



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

N.W. STATIONS JOIN IN 25 STUDENT DRAMAS

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

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.

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

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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,

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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."

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

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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

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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

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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.

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FINANCIAL

(Wednesday, Mar. 3)

NEW YORK STOCK EXCHANGE

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

Leo Sava
TONIGHT'S BEST BET:
 6 to 6:30 p.m.
 Col. J. C. Flippen's
 AIRFINDS
WHN DIAL 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. LeQuatte, 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 guestars 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 Swarthout is one of many expected to appear at Leon Belasco's New Yorker opening tonight... 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 Cocoanut Grove... Kings Jesters remain at Chicago's La Salle... Because he clicked big there, 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 Lehar'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... Russlan 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 Speedshow 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

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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.



GOLLY, the Roving Reporter, has been signed by Elm City Filling Stations and the College and Loew's Poli Theaters, New Haven, for a two-a-week Man-in-the-Street on Tuesdays and Fridays at one o'clock.

WICC, New Haven, presents a new sustainer Friday at 1:15, Mrs. Harriet Woodruff Rogers, mezzo-soprano, accompanied by Mrs. VanCourt Tapp at the piano.

Charlie Wright of WELI, New Haven, will be emcee on a new Sunday afternoon series entitled "Charlie Wright Presents." Prominent during the half hour variety show will be Vera Cruse, who is also returned to her former berth Sundays at 3:15 after an absence from New Haven. Others will be The Bon Bons, Frank Gargiulo and The Swingsters. "Sundays at Four Thirty" on WELI marks the air debut this Sunday of the Vagabonds Male Chorus of the Yale University Glee Club. Also in the permanent company are Anna Under Feinstein, Malcolm Parker, and The Partridge Trio, already well known for their performances.

"Nothing But the Truth" is a new sponsored quarter-hour over WHB, Kansas City. Frank Barhydt, WHB publicity head, does the script.

John Schilling, general manager of WHB, conducts a Saturday morning Kangaroo Court to hear cases and assess fines for employees guilty of broadcast boners.

Three weekly quarter-hour Library Programs are being presented now by KCKN, Kansas City, Kas.

Ten lectures on taxes will be aired from WTAR, Norfolk, under auspices of the League of Virginia Municipalities.

"Musical Brevities with Footnotes on Safety," a five-minute feature aired daily at 6:15 p.m. by KTAT, Ft. Worth, shows what can be done in condensing a program. The show crowds in up to three musical num-

ONE MINUTE INTERVIEW

PAUL WHITEMAN

"I really believe that before this year is out, we shall be tremendously intrigued by some form of television, perhaps only regional. Further, I think that this year is one which in which sound and sight broadcasting will come from around that famous corner."

Chatter

BOBBY NORRIS, sports editor of the Macon Telegraph, took over the daily "BC Sports Review" over WMAZ, Macon, Ga., this week, replacing Marion Bragg, staff announcer who has handled the job for the last eleven months. Change was made in order to give Bragg more time for his "Words and Melody" program for Sears, Roebuck & Co.

Clyde Barrie will substitute for Reed Kennedy, baritone of Heinz "Magazine of the Air" program, on March 19, while the latter views the ice carnival in Toronto.

W. A. Wilson, vice-president and general manager of WOPI, Bristol, Tenn.-Va., turned his office into an emergency studio during the recent flood. Red Cross headquarters were established in the elaborate offices and studios for several days. Wilson handled the mike during the entire drive for raising of funds, food and clothes. Some 25,000 telephone calls were received over four telephone circuits within a six-day period, and it is estimated that more than \$28,000 in cash and \$125,000 in food, clothing, etc., were collected.

Donald D. Davis, president of WHB, Kansas City, is back home from a two-week business trip to New York and Chicago.

Dr. Charles M. Courboin, WOR console organist, will air his recitals from the American Academy of Arts and Sciences in the future. Academy has a \$50,000 organ and is willing to allow Courboin to use it if WOR will pay line charges.

