his tunesmithing for the Mask and Wig shows, notably the "An Apple a Day" ditty.

**SELLING THE STATION**

**Kids Join Safety Club**

WCSH, Portland, Me., is meeting with unusual success with its children's programs that are broadcast during the early morning hours rather than the afternoon, according to Weed & Co., station reps. Program sponsored by A. E. Barnard on this outlet is heard daily at 7:45-8 a.m., serving the purpose of attracting the juvenile audience desirous of hearing the early-bird kiddie yarns and musical feature. The Safety Club, one feature of the quarter-hour period, already has 5,000 members. Joseph J. Weed, head of Weed & Co., believes this is an angle worth looking into by stations wishing to sell more time during the early a.m. periods.

**New Biz at WIP**

Philadelphia. Recent newly signed business at WIP includes: Chrysler Corp., through Anderson agency, six spot announcements weekly; Women's Christian Temperance Union, 8 weeks of quarter-hour lectures weekly; E. P. Reed Co. (shoes), through Geyer, Cornell & Newell, 10 weeks of quarter-hour weekly ET; Nixon-Grand Theatre, 8 weeks, 2½ hours weekly, remotes; Saul Gwartz, (jewelers), two spots weekly; Spatola Importing Co. (wines), through Adrian Bower agency, three spots weekly; Hackney's Restaurant, participation in WIP Homemakers' Club; Tappins, Inc. (jewelry), through Schillin Agency, two time signals daily.

**WNBH Movie Name Contest**

New Bedford, Mass.—"Household's Hollywood Highlights", Tuesday and Thursday 6:30 to 6:45 p.m. movie news program, is conducting a mammoth scrambled movie name contest on WNBH for ten-week period with prizes in furniture aggregating over \$500. This is biggest local contest ever conducted over WNBH.

**"Nosey Reporter" Renewed**

Admore, Okla.—"The Nosey Reporter," street interview program over KVSO, has been re-signed for a year by the Ice Service Co., sponsor for the last seven months. The program, which has been aired for 19 months, comes from Main street in Admore. Present sponsor is a beer and soft drink distributor.

ON THE RADIO DAILY

WARREN & DUBIN'S GREAT HITS FROM "MELODY FOR TWO"

**SEPTEMBER IN THE RAIN  
MELODY FOR TWO**

REMICK MUSIC CORP. RCA BLDG. NEW YORK CITY

## COMMENTS

### On Current Programs

#### John Nesbitt

Reasons for the high popularity of "Passing Parade" in the west, and why it is catching on fast in the east, become more evident with each new offering by John Nesbitt over the NBC-Red network at 7:45 p.m. Mondays and Tuesdays. This fellow Nesbitt has a good faculty for taking well-known personages and events and giving them a fresh interest. Monday night's personality highlights were Victor McLaglen, who has had a colorful career as soldier, fighter and movie star, and Gabriel D'Annunzio. Italy's poet, soldier and great lover. An item on the men who make spring fashions also was sandwiched in. But it was the McLaglen and D'Annunzio sketches that stood out, chiefly because of Nesbitt's brisk dramatic handling.

#### Lux Theater

"Death Takes a Holiday," put on by Lux Theater of the Air over CBS on Monday night, did not carry illusion and conviction in its air version, despite a good cast including Fredric March, Florence Eldridge, Kay Johnson, Arthur Byron, Gene Lockhart, Blanche Sweet and others. As fantasy, it lacked the effectiveness of the visual version, wherein the important character of Death enjoyed the advantage of costume and makeup that distinguished it at all times from the other characters. In the air version, however, the dependence on sound alone nullified the important visual requisite that gave the drama its full force.

#### Nash Speedshow

Grace Moore, making her debut as the star of the Nash Speedshow over the CBS network on Saturday at 9 p.m., gave the program an upward push with her vocal excellence. Vincent Lopez continues to provide the musical background in his polished style, while Floyd Gibbons remains at the announcing helm. The Gibbons type of announcing sounded a bit discordant for a singer of the Grace Moore type, but otherwise the program was a pronounced hit.

#### Corn Belt Sport

W.M.T. Cedar Rapids-Waterloo, member of the Iowa web, has signed a contract with an Iowa farmer who will measure the growth of his corn day by day to the fraction of an inch and report his findings to the station where each day's results will be aired.

Same farmer reported the growth of his corn last season for a local sheet, but WMT beat them to the draw for this year and signed the corn-checker-upper. Much local interest has been built around this stunt in the past, with pool hall boys following the growth of the corn as closely as the ponies.



#### "MASON AND DIXON"

Sustaining  
WMCA-Intercity Network, Tuesdays, Thursdays, Fridays, 10:45-11 a.m.

#### GENIAL PROGRAM OF HOMELY MUSICAL AND POETIC MATERIAL.

For a little genteel entertainment along about the middle of the morning, this program put on by a couple of genial southern gentlemen does all right. One of the boys, Bob Mason, is a vocalist and violinist with a flare for ballads, hymns and poetical recitations. The other member of the duet, George Dixon, accompanies. Dixon is an author-composer and writes an original poem for each broadcast, besides preparing continuity. The program holds to keynotes of cheer and inspiration, calculated to help housewives keep in good humor while doing their morning chores.

#### "WE ARE NOT ALONE"

Sustaining  
NBC-Blue Network, March 22, 9:30-10 p.m.

#### FAIRLY SUCCESSFUL ADAPTATION OF NEW JAMES HILTON NOVEL.

Though the result was not as successful as might have been expected from a new novel by the author of "Lost Horizon," the airing of "We Are Not Alone" as adapted by Welbourn Kelley was a worthwhile effort. Story is about a middle-aged English doctor who has a tragic romance with an injured German dancing girl. Good characterizations marked the radio version, although some of the tense drama and tender sentiment suffered by the condensation into a half-hour of space. According of additional time to such dramatizations would vastly enhance their entertainment values on the air.

#### Ave Maria Players in "THE PASSION PLAY"

Sustaining  
WMCA-Intercity Network 6:30-7 Sundays and 8:15-8:45 a.m. daily through March 28.

#### EASTER WORSHIP DISK SERIES WITH EXCELLENT CAST AND MUSICAL BACKGROUND.

These of eight consecutive daily broadcasts, recorded by Brinckerhoff with Donald Peterson as producing director, not only make a fitting series for Easter observance, but an un-

#### 3 New Shows on WROL

Knoxville—"Movie Calendar," new series sponsored by Chapman Drug Co., with a tieup involving passes for local movie theaters, opened last night on WROL.

"Health Spot", educational featurette on behalf of Health Spot Shoe Store, started Sunday.

Hub Department Store is sponsoring a rebroadcast of "Pleasant Valley Frolic" from WLW, Cincinnati.

usually good cast of players was recruited for acting personnel. Among them are Lee Patrick, Helen Spring, John Wheeler, Eddie Marr, Wilmer Walter, William Crimmins, James LaCurto, Roslyn Silber, Winnifred Tommey, James Marr, Erik Walz, Helene Dumas, Linda Carlon, Fred Baron, Rena Craig, Billy Redfield, Jean Thompson, John Parrish, Perry King and Stanley Whitman. Initial program went on last Sunday and the series ends next Sunday. The dramatizations, as written and acted, carry a profound religious note.

In connection with the broadcasts, an attractive 40-page illustrated souvenir program has been issued. It contains the text of each day's episode.

#### "WILL WRIGHT, VICE-PRESIDENT"

Sustaining  
CBS Network, Tuesdays and Thursdays, 3-3:30 p.m.

#### GOOD VARIETY PROGRAM WITH STAR TALENT LINEUP AND NICE VEIN OF HUMOR.

With a fine array of talent, a brand of easy humor that is somewhat of a relief from the usually pounded out comedy, and good continuity, this new variety show is a welcome afternoon visitor. The program is amiably piloted by Will Wright, who announces Al Pearce's "Watch the Fun Go By" program and also appears in Phillips Lord's "Gang Busters". The "vice-president" tag is adopted by Wright in a nonsensical vein, as applied to a man who has nothing to do about things.

Among departments of which he is v. p. for fun's sake are the "What Do You Know About That", the "Department of Pertinent Questions" (such as, should a husband account to his wife for the money he spends, with listeners invited to write in pro or con), "I See by the Papers" in which Zeb Wright of Gold Gulch participated, and "Department of Other People's Business", wherein a straight note was introduced in the person of Capt. Stein of the Missing Persons Bureau.

Fine musical background for the program was provided by Freddie Rich's orchestra. Vocal soloists included, Ruth Carhart, who sang "Little Old Lady", and Jack Shannon in "May I Have the Next Romance With You".

#### Von Zell Clicks as Scribe

Harry Von Zell stepped into the breach on Sunday and established a reputation for himself as a script writer. Jack Benny's inability to appear as guest artist on the Stoopnagle & Budd program left a hole in the broadcast which Von Zell volunteered to fill with a mystery script called "Murder in Honk Street." It clicked and the sequel will be presented on the March 28 broadcast.

## Coming Events

Today: Columbia Broadcasting System stockholders' meeting, New York.

March 31: Women's National Radio Committee annual awards luncheon, Hotel St. Regis, New York.

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

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

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

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

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

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

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

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

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

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

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

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

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

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

#### New Biz on WFMD

Frederick, Md.—"Leesburg Salute", a series of 2-3 p.m. Sunday commercials, has gone on the air at WFMD. Leesburg merchants are the sponsors, with Bob Longstreet, WFMD program director, handling the show.

Schmidt Baking Co. of Baltimore next Monday starts a series of three weekly 15-minute transcriptions over WFMD.

Crosley dealers in this vicinity will air a 6:30-7 a.m. show, thrice weekly, starting April 1. This program will be rebroadcast from WLW, Cincinnati.

#### 3-Way Easter Hookup

WMBH, Joplin, Mo., has arranged a three-way hookup for a broadcast of special Sunrise Easter Services in three nearby communities, the period being sponsored by the Empire District Electric Co., purely as institutional advertising. Schedule includes a period of 6:7:30 Easter morning, with technicians and announcers present at the three widely separated services. Descriptions of the scenes will be worked in by the announcers, but cooperation with local program directors has made it possible for the entire broadcast to be handled as one Easter program.

# UNSOLICITED

## International News Service

235 East 45th St., N. Y. C.

Incidentally, I enjoy reading your paper very much. You are handling your news in a very interesting fashion, making it extremely readable.

B. A. Ely,  
Promotion Manager

## Pittsburgh Post-Gazette

Pittsburgh, Pa.

My sincere congratulations upon the fine showing of RADIO DAILY and the excellent service you are rendering the radio industry!

RADIO DAILY has become as regular with me as my breakfast and it really contains much nutriment for the day's work.

You have hit upon a grand idea and you are doing a grand job.

Darrell V. Martin,  
Radio Editor

## WBIG

Greensboro, N. C.

I might say that RADIO DAILY is the only daily paper to which we hold a subscription. I think you will go places with this paper.

Major Edney Ridge,  
Managing Director

## KVOR

Colorado Springs, Colo.

Everybody at KVOR enjoys RADIO DAILY a lot. There's a fight to get to it first and we think you've got something!

Wauhillau LaHay,  
Program Director

## WLW

Cincinnati, Ohio

I have looked over your publication, dated February 24, and like it very much. Particularly was I impressed with your snappy paragraphs.

Bill Bailey,  
Stations WLW-WSAI

## KFYR

Bismarck, N. D.

I have just been reading in your column "Looking On and Listening In" appearing in the February 24th edition of RADIO DAILY the editorial concerning studio audiences. I heartily agree with your viewpoint.

Meyer Broadcasting Co.  
Dick Burris

## WFMD

Frederick, Md.

I think the Radio Daily is the finest magazine of its type ever published. May it continue in success!

Deane S. Long,  
Radio Station WFMD,  
Frederick, Md.—900 Kilo-  
cycles—500 Watts

**SUBSCRIBE NOW**  
to the fastest growing  
publication devoted  
to Radio and Television



RADIO DAILY  
1501 Broadway, N. Y. C.

Gentlemen:—

Please enter my subscription to RADIO DAILY for one year.

Name..... Title.....

Company .....

Address .....

BILL ME

Check Enclosed

Charter Subscription Price \$5.00 (Foreign \$10.00)

## WFLA AND WSUN SEEK SEPARATE OPERATION

(Continued from Page 1)  
operate on specified hour schedule, WFLA being heard unlimited Monday, Wednesday and Friday, share time with WSUN Sunday. WSUN will operate on unlimited time basis Tuesday, Thursday and Saturday, sharing time Sunday. At present, the stations are members of the NBC Southeastern group.

## Program Details Set On Final Ford Shows

(Continued from Page 1)  
gene Ormandy has been selected to conduct final eight programs this year. N. W. Ayer & Son is the agency.

## WRC-WMAL Promotions

Promotions in the engineering staff of WRC-WMAL. Washington include R. L. Terrell to senior control engineer, succeeding D. H. Cooper, who becomes operating supervisor. D. A. Ullman has been advanced to junior control supervisor. J. A. Bissell formerly with NBC and WOR, has been added to the staff.

## George Vandell Joins BBD&O

George Vandell, formerly with WHN and WMCA, has joined the production department of Batten, Barton, Durstine & Osborn's New York office. Vandell, who has also written for the NBC "Grand Hotel" series and other programs, will handle both continuity and production in his new position.

## Boissevain in Night Spot

Eugene Boissevain, who for several weeks has had an NBC morning spot, goes on the air over the NBC-Red Thursday evenings, 7:45-8, in a program called "Millstones and Milestones," starting this week.

## New Show for Horlick

Harry Horlick, A. & P. Gypsies maestro, who boasts he's been on the air longer than any other ork leader, will be featured in a new commercial in seven or eight weeks. The show will be of the variety order.

## Swanecamp Joins NBC

R. J. Swanecamp, formerly with Grantland Rice Sportlights (Shorts) has joined the NBC engineering staff as a studio engineer. R. R. Davis of the same staff has been transferred from the field to television.

## ONE MINUTE INTERVIEW

E. P. H. JAMES

"Broadcast advertising is like a solo, played on one instrument. Broadcast merchandising is like an orchestral selection in which all of the instruments of advertising are used and in which broadcasting carries the theme, or melody."

# Cross-Country Chat

**C**HARLES LA TORRE, actor of many parts and talents, is a new member of the already excellent "Follow the Moon" cast headed by Elsie Hitz and Nick Dawson, heard at 4:30 p.m. daily over the NBC-Red network. The Woodbury-sponsored serial is approaching its 60th episode and going stronger than ever.

Billy Glason's complete cast for the Sunday 2 p.m. variety show on WMCA now includes Howard Doyle, announcer and straight man; Carl Fenton and his music; Lillian Barnett, blues; Wilson Lang, ballads; Dick Porter, swing and piano; Paula Smith, disturbances; Stubby Kay, characters, and Glason himself as m. c.

Bob Harris, program director of WARD, Brooklyn, is building up quite a following with his "Fistic Parade" broadcast on Tuesdays at 4:30 p.m. Noted boxing performers and others already interviewed include Kid Chocolate, Abe Simon, Mike Belloise, Harry Balsamo, Bernie Friedkin and the champ runner Joe McCluskey. Nat Berg, newspaper columnist, assists Harris. Among listeners are many school kids, who send in questions to be answered on the program.

Norman H. Warenbud, formerly freelance announcer on metropolitan stations, has joined the staff of WLTH, Brooklyn, as Special Features Director. He will also handle part time announcing for the station.

N. N. Davidson has been taken from the production department at radio station KLZ, Denver, and made publicity director.

Sedley Brown will be 50 years old on March 27 and a week later his "Husbands and Wives" program, heard on WJZ Tuesday nights, will be two years old.

The committee for the Professional Music Men's Benefit announces that radio will have distinguished representation at this year's benefit, to be staged April 11 at the Alvin Theater.

Milton Berle, Sunday night WABC comedian, now making "New Faces of 1937" for RKO, a musical with radio personalities, will probably be signed by Mervyn Leroy for the lead in Warner's "The Crooner." Berle's scripter, Irving Brechman, has already been hired to write the dialogue.

Andy Devine and orchestra leader Phil Harris will rejoin the Jack Benny cast as they welcome the comedian back to Hollywood during the Easter program with Mary Livingstone, Kenny Baker and Don Wil-

son over the NBC-Red network on Sunday.

Bill Morrow and Ed Beloin, Jack Benny's scripters, have an agreement with the comedian whereby they get a bonus everytime he wins a popularity poll. The latest top honors came through a survey conducted by WTMJ in Milwaukee, and Morrow and Beloin got their extra dividend this week.

Governor Hoey of North Carolina will talk over the air Saturday evening at 7:30 on the accomplishments of the legislative session. The program will be keyed to WDNC, Durham, and a statewide net by WPTF, Raleigh.

Irving Reis, who authored the dramatic fantasy presented over CBS last Sunday at 7 p.m. by the Columbia Workshop, has been receiving numerous congratulations on his excellent writing job.

"The WFMD Barn Dance of the Air," presented from the stage of historic Winchester Hall, Frederick, Md., and emceed by John Newhouse since its inception over a year ago, draws talent from as far as 92 miles around, rain or shine. It is one of the outstanding eastern shows for rural audiences.

Dr. George Wood Clapp's "The Dentist Says" broadcasts on WMCA-Intercity are now used regularly by more than 6,000 school classes as part of their school health education work. Schools unable to bring the broadcasts in on radio receivers get transcriptions of the programs each week for use in the classrooms.

Dr. Roger Conant, back in Philadelphia after a tour of European zoos, has resumed his "Let's Visit the Zoo" chats over KYW.

"Ern" Westmore of the famous Hollywood group of makeup artists on Monday began a weekly beauty hint series called "Hollywood in Person" over the NBC-Red Pacific Coast network. KGW, Portland, and KOMO, Seattle, joined the network for this program. KPO, KFI and KHQ are the others.

Jack Johnstone, author and director of the former Buck Rogers scripts, has prepared a new series of script shows, "Deep Universe," and is approaching advertisers with idea.

Harry Butcher of the CBS Washington contingent is nursing a bad case of flu in Florida.

"The O'Neills," NBC drama of family life, has just been signed to make records in album form. Each album will contain twelve waxings depicting an entire episode.

## STATE RADIO CONTROL ASKED IN GEORGIA BILL

(Continued from Page 1)  
three citizens named by the governor. Stations acquired by the state would be operated direct or leased out. Measure also requires giving air time to a certain number of public service programs.

WGST, CBS Atlanta affiliate, is now under lease to Southern Broadcasting Co., in which Sam Pickard, former CBS vice-president in charge of station relations, owns controlling interest. It is with this company that CBS has its contract. It is claimed by the State of Georgia that WGST was leased to Pickard without the permission of the state legislature which is contrary to the law. To date CBS has not taken any sides in the question but it is understood that whatever the outcome of the current snarl CBS will have the Atlanta outlet as an affiliate. The whole question may wind up in the courts.

## Spring Business Boom At WPTF, Raleigh, N. C.

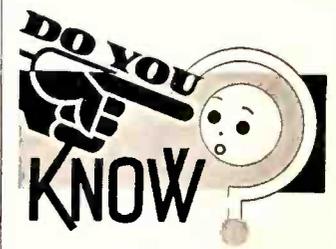
(Continued from Page 1)  
to thrice weekly quarter-hour; Nehi, "Jack Dempsey" disks, and Chevrolet's "Musical Moments" twice weekly. B. C. also is seeking an original idea to add to its nightly Sports Review.

## INS Service for WFOR

Hattiesburg, Miss. — Several news broadcasts a day, together with interruptions for hot flashes and bulletins, have been inaugurated by WFOR here, using International News Service.

## Craig to Coast for Talent

Walter Craig, producer of both the Rubinfeld-Chevrolet program on CBS and the WBS disks, will leave for Hollywood on April 1 to line up guest artists and an announcer for the CBS program which will originate from the movie center beginning April 18.



**DO YOU KNOW**

Licensed radio sets in Australia now total nearly 888,000, an increase of 117,000 in the past year.



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1. NO. 32

NEW YORK, THURSDAY, MARCH 25, 1937

FIVE CENTS

# Three Stations Join NBC

## Looking On ... AND LISTENING IN

**SPONSOR AID** An unusually fine spirit is being displayed by both the small stations, the big ones and the networks in cooperating with sponsors so that the maximum of value may be obtained from commercial programs.

The extent of this supplementary aid on the part of the broadcasters, if developed a few steps further, will help greatly in eliminating various small irritations that now mar many a good air show.

Such as unpropitious station breaks at a suspenseful point in a dramatic playlet, interruption for station identification just as a comedian is nearing the climax of a funny yarn, reading of unconvincing testimonials, the insipid theme songs, and a few other obvious annoyances.

And speaking of songs, it would help musical programs considerably if announcers, masters of ceremonies and orchestra leaders dispensed with the long and sometimes supposedly smart introductions of the various numbers.

Popular music can speak very well for itself.

**SOUP JUMPS** Reporting that sales of Campbell soup hit an all-time high in the first two months of this year, Advertising Manager Harry F. Jones of the Campbell Soup Co. said that soup consumption was "greater than expectations despite the mild winter in the east."

Our analysis is that, although the eastern weather may have fallen down in providing the seasonal amount of soup-eating inspiration, the program of "Hollywood Hotel" more than made up for the deficiency by the better soup-selling entertainment programs it has been putting on the air for its sponsors. Not forgetting the Campbell's tomato juice sale promotion by Burns & Allen.

### Many Early Risers

WQXR's experimental series of before-dawn broadcasts, which occur one week a month and are intended to test the effect of sunrise on the long distance transmission of its 1550 kilocycle wave, has produced one result that was not anticipated. Letters from listeners in have been swamping the station, proving there are numerous early risers in radio audiences.

## 217 CONTESTS-OFFERS USED ON CBS IN 1936

Fifty-two sponsors used 217 contests or offers on their CBS radio programs in 1936, it is disclosed in a CBS summary of all contests and offers made over the network last year. Of the 217 total, 163 were offers and 54 contests. Remington Rand used the most inducements on CBS through its "March of Time" program with a total of 22; General Mills came second with 18; Pet Milk, 14, all offers; H. J. Heinz, 11, Colgate-Palmolive-Peet, 10.

Offer requirements ranged from no proof of purchase to \$38.75 for a  
*(Continued on Page 8)*

## 6 New Commercials Are Signed by WNEW

Six new commercials have been set by WNEW sales department so far this week. They are:

Universal Air Conditioning & Refrigeration, Sundays for 39 weeks beginning April 4, 15-minute musical program. Aetna Advertising Agency has the account.

Hennafoam Corp., spot announce-  
*(Continued on Page 4)*

## Father Coughlin Ends Mutual Series April 18

Father Charles E. Coughlin on April 18 will terminate his Mutual network program, Sundays, 3-4 p.m., with repeat 8-8:30 p.m., it was reliably reported yesterday. WMCA in addition to WOR broadcasts the  
*(Continued on Page 5)*

# CBS Stockholders Approve Two-for-One Share Split-Up

## 6 Stations Are Added For Jack Pearl Disks

Brown & Williamson Tobacco Co., Louisville (Kool & Raleigh cigarettes), have added six more stations to its list of southern outlets, using the RCA-Victor recordings of the Jack Pearl NBC-Blue network show, Fridays, 10-10:30 p.m.

Inability of stations to clear time  
*(Continued on Page 2)*

## WLEU, Erie, and WRTD, Richmond, Go to Blue Network—KANS, Wichita, Will be Optional Outlet

### Cavalcade on WCBS

WCBS, Charleston, W. Va., will be added to the CBS-Du Pont Cavalcade of America program on March 31. Program is heard Wednesdays, 8-8:30 p.m. Batten, Barton, Durstine & Osborn Inc. placed the account.

## 82.6% OF NBC CLIENTS WERE REPEATERS IN '36

NBC's 1936 advertisers who had previously used time on NBC networks amounted to 82.6 per cent and accounted for 97.5 per cent of NBC's total revenue for the year, according to figures compiled by the NBC statistical department.

Repeat advertisers last year numbered 144, with expenditures of \$32,761,045, while new advertisers  
*(Continued on Page 4)*

## General Television Testing Cathode Ray

Boston—Having rebuilt its station and equipment to conform with new standards, General Television Institute will shortly test its new apparatus, marking the first appearance in New England of the electronic  
*(Continued on Page 5)*

NBC station relations department, within the past week, signed contracts for three more stations to join the NBC networks. WLEU, Erie, and WRTD, Richmond, will join the Blue network, while KANS, Wichita, Kan., will join as an optional outlet for either the Red or Blue network.

KANS, a 100-watter operating on 1210 kcs., and WLEU, 250 watts daytime, 100 night, on 1420 kcs., will both join NBC on April 1. WLEU, owned by Leo J. Omelian, will be an optional outlet to the basic NBC-Blue network. KANS is owned by Charles C. Theis with studios in the Hotel Lassen.

The Richmond outlet, WRTD, owned by the Richmond Times Dispatch, will give the NBC-Blue its first basic member station in Richmond. Heretofore NBC only had one affiliate in the city serving both the Red and Blue as a part of the totaled 25 and spent \$852,588. This southeastern group. Station operates on 1500 kcs. with 100 watts and will officially join the Blue network on  
*(Continued on Page 3)*

## International Shoe "Bee" On NBC-Blue Coast Net

San Francisco—International Shoe Co., St. Louis (Peter's shoe), on April 6 will start Larry Keating in a question bee program on a split NBC-Blue Pacific network of seven stations (KGO, KECA, KFSD, KERN, KWG, KMJ, KFBK), Tuesdays, 8:30-9 p.m. Program will be known as "Dr. Peter Puzzlewit" Series, signed for 52 weeks through Long Advertising Service here.

### New Horlick Contest

Chicago—Horlick's Malted Milk, through Lord & Thomas, have set plans for a new contest to be announced for the first time on their program Monday night, NBC-Blue net 7:30-7:45 p.m. There will be chances for 50,000 people to share prizes valued at \$30,000. Radio show, Lum and Abner, is aired 5 times weekly over NBC net.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Wednesday, Mar. 24)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Chg., Net. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., RCA \$5 Pfd. B., Stewart Warner, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Majestic, Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include CBS A, CBS B, Stromberg Carlson.

"Our Gal" Replacing "Rich Man's Darling"

Affiliated Products on March 29 will put a new show into the 12:45-1 p.m., period on CBS entitled "Our Gal, Sunday." Program is replacing the current "Rich Man's Darling." Product plugs will be changed on the same date. Anacin will get the credit on Mondays, Tuesdays, Wednesdays, with Old English Floor Wax the remaining two days. Blackett-Sample-Hummert, Inc., has the account.

Sick List

Ed Samis, head of Columbia's magazine department, is on the sick list. Bob Allen, vocalist with the Hal Kemp orchestra, broke a rib playing squash and expects to be on the sick list for about a week.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH Electrical Lighting Equipment of Any Kind FOR RADIO STATIONS 244-250 WEST 49th STREET New York City Tel. CHic. 4-2074

4 Governors in CBS Court Talk Hookup

Studios of CBS stations WWL, New Orleans. WSFA, Montgomery, and WGST, Atlanta, will be used in a discussion by four Governors on the supreme court issue. Program, airing next Saturday over coast-to-coast CBS net 10:45-11:15 p.m., will feature addresses by Governors Leche of Louisiana, Graves of Alabama, Rivers of Georgia, and Johnson of South Carolina.

Warns on Launching Television Too Soon

Washington Bureau of THE RADIO DAILY Washington—To put television on a commercial basis too soon may mean standardization which might retard development, and to standardize at all may mean to deliver television into the hands of monopoly controlling patents essential to meet specified standards, declared Commissioner Irvin Stewart, vice-chairman of the FCC, in an address yesterday before Duke University.

The major problem in connection with the new art, Stewart said, was of frequencies. Those television transmission systems which have been best developed up to the present, require enormous bands of frequencies, he declared.

Stewart pointed out that while television stations could be duplicated on the same frequency at fairly close intervals, a total television band width of tremendous proportions appears to be indicated. The FCC must determine how much space can be allotted to television in the light of needed frequencies for other services. "Television may be glamorous to others; to the Commission it still is a series of problems", Stewart said.

KVOD Adds to Staff

Denver—KVOD has added Joe Weston to its news staff and Jay Daniels to its announcing personnel. Weston has a background of six years in newspaper work and is a graduate of Cornell. Daniels, a Tulane graduate, has been an actor for three seasons at Denver's University Civic Theater.

Woman's Expo. on WOR

The 16th Annual Women's National Exposition of Arts & Industries at the Grand Central Palace on Monday will be aired by WOR-Mutual exclusively, 11:45-12 noon, from the "Little House." Nancy McClelland, chairman of the group of decorators who designed the "Little House," will preside.

Philly Orchestra Tour

Philadelphia—The Philadelphia Orchestra leaves next month for another nation-wide concert tour under RCA sponsorship. Weekly broadcast series will continue from the cities en route. It is expected that Norris West, who announces the series from the local point, will accompany the orchestra on its tour.

WCAE Show Returns

Pittsburgh — "The Merry-go-Round" has returned to WCAE with a sponsor. Cast includes Harold Goldstein, Dave Olsen, Stephanie Diamond, Earl Truxell's orchestra and Carl Dozer, announcer.

Sunday Sports Series Attracts WWJ Fans

Detroit—Sunday evening sports interviews produced over WWJ, Detroit News station, have built up quite a following by their high level of big name interest. Among the nationally famous people who have appeared on this series are Joe Louis, Gar Good, Mickey Cochrane, Dutch Clark, Jack Kearns, Harry Kipke, Larry Aurie, and many others. WWJ's sales manager, Harry Banister, who is a super-fan, writes the show, and, because of his wide acquaintanceship with the sports world, he is able to inject into the scripts a spontaneity of question and answer, and an easy flow of idiom. Bill Kennedy, WWJ staff announcer, acts as host on the program, and does the interviewing. Webster-Eisenlohr Cigar Co. is the sponsor.

WIL Heavy on Sports

St. Louis—Sports casting is coming in for plenty of play over WIL. Neil Norman and Bill Durney are kept on the jump, morning, noon and night, bringing word pictures direct from the scene of action on all the sporting events that command any attention in St. Louis and vicinity. During the past few months they have presented their "Sports Parade Broadcast" from all of the major Arenas and Stadiums in the city. Included in these thousands of broadcasts have been word-pictures of football, basketball, hockey, soccer, track meets, midjet auto races, swimming meets, tennis matches, six-day bike racing, roller derby, ice-carnivals and even rodeo events and log-rolling contests.

WOV Naturalization Series

With the broadcast that started Tuesday at 4:30 p.m., WOV is presenting a weekly Tuesday and Thursday dramatization in Italian of the elements of naturalization and citizenship. The series is part of the WPA Adult Education Program and features a cast of professional actors.

May Increase Nesbitt Time

Because of big listener response to John Nesbitt's "Passing Parade" now heard on WEAJ Monday and Tuesday evenings, Nesbitt may be spotted on a Monday through Friday schedule.

Form Youngstown Corp.

Youngstown—Kenneth C. Schaffer, David E. Jones and T. Lamar Jackson, members of a law firm, are named as incorporators of the newly formed Youngstown Broadcasting Corp., capitalized at \$25,000.

COMING and GOING

LANNY ROSS leaves Sunday for Cleveland, where he will appear in concert. Returns to New York for Thursday night broadcast.

VIRGINIA VERRILL and her mother will leave April 5 by plane for Hollywood to complete arrangements set by Columbia Artists, Inc. for movie contract for singer. Miss Verrill will not broadcast from the coast. Her regular CBS broadcasts heard Friday nights will resume when she returns to New York.

AL CORMIER of WIP, Philly, took one of his periodical look-ins on New York yesterday. RALPH WONDER'S has returned from a one-day trip to Boston.

RUSSELL L. HEBERLING, president of Transitions Automobile Radio Corp., domestic auto radio division of Philco Radio & Television Corp., has just returned from England.

DON WITHYCOMB of WFIL leaves Philadelphia today for Pinehurst, N. C., returning Monday and hopping to New York the following day.

BUCK JONES has arrived from Hollywood and is stopping at the Warwick while here for radio work.

H. K. BOICE, CBS vice-president in charge of sales, is in Miami for a week's vacation.

6 Stations Are Added For Jack Pearl Disks

(Continued from Page 1)

because of other network commitment makes the recordings necessary. Five stations (WSM, WREC, WAVE, WRVA, WWL) will begin the series on March 26, with WSB to be added three days later. Batten, Barton, Durstine & Osborn, Inc., New York, is the agency.

General Electric Orders Foreign Language Spots

Steinberg-Gilman Productions have been retained to produce some foreign language spot announcements for General Electric. Four languages will be used on three stations as a test program.

Chesterfield on WMAZ

Macon, Ga.—Liggett & Myers Tobacco (Chesterfield cigarettes) will be one of the first CBS clients to add WMAZ to its network. Station will be added on both Chesterfield programs, on May 5 to the Wednesday 9-9:30 p.m. show, and on May 7 to the Friday night program at 8:30. Newell-Emmett, Inc., has the account.

New WABC Sustainer

A new sustainer takes the air over WABC on April 5, 8-9 a.m., featuring Phil Cook, imitator. John Reed, "The Funnyboners", Lou White at the organ and Gordon Graham, vocalist, will all be heard on it from time to time. The series will be broadcast six days a week.

LEO SAYS: WHN'S Successful Programs Spell Increased Sales. WHN DIAL 1010 M.G.M. LOEW'S

## THREE MORE STATIONS JOINING NBC NETWORKS

(Continued from Page 1)

June 27, the date that WMBG, same city, switches from CBS to the basic NBC-Red network. Rates for all four of the new affiliates has been set at \$120 per hour. With this announcement, NBC now has 121 stations associated with its two networks. CBS is negotiating to sign WTAQ, Green Bay, Wis., as a supplementary station, but no contract has been signed as yet. Starting date and station rate still to be settled.

## New Philharmonic Series Will Run 4 Extra Weeks

New York Philharmonic Society has increased its radio schedule for the 1937-38 season by four weeks. Program, heard over a coast-to-coast CBS network and the complete Canadian network every Sunday, 3-5 p.m., is booked for 24 weeks this year. Series began Nov. 8 and will fade April 18. At the conclusion of series, plans will be announced stating that concerts will resume Oct. 24 and will continue through May 1, 1938. This will give society 28 weeks on the air. John Barbirolli will direct the entire series, vacationing only for one month. Guest conductors will be used during his absence. The guest soloists for the 28 programs have already been set.

## WGBF on 1,000 Watts

Evansville—WGBF, the new NBC optional affiliate here, is now operating on 1,000 watts daytime in accordance with the recent FCC approval to increase its daytime power from 500 watts. Night-time wattage, 500, has not been changed.

## "Magic Kitchen" Celebrates

St. Louis—Fourth anniversary of "Magic Kitchen," KMOX feature, will be celebrated with a full week of special programs, March 29-April 3, under arrangements completed last week between Jane Porter, the "Kitchen" director, and Jerry Hoekstra, KMOX special events director. Ben Feld's orchestra, Lorraine Grimm, Tom Baker and the team of Al Cameron and Joe Karnes will supply entertainment for the birthday broadcasts.

Six local and two national sponsors participate in the program.

## NEW PROGRAMS—IDEAS

### Free for All at KVOR

Cowhands that ARE cowhands are doing a special Monday Night Jamboree program on KVOR, Colorado Springs. Every member of Smoky's troupe of Rocky Mountain Ramblers is a boy from a nearby ranch. All of them were born and raised on the slopes of Pike's Peak and learned their music from the time they were children from the other cowhands who settled the country.

The cowhand unit consists of a six-piece band, every member doubling in voice. Guest stars are invited down and each program features a whistler, two new voices and instrumentalists.

It's an open program. Guests fill the studios and both reception rooms in KVOR's new outlay. They're invited to sing, whistle, clap or stomp their feet. Regular KVOR announcers take turns in working the program in informal style. So far, after two programs, requests have kept KVOR's switchboard tied up for an hour.

### Local "Man of the Week"

Norfolk—"Man of the Week," conducted by W. E. Debnam, Ledger-Dispatch Reporter, airs interview with Norfolk's most important citizen of every seven days to popularize Morris Plan Bank of Virginia's nickel checks. Both ideas are new in town, so show took a little longer than usual to catch on. After opening intro, Debnam explains why man is important that week, then follows up with an interview, after which announcer spiels about 20 checks for \$1 with no minimum balance required and no service charge. Both of which sound like likely promotion.

### Daily News Stunt

Omaha—KOIL and The Omaha Bee-News have started a new cooperative daily stunt in connection with the station's regular 6:30 p.m. news period.

Each day some good local story

## Churches Tuning In KDKA Easter Service

Pittsburgh—Several local churches having no evening service of their own are planning to use the half-hour Easter Evening services being broadcast by KDKA on Sunday. It is a transcribed program, with Mary Lewis in solos, Richard Liebert at the organ and the Trinity Choir in anthems. The disk is followed by Bernie Armstrong, KDKA organist, in a recital of Easter music.

### New Shows on WELI

New Haven—A. Renda Co., on the air last fall with "The Wonderland of Music," resumes on WELI this Sunday at 5:15 p.m.

"Good News Broadcast," Bible stories and hymns with their histories presented by Rev. John E. Edwards, is a new WELI morning feature, Tuesdays and Thursdays at 11:30.

will be chosen from the Bee-News for exploitation. A member of the newspaper staff writes in the story's background, then the person whom the story concerns is interviewed, his "quotes" being recorded.

Then "The News Speaks", as the stunt is called, is presented during the regular newscast. The paper also carries a note at the bottom of the story selected for that day calling attention to the fact it will be given on the program.

### "Story of the Piano"

WWJ, The Detroit News station, broadcasts each Thursday a program of educational and artistic merit entitled "The Story of the Piano." It traces, in narrative and music, the history of piano literature and those who made it. Mischa Kottler, who has been soloist with the Detroit Symphony Orchestra, and accompanist for Leopold Auer, is the artist. Myron Golden, WWJ's educational director, writes the script.

### Citing Police Bravery

Building up a strong following among police officers is the result of mention being made over KLZ, Denver of those cited in the police bulletin for bravery and other noteworthy acts in line of duty. The names are read at the end of a commercial transcription, "Honor the Law," with reasons for the citations. The announcer also states the names are recommended for mention by Police Chief George Marland.

### "For Men Only" on KFOR

KFOR, Lincoln, is rehearsing a cop program labeled "For Men Only" to be aired for a half hour once a week. Program calls the roll of the best book, film, clothes, drink, food, etc., every week. Locals, supposed to be competent judges in each field and who have "name" value are added to the cast.

## Boston Okays Radios In Hotel Lobby Sundays

Boston—Local censor has approved radio dialing in hotel lobbies on Sundays, declaring it does not come within the law banning entertainment on the Lord's Day unless a license has been obtained.

### Soccer Games on WIL

St. Louis—For the first time in this territory WIL is presenting a play-by-play description of the championship soccer football contests each Sunday afternoon from the Public School Stadium. All the home games of the St. Louis Shamrocks, national champions for three years out of the last four seasons, are broadcast by Bill Durney from a special booth constructed at the field. The games are sponsored by the Downtown Norge Appliance Co. of St. Louis.

## COMMITTEES NAMED FOR AAAA CONVENTION

Committees just appointed in connection with the 20th Anniversary Convention of the American Association of Advertising Agencies, to be held at the Greenbrier Hotel, White Sulphur Springs, W. V., April 29-May 1, include:

Program—G. Lynn Sumner, chairman, Mark O'Dea, vice-chairman, O'Dea, Sheldon & Co., Inc.; J. P. Cunningham, Newell-Emmett Co., Inc.; H. M. Dancer, Henri, Hurst & McDonald, Inc., Chicago; W. C. D'Arcy, D'Arcy Advertising Co., St. Louis; William L. Day, J. Walter Thompson Co.; Dana H. Jones, Dana Jones Co., Los Angeles; Edgar Kobak, Lord & Thomas; H. H. Kynett, The Aitkin-Kynett Co., Philadelphia; H. B. LeQuatte; Edward J. Owens, Arthur Kudner, Inc.; Wm. B. Remington, Springfield, Mass.; Guy C. Smith, Brooke, Smith & French, Inc., Detroit.

