



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 19

NEW YORK, MONDAY, MARCH 8, 1937

FIVE CENTS

Webs' February Biz Leaps

EXPANSION POLICY LAUNCHED AT WSAI

Cincinnati—Three-fold expansion policy for WSAI recently announced by William S. Hedges, vice-president of Crosley Radio Corp. and general manager of WLW, WSAI and W8XAL, was placed under way last week with the dedication of the station's new transmitter.

Future policy of WSAI also will include an executive and production staff of its own, wider coverage of civic affairs and the acceptance of announcements and time signals. Robert G. Jennings is now assistant manager of WSAI in charge of sales and programs.

At the dedication broadcast, fed to the Mutual coast-to-coast net, Paul Sullivan, news commentator of WLW, briefly outlined the new WSAI policy.

John Van Cronkhite Headquarters in Chi.

Chicago—John Van Cronkhite, who is establishing a service for stations to act as consultant and to merchandise news for commercial purposes, will have offices at 360 North Michigan Ave. here.

Remington Rand, Inc. Renews for 13 Weeks

Remington Rand, Inc., New York (typewriters and office equipment), tomorrow will renew the WOR Transradio news reports, Tuesdays, Thursdays, Saturdays, 12:30 - 12:45 p.m., for another 13-week run. Mark Hawley does the announcing. Leeford Advertising Agency, Inc., New York, has the account.

More Politics on Air

Washington Bureau of RADIO DAILY

Washington — Radio networks again become a political battleground tomorrow night when a group of opposition senators take to air as soon as President Roosevelt signs off from his fireside talk.

A special meeting of the opposition group was called late last week to plan campaign defense against Roosevelt's Supreme Court stand.

Buildup for Staff

Joplin, Mo.—To acquaint listeners with its personnel, WMBH has mounted pictures of 27 of its staff on a theater lobby type display board.

The display is moved around from one public place to another, and similar displays will be used in cities in the area served.

4 ACE AIR COMICS IN SUMMER RECESS

Jack (Jell-O) Benny, Phil (Good Gulf) Baker, Eddie (Texaco) Cantor, and Fred (Ipana, Sal Hepatica) Allen, four of the top comedians on the air, will sign off the air during the month of June, as per the custom of a summer vacation for comedians. The other comedians on the air Ed (Spud Cigarette) Wynn, and Jack (Kool & Raleigh Cigarettes) Pearl will probably sign off in May, when they both terminate 26-week runs and Pearl's series ends May 7, but no

(Continued on Page 3)

B.B.B.&O. to Handle Coronet Air Program

David A. Smart publisher of Coronet, monthly magazine, has appointed Batten, Barton, Durstine & Osborn Inc., New York, to handle the new Mutual radio program which makes its debut tomorrow night, 8-

(Continued on Page 8)

★ THE WEEK IN RADIO ★

... Transamerican and Warner Bros.

By M. H. SHAPIRO

WHILE generally believed to be under Warner control, Transamerican Radio & Television, piloted by John L. Clark, was definitely linked strongly when the Warner report to the S.E.C. revealed the firm outfit as having acquired 65 per cent of the voting stock. . . .

Chevrolet Motors set the date of March 8 as the starting date for resumption of its E.T. programs, on some 380 odd stations. . . . disks on hand at outlets will last three weeks by which time a new series will be pressed by W.B.S.

Stations were beginning to nab a

NBC Reveals 21.4 Per Cent Increase Over Feb. 1936 While CBS Shows 18.6 Per Cent Leap Over Same Period

NETWORKS SELECTED FOR MRS. ROOSEVELT

Lamont Corliss Co., New York (Pond's cosmetics), has ordered the basic NBC-Red, Red mountain, Red Pacific Coast groups on Thursdays, 7:45-8 p.m., for the Mrs. Roosevelt series which begins next month. Spot precedes the "Rudy Vallee Variety Hour" on the same network, handled by the same agency which has the Pond's account, J. Walter Thompson. The 7:45-8 p.m. period known as free station-time, is not under option to NBC, but it is believed the station will clear the time because of the local prestige it will give the station to have the First Lady on the air through its facilities.

Operator License Bill Passed by the House

Washington Bureau of RADIO DAILY

Washington—A bill making it necessary that the actual operation of all transmitting apparatus in any radio station for which a station license is required shall be carried on only by a person holding an operator's license was passed by the House of Representatives last week.

Both National Broadcasting Co. and Columbia Broadcasting System continue their 1937 flying start, with NBC gross revenue for February totaling \$3,295,782, an increase of 21.4 per cent over February, 1936. Break-down gives the NBC Red network \$2,273,973 and the Blue \$1,021,809. The largest increase was on the Red, this chain holding a lead in gross billing over any other web.

Billing for CBS for February was \$2,264,317, a best February as well as an increase of 18.6 per cent over the same period in 1936. Cumulative total for January and February of this year gives CBS \$4,642,937, a 21.9 per cent increase over the 1936 figures. February 1936 was considered an unusually good month for CBS when it did \$1,909,146, which was 15 per cent over 1935.

Being a short month, actually 10 per cent shorter than January, for instance, February biz conceded to have passed all expectations. In proportion, and allowing for the 10 per

(Continued on Page 3)

Coughlin Organization Reports \$723,847 Take

Washington Bureau of RADIO DAILY

Washington — Father Coughlin's organization, The National Union for Social Justice, reported to the Clerk of the House on Saturday that its 1936 receipts totaled \$723,847. Expenditure for the year, which included radio, were reported as \$630,928 but outstanding obligations in the form of loans, etc., almost equaled the unspent balance.

KWK Anniversary

St. Louis — Elaborate plans are under way for the celebration of the tenth anniversary of KWK on St. Patrick's Day.

The slogan, "Onward and Upward with KWK — a Decade of Progress," is being posted and advertised throughout the city, via billboards, streetcars, buses and newspapers, for the attention of listeners and prospective sponsors.

Washington authorities saw a loophole for radio to broadcast Irish Hos-

(Continued on Page 2)



THE WEEK IN RADIO

... Transamerican and Warner Bros.

(Continued from Page 1)

COMING and GOING

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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Thursday, Mar. 4)

NEW YORK STOCK MARKET

(Saturday, March 6)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio.

NEW YORK CURB MARKET

Table with columns: High, Low, Close, Net Chg. Rows include Majestic, Nat. Union Radio.

Kitch Back on WSPR

Springfield, Mass.—Frank J. Kitch, sports announcer, will return to take over the sports department of WSPR after an absence of two months. Ketch, a former professional baseball player, Transradio correspondent and newspaper and magazine sports writer, will again be heard over the air-lines every evening, except Sunday, at 6:45 p.m.

New Program on WFIL

Philadelphia—A new sustainer called "Poe's Tales", consisting of dramatic adaptations of the stories of Edgar Allen Poe, premieres on March 16 from Philadelphia's WFIL over the Mutual network. The first tale to be presented will be "The Masque of the Red Death".

BIRTHDAYS calendar for March 8, Greetings from Radio Daily to Victor Arden

pital Sweepstake results, inasmuch as the Post Office department once again stated newspapers would be held to account if winners, etc., were published... that is, the names of ticket holders who won... question whether radio will do more than the usual coverage of the running of the race... Federal Trade Commission held a hearing with John G. Paine and committee of music publishers... conference pertained to the code of fair trade practice for the pop music industry, being designed in part to do away with payment for song plugs... United States delegation to the North American Radio Conference all set to sail for Havana for the March 15-22 series of conferences... T. A. M. Craven, Chief Engineer of the FCC, heads the group... Dickstein bill held more hearings, anybody wanting an A.P. break can get it by squawking one way or the other against foreign act invasion...