Hazel Hopkins, formerly of WGN, Chicago, is conducting the Young Thespians juvenile show at WDAF, Kansas City.

George P. Rankin, Jr., chief engineer for WMAZ, Macon, Ga., spent

the week-end visiting at KWK, St. Louis.

Milton Berle, besides his camera activities, is writing 50 per cent of the gags for the Sunday night WABC "Community Sing" programs on which he is featured.

A half-hour evening broadcast of the dedication of the new Minneapolis Bus Depot was presented over WCCO, Minneapolis and St. Paul. Among the features were W. J. Kay, vice-president of Northland-Greyhound lines, who presented to the mayor of Minneapolis the new terminal. Mayor Thomas A. Latimer accepted the edifice on behalf of the citizens of Minneapolis. Music for the affair was under the direction of Jack Malerich, WCCO Artists Bureau maestro.

Jane Bingley Westerman, WICC (New Haven) secretary, will leave on March 13. She will be married to G. Forrest Riley, a former Dartmouth hockey star, in June.

WJTN, Jamestown, N. Y., capitalized on the recent visit of Lucille Ball, native of Jamestown and now with RKO pictures. Miss Ball appeared on the Rens Movie Column of the Air, sponsored by a local apparel store. Charles Denny is manager of WJTN, and Simon Goldman is in charge of the account.

A new booklet giving coverage maps, territory statistics, etc., came off the press this week for WMAZ, Macon, Ga.

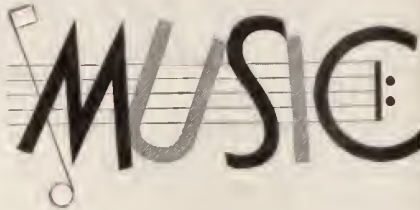
KXBY, Kansas City, has run a permanent line to the K. C. Union Station and uses it for a nightly quarter-hour from the depot lobby on the Vox Pop order.

Barney Carlisle, technician at WDAF, Kansas City, is the father of a boy.

Hamlin's Wizard Oil of Chicago has purchased KWTO, Springfield, Mo., 15 minutes daily Sunday for 52 weeks, featuring Slim Wilson and his Prairie Playboys, noted Ozarks hill-billy aggregation. Show is aired at 3:30 p.m.

Marla and Ray, popular song duo, will be heard on WHN every Saturday night from 6:45 to 7:00 p.m., beginning Saturday. They were previously heard Wednesday afternoons.

Curly Miller's Ploughboys today are starting a new commercial over WWSW, Pittsburgh, for the Economy Food Store. It is a 15-minute program piped direct from the store six times weekly starting at 11:15 a.m.



A NEW STYLE in non-swing music is being set by Paul Martin and his boys, now being aired from coast to coast over KPO, San Francisco. It's an all brass band, without benefit of drums, saxophones or violins.

Francis Craig, South of Mason-Dixon line maestro, features his own composition "I'll Trade Ya Me for You" over the NBC network via WSM, Nashville. Theme melody of his Monday night at 11:30 broadcasts, "Red Rose," is also his own composition.

The University Women's chorus led by Ruggiero Vene will present Pergolesi's "Stabat Mater" Monday at 9:15-9:45 over WQXR.

Portion of the second act of "Rigoletto" will be broadcast from the New York Hippodrome Friday, March 5, 9-9:30 p.m. via WHN. On Saturday afternoon March 6 "The Barber of Seville" will be aired from the Hippodrome via WHN from 2:45 to 4:30 p.m. Giuseppe Bamboschek will again wield the baton on Saturday after a lengthy absence.

Maestro Guy Lombardo introduces three new tunes on his program of tea-time tunes over CBS March 7 at 5:30. Two of the melodies, "A Message from the Man in the Moon" and "Tomorrow Is Another Day" are from the score of the Marx Brothers' next film, "A Day at the Races." The third is the new English novelty, "On the Isle of Kytchmiboko."