Sports—Quincy G. Ryan, chairman, Ruthrauff & Ryan, Inc.

Dinner Entertainment—Edward J. Owens, chairman, Arthur Kudner, Inc.

Entertainment for Ladies—Mrs. Guy C. Smith, Detroit.

### New Biz on WHK

Cleveland—Pilsener Brewing Co. will sponsor a daily series of baseball resumes of the Indians, also a report of all the scores in the American and National leagues, over WHK at 6 p.m., with Jack Graney giving the talks.

Theurer-Norton Provision Co. is sponsoring a new WHK series, "Love Tales," every Sunday at 1 p.m.

## AGENCIES

CARL J. McCRACKEN, executive of the Rose-Martin agency for the past 16 years, has been appointed general manager and vice-president of agency.

B. W. STEELE INC., Philadelphia advertising agency, is in charge of advertising sponsored by the Ice Publicity Association of Philadelphia. An extensive campaign for this season will be launched, using newspaper, radio and other mediums.

GOTHAM Advertising agency will handle the Louise Rigers, Inc., (cosmetics) account. A radio schedule, probably spot announcements, will be used. Sanford H. Lane is the account executive.

M. H. HACKETT advertising agency will handle the Kik Inc. (soft drink) account. A spot radio campaign is planned, using only the territories in which product is now being sold.

## Guy Lombardo says CARELESSLY

is the best song in years!  
Norman Ellis Music Pub.  
113 West 57th St. New York City

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| 22 | 30 | 24 | 28 |

March 25  
Greetings from Radio Daily  
to  
Bessie Mack

## 82.6% OF NBC CLIENTS WERE REPEATERS IN '36

(Continued from Page 1)

does not include 33 political accounts with gross investments of \$910,317.

Percentage of gross time sales revenue from clients who had used NBC previously was 76.1 per cent in 1928, 76.9 per cent in 1929, 81.4 per cent in 1930, 86.4 per cent in 1931, 94.1 per cent in 1932, 90.7 per cent in 1933, 97.1 per cent in 1934, and 95.1 per cent in 1935.

## "Pretty Kitty Kelly" Renewed for 52 Weeks

Continental Baking Co., New York (Wonder bread), has signed a 52-week renewal for its "Pretty Kitty Kelly" program on 39 CBS stations, Mondays through Fridays, 6:45-7 p.m., with repeat 11:15-11:30 p.m., effective April 12. On April 26 program will become a daytime show on the same network using the 1:15-1:30 p.m., spot five days a week with the repeat program being broadcast at 4:15 p.m. Benton & Bowles Inc. has the account.

## "Jungle Jim" on 23 Stations

"Jungle Jim," transcribed series, is now being aired over 23 stations weekly. Show, heard via disks, is not sponsored, but does mention papers in which same serial runs. Program is heard Wednesdays over WCNW, Thursdays, WLTH and WNEW. Friday, WFBG, WBAX, WCAP, WFAB, WTEL, WWRL, and WARD. Saturday, WINS, WTNJ, WAAT, WOV, WMCA, WFAS, WCNW, WHOM and WBRB. Sunday, WIP, WDAS and WNLG.

## Philco Baseball Campaign

Philadelphia—With interest in baseball and the baseball broadcasts on the rise, Philco Radio & Television Corp. plans a nation-wide promotion campaign for its home sets and auto radios. "Official Baseball Facts," 32-page book by Carl Hubbell, Giants' pitching ace, has been made available to Philco dealers for free distribution. Promotional material includes sample scripts for dealers in buying spot announcements over local stations.

DO YOU  
KNOW



David and Goliath, NBC comedy team, are none other than the blackface team of Swor and Lubin. Since their change of name, on advice of a numerologist, they have landed two network spots.



● ● ● Bob Hope, Lou Holtz and Walter O'Keefe are being considered to fill in for Fred Allen during the summer months...Stoopnagle and Budd, originally slated for this spot, have decided to rest because their sponsor will renew for the Fall...Josephine Huston gave an audition for Young & Rubicam yesterday...Same agency took Senator Fishface and Professor Figsbottle "off the air" and placed it on wax as a possible Jack Benny filler...Walter Fleischmann and Harry Davies have been made advertising and publicity counsels for the government of Venezuela... Major Edward Bowes, after being advertised as the winner of the Pilot award in all newspapers, refused to accept last week's designation!

● ● ● Songpluggers attending Happy Felton's opening at the Arcadia in Philly the other night found themselves the butt of a serious situation...They ordered drinks, food, etc., and upon paying their checks, the waiters called a strike causing Felton and the boys to quit the bandstand, thereby cutting off expected plugs...The tango band pinch-hit until the grievance was settled...Vance Campbell has written a special song for Easter which will be aired via WOR Good Friday called, "I See His Blood Upon the Road"... Various angles are holding up the pens on the Louis Armstrong commercial contract, which will be a boom to the colored race!

● ● ● Dolly Dawn is off the air for the next ten days because of re-occurrence of a "throat corn" and may undergo an operation similar to Kate Smith's...Arthur Boran may go Showboat!...They are looking for some one to replace Hanley Stafford as "Thatcher Colt" because of his departure to the coast and his ailing mother...Reggie Childs will Decca-record-it!...Hollywood Songs opened their new offices yesterday!... Now that Phil Cook has one show set for CBS for six months, he's closing on the other. "Gingerbread Boy," a thrice-weekly script!...Charles Courtney, who is an authorized safe-cracker and lock-opener will tell about his work on Edgeworth April 3...A. L. Alexander is working out at Artie McGovern's gym...Incidentally, Monty MacLevy opens a new branch at the Park Vendome tomorrow!

● ● ● "Having Wonderful Time," the Broadway show, which encountered some difficulty insofar as the Vallee program was concerned, will definitely be aired next Thursday on that show... Allen Prescott offers a reward for the return of his brief case containing the only two manuscripts of latest book lost in a cab the other day. Case bears his name...Carl J. Kress, only licensed yodeler in the country, will give a sample of his art via WINS Monday, broadcasting from Eagle Rock reservation in Orange Mountain, N. J....Zeke Manners claims that "Main Street" must be syndicated because he's seen our items appear in other columns—days later!

● ● ● Ralph Wonders left the Rockwell-O'Keefe office yesterday for lunch and wound up in Boston!...Al Simon, WHN publicity man, has been out lecturing in schools around town on M-G-M's "Romeo and Juliet"... Rita Rio will do a few weeks of New England dates...Les Brown has been set for Decca and also returns to his alma mater, Duke U. April 4 and 5...Rudolf Friml Sr. will be picked up from Hollywood Tuesday congratulating Junior's debut at the French Casino in New York via NBC...

## SIX NEW COMMERCIALS ARE SIGNED BY WNEW

(Continued from Page 1)

ments to run daily for 13 weeks. Fischer Baking Co., spot announcements to run daily for 39 weeks. Schillen Adv. Corp. has the account.

Wonder Store Inc., spot announcements for 13 weeks, beginning March 30.

Cantor Sample Furniture House Inc., 15-minute program, 5 times weekly for 52 weeks, beginning April 6. Schillen Adv. Corp. has account.

Wholesale Radio, 13-week series of ET programs, beginning March 26 at 7:45 p.m. but switches to 8 p.m. the following week. Latter program will feature weekly contest offering \$100 in merchandise to radio service man sending in best letter on radio repairing and improving.

## WAAW Builds Good Will

Omaha—Community good will is being built up by WAAW through allowing civic organizations to use station facilities. Latest move along this line was made Sunday, when the Shrine Chanters were given the 1:30 to 2 p.m. period and a group of school children were allowed to present a Benjamin Franklin play at 3 p.m. Also on the children's program was the Municipal University of Omaha orchestra.

## WJAY Furniture Accounts

Cleveland—Brown Bros. Furniture Co. on April 2 starts "Songs for the Home" over WJAY at 1 p.m. Monday, Wednesday and Friday. Dick O'Heren, Irish tenor, is featured. Kirchman & Perusek Furniture Co. sponsors a Slovenian program over WJAY with Charles Zorman as announcer, 5:30 p.m. Sundays.

## Lorillard on Mich. Net

Detroit—P. Lorillard Co., New York (Beech Nut tobacco), has signed for a quarter-hour baseball sports broadcast on the Michigan network, seven days weekly, with Harry Heilmann, former American League slugger, doing the announcing. Program is tentatively set for the 6-6:15 p.m. spot, will start on April 17. Lennen & Mitchell, Inc., New York, is the agency.

## ANNOUNCERS

LYN WILLIS of WIP, Philadelphia, has been given a month's leave to recuperate from a nervous breakdown. Joe Garrett takes over until his return.

ELLERY BROWN of WAAW, Omaha, is presenting a program, "Highlights of the News of the Week," each Sunday, 1:15-1:30 p.m.

LEON CHURCHON is having quite a time conducting the tryouts for aspiring radio announcers at KYA, San Francisco. Winner of each week's broadcast is placed on the KYA waiting list of announcers, with the possibility of being put on the staff as openings occur.

**WITH THE  
☆ WOMEN ☆**

By ADELE ALLERHAND

IN Japan, according to Russ Morgan, ether programs carry telephone numbers of girls featured in broadcasts... idea being to have fans telephone their bouquets. Just what A. T. & T. would do, if American networks followed suit, staggers the imagination... Helen King of Certified Contests (she's the graphologist, not a King sister) abdicating... she'll open offices sans partner... Dahlias have been named for Margaret Speaks of "Voice of Firestone" and Don Wilson, Jack Benny's announcer... Carol Weyman goes technical with the announcement that the air is acquiting more sopranos on account of engineering refinements now make registry more acceptable... And Mildred Windell, who arpeggios with the Rudolf Friml Ork, contributes the idea that perfume irritates vocal chords, and temperament unhinges nervous systems of radio larks.

Lucille Linwood of the "Joymakers" and Chick Adams, Abe Lyman arranger, seeing things through a rosy haze... When Meri Bell hit a high note and cracked in rehearsal t'other day, Ray Sinatra's riposte was, "In behalf of the boys and myself, thanks for getting that out of your system"... The miniature Trojan Helen on Sunday's "Big Brother" program is 11-year-old June Joyce, who's been screen tested... Lucille Singleton, femme major domo of CBS auditions, played hostess to Business and Professional Women's Clubs t'other a.m. and let the gals listen in on the auditions... Kay Parsons, "Girl O' Yesterday," with three agencies hot on the scent, auditioned yesterday... CBS Publicity's Rosellen Callahan won extemporaneous speechmaking crown yesterday when called on at the Rainbow Room Fashion Academy function for spontaneous remarks... John Fitzgerald of Special Events Publicity and flier Dorothy Kilgallen were fellow-guests.

Kathryn Cravens takes to the air again, this time to fly Chi-ward to see her Pontiac sponsors... Ann Harding, CBS Publicity lass, temporarily worsed by bronchitis... Another pro-tem casualty is Louise Fitch of "Hymns of All Churches"... Claudia Morgan, of the Morgan clan, to be one of two special treats on March 29 broadcast of "Kitchen Cavalcade"... The other will be a culinary dainty in the inimitable Crosby Gaige manner.

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 14 of a Series

**WCKY—CINCINNATI, OHIO**

1490 K.C.—10,000 Watts

**L. B. WILSON**  
Vice-Pres. & Gen. Mgr.

**GEORGE H. MOORE**  
Comm. Mgr.

WCKY, second station in power in the Cincinnati area, is owned and operated by L. B. Wilson, Inc., which established the station in 1929. Its recently-granted 100 per cent power increase will add, it is estimated, 352,000 potential listeners within the 1/2 millivolt line and give to WCKY 1,800,000 potential listeners within that line, a 40 per cent increase in signal strength. Another innovation to the station, the latest high fidelity, specially-built RCA transmitter, is now being installed. A 350-foot Blaw-Knox vertical radiator antenna was completed just one year ago.

Since first going on the air, WCKY has been affiliated with NBC, and it now carries 87 per cent of its programs from that network. WCKY receives the full news services of International News Service and UP. It also airs the press-radio reports of NBC. The station operates on an eighteen hour schedule daily.

Although founded by L. B. Wilson, banker, manufacturer and theater chain operator, WCKY did not come under Wilson's active management until November 1931. At that time Wilson stepped in and immediately instituted drastic changes in the entertainment and business policies then employed at the station. It took just one year to show how sound his ideas were. Now, five years later, WCKY is adjudged one of the leading broadcast stations in America.

WCKY's NBC line-up of pick-ups includes some of the largest advertisers on the air General Motors, Campana, Packard Motors, Lady Esther cosmetics, American Tobacco, Miles Laboratories, Brown and Williamson Tobacco Corp., Procter and Gamble and Studebaker motors are only a few of the many finding a big market in the Cincinnati area through this station. In the past it has originated the following shows to a vast NBC audience; Happy Days In Dixie; Southern Symphonies; Musical Matinee.

WCKY's staff is composed of George H. Moore, commercial manager, Lee Goldsmith, studio manager and chief announcer, Chas. Topmiller, chief engineer, Jeanette Miller, network traffic manager and Elmer Dressen, head of news, continuity and press.

**ORCHESTRAS - MUSIC**

"CARELESSLY", ditty from the pen of Nick "Old Sailor" Kenny, has become the property of Irving Berlin, Inc., effective yesterday.

Louis Armstrong's Philadelphia debut of the season will be at the Nixon-Grand Theater, the week of March 26.

The Benny Goodman musical contingent go in for higher education as the favored band of the U. of P. when they stage their Ivy Ball.

Jeno Bartel, WHN maestro, who waves his melody-making baton at the Piccadilly Hotel, has just been appointed musical director of that hostelry.

Michael Mell and ork take over in Julie Wintz' place on "Top Hat", WNEW's dance parade.

Vince Calendo, who's been vocalizing with the Vincent Travers outfit at the French Casino, now sings in conjunction with the organ, at the Paramount.

Phil Spitalny's all-girl band moves over to the NBC-WEAF network and KSD, Monday, April 26.

Chick Adams, arranger for maestro

Abe Lyman, has devised a musician-proof method to aid lyricists who can't read notes. He calls it the Melo-Writer. Monarch Studios will merchandise it.

Sally Singer introduced the new Cotton Club number, "Where Is The Sun", originally sung by Ethel Waters, on the Kreuger Beer Program, Monday night over WABC. John Redmond and Lee David are co-authors; and Mills Music, Inc., the publishers.

Ted Brown and the KONO Band of San Antonio have just completed a studio recording.

Jay Whidden and his London Orchestra are purveying music to dancing feet at the St. Anthony Rainbow Terrace. Spot has a WOAI wire. The three Downey Sisters are featured femme vocalists.

Don Bartel's newly assembled band which is aired Sunday nights over WTAR, Norfolk, includes many of Norfolk's outstanding musicians, with Bartel himself and Henry Cowles Whitehead, director of the Norfolk Symphony Orchestra, in the van.

WBNX, Bronx foreign language station, features Florence Leffert, concert soprano and her "Consolidated String Ensemble".

**GUEST-ING**

PAUL ALTHOUSE, JULIUS HUEHN and EMANUEL LIST, on N. Y. Philharmonic-Symphony Orchestra's "Parsifal," March 28 (CBS, 8 p.m.)

JEAN ELLINGTON, on Al Pearce's program, March 29 (CBS, 9 p.m.)

CAPT. TIM HEALY, on "Magazine of the Air", March 31 (CBS).

TED LEWIS and MARJORIE MOFFETT, on Kate Smith's Bandwagon, April (CBS, 8 p.m.)

AL DUFFY, on Saturday Night Swing Club, April 3 (CBS).

RICHARD BONNELLI, replacing Richard Crooks, who is ill, on Ford program, March 28 (CBS, 9 p.m.)

STUART ERWIN, TOSCHA SEIDEL, DALE CARNEGIE, EDDIE DOWLING and RAY DOOLEY, on Joe Cook's Shell Show, March 27 (NBC-Red, 9:30 p.m.)

JANE FROMAN, on Chu Chu Martinez program, March 28 (NBC-Blue, 3:45 p.m.)

JACKIE HELLER, booked by Herman Bernie for the Ed Wynn Show, April 17 (NBC-Blue, 8 p.m.)

ROBERT RISKIN replaces Gloria Swanson as guest star on Radie Harris' WHN Movie Club tomorrow night, 8 p.m.

**Father Coughlin Ends  
Mutual Series April 18**

(Continued from Page 1)  
program in New York. Series began on Jan. 24 on a 52-week contract, cancellable at the end of the initial 13 weeks.

Today Father Coughlin will be heard in a Good Friday radio service over Mutual network from 4:30-5 p.m. Program is being put on as a sustainer, will be keyed from Royal Oak, Mich.

**General Television  
Testing Cathode Ray**

(Continued from Page 1)  
cathode ray television. Hollis S. Baird is chief engineer of the Institute, which has Television Station W1XG.

**ONE MINUTE  
INTERVIEW**

WALTER WINCHELL

"My job is really much similar to that of an editor of a small country weekly. In those little papers the most popular feature is the personals column. Every country editor knows that names makes news, and that people are more interested in items about themselves and their neighbors than anything."

## Cross-Country Chat

**B.** CHARLES-DEAN, who directed the Rolls Razor series heard over WOR at 3:15 Sundays, fills in a spot himself on next Sunday's program, singing his own number about an English dude. The title is "It's Preposterous."

Joeko Maxwell, sports commentator for WLTH, will have Ed Fitzgerald, the prolific WOR-Mutual personality, as his guest of honor Saturday at 6 p.m. on WLTH's Sports Parade.

WHN as well as WOR will carry the testimonial dinner to Adolph Zukor, chairman of Paramount, at the Waldorf-Astoria on Monday night.

Eugene "Bull" Connor, WBRC (Birmingham) baseball detailer who was elected to the legislature, has announced his candidacy for the city commission.

Stanley Babington, formerly news commentator at WHK, Cleveland, and program director at WJW, Akron, is now commentator at WSPD, Toledo.

Wally Adams of staff of WRGA, Rome, Ga., exceed a one-hour Sunday salute giving the history of Lendale, model textile mill village of the southeast.

Country Church of Hollywood resumes Sunday on WCAE, Pittsburgh.

Peggy Stewart has been added to the sales staff of KFAB-KFOR, Lincoln.

J. Gunnar Back, continuity chief for KFAB-KFOR, Lincoln, conducts a monthly column in the "Quill" magazine now. He lends writing tips to those interested, covering both fiction, and trade Journals.

Marguerite Bonney, soprano, who has been off and on WTAR, Norfolk, for the last few years is back with another sustainer labeled "Lingering Melodies."

Jim Coots and Ed Smith portray Warden Lawes and the District Attorney, respectively, in the new Lawes stage drama, "Chalked Out," at the Fulton Theater. Both actors have been associated with WNEW

### WKRC Open House

Cincinnati — On Easter Sunday, March 28, WKRC will hold "open house" for all visitors who desire to inspect the new studios and equipment recently installed and in operation. Studio design closely follows the pattern of CBS's main studios in New York.

during the broadcasts of "True Detective Mysteries."

Clyde Penny, newest WTAR operator, goes thum in Greensboro, N. C., for the Easter week-end.

Dave Faloon, 13 years old, probably the youngest sports interviewer in the country, will be heard again at 11:30 a.m. Saturday over WCAE, Pittsburgh.

Leonard J. Bickford, native of California, directs the "Modern Girl's Romance" serial now running on WINS every Monday, Wednesday and Friday.

A special Italian dramatization of "Three Hours Agony" will be given by the Ave Maria Hour over WOV at 4:30-5 p.m. tomorrow.

Philip Barrison, director of WMCA's "Five Star Final" for several years continues in that capacity under the year's renewal by Remington Rand. Milton Lewis also carries on as chief script writer.

C. P. Simpson, general sales manager of Pontiac Motors, is particularly interested in the April 2 Varsity Show broadcast, which will go over the NBC-Red network from the University of Texas campus. Simpson is a native of Texas and his father still operates two ranches there. Tomorrow's Varsity Show comes from Denver University. NBC director Al Miller has been in Denver the past several days getting the broadcast in shape.

Mary Franke Lemmon, late of "Little Orphan Annie" and other shows out of NBC, Chicago, now is a full-fledged member of WWJ's Detroit News Players. The gifted young lady plays a variety of roles.

Lucy Brooke Witt, sales staff member of WTAR, at Norfolk, is reported recovering from an illness which confined her to her home for a week. "Tips on the Shop Market," her weekly air show in which theater tickets are dished out to listeners whose names are announced from city directory, has been moved from Wednesday to Friday, anticipating her return by then.

Billy Knight, former songplugger, is now a salesman for WTMV, East St. Louis, Ill.

"Pepper Young's Family" has added a second spot in St. Louis. In addition to KSD at 2 p.m. Monday through Friday, it is being heard on KWPT at 9:30 a.m.

"Smart Purchases" proved to be a smart purchase by The Cuthrell Co., Spartan distributor in Norfolk, when they signed Travis Barnes, WTAR salesman, to take the air thrice week-

### Bows to Radio

East St. Louis—Customary Sunrise Service on Easter Day will be omitted this year by Immanuel Evangelical Church, whose pastor has advised his flock to stay at home and listen to the service being broadcast by WTMV at 7 a.m. Sunday. Handel's "Messiah" will be aired, with the church choir aiding the WTMV staff.

ly for them. Show is 15-minute spot Monday, Wednesday and Friday at 6:15, and consists of three dance platters and chatter by Barnes, who expounds special deals Cuthrell makes bi-weekly. For instance, \$40 allowance on any old radio on new Spartan...radio free with washing machine, etc. Cuthrell reports sales increase sufficient to toss more bucks in Barnes' direction than the contract calls for.

Martin Block of the "Make Believe Ballroom," WNEW feature, will be one of the judges in the Asbury Park Easter Parade on Sunday, after which he'll act as m.c. for Tommy Dorsey's band at Asbury Park's Reed's Casino.

Fred Hirsch, writer at WTMV, East St. Louis, rated the "bird" when he appeared at a St. Louis surrealist art ball attired in a cut off overcoat, tan make-up powder, sneakers, and heavy gloves calling himself "Surrealism in Advertising." He said he was mimicking a "Step Out Into the Sunshine" newspaper ad.

Paul Godt, WTMV (East St. Louis) organist; staff singer Jack Carol, and Woody Klose, program director-announcer, do a new Wednesday night 11:30-midnight show, "Moonlight and Shadows," featuring poetry and songs in slow, restless tempo backgrounded by soft organ.

Jim O'Neil, character actor, after years of work in America's leading stock companies, has turned to radio. He is now heard on WCAU, Philadelphia.

Pat Stanton, general manager of WDAS, Philadelphia, celebrates his ninth year in radio. He started as announcer with WELK, which later became WDAS.

Bon Bon, vocalist with the KYW-NBC-Red Top Hatters swingers, now has a spot of his own in the early morning with Carlile and London, fem piano twosome. Bon Bon is also making records for Irving Mills and is remembered as a member of the Three Keys.

Bryson Rash, radio's "Buster Brown," is contacting networks and agencies. He is writer-commentator on the Federal Housing Administration's "Your House and Mine" program in New York.

Jack "Smoke" Gray, minstrel man formerly with KWK, St. Louis, died Monday at the Missouri State Sanatorium, Mt. Vernon, Mo., after a long siege of tuberculosis.



**F**LOCK of Warner Bros.' biggest stars in a surprise series of half hour productions will be used by KFVB in a new kind of drive for listeners. Event, starting early in April, will be known as Sponsor's Week. Big ballyhoo over the air and in the newspapers will launch it, with listeners urged to set their dials at KFVB and leave them there to be sure they won't miss the big programs, which will go on at least one a night without any logging or announcements as to who and when. Manager Harry Maizlish says the programs will not only use the biggest stars, but will set them in big league productions, with which the station hopes to add half a million listeners throughout Southern California.

Clarence Muse has been film tested for the part of Porky in screen edition of "Gone With the Wind".

John Nesbitt (Passing Parade) has been added to list of Radio Feature Service's clients.

Standard Radio is adding "Oklahoma Outlaws" to its library, doing dinking while the favorite hillbilly singers of WHO, Des Moines, are in Hollywood for their picture work in Rootin' Tootin' Rhythm.

Ben McGlashen, owner of KGFJ, took time off from his desk this week to take part in the 50-plane, 130 person mass flight to Ensenada, Mexico. Flight staged by California Aviation Country Club, non-profit organization of which McGlashen is prex.

Fox Case, public relations man for CBS, got back from the San Francisco exposition conference just in time to light out for Sacramento to prepare for broadcasts from the state legislature.

Ken Dolan of Dolan and Doane agency is in New York on a short trip.

Larry Lowman, v.p. in charge of public relations for CBS, is due on the Coast for a business stay.

The sudden attack of throat trouble which took Frances Langford off the Hollywood Hotel program a few hours before she was due to go on last week will keep her off again this week. Shirley Ross, who starts with the new Ken Murray show the 31st, will take her place this week.

Kenyon Ivie, recently of John Blair Co. sales staff, New York, this week joined commercial staff of KHJ, Los Angeles, as account executive under Roger K. Huston, sales manager. For 12 years, Ivie worked with ad departments of Hearst papers in New York and Los Angeles.

Harold Field, Midwest Recording, and his brothers, Don and Leonard, are vacationing here.

Beverly Hill Billies spot from 9:30 to 10 p.m. on KMTR cancelled at last minute when La Golondrina Cafe remote ork program decided to pick up option for renewal. Hillbillies will have a morning hour, and later, if evening time can be arranged, will be set in for it.

# COMMENTS

On Current Programs

## Al Jolson

One of the merriest of the Al Jolson programs to date—if not actually the funniest—came off Tuesday night on the CBS network with a burlesque of "These Three" as the comedy highlight. In this skit, Jolson played the role of a teacher, with Parkyakarkus and Martha as pupils. The laughs were plenty and good. Miss Raye had better material than in most recent programs. Parkyakarkus, who has jacked up the Jolson show since he joined it, continued his good work. Jolson himself emceed and vocalized better than for some time. And Victor Young's orchestra was right in step.

## Ben Bernie

Offering the first of his three broadcasts from Florida, with George Olsen's gang as his orchestra and Sheila (mimic) Barrett as guest star, Ben Bernie sounded a little different in his Tuesday night airing over the NBC-Blue. But he was good. The Florida breezes helped him to fan up some bright banter. Miss Barrett popped in and out of the program, stooze fashion, dovetailing her impersonations into the continuity, with Olsen also working in. All in all, it made a refreshing revue, with Olsen's orchestra contributing generously.

## Al Pearce and Gang

Enlivening an already peppy program, Zeke Manners and His Gang did themselves credit Tuesday night on CBS. The hillbilly gang fitted right in with Pearce's repertoire of foolery and music. The regular Pearce standbys, including Arline Harris, Tizzie Lish, Nick Lucas and Larry Marsh's orchestra also were on hand in their best form. Marsh especially.

## Fred Astaire

Fred Astaire, the trouper who first overcame his film skeptics and then did likewise to his radio doubters, has done very well in building himself into an air personality under sponsorship of Packard over the NBC-Red network on Tuesdays at 9:30 p.m. But the member of this program who has come to the fore prominently is the dead-pan Charlie Butterworth. Here is a comedian whose stuff really comes across on the radio. The Astaire program, musically and otherwise, is always quite satisfying, but an important part of that satisfaction is provided by Butterworth. Conrad Thibault's singing also was an outstanding item of the last broadcast.

## Jack Oakie

An added item of amusement on this CBS Tuesday night program lately is an unnamed stooze who shouts in Charles Laughton fashion, but most comically, despite the poor material that has held this show down right along. On this week's show, besides the guest singing of John Boles, there was another visit by Frank Fay, who has more right to be on the air than a good many would-



## "NO STOCKINGS"

("Thru the Stage Door" series)  
Sustaining

WMCA-Intercity Network, Tuesdays, 10:15-10:45 p.m.

ATTEMPT TO MIMIC FLICKER BACK-STAGE LIFE TURNS COMEDY INTO POOR FARCE.

"Thru the Stage Door" series is presented by Ray Midgley, dance director for the past 25 years, and is announced as based on Ray's "true life experiences." "No Stockings,"

seventh of the series, related the story how Ray shocked Chicago nite-life in 1911 when he had his chorus dance in hulu costumes without benefit of hosiery. Into this tale is woven a backstage romance.

Midgley's experience might make good radio fare provided he and his script writer got away from the movie-angle of stage life; if they forgot "42nd Street" and other films where the chorus girl was impudent and wise-cracking to the director. The cast carried the situations well, though it seemed a bit ridiculous portraying how a Loop judge was "fixed" in granting a verdict because the nite-club owner was a "pal of a pal!" Also, there was no definite reason for WMCA's program director, Al Hall, appearing on the program as interlocutor, which could have been ably handled by the announcer. Ray was interrupted by Hall with questions such as "What happened next, Ray?" etc. Idea has possibilities if handled properly insofar as script and production is concerned. The cast did a great job.



JACK MILLS: "I've been in the amusement field for a long time, but I've never seen the equal of radio artists. Radio is a show world crammed with youngsters who have versatility, ability and an extreme willingness to work. They spend hours to rehearse a 15-minute skit. They learn new songs as fast as they are printed. They seldom take time out to play. Compare them with the vaudeville performers of 10 or 15 years ago and you'll know what I mean."

CORNELIA OTIS SKINNER: "Let me sound a note of warning to radio artists who laugh at the statement that television is just around the corner. Movie people laughed, too, when someone predicted the 'talkies.' When it finally happened that sound was perfected for practical use, many stars of the silent era fell by the wayside because of unpreparedness. Television will arrive with the same startling abruptness—and many radio artists will literally be 'caught with their make-up off.'"

be emcees. Fay has both talent and a style that is ideally suited for radio. Entertainers of distinction are needed on the air. No reasons are sufficient for keeping mike ability of Fay's caliber off the ether.

## "Husbands and Wives"

Some of the best chuckles on the air are provided by this program in which the fraus and spouses air their views. The manner in which Sedley Brown and Allie Lowe Miles continue to keep this show on a plane of high interest and amusement, combining sound domestic philosophy, advice, hints, spontaneous humor and occasionally an emotional touch, is a credit to conductors of the program.

# Coming Events

March 31: Women's National Radio Committee annual awards luncheon, Hotel St. Regis, New York.

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

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

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

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

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

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

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

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

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

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

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

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

# JOHN EBERSON

## STUDIO ARCHITECT

□

## ACOUSTIC CONSULTANT

□

**1560 BROADWAY**  
**NEW YORK CITY**

## CBS STOCKHOLDERS APPROVE SPLIT-UP

(Continued from Page 1)

ed treasurer as of April 1, on which date he will join CBS. Mefford R. Runyon, who has been vice-president and treasurer, is relinquishing the treasurership in order to devote all his time to general executive work.

White has been treasurer and business manager of News Week. He is a native of Washington, D. C., and an alumnus of George Washington University. He came to New York in 1921 and since that time has been identified with several publishing businesses. Prior to his connection with News Week he was assistant to the president of Union News Co., treasurer of Literary League of America and treasurer and general manager of Stage Magazine.

## Bob Buckley Managing Rambeau N. Y. Office

Robert Buckley has been officially appointed manager of the William G. Rambeau Co., station representatives, New York office, succeeding Earle Bachman, who has resigned to join Furgason & Aston, another station representative firm here. Richard Buckley, brother of Robert, has been transferred to the New York staff from the Rambeau WOR office, which has been discontinued.

## SAN ANTONIO

Corwin Riddell is the new program director at KTSA, the voice of The Light station. He was formerly with WOAI... Tony Bissan of KMAC infos that the station recently has installed a new Western Electric transmitter of 250 power watts.... Frank Stewart, former production manager at KABC, is now at KMAC.... Charles Belfi is the new announcer at KABC... Forrest Fort of the KABC sales force, has gone to KCMC, Texarkana... KONO chief engineer George Ing has returned to duties after an appendix operation... Monte Magee, familiar to listeners of WLW and WOAI, now does a daily program via KONO.... Lloyd Rosenblum of WOAI is back from a trade trip to the lower Rio Grande Valley... Mrs. Mack Rogers, wife of the orchestra leader, was killed in an auto accident near Columbia, Tex., Sunday night, March 14. KTSA recently started a new program, "Dude Ranch Nights."

### Page Prof. Quiz

Norfolk, Va.—John W. New, sales manager of WTAR, innocently appeared in a series of talks which staff members are delivering on radio before the local Girl Scouts. Completing his notes in ten minutes, he announced that he would attempt to answer any question they might care to ask. First query was "Don't the network sponsors object to putting announcements between their programs?" Kids are from 12 to 16 years old.

## F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

### EXAMINER'S RECOMMENDATIONS

Falls City Broadcasting Corp., Falls City, Neb. CP for new station. 1310 kc., 100 watts, unlimited, be denied.

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

WBAX, Wilkes-Barre, Pa. CP for mod. of lic, 1210 kc., 100 watts, unlimited, be granted.

### APPLICATIONS RECEIVED

WFLA-WSUN, Clearwater, Fla. Mod. of License requesting that license of stations be severed to form two stations, both to operate specified time.

KTBS, Shreveport. Mod. of license to change frequency and power. 620 kc., 500 watts night, 1 Kw. day, unlimited.

WILL, Urbana, Ill. Mod. of CP for directional antenna and move of transmitter.

WHP, Harrisburg, Pa. License to cover CP for new antenna and move of transmitter.

KVOO, Tulsa, Okla. CP to change hours of operation to unlimited, and install directional antenna.

WOWO, Fort Wayne, Ind. Mod. of Lic. to change hours of operation to unlimited.

Galesburg Broadcasting Co., Galesburg, Ill. CP for new station. 1500 kc., 250 watts, daytime.

KMO, Tacoma, Wash. License to cover CP for increase in power, new equipment and move of transmitter.

### HEARINGS SCHEDULED

April 30: F. W. Borton, Coral Gables, Fla. CP for new station. 1420 kc., 100 watts, unlimited.

Roberts-McNab Co., Bozeman, Mont. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

WMIN, St. Paul, Minn. Mod. of lic. 1360 kc., 250 watts, unlimited.

Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

May 3: J. Leslie Doss, Sarasota, Fla. CP for new station. 1390 kc., 250 watts, daytime.

KLZ Broadcasting Co., Denver. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

May 4: C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts, 1 Kw. LS., unlimited.

Clarence A. Berger and Saul S. Freeman, Coeur d'Alene, Idaho. CP for new station. 1200 kc., 100 watts, daytime.

KGRO, Wichita Falls, Tex. Mod. of CP. 570 kc., 1 Kw., 5 Kw. LS., unlimited, directional antenna.

May 10: T. E. Kirksey, Waco, Tex. CP for new station. 930 kc., 250 watts, 500 watts LS., unlimited.

Earl Yates, Las Cruces, N. Mex. CP for new station. 930 kc., 500 watts, daytime.

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

Louisville Times Co., Louisville, Ky. CP for new station. 1210 kc., 100 watts, unlimited.

## ☆ PROMOTION ☆

### WWJ's "Radio Extra"

On the theory that "what's good for its advertisers is good for it," WWJ, The Detroit News station, is broadcasting at 7:30 each Thursday evening a fast moving show of unusual design, called "The Radio Extra." It is meant primarily as promotion for The Detroit News, but is so constructed that it does a good job of entertaining as well. Interlude music, directed by Ole Foerch, is descriptive of the turning over of pages to the several departments to be featured.

Recent interviews have been with Leslie Howard and Martyn Green, comedian of the D'Oyly Carte Opera Company, who conversed with Russell McLaughlin, News drama critic. Several musical organizations, including a Russian orchestra and a Y.M.C.A. banjo band, have appeared. Different staff writers discuss the stories they are covering, such as strikes, politics, and the war in Spain.

The whole show is topped off with "Oddities from the News," read in character.

### Promotion for WPTF Show

Raleigh, N. C.—Completing the first week of its presentation to WPTF listeners, the N. C. Fisheries, Inc., Morehead City, now plans an elaborate sales promotion campaign in connection with the station's newest feature program, "The Carolina Coast Tenor". Clayborne Mangum, tenor, is featured, with Lucy Biebl, young pianist-composer, as accompanist. Following the first week presentations, the station has received numerous fan replies testifying to its popularity. The sponsor plans to distribute photographs of its stars with its products and to display placards in dealers' show windows and on counters.

Prior to the initial program on March 16, Mangum, Mrs. Biebl, Leslie Biebl, her announcer-husband, and

## 217 CONTESTS-OFFERS USED ON CBS IN 1936

(Continued from Page 1)

Remington portable typewriter combination offer. Colgate-Palmolive-Peet ran the largest prize contest on behalf of its Palmolive soap. Twenty free trips to Europe or \$1,000 in cash were awarded plus 100,000 complexion brushes valued at \$1 each. Chrysler ran the second largest contest on its Ed Wynn-Plymouth program with weekly awards of a Dodge, Plymouth, or De Soto sedan.

### N. Y. U. Series on WLTH

WLTH has started a 5 p.m. series direct from the studios of New York University. The programs, sponsored by Menorah, the largest Hebrew Students' organization in the country, are presented as a cultural service to the Jewish listeners of WLTH.

Commercial Manager Royal Penny were the guests of the Fisheries in Morehead City, at which time final plans were made for the broadcast series.

### Educational on Milk

New Jersey Milk Control Board institutes an educational series over WPG, Atlantic City, to stimulate milk sales. Mrs. Oakley Cooke, consumer expert of the board, will talk on the part milk performs in maintaining health and living conditions for country and city dwellers. Amos Kirby, farms news commentator, will also be heard on the weekly programs.

### Four-Leaf Clover Bulb

Iowa Soap Co. is aiming to make every listener to its early morning show over KYW, Philadelphia, a lucky one. And, at the same time, promote sales for their cleanser. Giving away a four-leaf clover bulb for box top plus ten cents to cover cost of mailing.

### New Disk Equipment at KLO

Ogden, Utah—KLO has installed new high fidelity transcription apparatus. D'Orr Cozzens, supervising engineer of the station, directed the job.

### Senators on Disks

Des Moines—Senators Guy C. Gillette and Clyde F. Herring of Iowa are each making two transcriptions a month in Washington so they can be heard over the Iowa network on alternate weeks by Iowa constituents. Their talks feature salient legislation that affects Iowa. This is an extension of the Iowa network's policy of getting Washington commentary first hand, following the transcription series each week by Richard Wilson, Washington correspondent for the Des Moines Register. Governor Nelson G. Kraschel is also heard on the Iowa network each week from his offices in the statehouse.



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 33

NEW YORK, FRIDAY, MARCH 26, 1937

FIVE CENTS

## Foreign Radio Going Commercial

### VALLEE TO BROADCAST FROM THE CORONATION

Standard Brands will tie-in with the Coronation and ship Rudy Vallee to London, where the May 6 and 13 broadcasts of the "Royal Gelatin" program will originate. Vallee will not take the Connecticut Yankees orchestra to England, but will collect a band in London for the broadcasts and use the best of the talent present in London for the Coronation.

Program will be shortwaved to America for broadcast over the regular NBC-Red network, Thursdays, 8-9 p.m. By catching a five-day boat over and back Vallee can continue  
*(Continued on Page 4)*

### Lucky's "Hit Parade" Expands on Wednesday

"Lucky Strike Hit Parade" on the NBC-Red network will expand an extra quarter-hour next Wednesday and take in the 10-10:45 p.m. period. The sponsor, American Tobacco, has had a standing order in the NBC sales department for this extra time but has been unable to fulfill the order due to National Ice Advertising holding the spot. Now that ice program shift, on April 4 to Sundays, 10-11 p.m. on the Red, request has been granted. Lord and Thomas has the account.