First Lady of the Land, Mrs. F.D.R., signed to again appear on a program for Ponds cold cream, the proceeds going directly to American Friends Service Committee... Bill Hedges of WLW in town mentioned possibility of the "Nation Station" using a wire out of WMCA, for auditions, etc... Both denied and af-

UP Service at WNOX Gets Special Sendoff

Knoxville, Tenn.—United Press News Service has been installed by WNOX, Scripps-Howard Station. A special inaugural program titled "Cavalcade of Communications" in eight dramatic episodes told the story of messages from the cave man era to modern radio. The program carried a complete dramatic staff and stage band.

The show was attended by 750 packed into the WNOX Auditorium. Ten cents admission was charged for the broadcast.

One of the front street studios has been made into a modern newsroom. Two UP teletype machines are set up where they can be viewed in running operation by the public from the sidewalks. The newscaster's desk and microphone are also visible to onlookers from the outside.

Six Stations Picked For Nat'l Lead Series

National Lead Co., New York (Dutch Boy white lead, etc.), has selected six stations for its test spot campaign to begin on March 15. Series will be quarter-hour programs entitled "The Unbelievable" and will be twice weekly for 17 weeks. Stations on list are KRNT, Des Moines; WISN, Milwaukee; WFBL, Syracuse; WHP, Harrisburg; WBNS, Columbus; WCSH, Portland, Me. Marschalk & Pratt Inc., New York, is the agency.

firmed... but Bill is over 21 and should know what he is talking about...

Another bill to rile up the works fell into the Washington hopper when Congressman Paul H. Maloney, decided it was time to have radio stars on the air giving their personal endorsement, state if they really use the product and how much is being received for making the stations in question... A bill also asked for protection for music arrangers, even though they fool around with another man's composition, their special arrangements should be protected by copyright or registration of some sort, they feel.

CBS-board of directors at a meeting Friday, decided to apply to the N. Y. Stock Exchange for listing of the company's stock on the "Big Board." Company now has approximately 5,000 stockholders. Directors recommended that shareholders, at a meeting scheduled for March 24, authorize an increase in the number of shares so that the stock may be split two for one. Split-up has been talked of for some time. CBS shares are currently listed "over the counter." A 50-cent dividend was also voted. Stock, with extras, has paid \$3.30 on both the A and B shares the past year.

Five-Minute Program Gets Good Reception

Jackson, Mich.—"Headlines of Yesterday", Bernard Wilson's new daily program on WIBM, Jackson, Mich., sponsored by Gray's Men's Wear, had demonstrated that it is possible to stay within a limited advertising appropriation, and still present the listener with outstanding novelty entertainment. The show, consisting of the reading of an old newspaper taken from the library files, is a five-minute feature aired nightly, immediately following a popular ten-minute local news program.

Wilson, production manager of the station, designed the show to further support his claim that five-minute shows can be bright spots on a station's schedule.

Three weeks ago he notified the commercial department that a five-minute show, "The Rhyming Reporter," was available for sponsorship. The show was a presentation of the news of the day, told in rhyme. It was auditioned for the Jackson Beer Co. the same day and started its run on the air that evening, garnering a big audience immediately.

Leo Says TONIGHT'S BEST BET: 8:00 to 8:30 P. M. BROADWAY MELODY HOUR with Col. J. C. Flippen WHN DIAL 1010 AFFILIATED with M-G-M & LOEW'S

EARL HARPER, WNEW sports announcer, leaves New York this week for Florida to cover the spring training camps of the various baseball teams.

PAUL LEWIS, Columbia Concerts Corporation, back in New York after Hollywood business trip.

PHILIP PONCE, artists' agent, arrives back in New York today.

SAUL BORNSTEIN, Berlin Music head, is due back in New York this week.

FRANK CURLEY and his daughter, Rose Marie, arrive today from Miami.

MAC ROSMAN, contact man for Caesar Music, left town Saturday for the west, where he'll be married and then honeymoon at Niagara Falls.

MARY SMALL opens in Boston on Thursday for a week's engagement at the Keith Boston Theater. On March 25 she will be in Chicago for a week at the Palace.

MORTON DOWNEY, accompanied by his wife, sails for England in April. Downey will make a series of theatrical appearances and recordings to be broadcast over the Luxemburg stations.

WILLIAM BEHRMAN is back home at WBOW and Terre Haute from New York.

CLARENCE LEICH of WGBF and WEOA, Evansville, Ind., back from New York trip.

SYLVIA CLARK, NBC comedian in the Chicago studios, left the Windy City last week for the east on a fortnight's vacation.

MRS. JACK GIHON, wife of the manager of KDKA, Pittsburgh, has return from Florida.

Added to KWK Staff

St. Louis—Recent additions to the staff of KWK include Bill Cook, announcer, formerly of KFWB, Hollywood, and WLAC, Nashville, and Wright Esser, feature writer.

John Conrad, member of the KWK announcing staff for three years, has been promoted to director of public relations.

Ray Dady has left the ranks of news commentators to head the station's Planning Bureau.

Jimmy Burke, chief engineer, is back on the job after a layoff due to an injury.

On the Radio—Daily! Hits from Ready, Willing and Able TOO MARVELOUS FOR WORDS JUST A QUIET EVENING SENTIMENTAL AND MELANCHOLY European Hits VIENNA DREAMS CAFE CONTINENTAL When Old Friends Meet Again WITH PLENTY OF MONEY AND YOU Harms, Inc. RCA Bldg., New York City

New Accounts

Renewals

NBC

F. W. Fitch Co., Des Moines (Fitch shampoo) through L. W. Ramsey Co., Davenport, STARTS "Fitch Romances" on 5 NBC-Red stations (WEAF, WCAE, WMAQ, WTAM, WWJ), Saturdays, 11:45 a.m., to 12 noon, on March 13.

Procter & Gamble Co., Cincinnati (soap products) through Compton Advertising, Inc., New York, STARTS "Vic & Sade" on 2 NBC-Red stations (WEAF, WMAQ), Wednesdays, 7:45-8 p.m., on March 10.

Packer Tar Soap, Inc., New York (Tar soap) through Stack-Globe Advertising Agency, New York, RENEWS "Thatcher Colt Mysteries" for 26 weeks on 31 NBC-Red stations, Sundays, 2:30-3 p.m., effective April 4.

Procter & Gamble Co., Cincinnati (Ivory flakes) through Compton Advertising, Inc., New York, STARTED "Vic & Sade" on basic NBC-Blue network, Wednesdays, 10-10:15 p.m., on March 3.

General Foods Corp., New York (Grape-Nut flakes) through Young & Rubicam, Inc., New York, STARTS Burns & Allen on 69 NBC-Red stations, Mondays, 8-8:30 p.m., on April 12.

S. C. Johnson & Son, Racine, Wis. (Johnson's floor wax products) through Needham, Louis & Brorby, Inc., Chicago, RENEWS "Fibber McGee and Molly" on 58 NBC-Red stations, Mondays, 9-9:30 p.m., effective April 12.

CBS

Fisher Body Craftsman's Guild, Detroit, through Arthur Kudner, Inc., New York, STARTS "Guild Award" on 51 CBS stations, 7:30-7:45 p.m., for four-time run, March 10, 12, 17, 19.

Ralph Powers, formerly with WHN, New York, has joined the announcing staff of WFBR, Baltimore, succeeding Bill Herson, who has gone with WKBW, Buffalo. Powers is handling several programs, including the early morning hour and some of the news broadcasts.

Larry Trexler, member of WNOX (Knoxville) announcing staff, has been named news commentator and will handle all WNOX news broadcasts. Station has just taken on United Press News Service. News will be aired six times daily, with important flashes to be broadcast immediately.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 8 of a Series

WBIG—Greensboro, N. C.

1000 Watts—1440 K.C.

EDNEY RIDGE, Managing Director

WBIG, located within fifty miles of the world's richest tobacco markets, is owned and operated by the North Carolina Broadcasting Co. Established in 1926, WBIG is the only radio station in Greensboro, and services an estimated 1,126,000 population. Its broadcasting day begins at 6:30 a. m. and continues through to 11:30 p. m.