Raymond Paige, musical director of "Hollywood Hotel," and youngest conductor ever to appear in the Hollywood Bowl, will make another appearance during the coming season.

Emil Coleman's son Harry is responsible for many of the musical arrangements heard on his NBC programs.

Dave Broekman, West Coast musical director, will take charge musically of the new "Music of the Continent" program over the Don Lee-Mutual Broadcasting stations to be aired every Friday night. Francisca Del Campon is the vocalist.

During Jack Benny's New York visit the Phil Harris band will remain in Hollywood, filling dance engagements, with Abe Lyman's orchestra substituting for the Harris band in New York.

Rudolf Friml, Jr., scheduled to open at the French Casino with an NBC wire March 30, got his radio chance on Rudy Vallee's Variety program when Vallee played three of his compositions.

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 Irene 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 plugger...Royalties 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 Gaige's cousin, Jane Seymour, currently featured in "The Women", goes gueststar 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 ★

WVLE 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.

DO YOU KNOW

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.



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, have 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.)
GEORGE ANSBRO (Day off Saturday) Mrs. Wiggs of the Cabbage Patch (American Home Products)	Floor wax, nose drops	Daily, except Sat. and Sun.	10:00-10:15 a.m. 1:30-1:45 p.m., repeat
FORD BOND (Day off Saturday) David Harum (B. T. Babbitt)	Cleanser	Red—Daily, exc. Sat. and Sun.	11:00-11:15 a.m.
Just Plain Bill (American Home Products)	Anacin, Bisodol	Red—Daily, exc. Sat. and Sun.	10:30-10:45 a.m.; 1:45-2:00 p.m. repeat
Easy Aces (American Home Products)	Anacin	Blue—Tues., Wed., Thurs.	7:00-7:15 p.m.
Vox Pop (Molle)	Shaving cream	Red—Tues.	9:00-9:30 p.m.; 11:15-11:30 p.m., repeat
Manhattan Merry-Go-Round (Sterling Products Co.)	Dr. Lyons toothpowder	Red—Sun.	9:00-9:30 p.m.
Broadway Merry-Go-Round		Blue—Wed.	8:00-8:30 p.m.
Allegheny Metal Show (Allegheny Steel Co.)	Stainless steel	Blue—Fri.	7:15-7:30 p.m.
Cities Service Concert Orchestra (Cities Service Co.)	Gas, oil	Red—Fri.	8:00-9:00 p.m.
Thatcher Colt Mysteries (Packers Mfg. Co.)	Tar soap	Red—Sun.	2:30-3:00 p.m.
NELSON CASE (Day off Sunday) Hour of Charm (General Electric Co.)	G.E. products	Red—Mon.	4:00-4:30 p.m.
Husbands and Wives (Lamont-Corliss)	Ponds cream and powder	Blue—Tues.	9:30-10:00 p.m.
Saturday Night Party (National Dairy Products, Inc.)	Ice cream, milk	Red—Sat.	8:00-9:00 p.m.
HOWARD CLANEY (Day off Thursday) Voice of Firestone (Firestone Tire & Rubber Co.)	Tires	Red—Mon.	8:30-9:00 p.m.; 11:30-12:00 mid., repeat
Log Cabin Dude Ranch (General Foods)	Syrup	Blue—Tues.	8:00-8:30 p.m.; 11:30-12:00 mid., repeat
The Famous Actors' Guild (Sterling Products)	Bayer aspirin	Blue—Wed.	8:30-9:00 p.m.
American Album of Familiar Music		Red—Sun.	9:30-10:00 p.m.
Waltz Time (Sterling Products)	Phillips Milk of Magnesia	Red—Fri.	9:00-9:30 p.m.
Metropolitan Opera Auditions of the Air (Sherwin-Williams)	House paint	Red—Sun.	3:00-3:30 p.m.
Frank Chapman & Gladys Swarthout (Nat'l Ice Adv., Inc.)	Ice and refrigerators	Red—Wed.	10:30-11:00 p.m.
JOHN P. COSTELLO (Day off Tuesday) The R. & R. Revellers (Richardson & Robbins)	Boned chicken	WJZ—Mon. Wed., Fri.	6:35-6:45 p.m.
Iodent Dress Rehearsal (Iodent Chemical Co.)	Toothpaste	Red—Sun.	11:30-12:00 noon
Borden Special Edition (Borden Farm Products Co.)	Milk	WEAF—Fri.	1:30-2:00 p.m.
MILTON J. CROSS (Day off Wednesday) The Singing Lady (Kellogg Co.)	Cereal	Blue—Mon. thru Thurs. Fri.	5:30-5:45 p.m. 6:30-6:45 p.m. (WOR) 5:15-5:45 p.m.
Singing Lady Musical Plays			afternoon
Metropolitan Opera Series (Radio Corporation of America)	RCA products	Blue—Sat.	
Magic Key of RCA		Blue—Sun.	2:00-3:00 p.m.
General Motors Concerts (General Motors Corp.)	Cars	Red—Sun.	10:00-11:00 p.m.
NEEL B. ENSLEN (Day off Sunday) Lowell Thomas—Today's News (Sun Oil Co.)	Gas, oil	Blue—Daily, exc. Sat. and Sun.	6:45-7:00 p.m.
WILLIAM FARREN Kitchen Cavalcade (C. F. Mueller Co.)	Macaroni	WJZ—Daily, exc. Sat. and Sun.	10:45-11:00 a.m.
Melody Matinee (Smith Bros.)	Coughdrops, syrup	Red—Sun.	1:30-2:00 p.m.
Musical Camera (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 '33 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 possibles.