### WOWO-WGL Dedication Is Scheduled for May 1

Fort Wayne — Dedication ceremonies for the new studios of WOWO and WGL, Westinghouse affiliates here, will take place May 1.

A large group of noted NBC artists will come to the city to take part in the opening programs, and a special broadcast in which a group of NBC artists who started their radio  
*(Continued on Page 4)*

### WMAQ Lipton Series

Chicago—Thomas J. Lipton, Inc., Hoboken (Ia.), on April 5 will start a series of quarter-hour programs, three times weekly, on WMAQ immediately following the Amos 'n' Andy broadcasts. Norman Pearce, the bachelor poet, will be featured in a series of original poems. Pearce was on WMCA, New York, for seven years under another sponsor.

### Auditioned Too Well

Philadelphia—Because his audition was too successful, a prospective radio performer lost his big chance to get on WDAS. Candidate was Howard Klein, a hypnotist. He was placed in a studio and told to put on his act. At the listening end was a studio secretary. Klein did his stuff. The secretary soon was in a trance. Visualizing the possible mass effect of such a broadcast, Harold Davis said nix on it.

### OPERATOR LICENSE BILL REACHES WHITE HOUSE

Washington Bureau of THE RADIO DAILY Washington—Both houses of Congress have passed H.R. 3898, providing that actual operation of all transmitting apparatus in any radio station for which a license is required shall be carried on only by persons holding an operators license, and the measure is now at the White House awaiting the President's approval, RADIO DAILY learns.

### NBC Chicago Shows Running Thru Summer

Chicago — "Jamboree," "Lights Out," "Nickelodeon," "Breakfast Club," "Young Hickory," "Flying Time" and the new Chicago Symphonic Hour will be continued during the summer, NBC announces.

### Mutual Programs Stay When WRVA Switches

Richmond—WRVA will continue to carry Mutual programs after it switches to CBS on June 27.

## Movie Theater Men to Meet Network Officials Re Stars

### Clam Chowder Campaign On 33 Western Stations

Seattle—G. P. Halferty & Co., packers of Pioneer Minced Sea Clams, are launching a radio program over 33 western stations as part of their clam chowder campaign.  
*(Continued on Page 3)*

## Poor Programs and Unprofitable Operations Are Swinging Sentiment to American Methods

### HAVANA CONFERENCE EXTENDED TO TODAY

Havana (By Cable)—Sessions of the North American Radio Conference, which began March 15, were extended this week and are expected to be concluded today. Delegates from the U. S., Canada, Mexico and Cuba report "excellent progress" in their efforts for harmony in commercial broadcasting, and latest indications are that there will be important results.

The U. S. delegation, headed by Major T. A. M. Craven of the FCC, is particularly optimistic over possibilities of a "cooperative arrangement" that would eliminate existing  
*(Continued on Page 4)*

### Earl Sowers Now Heads Virginia Broadcasting

Richmond—Earl Sowers, promotion director of the Richmond News Leader and managing director of WPHR, Petersburg, has been elected president of Virginia Broadcasting System. He also becomes general manager, a newly created post. Sowers succeeds Hugh M. Curtler of WCHV, Charlottesville.

Edward Bishop of WGH, Newport News, was re-elected vice-president, and S. C. Ondarcho of WBTM, Danville, was re-elected secretary-treasurer.

WPHR is moving to Richmond late  
*(Continued on Page 4)*

London — Unprofitable operation and tiresome programs has resulted in an opening wedge for commercial broadcasting on the Continent in territory heretofore considered impregnable. Two countries going off the 100 per cent non-commercial standard are Norway and Austria. Agitation in Denmark is also expected to allow commercial announcements other than the stale blubs of the government owned subsidiaries such as railroads and various public enterprises.

Norway is about to allow sponsored programs on a limited basis, perhaps an occasional 15-minute period. Qualified men with sound business experience have been invited to apply for the post of Director General. Until now so-called artistic heads have been running the show in both Denmark and Norway.

In Vienna, the Austrian State Broadcasting RAVAG, contrary to former practice, will accept sponsored programs with a view toward increasing the revenue with which to operate. License fees paid by the public has been ample to pay the way of RAVAG, but the government  
*(Continued on Page 5)*

### G. M. Summer Show Will Have New Dress

General Motors Sunday Night Concerts will have an entirely new dress for the summer months, the 13-week period starting the latter part of April being scheduled for a more drastic change than to the usual type of light symphonic music.

Auditions now in progress through the Campbell-Ewald agency include  
*(Continued on Page 3)*

### Sendoff for WKRC

Cincinnati — In all three local newspapers tomorrow will appear 600 line ads announcing the dedication program on WKRC at 6:30 p.m. and inviting the public to visit the new studios. WSAI, owned by Crosley, will tie-in with WKRC and carry the dedication broadcast. Later in the evening WSAI will salute WKRC from its own studios with a specially prepared program.



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JOHN W. ALICOATE : : : Publisher

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

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**World's Greatest Forum**

"The Greatest Forum of the World" is the title of the latest piece of NBC promotion literature, which points out the rapidity and comprehensiveness of presenting important questions before the public today through the medium of radio.

Current controversy around the proposed Supreme Court changes is cited.

**Clair Hull Rides Trains For WDW "Man on Street" Final Details Are Set On Paramount Opener**

Tuscola, Ill.—Confronted with a problem in doing a "man on the street" program in a town of only 2,500 population, Clair Hull, director of WDW here, solved the difficulty by taking advantage of the trainloads of new faces passing through this place daily on the Chicago & Eastern Illinois Railway.

With a portable short wave transmitter, the resourceful young Hull goes to Villa Grove, boards the train there, and interviews passengers during the 15-mile run from that town to Tuscola.

Success of the program is proven by the fact that Hull now has a sponsor, with three others interested in taking it when the present 13-week contract expires.

Hull has a method of his own for conducting the interviews. Instead of trying to be smart, he asks the kind of personal questions that all farmers and small shopkeepers around here would like to have asked of him.

**New Biz at WBIG**

Greensboro, N. C.—Jefferson Standard Life Insurance Co. has renewed its contract for two weekly five-minute dramatic skits by H. S. Goodman Co. for 13 weeks over WBIG. This is the second series of these transcription sketches which the big insurance company has found very effective.

"Sonny and Buddy," electrically transcribed combination musical-drama-adventure series, from Walter Biddick Co., Los Angeles, has been sold in a block of 100 episodes by WBIG to a large baking company.

**Kostelanetz Signs for Disks**

Andre Kostelanetz yesterday signed a contract with Brunswick recordings to make a series of disks entitled "20 Minutes With Kostelanetz." The entire orchestra, 45 pieces, heard currently on the Wednesday night CBS Chesterfield program will be used. Disks will be marketed in a bound album with three records to a set. Musical numbers will be divided into three classes, Fox Trot, Tango and Rhumba. Cutting of disks will begin immediately.

**Publishing Radio "Expose"**

Vanguard Press on March 30 will publish Ruth Brindze's new 320-page book, "Not To Be Broadcast," which attempts to debunk the radio advertising and broadcasting business. Book is sub-titled "The Truth About Radio."

West Coast Bureau of THE RADIO DAILY Hollywood—Final details and official program of the first Paramount-NBC broadcast have been set, and the half-hour weekly program, which makes its bow at 12 noon EST on Sunday over the Red network, will have Lynne Overman and Mary Carlisle as permanent guide and hostess, respectively.

Initial program will include visits to two Paramount film sets, "Turn Off the Moon", where Phil Harris and the Albee Sisters will participate in the entertainment, and "Mountain Music", with Bob Burns, Martha Raye, Shirley Ross and Rufe Davis. Victor Young will direct the 60-piece orchestra and the smaller rhythm group.

**"Passion Play" Live Cast**

The Ave Maria Hour "Passion Play" being presented this week over WMCA employs live talent, although a disk series is being offered over other stations throughout the country. Cast of the local show, directed and produced by Stanley Peyton, well-known actor and director of radio and stage, includes Gladys Thornton, Pat Lederer, Frances Witzell, Lawson Zerbe, Maurice Franklin, Morgan Farley, Allan Drake, Said Riza, and Father Paul James Francis as Christ.

A resume of the whole play is being aired 2-4 p.m. today.

**WMBH Spelling Bee**

Joplin, Mo.—WMBH has instituted a 13-week sponsored Radio Spelling Bee open to children from the seventh grade up in the schools of the city, sponsored by Don A. Marvin Tire & Battery Co., wholesale.

Cash prizes are awarded the different winners of the weekly events, with a loving cup and major cash prizes to be awarded to the winners of the grand prizes at the end of the 13 weeks. Program is at 4:30 Sunday afternoons, a half-hour show.

**Greek Celebration on KDKA**

Pittsburgh—The 116th anniversary of Greek Independence was celebrated by a special program over KDKA at 6:30 p.m. yesterday. Broadcast was sponsored by the Green Community of Allegheny County.

**COMING and GOING**

MICKEY ALPERT leaves at noon today for Boston to spend the Easter holidays with his folks. He returns to New York on Monday morning and will prepare for his planned-CBS shows.

JERRY MASON of the Bob Taplinger office, leaves for Boston today on business and will return Monday.

HARRY BOYD BROWN, national merchandise manager of Philco Radio, is back at his desk in Philadelphia after a 12,000-mile tour of the country during the past two months to observe business conditions.

KATE SMITH and TED COLLINS leave today for Lake Placid and will remain until Wednesday.

TINY RUFFNER leaves Monday for Hollywood by train. MRS. RUFFNER will leave via boat.

STUART ERWIN and MRS. ERWIN (Junc Collyer) now stopping at the Warwick will depart for Hollywood immediately after the Shell program.

J. R. LOUNSBERRY, vice-president of WGR-WKBW, is in New York.

MRS. A. L. ALEXANDER leaves early this morning for Philadelphia where she will spend the Easter holidays. She returns to New York on Monday.

**Star Radio Organizes Sales Promotion Dept**

Star Radio Programs has inaugurated a sales promotion department under W. C. Gartland for the exclusive benefit of Star's subscribing stations.

**Lowell Thomas on Trip**

Lowell Thomas will be missing from his usual 6:45 o'clock broadcast over the NBC-Blue network this evening. The ace commentator is going to Mt. Washington for the spring skiing in Tuckerman's Ravine, where the skiers take six hours to climb to the top of the hill, but shoot down in 15 minutes at 80 miles an hour.

Captain Valentine Williams, noted European editor, novelist and war correspondent, recently a visitor in Spain, will substitute for Thomas tonight.

**KAST Names Biddick Rep**

Astoria, Ore.—KAST has appointed Walter Biddick Co. as its sole sales representative on the Pacific Coast.

**FINANCIAL**

(Thursday, Mar. 25)

**NEW YORK STOCK EXCHANGE**

|                 | High     | Low     | Close   | Net Chg. |
|-----------------|----------|---------|---------|----------|
| Am. Tel. & Tel. | 170 1/2  | 168 3/4 | 169 1/2 | - 7/8    |
| Crosley Radio   | 24 3/8   | 24      | 24 3/8  | + 5/8    |
| Gen. Electric   | 58       | 57 3/8  | 57 3/8  | - 1/8    |
| North American  | 27 3/4   | 27 1/4  | 27 3/8  | - 1/8    |
| RCA Common      | 11 3/8   | 11 1/8  | 11 1/8  | - 1/8    |
| RCA First Pfd.  | 76 3/4   | 76 3/4  | 76 3/4  | - 1/4    |
| RCA 55 Pfd. B.  | (90 Bid) |         |         |          |
| Stewart Warner  | 19 3/8   | 19      | 19      | - 1/2    |
| Zenith Radio    | 34 3/4   | 34      | 34 1/2  | .....    |

**NEW YORK CURB EXCHANGE**

|                  |        |        |        |       |
|------------------|--------|--------|--------|-------|
| Hazeltine Corp.  | 16 3/8 | 16 3/8 | 16 3/8 | ..... |
| Majestic         | 4 1/4  | 4      | 4      | ..... |
| Nat. Union Radio | 3 1/8  | 3      | 3      | - 1/8 |

**OVER THE COUNTER**

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| CBS A             | 59 1/4 | 61 1/4 |
| CBS B             | 59     | 61     |
| Stromberg Carlson | 15 1/2 | 16 1/2 |

**Sablou on Sustainer**

Jean Sablon, the new French singing star, has been given a half-hour sustaining period on the NBC-Red network, Mondays, 9:30-10 p.m., beginning March 29. Program is a part of extensive build-up the NBC program department is planning for the singer. Norman Cloutier will furnish the musical support.

**"Town Meeting" Resumes**

Rochester, N. Y.—WHEC will start the 1937 edition of its "Town Meeting" program tomorrow. Program takes up topics of current interest to citizens of Rochester and will continue each Saturday 7:30-8 p.m. Meeting is sponsored by the Rochester Time-Union, one of the Gannett chain of newspapers, who also own WHEC. Program was run for the first time last year and attracted wide attention in local circles.

**MARTIN BLOCK'S**

**"MAKE-BELIEVE BALLROOM"**

A WNEW FEATURE  
1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

**LEO SAYS:**

WHN is your station for last-minute United Press news flashes!

WHN DIAL 1010  
M-G-M LOEWS

That Beautiful Ballad

**FOR YOU**

Sung by Kenny Baker  
in  
THE KING AND THE CHORUS GIRL  
starring Fernand Gravet  
and Joan Blondell

is published by  
**HARMS, INC., NEW YORK**  
Opening Sat. A. M., Mar. 27th,  
New York Strand

## FOREIGN BROADCASTING GOING COMMERCIAL

(Continued from Page 1)  
has spent most of the money for other purposes and now is in the position of having to raise money quickly to continue its broadcasting activities.

An unnamed agency has made application for time on the RAVAG network and this application will be granted. Meantime, RAVAG will do some business direct. Program director has announced to the press that anybody except public authorities (which get free time anyway) can have announcements broadcast at the rate of 1 Schilling a word, immediately following the stock exchange reports (about 3 p.m.) and also after the daily news bulletins at 11 p.m.

Agitation for commercials in Denmark comes also as a result of the House of State Broadcasting (Statsradiofonien) having been erected more or less as an annex to the Royal Theater, in Copenhagen, the structure proving to be a monstrosity and impractical from any broadcasting angle. The Statsradiofonien is now called upon to sink over 7 million Kroner into the construction of a "real" broadcasting station, the work being set to start soon. If and when commercial radio becomes a reality in Denmark, it is hoped that the private sponsors will be the means of listeners receiving something for their license fees—good programs.

This attitude is a complete about-face on the question of American radio programs being loaded with commercial talk. There seems to be a realization that the shows in the States are not so bad after all, much less the set-up which costs the listener nothing.

### Coming Events

March 31: Women's National Radio Committee annual awards luncheon, Hotel St. Regis, New York.

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

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

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

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

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

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

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

May 15-18: Second Annual Congress of

## NEW PROGRAMS—IDEAS

### "Police Call" on WNEW

WNEW on April 1 will inaugurate a new public service show entitled "The Police Call," to be heard Thursdays, 8:30-8:45 p.m. The weekly series will be handled by Justin Gilbert, editor of The Police Call, police executive magazine. He will introduce police chiefs and officials from all over the country and devote a portion of the show to a dramatization along the lines of "And Sudden Death." Frank J. Siccardi, Chief of Bergen County Police, will be the program's first guest speaker.

The broadcast series, arranged under the auspices of the magazine, famous for its gruesome pictures, promises to outdo all horror scripts on the air with accurate portrayal of actual cases, not "from police files" (radio's hackneyed buildup phrase which is tagged onto all detective programs) but from the lips of qualified eye-witnesses, the police officers themselves.

Gilbert, in addition to his police work, is columnist for the Bergen Evening Record and other syndicated papers. The purpose of the show is to fight highway accidents and juvenile delinquency.

### WBG "Final Sports Extra"

Greensboro, N. C. — WBG has started a new feature called "Final Sport Extra," on Mondays through Fridays, at 11 p.m. The sports commentator is Wiley Sholar, well known Southern Conference Football official. Final results in night baseball games, advance dope in football and all regional sports are being featured. Among those guesting on this program is Mary C. Coleman, well known leader in physical education and Physical Education Director at the Woman's College of the University of North Carolina. Instructors of tennis, golf, swimming, basketball, hockey and other women's activities under Miss Coleman will also appear on the sporting extra and pros from Sedgfield, Starmount and Pinehurst courses will also appear from time

### Switch Brokenshire Time

"Serenade to American Women," heard currently over WOR every Sunday from 3:45-4 p.m. and featuring Norman Brokenshire, will switch to Friday nights effective April 2. Last broadcast on the Sunday schedule will be March 28. Show will be aired from 11:15-11:30 p.m. on the new set-up. Program is sponsored by Winkleman Shoes.

Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

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

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

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

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

to time, as will football coaches from the ten colleges in WBG's area. Civic recreational activities in various cities in WBG's region will be given their part on this new program.

The idea of the program is to give final results on all national and local games and to include sports of all kinds for both men and women. The wide acquaintance of Sholar, who has been featured on football programs on the station for the past three years, assures plenty of sport personalities as guesters on this spot.

### "Youth Guidance" Series

Dean J. D. Messick of Elon College is presenting a series of 15-minute talks over WBG, Greensboro, N. C., on the subject of "Youth Guidance."

Dean Messick's time is 5 p.m., on Wednesdays and this series of talks by the very popular Dean has created a great deal of favorable comment from educators throughout WBG's area.

### Telepathic Theories

Seattle—A new type of program is being tried by KIRO in the form of telepathic theory tests. Persons are urged to sit close to their radios on certain evenings and attempt to mentally receive a series of simple messages in this new approach to the occult.

### Go to Church Series

Atlantic City—Serving as a friendly gesture to focus attention on local churches, WPG is presenting a special "Go to Church" program every Saturday evening at 8 o'clock.

Churches of all denominations are covered in the broadcast.

### Racket Expose on Inter-City

"Warning Signals," new show based on exposing rackets, will start tonight on WMCA and the Inter-City network, 7:30-8 p.m., as a weekly Friday feature. Burt McMurtrie is associated with the production of the program.

### Belasco Puts on Boxing

Leon Belasco, whose orchestra is currently featured at the Hotel New Yorker, starts an innovation when he presents the first of a series of amateur boxing bouts Tuesday evening at that hotel. The series is sponsored by the A.A.U. and will be a regular feature of the entertainment.

### At the Rainbow Grill Emery Deutsch and His Orchestra

Unusual, Romantic Music  
Management Rockwell-O'Keefe, Inc.  
Radio City, New York and Hollywood

## MOVIE MEN TO MEET RADIO EXECS RE STARS

(Continued from Page 1)

pearances of movie stars to the alleged detriment of the box office. The theater owners' organization last week raked radio over the coals at its Miami annual gathering.

Network officials pointed out, however, that the webs do not hire film stars for sustaining programs and that all guest and regular performances on the air by Hollywood stars is a matter to be taken up by the theater men and the advertiser or his agency. It is presumed that any committee will eventually be referred by the networks to actual employers of the talent, since the networks are merely in the position of making facilities available and selling the time. Beyond this their responsibility in the matter ceases.

Proposed committee, according to M.P.T.O.A., believes that the networks can be of assistance, however, and will knock on the radio door first. Contacting the individual advertisers or agencies, unless through one of the advertising organizations, is admittedly going to be a tedious process and for this reason the theater owners' group feels the networks are the first step.

## G. M. Summer Show Will Have New Dress

(Continued from Page 1)

everything from musical comedy to modern American music. Erno Rapee, who will take his vacation from the program when the new type show goes into effect, returns in the fall for the resumption of the concert shows. During the summer Rapee is scheduled to guest conduct at the Hollywood Bowl and also with the Portland, Ore., Symphony.

### New P.M. Sports on WIND

Chicago—A new afternoon sports review titled "The Globe Reporter," recently added by WIND, gives Russ Hodges some extra work. As he already has a heavy schedule of broadcasts, he will need a well-manned staff to arrange his seconds for him. When the baseball season starts, he frequently will have two and three games a day to cover.

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTES

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

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

## VALLEE TO BROADCAST FROM THE CORONATION

(Continued from Page 1)  
on the air without interruption. Broadcasts will originate from the BBC studios and details are being handled by the London office of J. Walter Thompson Co., advertising agents for Standard Brands.

## WOWO-WGL Dedication Is Scheduled for May 1

(Continued from Page 1)  
activities in Fort Wayne will be given.

Westinghouse took over a three-story brick building for the new studios, which are of the latest modernistic design. The second floor is occupied by studios and offices and the third floor houses the control equipment. WGL's antenna is atop the Hotel Keenan, across the street from the new studios, and the WOWO tower is located seven miles from the city on U. S. highway 30.

WOWO will become a member of the basic NBC-Blue network May 1. WGL has been a member of the Red network since last November. Prior to the Westinghouse purchase nearly a year ago, both stations were members of the Columbia network.

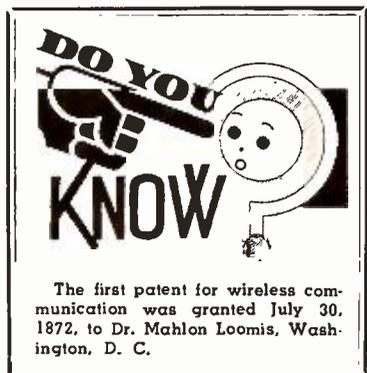
## AGENCIES

DEE CARLTON BROWN, in charge of production, and G. FREDERIC RIEGEL, account executive, both of the staff of Geare-Marston Inc., Philadelphia, have been promoted to vice-presidents, it is announced by Norman W. Geare, president.

REISS ADVERTISING, New York, is handling the campaign of Wholesale Radio Service Inc., which is using radio and printer's ink to publicize its new catalog.

CHARLES EDWARD PATRICK, formerly of Young & Rubicam, has become a member of the staff of Birmingham, Castleman & Pierce Inc. Patrick had also been associated with the Newell-Emmett advertising agency in the past.

CLARENCE VREDENBURGH will join Rose-Martin Inc. advertising agency on April 1 as an account executive.



**DO YOU KNOW**

The first patent for wireless communication was granted July 30, 1872, to Dr. Mahlon Loomis, Washington, D. C.

# MAIN STREET OL' SCOOPS DAILY

● ● ● "Show Boat" will definitely undergo complete changes by July 1... At the moment options on three shows are being held in abeyance pending further suggestions... Tiny Ruffner's stock in Benton & Bowles has been bought back by the agency... Myron Kirk handles executive duties for Ruthrauff & Ryan here in N. Y. while Tiny produces on the west coast... Hershell Williams takes over "Show Boat" and "Gangbusters"... The Diamond Crystal Salt shows will be Kenneth McCreagor's and "Kitty Kelly" will be handled by a Chicago man named Stanton... Johnny Augustine's wife (he's a CBS baton-wielder) was rushed to the hospital yesterday... CBSound effects man, Bob Prescott, is out of the coma and danger, returning to the job Monday... Del Casino bows out of the Hollywood Tuesday... Leon Belasco leaves the New Yorker April 7th... Tuesday night the hotel will feature amateur boxing bouts in the Terrace Room.

● ● ● J. Walter Thompson firm is looking for a comedy writer to send to the Coast... Ralph Wonders picked up a singer called George Kobler in Pennsylvania yesterday and today the kid is on his way to Hollywood for picture fame... Wednesday's hi-lite was "Gangbusters" which was tops in dramatic appeal. Interesting fact was Juano Hernandez (who is colored and portrayed "John Henry" on the air for many months) playing the part of "Fowler" (colored) and then subbing as a "white man" because of shortage in cast.

● ● ● Tommy Dorsey's vocalist, Edythe Wright, was smacked-up in a Jersey auto crash and is in the hospital there... Jimmy Dorsey may follow Bob Crosby into the Congress in Chicago or be brought east for the New Yorker... Vicki Joyce is still with him and will come along... Emil Coleman will be aired from the Riveria when it opens in June. He signed for the job yesterday... Al Donahue will follow Ruby Newman into the Rainbow Room and Emery Deutsch may have the spot in the Fall... "Skeeter" Palmer's band from Detroit will be the one conducted by Carl Hoff at the Biltmore and the former may lead himself after two months... Phil Duey opens his concert season in New York next week and also has been renewed for another Rubinoff transcription.

● ● ● Hank Ladd, who was one of the writers set to do the Mickey Alpert-CBS show, had to resign because of the Judy Canova commitments on the west coast. Bob Ross, Beatrice Lillie's scripter, is the only one set thus far... Bert Lytell will be starred on the Kate Smith show April 7 doing "The Valiant" and Ina Claire will appear the week after... Ted Collins will try something different in presenting Ted Lewis, sans band... Incidentally, we got a preview of Lewis' new band, and want to go on record saying it is without a doubt the greatest in the maestro's colorful career. Victor King's arrangements are TOPS... Edgar Bergen will open at the Waldorf the 3rd not Saturday... Congrats to the Arnold Van Leers on the wedding anniversary today.

● ● ● Rudy Vallee appeared last night against doctor's orders. He has tonsillitis and will rush to Florida... The picture deal for Henny Youngman is off because the contract don't contain the clause that he will DEFINITELY be used... Monday's papers will carry the announcement that Gladys Swarthout received the Pilot award for her Wednesday airing. Vallee opens at the Astor Roof May 24 and may be followed by Ted Lewis, Ben Bernie, Abe Lyman, Wayne King and Hal Kemp, all on three-week tickets...

## HAVANA CONFERENCE EXTENDED TO TODAY

(Continued from Page 1)  
friction in radio frequencies between the four nations. Europe is said to be watching developments here with interest, due to the approaching international radio conference at Cairo.

## Earl Sowers Now Heads Virginia Broadcasting

(Continued from Page 1)  
this summer and becomes WRNL. As such, it will be the key station of the VBS, which is a chain of five stations, including the foregoing and WLVA, Lynchburg.

## WIL's New Variety Touch

A new touch of variety has been added to the Radio Floor Show presented through the facilities of WIL each day 12-12:30 p.m. A unique combination known as the "Sling-Shots" is adding the latest touch to the program that features Allister Wylie and his Orchestra, Mast Sisters, Charles Dawn, tenor, Carleen Davis, swing singer; and the Hot Timers, swing combination.

## 275th for "Witch's Tale"

Today marks the 275th broadcast of "The Witch's Tale," over WOR. May 28 will be the sixth anniversary of the program.

## Anne Jamison Renewed

Anne Jamison, soprano star of the Hollywood Hotel program, has had her contract renewed for the next 13 weeks.

## CLEVELAND

H. Leopold Spitalny was a Cleveland visitor this week. The NBC director reported he was only "visiting." While here Spitalny was guest with WTAM's Vernon H. Pribble and Walter Logan with party of friends at the town's gay night spot, the Mayfair.

Move rumors bubbled again a few days ago when WTAM was in a huddle with builders of this city's new ice arena to be erected at Euclid Avenue and E. 37th Street. Story here and out of New York is that WTAM may consider six or eight possible sites before making up its mind whether it will quit its present location.

Local stations will cooperate with Cleveland Ad Club April 15-17, when club marks its 35th anniversary. Walberg Brown and orchestra from WGAR, Louis Rich's Orchestra from WHK, and orchestras directed by WTAM's Walter Logan and Lee (Stubby) Gordon will offer music at the various meetings.

WHK is getting ready for the Indians' baseball broadcasts to be sponsored by General Mills and Socony Vacuum.

FREDERICK EVERETT has been added to the engineering staff of WTAM, NBC-Red outlet.

## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

WHEN radio stars shoot across the firmament they make wishes themselves... instead of leaving it to the earthbound contingent... Which gives us... Mildred Bailey, who'd like nothing better than to star in a musical comedy... Peggy Allenby, whose ambition it is to make her other characterizations as complete and flawless as possible... Georgia Backus, who dreams of writing the best play... Durelle Alexander, who longs to be a musical comedy and maybe a flicker star... Ida Bailey Allen, who would alternate work on the air with travel, when she might contact the public and equip herself with more knowledge... Frances Adair's ambition borders on the altruistic... She wants to build a beautiful home for her mother... Countess Olga Albani yearns to move people by her singing so they'll never forget her... and Grace Albert, with superb practicality, wants to be a radio success (sic), save a lot of money and travel the seven seas in leisurely fashion....

Songbird Helen Gleason to be heard on Sunday's "Variety" show at 3 o'clock... she's still uncertain about Hollywood... Lucille Manners knee-deep in responses to fashion contest requests... She's less sure than ever what clothes are preferred... Maria Theresa, who calls herself last of the first-formed Isadora Duncan group, will make terpsichorean talk on Ethel Peyser's "Music in Gotham" program... Elsa Maxwell has elected not to act on the tall-millinery transmitter suggestion and her commentating on the Easter Parade....

Pulchritudinous Viola Weller, once of the Follies and Anatole Friedland line-up, is now projecting voice, not face, over WBIG, Greensboro, N. C.... When the First Lady presents the Women's Achievement Award to Katharine Cornell, on March 30, Eunice Howard, NBC thespian, will represent the New York Chapter of Chi Omega... WINS' Sylvia Press is the lass who'll enthuse, microphonically, over Easter furbelows on their Easter Parade broadcast, with corner cops, supercilious chauffeurs, and doggy doormen contributing personal impressions... Dee Collins, widow of Jimmy Collins, the aviator, will become the featured vocalist with the Emery Deutsch Orchestra March 30.... Although Collins himself was auditioning for WOR at the time of his demise, Mrs. Collins is new to radio.

## RADIO PERSONALITIES

No. 18 in the Series of Who's Who in the Industry

MARK WOODS, the man who holds the purse-strings at NBC is the net's youngest executive; has been an officer of the company since its formation in 1926. Born in Louisville, Ky., Dec. 27, 1901, he got his Flare for figures at Massey Business College and the Walton School of Commerce. Biz experience working in a naval supply store during summer vacation. Tried for the U. S. Navy during Big Fracas; rejected because of age. After the war he came to New York and took job as bookkeeper with the New York Telephone Company. Job too small, squawked to the powers-that-were. Promoted to contract clerk and then lifted to head of personnel training. From here came the big jump to the radio broadcast department of A. T. & T. Mark then came on to NBC, where he was elected to the position of assistant treasurer, assistant secretary and office manager. Pronto concerned himself with the financial and operating policies of NBC. Later he established offices in Washington, Frisco, Chi, Cleveland, Pittsburgh and Boston.



Pay-off Man for Red and Blue.....

## ORCHESTRAS - MUSIC

PAUL WHITEMAN and his aggregation of 30 artists will be heard over the Mutual coast-to-coast net for the first time April 9, from the Drake Hotel, Chicago, via WGN, when the Whiteman contingent succeeds the Lucas band at that hostelry. It will be the first time since 1931 that Whiteman has been heard in the "Windy City." Roy Barge, pianist, the King's Men, vocalists, Bob Lawrence, baritone, Durelle Alexander, and Ramona and her piano will be part of the entourage.

Claude Hopkins on April 2 and Fletcher Henderson on April 5 will aid charity by making music at Philly Charity Balls.

Yesterday's reference to the song, "Carelessly," which was acquired by Irving Berlin, Inc., from the Norman Ellis Music Publishing Company, omitted mention of the fact that Norman Ellis himself penned and arranged the music.

A new record is established when four pianos play "Tea for Two" on the Hal Kemp program, March 26, 8:30-9.

Larry Broz, who with his band, dispenses a weekly musical offering over WTMV, East St. Louis, has been warbling his own vocal choruses. Gail Lee, local high school girl, does the torchy numbers.

Maestro Ted Fio Rito and his music-making lads will head the bill

**Gardner Nurseries on WIP**  
Philadelphia — Gardner Nurseries, of Osage, Ia., is back on WIP for three 5-minute ET shots weekly. Contract for an indefinite period, placed by the Northwest Radio advertising Corp.

at the opening of the Greater Texas and Pan-American Exposition's Theater Casino, Dallas, June 12. Lynn Murray's 24 voice male choral ensemble will make vocal music. Phil Harris, Rudy Vallee and Benny Goodman with their respective orchestras, have been signed for engagements.

WPG, Atlantic City, will do an average of six dance remotes weekly to CBS during the dog days, with all the hotels and piers featuring name bands during the hot season.

The piano upon which Wagner composed several operas will be heard over the Columbia network March 29, at 6-6:15 p.m., with Frederick Jagel, Met. Opera tenor vocalizing. Deems Taylor will be commentator.

Barney Rapp and his New Englanders, with Edith Wright as featured songstress, have taken the musical helm at the Hotel Chase, glitter spot in west-end St. Louis, following the Irving Rose Ork. Rapp and his outfit are heard nightly over KWK, 11-11:15.

The original Irving Rose Orchestra is staff band for KWK, replacing Roger Fox and his contingent. Since Rose's death, Rolla Coughlin, former biz manager of the organization, has batoned them. He's now musical director for KWK.

**Flamm to Travel-Talk**  
Donald Flamm, WMCA president, will be interviewed by James F. Clemenger on his "Highways and Speedways" program Tuesday, 5 p.m., over WMCA-Intercity. Flamm will describe "a tour from Naples to London by auto".

## GUEST-ING

MARIO CHAMLEE, on Marion Cole's "Hitching Your Hobby," March 30 (WMCA, 3:45 p.m.).

GERTRUDE LAWRENCE and FORD FRICK, on Show Boat, April 1 (NBC-Red, 9 p.m.).

LOIS BENNETT, on Frank Munn's program, March 29 (NBC-Blue, 8:30 p.m.).

DORIS RHODES, on "Johnnie Presents," tomorrow (CBS, 8:30 p.m.). BARRY MCKINLEY and PATTI CHAPIN also signed for later programs.

PAT O'BRIEN, on "Jack Oakie's College," March 30 (CBS, 9:30 p.m.).

STANLEY WORTH, on Adam Miller's program, tomorrow (WINS, 11:45 a.m.).

BOB PURCELL, on "Listen to This," March 30 (WGN-Mutual, 7:30 p.m. CST).

CLARK GABLE, ADOLPHE MENJOU and JOSEPHINE HUTCHINSON, in "Farewell to Arms" on Lux Theater, April 5 (CBS, 9 p.m.).

PAULINE FREDERICK and SUGAR CAIN on Hammerstein Music Hall, March 30 (CBS, 8 p.m.).

JOHN REDMOND and LEE DAVID, writers of Cotton Club Show, on "Three Little Funsters" program, Sunday (WMCA, 2:30 p.m.).

## ANNOUNCERS

GEORGE HICKS, NBC announcer, has been selected to do the announcing for the quarter-hour sun's eclipse program that NBC will broadcast from Enderbury Island in mid-Pacific on June 8. Engineers Walter R. Brown of New York and Marvin S. Adams of NBC-San Francisco staff will handle the controls. Just for this one-quarter hour broadcast, the NBC personnel will have to travel 7,000 miles, which is some kind of a record.

GEORGE FOSTER will announce the dance remotes pumped by WPG, Atlantic City, to the CBS, from Steel Pier. First assignment will be to handle the Shep Fields program tomorrow.

## ONE MINUTE INTERVIEW

H. M. BESS

"This year will be the biggest year in the history of radio. Conditions are better and the average advertiser is beginning to see radio as a certainty rather than a gamble. Programs are custom-built with one definite idea in mind, tying up the sponsor and his product."

## ★ Coast-to-Coast ★

**PAUL CONLAN**, script writer for Ed Wynn, is fast becoming one of the outstanding writers of the present day. Besides the Wynn show, he is turning out some "shorts" for Educational pictures, and in his "spare time" is writing special material for several of radio's leading comedians.

The Martinez Brothers, who recently brought their romantic Mexican tunes to the U. S. from the Rio Grande territory, are so determined to sing in English that they are now studying the language at the Berlitz School of Languages.

Georgia Orwig is a new addition to the talent staff of WSOC, Charlotte. Each Friday morning at 11:45, Miss Orwig, an interesting concert pianist, gives her recital. She has appeared in concert in northern cities and was formerly a featured soloist at KDKA. In private life she is the wife of Dick Faulkner, WSOC's newscaster and special events announcer.

George A. Hazlewood, general manager of Hazlewood, Inc., operating WJNO, West Palm Beach, finds a very responsive audience in the Palm Beaches where "the holders of the nation's purse strings" hold forth. Though only seven months on the air, WJNO is doing a man-size job for its advertisers.

Herb Hollister, manager of KANS, Wichita, Kas., recently back from a New York trip, promises an "important announcement" soon. Meanwhile he's advising advertisers to "play a hunch and place an order at present low rates." Incidentally, folks in this section are still talking about the enterprise displayed by KANS in obtaining the recent Joe Louis boxing exhibition here, despite advance reports that the promoters would not permit the match to go on the air. KANS made a public issue of it, obtained a choice of sponsors, and had Don Evans with his mike at the ringside.

Tom Fizdale, Chicago publicist, was in Cleveland this week in the interests of Fibber McGee and Molly,

who switch to a new time April 12 over NBC's Red. Fizdale is driving through the east as far as Boston and New York spreading good will among the radio scribes.

Lilian Largay, pianist at WTMJ, Milwaukee, recently sprained her ankle and has been making her way around with a cane.

Woods Dreyfus, WISN, Milwaukee, singing announcer, is now presenting his programs on Tuesdays and Thursdays at 6:45 p.m., instead of on Mondays and Wednesdays at 7:30 p.m., C.S.T.

M. R. Schoenfeld of NBC, Chicago, recently addressed the Women's Advertising Club of Milwaukee on "Radio As An Advertising Media."

Harold B. McCarty, program director of WHA, Madison, Wis., in an address before the discussion group of the A.A.U.W., declared that systematic education through radio is impractical as long as time is valuable for commercial programs. Sponsors want programs to entertain, not educate, he declared.

Beverly Brown has been assigned to announce and produce the "Buster Brown" shoe programs at WVL, New Orleans. Sponsored by a local firm, the program is a half hour weekly period.

Grady Cole, WBT's news commentator at WBT, Charlotte, has been assigned an office in the WBT suite.

Jane Bartlett, pianist, violinist and singer, Marie Davenport, organist, and Martha Dulin, interpolator and announcer, are being heard in a "Morning Melodies," new show over WBT, Charlotte.

"Out of the Hat," the Easter fantasy written by Ed Cleland of WINS to be produced over the station this afternoon, will feature Elizabeth Morgan, Leonard J. Bickford, Beatrice Allen and Henry Townsend. A special musical score has been written for the play by Louis Katzman.

Jack Webb is the early morning announcer, featured as "Farmer in the Dell" on the new agricultural program over WPG, Atlantic City. Webb was formerly featured on his own "Hill Billy" Hour, and fans recalling his vocal gifts and skill as a guitarist are urging him to add the role of entertainer to his new assignment. His program is a station opener at 7:30 daily.

WPG Talent Contests, broadcast from the stage of the Hollywood Theater, Atlantic City, will continue for at least six more weeks. Next Monday, city and county employees are competing, with a great deal of rivalry already manifested between

### Femme Shaw & Lee

Greensboro, N. C.—WBIG has a feminine team, Virginia Davis and Virginia Wilson McKinney, doing double-talk a la Shaw & Lee of the Jack Oakie show. They appear with Fred Kent and the Boys on Tuesdays at 8 p.m. under the billing of Nip and Tuck. The girls were promoted from the WBIG office staff.

the police and fire department, and other municipal and county organizations. On the following Monday, the students representing the various schools of South Jersey, will compete for highest honors, according to Charles E. Seel, who is conducting the talent search.