THE station is an affiliated station of the Columbia Broadcasting System. The facilities of the World Broadcasting System are also placed at its advertisers' disposal. The primary and secondary coverage of WBIG includes 25 counties, located in both North and South Carolina, and an estimated listening audience of 598,300. A sweeping modernization of equipment was recently completed with new high fidelity transmitters, latest type vertical radiator antenna and high fidelity speech input equipment being installed.

DURING the past presidential campaign, WBIG broadcast more political talks than any station in North Carolina, originating a number of state wide hook-ups. In three major disasters of the past year, viz: Floods of March, 1936; Tornado disaster of April, 1936 and the recent floods of December and January, WBIG collected, and turned over to the Red Cross \$22,000, in addition to clothes and food collected and sent to the local chapters.

WBIG's list of satisfied sponsors is a credit to any broadcast station. Following are a few: Coca Cola Civic Club, thrice-weekly musical show, has just renewed for its fifth year; New Method Laundry, Hillbilly music, renewed for fifth year; Rustin Furniture Co., renewed for fifth year; Carolina Baking Co. renewed for third year; B. C. Remedy Co., sports, eighteen months, renewed for 1937; Chevrolet Motor Cars, transcriptions, 34 months.

4 Ace Air Comics In Summer Recess

(Continued from Page 1)

discussion has been held regarding a summer series, ditto Ed Wynn.

At present it looks as though Burns & Allen, and Ken Murray will be the only comedians on the air in July. Ken Murray takes over the CBS Campbell tomato juice program, Wednesdays 8-8:30 p.m., now held by Burns & Allen, on March 31 and Burns & Allen switch to their new sponsor General Foods (Grape-Nut flakes) on April 12, 8-8:30 p.m., over a coast-to-coast network of 69 NBC-Red network stations. A repeat for Pacific Coast listeners will be heard at 9:30 p.m. Ray Noble and his orchestra will be the musical support for the series. Bill Stuhler, radio director of Young & Rubicam, General Foods agency for Grape-Nuts, is now in Hollywood, preparing the program's debut.

General Foods has taken the spot now held by S. C. Johnson (Johnson's floor wax products) for its Fibber, McGee & Molly show. But on and after April 12, the show will be heard at 9-9:30 p.m. each Monday on the NBC-Red. With the shift in time the network has been extended out to West Coast with the repeat broadcast for the Red mountain and Red Pacific groups being heard at 12 midnight to 12:30 a.m.

Talent to take the place of the comedians that will be off the air during the summer has not been selected as yet. All the sponsors will retain their choice network periods,

Webs' February Biz Leaps Over Last Year

(Continued from Page 1)

cent differential, February average was higher than that of January in point of gross revenue.

Mutual Broadcasting System billings for February totaled \$192,088. Of this sum the basic did \$154,344 and supplementary \$47,744.

4,000,000 Replies Claimed in Contest

"The O'Neills" program on the NBC-Red and Blue, sponsored by Procter & Gamble is said to have polled 4,000,000 entries in the recent Pontiac contest which closed Feb. 27. Contest was also promoted in magazines. Compton Advertising, Inc., here, handling the account, would not comment on the report.

Sid Schwartz Laid Up

Sid Schwartz, WNEW publicity director, is laid up at home by the gripe.

hence they must build a show but will most likely reduce the talent budget for the summer. Cantor, Baker, Benny and Allen all intend to make movies during the warm months, but Allen is the only one still on the fence. He wants to see the story first before he commits himself.

AGENCIES

EDWARD L. WERTHEIM, associated for the past twelve years with Sterling Advertising Agency, Inc., has formed his own company under the name of Edward L. Wertheim Advertising Agency. Offices are located at 151 West 40th street. His son, E. L. Wertheim, Jr., will be associated with firm as an account executive.

ROLAND TRENCHARD, former general manager of New Jersey Broadcasting Corporation has joined A. W. Lewin & Co., Inc., Newark, as an account executive.

DANIEL STARCH research organization has put out Tested Copy, monthly publication for advertisers and agencies.

ARTHUR BANDMAN is the account executive of the Artwil Advertising Co. who will handle the radio and newspaper campaign planned by Allied Independent Stores, an association of about 500 retail food stores.

GEORGE COUPER is joining the Advertising Service Co., Chicago, which is planning radio campaigns for several accounts.

MARY RUTH BARRY has been appointed by Kenyon & Eckhardt, Inc., as assistant director of the agency's publicity department headed by Sam G. Wingfield. Miss Barry was formerly with Benton & Bowles, Inc., and the Scripps-Howard Newspapers.

ARTHUR PRYOR, JR., radio director of Batten, Barton, Durstine & Osborn, arrived back in town after an extended business and pleasure trip through the South.

WILLIAM STUHLER, Young & Rubicam radio director, is on the West Coast for several weeks.

W. L. Y. DAVIS has joined Marchalk & Pratt Inc. as director of marketing and research. He was formerly general manager of the Wehrly Co. and general manager of Market Research Corp. of America, and prior to that director of marketing and research for G. M. Basford Co.

★ **PRIVACY** plus expert recording are guaranteed you when your Electrical Transcriptions are produced in our Studios.

UNITED ARTISTS and GAUMONT BRITISH and many others use this famous service.

RADIO & FILM METHODS
101 Park Ave. - New York

CAledonia 5-7530

ANNOUNCERS

JOHN K. CHAPEL, WOW (Omaha) announcer, is participating in a motion picture that is being distributed throughout the theaters of the middle west. The picture is entitled "The Touch Down." It shows the highlights of the 1936 football season. Ralph Wagner, sports editor of the Bee News, and Harold Hutchinson, former Cornshucker football center, discussed the new coaches of Nebraska and Iowa Universities. The picture is a 15-minute reel, and is the first in a series of 15 to be released.

Bill Book is a recent addition to the announcer staff at KWK, St. Louis. Others on the staff include Allen C. Anthony, the boss-man; Martin Bowen, John Neblett, Tom Dailey and Hal Culver.

Thomas Reid, formerly with KWTO-KGBX, Springfield, Mo., and KFPW, Fort Smith, Ark., is now one of the newscasters at KSD, St. Louis.

Bill Baldwin, station announcer at WOW, Omaha, was the principal speaker for the Radio Class of the Y. M. C. A. High School Vocational State Conference held in Omaha.

John Weber moves cross-town from WTEL in Philadelphia for an announcing post with WIP. Willard B. Botts joins the station staff as field engineer, coming in from WJEF, Hagerstown, Md.

Kenneth Beghold has left the announcing staff of WIBM, Jackson, Mich., and has set out for the West Coast.

Joe Epperson, WNOX (Knoxville) chief engineer, is recovering from an attack of pneumonia in a Knoxville hospital.

Woodruff Bryne, formerly of the announcing staff of WATL, Atlanta, has joined the WNOX announcing staff, Scripps-Howard outlet for Knoxville, Tenn. Bryne specializes in dramatic work and will be heard in drama roles as well as carrying a regular announcing schedule.

Allen Fort, formerly with WATL in Atlanta, Georgia, also has joined the announcing staff of WNOX, and will handle special music broadcasts.

Kenneth Cox, has joined the engineering staff of WNOX, Knoxville, Scripps-Howard station, as master control operator. Cox is also active in "Ham" circles, and helped considerably in the transmission of local messages to the flooded areas.

Jimmie McLain formerly on the announcing staff of WFAA, Dallas, and on the production staff of the Texas Centennial, joins WOAI, San Antonio, on March 16.

Chatter

JOE B. ROBERTS, creator of "Stump and Sapho," a one-man show which has been presented over many stations throughout the country, expects to be ready soon to launch his own station, WJBR, Gastonia, N. C. A construction permit has been issued, and only a few minor matters are yet to be cleared up. Roberts also has another show, "Down Yonder," which has been presented 282 times over leading stations and is about to be sold to a national sponsor. He presented 84 episodes of "Stump and Sapho," which is a negro detective story in which Roberts has introduced some 70 characters.

