



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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FINANCIAL

(Tuesday, Mar. 2)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	180 ³ / ₈	179 ¹ / ₄	179 ³ / ₈	— ¹ / ₈
Crosley Radio	25 ³ / ₄	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 ³ / ₈	— ¹ / ₈
RCA Common	11 ³ / ₄	11 ¹ / ₂	11 ¹ / ₂	— ¹ / ₈
RCA First Pfd.	77 ³ / ₈	77 ³ / ₈	77 ³ / ₈	— ¹ / ₈
RCA \$5 Pfd. B.	(100 Bid)	100 ³ / ₈	100 ³ / ₈	Asked
Stewart Warner	19 ³ / ₈	18 ³ / 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	3 ¹ / ₄	3 ¹ / ₄	3 ¹ / ₄	— ¹ / ₈
Nat. Union Radio				

OVER THE COUNTER

	Bid	Asked
CBS A	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 on 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 & LOEW'S

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 dickerling 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 MARVELLOUS 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 Overall & 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 Lifebuoy 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 CBSlinger, 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 work 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 guestar 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 Himber \$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 Grenker 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 guestar 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."

1	9	3	7
SUN	MON	TUE	WED
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 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**
REMICK MUSIC CORP.
RCA Bldg., New York City

MUSIC

BUDDY 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 WEA 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.

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."

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.



BOB 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 Martin 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.

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 Familie Gleason, Lucille, Jimmy and Russell, east-coast-bound, armed with script...a bet to be sponsored soon...

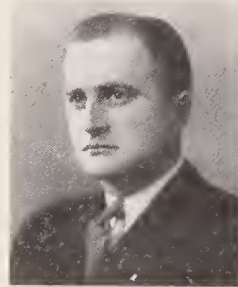
Off-the-record radio activities... May Singhi Breen (Sweethearts of the Air), Arlene Blackburn (The O'Neills) and Julie Bonnell (Bambi) collect china knick-knacks and toys...Jane Ace designs clothes... Grace and Eddie Albert (The Honey-moosers) like wrestling...of all things...The two Freds, Allen and 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 'other 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

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 licenses.

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.

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.

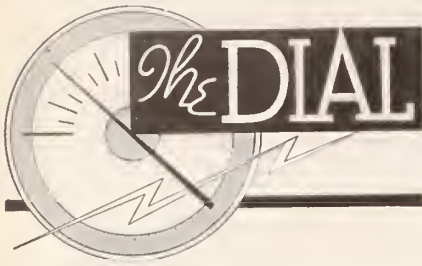
Recommends Rehearing

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.

"BARON MUNCHAUSEN"

JACK PEARL

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



PACKARD 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 Crows.

"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

COLOMBIA, 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 KGFJ, 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 of 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-

ments, the radio page of Prairie Farmer every issue (bi-weekly) carries WLS program listings with names of sponsors. And Stand By (Prairie Farmer radio weekly) carries a double page program listing, with names of sponsors. Prairie Farmer has over 300,000 circulation in the basic WLS area. Stand By over 80,000 weekly. Over a million homes a month getting WLS program listings—names of sponsors—and good news stories.

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

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.

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.

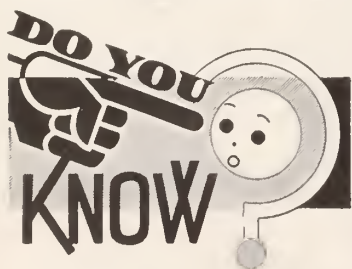
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For the first time in the history of radio, Germany topped Great Britain by a slight margin in number of registered radio receiving sets when the registrations reached 8,167,597 sets at the beginning of this year, as against 7,937,907 on Dec. 1, 1936.