### Start New WSMB Towers

New Orleans—Construction of new towers and generators for WSMB will begin here this week, according to station manager Harold Wheelahan. The new work, which will involve an outlay of \$45,000, will be carried on the opposite side of the Mississippi River at Algiers, within one mile of the present tower sites at the Naval station. The tower will be by Truscon, while Western Electric will furnish the 1 kilowatt transmitter. Work will be under supervision of H. G. Nebe, WSMB engineer, and Paul Godley, consulting engineer from Washington, D. C.

### NBC Baseball Broadcasts

NBC will broadcast the opening baseball games in Washington and New York on April 19 and 20, respectively. Graham McNamee and Tom Manning will do the announcing. NBC will carry the play-by-play account of the Senators vs. Phillies over the Blue network starting at 2:45 p.m. President Roosevelt is scheduled to throw the first ball.

Yankees vs. Washington will be heard from New York on WJZ and WMAL with the same announcer team. Mayor La Guardia will toss the first ball here.

### Kraft Staging Big Talent Program

Kraft Music Hall will stage its biggest talent program April 1 with aviatrix Amelia Earhart, who just crashed in Hawaii on her attempted world flight, and John Barrymore doing a Shakespearean bit as two of Bing Crosby's guests, both last minute additions to the program originally scheduled which will also feature the movie actress, June Travis, the Chicago White Sox and the Chicago Cubs baseball clubs as previously announced. Miss Travis's father is the owner of the White Sox.

### Dedicate New Transmitter

Seattle—New KOMO-KJR transmitting facilities, erected at a cost of \$223,000 and dedicated this week, are enabling the combined stations to give much better programs here, with NBC features. The equipment includes two new RCA 5,000-watt high fidelity transmitters and a 570-ft. Truscon self-supporting vertical radiator, said to be the tallest self-supporting tower in the U. S.



STAR THOMPSON, CBS day supervisor, back at his desk after tussle with flu.

Don Gordon is the new announcer for "Gold Medal Feature Time" on the WBBM-CBS. He was formerly free lancer in Milwaukee and St. Louis.

Emil Waeltis, engineer of Poetic Melodies on WBBM, is the daddy of a new seven pound boy.

Gene Arnold will be interlocutor on the NBC Minstrels which will be aired beginning April 7 over NBC-Blue net at 9:30 a.m. CST each Wednesday. Others in the show cast will be Bill Zeck, Bill Thompson, Harold Peary and Shorty Carson. A male chorus of 10 men, Clark Dennis, tenor and Robert Gately, baritone, round out the talent.

The Manuel and Williamson Harpsichord Ensemble, reported to be the first organization of its kind in radio, will be featured each Wednesday at 9:15 p.m. CST. over the NBC-Blue net starting March 31.

Details for the new 60 minute-Variety show slated to hit the airwaves each Tuesday at 10:15 p.m. over NBC arc not quite completed but present plans include a new type variety musical production with several new twists.

Illinois Bell Telephone to sponsor an evening weather report seven-days-a-week starting over WMAQ April 5. N. W. Ayer & Son agenting.

Mar-O-Oil show, with Henry Busse band, previously heard each Wednesday at 3 p.m. CST. over the NBC-Red net, changes its time to 3:15 p.m. CST., beginning April 28.

Emmons Carlson, NBC Chi sales promotion manager, and Carl Webster of local net sales staff off to coast for three-week vacash.

Royal Lace Paper Co. here will sponsor five-minute transcribed announcements on WMAQ beginning April 5.

Edna Means, monologist, has begun a series of quarter hour radio sketches and readings over WCFL on Wednesdays at 9 p.m. CST.

Mary Small headlining in vaude here next week.

Bob Elson returning to his broadcast duties here on April 1 after trip to west coast baseball camps.

"Romance Melodies," Sunday afternoon program with Gale Page and Charles Sears and Roy Shield's ork, moves from NBC-Blue to NBC-Red net with new time of 3 p.m. CST. on Easter Sunday.

Al Vierra and his Hawaiians hit the NBC net from the Glass Hat Room of the Congress here beginning today. Maurie Sherman dance band being aired now from Casino Parisienne over NBC.

Carleton Smith, musical commentator, off to Florida and Nassau, where he will deliver a lecture on Caucasian folk music before group of guests of Sir Bede and Lady Clifford. Sir Bede is governor of the Bahamas.

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March 26-27-28  
Greetings from Radio Daily,  
to

|               |                    |
|---------------|--------------------|
| Arthur Boran  | Arnold Van Leer    |
| Hal Kemp      | Ferde Grofe        |
| Claude Morris | Sedley Brown       |
| Paul Whiteman | Bertram Lebhar Jr. |

Radio and Television

# PATENTS

Granted March 23, 1937

Compiled by JOHN B. BRADY, Attorney  
Washington, D. C.

- Re. 20,307—WIRELESS RECEIVING APPARATUS. Aristote Mavrogenis, Milwaukee, Wis., assignor to RCA.
- Re. 20,311—PICTURE ASSEMBLY APPARATUS FOR TELEVISION RECEIVERS. Franz von Okolicsanyi, Nuremberg, Germany.
- 2,074,386—RADIO ANTENNA LOCATED IN OUTER EDGE OF RUNNING BOARD. Harvey D. Geyer, Dayton, O. Assignor to General Motors Corp.
- 2,074,408—DIRECTION FINDING SYSTEM. Percival D. Lowell, Chevy Chase, Md., assignor to RCA.
- 2,074,440—MODULATOR. George L. Usselman, Port Jefferson, N. Y., assignor to RCA.
- 2,074,447—CONTROL DEVICE FOR RADIO RECEIVERS. Hans Wunning, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.
- 2,074,465—DYNATRON OSCILLATOR. Paul O. Farnham, Boonton, N. J., assignor, by mesne assignments, to RCA.
- 2,074,478—SHORT WAVE DETECTOR. Ernest G. Linder, Philadelphia, Pa., assignor to RCA.
- 2,074,495—CIRCUITS FOR CATHODE-RAY TUBES. Arthur W. Vance, Philadelphia, Pa., assignor, by mesne assignments, to RCA.
- 2,074,496—TELEVISION DEFLECTING CIRCUITS. Arthur W. Vance, Philadelphia, Pa., assignor, by mesne assignments, to RCA.
- 2,074,577—RADIO DIAL CONSTRUCTION. Jean Dreyfus, Paris, France.
- 2,074,687—KEYING. Helmut Feussner, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.
- 2,074,737—CATHODE RAY MODULATION INDICATOR. Irving Wolff, Merchantville, N. J., assignor to RCA.
- 2,074,764—DEFLECTION DEVICE FOR CATHODE-RAY TUBES. William A. Tolson, Westmont, N. J., assignor, by mesne assignments, to RCA.
- 2,074,800—MULTIBAND RADIO RECEIVER. Garrard Mountjoy, Jackson, Mich., assignor to Sparks-Withington Co.
- 2,074,829—ELECTRON BEAM TUBE. John M. Cage, Schnectady, N. Y., assignor to General Electric Co.
- 2,074,831—THERMIONIC VALVE CIRCUIT ARRANGEMENT. Harry M. Dowsett and Ernest F. Goodenough, London, England, assignors to RCA.
- 2,074,852—COMBINED VOLUME AND BASS TONE COMPENSATION CONTROL DEVICE. Walter H. Nelson, Nichols, Conn., assignor to General Electric Co.
- 2,074,857—TRANSMITTER. Dietrich Prinz and Felix Herriger, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.
- 2,074,864—ELECTRON DISCHARGE DEVICE. Bernard Salzberg, East Orange, N. J., assignor, by mesne assignments, to RCA.
- 2,074,887—MIDGET RADIO RECEIVER. Paul S. Beshore, Kearney, Nebr.
- 2,074,896—ANTENNA SYSTEM FOR MULTIBAND RADIO RECEIVERS. David P. Earnshaw, Philadelphia, Pa., assignor to Philadelphia Storage Battery Co.
- 2,074,944—RADIO ANTENNA. Hjalmar E. Sjostrand, Ravala, Grangesberg, Sweden.

☆☆☆ "Quotes" ☆☆☆

SEDLEY BROWN: "Radio Row is no place for the person who lacks courage and patience. There are plenty of rough spots in the broadcast business and you must learn to take them in your stride. Radio may be a bed of roses for some. But many more get tangled up with the thorns. If you can take your bumps and come back for more you'll get places in this game. The ability to try all the harder in the face of adversity is the difference between the failure of some and the continued success of others."

composite of all the best singers in the world. Therefore it was no trick at all to broadcast with a feeling of confidence."

JAMES MELTON: "Most of the time I actually can't be sure I'm singing unless I put my hand up to my ear. It's almost like singing in a void when you're in the world's largest studio with Robert Emmet Dolan's orchestra playing right beside you. All you hear is musical accompaniment."

MARY SMALL: "Now that I am grown up I'll confess why, as a child singer I never was afraid of the microphone. Life to children is a dream world and they are whatever their imaginative minds make them. In my mind I was always a grown-up and imagined myself to be a

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

**UNSOLICITED**

Your sample copies of "Radio Daily" have sold me on a subscription—as the enclosed check testifies. Radio is indeed growing up when it can inspire a daily publication that gives the real news—and all the news—of radio—in a business-like fashion without the customary "who cares" fillers on what a star likes for breakfast or why he wears polka-dotted ties. Radio eds all over the country must be sending up a sigh of relief that they no longer need wade through pages and pages of inconsequential chit-chat, now that they have your "Daily" as a speedy means of verifying (or contradicting) their own views on the new air shows—and of following the current news as it breaks along Radio Row.

Sincerely,

DOROTHY MATTISON, Radio Editor, Worcester (Mass.) Telegram and Gazette, and Sunday Washington (D. C.) Star Columnist.

Owners of  
WTAG  
RADIO STATION

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

# RADIO DAILY

1501 BROADWAY

NEW YORK, N. Y.

# STATION EQUIPMENT

## WTMV Equipping New Studio

East St. Louis, Ill.—WTMV is equipping a new studios with a view to taking care of more live talent shows.

The station recently completed installation of new Western Electric 23-A speech input console in the main control room, thus ending the task of entirely refurbishing the equipment. Three months ago a RCA 250-watt transmitter permitted this station to take advantage of a FCC power boost grant.

## Speak-O-Phone Recorder

A new recorder embracing many improvements has been put on the market by Speak-O-Phone Recording and Equipment Co., New York. It is designed for studio, commercial, broadcast, educational or individual recording.

The Speak-O-Phone recorder comes equipped with crystal or ribbon microphone, 25 feet micro cable, meter indicator, head-phones, permanent diamond recording stylus, three-section collapsible chromium floor stand and twelve 8-inch test records.

## Sets for Argentine Farms

Argentina's Ministry of Agriculture has appointed a committee to determine the type or types of radio receiving sets suitable for use on the farms and ranches of that country, Assistant Trade Commissioner J. D. Walstrom, Buenos Aires, states in a report to the Department of Commerce.

The general plan is to select one or more types combining adequate performance with low cost, and to promote the widespread use of these sets among the farmers and ranchers. Due to the advanced stage of the Argentine radio industry, it is believed that the locally-established manufacturers and assemblers will be in the best position to compete.

## New Antennas at Riverhead

Riverhead, L. I.—Engineers at the huge RCA international radio communications station this week set a number of 130-foot wooden poles for the support of new antennas to be used in transatlantic work.

The poles are believed to be the largest one-piece masts in the East, with an average length of 130 feet and an average weight of four tons. They are Douglas fir, sent from the state of Washington.

The new antennas, when completed, will have an increased average height of 60 to 70 per cent over those previously employed, which is expected to result in more efficient operation in the longer part of the so-called short wave band of radio wave lengths employed in international communication. The radio engineers said that the shorter the wave the greater its penetration into the earth's outer atmosphere before "re-

bouncing" back to earth. This influences the angle at which the wave arrives at a distant receiving antenna. Analysis of this phenomena indicates that antennas of greater height will be more effective for certain wave lengths.

## Philco Auto Radio In England

Philadelphia — The Philco auto radio is now exclusively approved as standard optional equipment by 21 automobile manufacturers in Great Britain, virtually the entire list, according to Russell L. Heberling, president of Transitone Automobile Radio Corp., Philco's domestic auto radio division. In addition, the De Havilland and Moth aircraft also list the Philco as standard optional equipment.

## Station Improvements

Anderson, Ind.—WDEV has asked the FCC for permission to install automatic frequency control.

Oakland, Cal. — License to cover construction permit for a new antenna and to move transmitter and studio has been asked from the FCC by KLS.

Rochester, Minn. — Authority to make changes in equipment and to increase power is being sought by KROC from the FCC.

Sioux Falls, S. D.—KSOO has applied to the FCC for authority to change equipment and increase power to 5 kw.

Rockford, Ill.—License to cover CP for changes in equipment, new antenna and increase in day power has been asked of the FCC by WROK.

## "Salt-Shaker" Mike Popular

Attesting to the popularity of Western Electric's new "Salt-Shaker" microphones, WOR this week increased its total number of such mikes to 33 by placing an order for 25. Chief Engineer Jack Poppele of Bamberger Broadcasting Service plans to use these diminutive and versatile mikes for many purposes around the studios and out on remote pick-ups.

Without its little detachable disc baffle, the salt-shaker mike may be suspended from overhead or mounted on a floor stand for universal pick-up, responding equally well to sound waves arriving from all directions. However, if it is decided that the character of the program being prepared for is such that a directive microphone is preferable, it is only necessary to apply the small baffle over the business end of this micro-

phone, and by means of the swivel joint in its base it may be literally "aimed" at the desired sound source. The salt-shaker is then ready to accept a maximum of sound from this direction and a minimum from other directions.

## New Pads for Audio Circuits

St. Paul—Hector R. Skifter, consulting and manufacturing radio engineer, announces a line of fixed pads for general use in audio circuits. The pads are made in two types. Type P4 is designed to plug into a four prong tube socket and is two and three fourths inches high and one and one half inches in diameter. Type W4 is made in a fiber tube two inches long and one inch in diameter and is furnished with flexible leads. Accurate wire-wound non-inductive resistors, impregnated in wax, are used and both types may be had in any value of attenuation and impedances.

## COMMENTS On Current Programs

### Burns and Allen

It was a very sentimental occasion the night when George Burns and Gracie Allen said farewell to the Campbell Tomato Juice program, to Tony Martin, Ken Niles, Henry King's orchestra and to CBS preparatory to taking their Grape Nuts spot on NBC. Amenities were exchanged with a sincerity and amiability that couldn't help being appreciated by dialers. As a farewell token to their sponsor and CBS (for which concern the stars had appeared for the past five years) George and Gracie presented one of the finest comedy scripts of their career. Everyone connected with the show should feel mighty proud of their efforts. Ken Murray and Oswald, Lud Gluskin's orchestra, with Shirley Ross as vocalist, succeed Burns and Allen next Wednesday. The forthcoming show received no end of plugs from the departing stars.

### Whiteman's Birthday Program

Paul Whiteman's birthday program over the NBC-Blue network was an impressive cavalcade composed mostly of numbers made famous by the King of Jazz over the years. Whiteman's orchestra, combined with the NBC Symphony program, presented what should appear a very good show worthy of sponsorship. It should be reported that Graham McNamee, who did the commentating relative to the Whiteman testimonial, was never in better form at the mike.

## F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

### HEARINGS SCHEDULED

May 18: John D. Fields, Inc., Las Vegas, Nev. CP for new station. 1370 kc., 100 watts, unlimited.

World Publishing Co., Tulsa. CP for new station. 940 kc., 1 Kw., 5 Kw. LS unlimited.

May 19: Watertown Broadcasting Corp., Watertown, N. Y. CP for new station. 1420 kc., 100 watts, 250 watts LS. unlimited.

Black River Valley Broadcasts, Inc., Watertown, N. Y. CP for new station. 1420 kc., 100 watts, 250 watts LS. unlimited.

May 21: Ashville Daily News, Ashville, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

Amarillo Broadcasting Co., Amarillo, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

May 24: Carolinas Radio, Inc., Charlotte, N. C. CP for new station. 880 kc., 500 watts, 1 Kw. LS. unlimited.

Voice of Detroit, Inc., Detroit, Mich. CP for new station. 1120 kc., 500 watts, 1 Kw. LS. unlimited.

May 26: J. K. Patrick & Co., Athens, Ga. CP for new station. 1310 kc., 100 watts, 250 watts LS. unlimited.

John W. Haigis, Greenfield, Mass. CP for new station. 1210 kc., 250 watts, daytime.

June 1: W. H. Hartman Co., Waterloo, Iowa. CP for new station. 1420 kc., 100 watts, unlimited.

Vancouver Radio Corp., Vancouver, Wash. CP for new station. 880 kc., 250 watts, daytime.

### EXAMINER'S RECOMMENDATIONS

WELL, New Haven, Conn. CP for mod. of license. 930 kc., 250 watts, 500 watts LS. unlimited, be granted.

Lawrence K. Miller, Pittsfield, Mass. CP for new station, be denied.

KRLH, Midland, Tex. CP for mod. of license, be denied.

H. O. Davis, Mobile, Ala. CP for new station, be denied.

Virgil V. Evans, Gastonia, No. Car. CP for new station, be denied.

J. L. Stabler, Muscatine, Iowa. Authority to transmit programs to stations in Canada and Mexico, denied.

Harold Thomas, Pittsfield, Mass. CP for new station, be denied.



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 34

NEW YORK, MONDAY, MARCH 29, 1937

FIVE CENTS

## Mutual's 2 Coast Shows

### 15-MINUTE NEWSCAST IS SIGNED BY WABC

Household Finance Corp., Chicago (personal loan service), on April 5 will begin a new series of quarter-hour news United Press news broadcasts on WABC, Mondays through Saturdays, 7:45-8 a.m. This is the largest news broadcast contract yet to be signed by CBS. Batten, Barton, Durstine & Osborn Inc. placed the account.

### More Names Signed For Chevrolet Disks

Art Jarrett, Reed Kennedy, Arline Jackson and Shirley Howard are further additions for the disk series now being cut by Chevrolet. The four soloists were set by the Jack Arthur office.

### Chicago Engineering On 6 Mutual Stations

Chicago—Chicago Engineering Works (air conditioning and refrigeration equipment) will start a 13-week series of quarter-hour programs on six Mutual stations (WGN, WOR, WLW, CKLW, WCAE, WGAR) beginning tomorrow, 7:45-8 p.m. Program will feature Kay St. Germaine and the "New Dixie Demons," a jam band, keyed from WGN. Critchfield & Co., placed the account.

### Armstrong Heads Colored Show

Louis Armstrong will be featured in the first all-colored radio commercial to hit the air. The sponsor is the Fleischmann Yeast Co.

### WOW to Celebrate

Omaha—WOW on April 2 will celebrate its 14th birthday. John I. Gillin, Jr., manager, has planned a big party for the occasion.

Also on the receiving end of felicitations at WOW next month will be Thomas B. Chase, announcer and head of the station's transcription department, who will celebrate his 14th year as a broadcaster April 18.

### Only Human

Philadelphia—Charles H. Ingersoll, the dollar watch tycoon, journeys from New York each Friday to carry on a pet hobby of chatting about current events over WDAS here. Being the man "who made the watch that made the dollar famous," studio officials never worried about his making the spot in time. But the millennium came a few days ago. Ingersoll was late for his broadcast. Not only wasn't the watch king watching his time, but he even forgot his watch.

### ASCAP BLAMES BILLS ON SMALL STATIONS

Independent, unaffiliated radio stations were blamed for the raft of proposed legislation against Ascap at the 22nd Annual Meeting of the organization held last week in the Ritz Carlton Hotel. More than 500 members and officials attended. Usual speeches were heard around the

(Continued on Page 3)

### Pan-Amer. Syndicating "Charm School" Program

Pan American Broadcasting Corp. will syndicate to stations its "Charm School of the Air," program heard locally on WMCA. Show is edited and produced by Edythe Melrose, who did a similar program for years on

(Continued on Page 8)

### Oldtime Melodrama Series With Former Film Stars and a Community Sing Starting Next Month

### NEW P. & G. SERIES ON NBC PACIFIC NETWORK

Continuing its 1937 plans to spend more money for radio advertising Procter & Gamble Co., Cincinnati (Crisco), will begin a new series of musical programs on the "Women's Magazine of the Air" on five NBC-Red Pacific network stations beginning April 5, 3:30-3:45 p.m. (PST), Mondays through Fridays. On April 26, time period will be shifted to 2:30-2:45 (PST).

Including this commercial, NBC now has 17 P. & G. shows on its network exclusively. Compton Adver-

(Continued on Page 6)

### WTMV Renews Efforts For Phone Interviews

East St. Louis, Ill.—Prevented from broadcasting their "Telechats" program a month ago. WTMV officials William H. West and Woody Klose are currently meeting with Southwestern Bell executives in an effort to arrange some amicable handling of the program.

"Telechats" featured the use of the telephone as the medium for inter-

(Continued on Page 8)

Mutual Broadcasting System will air two coast-to-coast features originating in Hollywood early next month, most important one being a new production which will bring to the mike oldtime movie stars in famed melodramas of the Gay Nineties and early part of this century. Word from the Coast indicates that Lew Weiss, Don Lee general manager, is confident that it will go commercial, probably for a beer account. Rights have been obtained for the mellers by Don Lee and will include such titles as "Nellie the Beautiful Cloak Model," "East Lynne," "Ten Nights in a Bar Room." Opener will

(Continued on Page 2)

### American Can Renewing Bernie on 59 NBC-Blues

American Can Co., (Keg-Lined cans) on April 27 will renew the Ben Bernie program on 59 NBC-Blue network stations, Tuesdays, 9-9:30 p.m., for another 13 week run. Fuller & Smith & Ross Inc. placed the account.

### Plan National Campaign On Wash. State Apples

Seattle — Local office of J. Walter Thompson Co. is launching a national radio campaign on behalf of Washington State Apples Inc. It is planned to use 28 stations, with women's hour programs and spot announcements featured.

## ★ THE WEEK IN RADIO ★

... Transamerican and WLW Wire

By M. H. SHAPIRO

EASTERN elbow room for WLW, with Transamerican as sales representative, brought WHN, New York, in to the picture with WFIL, Philly, and WQV, Pittsburgh, en route. New web is scheduled to get under way today. WFIL will maintain its Mutual and NBC-Blue status . . . WLW is powerful in more ways than one and the New York angle looks like a smart move. . . .

Technicians of NBC and CBS were set for a 40-hour week on or before Sept. 1 . . . they are so-called "inside unions," somewhat of a company union, presumably . . . John

H. Bachem stepped up to be assistant to Roy C. Witmer, NBC v.-p. in charge of sales, and Ken Dyke, formerly general advertising manager for Colgate-Palmolive-Peet, goes into Bachem's spot effective April 1.

Texas stations received recognition for radio's usual humanitarian and public service in time of distress . . . this time the sad occasion being the New London school house explosion . . . NBC hastened to broadcast its apology for inadvertently cutting off the speech of Gov. Cox of Ohio . . . the governor by the way is more or

(Continued on Page 2)

### WTMJ Poll Results

Milwaukee—A plea for shorter commercial announcements and fewer serials was voiced by listeners of WTMJ, The Milwaukee Journal station, in connection with its seventh annual radio poll. A request for the return of Fred Waring, "Crime Clues" and the Mills Brothers was also made by listeners. Some suggested more educational and religious programs.



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

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# ★ THE WEEK IN RADIO ★

... Transamerican and WLW Wire

(Continued from Page 1)

less in radio himself, one connection being none other than WHIO.

Revised music code for the pop music industry was okayed by the music men and forwarded to the Federal Trade Commission . . . radio is concerned with the fair trade practice clause therein . . .

Resale of station licenses was attacked in Congress, by Wigglesworth (Rp., Mass.) who again harped on the over-worked monopoly cry . . . bill calling for state radio control and for the acquisition of WGST in Atlanta, was Georgia's legislative move . . . both houses in Washington passed the bill providing that actual operation of all transmitting apparatus in any station for which a license is required, shall be carried on only by persons holding an operator's license . . . measure went to the White House . . .

Jesse Butcher joined the station

relations staff of NBC . . . NBC incidentally took on three additional outlets in WLEU, Erie; WRTD, in Richmond, and KANS, Wichita . . . giving the web a total of 121 . . . contest statistics revealed 217 contests and offers were used on CBS in 1936 . . .

Foreign radio is showing signs of going commercial to a greater extent than the limited spots now active in France, Spain, and Luxembourg . . . Scandinavian countries and Austria are beginning to see the light . . . at least an opening wedge is being made . . .

CBS annual stockholders' meeting voted for a two-for-one stock split-up . . . 1,500,000 shares of \$5 par value will be increased to 3,000,000 shares of \$2.50 par value . . . Frank White was elected treasurer, succeeding Mefford R. Runyon, who is to devote all of his time to general executive work.

## New WISN Transmitter In Operation by June 1

Milwaukee—WISN, the CBS affiliate here, expects to have its new 1000 watt RCA transmitter with its new vertical antenna in operation by June 1, the station announces.

Construction of a new transmitter house atop the Public Service Bldg., is scheduled for completion about April 15, dovetailing with the arrival of the transmitter from Camden where it is now being built. When completed the building will include all modern conveniences for the comfort of the engineers such as air conditioning, modern lighting, and shower bath.

Blaw-Knox is constructing a 254-foot vertical antenna with a 100 watt airway beacon with flasher on top as an aid to aviation. Plans for the dedication program will be announced soon.

G. W. Grignon is manager of WISN, which is owned by Hearst Radio Inc.

## Mutual Instant Reversal Goes Into Effect May 15

Mutual Broadcasting System on May 15 will have in effect an instant reversal line to the Coast and Don Lee web.

Complete switch now takes 15 minutes to put through, unless there is a split feed in effect with each half of the chain already hooked up.

## Bing Crosby Real-Estate

West Coast Bureau of THE RADIO DAILY Hollywood—Bing Crosby has enlarged his field of activity to include the real estate business. A new office building, now under construction in Hollywood, is being built by him. The Rockwell-O'Keefe offices will occupy the penthouse.

## Mutual System to Air Two Shows from Coast

(Continued from Page 1)

be none other than "Curfew Shall Not Ring Tonight."

Former movie stars of the silent era who will be heard on the show include: William Desmond, Clara Kimball Young, Maurice Costello, Minta Durfee Arbuckle, William Farnum, Lionel Atwill and others. First show is scheduled for Saturday, April 3 at 9:30-10 p.m. Until April 24, this program will alternate (on WOR) with the Chicago Symphony, after which the meller will be a regular feature.

Later in the month, Tuesdays 10-11 p.m., Don Lee studios will also feed the coast program called "Sing Time," a community sing with comedy, now heard over KHJ in co-operation with the Fox West Coast Theaters. Although a commercial on the Coast it will arrive in the East as a sustaining. Talent includes Ed Lowry, Harry Savoy, Joe Marks, Milton Watson, Peggy Bernier and the Bryant Sisters.

## Bert Phillips Starting Transcription Service

West Coast Bureau of THE RADIO DAILY Los Angeles—Bert A. Phillips, former sales manager for MacGreggor & Sollie, and before that sales chief for Don Lee Columbia office, is launching into the transcription business, which will build up a library exclusively of dramatic transcriptions. Library expected to go into service April 15, under name of Consolidated Transcriptions Co. Offices at 553 South Western Ave.

## COMING and GOING

DONALD FLAMM, president of the Inter-City network, left Saturday for a seven-day cruise to Havana and Nassau.

DON SHAW, radio head of McCann-Erickson, Inc., is back in town after a trek through the west.

DEANNA DURBIN arrived in Philadelphia on Saturday for recording on her new picture.

JAMES BEGLEY and AL WOTTEN of KYW's program department and J. F. M. PROULX, office manager, and their wives, spent Easter Sunday in Magog, Canada.

MABEL ALBERTSON, who writes and acts in Joe Rines' NBC show, will leave within a month for a honeymoon with her husband, KEN ENGLUND, comedy script writer. They will tour California for three months and then a cruise to Hawaii.

MICKEY ALPERT returned today from a holiday trek to Boston.

HENRY PHELPS, chairman of the board of the American Can Co., sailed Saturday on the Santa Paula for southern ports.

HERBERT PETTY, WHN associate director, to Washington, D. C., on business.

CONRAD THIBAUT leaves the coast after his April 13 Fred Astaire show date and flies east to keep a Lehigh University concert engagement, after which he hops back to Hollywood for the April 20 show.

KIRBY CUSHING, sports commentator for KYW, Philadelphia, leaves for Florida today to cover the training camps. Will return on April 10.

A. W. DANNENBAUM, president of WDAS, Philadelphia, back at his desk after a trip to the West Indies.

DAVE RUBINOFF leaves today for a concert tonight at Bristol, Conn.

## Rippling Rhythm Revue Undergoing Cast Changes

Rippling Rhythm Revue, heard over the NBC-Blue net on Sunday, 9-9:30 p.m., is undergoing a change in personnel. The Canovas, scheduled to make a movie, leave for Hollywood today. With six weeks remaining on their present contract, the comedians are attempting to drop amiably from the show. Next Sunday they will be piped in via special wires from the west coast. The following week will probably see a new comedy act stepping in and the Canovas absent.

At present sponsors are attempting to sign a comedian who will effectively emcee the show. George Jessel, who did some guest shots on the program recently, definitely will not be signed. Frank Parker and Shep Fields' orchestra remain. Lennen & Mitchell is the agency.

## KANS Boosting Power

Wichita, Kas.—KANS, which has just affiliated with NBC, is applying to the FCC for an increase in power and a change of frequency. Furgason & Aston are the station's national reps.

## FINANCIAL

(Saturday, Mar. 27)

### NEW YORK STOCK EXCHANGE

|                        | High    | Low     | Close   | Net Chg. |
|------------------------|---------|---------|---------|----------|
| Am. Tel. & Tel.        | 169 3/4 | 169 1/2 | 169 1/2 | - 1/4    |
| Crosley Radio          | 24      | 24      | 24      | + 1/2    |
| Gen. Electric          | 57 3/8  | 57 3/8  | 57 3/8  | + 1/8    |
| North American         | 54      | 54      | 54      | + 1/8    |
| RCA Common             | 11 1/4  | 11 1/4  | 11 1/4  | + 1/8    |
| RCA First Pfd.         | 76 3/4  | 76 3/4  | 76 3/4  | + 1/8    |
| Stewart Warner         | 19 1/2  | 18 3/4  | 19 1/2  | + 1/8    |
| NEW YORK CURB EXCHANGE |         |         |         |          |
| Majestic               | 4 1/4   | 4 1/4   | 4 1/4   | + 1/8    |
| Nat. Union Radio       | 3 1/8   | 3       | 3 1/8   | + 1/8    |

## Spot Series, Kid Club For Wesson Oil on Wor

Wesson Oil & Snowdrift Sales Co., New Orleans, will start a spot program in the WOR-Uncle Don participation hour on March 31, with announcements Mondays through Saturdays, 6:30-7 p.m.

Beginning April 7 the sponsor will start the "Veg-Eat-Ers" children's club which will encourage children to eat vegetables prepared with Wesson Oil. All entrants in the club will receive membership cards and a recipe book for their mothers. Later a premium will be announced on the program. Calkins & Holden Inc., has the account.

## Hugh Shields to Stump

Bridgeport—Hugh Shields will take a leave of absence from WICC during April to fill speaking engagements in various eastern cities.



March 29

Greetings from Radio Daily

to  
William H. Ensign  
Joe Cook

**LEO SAYS:**  
WHN  
is your station  
for last-minute  
United Press  
news flashes!

**WHN DIAL 1010**  
M-G-M LOEWS

**KLS Radio Village  
All Set for Opening**

Oakland, Cal. — An innovation in radio showmanship, Warner Radio Village, will be thrown open to the public on Thursday when KLS officially begins 24-hour operation on its new frequency, 1280 kc.

Located in what was formerly a second floor garage, the Radio Village combines the studios and transmitter of KLS with nine branch salesrooms designed for rental to local advertisers. Eight have already been leased.

Resembling small cottages, the salesrooms are faced with imitation stone, each different, grouped around a central court. With 25,000 square feet of space available, ample room for visitors is assured.

Along the ramp leading from the street ten display windows have been constructed, most of which are already rented.

Studio facilities include a large studio capable of seating 200 persons and another with room for 40 persons. Reception courtyard with lighted fountain faces the control room.

The Radio Village was conceived by S. W. and E. N. Warner, station owners. KLS is a 250-watter with ether fare of discs and foreign language programs.

**Chicago Mummies on WGN**

Chicago — The Chicago Mummies Theater Inc. will go on the air for the first time on the Bowman Fireside Theater this Wednesday night 9:30-10, over WGN. Mummies was started at Crane Junior College six years ago and reorganized when Crane was discontinued.

They will present Arch Oboler's "The Luck of Mark Street." Mark Street will be played by Milton Kanter, advertising manager of Precision Scientific Co. and member of Chicago Comic Opera's Gilbert and Sullivan group. Other roles taken by Al Short, paper salesman and sports referee and coach; Bernice Rea, manager of a South Side apartment hotel and one-time professional dancer for Balaban & Katz; Gertrude Berman, San Statland and Sam Malen.

**Heidt Switches Product**

Alemite program, heard over CBS net Mondays, 8-8:30 p.m. and featuring Horace Heidt and his band, will plug Stewart Warner radios effective April 5. Hayes McFarland Advertising agency, Chicago, has the account.

**AGENCIES**

CARL E. WIDNEY, recently with the Ralph H. Jones agency and previously with J. Sterling Getchell and Lord & Thomas, has joined the staff of Arthur Kudner Inc. in an executive capacity.

J. C. BURTON, formerly with Young & Rubicam, has joined the copy staff of Arthur Kudner Inc.

McCANN-ERICKSON'S Cleveland office is handling the Gruen Watch radio program.

**NEW PROGRAMS—IDEAS**

**"The Boners Court"**

Denver — Wesley Battersea, KLZ production manager, presents one of the most popular shows in the Rocky Mt. region. "The Boners Court." It moves fast, is very clever and entertaining. All announcers face the court once a week and are fined 10 cents per boner, with the court proceedings aired.

Program Director Arthur Wuth wears the robe of Justice and bangs the gavel for this increasingly popular studio show. Listeners sending in the best or juiciest boner for the week receive two free theater tickets. These tickets are financed from the fund of 10 cent fines.

Hizzonor, Judge Art Wuth, listens to no alibis and any offender who takes exception to his rulings receives an additional fine for contempt of court.

**WMT "Fireside Phantasy"**

What is believed to be an entirely revolutionary program idea in the middle-west, hits the air every Sunday afternoon over WMT, Cedar Rapids-Waterloo, with local furniture store sponsoring the show. Program is known as "Fireside Phantasy" and features Allan McKee as the "day dreamer." Dramatic bits from listeners favorite poems are dramatized

**Ascap Blames Bills  
On Small Stations**

(Continued from Page 1)

banquet table, among those who addressed the gathering being Gene Buck, president; Gustave Schirmer, treasurer, and E. C. Mills, general manager. Others who spoke, not including annual reports, etc., were Deems Taylor, Otto Harbach, Billy Hill, Irving Caesar, L. Wolfe Gilbert, John G. Paine, Walter Douglass, Charles Schwartz, general counsel and Mrs. Ethelbert Nevins.

Buck touched on the availability angle, stating that it was difficult to classify a composer's worth merely through a performance and place evaluation on same. He mentioned the work of the committees seeking to classify writers and publishers so that their dividend would be commensurate with their value and that the work of these committees was an outstanding honest and painstaking job.

Mills mentioned his trip across the country and the many state bills pending and passed which are intended to cripple Ascap activity. A precedent would soon be established, he hoped, which would curtail the anti-activity in many other states. Independent radio men and not the networks were active in this respect, in the opinion of Mills. Duffy measure was also discussed.

Paine, chairman of the board of the Music Publishers Protective Association, spoke on the necessity of adapting the industry and individuals in it to the new era which seemed to be swallowing the individ-

against an organ background. Poem is read at the conclusion of each skit. Show is proving itself to be one of the most popular programs heard over WMT.

**Radio Baseball Contest**

Joplin, Mo. — The question and answer type program which has become so popular is being used by WMBH in a Radio Baseball League with teams sponsored by 8 business concerns in a 28-game schedule, games being played four nights a week. It is a 30-minute program for each game.

The announcer is the pitcher all the time. He draws questions from a box and reads them, one at a time, to the various batters. The questions are answered and the answers are graded as outs, singles, doubles, triples or home runs, according to the relative difficulty.

**Talks on AAA Benefits**

A series of short talks to farm folk explaining the benefits to be derived through the AAA has been arranged by KDKA, Pittsburgh. The speaker will be Henry Jarrett of the Department of Agriculture, and the broadcasts are scheduled for April 3 at 12:23 p.m. and April 6 and 8 at 6:38 a.m.

ual in favor of groups. Group activity was the order of the day, such as the sit-down strikes and growing disregard for property rights. Since property rights was the main stock in trade of the copyright owners, songwriter and publisher, it behooved the music men more than ever to act as a group and strengthen their respective organizations, Paine said.

Gilbert gave the Hollywood low-down and items from the film writing colony.

Committee was selected to study the grand rights situation, the group being headed by Deems Taylor, chairman, and including Leopold Godowsky, Lazar Saminsky, Henry Hadley, George Fischer and Carl Engle.

Consensus of opinion was that Ascap would come through the legislation tangle all right, but before the eventual quiet-down there would be considerable disturbance and extra costs for attorneys, etc.

**Advance Games on WWJD**

Chicago—John Harrington is flying to Arizona to broadcast the pre-season baseball games between Chicago's White Sox and Cubs starting April 2. Kellogg Co. is sponsor and the broadcasts will be heard over WWJD. Harrington will also give the play-by-play for the regular season.

**JAMES MADISON**

for many years one of America's outstanding authors, has returned to New York, and invites the attention of those requiring top-notch radio gags and continuities. Permanent residence, Hotel Taft.

**PROGRAM IDEAS BLOOM  
IN PRODUCTION CONFAB**

Raleigh, N. C. — At a recent production conference, called by WPTF executives to discuss program ideas for an interested sponsor, ideas for five new shows were evolved.

One proposal called for a program to be known as "The Musical Switchboard," which briefly had to do with a typical telephone operator receiving calls early in the morning, connecting certain plugs for requested tunes, and connecting others for brief commercials. Then it was suggested that a program known as "How's Your I.Q.?" might not be amiss, with a master of ceremonies staging a question-and-answer contest in the studio with participating teams selected from civic clubs in this section.

Still others suggested weekly broadcasts direct from the homes of prominent citizens of Raleigh, who had been designated the outstanding citizen of the week; broadcasts from hotel lobbies in Raleigh known as "Mr. and Mrs. Tourist"; "Today," mentioning every important fact, name and event of this day in history, and "Around the Parlor Lamp," a friendly resume of the day's happenings, as seen in the eyes of a typical small-town family. Production Department members offer additional suggestions for each idea and soon a composite whole is ready for program-building and sponsorship.

**Starts Coronation Talks**

Sir Gerald Campbell, British consul general in New York, on Thursday will start NBC's list of programs on the Coronation. He will speak at 8:30-8:45 on the NBC-Blue net.

Two Coronation authorities, Blevins Davis of the Yale drama department, and Howard Marshall, British journalist and radio observer, have been signed by NBC for its coronation coverage. William H. Green represented Davis in the NBC deal.

**Durelle Alexander Signed**

Durelle Alexander, formerly a featured vocalist with Paul Whiteman, has been signed to a two-year contract by Columbia Artists, Inc. Singer has already been set for a Thursday spot over CBS and will be heard from 3-3:30 p.m. James Appell set deal.