Down in Dallas, Mr. and Mrs. Barry Gray, performers who have done some radio writing, and John N. Wisner, one-time circus agent and now a retired cotton broker widely known in the south, west and other parts, are planning a radio act composed of songs, piano numbers and chatter.

James Melton, the Saturday Night Party m.c. on the NBC-Blue net, has two more films to make for Warner Bros. before October.

Mel Wissman, script writer for WWJ, Detroit, is recovering from an appendix removal.

Ralph Patt, announcer at WJR, Detroit, and Oklahoma Bob Albright are conducting a local Winchell vs. Bernie feud over the air.

While News Editor and Mrs. Foster May of WOW, Omaha, are vacationing in Mexico, Program Director Harry Burke and Announcer John K. Chapel are dividing duties on his news broadcasts.

Winder R. Harris, managing editor of the Norfolk Virginian Pilot, is returning to air work after a month's illness in a local hospital. Managing Editors of both papers, Pilot and Ledger, do commercial stints over newspaper owned WTAR totaling same air-time weekly. Harris does a Friday morning quarter-hour spot for Pender Grocery Co. tagged "Women in the News." His other program, of equal length, is "High Spots of the Week's News," sponsored by the National Bank of Commerce of Norfolk. Tome Hanes, m. e. of the Ledger-Dispatch, does nightly five-minute sport column dubbed BC Sports Review.

Wally Warren, conductor of KOIL's (Omaha) "Behind the Headlines" is looking over a situation in Frisco.

Dorothy Green, wife of "Happy" Green, assistant production manager at KMOX in St. Louis has zephyred into Omaha to visit relatives for a month.

Kent Josef has been added to the production staff of WIBM, Jackson, Mich. He was formerly connected with WKZO, Kalamazoo. WJIM, Lansing and WKBZ, Muskegon in various capacities.

Bert Green, formerly of the sales staff of the Affiliated Broadcasting Co., has joined the commercial department of WIBM, Jackson.

Gale Blocki of the Chicago office of John Blair & Co., radio representatives, was in Omaha last week to visit WOW and to discuss programs now running over this station through its national representative. He also wanted to get a better understanding of the station and its possibilities. Blocki was enthusiastic about WOW and its up-to-the-minute facilities.

Jack Light, assistant manager of WTAR, Norfolk, is now in his new apartment after returning to work from his recent eye operation.

George Marshall Durante, who conducts the School of Radio Technique, announces that he is enlarging his quarters in the RKO Building, Radio City.

WICC, Bridgeport: Carmen Gallucci in as accompanist for new Edith Jolson series on Thursdays...the Four Mariners, George Underhill, Charles Day, Anthony Esposito and Steve Dondero, former stars of the "Rhythm Ride," reunited and made their public bow in the Stratfield Hotel Rose Room on Saturday with WICC—casts in the offing...Rubinoff and his violin in a transcribed Musical Moments series resumed on WICC schedules...Harriett Woodruff Rogers of Orange is the new New Haven contralto, broadcasting at 1:15 p.m. on Friday afternoons. March 10 will mark pianist Elsa Hemenway's farewell broadcast... Add March birthdays of WICC-casters Margaret Dillon Morris, Catherine Russell...Add new programs: First National's Family Party on Tuesdays at 7:30 p.m. from the Yankee Network; Vic and Sade in a new night-time series on Wednesdays at 10 p.m. from the National network.

Marconi to Speak

Guglielmo Marconi will address the fourth annual Chicago Tribune Woman's Congress meeting in the Palmer House, Chicago, in an international broadcast from Rome on Thursday, 4-4:15 p.m., over the NBC-Blue.

KGKO Leases Quarters

Forth Worth—KGKO, which is to be moved from Wichita Falls, Tex., to Fort Worth on April 1, has taken a 10-year lease on the top floor of the Medical Arts Building here for studios.

GUEST-ING

LEE TRACY, Mary Brian and Andres Segovia will be on the Kraft Music Hall program March 12, aired from the coast over NBC-Red at 10 p.m. EST.

MARGARET ANGLIN and CONNIE GATES will be on the "Hammerstein Music Hall" program March 1 over the CBS network at 8 p.m.

ILEANA, now singing at the Versailles, and CHARLEY KING,, guests on the "Hammerstein Music Hall, March 23.

MARY BOLAND and the HAMILTON COLLEGE CHOIR will be on Rudy Vallee's March 11 hour over the NBC-Red at 8 p.m.

MARY SMALL appears on the "Show Boat" program again March 18.

TYRONE POWER and LORETTA YOUNG in scenes from "Love Is News," will be Hollywood Hotel guests for March 12. Burns and Allen will also appear again on the broadcast.

BURNS AND ALLEN, who begin new NBC series for Grapenuts April 12, appear on the Lux Radio Theater, March 29, in "Dulcy."

New Biz in Philly

Philadelphia—New business at WFIL includes: Acceptance Banking Corp. (auto finance), through Al Paul Lefton, 13 weeks; True Detective, Fridays 10:30-11 p.m.; J. B. Liebman (furniture), through Edward Shapiro Agency, 52 weeks, 18 spots weekly; Bornot (cleaners), through P. M. Allen Agency, 52 weeks, 12 spots weekly; New Departure Mfg. Co. (bicycles), through Lord & Thomas, three weeks, 18 spots weekly.

WIP has obtained direct Christian Science Committee on Publications (religious), 26 weeks, quarter hour.

Landry Show Auditioned

Art Landry has auditioned a program to be broadcast as a sustaining over WOR. Program is entitled, "House Party". Will be aired under direction of WOR Artist Bureau.

Reiner to Conduct Two

Fritz Reiner will conduct the CBS Ford Sunday Evening Hour for two broadcasts beginning March 14. Elizabeth Rethberg, Metropolitan soprano, will be the guest vocalist on the first program.

Fibber and Molly Celebrate

Fibber McGee and Molly will celebrate "a century of progress," when they appear for the 100th time on their program over the NBC-Red tonight, at 8.

Start Spots on WNEW

Lord's Women's Stores Inc., have begun 39 weeks of spot announcements on WNEW's "Moments with Margo" show.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

THE "most beautiful girls in the world" helped Molly Steinberg open WABC way back in 1926....She's the Tuesday femme commentator....onetime Earl Carroll publicity gal....says she's started more stage stars airward than any other two people....Helen Menken, Mady Christians and Frieda Inescort were all aired under the Steinberg aegis in 1933 for the first time....Photographing a chef is all gravy....When Rosellen Callahan and a photographer "shot" George Rector among the pots and pans he insisted that the food be real, not prop....the eggs au beurre noir sizzled for the camera....then fed the cameraman....he's looking for more kitchens to conquer....

Elizabeth Lennox, now of "Broadway Varieties," to be feted by the McDowell Club....They're giving her a reception....Elaine Melchior, thespian kin of Met-warbler Lauritz Melchior, staging a radio comeback via "Tell Us Your Story"....Ruth Barth, lady scribe of "March of Time" fame, is "maying" (in March) somewhere upstate....Meri Bell readying her swing for a femme golf tournament....her palms are blistered...."House Beautiful's" "Bride's House" will be the subject of the Kathryn Travens March 19 broadcast....she'll say things about decoration in the new manner....June Aulick, who helps further radio destinies in CBS publicity, has acquired a tartan....She's a Frazer on the distaff side and he lassie wears the clan's plaid....