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 Bermingham, 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.)
JOHN G. FRASER (Day off Saturday)			
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. Red—Mon. thru Thurs.	11:15-11:30 a.m. 2:45-3:00 p.m.
BEN GRAUER (Day off Thursday)			
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.; 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.
GENE HAMILTON (Day off Monday)			
Beneath the Surface (Hudson Coal Co.)	Coal	Red—Sun.	2:00-2:30 p.m.
ALOIS HAVRILLA (Day off Tuesday)			
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.
EDWARD J. HERLIHY (Day off Wednesday)			
Fox Fur Trappers (I. J. Fox, Inc.)	Furs	WEAF—Thurs.	7:45-8:00 p.m.
GEORGE F. HICKS (Day off Tuesday)			
Esso Reporter (Standard Oil Co. of N. J.)	Gas, oil	WEAF—Daily, exc. Sun. WJZ—Daily, exc. Sun.	6:15-6:20 p.m. 11:00-11:05 p.m. 6:00-6:05 p.m. 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. 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.
ALAN KENT (Day off Sunday)			
Esso Reporter (Standard Oil Co. of N. J.)	Gas, oil	WEAF—Daily, exc. Sun. WJZ—Daily, exc. Sun.	6:15-6:20 p.m. 11:00-11:05 p.m. 6:00-6:05 p.m. 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.; 12:00-12:30 a.m., repeat
DONALD H. LOWE (Day off Saturday)			
How To Be Charming (Sterling Products)	Phillips face cream	Red—Mon. Wed. and Fri.	11:30-11:45 a.m.; 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.
STUART METZ (Day off Monday)			
Esso Reporter (Standard Oil Co. of N. J.)	Gas, oil	WEAF—Daily, exc. Sun. WJZ—Daily, exc. Sun.	8:15-8:20 a.m. 1:00-1:05 p.m. 7:55-8:00 a.m. 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

VINNIE 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 WDOD, 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.

KKTUL, 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 Honeyymooners (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.
CHARLES O'CONNOR (Day off Sunday)			
Russ Morgan & Phil Duey (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
HOWARD PETRIE (Day off Saturday)			
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
LYLE VAN (Day off Saturday)			
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.
ROBERT WALDROP (Day off Friday)			
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.