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

## NEW BUSINESS

Signed by Stations

## WHN, New York

Utilities Engineering Institute have signed a 13-week contract with WHN for a new series to begin March 30. Program will consist of musical recordings and will be heard Tuesdays, 5:45-6 p.m.

## WNEW, New York

Roessler Furniture Co. and Paramount Theater, Newark, will co-sponsor a series over WNEW beginning March 30 and heard Tuesday and Friday from 9-9:30 p.m. thereafter. Show will be called "Quiz Contest" and will emanate from the stage of the Paramount. Contract calls for 13 weeks. Scheer Advertising agency, Newark, set the deal.

## KYW, Philadelphia

Chappel Bros. Inc. (dog food), Rockford, Ill., five-minute shot, thrice weekly, through C. Wendel Muench & Co., Chicago.

Rubinoff's Chevrolet disks renewed, through Campbell-Ewald, Detroit.

## WMAL, Laurel, Miss.

Carter Medicine Co., renewal for one year, five announcements weekly, through Spot Broadcasting.

## WDAF, Kansas City

Insured Savings & Loan Ass'n of Kansas City, six-month contract for quarter-hour Sunday afternoon show, "The Little White House", featuring Russell Morrison, formerly with Victor Young, and a string ensemble.

## WWJ, Detroit

Detroit—Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), on April 5 will begin a series of sports broadcasts, Mondays through Saturdays, 7:45-8 p.m., on WWJ here. McCann-Erickson Inc., New York, placed the account.

## WCKY, Cincinnati

Procter & Gamble (Camay Soap contest), 20 1-minute ET spots, through Pedlar & Ryan Inc., New York; General Foods (Certo), 52 1-minute ET spots, through Benton & Bowles, New York; Procter & Gamble (Crisco), 300 1-minute ET spots, through Compton Advertising Co., New York; Longines-Wittnauer Watch (Longines Watches), 300 spots, through Arthur Rosenberg Co. Inc., New York; Climax Cleaner Manufacturing Co. (Climax Cleaner), 13 spots, through Krichbaum Co., Cleveland.

## KFI Los Angeles

Carter's Little Liver Pills, 260 one-minute disks, running one year, through Street & Finney agency, New York.

## KEHE, Los Angeles

Bireley's Orange Juice, through Phillip J. Meany agency, has signed for a five-nights-a-week series of kid mystery thrillers, "Detective Dalt and Zumba," starting April 5. Lassies (White) 'n Honey (Wilds) move off the air to give the new program time, go to Birmingham, to start a 9-month contest.



● ● ● What did they do in B. R. (before radio)?...NBCaster George Hicks definitely did not learn to speak the "King's English" while driving a truck...On the other hand, Announcer Don Lowe must have been inspired by Mother Nature while planting flowers and cutting the shrubs... Announcer Don Kerr never had clean shirts or a smooth-shaven face when working as a stoker at the gas works in Peoria...Announcer John Mayo (he was formerly FDR's announcer) had the time of his life monkeying around with chemicals and solutions after the war...Paul Tremaine had three fights in his life and soon learned that the canvas of the squared-circle wasn't as soft as sleeping in bed...Hollywood Hotel's Bill Bacher can't figure out why his years in college, studying for dentistry and the bar (and even practicing these professions), made him suitable for the grand job he's doing.

● ● ● Charles E. Green, head of Consolidated Radio Artists (and one of the mightiest men in the industry today) wasn't worried what band goes into the Drake Hotel in Chicago or the New Yorker when he taught kids in an Indiana public school the music scale and the difference between a minor and a major clef...Milton Roemer didn't know the difference between Crooner Rudy Vallee and Crooner Ozzie Nelson when in the furniture business...Ann Richardson, Green's assistant, was private secretary to a circus magnate...Frank Burke was a police reporter on the Minn. Tribune and Vick Knight had more fun interviewing "We, The People" and real "Gangbusters" while scribbling for a Cleveland newspaper at the same time that John Royal was managing the RKO Palace there!

● ● ● Bandleader Jerry Blaine had more trouble telling people how the stock market was "today" while a broker than he does picking the songs for his air show...Former FCC secretary Herb Petley (now associate director of WHN) was a cow-puncher and had a mean brand...Maurice Barrett finds putting funny shows on the air more interesting than being funny as a clown for the Cole Brothers circus...Eddy Duchin before pounding a piano in Leo Reisman's band thought he was a genuine chemist working as a soda clerk in New England...Morton Downey's voice must have sounded cute shouting "Wuxtra! Wuxtra!"...F. C. (Cork) O'Keefe was the guy they modeled the "Devil Is NO Sissy" phrase because he socked a mean ball over the fence while up in New England...Glen Gray learned mighty soon that the wind going into sax-tooting was much easier than the wind exhaled loading and unloading freight in Roanoke... Emery Deutsch had a gag all his own. He sold newspapers and chewing gum but immediately opened a "branch office" by entering saloons with his brother Arnold, who did the peddling while he played the fiddle for sympathy.

● ● ● Phillips Lord was a college prof., while Gabriel Heatter was a press agent for a Brooklyn maternity hospital and Donald Flamm had his troubles getting the name "Shubert" in print... Frank Parker had many doors slammed in his face while selling insurance, whereas Frank Munn was always welcomed at the back door because he was a garage mechanic...Jules Seabach was set for the ministry and Tommy Rockwell was a cracker-jack salesman...Jonie Taps was a jewelry salesman, while Buddy Clark helped his father in their Boston tailor shop...J. Harold Murray was a songpluggger and people laughed when Henry Dunn tried to sing a tune with the aid of a megaphone...Does it matter what they did before?...Just an "opener" insofar as conversation is concerned!

## PROMOTION

## WBAL Uses Magazine Cover

WBAL, Baltimore, is helping to sell its service by a full page, back cover ad in Baltimore, official publication of the Baltimore Association of Commerce, with membership of several thousand. At the top appear pictures of an oyster and a man stewing in a pot. "Maryland is our oyster, so don't be in a stew about your advertising problems," it states. The ad says WBAL will present and sell products in the eighth largest market in the U. S. It also urges the use of WBAL in summer advertising plans to kill the so-called summer slump in any business.

## KOMO-KJR Supplement

Heralding the completion of the new facilities of KOMO and KJR, local NBC network outlets in Seattle, the Seattle Post-Intelligencer, Hearst newspaper, included a special supplement in its Sunday issue of March 21. With an attractive three-color front page headed "Radio and Electrical Progress", the eight-page supplement sets forth the KOMO-KJR history and achievements, tells about its progressive personnel, and gives other interesting data that reveals the prominent position occupied by the stations which have spent \$223,000 for new facilities to better serve its listeners.

## Maruca to Handle Disks

Joseph Maruca has been appointed production manager in charge of transcription programs for national distribution by Commercial Recording & Sound Co.

## NEW NETWORK BUSINESS

MBS

Chicago Engineering Works, Chicago (air conditioning & refrigeration equipment) through Critchfield & Co., Chicago, STARTS "New Dixie Demons" on 6 MBS stations (WOR, WGN, WLW, CKLW, WCAE, WGAR) Tuesdays, 7:45-8 p.m., on March 30.

Armin-Varady, Inc., New York (cosmetics) through Baggaley, Horton & Hoyt, Inc., Chicago, RENEWS Ted Weems orchestra on 10 MBS stations (WOR, WGN, WLW, CKLW, WAAB, WGR, WGAR, WCAE, WBAL, WMCA), Sundays 12:30-1 p.m., effective April 11.

NBC

International Shoe Co., St. Louis (Peter's shoe) through Lon Advertising Service, San Francisco, STARTS "Dr. Peter Puzzlewit" 7 split NBC-Blue Pacific stations (KGO, KECA, KFSD, KERN, KWG, KMJ, KFBK), Tuesdays, 8:30 p.m. (PST), on April 6.

Procter & Gamble Co., Cincinnati (Crisco) through Compton Advertising, Inc., New York, STARTS "Women's Magazine of the Air" on 5 NBC-Red Pacific Stations, Mondays through Fridays, 3:30-3:45 p.m. (PST), on April 26. Program shifts to 2:45-3 p.m. spot on April 26.

American Can Co., New York (Keg-Lined cans) through Fuller & Smith & Ross, Inc., New York, RENEWS "Ben Bernie and all the Lads" for 13 weeks on 59 NBC-Blue stations, Tuesdays, 9:30 p.m., effective April 27.

CBS

Continental Baking Co., New York (Wonder Bread), through Benton & Bowles, Inc., New York, RENEWS "Pretty Kitty Kelly" on 39 CBS stations, Mondays through Fridays, 6:45-7 p.m., with repeat 11:15-11:30 p.m. (On April 26 program shifts to 1:15-1:30 p.m., with repeat at 4:15 p.m.)

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

"HILLTOP HOUSE", with Selena Royle, Cameron Young, Janice Gilbert and Jimmy Donnelly in the cast, auditioned for Compton, also Young & Rubicam, and Ruthrauff & Ryan... was piped to Procter & Gamble, and reaches the air any day now... The Le Maire "Fashion Show" making its ether adieus this week... Fay Marbe, back from across the "Big Pond" and British Broadcasting, to go native on the U. S. ether... Louise Massey's summer show plans at the hush-hush stage... they'll jell soon... Mary Small's calendar shows April 2 and 5 as dates for Rubinoff recordings... If her scheduled commercial with Jackie Coogan emceeing doesn't hit the air for the hot spell they'll head a group of juveniles on tour... Atlantic City's Steel Pier will probably feature her for three weeks with three separate gangs of youngsters in tow... Sardi's Renee Carroll's tome, "Take My Tip", is ready for the jacket... Elena Jimenez, WHN's Carmen-eyed receptionist has perfected plans for sometime-in-spring nuptials with Charles Redlck of Frisco, former WHN production man, via the U. S. mails...



Judy Canova's going-away party, intended to celebrate her co-starring with Jack Benny in flicker tentatively titled "Artists and Models", served as a birthday fiesta for Durelle Alexander, and a farewell racket for Virginia Verrill, who'll go screenie with Goldwyn, and Sylvia Froos, who leaves for London... Eve Love and Connie Gates were hostesses, aided and abetted by "Fanny" the educated goose... Wilson Brown of Radio Guide, Lester Grady of Radio Stars, and his wife, Fred Samis of Radio Mirror, and his, Bill Roller and Mrs. Roller, Vaughn de Leath, Meri Bell and spouse, Del Scharbert, Irene Beasley, Ray Lee Jackson, and Archie Blyer and Clyde McCoy, representing the musical contingent, cheek-by-jowled it... Touching reunion... Chester Hale saluting Virginia Verrill... Give this your credence or don't... Ripley arrived after everybody had left....

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

**ORCHESTRAS - MUSIC**

**DUKE ELLINGTON**, whose Congo blues brought about a Park Avenue Harlem merger, made a guest appearance on the WINS Matinee Frolic on Saturday.

The "Saturday Morning Musicale" with Helen Hunter, soprano, William Appel, baritone and Henry Silvern at the organ, was resumed on Saturday at 11 a.m. over WINS.

Marion Melton, WHN swingstress, will vocalize with the Irving Aaronson Orchestra, effective tomorrow evening at 9:15.

Maestro Paul Whiteman, who left New York on Saturday, will do a series of one-night concerts and dance engagements before he fulfills his "Windy City" commitments.

Abner Silver takes a leaf out of the Milton Berle volume with his new ditty, "Today I Am A Man", published by Mills, Inc. Silver and co-author Al Sherman travesty the Berle effervescence throughout the lyric.

Charlie Barnet, the collegiate maestro, supplemented recordings of his own music on the "WINS Matinee Frolic" with a personal appearance on Friday.

The Charles Verna outfit, newest band on the WIP-Intercity dance remote parade, will succeed Leo Zollo at the Hotel Walton in Philly.

Fred Brandt replaces Jack Harris as the Philadelphia manager for Crawford Music Co. Harris will function in the same capacity for Harms.

Radio bands scheduled for the Trianon in Cleveland are: Art Kassel, Trianon in Cleveland following Art Kassel are: Glen Gray, April 11, and Clyde McCoy, April 18. The Cleveland spot has a WTAM wire.

Al Dubin and Harry Warren who are jointly responsible for the score of "Singing Marine", film starring Dick Powell, have just arrived from the coast.

Charles Stenross' ork will be aired as a KDKA (Pittsburgh) pick-up from Webster Hall in a new series which started on Saturday. Effective April 3rd, the Stenross band will be fed regularly to the NBC-Blue network via KDKA. On that date they will have 15 minutes at 5 p.m. On subsequent Saturdays they will present a 30-minute show to the chain, via the Pittsburgh station.

Maestro Bing Crosby tried his hand at slogan-writing in a west-coast Safety Slogan Contest and won a \$10 prize. The city's crippled children were the recipients of the money.

Out of 100,000 requests received by Guy Lombardo for popular favorites,

15 per cent demand the ditty, "I've Got My Love to Keep Me Warm".

Emil Coleman will make a guest appearance on Walter King's "Memory Song Contest" tomorrow at 12:30.

Lee Elliott and Her Romantic Rhythm opened Saturday at the Four Towers, Cedar Grove, N. J. The ork also appears on WNEW's "Dance Parade." Bert Salter is representative.

Charlie Borrelli, former director of Italian programs at WDAS, Philadelphia, back in the Tin Pan Alley fold with three tunes ready for marketing: "Mexican Bean," "Hiding A Tear," and "You're The One."

Irving Rose on April 2 will be at society's Knights of Rhythm ball at the Warwick, in Philadelphia.

Jan Savitt, musical director at KYW, Philadelphia, and who is responsible for the NBC Top Hatters, organizes another combo at the studio, the Escorts.

Johnny Lewis and his band, whose 21-consecutive-weeks record at the Hotel Netherland Plaza, Cincinnati, stills stands, moved into the Hotel Hayward, Rochester, N. Y. on Saturday. In May, at the termination of his present engagement, Lewis goes into New York to talk over Summer plans with NBC officials about a West Coast musical program. Before they left Cincy last week, the Lewis band was partied by Dick Abbott and Jack Gaulke at Louie DeSantos' Silver Shell.

Dot Seaberg and her lads get their first crack at electrical transcriptions in April, when the band moves into Chicago.

Nye Mayhew, formerly featured with his band at the Statler Hotel in Boston, will take over the bandstand at the Glen Island Casino tonight. Mayhew will have a Mutual net wire in the new spot.

**KANSAS CITY**

H. Dean Fitzer, general manager of WDAF, is back from Washington and New York, where he went on business connected with the proposed purchase of WREN.

Barrett King, formerly with KANS, Wichita, has joined the KCMO sales staff.

At the Rainbow Grill  
**Emery Deutsch**  
and His Orchestra  
Unusual, Romantic Music  
Management Rockwell-O'Keefe, Inc.  
Radio City, New York and Hollywood

**GUEST-ING**

DOROTHY HALL, leading lady of Broadway's "Behind Red Lights," on Charlotte Buchwald's Playgoer program, tomorrow (WMCA, 1:45 p.m.).

CLAUDIA MORGAN of the Theater Guild's "Storm Over Patsy," on Crosby Gaige's Kitchen Cavalcade, today (NBC-Blue, 10:45 a.m.).

VRONSKY and BRABIN, piano team, on Ed Wynn's program, April 10 (NBC-Blue, 8 p.m.).

NIELA GOODELLE, on Ed Wynn program, April 24.

JEANETTE MacDONALD in "Maytime" on Hollywood Hotel, April 2 (CBS, 9 p.m.)

KATHERINE LOCKE and JULES GARFIELD of "Having Wonderful Time," Broadway hit; and MARC CONNELLY, producer of the play, and RYAN and LEE, on Rudy Vallee's Varieties, April 1 (NBC-Red, 8 p.m.)

MIRIAM HOPKINS, on "Hit Parade," April 10 (CBS, 10 p.m.)

FRANCES FARMER, on "Hit Parade," April 24.

JUNE TRAVIS and Manager CHARLES GRIMM of Chicago Cubs on Kraft Music Hall, April 1 (NBC-Red, 10 p.m.)

LILY PONS and JOHN BROWN-LEE, on General Motors show, April 4 (NBC-Blue, 8 p.m.)

**Guizar for Mich. Expo**

Tito Guizar, tenor, has been set for the Detroit and Michigan Exposition for the week of April 2-8. Guizar will appear at Convention Hall, Detroit. Paul Ross of Columbia Artists, Inc. set deal.

For  
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Lighting Equip-  
ment of Any  
Kind**

**MOTION PICTURE  
LIGHTING AND  
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**MILTON WEINBERG** agency, for Sweetheart Soap, has signed for a weekly 15-minute program on NBC Coast red net to sell Sweetheart Soap. Thomas Conrad Sawyer will be observer and commentator, direct his appeal particularly to women. Starts April 16, 11:30 to 11:45 a.m. PST.

Inglewood Park (Advertising Arts agency) is doing a half hour version of famous operas on KFWE and Southern Cal net, Tuesday nights. Julian M. Oliver and Florence Roberts signed to sing leads in Aida. Standard Radio has signed its library service in for WEBR and WBEN, Buffalo, WFTC, Kinston, N. C.; KSJS, Salina, Kansas and WKOK, LaJunta, Colo.

For the next three weeks, Owl Drug Co.'s exposition plugging series, "Treasure Island," will be aired from Los Angeles NBC studios. Cliff Engels, "voice of the exposition," and music, here from San Francisco. Program goes out on Pacific Coast Red net.

NBC enlarging its publicity staff in Hollywood, bringing Noel Corbett down from San Francisco, and upping Frances Scully from general staff work to have charge of fashions, fan mags and pix. Staff recently moved into new quarters in building vacated by J. Walter Thompson radio department.

Clarence Muse, who was screen tested for Porky part in "Gone with the Wind," has signed with Paramount for an important role in "The Barrier."

Ray Appleby, production manager for KEHE, Orange net outlet, who has been in the hospital for the week, has taken a sudden turn for the worse, Bob LeMond, station announcer, offered himself for the blood transfusion which was hurriedly ordered.

#### Warren Pearl to Coast

Warren H. Pearl, office manager of Rockwell-O'Keefe, Inc., leaves on Thursday for the west coast office to confer with Tom Rockwell on business matters.

#### WIP Improvements

Philadelphia—Removal of WIP's transmitter from the Gimbel store to a center-city site at 21st and Hamilton also involve the building of two additional new studios and a new master control, the present one being broken up into individual control rooms for the three main studios. With the RCA 1,000-watt transmitter and new single mast antenna, more than \$60,000 will be expended. Al Cormier is the managerial brains of the station, which is owned by Benedict Gimbel, Jr.

## F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

### APPLICATIONS RECEIVED

Capitol Broadcasting Co., Inc., Raleigh, N. C. CP for new station. 1210 kc., 250 watts, daytime.  
Metropolitan Radio Service, Inc., Montgomery, Ala. CP for new station. 1570 kc., 1 Kw., unlimited.  
Warren B. Worcester, San Diego, Cal. CP for new station. 1400 kc., 250 watts, 1 Kw. LS., unlimited.

### HEARINGS SCHEDULED

March 29: Juan Piza, San Juan, P.R. CP for new station. 1500 kc., 100 watts 250 watts LS unlimited.  
Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.  
West Texas Broadcasting Co., Wichita Falls, Tex. CP for new station. 1380 kc., 1 Kw., unlimited.  
Wichita Broadcasting Co., Wichita Falls. CP for new station. 620 kc., 250 watts, 1Kw. LS., unlimited.  
Faith Broadcasting Co., Inc., Wichita Falls. CP for new station. 1380 kc., 1 Kw., 5 Kw. LS, unlimited.  
March 31: Wm. W. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.  
Frazier Reams, Mansfield, O. CP for new station. 1370 kc., 100 watts, daytime.  
April 1: Pacific Acceptance Corp., San Diego. CP for new station. 1200 kc., 100 watts, daytime.  
April 2: Charles Porter and Edward E. Eversole, Festus, Mo. CP for new station. 1420 kc., 100 watts, daytime.  
April 3: Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc., 250 watts, daytime.  
May 5: George W. Young, St. Paul. CP for new station. 920 kc., 1 Kw., 5 Kw. LS., unlimited.  
Nat'l. Battery Broadcasting Co., St. Paul. CP for new station. 920 kc., 1 Kw., unlimited.  
Northwest Publications, Inc., Duluth. CP for new station. 580 kc., 250 watts, daytime.  
National Battery Broadcasting Co., St. Paul. CP for new station. 580 kc., 1 Kw., unlimited.  
Northern Broadcasting Co., Traverse City, Mich. CP for new station. 830 kc., 500 watts, daytime.  
May 28: West Va. Newspaper Publishing Co., Clarksburg, W. Va. CP for new station. 1250 kc., 1 Kw., daytime.  
May 18: KYW, Philadelphia. CP for increase in power, requested ass. 1020 kc., 50 Kw., unlimited.  
May 25: Nathan N. Bauer, Miami. CP for new station. 1420 kc., 100 watts, unlimited.  
June 1: Petersburg Newspaper Corp., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.  
June 2: Provo Broadcast Co., Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.  
Radiotel Corp., San Diego. CP for new station. 920 kc., 500 watts, unlimited.

### EXAMINER'S RECOMMENDATIONS

Radio Enterprises, Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime, be denied.  
Red Lands Broadcasting Association, Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime, be granted.

### Danville Tabernacle On Full Virginia Net

Richmond — Sunday morning service from the Barber Tabernacle, Danville, aired for the past four years over WBTM in Danville has gone on the full Virginia Broadcasting System for a 13-week period.

Other stations in the network are WPHR, Richmond; WLVA, Lynchburg; WCHV, Charlottesville, and WGH, Newport News.

### WIP Promotes Two

Philadelphia — Ed Wallace is the new production director at WIP, stepping up from night supervisor. John Facenda, announcer, has been elevated to night supervisor.

### Fast Work Covering Crash

Pittsburgh — Radio moved rapidly to cover the TWA plane crash near here last Friday. Hardly had the news been flashed than Columbia station WJAS had shipped their equipment to the spot and Chief Engineer Walter McCoy, with Operators Jack Merdian, Fred Thomas and Walter Glaus, began setting up the equipment. Prepared to broadcast by short wave if the regular lines failed, the crew worked hard and Newscaster Beckley Smith was on the air with a detailed account. The network picked up. Darrell Martin, Post-Gazette's pioneer radio editor and an aviation authority, was also on hand quickly and, in addition to broadcasting, devoted his entire column to his analysis of the crash.



**MEMBERS** of the cast of Dodge "News with Music," which took a temporary vacation from WBBM airplanes yesterday, will remain on at same time, 12-1 p.m., CST for a new sponsor, Nelson Brothers Storage. Cast is composed of John Harrington, commentator; Cheri McKay, songstress; the Four Grenadiers and Carlton Kelsey's ork.

Earl George is the latest newcomer to the "Modern Cinderella" cast and also the "Mortimer Gooch" show.

Herb Futran, script writer of "Sunbrite Junior Nurse Corps," flies to N. Y. every fortnight to confer with Angelo Patri, child guidance authority.

Edith Davis of "Betty and Bob" will have two vacations this summer. The CBS actress will make a jaunt south before taking a trip abroad a few weeks later.

Florence George, pretty NBC songstress here, is under option to MGM.

Most of the radio scribes took a jaunt to Waukegan on Tuesday to watch Jack Benny plant a tree in his home town and be feted in general, along with his Jell-o cast.

Arch Oboler, writer of NBC's Lights Out, back in Chi after eastern honeymoon trip.

Wynthrop Orr has joined the NBC Chi radio production staff, succeeding Vance McCune, who is to tour as member of a blackface team.

Irma Lyon and Jerry Marlowe, NBC girl and boy piano duo, are playing the Palace theater here this week.

Albert Kircher agency handling the new early morning Hooker Glass & Paint show on WMAQ.

Douglas Fleming, WCFL announcer, in a jam with Mack truck while driving.

### New P. & G. Series On NBC Pacific Net

(Continued from Page 1)

tising Inc. placed the account also handle 11 other radio programs for P. & G. Blackett-Sample-Hummert Inc., and H. W. Kastor Advertising & Sons Inc., both of Chicago, and Pedlar & Ryan Inc., service the remaining five.

### Program Previewed

What is believed to be the first time a radio series has been introduced with a preview program took place Friday night, when WMCA introduced its new feature, "Warning Signals," with a 10 p.m. broadcast on the Intercity network. The new serial, written by Burt McMurtrie and Geraldine Garrick, has its official opening tomorrow at 9 p.m. and will be heard weekly on Tuesday night.

# COAST TO COAST

**ELMER HARRIS** is authoring a radio script for Fred Stone, according to the Zeppo Marx office.

*WDSU staff at New Orleans sent very nice Easter greeting telegrams to the trade.*

Paul Wing, M. W. Wood, Dr. Frank Black, C. L. Menser and Ken Robinson are among those scheduled to deliver talks on radio writing for the benefit of 4-H Club members in a series of National Farm and Home Hours every Friday at 12:30 p.m.

*Joe di Natale of KFAB-KFOR, Lincoln, has been promoted from the music library to handle promotion, taking over the publicity formerly handled by Jack Hanssen, who will concentrate on special events.*

Al Clauser and his Oklahoma Outlaws are back at WHO, Des Moines, after some Hollywood film work. Irving H. Grossman, manager of WHO artist bureau, accompanies them.

*Staff of WMT, Cedar Rapids-Waterloo, going in for "production" in a big way. Station has had two marriages since the first of the year, two births, one "tie-up" in the office and another addition in "talent" expected in June. Bill Brown, WMT announcer, and Ross Wilson, engineer, said their "I do's" in January. Art Shepherd, WMT "Question Man," and Don Kassner, engineer, both have baby girls.*

Margaret Kennedy of the Mutual traffic department has become secretary to Lester Gottlieb, MBS coordinator of publicity. Miss Lasuardi has been added to the traffic staff in Miss Kennedy's post.

Chester Stratton of "The O'Neills" and "True Story" will be in the new play "Shoot a Grand Duke", opening March 29.

Juan Almonte has returned to NBC after a four-month absence, due to illness.

*Carl Goerch continues his Sunday evening "Carolina Chats" on WPTF, Raleigh, now that the North Carolina general assembly sessions, which provided him with the "Doings of the Legislature" program, are over. B. C. Remedy is his sponsor. The B. C. Sports Review is back in its old spot at 6:30 p.m. on WPTF, with J. B. Clark flashing the news.*

Jerry Belcher, arrived in Chicago last week for his Sunday broadcast

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 15 of a Series

### WWJ—DETROIT

5,000 Watts Daily—1,000 Watts Night—920 K.C.

**W. J. SCRIPPS**  
Director

**EASTON C. WOOLLEY**  
Gen. Mgr.

**"TY" TYSON, Assistant Manager**

**W**WJ, the first station in America to broadcast regularly scheduled programs of entertainment, was established Aug. 20, 1920, by The Evening News Association, publisher of The Detroit News. From the start, back in those early days, WWJ caught the favor of Detroit listeners, and it has continued to hold that favor. Recent surveys, made by independent agencies, show that WWJ stands well out in front in listener interest. It is an NBC affiliate—Red net.

Last September, WWJ dedicated and started operations in its new million-dollar broadcasting house, the most modern and eye-appealing studios between New York and Chicago. Every piece of equipment now in use is new and of the latest design. With the new studios was put in operation a new transmitter building, ultra modern in design, in keeping with the studios. More than 200,000 visitors have passed through these two buildings since their opening.

WWJ broadcasts from 6:15 a.m. to 12:30 a.m. each day, providing varied entertainment and education produced both by NBC and locally. Especial attention is paid to education by WWJ, at present, two programs, "Causes of Crime", a non-sponsored effort to fight delinquency in crime, and "Death Fighters", a non-sponsored attack on tuberculosis. are the leaders. Other educational programs are those sponsored by the University of Detroit, the Wayne County Medical Society and the Children's concerts by the Detroit Symphony Orchestra.

Easton C. Woolley, general manager, heads a staff of 80, including Wynn Wright, dramatic and production director; Harry Bannister, sales manager; "Ty" Tyson, assistant manager and sports expert, and Mel Wissman, chief continuity writer.

from the home of a representative American family in that city in the "Our Neighbors" series over the NBC-Blue. This was the initial Chicago shot in Belcher's national quest for typical American families.

*E. K. Cargill, WMAZ (Macon, Ga.) prexy, has at last been defeated by members of the hillbilly visual audience, and carpenters are busy erecting him a private office in a portion of station's reception room. Figures reduced space and removal of comfortable furniture will cut down length of visits by followers of the string bands. Reception room is being divided down center to provide two offices, one for Cargill and one for private conferences between sales staff members and prospects.*

Fernand Gravet, popular French actor and singer, will be heard via short wave on the Magic Key program next Sunday. He will offer "For You," a song from his latest picture, "King and the Chorus Girl."

*State Trooper Elmer Faber this week celebrated his fifth anniversary over KDKA, Pittsburgh. Faber, who is still a trooper, started his series, "Behind the Law," after writing a book of the same title. Actual criminal cases—with fictitious names—are used on the program, and although he used to take all the roles himself, he is now supported by a full cast.*

### WINS "Inquiring Mike" Moves to Evening Spot

Starting April 4, the "Inquiring Microphone," familiar 12 o'clock noon show on WINS for several years, moves to a night spot. It will be heard every evening, including Sunday, 8:15-8:45, from the lobby of the Criterion Theater.

Florence Maxwell and Bill Harding will continue in the dual role of "Inquiring Microphone" and expect to catch the Broadway theater audience at its peak. The special Sunday afternoon broadcast from the Hunt Breakfast of the Hotel Lombardy, which Lewis Charles has been handling, will be discontinued until the fall.

**Award to Gladys Swarhout**  
Gladys Swarhout is the winner of the Pilot Radio Award of Merit for last week. This award is made weekly for the best broadcasting program and some of the winners during the present winter have been: Jack Benny, Kate Smith, Rudy Vallee, Rubinoff, Philip Morris Symphony, and March of Time.

A Committee of judges is being selected for the purpose of choosing candidates for the annual Pilot prize for the best broadcasting performance of the present year.

**Walter A. Lowen Moves**  
Walter A. Lowen, placement agency specializing in advertising personnel, has moved to new quarters at 420 Lexington Ave.

**UNSOLICITED**

RADIO DAILY is a real asset to the industry, and we get the full value of a year's subscription from every issue.

Sincerely,

G. L. PRICE  
MERTENS AND PRICE, INC.  
Radio Feature Service  
Advertising Counsel  
Los Angeles, Cal.

Thanks, and may I add that you're doing one grand job of covering radio? Your little paper is newsy and put up in a really attractive style. My subscription is being ordered through the office at my request.

SI STEINHAUSER  
RADIO EDITOR OF  
PITTSBURGH PRESS

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

# RADIO DAILY

1501 BROADWAY  
NEW YORK, N. Y.

## WTMV Renews Efforts For Phone Interviews

(Continued from Page 1)

views, with people picked at random from the telephone book. In the broadcasts, the listener heard the central's "Number, please," the buzz of the phone as it rang, and the answering "Hello" of the person called. Then the "Telechat" announcer would interview the subscriber as if he were face to face, and exhort him to have the rest of the family tune WTMV if they wanted to hear his voice. Telephone company ruled against this use of their facilities on the ground that such service was not provided for in their contract with the broadcaster.

## Goodman Leading in Poll

Benny Goodman is leading in the radio orchestra popularity poll being conducted by Martin Block on the WNEW "Make Believe Ballroom" program. Poll started last Thursday and will run for six weeks. Last year Shep Fields was the winner and a total of 90,000 votes were cast.

## Rename Television School

Kansas City—Name of the recently organized Television Institute of America has been changed to Midland Television, Inc., according to announcement by G. L. Taylor, president. Taylor has been working for several months on a textbook to be used in the school which this organization expects to open early in the summer.

Following conferences with Arthur B. Church, president of the Midland Broadcasting Co., and a director of Midland Television, Inc., Taylor left Friday for New York where he will visit several eastern television plants and make arrangements for the purchase of equipment for the school here.

## ANNOUNCERS

ALOIS HAVRILLA was selected, after a long series of auditions in which nine announcers participated, to announce the new guest star program sponsored by Cycle Trades of America. Show will be heard over the NBC-Blue net at 7:15 p.m. starting Thursday, with Frank Parker as guest. Ruth Etting and Jean Ellington will appear later.

JACK PLUMLEY of WPEN has replaced Lynn Willis at WIP, Philadelphia, during the latter's one-month vacation.

JERRY STONE and Harold Davis of WDAS and Uncle Wip of WIP are among those already booked by Nixon Theater, Philly, in its new policy of having radio announcers emcee stage shows.

BILLY HINDS of KDKA, Pittsburgh, is directing a show at Perry High School there on Thursday. Glenn Riggs and Ed Schaughency, also of the KDKA announcing staff, will be in the show.



## "MILLSTONES AND MILESTONES"

(Eugen Boissevain)

Sustaining

NBC-Blue, Thursdays, 7:45-8 p.m.

## LIMITED APPEAL COMMENT ON RANDOM SUBJECTS ABOVE AVERAGE MIND.

Switched to this evening spot a recent afternoon shot, Eugen Boissevain competes with another commentator, the daily stinter, Boake Carter, and suffers by contrast. For Boissevain, with his pronounced foreign accent, talks at random and mostly about matters of no particular news timeliness, whereas Carter is direct and up to the minute. Discussing wives, husbands, domestic and other events, with an apparent partiality for the woman's viewpoint, Boissevain's appeal is almost wholly to the small erudite class who care for polite one-way conversation. His main fault, judging from his material thus far, is that he seems to be commenting for his own pleasure rather than from the listener's viewpoint.

## "A NIGHT AT THE INN"

Victor Brewing Co.

WCAE, Pittsburgh, Wednesdays  
7:30 p.m.

Earl Bothwell agency

## GOOD DRAMATIC PROGRAM OF OLD NEW ENGLAND LEGEND WITH APPROPRIATE MUSICAL SUPPLEMENT.

Authored by program manager Ed Harvey, this half-hour is well-balanced and interesting entertainment. Mystery hovering over old taverns and inns forms basis for dramatic suspense while singers and Earl Truxell's orchestra supplement with semi-classical music. Sponsor cashes in on angle of principals' frequent references to a "tankard of ale", etc. Program is rich but serious and might do better on a later spot. For a local coverage, it is expensively outfitted with talent and gets plenty comment from the radio scribes. Substance offers questionable appeal for sponsoring product.

## "WARNING SIGNALS"

Sustaining

WMCA-Intercity Network, Tuesdays, 9-9:30 p.m.

## GOOD DRAMATIC PROGRAM COMBINING MELODRAMATIC INCIDENTS AND PUBLIC SERVICE.

Exposing swindles and rackets that are flourishing today, this program provides acceptable entertainment in a melodramatic vein and at the same time does an excellent public service in warning the public against the prevalent frauds. The series is produced with the cooperation of the Better Business Bureau, whose representatives were heard on last Friday's preview program at 10-10:30 p.m. President Donald Flamm of WMCA and Nick Kenny of the Daily

Mirror also spoke on the send-off program, along with Burt McMurtrie and Geraldine Garrick, authors and producers of the series.

Initial skit opened with an incident of a garage fire in which one man lost his life and another was badly burned because the shop was equipped with ineffective fire extinguishers bought from a stray salesman. This was followed by exposes of several other types of rackets, notably a bead-stringing racket conducted via mail order from the lower east side of New York and in which suckers are induced to send in a \$2 "deposit" for a "sample." Listeners who have been victims of frauds are asked to send in details. Carl Fenton's orchestra will appear in the broadcasts.

## Open Special WWL Studios

Gulfport, Miss.—New special studios of WWL in the Hewes building here were opened last week. New studios run a direct line from here to the WWL transmitter near New Orleans for a broadcast sponsored by Mississippi-Gulfcoast Advertising Ass'n.

## Pan-Amer. Syndicating "Charm School" Program

(Continued from Page 1)

WJAY, Cleveland. Charts and other literature are sent to the listener free, and the call from feature editors of newspapers around the country also decided Pan American to syndicate a series for feature page use. In some towns tie-up may be arranged between the newspaper and stations.

Recent publicity in local and national magazines, calling attention to the charm schools and the \$7,000,000 spent annually by women for such courses prompted Pan American to follow up and sound out stations on possibility of buying the courses for local use. Stations believe free charm stuff will pull for the sponsor in question.

In the event that the "Charm School" program now on WMCA goes network for a national advertiser, syndication of the series will be restricted to territory not covered by the network. High school students and teachers are particularly interested also.

## Bob Crosby to Give Benefit

Bob Crosby and his orchestra will give a swing concert at the Congress Hotel in Chicago on April 18, proceeds of which are to be turned over to Joe Sullivan, tubercular pianist at one time associated with the Crosby band. Bing Crosby is expected to fly to Chicago to help put the concert over.

# JOHN EBERSON

## STUDIO ARCHITECT

## ACOUSTIC CONSULTANT

1560 BROADWAY  
NEW YORK CITY



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 35

NEW YORK, TUESDAY, MARCH 30, 1937

FIVE CENTS

## A. & P. Slaps at Radio

### Looking On ... AND LISTENING IN

**UPLIFT** As radio grows older and becomes more firmly entrenched in the daily routine of the population, it is only to be expected that individuals and organized groups with special interests will intensify their efforts to have a greater portion of programs devoted to educational features.

Agitation of this nature already is budding in many directions.

The clamoring seems to come from pretty much the same cliques that tried for years to have motion picture producers turn out educational films, and from the audience angle the situations also are parallel.

Educational features are desirable and justified only if they interest listeners.

A little uplift goes a long way with the average person, and overloading the air with culture is just a waste of effort if the programs are going to be dialed out.

Current radio schedules prove that broadcasters fully recognize that a certain amount of public service material in air programs is desirable, and the operators of stations are in the best position to judge the quantity of such stuff that their listeners will absorb.

But despite the abundance of educational features on the radio, there always will be the dissatisfied minority factions who want even more.

Since these minorities usually are noisy and persistent enough to make big mountains out of little molehills, and particularly because they so often influence the introduction of ridiculous and unwarranted legislative measures, it is well to anticipate their activities and be prepared to meet them.

#### Sponsor for Fires

New Britain, Conn. — WNBC, which keeps dialers informed on all local fires, has sold the idea to a sponsor. W. L. Hatch Co., insurance firm. Larry Edwardson, commercial manager, made the deal. Fire station immediately supplies WNBC with data when a fire occurs, and station airs a flash and a plug for insurance.

### NEW LISTENER SURVEY IS LAUNCHED BY CBS

CBS has started its fourth study of its listening areas, announcing an offer of a map game free for the asking. Offer is being made, usually at the conclusion of a sustaining program, at different times of the night and day so worded that analysis may be made as to which particular time of day or night the listener in question was prompted to take up the offer. At least six

(Continued on Page 3)

### Rickenbacker Quits CBS For Agency Connection

West Coast Bureau of THE RADIO DAILY  
Hollywood — Paul Rickenbacker, operating assistant to Donald W. Thornburgh, CBS vice-president, resigned yesterday to become assistant to Danny Danker, vice-president and leading radio talent buyer here for J. Walter Thompson Co.

Rickenbacker has been with CBS and KNX for about eight years, and

(Continued on Page 3)

### Kelvinator Spot Series Is Being Placed Locally

Detroit — Nash-Kelvinator Corp. (refrigerators) through its local distributors is placing one-minute dramatized announcements, cut by WBS, on 156 stations from coast to coast. Disks are presumably being placed at local rates.