The gals come in for Ted Malone's exclusive attention the week of Monday the 15th....He'll read and discuss poetry by femme bards Helen Welshimer, Adelaide Love, Rosa Zagnoni Marononi, Audrey Wurdemann, Pulitzer prize winner for 1935, and Dorothy Aldis....What, no Edna St. Vincent Millay? Gogo Delys is jicker-bound at an early date...."Music in Gotham's" Ethel Peyser to interview Angela Diller, prexy of the Diller Quaille Music School, over WQXR on Monday....A nine tragedy—Virginia Rea's Chin Chin being cut dead by the Tallulah bankhead pooch....after what seemed to be the beginning of a beautiful and cozy friendship....Anent the burning question of femme musicians versus male talent....Ina Ray Hutton, lady director of an all-gal ork, believes that television will solve the problem....According to her, the lads may be able to swing a superior saxophone....But how do they look while they're doing it?



● ● ● Gordon and Revel, ace songwriters who clicked via the Broadway route, definitely refused to sign a pix contract unless permitted to give Bobby Crawford (who made the "way" easier) three songs per year.... This was agreed to by all parties....Ray Block signed for Mills records.... San Felice cigars the other day auditioned Smith and Dale also....Fridays is the only day Mark Warnow hasn't a commercial....Gabriel Heatter didn't get a NEW sponsor in the past week. He only has five now!.... Bernice Judis' help-mate at WNEW, Janet Ross, will be Mrs. in two weeks....NBC's retiring vaude booker, Rubey Cowan, who goes to Paramount Pix, threw a party for his pals at the Cafe Loyale Saturday....Eton Boys going into pictures....Do Ri Me, Del Casino and R. Block's band, auditioned on the cigar show too.

● ● ● Radio Row turned out in full force for the New Yorker opening the other night....Introduced for bows were: Glen Gray, Ruby Newman, Gogo Delys, Gordon Jenkins, Jack Miller, Morton Bowe, Gracie Barrie (without Dick Stabile because he opened at the Wm. Penn in Pitts. the same night), Mike Reilly in bandages, Henry Dunn, Al Shayne, Russ Morgan, Ken Roberts, Rita Johnson, Phil Baker, Guy Lombardo, Ozzie Nelson, Harriet Hilliard, Nick Lucas, Buddy Clark, Martha Mears, Joe Rines, Pinky Tomlin and naturally Abe Lyman....Gordon and Revel had the song publishers, pluggers and artists clamoring for more of their music....They did their medley of it and forgot some after the "millionth"...."What happens to the pictures taken at opening nights?" asked Mack after being posed.

● ● ● Jack Randolph was thrown off the air yesterday because he got too popular with the radio fans!....and was giving Jerry Cooper a run for his money!....Inside story is that "Randolph" is the transcription name of Jerry. In a poll now running, Cooper is only a few votes ahead of his "voice"....Ralph Kirbery was forced down in Florida, N. Y., the other night and had to be driven in via a buggy....Rubinoff, signed to a picture contract, will depart for the coast in April....Countess Olga Albani flies from her Chi. home every week for the Ford show....Arthur Hayes, CBS radio sales, is back at his desk after a three-week siege with the flu.... Walter Winchell's return to Radio City's studios undetermined, sez his secretary.

● ● ● Two kids saw Mary Lewis leave a Philly theatre. "That's the famous diva," said one....To which the other replied, "You mean she's as good as Eleanor Holm"....This actually happened....Lee Posner, press agent and commentator on the recent WHN "Little Old New York" airings, turned actor and heads a colored unit.... Russek's are looking for a transcription show....One day they're renting, the next buying and finally building a home. That is the fix the Lester Lees are in now....Conn. is the site....Bettie Glenn suffering from a lip-infection....Alois Havrilla on the sick list....NBC's television man, Tim Sullivan's dad, Pat, ailing....Wayne Randall's secretary at NBC, Leonard Braddock, out with the gripe....A sponsor now paying a certain fellow \$50 per airing, goes around telling people that the lad is surely worth \$300...."Madame Butterfly" is spotted at the Met in New York tonite while Grace Moore and Cary Grant do the same opera on the Lux show from the Coast.

★ STATION FLASHES ★

INSTALLATION of Parking Meters on Norfolk's Main Drag, Granby Street, beside causing much local commotion, stepped up and threatened some business on WTAR. Church Street, Norfolk's other and older shopping center where there are no meters, has come aboard the ether waves with a Church Street Campaign, while Granby Street merchants threaten with cancellations if business tumbles because of the meters. Gadgets are in on a 90-day trial with apparently not too great chances for permanency judging by strength of present opposition.

KOIL of Central States Broadcasting, Omaha, has placed its order for a new 5,000 watt RCA transmitter, according to Technical Director Harry Harvey. So advanced is the transmitter's design that its serial number is 1.

L. L. Coryell & Son, an oil firm in Lincoln, Neb., has applied to the FCC for the right to erect a super-powered station just outside the city limits.

WIBU, Poynette, Wis., has opened a studio in Beaver Dam, Wis., with Bruce Beichl, formerly of KGNB, Honolulu, Hawaiian Islands, as manager, and Alfred Zemlo as chief technician.

WRJN, Racine, Wis., is electrically transcribing its "Opinions of the Passerby" broadcast when originally staged at 1 p.m. and then rebroadcasting the recording at 7:30 p.m. to permit those appearing on the program to hear themselves.

Numbering among the technical improvements being made at WTAR, Norfolk, at the same time the new transmitter building is under way are division of master control room into subsidized studio controls and complete ribbon microphone installation throughout. New speech input amplifying equipment has been installed at the present transmitter, prior to its being moved to Glen Rock.

Compiled Coronation Data

Blevins Davis of the Drama Department of Yale University compiled the factual matter for the "Coronation Preview" presentation, which was aired over NBC-Blue network yesterday from 8 to 9 p.m. Davis is considered one of the outstanding American authorities on English Coronations.

Warren and Dubin's Two grand hits

Summer Night
How Could You
Gee But You're Swell

REMICK MUSIC CORP.
RCA Bldg., New York City



CBS expanding and picking a better spot for its live talent dramatic series, "White Fires", which is to go Pacific network Wednesdays at 10 p.m. and stretches from 15 minutes to half an hour. Charles Vanda producing.

Buddy Rogers' representatives report Buddy planning to do a 13-week series for British Broadcasting on his summer return trip to London. Planning to use some American players, augmented by British pickups.

Lou Winston, general manager of Radio Recorders, which recently moved into its new four-studio transcription plant on Western Ave., has returned from a six-day flying trip that took him to more than a dozen middle west and southern cities.

CBS tried out airing wrestling matches last September, liked the response, and is preparing to resume the broadcasts as a Pacific network Monday night feature, with Garry Breckner doing the Hollywood Legion matches.

KEHE has put in remotes and will make a Thursday night feature of Al Eldridge's dance band from Topsy's Cafe. Eldridge, a newcomer to California, was formerly of St. Louis.

Original Mirandy of the old Bev Hills Hill Billies now does a homey 15-minute morning broadcast, reads poems, etc., over KFAC. Station reports her offer to mail out one of the poems she had read brought in 2,800 requests when they had expected perhaps 500. Dr. Ross, Silver Suds Soap is sponsor.

2 Join KVOR News Staff

Colorado Springs, Colo.—KVOR has two new additions to its radio-news staff, replacing Bill Moore, who went to the Associated Press Bureau in Denver, and Aubrey Benson. The new men are Alan Pugh and Donald B. McCaig, both of Denver. Pugh has had several years experience on newspapers and with Fox Movietone as cameraman and continuity writer. McCaig comes from the Denver News and Denver Post as reporter, and from the KFEL, Denver, news service.

Bargain Matinee

WNOX, Knoxville, Scripps-Howard station has named Thursdays as two-for-one bargain matinee day for the "Mid-Day Merry-Go-Round" broadcast, held in the 800 capacity WNOX auditorium. The show runs a full hour and fifteen minutes of variety entertainment of hillbilly talent and hot swing music, and stars a rube character and high tenor as the feminine appeal.

Admission to the auditorium broadcast is 10 cents. The program is aired as a daily feature.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

HEARINGS SCHEDULED

Today: W. H. Lancaster & J. W. Birdwell, d/b as Johnson City Broadcasting Co., Johnson City, Tenn. CP for new broadcast station. 1200 kc., 100 watts, 250 watts, LS, unlimited.

March 9: Northern Broadcasting Co., Traverse City, Mich. CP for new broadcast station. 830 kc., 500 watts, daytime.

H. A. Hamilton, Spartanburg, S. C. CP for new broadcast station, 1420 kc., 100 watts, 250 watts LS, unlimited.

Leonard A. Versluis, Grand Rapids, Mich. CP for new broadcast station. 830 kc., 500 watts, daytime.

March 10: North Georgia Broadcasting Co., Rossville, Ga. CP for new broadcast station. 1200 kc., 100 watts, daytime.

James D. Scannell, Lewiston, Maine. CP for new broadcast station. 1420 kc., 100 watts, unlimited.

Ogdensburg Publishing Co., Inc., Ogdensburg, N. Y. CP for new broadcast station. 1500 kc., 100 watts, unlimited.

March 12: Elmira Star-Gazette, Inc., Elmira, N. Y. CP for new broadcast station. 1200 kc., 250 watts, daytime.

WREN, Lawrence, Kansas. Authority to transfer control of corporation.

R. Lacy & J. R. Curtis, Lufkin, Tex. CP for new broadcast station. 1310 kc., 100 watts, daytime.

Red Lands Broadcasting Assn., Lufkin, Tex. CP for new broadcast station. 1310 kc., 100 watts, daytime.

March 15: H. O. Davis, Mobile, Ala., CP for new broadcast station. 610 kc., 250 watts, 500 watts LS, unlimited.

Seaboard Investment Co., Inc., Montgomery, Ala. CP for new broadcast station. 610 kc., 250 watts, 500 watts, LS, unlimited.

Waterloo Times-Tribune Pub. Co., Waterloo, Ia. CP for new broadcast station. 1370 kc., 100 watts, daytime.

Harold Thomas, Pittsfield, Mass. CP for new broadcast station. 1310 kc., 100 watts, 250 watts, LS, unlimited.

March 16: Arthur H. Croghan, Minneapolis, Minn. CP for new broadcast station. 1310 kc., 100 watts, daytime.

Troy Broadcasting Co., Inc., Troy, N. Y. CP for new broadcast station. 650 kc., 1 Kw., daytime.

Utica Observer Dispatch, Inc., Utica, N. Y. CP for new broadcast station. 950 kc., 1 Kw., daytime.

March 17: KRLH, Midland, Tex. Mod. of license. 1210 kc., 100 watts, daytime.

March 18: Brooklyn Daily Eagle Broadcasting Co., Inc., Brooklyn, N. Y. CP for new broadcast station. 1400 kc., 500 watts, unlimited.

WBBC, Brooklyn, N. Y. Mod. License. 1400 kc., 500 watts, unlimited.

WVFW, Brooklyn, N. Y. Mod. License. 1400 kc., 500 watts, specified time.

WEVD, New York, N. Y. Mod. license, 1400 kc., 1 Kw., unlimited.

March 22: Loyal K. King d/b as Radio & Television Research Co., Los Angeles, Cal. CP for new broadcast station. 1570 kc., 1 Kw., unlimited.

Southern Broadcasting Corp., New Orleans, La. CP for new broadcast station. 1200 kc., 100 watts, share time.

WJBW, New Orleans, La. CP to change power and time to 1200 kc., 100 watts, 250 watts LS, unlimited.

March 23: KDON, Del Monte, Cal. CP to change power and time. 1400 kc., 250 watts, 1Kw., LS, unlimited.

Bend Bulletin, Bend, Ore. CP for new broadcast station. 1310 kc., 100 watts, 250 watts, LS, unlimited.

March 24: WSPA, Spartanburg, S. C. CP to change power. 880 kc., 5 Kw., daytime.

Juan Piza, San Juan, Puerto Rico. CP for new broadcast station. 1500 kc., 100 watts, 250 watts, LS, unlimited.

Ann Arbor Broadcasting Co., Ann Arbor, Mich. CP for new broadcast station. 1500 kc., 1 Kw., unlimited.

March 26: Geraldine Alberghane, Pawtucket, R. I. CP for new broadcast station. 720 kc., 1 Kw., daytime.

March 29: Continental Radio Co., Washington. CP for new station. 1310 kc., 100 watts, 250 watts, LS., unlimited.

Hearst Radio, Inc., Washington. CP for new station. 1310 kc., 100 watts, 250 watts, LS., unlimited.

U. S. Broadcasting Co., Washington. CP for new broadcast station. 1310 kc., 100 watts, unlimited.

R. R. McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

West Texas Broadcasting Co., Wichita Falls. CP for new station. 1380 kc., 1 Kw., unlimited.

Wichita Broadcasting Co. Wichita Falls. CP for new station. 620 kc., 250 watts, 1 Kw. LS., unlimited.

Faith Broadcasting Co., Inc., Wichita Falls. CP for new station. 1380 kc., 1 Kw., 5 Kw. LS., unlimited.

March 31: Wm. O. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.

Malcolm H. Clack, Amarillo, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

April 1: Smith, Keller and Cole, San Diego. CP for new station, 1200 kc., 100 watts, daytime.

Clarence C. Dill, Washington, D. C. CP for new station. 1390 kc., 1 Kw., unlimited.

April 2: W. W. Hartman Co., Waterloo, Ia. CP for new station. 1420 kc., 100 watts, unlimited.

Vancouver Radio Corp., Vancouver, Wash. CP for new station. 880 kc., 250 watts, daytime.

Charles Porter & Edward T. Eversole, Festus, Mo. CP for new station. 1420 kc., 100 watts, daytime.

General Electric Co., North Belmont, Cal. CP for new int'l station. 9530, 15330 kc., 20 kw.

Louisville Broadcasting Co., Louisville, Ky. CP for new station. 1210 kc., 250 watts, daytime.

APPLICATIONS RECEIVED

John W. Haiges, Greenfield, Mass. CP for new station. 1210 kc., 250 watts, daytime.

(Continued on Page 7)



FIBBER McGEE is slated for a series of movies, according to his Boswell.

Sigmund Spaeth, tune sleuth, will be guest on the Barn Dance of March 11.

Anson Weeks ork opens at the Edgewater on Friday and will be aired over WBBM, while Red Nichols and his band come to the Hotel Sherman on March 12 and will also join the dance brigade of CBS.

Thirteen thousand seven hundred and sixty-five guests attended WGVB's visible shows during the month of February in the blue and silver master studio and 3,716 persons visited the studios on tours during the same period of time.

Stephen Gross replaces Les Weisrott as director of "Betty and Bob."

Elizabeth Reller, who is Betty in the serial has returned from a Pasadena Springs vacash.

Harlow Wilcox, portly NBC announcer, given the sobriquet of "Squire".

Pierre Andre is subbing for Charles Lyons of the NBC staff of announcers while latter is resting on west coast.

Bill Hampton, Chicago radio lyricist, really has something in store "Annie's Cousin Fannie."

H. V. Kaltenborn broadcast his regular Sunday night program yesterday from the studios of WBI here.

The second series of NBC Home Symphony concerts concluded with the broadcast of last Saturday.

George Isaac is now exclusive national sales rep for WCFL here.

Roy Shield will replace Harry Kogen as musical director when the WENR Minstrels resume as an NBC sustaining feature.

Henry Busse has been re-signed for Mar-O for another 13 weeks beginning in September.

Jack Kapp arrived in town last week for meeting in disc situation with James A. Petrillo.

Junior League has been sponsored by Bowman Milk for WGN's Fires Theater program of March 17. Social girls will do "Tom Sawyer" in condensed air version for the first part of task of the elite in radio.