## Havana Confab Paves Way For Short Wave Agreement

### Gulf's Texas Campaign Will Use Traveling Unit

Jack Latham, radio spot time buyer for Young & Rubicam leaves town today for the southwest to start the first of a series of spot radio programs on the Texas Quality Group under sponsorship of Gulf Refining Co. (Gulf Spray). Series starts either April 12 or 19. Entire network will be used and initial pro-

(Continued on Page 3)

### Talks on Anti-Chain Tax Bill Barred by CBS on Kate Smith Show Are Published in Newspapers

#### Station Buys Paper

Clay Center, Neb. — The usual order of things was reversed in the case of KMMJ and the Clay County Sun, a leading Nebraska weekly. Instead of the newspaper buying the station, the station bought the paper. KMMJ now is offering six news periods daily.

### WLW HOOKUP DELAYED; PROBABLY ANOTHER WEEK

WLW hookup with KQV, Pittsburgh, WFIL, Philly, and WHN, New York, will be delayed in actual program operation for the time being. Unofficially understood that another week may elapse before WLW programs come East, but New York sustainings are already set to go over the hookup whenever ready.

### Borden News Series On Yankee Network

Borden Sales Co., (Chateau cheese) on May 4 will launch a half-hour news program, using Yankee news service, Tuesdays, 7:30-8 p.m. over

(Continued on Page 3)

Philadelphia — Because CBS refused to permit inclusion on the last Kate Smith broadcast of two talks dealing with the Pennsylvania chain store tax bill, Great Atlantic & Pacific Tea Co., sponsors of Kate Smith's Band Wagon, took full pages in newspapers to give the public the gist of the proposed talks.

Headed "This is the story the radio kept from you," the page ads contained an address that was to have been delivered by Eleanor Davis, representing consumers' organizations, headed "How the store tax bill will affect the consumer," and another by G. A. Boger, president of the Lehigh Valley Cooperative Farmers Ass'n, titled "How the chain store tax will affect the farmer."

The ad was signed by Kroger Grocery & Baking, Pittsburgh, and nine other Pennsylvania firms, in addition to A & P.

The Band Wagon air program is aired in this state through WCAU, WJAS and WHP.

Dr. Leon Levy, president of WCAU.  
(Continued on Page 3)

### Networks Got 15.6% Of 1935 Advertising

Washington Bureau of THE RADIO DAILY  
Washington — Radio networks, radio spot broadcasting and radio talent accounted for 15.6 per cent or \$63,307,000 of total billings handled in 1935 by advertising agencies, it is revealed in a report by William L. Austin, director, Bureau of Census, Department of Commerce. Establishments covered in the report are lim-

(Continued on Page 3)

### 8 Refrig Accounts

Charlotte — Eight refrigerator accounts are using time simultaneously on WBT. They include:

General Electric, Duke (Kelvinator), Pendleton Distributing (Gibson), Shaw Distributing (Stewart-Warner), Southern Bearing & Parts (Norge), A. K. Sutton (Leonard), Westinghouse, and a network account, Nash-Kelvinator.

Havana (By Cable) — Coming to a close yesterday after two weeks of conferences, the Inter-American Radio Conference sent its delegates home feeling that the way had been paved for a solution of the short wave situation. An understanding on basic technical principles was reached, preliminary to the more comprehensive conference to be held here Nov. 26, when 23 countries are expected to attend.

Delegates from the U. S., Canada,  
(Continued on Page 3)



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

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**NETWORK SONG FAVORITES**

Following is an accurate list of performances for the week ending March 27, 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 |
|---------------------------------------------------------|-----------|--------------|
| Boo Hoo (Shapiro, Bernstein, Inc.)                      |           | 27           |
| Too Marvelous for Words (Harms, Inc.)                   |           | 27           |
| Little Old Lady (Chappell & Co.)                        |           | 26           |
| Trust In Me (Ager, Yellen & Bornstein)                  |           | 26           |
| What Will I Tell My Heart (Crawford Music Corp.)        |           | 25           |
| I've Got My Love to Keep Me Warm (Irving Berlin, Inc.)  |           | 24           |
| This Year's Kisses (Irving Berlin, Inc.)                |           | 22           |
| On A Little Bamboo Bridge (Joe Morris Music Co.)        |           | 20           |
| When the Poppies Bloom Again (Shapiro, Bernstein, Inc.) |           | 20           |
| Moonlight and Shadows (Popular Melodies)                |           | 19           |
| Swing High, Swing Low (Famous Music Corp.)              |           | 18           |
| Gee But You're Swell (Remick Music Corp.)               |           | 17           |
| Easter Parade (Irving Berlin, Inc.)                     |           | 16           |
| My Last Affair (Chappell & Co.)                         |           | 15           |
| Smoke Dreams (Robbins Music Corp.)                      |           | 15           |
| Sweet Is the Word for You (Famous Music Corp.)          |           | 15           |
| Where Are You (Leo Feist, Inc.)                         |           | 15           |
| You're Here, You're There (Marlo Music Co.)             |           | 15           |

**COMING and GOING**

H. V. KALTENBORN leaves Friday for Youngstown, O., and then to Sioux City, Ia., to lecture before civic groups.

EDWARD KASER and AARON S. BLOOM, president and treasurer, respectively, of the Kasper-Gordon Studios, Inc., are visiting in New York from Boston this week.

SAM (SCHLEPFERMAN) HEARN, who rejoined Jack Benny when the program emanated from New York, will leave for Hollywood shortly to become a permanent member of the troupe.

ERIC MASCHWITZ, variety director of the British Broadcasting Corp., arrives today aboard the Ile de France from London.

JOHN VAN CRONKHITE leaves Nashville the middle of this week for Washington and New York.

HERBERT PETTEY, associate director of WHN, has returned to New York after his trek to Washington.

E. C. MILLS, general manager of Ascap, left last night for St. Paul. Anti-Ascaph measure there is similar to that introduced in states of Washington and Montana. Back Friday.

E. P. H. JAMES, NBC sales promotion manager, leaves tonight for Baltimore to address local advertising men's organization. While in town will contact NBC outlets on biz.

**FINANCIAL**

(Monday, Mar. 29)

**NEW YORK STOCK MARKET**

|                 | High    | Low    | Close  | Net Chg. |
|-----------------|---------|--------|--------|----------|
| Am. Tel. & Tel. | 171 7/8 | 170    | 170    | + 1/2    |
| Crosley Radio   |         |        |        |          |
| Gen. Electric   | 57 5/8  | 56 3/8 | 56 3/8 | - 1 1/2  |
| North American  | 27 1/4  | 27     | 27     | - 1/8    |
| RCA Common      | 11 3/8  | 11     | 11     | - 1/4    |
| RCA First Pfd   | 76 1/4  | 76 1/8 | 76 1/8 | - 3/8    |
| RCA 5% Pfd. B   |         |        |        |          |
| Stewart Warner  | 19 1/8  | 19     | 19     | - 1/8    |
| Zenith Radio    | 35      | 35     | 35     | + 1/2    |

**NEW YORK CURB EXCHANGE**

|                  |        |        |        |       |
|------------------|--------|--------|--------|-------|
| Hazeltine Corp.  | 16 7/8 | 16 3/8 | 16 7/8 | + 1/2 |
| Majestic         | 4 1/4  | 4 1/4  | 4 1/4  |       |
| Nat. Union Radio | 3      | 2 7/8  | 2 7/8  | - 1/4 |

**OVER THE COUNTER**

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| CBS A             | 58 3/4 | 60 1/4 |
| CBS B             | 58 3/4 | 60 3/4 |
| Stromberg Carlson | 15 1/2 | 16 1/2 |

**KVOD's Job Finder May Go Tri-Weekly**

Denver—KVOD's "The Job Finder," sponsored by Denver Jewelry Co., has been so successful that it may be extended to a twice or thrice weekly feature. The program, written and placed by the Ted Levy Advertising Agency through KVOD, is aired Fridays 8:15 p.m.

**KYA Oakland Studios Debut**

Oakland, Cal.—A series of salutes from California Radio System stations launched the new Oakland studios of KYA, located in the Hotel Oakland. M. E. "Bob" Roberts is station manager, with William Gleason in charge as Eastbay rep for the CRS.

**RADIO EVENTS, INC.**  
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES  
535 Fifth Avenue, New York, N. Y.  
From script to production—that's extra something that's good radio

**11 Newscasts Daily Now Given by KFRO**

Longview, Tex.—KFRO has started a new schedule of half-hourly news broadcasts, 7:30 a.m. to 5:30 p.m., making 11 newscasts daily. Four broadcasts are direct from the news room of the Longview Daily News and Journal.

KFRO also has arranged to air market quotations from the N. Y. Stock Exchange, N. Y. Curb, Chicago Board of Trade and New Orleans Cotton Exchange.

The station, operated by James R. Curtis, has moved its studios to the Glover-Crim Bldg., and has bought three new RCA pre-amplifiers as well as other new equipment.

**Paint Campaign in West**

West Coast Bureau of THE RADIO DAILY  
Los Angeles—General Paint Corp., San Francisco, will start a transcription series on 25 stations in the West and Honolulu on April 2. Walter Advertising Agency is placing. Test radio campaign will include 13 quarter-hour programs, titled "General Paint Colorscope," with disks by Recordings, Inc., Hollywood. Decoration booklet free to listeners who write.

**Gaylord McPherson to WDOJ**

Des Moines—Gaylord McPherson, comedian accordionist, long time favorite with WHO listeners for his work on the Iowa Barn Dance Frolic and other programs, leaves this week for WDOJ, Chattanooga, Tennessee, where he will direct, routine, rehearse and announce a one-hour variety production each day at noon, and two one and one-half hour shows each Saturday night.

**Radio News Editors Add to Membership**

Chicago—Al Hollender, news editor of WJJD-WIND, has been added to the executive committee of the Ass'n of Radio News Editors & Writers, of which John Van Cronkhite is president.

Jack Harris, news editor of WSM, Nashville, is another addition.

Headquarters of the association are now at 360 North Michigan Ave. here.

**WMAQ Adds Half Hour**

Chicago—WMAQ will go on the air one-half hour earlier each week day morning beginning today. A new 30-minute program of electrical transcriptions will be heard, with the Hooker Glass & Paint, local, sponsoring. Jack Holden to announce new morning shot which hits ether at 6:30 a.m. CST.

**Donald Abert Promoted**

Milwaukee—Donald Abert, on his return from a 5,000-mile trip during which he visited 40 stations, was appointed assistant to the manager of WTMJ, Milwaukee Journal station.

**"5 Star Final" on WGAL**

Lancaster, Pa.—"Five Star Final", Remington Rand's daily news dramatization originating at WMCA, New York, is now heard over WGAL here.

**LEO SAYS:**  
Wives stay at home mornings to listen to Ida Bailey Allen. You, too, can keep your wife at home this easy way.  
WHN DIAL 1010  
M-G-M LOEW'S

**WDSU, New Orleans Signs Colored Show**

New Orleans—Breaking precedent, WDSU has signed a colored night club show, The Rhythm Club, swanky hot spot with Joe Robicheaux's orchestra, for a 11:45 p.m. period. If listener reaction is favorable, WDSU will spot other negro units on its schedule.

**WBNO Plans Changes**

New Orleans—If the FCC approves, WBNO here is ready to remove its signal towers from the Coliseum Place Baptist Church to a new locality and construct a new transmitter, as well as re-equip its studios with Western Electric equipment, station officials declared to THE RADIO DAILY.

**Devine Representing WAIM**

Anderson, S. C.—J. J. Devine & Associates has been appointed national representatives for WAIM, it is announced by Wilton E. Hall, owner of the station.

**WINS Saluting WMBO**

WINS at 11 a.m. today will give a salute program to WMBO, Auburn, on the occasion of the latter's fifth anniversary. Both are members of the N. Y. State Broadcasting System.

**The Tavern RADIO'S RENDEZVOUS**  
MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB  
158 W. 48th St. Toots Shor

## NEW LISTENER SURVEY IS LAUNCHED BY CBS

(Continued from Page 1)

months will be needed to complete the study, although the offer will be made during one week only on the various CBS affiliated outlets.

Last CBS listening area survey was released about the middle of 1935. In this city the first offer was made Sunday night, and the second at 9:30 a.m. yesterday after the White House egg-rolling contest.

## Gulf's Texas Campaign Will Use Traveling Unit

(Continued from Page 1)

gram, using a cowboy unit, will emanate from WOAI, San Antonio. Gulf will travel the unit around the network making personal appearances in the retail outlets.

A transcribed series of programs will also go on KWKH, Shreveport, some time next month. Latham on his way back to New York will visit New Orleans, Nashville, Birmingham, Louisville, and Atlanta. Expected back in town in two weeks.

Spot radio schedule as submitted by Latham to Gulf officials was approved last week. Spots will, in the majority of cases, use live local talent on southern stations.

## Short Wave Agreement Seen by Havana Confab

(Continued from Page 1)

Mexico and Cuba attended the confab here. Specific recommendations included an increase in regular broadcast band for the national broadcasting services from 550-1,500 kilocycles to 540-1,600, thus increasing the available channels from 96 to 107.

Political phase of international radio problems was not touched.

## Rickenbacker Quits CBS For Agency Connection

(Continued from Page 1)

succeeds Cal Swanson, who returns to Thompson agency's New York office as assistant to William Palmer, account executive on Lux soap (Lever Bros.). Swanson leaves for New York Friday, remaining there 10 days, and then back to the Coast to show Rickenbacker the ropes on new job.

## Kate Smith to Receive Award

Kate Smith will receive the annual award for outstanding radio achievement, presented by the Women's National Exposition of Arts and Industries, on her Bandwagon program next Thursday, 8 p.m., over the CBS network.

## NEW PROGRAMS—IDEAS

### Employment Office Remotes

A series of daily broadcasts direct from the offices of the Colorado State Employment Service was started yesterday at 4:10 p.m. over KFEL, Denver.

The broadcasts, from a remote studio in the employment offices, will include interviews with Manager Oscar Wood and his investigators who will tell radio listeners about the service rendered to job seekers and employers. Each broadcast will urge listeners to employ job seekers whose applications and qualifications will be discussed over the air. Each day a different group of applicants will be selected to tell their own stories to the radio audience.

### KMOX Backstage Series

"The Man in the Hall," unrehearsed interviews with artists, production men, executives and salesmen who happen to pass at the time of the broadcast, has been inaugurated as a 4:45 p.m. Saturday feature at KMOX, St. Louis.

Don Phillips, special events announcer, has the job of making his fellow-workers talk. During the first broadcast, the microphone was taken into studio C where Ben Feld and his orchestra were rehearsing for a CBS network program to be presented in a few minutes. At the time, the production man and Feld were figuring out a cut in a number to fit the proper timing of the show.

### Phila. Storage Battery Sues RCA Manufacturing

Wilmington, Del.—A bill of complaint, charging infringement of a patent on a non-microphonic radio apparatus, was filed in the U. S. District Court yesterday by Philadelphia Storage Battery Co. against the RCA Manufacturing Co. Storage Battery, claiming that the inventor of the apparatus, William R. Grimditch of Glenside, Pa., assigned it to them on January 31, 1933, is asking the court for temporary and permanent injunctions, an accounting of profits and triple damages.

### WICC Staff Shifts

New Haven—Carlton Weidenhammer, WICC studio manager in New Haven for the past four years and previously in Bridgeport, joins WOR as staff announcer on April 4.

Malcolm Parker, program director and chief announcer of WELI, has been retained to fill Weidenhammer's post at WICC.

Charlie Wright, announcer on the WELI staff, has been promoted to Parker's post as program director and chief announcer of that station.

### Farm Series on WHO

Des Moines—A series of five weekly agricultural broadcasts, conducted by the State Department of Agriculture, started Saturday over WHO, 10:45-11 a.m.

This special event gives the radio audience a picture of what really goes on prior to a broadcast and inside dope on their favorite performers, things they never get when visiting St. Louis' largest radio station.

### Maternity Ward Series

"His Majesty, the Baby" is the title of a new series of sustaining programs on WISN, Milwaukee. Program is broadcast direct from the maternity floor of a leading Milwaukee hospital, and, of course, is unrehearsed.

Mothers are interviewed before the microphone and asked questions about the "new arrival" such as the baby's name, nicknames, characteristics, plans for the future, etc. Sound effects are supplied by the infant. Program is, obviously, aimed at the feminine audience.

### Buck Owens on WOWO

Buck Owens, former movie and circus star who appeared with Tom Mix, is now appearing in person in a series of half-hour Western Adventure Stories over WOWO, Fort Wayne, with Goldie Bread as sponsor. Buck plays the part of a Lone Ranger in stories telling how he helps the downtrodden.

In connection with the series, Buck has organized a Goldie Club for boys and girls who promise to be truthful and to do a good deed each day. The club has stirred up a big response.

### KSTP to Air Complete Legislative Sessions

St. Paul—With its first broadcast from a Minnesota legislative committee room bringing in a heavy response from listeners, KSTP has completed arrangements to carry a weekly series of these broadcasts through to the conclusion of the 1937 legislative session late in April.

### Madison Loan Disks On All N. Y. Stations

Madison Personal Loan Co. is using every radio station in New York City for programs of transcriptions ranging from 1 to fifteen minutes in length. The programs have all been placed by Alsop Radio Recording, Inc.

### Certo Disk Series

General Foods Corp. (Certo) is placing a series of one-minute disks on an unannounced list of stations through Benton & Bowles Inc.

### JAMES MADISON

for many years one of America's outstanding authors, has returned to New York, and invites the attention of those requiring top-notch radio gags and continuities. Permanent residence, Hotel Taft.

## A. & P. SLAPS RADIO FOR BANNING TALK

(Continued from Page 1)

explained that neither CBS nor the stations involved were notified of A. & P.'s intention to present controversial matter in its program, hence the radio people did not have time to inform the advertiser that such matter is barred under a policy in effect for many years. He added that WCAU would gladly give free time for speakers on both sides of the store bill. His offer was accepted, but after a spot had been scheduled for Saturday night the whole thing was called off by the company. Dr. Levy then went on the air Saturday and gave a full report on the controversy. He has now cleared the 6:30-7 p.m. spot for next Saturday on the three stations for pro and con speakers, one of whom is to be Governor Earle, speaking for the bill.

## Networks Got 15.6% of 1935 Advertising

(Continued from Page 1)

ited to those which contract for space or other advertising media and place advertising of client on commission or fee basis. The 1,212 establishments included in the report showed \$405,888,000 billing to clients by agencies in 1935. Newspapers handled 37.7 per cent, magazines 26.5 per cent.

## Borden News Series On Yankee Network

(Continued from Page 1)

five stations of the Yankee network (WNAC, WTIC, WEAN, WICC, WCSH). Program will be known as the "New England March of Time." Young & Rubicam, Inc., placed the account.

## Kellogg Gets Houston Games

Kellogg Co. has purchased the radio rights to all the home and out of town baseball games of the Houston team in the Texas league. All broadcasts will be aired over KXYZ with Bruce Laver at the mike. N. W. Ayer & Son placed the business.

Did You Hear The Lombardos Introduce

**I'M HATIN' THIS WAITIN' FOR YOU**

Published by

**HARMS, INC.**

RCA Building - - New York City

## ANNOUNCERS

BILL BIVENS, chief announcer of WFBC, Greenville, S. C., is back on the job after his New York honeymoon trip.

ALAN HALE, WISN announcer, in preparation for the coming Milwaukee Brewers baseball season whose games will be broadcast by WISN under the sponsorship of General Mills and Wadhams Oil Co., jointly, leaves for Biloxi, Miss., on April 1 to watch the Brewers train. He will return north with the team and will be at the microphone for the opening game on April 16. This is the second year that WISN has had the exclusive rights to broadcast the games.

ROBERT MURPHY, formerly with WDAY in Fargo, now announcing on KSTP, St. Paul. Bob is the younger brother of Pat Murphy, now an NBC dramatic star and formerly announcer with KSTP and production man at WEBC in Duluth.

BILL WIGGINTON, announcer and news commentator of WDBG, Minneapolis, is recuperating in Abbott Hospital, that city, following an operation for abscessed glands.

DICK HARWELL of KABC, San Antonio, is recovering from an illness.

LEE KIRBY of WBT, Charlotte, is back on the job following an illness during which Robert Armstrong of Augusta filled in for him.

AL FELIX of WMAS, Springfield, Mass., has started airing a classical music program, "The Symphony Hall," telling about composers and their works, on Saturday nights.

AL FELIX, formerly of the announcing staff of WSPR, Springfield, Mass., has joined the staff of WMAS, Springfield.

WILLIAM TRAUM, 19, of WROK, Rockford, Ill., one of the youngest full-fledged announcers in the business, is also believed to be about the busiest. In addition to his regular announcing schedule from 10 a. m. to 4:30 p. m., he produces and handles nine different broadcasts, making a total of 43 programs a week, and also finds time to write a regular schedule of commercial announcements.

ERNE SANDERS of WHO, Des Moines, has moved himself and the frau into a newly bought house at Oak Park.

CHICK KELLY takes over the Sunshine Sports shots at KYW, Philadelphia, Kirby Cushing having left for a fortnight at the training camps in Florida.

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March 30

Greetings from Radio Daily

to

Durelle Alexander



• • • After Sam Serwer left his Westchester home yesterday at 6 a. m. in order to meet Al Dubin and Harry Warren at the New York depot, he discovered that the songwriting duo from the coast were still in Chicago, being unable to comb local bandleaders out of their hair in time to catch the train... If the kidnapping orksters release the Warner Bros. ace songsmiths in time, they may arrive today to sign new contracts... Tony Martin replaces Fred MacMurray on the Hollywood Hotel show May 7... Nelson Eddy, Jeannette MacDonald, Werner Ienssen's ork, Edgar Bergen with Dummy Charlie McCarthy (which we stated so long ago) with guestars will take over the Chase & Sanborn spot in May... Zeke Manners replaces his nite show via WMCA with an afternoon spot starting today. Sponsor wants him to do an evening show via WNEW for one hour. (He also does a daily morning program).

• • • Photographer Murray Korman was boasting to Alice Dawn how grand a rummy player he was, so Alice played a game and wound up getting 50 pictures free!... Murray's planned radio show for the nets is taking shape... Ralph Kirbery is set for records at Mills... Just for the records: Collins and Peterson, old raude team, are the originators of the "Today I Am A Man" line, having given it to Youngman during his Catskill Mountain era... Joe Haymes is covering the country with smart two-color advertising folders and "Skeeter" Palmer's folders in blue and black are popping up everywhere too.

• • • A. L. Alexander's tome on his Good Will Court now ready for publication will present 400 sure-fire case histories and answers with an introductory by one of the nation's leading law-enforcing officers that will make many lawyers sit up and take notice... Barry McKinley, who subbed on the Philip Morris show Saturday for Phil Duey, will have the spot permanently... Billy K. Wells wrote the sketches for this week's Minsky's Oriental revue... The bullet-holes in Bill Burton's hat were made by Martha Boswell over the week-end when she proved conclusively that she was a perfect shot. Bill claims he wasn't scared!... Joe Whalen left Sam Fox for Phil Ponce's outfit and will go to the coast with Fats Waller... Landl trio fades Sunday on the Hudson Coal show... Jean Ellington replaces Kathleen Barrie Sunday on the Fishface-Figsbottle airing.

• • • Hi Brown issued checks last week to his dramactors and they bounced back from the bank—because Hi forgot to sign his name to the drafts... Ralph Wonders will handle the Ambassador in Atlantic City again this year... Incidentally, he issued a rush call to Phil Regan on the coast to return here for a spot on the Ed Wynn show and the week of April 29 at the State... Frank Dailey goes into the Merry-Go-Round in Brooklyn and Jack Denny opens Tuesday at the Meadowbrook... Walter Cassel will do singing and acting parts from Warner pictures Monday nights via KFWB.

• • • RADIO DAILY'S Boston correspondent, Rudolph Bruce, won two thousand bucks as second prize in a newspaper contest and is planning a world cruise... Irving Sherman-Curtis & Allen have signed Rachel Carlay, who will quit the airwaves for pictures... A clause that Frances Hunt objects to in the picture contract is holding up her pen on a five-year ticket..

## GUEST-ING

PHIL REGAN, on the Ed Wynn program, under arrangements made by Ralph Wonders and the Rockwell-O'Keefe office, May 1 (NBC-Blue, 8 p. m.).

DUSOLINA GIANNINI, on Ford Sunday Evening Hour, April 4 (CBS, 9 p. m.).

GERTRUDE BERG, on the Chase & Sanborn program, April 4 (NBC-Red, 8 p. m.).

MRS. FREDERICK FOX, on the "Listener's Scrapbook," tomorrow (WNEW, 2 p. m.).

BERT LYTELL, on the Bandwagon broadcast April 8 (CBS, 8 p. m.).

PEARL BUCK, on the "Treasures Next Door" series April 5 (CBS, 4 p. m.).

LARRY WHITE, on the Esquire broadcast today (WOR, 8 p. m.).

## Lucky Drops "Sweepstakes"

American Tobacco Co. (Lucky Strike cigarettes) last week quietly discontinued its "Lucky Strike Sweepstakes" from its NBC and CBS programs. "Sweepstakes," which started out last fall to tabulate the leading 15 songs of the week with cartons of Luckies for all who picked the three top tunes, drew the most contest mail of any program on any network. The contest at its peak polled 5,000,000 entries weekly.

Sponsor received numerous protests from the music publishers who disliked certain features of the contest. No mention of the contest was broadcast on the CBS program last Saturday and it was unofficially stated that the contest had ended permanently.

## Seed Program Gets Response

Rockford, Ill.—Leonard C. Condon, president of Condon Brothers Seedsmen, and past president of the American Seed Trade Association, is broadcasting an extended daily series of 5-minute talks on seeds and proper planting methods direct from his office over WROK here at 12:50 p. m.

In a test recently, Condon casually mentioned that he was giving a package of marigold seeds to anyone who would write him. The announcement was made during six broadcasts and replies were received from 46 towns in Illinois, eight in Wisconsin, and two in Iowa.

## Kay St. Germaine at WCAE

Pittsburgh—Kay St. Germaine, formerly of the west coast, and the Dixie Demons head a new variety musical show opening tonight at 7:45 over WCAE and the Mutual net.

## Yacobson Joins Agency

Chicago—Lew Yacobson, former production man with CBS here, signed by J. Walter Thompson to head local radio production. Dick Marvin assumes title of Radio Director to act in the supervisory capacity of creating new shows and assisting in sales of same.

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

AND now there's to be a Caroline McCarthy.... Edgar Bergen has drawn up plans and specifications, and Charlie McCarthy, the original dummy, is being groomed for his broadcast, in about two weeks, with the expected bundle from the carpenter.... Barbara La Marr flies home to New Bedford for weekends.... Marion Martin has just added her signature to a document which arranges for her to replace Gypsy Rose Lee, according to Jack Eigen's Broadway Newsreel over WMCA tonight.... When Lady Wilkins, chanteuse wife of the explorer, goes Australia-ward, come this May, she'll be accompanied by Greek chanteur Jean Fardulli.... He has papers to prove he was protege of Basil Zaharoff for seven years.... Dorothy Crane to be succeeded by the "Sophisticates", a femme trio, with the Bernie Cummins ork....



The Rainbow Room will gild the Park Avenue lily when Countess Olga Albani adds her nightingale activities to the perfumed swankiness on June 2.... Cornelia Otis Skinner goes militaristic with a collection of Coronation uniform suits for her appearance at the Royal Haymarket in London during the royal festivities.... Carmen Castillo, wife to Xavier Cugat, and who adds vocalizing with the Cugat musical outfit to her other duties, will be guest of honor at a party at the Waldorf this week.... It's to celebrate their return from South America.... Wonder if niece, Margo, will be there!



George Hicks, NBC announcing lad who makes the trek with the "7,000 miles for 15 minutes broadcast" eclipse expedition, had to use rhetoric to get his wife's nod on the idea.... Last night's Cooking Show at the Grand Central Palace had for its M.C. none other than Frankie Basch, WMCA's "Roving Reporter".... Marion Cole will talk music with Met star Mario Chamlee today.... Celia Branz, NBC contralto, to debut on the Philly concert stage, April 20.... then, perhaps, Town Hall.... Charlotte Buchwald, the "Playgoer", has as her reparteeing guest today, Dorothy Hall of "Behind Red Lights"....

**RADIO PERSONALITIES**

No. 19 in the Series of Who's Who in the Industry

**E**DGAR THOMPSON BELL, secretary-treasurer of the Oklahoma Publishing Co. and general manager of its newspapers and radio station WKY as well as a substantial stockholder in KLZ, Denver, and KVOR, Colorado Springs. Twenty-two years ago Edgar Bell came to the Oklahoma Publishing Co. as advertising manager of the Farmer-Stockman. The success with which he handled that job, as he calls it, is reflected in the fact that he is now business manager of the Oklahoma Publishing Co. activities and that all three of its publications and radio stations are in the forefront in their respective fields. About a year ago WKY dedicated new studios. This culminated eight years of radio effort by Bell, who nourished WKY from meagre beginnings as a non-network local to an NBC affiliate that now boasts the best in radio for a regional station. In speaking of the future of radio, Bell says: "No one could view its future more optimistically than I. I feel there is a great future for this medium and, not being able to pierce the future to know what effect it may have on the printed medium, I am one newspaper man who will insist on our organization having a firm foothold in radio and keeping as nearly as possible abreast of this fast developing industry."



Preparedness is his motto .....

★ **Coast-to-Coast** ★

**D**ON KNEASS, back in Portland, Ore., after an absence of six months during which he served KIRO, Seattle, and more recently as production manager of KMJ, Fresno, has signed with KOIN specializing on news broadcasts. He succeeds Richard Rand, who steps over to KALE to replace Allan Shepard, resigned.

Ernie Smith, sportcaster, is back at the KYA-CRS mikes in San Francisco after a three-week vacation in Mexico during which Dick Wynne filled in.

William A. Schudt, Jr., manager, and Dewey H. Long, sales manager, of WBT, Charlotte, are back from Atlanta.

William H. Voeller left Conquest Alliance Co. on March 11, according to C. H. Venner, president.

Charles "Whitey" Wallace, the young singing sensation of WJIM, Lansing, who recently scored on Al Pearce's Ford show in New York, has been taken to Hollywood by CBS artists Bureau.

George Frame Brown has written a play about a summer artists' colony.

Tommy Dunkelberger, who officiates at the organ for WHIO, Dayton, O., at 8:30 a.m. Monday through Friday, was invited to take a couple of bows in one of the institutional ads being run by the station in the Dayton News. The station's Annual Spelling Bee was the subject of another ad.

Carlton Weidenhammer, who is leaving WICC, New Haven, to join WOR as an announcer, will be given a farewell dinner tomorrow evening at the Hotel Stratfield, Bridgeport.

Amanda H. Barnes, dramatic director of WWL, New Orleans, is recuperating from an illness in Atlanta.

Bob Keneflick, Jr., son of the sports editor on a Syracuse daily, made his radio debut Sunday over WFBL, pinch-hitting for Leo Bolley's Veedol-Tydol sports program. Bolley is taking a two-week vacation visiting the baseball camps in the south.

Thomas L. Stix, co-producer of Pontiac's Varsity Shows, found the Girls' Glee Club at the University of Texas, Austin, where next Friday's program emanates, as attractive as a Ziegfeld Follies chorus. And talented besides. The April 9 broadcast will come from Vanderbilt University, Nashville.

Mimi Oppenheimer, the Girl Reporter of WOAI, San Antonio, is recovering from an illness.

Robert ("Believe It or Not") Ripley, who has been appointed honorary director general of the Greater Texas and Pan-American Exposition, will fly to Dallas for the opening on June 12.

Alex Buchan, sports announcer at WTMV, East St. Louis, has started a new sports program, "Sportshots."

**ORCHESTRAS  
MUSIC**

**E**DDIE DUCHIN will resume his broadcasts over the Mutual network the week of April 4. He'll have two spots weekly.

Arnold Johnson initiates his vaudeville tour with an appearance at the Fox theater in Philadelphia, April 16.

Jos Venuti and his Ork broadcast twice daily over WWL and WPSU from the Blue Room of the Roosevelt Hotel in New Orleans.

Jimmy Joy and his musical aggregation to succeed Frankie Masters' band at the Continental Room of the Stevens Hotel, Chicago, effective April 1. They'll be aired via NBC.

Vincent Lopez has acquired a new vocalist, Grena Sloan, of "Stage Door," "Jubilee" and "Life Begins at 8:40."

The "Happy Sisters," NBC trio of vocalizing gals, appear nightly at Boston's Hotel Brunswick Casino.

Bob Crosby's recently signed contract with the West-Coast Palomar gives him considerable latitude. He's permitted to appear there at any time he chooses between the date of signing and March, 1938.

Columbia Concert Orchestra will be conducted by Leith Stevens during the "Musical Americana," all-negro program over the WABC-Columbia network Tuesday April 13, from 10:30 to 11:00 p.m.

Eddie Weaver's Friday eve dance music airings from the Hotel Taft, New Haven, will give way to a Thursday program at 11:20 p.m.

Henry King and Ork established a speed record while filling a movie assignment recently. They flew by United Mainliner from San Francisco, where they make music nightly at the Fairmount Hotel, to Los Angeles, where they plattered the scores of the new Grace Moore and Bing Crosby pictures, then returned to Frisco the same day.

**ONE MINUTE  
INTERVIEW**

MARK WARNOW

"Tastes change because of economic conditions which control the sentiments of individuals. Thus wars and depressions produce entirely different demands for music. Radio has improved dance music because, since the application of the new microphone technique, instruments blend better, over-noisy rhythms are avoided and this good balance makes more pleasant listening."

## FCC ACTIVITIES

## APPLICATIONS GRANTED

WSGN, Birmingham. License to cover CP; 1310 kc., 100 watts, 250 watts LS, unlimited.

WGCM, Gulfport, Miss. auth. to transfer control to P. K. Ewing. 1210 kc., 100 watts, 250 watts daytime, unlimited.

WBBZ, Ponca City, Okla. Increase power to 250 watts, daytime.

WTFI, Atlanta, installation of new equipment and vertical antenna. Transmitter site approved.

WHDL, Olean, N. Y. Mod. of license to change name to WHDL, Inc.

WCAU, Philadelphia. Auth. to determine operating power by direct measurement of antenna input.

WNBF, Binghamton, N. Y., increase in day power to 250 watts.

KFRO, Longview, Tex., license to cover CP and Mod. 1370 kc., 250 watts, daytime.

WLAK, Lakeland, Fla. Auth. to transfer control to J. P. Marchant. 1310 kc., 100 watts, unlimited.

## SET FOR HEARING

Gallatin Radio Forum, Bozeman, Mont. CP for new station. 1420 kc., 250 watts, daytime.

Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Glen E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime.

Harold F. Cross, Lansing, CP for new station. 580 kc., 500 watts, 1 Kw. LS., unlimited.

Robert E. Clements, Huntington Pk., Cal. CP for new station. 1160 kc., 250 watts, daytime.

John Stewart Bryan, Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

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

L. L. Coryell & Son, Lincoln, CP for new station. 1450 kc., 250 watts, 1 Kw. LS., unlimited.

Standard Life Insurance Co. of the South, Jackson, Miss. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

WGL, Fort Wayne, CP to make changes in equipment and increase power to 250 watts.

Phillip Jackson, Brunswick, Ga. CP for new station. 1420 kc., 100 watts, daytime.

WKBH, La Crosse, Wis. Auth. to transfer control of corp. to Harry Dahl.

The Enterprise Co., Beaumont, Tex. CP for new station. 1400 kc., 500 watts, unlimited.

## APPLICATIONS DENIED

C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts, 1 Kw. LS., unlimited.

WDAS, Philadelphia. Mod. of CP. 1390 kc., 500 watts, 1 Kw. LS., unlimited.

## APPLICATION DISMISSED

Howard A. Miller, Galesburg, Ill. CP for new station. 1500 kc., 100 watts, daytime.

Staunton Broadcasting Co., Inc., Staunton, Va. CP for new station. 1500 kc., 250 watts, daytime.

Galesburg Printing and Publishing Co., Galesburg, CP for new station. 1500 kc., 250 watts, daytime.

## EXAMINER'S RECOMMENDATIONS

H. W. Wilson & Ben Farmer, Wilson, N. C. CP for new station. 1310 kc., 100 watts, daytime, be granted.

Peryatel Bros. & Richard Beauchamp, Raton, N. M. CP for new station. 1210 kc., 100 watts, unlimited, be denied.

Falls City Broadcasting Corp., Falls City, Neb. CP for new station. 1310 kc., 100 watts, unlimited, be denied.

WBAX, Wilkes-Barre. Mod. of license to change hours of operation to unlimited, be granted.

WELI, New Haven. App. for change in power, frequency and hours of operation to 930 kc., 250 watts, 500 watts LS., unlimited, be granted conditionally.

Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime, be denied.

Baker Hospital, Muscatine, Ia. Auth. to transmit programs to Canada and Mexico be denied.

H. O. Davis, Mobile. CP for new station. 610 kc., 250 watts, 500 watts LS., unlimited, be denied.

Harold Thomas, Pittsfield. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited, be denied.

Radio Enterprises, Lufkin, Tex. CP for



## "PARAMOUNT ON PARADE"

Sustaining

NBC-Red network, Sundays, 12-12:30 p.m. EST.

## VARIETY PROGRAM FROM FILM STUDIO LOT MAKES A POOR START.

Loosely put together, the opening show of the Paramount Pictures studio series was far below expectations. Opening program was dedicated to the country's film exhibitors—who have been putting up quite a squawk about the competition they get from movie stars appearing on the radio. After a musical bit in which Phil Harris and his orchestra and the Albee Sisters took part the emcee or guide and his assistant, Lynne Overman and Mary Carlisle, were introduced. They killed a few minutes with some trivial dialogue, then gave way to Rufe Davis, who offered an entertaining routine of novelty musical stuff. Shirley Ross did some vocalizing from the "Waikiki Wedding" set. It was not made very clear how the guide happened to be visiting the set of a film that is already finished and being exhibited—although there was a brief remark about a foreign version. Bob Burns contributed a bit, and Boris Morros, producer of the program, came in for a few words.

Overman doubtless could have done a few better jobs if he had been given the material. Miss Carlisle didn't register. Musical background, with Victor Young conducting the studio orchestra, was good.

## New BBC Transmitters

London—Of the three new transmitters being built at Daventry, each with 50 kilowatts power, compared with 15 kws. of the existing service to British possessions overseas, two are expected to be completed in time to broadcast the Coronation on May 12. Twenty-two new aerials are being erected.

British Broadcasting Corp. is tripling the power of its transmitters to the dominions and colonies presumably in an effort to combat the long-range ether propaganda guns of Italy, Germany and Russia.

new station. 1310 kc., 100 watts, daytime, be denied.

Red Lands Broadcasting Ass'n., Lufkin, CP for new station. 1310 kc., 100 watts, daytime, be granted.

Virgil V. Evans, CP for new station. 1420 kc., 100 watts, unlimited, be denied.

## HEARINGS SCHEDULED

April 3: KDON, Del Monte, Cal. CP to change frequency and power to 1400 kc., 250 watts, 1 Kw. LS., unlimited.

Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc., 250 watts, daytime.

June 4: KLO, Ogden. CP to increase power. 1400 kc., 1 Kw., 5 Kw. LS., unlimited.

## "TO OUR MOTHERS"

Sustaining

WMCA-Intercity network, Mondays, 10:45-11 a.m.

## SENTIMENTAL TRIBUTES TO MOTHERS THAT WILL PLEASE THE WOMEN.

Originated and conducted by Eve Hammer, lecturer, who has encountered many instances of motherly devotion in the course of her travels, this sentimental program suggests possibilities beyond those achieved in the initial broadcast. Four incidents were embraced in the first program. with a New York girl, a Hollywood film man, a girl from the recent flood region and a doctor taking turns at relating what they owed to the toil, struggles, bravery, etc., of their respective mothers.

No attempt made to dramatize the incidents, hence the effectiveness and appeal of the stories must depend on the narrating abilities of the individual speakers.