Verne Buck, theater maestro here, will leave for the west coast early in June for radio and pix engagements. Will take Jimmie Alexander, tenor protege along.

More Space to Radio

Fort Worth, Tex.—The evening Fort Worth Star-Telegram has started a double radio column, consisting of criticisms of programs of the night before and comments on programs for evening, as well as facts about network programs and personalities. Column is conducted by John Lawson. Star-Telegram heretofore has carried only routine announcements of daily programs.



A SERIES of five programs dealing with problems of youth and how they are solved by various agencies has been launched by WBAL, Baltimore. Frank M. Liddle, secretary, Metropolitan Boys' Branch, Y. M. C. A., gave the first, interviewing students. Program is under direction of Maryland Congress of Parents and Teachers and is heard 4:30-4:45 Wednesdays.

Two local programs were sold this week by KFOR, Lincoln. One was a plan on the street to the Wendelin Printing Co. on a six-month contract, and the other "Fifty Flying Fingers" to the Royal Typewriter Co. once weekly for 13 weeks.

WBRY, New Haven, will again present a Gordon Bootery Sunday kiddie Revue program, after this commercial's absence from the air for several weeks.

WDSU, New Orleans, has added another news period at 12:30 p.m. daily, with Philco dealers here sponsoring 15 minutes of the Transradio report.

WBRY, New Haven, has induced Melmutter-Doren, sponsor, to switch on amateurs to pro talent for its Sunday noon half-hour.

WGCM, Gulfport, Miss., serving the Gulfport-Biloxi territory, has run a new show into the Edgewater Gulf Hotel and will broadcast music from that hotel's dining room twice daily. First orchestra to go on by remote control is Jerry Gilbert's. Bradley's night club at Henderson Point is also being the air nightly over the Gulfport station.

"The Singing Redheads," novelty harmony team which has been featured over the Michigan Radio Network for the past three months, will be presented in their own program over WXYZ, Detroit, at 6 p.m. each Monday, Tuesday, Thursday and Friday starting Monday, March 8. "The Singing Redheads" are Dot Aggas and Mel Wilkerson. Before joining the staff of WXYZ and the MRN, they were associated with many of the larger stations of the country, including KSTP, St. Paul, WTAM, Cleveland, WSM, Nashville, WKY, Oklahoma City, and WDGY, Minneapolis. They were heard in their own program over NBC for six months from WTAM, Cleveland, and along with Ben Bernie's orchestra ten weeks at Chicago's College. On their new WXYZ program, they will be presented with the "rhythmers" instrumental ensemble.

F. C. C. ACTIVITIES

(Continued from Page 6)

Ocala Broadcasting Co., Ocala, Fla. CP for new station. 1500 kc., 100 watts, 250 watts, L.S., unlimited.

Fla. West Coast Broadcasting Co., Inc., Clearwater, Fla. CP for new station. 1300 kc., 250 watts, unlimited

State Broadcasting Corp., New Orleans. CP for new station. 1370 kc., 100 watts, unlimited.

Glenn E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime.

Provo Broadcast Co., Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.

Pennsylvania Broadcasting Co., Philadelphia. CP for relay station. 31100, 34600, 40600 kc., 40 watts.

Ashland Broadcasting Co., Ashland, Ky. CP for relay station. 1622, 2058, 2150, 2790 kc., 40 watts.

Isle of Dreams Broadcasting Corp., Miami. CP for relay station. 1606, 2022, 2102, 2758 kc., 40 watts.

The Enterprise Co., Beaumont, Tex. CP for new station. 1400 kc., 500 watts, unlimited.

Southern Minnesota Broadcasting Co., Rochester, Minn. CP for new station. 920 kc., 1 Kw. night, 5 Kw. day, unlimited.

APPLICATIONS GRANTED

Charles C. Theis, Wichita, Kans. Vol. assignment of license to KANS Broadcasting Co. John H. Stenger, Jr., Wilkes-Barre, Pa. CP license. 1210 kc., 100 watts, unlimited.

Charleston Broadcasting Co., Charleston, W. Va. CP for high frequency station. 26100 kc., 50 watts.

Ben S. McGlashen, Los Angeles, Cal. CP for high frequency station. 88000, 120000, 240000, 500000 kc., 500 watts.

APPLICATION DENIED

Greater Muscle Shoals Broadcasting Co., Sheffield, Ala. CP for new station. 1500 kc., 100 watts, unlimited.

EXAMINER'S REPORTS

Wike & Studebaker, Baker, Ore. Denied CP for new station.

H. Wimpy, Albany, Ga. Denied CP for new station.

United States Broadcasting Co., Toledo, Ohio. Dismissed app. for CP for new station.

U. S. Broadcasting Co., Columbus. Dismissed app. for CP for new station

Applications dismissed: Service Life Insurance Co., Omaha, Neb.; Archie E. Everage, Andalusia, Ala., and D. L. Thornton, Centralia & Chehalis, Wash.

WOAI Adds Talent

San Antonio—The Rambling Cowboys, who have been receiving loads of mail at WOAI, have been signed to the station's talent staff. They are sponsored by Clark Gardner Nursery, in addition to other spots. The boys will soon begin a personal appearance tour of Texas' theaters and night clubs.

Monte Magee, artist of the Mutual chain at WLW, Cincinnati, and WBAP, Fort Worth, also has joined the WOAI talent roster.

Promotions at WGH

Newport News, Va. — Marshall (Jack) Braxton, an announcer for WGH since last August, has been made program director.

Joel Wahlberg, chief announcer, has taken over the added duties of production manager and news editor.

Wilby Goff, announcer, has been made musical director.

able under the direction of Henry Finney.

Billy Morell, production manager of WJBK, Detroit, has started a new series of "Man in the Street" stanzas, under the title of "What's Your Opinion." Strip runs at 12:30 p.m. daily, sponsored by the Ray Jewelry Co.

Sandy Nevins, well-known local reporter renamed for his sponsor's shoes, is signed for 26 times by Sears, Roebuck over WTAR, Norfolk. Show is called "Talk of the Town," consisting of small talk in a nice way and aired on Monday and Thursday evenings at 7:15 for ten minutes.

"Baseball Extra" is the title of a new series, featuring Harry Heil-

Ellis Turns Publisher

Norman Ellis, songwriter and author of "Instrumentation and Arranging for the Modern Dance and Radio Orchestra," is doing triple duty in connection with his latest number, "Carelessly." In addition to writing the music, with words by Charles and Nick Kenny, he is publishing the number and arranging his own tune.

Two New Shows on KWK

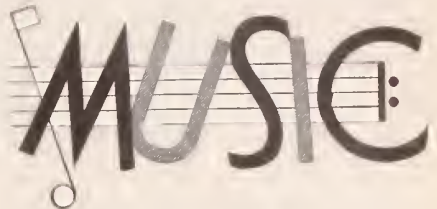
St. Louis—"This Woman's World," with Meredith Mason, and "Three Score and Ten," conducted by Tom Dailey and designed to appeal to home folks, made their debut on KWK last week.

Ripley Gets Pilot Award

Robert L. (Believe-It-or Not) Ripley, featured with Ozzie Nelson on the Fleischman program, receives the Pilot award of merit for the week.

mann, veteran of the Big Leagues and Michigan Radio Network baseball commentator, to be introduced over WXYZ, Detroit, and the Michigan Radio Network at 7 p.m. today. The program will be presented Monday, Wednesday and Friday, under the sponsorship of the Pfeiffer Brewing Co. of Michigan.

Yours Truly, Mr. Dooley, along with John K. Chapel, the jolly old co-conspirator broadcast the Curiosity Club of the Air from the Henry Yates School in Omaha on Thursday afternoon. Preceding the actual broadcasting of the program by remote control, there was a lively and typical Dooley Amateur program, using the outstanding talent in the various classes.