Potentialities for listener interest also are indicated in the invitation to dialer to send in stories of their own mothers for re-enactment in the series.

## Remote Studio in Henderson

Henderson, Tex.—The radio studio in the Randolph Hotel here which came in for publicity through its work in the recent New London school disaster is linked with KOCA, Kilgore. Roy G. Terry, manager of KGKB, Tyler, and KOCA, recently entered into a contract with Ted Hudson to operate the remote studios here for KOCA. Hudson cooperated with KOCA and KGKB in the recent emergency relief work.

## Poole Handling Television

Minneapolis—Henry Poole of the WDGY staff has been placed in charge of the daily 15-minute television broadcasts over W9XAT in the WDGY building.

## Frank Blair in New Post

Greenville, S. C.—Frank Blair, formerly of WCSC, Charleston, and WIS, Columbia, has become program director of WFBC here. He succeeds Walter Knobloch, who moved to WOL, Mutual's station in Washington.

## Holt Handling Foreign Disks

C. A. Jocelyn Holt has taken over the foreign department of Alsop Radio Recording, Inc. The foreign language transcriptions are intended for Latin-American consumption.

## WROL Adds News Period

Knoxville—WROL has added a 10:30 p.m. news period, making eight daily. Claude Frazier and Harry Moreland take alternating nights.

## COMMENTS

On Current Programs

## "Story of Mary Marlin"

Switching to a new sponsor (Procter & Gamble, Ivory Flakes) and going on an extended schedule (NBC-Red, 12:15-12:30 p.m., and NBC-Blue, 5-5:15 p.m., Monday through Friday). "The Story of Mary Marlin" started off yesterday by giving a collection of flash-backs calculated to familiarize new listeners with the background of Mary Marlin. The resume, scripted by Jane Crustinberry, author of the serial, dealing with the married life of a young couple, consisted of about a dozen short scenes that served the intended purpose very nicely. Cast of the show includes Robert Griffin, Judith Lowry, June Meredith, Isabel Randolph, Ann Stone, Robert Barron, Arthur Kohl and Frances Carlon.

## Ed Wynn

Most likely the worst hunk of material this comedian ever unloaded into the mike. No one expects a program to be funny in high at every performance, but this particular show on Saturday night (NBC-Blue) never got started and this in itself may have accounted for the unfunny aspect of the subsequent continuity. Wynn fluffed and painfully so, with the situation being saved to great extent by Graham McNamee. When Wynn falls into indelicate lines, and he does quite often, they are overlooked if a laugh follows; when there is no laugh the spot is a tough one. Charles Kullman, operatic singer was unusually good, and in fine voice.

## Nash Speedshow

This 9 p.m. stanza on CBS slowed up perceptibly with the acquisition of Grace Moore, probably due to production and again probably due to uninteresting selection of songs for Miss Moore. Change of policy whereby the warbler has been added to the Floyd Gibbons-Vincent Lopez combination in place of pepped up variety style seems to be a distinct letdown if former shows of the series are held up by way of comparison. Saturday night is exactly a time for sleepy-time tempo.

## Twin Stars

Switching to a Sunday spot and the CBS network, the National Biscuit program with Victor Moore and Helen Broderick was not a very spirited affair in its debut on this web. The comedy material was below par. Billy Gilbert and his sneezing specialty provided some of the best fun, and a girl vocalist was pleasing but had only one number. Lou Kosloff conducted the Buddy Rogers orchestra, which did itself credit. Rogers, now on his way back from England, re-joins the show next Sunday.



**AGENCIES**

LOUIS H. FROHMAN will join the Wales Advertising Co., Inc., as executive vice-president April 1. Frohman was formerly connected with the Frank Presbrey Co.

GLEN SHEARS, for the past ten years associated with Henri, Hurst & MacDonald Advertising Agency, Chicago, has joined the Chicago staff of Lord and Thomas.

BUCK GUNN, assistant head of J. Walter Thompson's radio department, has J. Morse Ely of the social register as assistant.

**Fleischmann Disks  
For Latin-America**

Also Radio Recording Inc. has completed a series of 15-minute musical and dramatic transcriptions for Fleischmann's Yeast Co. for Latin-America. These foreign language transcriptions feature dramatizations of the lives of the great composers. Transcriptions for Fintex Clothes of Cleveland, Saskasal Salts of Saskatchewan, Candycod, Peter Pan Salmon, Pioneer Minced Clams, Walkover Shoes, Little Duchess Bluing and Kalms have also been cut.

A series of ten one-minute dramatic announcements for I. J. Fox of Boston, and another series of 180 one-minute dramatizations for the Samuel Stores have also been recorded by Alsop. The Dudley Lock Co. is in process of having a series of 5 minute dramatic and musical transcriptions cut by Alsop.

**More Sets for Chinese Schools**

To supplement the 2000 radio sets now installed in the schools of China the Ministry of Education has ordered the distribution of an additional 5000 receivers to schools, according to a report to the Commerce Department from the American Commercial Attache, Shanghai. The Central Broadcasting Station at Nanking has been instructed to furnish daily broadcasts on educational and scientific subjects, the report states.

**Philly Record Takes Show**

Philadelphia — The Philadelphia Record, morning sheet, is making use for the first time its swap deals with WIP to provide a live talent program. Paper takes over the "Philadelphia Parade of Events," half-hour dramatization of local news following a "March of Time" pattern. Program has been heard sustaining over WIP on Saturdays for the past two months, a product of Edward Wallace, station's production director.

**Health Series Changes Time**

"Your Health" series, aired as a sustaining show over the NBC-Blue network Tuesdays, 5-5:30 p.m., will move to a 4-4:30 p.m. spot on March 30, and will continue to be heard at that hour in the future. Program is presented by the American Medical Association.

Joan Blaine south by plane with mother for a month's stay in Miami, instead of Palm Springs as originally planned. Will return to New York for new show—already signed for—handled by Bill Murray of William Morris N. Y. office.

Lum and Abner definitely set for Hollywood broadcasts in the future. Pair in Chicago for agency and sponsor conference setting everything for subsequent airings in quick time of four hours. Lord & Thomas handling.

Franklyn MacCormack, Jack Fulton and Karlton Kelsey poetic and musical show to take Friday night shot of Mortimer Gooch over for Wrigley when Gooch show leaves air on April 2.

Carroll Dickerson and his well known ork from the Cotton Club have taken to the air nightly over station WCFL at 10:30 p.m. CST.

Truman Bradley had his Easter dinner in Detroit with Mr. & Mrs. Cullen Landis. Landis was a movie celeb of the silent era.

Hugh Studebaker spent his holiday in Kansas City with his mother.

Bill Amsdell of the CBS drama "Sunbrite Junior Nurse Corps" signed with script sponsors to accompany Junior Nurses, Lucy Gillman and Helena Ray, to west coast this summer where girls' radio org will hold initial convention.

Dolores Gillen, feminine interest of Bob Elson's street interviews over WGN, signed for the movies by Joe Rubenstein, Warner Bros. talent scout.

Col. Roscoe Turner off on a flying trip to Burbank for Easter and back at NBC studios on Monday in time for his air show.

Gene Arnold and His Minstrel Troupe do a repeat guest appearance on the Alka-Seltzer National Barn Dance on Saturday.

Smiling Ed McConnell has purchased a nine-room house on a 30-acre plot in Elk Lake, Mich.—and a new motorboat to go with it.

"Virginia Lee and Sunbeam" radio drama of a Southern girl and a Negro mammy, featured in the past on WLS here, returns to the air over that station next Monday.

Patricia (Bachelor's Children) Dunlap back in Chi by plane after week in Hollywood.

Ruth (Girl Alone) Bailey was all set for a trip to Bermuda this week but forced to stay here when written in script of "Bachelor's Children"—in a broadcast part that had her taking a trip to Bermuda!

Margot Rebeil is WGN's latest star soprano soloist.

Rowena Williams, who first gained fame as winner of the CBS audition for Dick Powell's "Hollywood Hotel," will be presented as featured soloist with the Northerners octet over WGN today.

★  
**WHO READS  
RADIO DAILY**

- ★
- STATIONS**
  - SPONSORS**
  - STARS**
  - ADVERTISING AGENCIES**
  - RADIO EDITORS**
  - MUSIC PUBLISHERS**
  - RADIO ENGINEERS**
  - PROGRAM PRODUCERS**
  - TALENT AGENCIES**
  - MOTION PICTURE EXECUTIVES**
  - EQUIPMENT MANUFACTURERS**
  - SONG WRITERS**
  - BAND LEADERS**

★  
**EVERY DAY**  
★

## NEW BUSINESS

Signed by Stations

## WFIL, Philadelphia

J. S. Ivans Co. (cakes), 12 spots weekly, 40 weeks, through Harkins Agency; 7 Up (drink), one spot weekly, 13 weeks, through Philip Klein Agency; Bachman Chocolate Mfg. Co., baseball scores, through E. W. Helwig Agency; Lever Bros. (Spry), 5 spots weekly, 52 weeks, through Ruthrauff & Ryan; Procter & Gamble (Lava soap), 21 spots weekly, 13 weeks, through Blackett-Sample-Hummert; Silver Suds Co., thrice weekly participation in Women's Club, through Dorsey Agency; Sure Laboratories (foot salve), 18 spots weekly, 13 weeks, through Selviair Broadcasting System; Dr. School (foot comforts), thrice weekly participation in Women's Club, 27 weeks, through Donahue & Coe.

## WBT, Charlotte

Fine Products, Augusta, Ga. (candy), 15 spots, through Rawson-Morrill Inc., Atlanta; Ford Motor, 60 spots, through Eastman-Scott Co., Atlanta; DeVoe Reynolds Paint, 13 five-minute disks; Rexall, five 15-minute disks; Roi-Tan Cigars, daily time signals, 13 weeks; Sherwin-Williams Paint, five weekly spots, 13 weeks; Studebaker, half-hour daily disk; Procter & Gamble (Camay soap), 20 spots, all through Radio Sales; Webster-Eisenlohr (Cinco cigars), seven weekly time signals, 13 weeks; Chrysler, 12 spots, through Lee Anderson Adv. Co.

## WJR, Detroit

For placement on WJR, Detroit, Cal-Aspirin is having WBS take off the line recordings of its "Painted Dreams" program on Mutual. Series began yesterday and will be heard Mondays through Fridays. Blackett-Sample-Hummert Inc., Chicago, has the account.

## WNEW, New York

Spry (shortening), spot announcements, daily for 52 weeks, spotted during the "Make-Believe Ballroom." Ruthrauff & Ryan is the agency.

## KFWB, Los Angeles

Farleys (men's outfitters), Gold Star Rangers, two hours daily, 52 weeks; Western Auto Supply, "Outdoor Reporter", 15 minutes, 26 weeks.

## WBRY, Waterbury

Reymond Baking Co., five-a-week five-minute disks, "Belle and Martha", on a 200-time schedule.

## WSPR, Springfield, Mass.

Stickney & Poor Spice Co., weekly Wednesday five-minute series, "The Life of Spice".

## KJBS, San Francisco

Mission Merchants Ass'n, 10 a.m. edition of "News While It Is News", announced by Hubert Gagos.

☆☆ *Los Angeles* ☆☆

CARLTON KaDELL, NBC announcer on the Amos 'n' Andy show, was sold by the NBC Artists Bureau to National Biscuit Co. to announce the Twin Stars show when it went CBS on Easter Sunday. This is KaDELL's second big break in recent weeks, his first having been the chance to announce the Dodge disk series of 13 soon to be put out by Ruthrauff and Ryan on 300 stations, coast to coast.

Lewis Allen Weiss, Don Lee net chief, talked on "Local Station Management" as principal speaker for Los Angeles Ad Club's radio day lunch on Friday. Syd Dixon, NBC Los Angeles sales chief, was chairman of the program, which included a television demonstration by Harold Lubecke, Don Lee.

All of J. Walter Thompson agency's Coast shows will stay on the air during the summer months, without change of principals. Bing Crosby and Bob Burns, on Kraft program, will each take a short vacation, but not at the same time. Other shows include Lux Radio Playhouse, the new Nash-Lafayette program and Chase and Sanborn "Do You Want to be an Actor?"

Young & Rubicam announce that their audience survey for the night Jack Benny and Fred Allen appeared together show that 95.5 of the listening public were tuned in.

Two hundred special guests sat at lunch tables, ate spaghetti dinner in KFAC studio at last week's premiere broadcast of Superio Spaghetti's new variety show which launched Jimmy Tolson as an m. c. Tolson started in the movies a few years back as boy singer under United Artists contract, has been singing on an increasing number of local programs lately, and looks like a comer. His good singing voice and ability to put a song over takes second place to an easy, pleasant hosty style running a show. Advertising Arts Agency's Art Richards producing, Tolson and Mel Blanc, comic of the show, writing it. Camille Soray, Three Blues and Gino

## Fred Liggett Back on Job

East St. Louis, Ill.—Fred Liggett, veteran radio engineer who installed WTMV's transmitter, serial, and studio equipment, resumed his duties as chief of WTMV engineers yesterday after a forced absence of more than a year. Laid seriously low by pneumonia and a resulting lung infection in February of 1936, Liggett has spent the intervening months in hospitals in St. Louis and in Denver, Colorado and has spent the last 4 months in Florida's sunshine recuperating from the illness. Alfred Lee Bergtold has been acting chief during Liggett's absence.

Severi's ork furnishing music. Bob Swan announcing.

Penny Gill, secretary on the Jack Oakie Camel program, is screen testing for Gordon Wiles, Columbia studio.

Silverwoods department store using "I Love You California" as theme song for its new Short Story Playhouse series on KECA. Song, which is practically official state tune, written by F. B. Silverwood, founder of the store. Lila Lee back at head of cast. after a week out.

Ed Petry, of Petry & Co., N. Y., national rep for KFI and KECA, making his semi annual visit to the two Earle C. Anthony stations.

Ken Murray will celebrate the launching of his new Campbell Soup program with a broadcast party and informal cocktail reception backstage after the 8:30-9 p.m. show tomorrow.

Hollywood Hotel program for April 16 will go on the air from sound stages on the RKO lot, doing scenes from the new Gershwin picture, "Stepping Toes." Ginger Rogers set, other players to be added.

Electro-Vox Recording Co. has begun waxing a 26 episode serial for kids which the makers will release through their own selling organization. Serial is titled, "Tommy Parker, G-Scout," written by Virginia Lynn, directed by Avery Cullen, starring a new boy "find," Bobby Bollinger. Bert B. Gottschalk, Electro-Vox head, aiming at Parent Teacher and Women's club endorsements, as serial was inspired by their recent pleas for more child radio entertainment which would have action enough to suit the healthy youngster's yen for it, and which would get the action without glorifying crime.

Frank Bull, member of the Allied Advertising Agency and veteran sports announcer of Southern California, is starting a new sports comment feature to go nightly except Tuesday and Sunday on KHJ. Program being approached by possible sponsors.

## New Manager for KCMC

Texarkana, Ark.—Foster W. Fort, formerly with KABC, San Antonio, has been named manager of KCMC here.

## Big Audience for McCann

When Alfred W. McCann announced over WOR that tickets were available for the first time for a McCann Broadcast, more than 5000 requests were received and filled in two days.

The broadcast will take place in the Grand Central Palace tomorrow. The event is the finals of the Women's National Cooking contest under the auspices of the Arts and Industries Exposition.

## PROMOTION

## Barn Dance Picture Book

The second annual Iowa Barn Dance Frolic Souvenir Pictures Book, issued by WHO, Des Moines, came off the press last week. Its bright covers, decorated with humorous conceptions of Sunset Corners Opry House and cartoons of some of its nationally famous performers, open to disclose 30 pages of pictures and descriptive information about the Barn Dance Frolic, the artists who make the Barn Dance a favorite with millions of listeners, the announcers, producers and engineers who put the show together each week and then send it out to radio listeners all over the country. The lithographed book sells for 25 cents.

## Pontiac Contest

In a radio contest started yesterday on its CBS "News Through a Woman's Eye" program, the sponsor offers five new 1937 Pontiacs for the best 100-word letters submitted on the subject "Why I Think the 1937 Pontiac Is America's Finest Car." Next 10 best letters receive \$100; next twenty \$50; next twenty-five \$20; next thirty-five \$10.

Official entry blanks can only be obtained from Pontiac dealers, and blank must be endorsed with the dealer's name. No contestant can enter unless he has taken a ride in a new Pontiac. Contest closes midnight, May 31.

## Amateur Guest Commentator

Tydol Associated Oil Companies adds an amateur guest news commentator daily on its noonday news period over WFIL, Philadelphia. Sponsors four shots daily over station. Tyro is only given 30 seconds of the quarter hour to spiel about what he thinks is the most interesting item in the day's news. Guests are taken on for the asking and given an expensive pocket wall set for the effort. Giveaway has his name and address inscribed thereon with a notation that he is a qualified "WFIL Tydol News Reporter."

## Exploit KSTP Transmitter

St. Paul—In an effort to further publicize its new \$300,000 transmitter, KSTP this week followed up an informal air tour of its studios with a half-hour stunt direct from the new installation. The broadcast was simplified and kept in non-technical language. Among those on the scene for the broadcast were Hector Skifter, technical supervisor, and Lester H. Carr, chief engineer.

## Comparing Showmanship

Newest promotion piece from NBC touches on the P. T. Barnum type of showmanship, comparing the famed showman's "cherry colored cat" with the network counterpart, "the singing mouse." Good piece of work, with the cover of the pamphlet being done in mauve colored velvet paper, simulating mouse fur, neatly aided with art work.



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 36

NEW YORK, WEDNESDAY, MARCH 31, 1937

FIVE CENTS

## Radio Research Report By June 1

### 6 CANADIAN STATIONS ADDED BY WEED & CO.

Weed & Co., station representatives have added six more Canadian outlets to their roster, making 10 in all for which they act as American reps.

Deals are effective forthwith and the stations are: CKY, Winnipeg, 15,000 watts; CKKX, Brandon, Man., 1000 watts (both these stations owned by Manitoba Telephone Co.); CKCK, Regina, Sask., 1000 watts, owned by Regina Leader-Post; CFAC, Calgary; 100 watts, owned by Calgary Herald; CJCA, Edmonton, 1,000 watts, owned by Taylor & Pearson Broadcasting Co., Ltd., and CJOC, Lethbridge, Al-  
*(Continued on Page 3)*

### 34 Accounts Signed By WOAI, San Antonio

San Antonio — Business has been booming at WOAI, with 34 accounts signed recently. National and out of town contracts include Oneida (Tudor Plate), Buffalo; Devoe & Reynolds Paints, New York; Locke Nursery, New Braunfels; Studebaker, Fort Wayne; Olde Time Religion, Fort Wayne; Hoover Liniment, Carlisle, Ind.; Gardner Nursery, Sioux City, Ia.; Chevrolet, Detroit; Nchi, Macon, Ga.; Alaska Pacific  
*(Continued on Page 3)*

### Studebaker Launches WBS Test Series

Chicago — Studebaker Sales Corp., South Bend, Ind., has started a new series of half-hour WBS transcriptions on a limited number of stations in a test campaign. Richard Himber and his orchestra are featured on the programs. Campaign is slated for expansion after test proves successful. Roche, Williams & Cunningham Inc. has the account.

### WOR Coast Sales Rep

Appointment of Edward S. Townsend as WOR west coast sales representative was announced yesterday by Alfred McCosker, president. Townsend will act in a similar capacity for WGN, Chicago, a Mutual network affiliate. Townsend, who has been selling advertising in publications and radio on the coast, will have offices in the Russ Building, San Francisco.

### WBAL Signs Pimlico

Baltimore — WBAL has signed exclusive airing of the Pimlico 15-day racing season, starting April 19. American Oil Co., through Joseph Katz agency, has bought all races on Preakness Day, May 15, when a four-hour broadcast including studio variety talent will take place. WBAL feeding it to WMAL, Washington, and the NBC-Blue network. Clem McCarthy of NBC will be at the mike.

### PREPARING CAMPAIGNS FOR MAGAZINE GROUP

Official Detective Magazine, member of the Guide Group which includes Radio Guide and Screen Guide, will shortly begin a series of transcribed programs over the following stations: WELI, WCAO, WORL, WSAR, WCAP, WOV, WGNV, WNBX, WDEV, WLVA, WPHR and WHIS. Disks are now being cut in Chicago and will consist of stories being carried in the current issue of magazine.

Publishers announced at the same  
*(Continued on Page 3)*

### Woodbury Announces \$100,000 Contest

J. H. Woodbury Inc., Cincinnati (facial soap), on April 12 will announce a \$100,000 letter writing contest over its afternoon program, "Follow the Moon," on the NBC-Red network. Listeners will be invited to  
*(Continued on Page 7)*

## P & G Using 100 Stations In Camay Spot Campaign

### CRA Deal with WLW Is 5 Hours Weekly

Consolidated Radio Artists Inc. deal with WLW calls for the former to buy 10 half-hours weekly for sustaining bands. First band from New York will probably be the Rudolph Friml Jr., opening tonight at the French Casino here. Don Bestor is now being heard out of the Netherland-Plaza Hotel, Cincinnati, the  
*(Continued on Page 8)*

## Field Tests Now Under Way for Data on Coverage and Listening Habits of Nationwide Audience

### WBNX APPEALS TO NAB ON TITLE DUPLICATION

The long troublesome topic—the duplication of program titles by radio stations—has been placed in the lap of James Baldwin, managing director of the NAB, in a letter filed with the NAB yesterday by W. C. Alcorn, vice-president and general manager of WBNX.

Station claims that two months ago it started a series of programs under the title "Rackets" and within the past week another New York station (WOR) started a series called "It's a Racket." Both programs are  
*(Continued on Page 3)*

### Television Institute Advertising on Radio

First radio advertised television course, airs on WMCA at 8:15 tonight as one of two spots bought on the outlet by the Massachusetts Television Institute. Time bought through N. W. Ayer & Son, Inc., is for two 5-minute spots weekly, the second spot on WMCA being heard tomorrow at 6:25 p.m. Course advertises mail or personal instruction in television angles.

M.T.I. has offices in RCA building and has heretofore advertised in this area in local dailies.

Paul F. Peter, secretary of the Joint Committee on Radio Research, will submit his report on "methods to determine the radio coverage and listening habits of the radio audience" to the Joint Committee by June 1, it was learned yesterday.

Field tests are now going on and it is expected that all data will be complete by the end of next month. If the committee, composed of five members each from the AAAA, ANA and the NAB, approves of the report, the next step might possibly be the formation of a permanent operating bureau to carry out the work. Bureau would be supported by the medium as a whole. Final  
*(Continued on Page 3)*

### NBC Orchestra Buildup For Toscanini Concerts

NBC will bring its symphony orchestra to full strength, preliminary to the 10 concerts to be conducted by Arturo Toscanini, with the job entrusted to Dr. Artur Rodzinski, at the request of Toscanini. To this end, NBC will have Dr. Rodzinski tour the country for the best available symphony men and offer them 52-week contracts.

Rodzinski will conduct at least 10  
*(Continued on Page 7)*

### K. K. Hansen Joining Comer Agency as V.P.

K. K. Hansen has resigned as head of the Rockwell-O'Keefe Inc., radio and advertising departments, effective April 24, to become vice-president in charge of New York offices of the  
*(Continued on Page 7)*

### Thomas to Coronation

Lowell Thomas, NBC commentator, is expected to sail in about two weeks for London to cover the Coronation. In addition to some broadcasts via short wave, Thomas will cover the event in his capacity as editor of Fox Movietone News. Truman H. Talley, head of Movietone, will accompany Thomas. Substitute on Thomas' Sunoco program not yet set.

P. & G. is also using spot announce-  
*(Continued on Page 5)*



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JOHN W. ALICOATE : : : Publisher

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

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## FINANCIAL

(Tuesday, Mar. 30)

### NEW YORK STOCK MARKET

|                 | High     | Low    | Close   | Chg. | Net   |
|-----------------|----------|--------|---------|------|-------|
| Am. Tel. & Tel. | 170 3/4  | 170    | 170 3/4 | +    | 1/4   |
| Crosley Radio   | 24 1/4   | 24 1/4 | 24 1/4  | +    | 1/4   |
| Gen. Electric   | 58 1/2   | 56 3/8 | 58 1/4  | +    | 1 1/8 |
| North American  | 27       | 26 1/2 | 27      | +    | 1/2   |
| RCA Commc.      | 11 1/4   | 11     | 11 1/8  | +    | 1/8   |
| RCA First Fld.  | 76 1/4   | 76 1/4 | 76 1/2  | +    | 3/8   |
| RCA \$5 Pfd. B  | (75 Bid) |        |         |      |       |
| Stewart Warner  | 19       | 18 3/4 | 19      |      |       |
| Zenith Radio    | 34 1/4   | 34     | 34      | -    | 1/4   |

### NEW YORK CURB EXCHANGE

|                  |        |        |        |  |     |
|------------------|--------|--------|--------|--|-----|
| Hazeltine Corp.  | 16 7/8 | 16 7/8 | 16 7/8 |  |     |
| Majestic         | 4 1/8  | 4 1/8  | 4 1/8  |  | 1/8 |
| Nat. Union Radio |        |        |        |  |     |

### OVER THE COUNTER

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| CBS A             | 58 3/4 | 60 3/4 |
| CBS B             | 58 1/2 | 60 1/2 |
| Stromberg Carlson | 15 1/2 | 16 1/2 |

## Prall Among Speakers At Democratic Meeting

Chairman Anning S. Prall of the FCC, Postmaster-General James A. Farley and Senator Robert F. Wagner will be principal speakers at the meeting and entertainment of the Featherston Democratic Club of Tompkinsville, S. I., on Saturday, with an airing over WMCA at 8:30-9:30 p.m.

Entertainment program will include Yvette Rugel, Eleanor Sherry, Sid Gary, Howard Doyle, J. C. Flippen, Harriet Brent and others.

## F. W. Bryant Joins WBS

Chicago—F. W. Bryant, formerly with McCann-Erickson Inc., has joined the WBS station relations department.

## REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED  
1600 Broadway MED. 3-1270 New York

## RADIO EDITORS' FORUM

First of a series of expressions by the leading radio editors of the country on the general subject of broadcasting.

By MAX HALL

Daily Georgian-Sunday American, Atlanta, Ga.

MY views on the principal needs of the broadcasting industry are as follows:

(1) MORE EMPHASIS ON PRODUCTION. A well-produced radio show is a joy indeed, and far too many are shabbily produced. Some programs are ragged as though thrown together in haste, but the most common fault is lack of balance and lack of unity.

Talent is not nearly so important as production, but sometimes it seems to be given the edge by broadcasters. I hear "big name" shows that are poor, even though the "big names" themselves are okay. On the other hand a show with no expensive talent may go over like a million if it is planned by a showman with a sense of balance and whipped into shape by a director with a sense of timing.

To be a real hit a show must have some kind of warmth, or flavor, of its own—a sort of aura that is recognizable, so that when it comes on the air the listener has the real feeling an old friend has entered his home. No excellence of talent alone can cause this feeling. "The Magic Key" has the tops in talent, but you don't notice it winning any radio editors' polls. You don't often think of this program as a whole, but

merely of certain stars you have heard on it.

(2) LESS EMPHASIS ON STUDIO AUDIENCES. At this distance from the broadcasting centers, it is obvious that a large number of radio producers are allowing their minds to be confined in one city, even in one studio, instead of taking in the wide audience of radio listeners, who, sitting in their homes, do not care whether a small group of people in New York or Hollywood is having a good time or not, but desire only to be entertained by what comes out of their loudspeakers.

I don't necessarily wish to eliminate studio audiences entirely, and I agree that a studio audience can add effective atmosphere by laughter and applause (not too much of either). But I think actual CATERING to studio audiences by comedians, who forget they are no longer on the vaudeville stage, not only is illogical in an industry that is supposed to be producing RADIO programs, but also is downright near-sighted and stupid.

We frequently hear a burst of laughter entirely unjustified by anything heard on the air, and that, I think, is absolutely the height of something or other. Broadcasters should never lose sight for a second of the fact that WHAT GOES OUT ON THE AIR WAVES is of paramount importance, dwarfing all other interests.

## Pre-Season Ball Games Broadcast from KRGV

Weslaco, Tex.—Baseball fans in the Lower Valley Grande territory had their first spring baseball a few days ago, when the St. Louis Browns came down from San Antonio to mix with the Kansas City Blues of the American Ass'n, with KRGV here broadcasting the game. Jack Drake, KRGV sports announcer, and I. S. Roberts, merchandising manager who formerly handled Texas League games for KPRC, Houston, comprised the staff in charge of airing the game. They also will handle the Philly Athletics vs. Toledo Mud Hens game on Friday.

The K.C. and Toledo teams chose Lower Valley Grande as their training grounds this season. Valley citizens are working to attract other teams here.

## Ninth U. S.-NBC Show Goes on Air April 25

A new series, "A Trip to Our National Parks," making a total of nine weekly programs broadcast by NBC in cooperation with the U. S. Government, starts April 25 at 3-3:30 p.m. over the NBC-Red network.

## Young Artists Series Is Revived on WDGY

Minneapolis—The Young Artists Series, a big success during a 13-week run last fall, has been put on the air again at WDGY by Edward P. Shurick, assistant general manager of the station. Talented artists are invited to appear on the program, one at a time, with the public invited to write in and request a return program. If the mail is sufficient, the artist is put on the air again. At this time, the public is asked if they would like the artist have a program of his own. If the mail in answer to this request is large enough, the artist is given a program.

Shurick states the plan is an excellent method of building a group of sustaining programs that have the approval of the public. It also arouses interest among the public in giving the young artist a start in radio.

From the series last fall came such programs as "Mildred Johnson and her Mildredettes," "Bernadine Peterson and her Bouquet of Melodies," "Dorothy Dorum from Melody Land" and others.

Series is being aired Tuesdays, Wednesdays and Fridays at 7 p.m. under Shurick's personal direction.

## COMING and GOING

BUDDY ROGERS arrives on the Bremen this afternoon and flies to the coast tomorrow.

R. H. GRANT, vice-president in charge of radio, General Motors Corp., arrives in town today. Probably set the General Motors Sunday Concerts summer show.

SAM PICKARD, lessee of WGST, was in and out of town yesterday. Returned to Miami Beach.

ALLEN SIMMONS, manager of WADC, is in town for a look-see.

H. J. BRENNEN, owner of WJAS, and R. M. THOMPSON, commercial manager of the station, arrived in town yesterday aboard the Aquitania after a three week cruise.

GEORGE STORER, owner of WSPD, WWVA, WWMN, in New York on a business trip.

WILLIAM A. SCHUDT, JR., general manager of WBT, Charlotte, is in New York on a week's business trip returning Saturday.

A. J. KENDRICK, vice-president of WBS's Chicago office, is visiting New York headquarters.

BILL HOPPE, WBS station relation manager, left New York for a two week trip through Texas and other southwestern stations.

JOHN E. LOWRY, general manager of the Manitoba Telephone Co., owners of CKY, Winnipeg and CKX, Brandon, returned to Winnipeg after spending a few days in New York where he observed local radio and telephone conditions.

MARY LEWIS says today aboard the Aquitania for Europe.

MARY BOLAND has left the Lombardy here for Hollywood after appearing as guest star on a few shows.

JUDY CANOVA, her sister and brother, ANNIE and ZEKE, left for Hollywood to appear in Jack Benny's picture "Artists and Models".

FRANK SOMERS, CBS engineer, arrived back in New York after a trip to the Carolinas.

DICK FISHELL, WMCA special events director, arrives tomorrow from his Florida vacation.

WARNER BRIDGES of WEBC, Duluth, is spending a few days in New York and is stopping at the Waldorf.

ADELE RONSON of the cast of NBC's serial, "John's Other Wife", sails Saturday on the Queen of Bermuda for a ten-day vacation.

## Coming Events

Today: Women's National Radio Committee annual awards luncheon, Hotel St. Regis, New York.

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

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

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

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

## LEO SAYS:

C. HOUSTON GOUDISS tells millions what to eat and why—Listen to him tomorrow morning at 9:30

WJLN DIAL 1010  
M. G. M. LOEW'S



## VIC RATNER ADDRESSES CBS STATION MANAGERS

At a luncheon held at the Hotel Ambassador yesterday, Victor Ratner, CBS sales promotion director, discussed 1937 advertising plans with managers of CBS owned stations and members of Radio Sales Inc.

At the meeting were Harold E. Fellows, manager of WEEL; William A. Schudt, manager, WBT; K. W. Husted, commercial manager, WCCO; Arthur Hayes, manager of the Eastern division of Radio sales; Kelly Smith, manager of Radio Sales, in from Chicago; Howard Meighan, Stephen Fould, Radio Sales staff, and Ed Reynolds, director of the owned and operated sales promotion department.

Smith will remain in town for two weeks, Schudt returns to WBT the first of next week, and Fellows goes back to Boston on Thursdays.

## Chamberlain Brown In Series on WMCA

Chamberlain Brown, who recently concluded a 26-week series of half-hour variety programs on WINS, starts a new show on Monday at 3:30 p.m. over WMCA. Drawing upon the extensive name talent available through his theatrical management office and his Broadway associations, Brown's first program will have Fritzi Scheff, Ann Nichols, Marcus Griffin, Fred Hillebrand, Herman Yablokoff, Goeta Ljunburg and others.

## Michelson on Tour

Charles Michelson, eastern manager of Earnshaw Radio Productions, leaves April 5 on a tour through the east and south with Earnshaw's new 1937 transcription releases.

## ANNOUNCERS

**JOHN JAEGER.** WNEW staff announcer, has been selected to replace Kenneth Roberts on the Saturday night CBS Phillip Morris broadcasts. Roberts is currently appearing in a Broadway production. Jaeger will continue with his WNEW commitments.

**KEN HIGGINS.** recently of the announcing staff of KFRC, San Francisco, and before that with KYA, is back in the Hearst group again, having joined the announcing staff of KEHE, Los Angeles.

**HOWARD BROWN** is the newest addition to the announcing staff at WIP, Philadelphia, coming over from WHAT.

**MAURICE HART,** who has just celebrated his first anniversary as an announcer for WAAT, Jersey City, has been appointed chief announcer.

**JOHN JAEGER,** youngest WNEW announcer, who has been with WNEW since the station opened, won the right to replace Kenneth Roberts on the Philip Morris program in competition with three CBS announcers.

## NEW PROGRAMS—IDEAS

### New WLTH Educational Series

"Interviews With the Past", second of WLTH's educational script series prepared by the Office of Education of the U. S. Department of Interior, has been launched in cooperation with the Dramatic Group of the Henry Street Settlement. Each week the Settlement group conducts an "interview" with a famous figure of history. Napoleon is on the program at 11:15 tonight.

First WLTH educational series, "Answer Me This", is now in its fourth week and building up considerable mail.

### Broadcasts from Park

Denver — Broadcasting from city park, and inviting youngsters in particular, to be present at the broadcasts. KLZ expects to add to its fans hundreds of children this summer. And by putting some of the youngsters on the air from the park they expect to add to their adult dialers parents who will be listening for their children's voices. KLZ will broadcast

### 5 Educational Programs Added by KLZ, Denver

Denver—KLZ is airing five broadcasts a week by remote control from the adult education department of the WPA. The department will write the script, and the broadcasts each day of the week will be the same as the previous week. Subjects that will start will be "Music Appreciation," "English Pronunciation and Book Review," "Social Courtesy," "Folk Songs of All Nations" and "First Aid in the Home."

### WGCM Additions

Gulfport, Miss.—Three announcers, a new engineer and a daily news broadcasting period have been added to WGCM, serving the Biloxi-Gulfport, Miss. area. The new announcers are Jimmie Haslett, Biloxi; Ellis O'Neil, Gulfport; Eddie Carnes, Gulfport. Hartford Trosper is the new chief engineer. In addition to a 15-minute news broadcast furnished by Transradio and sponsored by Philco dealers, station officials claim they have added about four hours daily of live talent programs broadcasting from the Gulfport studios.

### Lawrence Marks with A.N.S.

Lawrence Marks, radio writer and production man, is now affiliated with American News Service. He will do a radio column for the news outfit, in addition to his script writing for Star Radio Programs Inc.

### Girl Announcer at WOW

Omaha — Creighton University of the Air, on WOW, 4:30-4:45 p.m. Fridays, now is using a girl announcer. Regina McDermott, a junior in the college of journalism,

every Saturday from points of interest in the park, such as the bears' cages, bird lake, monkey island. In bad weather, broadcasts will be held from the Colorado Museum of Natural History in the park.

### Early A.M. Reverse Quiz

Dave Tyson, who handles the "Musical Clock" every day 8-9 a.m. over WFIL, Philadelphia, has hit upon an attention getter for the early birds. Started it as a gag when the engineer couldn't get the record on the turntable in time, and now it is consuming the major portion of the hour. Tells listeners to "try and trick me," bragging that he can answer anything and everything, and listeners figure this is a good chance to get even with radio announcers. Everybody seems to be anxious to call his bluff with the net result that program's mail response is terrific. Most of the questions are of the riddle variety, mostly pulled out of a Joe Miller. And Tyson picks his answers from the same source.

### Carolina Cup Race Aired For First Time by WBT

Charlotte, N. C. — Carolina Cup Race at Camden, S. C., was aired for the first time Saturday by WBT. Dewey Long, sales manager of WBT, Program Director Charles Crutchfield, Chief Engineer J. J. Beloungy and Engineer Tom Whitman went to Camden to handle the broadcast of the noted event. Frank Somers, CBS engineer from New York, came down to assist in handling the short wave equipment.

### Geo. Heid Joins KDKA

Pittsburgh — George Heid joins KDKA tomorrow as staff artist and to assist in handling production of Artist Service acts for radio and personal appearance work. It is announced by H. A. Woodman, general manager of KDKA.

Besides a long theatrical background, Heid formerly was with KVOA, Tucson, and KQV here.

### Tito Guizar in Concert

Tito Guizar, Mexican tenor star of CBS, has been signed for a concert appearance at Carnegie Hall on April 20. He will be supported by the Metropolitan String Ensemble of the Metropolitan Opera Orchestra. Guizar is expected to return to New York from Miami Beach next week. He is now heading an entertainment bill at the supper room of the Roney Plaza Hotel.

### JAMES MADISON

for many years one of America's outstanding authors, has returned to New York, and invites the attention of those requiring top-notch radio gags and continuities. Permanent residence, Hotel Taft.

## RADIO RESEARCH GROUP REPORTING BY JUNE 1

(Continued from Page 1)

report to the committee will not be released for publication, declared Peter.

Peter is not working on any radio ownership figures this year and no revision of the county breakdown figures, released in 1936, is contemplated.

In forming an operating bureau the committee does not intend to compete with the Cooperative Analysis of Broadcasting or the Clark-Hooper radio popularity surveys. Peter pointed out that these two organizations list the comparative ratings of programs on the air which is outside the committee's field. Committee is primarily concerned with the development of the basic methods for computing radio coverage and the listening habits of the radio audience for the whole broadcasting industry.

### Deane Long Taking Leap

Frederick, Md. — Deane Long, assistant program director and publicity director of WFMD, will say "I do" in the near future to Caroline Hahn of this city. Long, whose home town is Somerset, Pa., came here via WTBO, WNBO and WEBR.

## AGENCIES

**AVERALL BROUGHTON** has resigned from the New York office of Jerome B. Gray and Co. to establish an agency under his own name. Broughton has purchased the accounts that he personally sold and serviced and will take same to new agency.

**B. ALLAN RAVED,** formerly associated with the Gardiner-Rothschild advertising agency, has joined Edwin M. Phillips & Co. as production manager.

**J. SAVINGTON CRAMPTON** has resigned from J. Walter Thompson agency to accept executive position at William Esty agency. Cal Swanson replaces Crampton in New York.

**MONROE F. DREHER INC.,** Newark and New York, has been appointed to handle the Affiliated Products Inc. (Kissproof and Outdoor Girl cosmetics) account.

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTE.

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

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



**CLARK DENNIS**, NBC Chi tenor, flies to New York on Saturday to do Chevrolet recording with Rubin-off ork. Dennis is heard here in his own programs and also on the Coca-Cola Breakfast club disks. He will return April 6.

Ken Robinson, author of NBC's "Dan Harding's Wife," back in the local studios after several days in St. Joseph, Mo.

Hal Totten, vet sports announcer of NBC, doing series of airings for the makers of Twenty Grands, over WMAQ, six-a-week.

Howard Neumiller, pianist, began his seventh year with CBS network here this week.

Paul White, CBS New York special events chief; Harry Harvey, chief engineer of KFBA-KOIL-KFOR, and Paul D. P. Spearman, Washington attorney, visiting CBS here.

John Harrington, WBBM sportscaster, off to Arizona for a preview of the Cubs and White Sox. While away announcers George Watson, Ken Ellington and Paul Luther will sub for Harrington's "Train Time" show broadcast daily from a railroad station here.

Edith Adams, wife of CBS announcer Paul Dowty, and Ruth Delmar, well-known Chi songstress, are latest additions to the cast of "Modern Cinderella."

John Weigel, WBBM announcer, sidelines with a dairy store.

Bess Johnson's little girl, Jane Orr, suffered broken arm last week.

Latest reports on Scattergood Baines are that if show still shows any signs of west coast success it may be brought back here with a local cast next fall.

Jimmy Joy and his dance ork will be aired over the NBC webs from the Stevens Hotel beginning Thursday.

Eddie Duchin slated for the summer season of the Empire Room of Palmer House here with WGN air.

## WAIR Starts Operation

Winston-Salem, N. C.—WAIR, new station here, went on the air for the first time last week and is operating daily, 6 a.m. to sunset, on a frequency of 1250 kilocycles and 250 watts power.

## WBBM-Cubs Series

Chicago—The Chicago Cubs have signed with WBBM to broadcast "Dugout Dope" interviews for 10 minutes preceding each home game of the season and the pre-season games here. George Sutherland, recently imported from Buffalo to assist Pat Flanagan in baseball broadcasts, will handle the interviews.

● ● ● Ina Claire's signature on a 13-week contract to head her own radio show a la Helen Hayes is being held up because an amiable compromise can't be made with the star regarding ten-week advance on dramatic scripts...NBCaster Don Wilson has been signed by Paramount pictures and will be featured in the Victor Moore-Helen Broderick flicker, "Mrs. America"...The Astaire-Butterworth Packard show fades in May...Harry Hershfield's "Laugh Parade" quit Friday because of Harry's physical condition. He is under strict medical care at the moment... Director Brewster Morgan starts this morning on the Mickey Alpert-CBS show. The other writer, Sam Carlton, wrote for George Jessel.

● ● ● Fats Waller follows Jack Denny into the Meadowbrook...The spelling bee via WMCA, sponsored by Chase & Sanborn when Good Will Court faded, will remain as a sustainer on the station when the sponsor's commitments are up...L. Wolfe Gilbert will publish "Greatest Enemy of Love", which Anatole Friedland and he wrote over the week-end in Atlantic City...Ray Saunders, WHN announcer, has moved from Passaic to the city so as to make his morning airings on time hereafter...Jay Freeman on Sunday celebrates his 15th year as a bandleader, second year at the Paradise and his 35th birthday...Ted Hammerstein scouted the hills of Connecticut yesterday for a suitable spot to operate a summer playhouse as a "grazing ground" for radio ideas to present this fall.

● ● ● Make-up of the Oscar Shaw-Carmela Ponselle show will undergo a complete change this summer when the stars will present condensed musical shows...WBNX will present Morris Watson, managing producer of the WPA "Living Newspaper", on Tuesday, provided Watson's case before the Supreme Court is met with an unfavorable decision...Ted Church is the recipient of the "Saturday Morning Off" prize, the weekly award for the best publicity written by the members of the NBC press dept...Frank Black's "Contented" program, which emanates from Chicago on Mondays, will shortly be aired from Radio City because of the maestro's difficulty in flying to the Windy City after his Sunday "Magic Key" show...Arthur Boran is set for three Rubinoff transcriptions... Joe Cook, who made his Saturday airing with a high temperature and was rushed to a hotel bed immediately thereafter, is much better today.

● ● ● Glen Island Casino opens May 27 with Nye Mayhew... Carl Ravell of California follows Ozzie Nelson into the Lexington May 1...Eddie Marr of the "Junior G-Men" show will visit his relatives on the coast shortly—the beloved Perry Charles...Bob Freda in Don Fredi's band at the Stratford has changed his moniker to Lido...Ed Sullivan's "Dawn Patrol" with radio names opens in Stamford April 15 for three days...Stanley Field, WLTH program director, can't get over the kidding about his hair, since WOR's Ed Fitzgerald asked if it was natural...Brooklyn Eagle's radio editor, Jo Ransom, has a book due in the summer called "Crime on the Air" which will include stories by Phil Lord and Charlie Martin...Don Voorhees and band will be the pit orchestra for the Howard Deitz-Arthur Schwartz musical "Between the Devil", starring Jack Buchanan and Evelyn Laye...Zeke Manners will do a repeat on the network show within a month.

**FRED WARING's** Pennsylvanians will be in Los Angeles this week. John Dolph, new assistant to vice pres. Thornburgh, CBS, with Mrs. Fred Waring, motored to San Francisco over the week end to meet Waring while he plays a short engagement, will return with him and his band for a theater appearance here.

Mertens & Price have sold the Sunday Players disk series for 52 weeks for Minneapolis, where Minnesota-Acacia cemetery association will sponsor the series for the city's church federation. WTCN will put them on air. Sunday Players also sold for 52 weeks on WKZO, Kalamazoo. Locustwood Memorial Park Ass'n, Camden, N. J., also will use the disks over WCAM.

Thomas Conrad Sawyer, commentator on the new Sweetheart Soap series that goes out on NBC's coast red net starting April 16, has added Margaret MacDonald to the program, to do fashions.

"In-Laws," live talent dramatic sustaining on Don Lee California chain, will have a sponsor starting April 19, when Purex pays the freight. Lord & Thomas is agency.

William Queale, chairman of the board of 5DN, Adelaide, and George Sutherland, 3AW, Melbourne, director, with J. S. Larkin, sales manager for 3UZ, Melbourne, are Australian radio execs visiting here.

Dave Carter, publicity chief for CBS on the coast, in a move to bring the trade into closer contact with his chain, announced a weekly press conference for trade publication reps. Donald W. Thornburgh, v.p. in charge, will meet with trade press every Wednesday afternoon, talk shop and answer questions.

Burns and Allen heading for Palm Springs to take their first holiday in three years. They will be gone for two weeks.

Chesterfield's Kostalanetz broadcast will be aired from the coast for an indefinite period to start sometime the end of June. Kostalanetz will be on the coast to work in pictures.

While he is doing Owl Drug's "Treasure Island" airings from Los Angeles, Cliff Engle will use guest stars to add variety. First star on series is Maurice Costello.

Howard R. Bell, who recently sold his KRKD in Los Angeles, last week disposed of his part interest in KFKA, Greeley, Colo., to H. E. Green, the station's manager.

While Rush Hughes vacations in San Francisco for two weeks, Buddy Twist will be narrator on Langendorf Pictorial, NBC coast red.

NBC's coast sales department is enlarging to the extent of adding a secretary, Helen Aldrich, to work with Tracy Moore in Syd Dixon's office.

Jack Burroughs, Oakland Tribune radio ed, visiting studio folk in Hollywood and Los Angeles.

**WITH THE  
☆ WOMEN ☆**

By ADELE ALLERHAND

ACCORDING to the auditioning department of Major Bowes' Amateur Hour, less than 1/3 of applications received from amateurs are from the eyebrow-tweezing sex. . . . Frances Langford's throat is on the mend. . . . she'll probably return to Hollywood Hotel Friday. . . . Edith Dick's back from Bermuda with a luscious, mahogany lacquer. . . . Marianne Cowan, once of British Broadcasting, returns to her native ether in "The Fall of the City" . . . said to be first script authored by name scribe directly for radio. . . . he's Archibald MacLeish. . . . the Cowan lass will be, of all things, the voice of a dead femme! . . . Agnes Moorehead, now "Gumps"-ing, has bought a car. . . . Deanna Durbin busy plattering songs from her recent picture . . . she will rest in Camden for several days. . . . then back to Hollywood. . . . Benay Venuta, WOR's canary, to go musical comedy in "Orchids Preferred", which opens in Boston, April 26. . . . New York opening scheduled for first week in May. . . .

Diminutive Lily Pons spent Easter Sunday in New Orleans keeping a train waiting 15 minutes, lunching with a manager, launching a civic symphony membership drive, phoning maestro Kostelanetz. . . . then left for Baton Rouge to concertize at Pasquale Amato's invitation. . . . Elizabeth Lennox, concert and radio lark, to guest on the "Hammerstein" program April 6. . . . George Rector and Madame were casting covetous eyes at the model house t'other night when the restaurateur-chief presided at cooking contests in the Grand Central Palace. . . . They're about to build. . . . Helen Gleason, now lending vocal lustre to "Frederika", to guest on the General Motors program April 11. . . . Nila Mack's ether-guest this week will be C. W. Coates, curator of tropical fishes of the New York Aquarium. . . .

Movie-Zany Aline MacMahon went socially-conscious with talk of "Trade Unionism and Civil Liberties". Roger Baldwin assisting, over WEVD yesterday. . . . Tamara sang. . . . Eleanor Harris' Homemaker's Exchange has undergone a change of style. . . . She'll devote Thursday's broadcast to telling the world how to make angel food cake. . . . John Wexley of grim "Last Mile" fame, whose "Steel" is currently provoking thought at the Labor Theater, will be Charlotte Buchwald's air-guest next Tuesday. . . .



**"OUR GAL, SUNDAY"**

Affiliated Products  
CBS Network, Monday through Friday, 12:45-1 p.m.  
Blacketti-Sample-Hummert Inc.

**GOOD HUMAN INTEREST AND ROMANTIC SERIAL WITH FAIRLY POPULAR APPEAL.**

This is a down to earth serial with a nice human interest quality despite a somewhat oldtime melodramatic tinge in the first two episodes. Central character is an orphan girl brought up by a couple of western gold miners and christened "Our Gal, Sunday." Arrived at the age of romance, the girl is torn between the call of her heart and gratitude and loyalty to her benefactors. Action takes a dramatic turn when one of the miners shoots and kills a young Englishman who is about to do wrong by the gal. A local sweetheart, with whom she has grown up, and the desire of the miners to send her to a finishing school add to the complications.

Character of the girl is played in natural but rather subdued vein, and the two miners likewise keep from over-acting, which helps to erase some of the play's vintage. It ought to catch on very well.

**P & G Using 100 Stations In Camay Spot Campaign**

(Continued from Page 1)  
ments for Lava soap through Blacketti-Sample-Hummert Inc., Chicago, and for Crisco through Compton Advertising Inc., New York.

**Gulf Quiz Series on WBT**

Charlotte—Gulf Refining Co., Pittsburgh (Gulf spray), on April 26 will begin a spot series on WBT, Charlotte, Mondays, Wednesdays, Fridays, 1:30-1:45 p.m. Program will be a question bee with Lee Kirby, WBT staff announcer, asking trick questions of pedestrians on the street. Those answering questions correctly will receive a can of Gulf spray, others will get the "cow bell." Young & Rubicam, Inc., New York, placed the account.

**Honor Vallee, Ingersoll**

Rudy Vallee and Jack Ingersoll, sports and special events announcer at WINS, will be inducted tonight as honorary members of Sergeant Delaney Theatrical Post 102, Veterans of Foreign Wars.

**Baruch Gets Assignment**

Andre Baruch has been selected to announce the new five-a-week daytime American Tobacco show. Baruch was set by Mack Davis of the Columbia Artists Inc.

**JEAN SABLON**

With Norman Cloutier's Orchestra  
Sustaining

NBC-Red Network, Monday, 9:30-9:45 p.m.

**ROMANTIC CROONER FROM PARIS HAS A PLEASING VOICE AND PERSUASIVE STYLE.**

Jean Sablon, French import who is being given a build-up by NBC, should have no great trouble catching on. The crooning lad has a romantic style that will particularly catch the fancy of the women, and won't displease the men either, for his melodious vocal work is in a soothing, restful vein.

Monday night's program opened with Sablon singing in French, then "When My Dream Boat Comes Home," in English, followed by Norman Cloutier's orchestra in "My Blue Heaven," after which Sablon went French again for "Serenade in the Night" and another number, winding up with "Goodnight, My Love" in English.

Cloutier handled the orchestra so as to give Sablon all the breaks. In addition to the regular announcer, a femme voice introduced Sablon in French and also gave him a French sign-off.

**Agency Signs Loria Brothers**

The Seven Loria Brothers, Mexican child musicians who were last week signed for work in RKO-Radio Pictures' "New Faces," yesterday signed a contract for personal appearance and radio representation by the Curtis & Allen Agency. On their return from Hollywood, it is expected that the Lorias will be given special permission to appear on Broadway in Shubert musical comedy or revue.

**4 Safety Programs on KDKA**

Pittsburgh—Four safety programs, sponsored by the Allegheny County Parent-Teacher Associations will be presented from KDKA starting at 1:45 p.m. Sunday. Broadcasts are being arranged by Mrs. L. G. Stone, state chairman of traffic safety education for the National Congress of Parents and Teachers and president of the Allegheny Council PTA. Programs will be part of a national campaign in the interest of greater traffic safety.

**NBC Social Note**

The NBC Athletic Association, formed last week, will hold its first function on May 7, when a dance and entertainment will be held in the Grand Ballroom of the Roosevelt Hotel. Among activities of the newly formed org is a swimming course for men, including diving, water polo and life saving.

**COMMENTS  
On Current Programs**

**KSTP Femme Show Clicks**

St. Paul — A really outstanding radio stunt is now being aired once weekly over KSTP, Twin City independent station, by Marjorie Ellis McCrady. Dubbed "Maid and Mistresses," and broadcast each Tuesday afternoon as part of the "Women's Page of the Air" program, the 15-minute stanza airs the wails and woes of just what the title suggests — mistresses and maids.

As women's page editor of the Minneapolis Journal, KSTP's affiliate, Miss McCrady long has had poured into her ears the woes of maids over their employers, and vice versa. Seeing the possibilities of the stuff for the air, Miss McCrady solicited letters from both sides, found them soon pouring in on her at a rate beyond the capacity of her Tuesday afternoon broadcast.

That the program is going over with listeners is indicated in the heavy response, both mail and telephonic. Mail is increasing so steadily that Miss McCrady says the stunt can continue indefinitely. No names are used on the air, and requests are made that no names be signed to the letters or contained therein. Miss McCrady reads the letters, comments on them, tries to offer some sensible means of solution of the difficulties.

**Lux Radio Theater**

George Burns and Gracie Allen were as out of place in "Dulcy" on Monday night as Jack Benny and Mary Livingstone were in "Brewster's Millions," a Lux Theater presentation of some weeks ago. In both cases, it was very apparent that there's a difference between gag comedians who specialize in vaudeville cross-fire and comedy actors in the legitimate dramatic sense. As a result, the radio offering of the early George S. Kaufman stage hit was pretty much of a miss despite the able support of Howard Lindsay, Elliott Nugent, Norma Lee and others assembled by producer Cecil B. de Mille for this CBS network program.

**Jack Benny**

Jell-o's comic took a few leaves from the ancient "On a Slow Train Through Arkansaw" for his last evening Sunday show over the NBC-Red. Modernized to conform to "a fast train from Chicago to Hollywood," the idea of rubes going on a trip and making greenhorn remarks along the route proved itself still serviceable. Thanks to a fast script, the show held to a good entertainment level. Andy Devine joined the cast again in Hollywood but didn't have a lot to do.

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

**NEW BUSINESS**

Signed by Stations

**WDSU, New Orleans**

New Orleans—Eleven new accounts recently added by WDSU include: General Foods, 30 one-minute spots; General Mills, 77 baseball games; Carter Medicine, renewal, 260 spots; Kirschman's Furniture, 15 minutes daily for a year; Kross Lumber Co., 630 spots; W. J. Marchand Co., 630 spots; Bernard & Grunning, 13 half-hour shows; St. Regis Restaurant, 13 half-hour shows; Jefferson Bottling, 546 spots; Radio Sharp, 78 spots; Double Cola, three spots daily, 26 weeks; Rhythm Club.

**WMCA, New York**

Bisceglia Bros. Wine Corp., "Anice Ives—Everywoman's Hour," 13 weeks, through Gardner Advertising Co.

**KCMO, Kansas City**

Glendale Beverage Co., mystery thriller disks, 13 weeks; Faultless Laundry, 100 spots.

**WCCO, Minneapolis**

Western Grocer Co., morning program; Gluek Brewing, increase from 5 to 10 minutes on Rollie Johnson's sport review; Household Magazine, featuring Hugh Aspinwall and Ramona Gerhard, thrice weekly.

**WWL, New Orleans**

Nehi, half-hour weekly disk, through James A. Green; Norge, two 15-minute disks weekly.

**WGCM, Gulfport**

Carter's Little Liver Pills, spots; Chevrolet's Musical Moments, 15-minute disks, three times a week; United Drug (Rexall), Magic Hour disks, program, 15 minutes, 15 weeks.

**WBAL, Baltimore**

Empire Laundry & Dry Cleaners is sponsoring "Matching Minds," new Monday feature being aired by Louis Azael, using students from local schools.

**Dr. Ellis Places Disks**

Pittsburgh — Dr. Ellis Sales Corp. (wave set) through Walker & Downing is placing a series of five-minute WBS transcriptions on WOR, WCAU,

**KTUL Adds Plane**

Tulsa, Okla.—KTUL has added a plane for dispatching continuity writers and salesmen to nearby state points and in-state jumps to save time. Came in handy when program set for Sunday afternoon faded on Friday and research had to be made in Bartlesville and script ready for rehearsal that night. Charlie Bush, continuity chief and a licensed pilot, hopped in plane and was there 30 minutes later. Returned with script material, wrote it, re-hashed it and rehearsal went ahead on schedule.

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 16 of a Series

**WIL—ST. LOUIS**

100 Watts, Night, 250 Watts LS.—1,200 kc.

**L. A. BENSON**  
Vice Pres.

**C. W. BENSON**  
Gen'l. Mgr.

**W**IL, oldest commercial station in St. Louis, is owned and operated by Missouri Broadcasting Corp. Established in 1922. WIL was just an idea of Lester A. Benson's. Today the station has earned the title of "The Biggest Little Station in the Nation." Because of its phenomenal growth, WIL now is equipped to present an interesting variety of programs 17 hours daily to a listening audience of over 1,500,000.

Care has been taken in every phase of modern day broadcasting by the owners in order to build WIL to its present standing. Realizing the importance of a well balanced menu, special events, musical, educational and civic programs are given equal share in the broadcasting day at the station. The music library, equipped with 10,000 records, can present almost any current or standard favorite at a moment's notice. Seven 15-minute news spots are on the daily fare, with news flashes of importance aired as soon as they are available. WIL was the only station in the St. Louis area to employ its own news gathering agency. Today direct wires from the leading news services of the nation are connected with the WIL studios.

For many years a composite transmitter was used by WIL. But with radio improvements noted daily, a change was made necessary. Today a new Western Electric High-Fidelity transmitter has just been installed with Chal Stoup, chief operator and engineer of the station in charge. Sixteen stories above street level stands a new 190 foot vertical radiator antenna. Weighing 9 tons, this antenna is balanced on four porcelain insulators. Through short-wave station KIFF, WIL is ready to broadcast from any point in the state via its mobile unit.

WIL's staff has been hand picked by the owners. Lester Benson is president and general manager and C. W. Benson is vice-president. Edgar B. Shutz, commercial manager, a former newspaper executive, established a sales department that today can take credit for the long list of commercials heard daily over this station. Neil Norman, program director, and David Pasternak complete the list of executives.

**Cooperate with Cotton Week**

National and Regional radio advertisers will co-operate this year to help celebrate National Cotton Week, May 31-June 6. C. K. Everett, manager of promotion of the Cotton-Textile Institute is in charge. To date only a few spot announcements have been set, with work concentrating on tie-ups with coast-to-coast network shows. It is expected that many national advertisers on NBC, CBS and Mutual will devote a few minutes of their programs to highlight cotton.

and WMAQ. On WOR disks are used three times weekly, and twice weekly on the latter stations.

**WHO, Des Moines**

Acme Feeds Inc. is the latest sponsor to be added by the Songfellows quartet for a Monday evening period, 8:30-8:45.

**KFI, Los Angeles**

Associated Distributors (Essence of Life face cream), 15-minute weekly musical program, 12 weeks, through Kastor & Sons, Chicago; Lever Bros., six spots weekly, also nine spots weekly on KECA, 52 weeks, through Ruthrauff & Ryan, New York.

**Church on WNEW**

The Church of the Nazarenes has purchased time on WNEW over a period of 52 weeks, 8:30-9:30 p.m. on Sundays, the broadcast starting April 3 from the New York station, and subsequently from Paterson. The Reverend Estelle Crutcher will conduct the services.

**Boston Marathon on NBC**

Boston — NBC will broadcast the start and finish of the Boston A. A. Marathon on April 19 over the Blue network. Start of 25 mile race will be heard 12:05-12:15 p.m., with the finish scheduled for 2:35-2:45 p.m. Coverage will be handled by WBZ's special events division under the direction of Arthur Feldman.

**Whiteman for Loew's State**

Paul Whiteman and orchestra have been booked to play a week's engagement at Loew's State on Broadway, opening May 13. Booking follows that of the Drake Hotel, Chicago.

**Shearer Opening Beauty Salon**

Newark, N. J.—Jimmie Shearer, for fifteen years manager of WHBI, is branching out, having leased a floor at 675 Broad St., where he will open a beauty salon. He will retain his radio connections.

**PROMOTION****WOAI House Organ**

House organ issued throughout the year by WOAI, San Antonio, hereafter will be patterned after well-known magazines, a different publication being imitated each issue. The first number was patterned somewhat after Life.

Of 40 new national and local spot contracts signed by WOAI since Feb. 1, premium offers and contests are being conducted by 21.

**KTSM Data Folder**

A folder giving data on the El Paso trade area, "the fifth market of Texas," has been issued by KTSM, El Paso. Stores, sales, personnel and payroll by kinds of business are included in the survey.

**Strathmore Contest**

Strathmore Serenade, heard over WOR Sundays, 11-11:30 a.m. and sponsored by Levitt & Sons, inaugurated a four week contest on their program Sunday. Will award three prizes to entrants submitting the best letter on "What I Would Like in My Home." Prizes are: \$250, \$100 and \$50. Contest ends May 1 and winners will be announced on the May 16 broadcast.

**WIP Space-for-Time Swap**

On a space for time swap between the Evening Ledger and WIP, Philadelphia, paper has Sam Serota, as Brother Bill, doing a "man of a thousand voices" in reading the daily funnies. To promote this circulation stimulant, Ledger is offering a life-like 8-inch colored cut-out of a character in the comics, kids getting as many as they please for each three cents to cover postage. Cut-outs are mounted on cardboard and has a special easel-back arrangement to make it stand by itself. Characters are changed every two weeks.

**PHILADELPHIA**

Lester Joy, general manager of KYW, has been appointed to the Mayor's executive committee in planning a fete to mark the signing of the Constitution, and has also been made a member of the Red Cross radio committee.

Rev. Robert Fraser, blind singing evangelist, celebrates his 12th anniversary of broadcasting over WIP.

Clarence Fuhrman, musical director of WIP, has been made an honorary member of the Philadelphia Skating Society and Humane Club, having supplied the music for the society's skating events for the past four years.

**Silent Stationery**

Stationery made of cloth is being used by WFBC, Greenville, S. C., the textile center of the south. Besides the novelty of it, the cloth stationery has a smooth feel and is both durable and silent.

## STATIONS STUDYING SUMMARY OF INDUSTRY

Radio station execs and licensees around the country are studying copies of the speech made last week at Duke University by Irvin Stewart, vice-chairman of the FCC, address being entitled "The Public Control of Radio." Stewart made a comprehensive survey of the entire picture of commercial broadcasting, television possibilities and all other matters that have occupied the FCC, members of Congress and educational institutions.

On the matter of "transfer of licenses," Stewart said that there were two schools of thought, one being that a transaction concerning the license was merely between two individuals, and the other school could not see how an FCC license could be given a vested right status and a price put upon it. In this connection Stewart said in part:

"There have been suggestions that, if the Commission does not explore its own powers to check sales of broadcast stations at inflated prices, Congress might recapture for the public the profit on the transfer of public property. The transfer of licenses at prices far in excess of the value of the physical equipment involved will sooner or later offer tempting field for the middleman."

The FCC vice chairman touched on such phases as the "legal basis" upon which the FCC could proceed and the cardinal principle governing radio in the U. S., also "administration," mentioning the three agencies charged with the administration of the non-governmental radio, i. e., radio aside from army, navy, coast guard, etc. Amateur broadcasters (47,000 such licensees in U. S.) were treated at length, also the fact that 80 stations are licensed for the sole purpose of sending public press dispatches to foreign countries, and 0 points in the U. S.

Television angles were well covered, especially the commercial possibilities and pitfalls regarding standardization and frequencies. On the question of "distribution of broadcasting facilities," the Commissioner indicated that the stations were most likely situated in the thickly populated areas to aid the advertiser rather than the general public . . . in fact three-fourths of the U. S. area had no primary service.

"Chains" were set down as "another phenomena in the American broadcasting picture" . . . Stewart believed that it must be disconcerting to find the same choice of programs on the stations that came in best. "Newspaper control of stations"

### Mannual for Mikemen

Chicago—Stan Thompson, operations manager for WBBM-CBS studios, has completed a 14-page manual for announcers.

## ORCHESTRAS - MUSIC

**J**OE MARSALA and Ork have added the Three Peppers, vocal and instrumental trio, to their thrice weekly WHN broadcasts from the Hickory House, where Joe has been signed to a one year contract.

*Zinn Arthur and his WNEW band will make music for the "White Horse Ball" at the Astor, April 27. The "White Horse Inn" cast is expected to turn out en masse and proceeds will go to the Stage relief Fund.*

Gladys Swarthout's first program in her new NBC-Red Network Concert Series, to be aired Sunday April 4, 10-10:30 p.m., will include "Benedemeers' Stream," an Irish folk song arranged by Gatty, Ralph Grainger's "Thunder Over Paradise" and Greig's "Ich Liebe Dich." Swarthout and Chapman will sing two duets.

*The Perole String Quartet will introduce a new "Piano Quintette in A Minor" on its WOR Sunday broadcast at 12 noon. The composer, Henry Hadley, will be at the piano.*

Bill Livingston, who authored ditty "Having a Wonderful Time," inspired by the stage production of that name, has placed the song with Max Mayer of Paull-Pioneer.

*Ben Edwards, former professional manager of Isham Jones Music, has been added to Miller Music.*

Bob Lee, after two weeks as professional manager of Isham Jones Music, has resigned to go with Sam Fox.

*Gardner Reid, 24 year old student of the Eastman School of Music, Rochester, received the \$1,000 prize of The American Composer's contest on Sunday, according to announce-*

ment by the N. Y. Philharmonic Symphony Society. Quincy Porter, music instructor, received honorable mention. Winning composition will be played by the orchestra on its premiere broadcast of the 1937-38 season next October.

was also considered as being in the public eye. Advertising, said Stewart, brought the most complaints, and the "commission's powers in this field are not well defined and they have never been thoroughly explored." However he felt that the rising tide of prosperity for the broadcasters might easily simplify the question of objectionable advertising.

Programs were readily admitted to be about out of the jurisdiction of the FCC, which could order certain standards of equipment, but hardly be in a position to state that standards of program quality could be regulated. Probably one question which the FCC would not attempt to do anything about, in the opinion of Stewart.

Censorship and Education brought the address to a conclusion, both items being treated at great length, more or less a resume of the situation.

Three new series of musical programs are to be inaugurated over WQXR the week of April 4. A cello series, featuring Paulo Gruppe begins on Monday, 6:45-7 p.m. Elizabeth Ashley, contralto, presents a weekly recital series beginning Tuesday, 6-6:45 p.m. The American Pianists' Series, which includes programs by eight young American pianists during the course of the month, will feature Edna Bockstein, of the Juilliard Graduate School of Music, April 10 at 3-3:30 p.m. and will be continued on every Wednesday evening and Saturday afternoon thereafter.

Michael Mells, who recently opened at the Top Hat Hotel and Restaurant, Union City, N. J., with a snappy and tuneful aggregation, has been featured as an ace trumpeter over a period of ten years, playing solos on many commercials. Until September last, Mell was with NBC.

Josef Cherniavsky and his ork will air a medley called "Parade of Movie Hits" in the Musical Camera program over the NBC-Red April 4, 4:30-5 p.m. The ditties are culled from the most popular pix showing at first-run houses of Broadway.

Gladys Miller, who is in charge of the music library of KOMO-KJR, handles more than 70,000 pieces of music. The library of the Seattle station is adjudged one of the best in the West. Miss Miller manipulates more than 1560 musical selections a year.

Woodbury Announces \$100,000 Contest

(Continued from Page 1)

submit the best ending for the sentence, "I like Woodbury's soap best for my skin because . . ."

Contest will run for ten weeks and prizes will be awarded weekly. A total of 100 Longine diamond wrist watches, 10 each week, five to consumers submitting the best letters, and equal number to the dealer selling the soap to the winner.

No limit has been placed on the number of entries filed, but each letter must be accompanied by wrappers from three cakes of Woodbury soap. All mail will be addressed directly to the sponsor.

Contest is similar to the one Procter & Gamble ran earlier this year which polled over 4,000,000 entries.

## NBC ORCHESTRA BUILDING FOR TOSCANINI CONCERTS

(Continued from Page 1)

concerts himself with the orchestra, probably five before Toscanini and five after the 10 by the noted maestro. Starting date is still undetermined beyond the fact that they will begin in the fall. Thus, Toscanini will actually be guest conductor, with Rodzinski permanent baton wielder. Rodzinski will continue, however, to lead the Cleveland Symphony Orchestra, and of course continue his present series with the New York Philharmonic.

President Lenox R. Lohr of NBC told RADIO DAILY that neither the 10 scheduled broadcasts of Toscanini nor those of Rodzinski would be offered to sponsors, but later a night or afternoon series apart from the 20 scheduled concerts could be bought commercially with Rodzinski as conductor. Lohr did not see what was to prevent an affiliated station selling spot announcements before or after the non-sponsored concerts, but hardly believed an outlet would jeopardize its good will by so foolhardy a stunt as working in announcement at any part of these concerts which will run "without a stopwatch" and not be restricted to one hour.

Starting date and day of the week still depend on the setup of the network on its time sold. Whether or not the outside or additional concerts go commercial, it is conceded that NBC will have built one of the best symphony orchestras in the country and add considerable strength to its listening audience.

Guest conductors may fill in on occasion probably after the Rodzinski series following Toscanini.

## K. K. Hansen Joining Comer Agency as V.P.

(Continued from Page 1)

Russell C. Comer Advertising Co. Ad agency, which has offices in Kansas City and Chicago, and recently opened offices here at 11 West 42nd St.

Rockwell-O'Keefe, as an account, will go over to Comer with Hansen, who has been with the former since its organization. Thus Hansen will continue to handle the concern's advertising. Hansen has an advertising and show business background apart from the Rockwell-O'Keefe association.

### At the Rainbow Grill Emery Deutsch and His Orchestra

Unusual, Romantic Music Management Rockwell-O'Keefe, Inc. Radio City, New York and Hollywood

## PREPARING CAMPAIGNS FOR MAGAZINE GROUP

(Continued from Page 1)

time that radio schedules for the other two magazines have been completed. Radio Guide is sponsoring daily spot announcements over CHML, KCMO, KFBB, KFBI, KFJM, KGVO, KLO, KONO, WDAY, WDOD, WDW, WHA, WHEC, WHP, WIBA, WJBC, WLAC, WMBD, WOC, WORK, WROL, and WTNJ. Weekly 15-minute musical programs are aired over WCBS, WPAD, KIUM, WDSU, WROL and two shows per week over WSM. A weekly news and gossip program, also 15 minutes in running time, is aired over 105 stations for Radio Guide, with special scripts prepared for movie fans being aired over 33 stations. Latter under sponsorship of Screen Guide.

## CRA Deal With WLW Is 5 Hours Weekly

(Continued from Page 1)

buildup resulting in more outside work than Bestor was able to handle. These booking through Consolidated include three college dance dates at \$1,000 each, and the opening of a new factory and dance at Seymour, Ind.

New spot which will have a WLW is the new Beverly Country Club, at Fort Thomas, Ky., which opens April 22, with Clyde Lucas Orchestra.

## WBNX Appeals to NAB On Title Duplication

(Continued from Page 1)

alike in production. WBNX complains that the WOR title is too similar with the name of WBNX's show. WMCA also has a similar program on the air, but they call theirs, "Warning Signals."

In the letter to Baldwin, WBNX suggests that the NAB "take under consideration the establishment of a clearing house for program titles." Station further states that duplication of titles makes it difficult for a station to sell a program to a sponsor and that the practice is "sufficiently provoking to warrant some effort at reform."

## ONE MINUTE INTERVIEW

NICK DAWSON

"If our first ranking novelists were willing to take the time or could be paid sufficiently well for their work, they could adapt themselves to radio and its rigid limitations. But as long as sponsors have the comedian complex and are unwilling to take a chance along with the writers, there can be little change in America's principal form of aural entertainment."

## ★ Coast-to-Coast ★

**J**OHAN HELD JR., producer of the Pontiac Varsity Shows heard over the NBC-Red network on Fridays at 10:30 p.m., will be made a Texas Ranger by Governor James V. Allred of that state when the noted artist broadcasts this week's program from the University of Texas at Austin.

Warden Lewis E. Lawes, in the final broadcast of his fifth series sponsored by Sloan's Liniment over the NBC-Blue, on Monday, will wind up with a personal message to his "20,000 Years in Sing Sing" audience.

Monte Magec, member of the WOAI, San Antonio, talent staff for the past few weeks, has been signed to start a new campaign for CSO Laboratories over the Texas Quality Network. Magec will broadcast his songs and chatter as the CSO man and in addition will make personal appearances throughout Texas this summer and also be at the Pan American Exposition in Dallas.

Pat Flaherty, sports commentator of WOAI, San Antonio, has in the last few weeks interviewed on his regular sports programs such notables as Lawson Little, Horton Smith, Rogers Hornsby and the entire St. Louis Browns baseball team, and W. R. (Flyrod Bill) Cook, famous fisherman.

Peter Lyman, assistant production manager at KOMO and KJR, Seattle, having read an item in RADIO DAILY about Peter Lyman, dramatic director of KROC, Rochester, Minn., is wondering if it's really so that two chaps of the same name are in the same business.

Johnny, the Philip Morris "call boy," recently made the rounds at WBT, Charlotte, flashing his smile and distributing his wares to staff members.

Portland Breakfast Club revue, with talent furnished by Vivia Lewis' all-girl band, made its debut over KGW, Portland, Ore., the other day. Ham - and - egger broadcasts formerly were heard over KEX.

Arthur Godfrey, assistant to "Professor Quiz," has accepted an invitation from American Airlines to participate in the first Washington to Chicago non-stop flight tomorrow. Plane leaves Washington at 5:30 p.m. and arrives in Chicago at 8:25 p.m., then leaves Chicago for New York on Friday, 8 a.m., arriving at Newark Airport at 1:40 p.m.

Sendol Co., which has sponsored a 30-minute script show over WDAF every Sunday for several years, switches to a transcription featuring

William Farnum in "Drums," changing back to a local live show in the fall.

Ken McClure, news editor of WOAI, San Antonio, recently resigned as president of the Animal Defense League of San Antonio.

Jimmie Sams served as relief operator at KCMO for the week that Moreland Murphy was ill.

Hugh M. Smith, commercial manager of WAML, Laurel, Miss., reports local business booming, with many new accounts coming in.

Date on which WRR, Dallas, and KTAT, Fort Worth, will join the Mutual network is definitely set as May 1.

KDYL, Salt Lake City, received many compliments for its coverage of the Utah State High School Basketball Tournament, and plans to repeat the broadcast annually.

Ed Knowles, staff engineer, at WTNJ, Trenton, recently gave a lecture on Radio Engineering before a class of the Mercer Co. Vocational Training Board, while Guy Goodwin of the announcing staff has lectured before classes Stage Training and Technique.

Alan Hale will again be at the mike when the Milwaukee Brewers open the season April 16 with broadcasts over WISN under the sponsorship of the Wadhams Oil Co.

Jane Grey, creator of Crosley's WSAI (Cincinnati) "The Radio Program Perfect," has nothing but work in store for herself during the Summer months. Instead of her usual two months vacation, Miss Grey plans to meet her many fans face to face from the lecture-dais. Paul Theil, at present handling WCPO special broadcasts, will conduct the tour as announcer-manager.

"Cavalcade of America" on April 7 (CBS, 8 p.m.) will dramatize Explorer Robert E. Peary's attainment of the North Pole in 1909.

When the Worth Theater, Ft. Worth, received a silent newsreel on the New London school disaster, Mike Gallagher, crack KTAT announcer, provided the description of the calamity. Speaking into a microphone in the projection booth, Gallagher gave a colorful running comment four times a day for several days till a movie with a sound track arrived.

Bert Puckett and Bill Brown, WMT announcers, will emcee the washing machine manufacturer's show which the Cedar Rapids-Waterloo member

## 6 CANADIAN STATIONS ADDED BY WEED & CO.

(Continued from Page 1)

berta, 100 watts, owned by H. R. Carson, Ltd.

The six outlets are managed in Canada by the Alberta firm of Taylor, Pearson & Carson, while CJCA, CFAC and CJOC comprise the Foot-hills Network, well known in the Dominion.

Big industrial upswing being enjoyed in Canada, especially the Central Provinces, is reason for an optimistic outlook, according to Joseph J. Weed, head of the organization of Weed & Co., who believes that U. S. advertisers will establish an all-time high in their purchase of time on Canadian outlets. High price obtained for wheat, excellent crops and the huge mineral resources of the Dominion now being tapped are three of the reasons for being optimistic, in the opinion of Mr. Weed.

## 34 Accounts Signed By WOAI, San Antonio

(Continued from Page 1)

Salmon, Seattle; Webster Eisenlohr, New York; Armstrong Packing, Dallas; Practical Drawing Co., Dallas; Durkee Famous Foods, Chicago; Lambert Pharmacal, New York; Plough Co. (aspirin), Memphis; Radio Guide, Chicago; Snow King Baking Powder, Cincinnati; Norge, Detroit; Horse & Mule Ass'n, Dallas; A. J. Krank (Lather Kreem), through McCord Co., Minneapolis; Naughton Farms, Waxahachie; General Foods (Certo), New York, and Procter & Gamble, Cincinnati.

Local accounts include CSO Laboratories, Sommers Drug Stores, Vogue, Denver Heights Church, Fehr Baking, Interstate Circuit, King Furniture, W. K. Ewing Real Estate, H. & H. Coffee, Shaw Jewelry.

of the Iowa web has signed for a Saturday night period. Program originates from the stage of the Paramount, Cedar Rapids, and will include community singing and specialty acts.

Lester Schmidt, accordionist, is the latest addition to the Sunshine Hour playing each Thursday morning over WHBL, Sheboygan.

A short wave message can travel around the globe seven and a half times in a second.