RUBINOFF, CBS maestro-violinist, has been commissioned by Irving Berlin Inc. to make special arrangements of Irving Berlin's best-known compositions. They are to be for violin and violin and piano, as performed by Rubinoff over the radio. Compositions included in the deal are: "Always," "Remember," "What'll I Do," "All Alone" and "Russian Lullaby."

Jimmy Rule has left Santly Bros. to join the Harms outfit.

Isham Jones, song-writing maestro, is composing again. "Just to Remind You," "Thanks for Everything" title of which was suggested by Eddie Stone, vocalist with the band—"Misty Moonlight" and "Barefoot Boy of Mine" are the names of original numbers he will introduce next week.

Bob Crosby and his ork were met by a parade of ten automobiles and escorted to the hotel for the Chi opening of recent date.

Danish symphonic music will be aired by the NBC Symphony Orchestra under the baton of Dr. Frank Black on the March 13 broadcast, which will be the first of a series of six weekly programs to take the air in cooperation with the National Federation of Music Clubs.

Billy Catizone, violinist with Earl Trucell's WCAE Ork, has penned a musical scorcher called "Swing Fever." The orchestra introduced it over WCAE this week.

Bill Hampton, composer and lyricist for NBC's "King's Jesters," can't write a note. His formula is to write the lyrics in the form of a poem, then hum the tune to Jimmy Awad, trumpeter, who picks out the notes on the piano and sets them down in black and white.

FCC Approves Equipment

Hipower Crystal Co., Chicago, is among the radio equipment companies whose products have been approved by the Federal Communications Commission.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and KOOL CIGARETTES

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

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

COMMENTS

On Current Programs

"Gang Busters"

Dramatizations by Phillips Lord, and which he exceed, are temporarily in the hands of Col. H. Norman Schwarzkopf, former head of the New Jersey state police. Schwarzkopf does an excellent job as pinch-hitter in handling his end of the continuity and in interviewing visiting police officials. Wednesday's program, on CBS 10-10.30 p.m., revealed the dramatizations around criminals brought to justice as highly interesting fare for those who go in for detective and thriller drama. Visiting police official from Denver had a fast moving story built around a desperado whose forte was jail-breaking. Comparatively late hour, and Palmolive shaving cream as the product, is presumed to preclude (in the East at any rate) the youngsters from getting unduly wrought up over the thrillers. All yarns are of the "you can't win" variety of course.

"Community Sing"

Now on the coast, this CBS 10-10:45 p.m. song and comedy fest headed by Milton Berle et al, for Gillette safety razor blades, appears to maintain its breezy tempo; in fact, it is continuing to improve if anything. One comic that should not be left out of sight of the program director is Tommy Mack, the hare-lip laugh getter. Mack's phrase "Who's excited? who's excited?", in high pitched frenzied voice, is one sure-fire proposition.

"Morning Matinee"

This WOR-Mutual 45-minute show, in its farewell performance of the season last Thursday, offered an exceptionally fine revue program, embracing talent and material of a quality not usually found on the air at 9 a.m. With Lawrence Gray as the affable m.c., the bill included Lennie Hayton and His Orchestra, Ethel Barrymore Colt, Edith Dick, Paul Barry, the Rhythm Kings and others. There was much variety in the program, running from music, singing, comedy patter, several talks on women's fashions by authorities like Claire Whitney, Fay Jarnell and others; a piano specialty by Hayton, a batch of Hollywood news and other

ONE MINUTE INTERVIEW

MARIO COZZI

"Let's stop the general practice of teaching young artists that they will command fabulous fees and fame as soon as they are ready for radio. Actually they ought to be prepared for years of hard work at little pay and with less glory. Our teachers and publications rarely tell of this side of the picture."



"CHICAGO SYMPHONIC HOUR"

Sustaining
NBC-Blue network. Fridays, 11 p.m.-12 mid.

CLASS MUSICAL PROGRAM OF UNUSUAL EXCELLENCE SHOULD CLICK STRONG.

Originating from the Chicago studios of National Broadcasting Co., this program took a departure from the regular fare heard during these hours usually, and with commendable success. The excellently rendered program was in sharp contrast to the dance music to be found on every

other available spot of the dial. Vivian Della Chiesa's rendition of the main aria from "Madame Butterfly" was easily the high spot of the hour. Charles Sears and Edward Davies were the male soloists with Noble Cain's A Capella choir, the Mundelein College Verse Speaking choir and Roy Shields directing an NBC symphonic orchestra rounding out the balance of the cast. Carleton Smith, music critic and writer, offered a critic's viewpoint of the musical offerings. The program, an experiment by NBC, should prove to be one of the week's highspots, and will probably snare a sponsor before long.

B. B. B. & O. to Handle Coronet Air Program

(Continued from Page 1)

8:30, through WOR. The series will be known as "Coronet of the Air." Program will be a counterpart of the magazine. Deems Taylor, music critic and composer, Orson Wells, Fred Uttal, and Robert Armbruster's orchestra complete the talent lineup. For the present the program will be aired only over WOR, pending the clearance of time by other MBS stations.

BBDO has also been appointed to handle the white space advertising for the publication, which has announced it does not intend to accept advertising prior to its June issue.

bits of entertainment. R. H. Macy is the sponsor at the WOR end. The series is to resume in September.

Zeke Manners and Gang

Zeke Manners and his gang of hillbillies, who always provide a merry program via WMCA, had a very talented newcomer to the big city on Friday night's half-hour. She was 12-year-old Marjorie Knapp, who has been on the air out of Evansville, Ind. Little Miss Knapp, as a "flood refugee," fell right in with the hill-billy spirit and did a brief skit with "Uncle Zeke." Then she stopped the show with her singing of "Mr. Paganini."

Walter Winchell

Winchell of late seems to be injecting more live news into his broadcasts, despite the handicap of broadcasting from the coast. While not all of his stuff ever pretended to be red hot, the three-hour time differential between New York and the Coast does make a difference in the way of a late bulletin or two. This probably proved an added spur to obtaining and using newsier items on the Sunday 9-9.15 stanza on the NBC Blue.

Forest Lawn Will Give Time to Welfare Work

West Coast Bureau of THE RADIO DAILY

Los Angeles—America's real "forgotten man", the white-collar worker who has passed the peak of productivity, finds it difficult to land a job, and is too proud to go on relief, will be remembered by Forest Lawn, leader among all American memorial parks, when it goes on Station KEHE for 52 weeks with The Sunday Players next Sunday.

Forest Lawn has arranged to contribute half the time reserved for announcements on its Sunday Players programs to the Federation of Protestant Churches of Los Angeles, representing 700 congregations and 250,000 communicants in the metropolitan area, for the furtherance of its vocational placement work.

This time is completely at the disposal of the Federation, and it will be used both to develop jobs for the unemployed and to solicit funds for the financing of this important activity, which is attracting widespread attention in Los Angeles because it serves a crying need that has generally been overlooked.

Forest Lawn, since the beginning of commercial broadcasting, has been a consistent and continuous user of radio on a large scale. Its "Tapes-tries of Life" was a feature on KHJ for several years, and for the last year Forest Lawn has been represented by "Reunion of the States" on 50,000-watt KNX. This full-hour feature dedicates a program each week to one of the state societies by which expatriate residents of Los Angeles from every commonwealth in the union are represented. "Reunion of the States" will continue on KNX. Both The Sunday Players and "Reunion of the States" are handled through the Forest Lawn advertising agency, Dan B. Miner Co. Mertens and Price, Inc., produce The Sunday Players and cooperate in servicing the program for The Federation of Churches.

Coming Events

Today: Spring Fair of radio and television Leipzig.

March 15-22: North American Radio Conference, Havana, Cuba.

March 18-20: Hotel Business Promoter Conference, French Lick Springs Hotel, French Lick, Ind.

March 24: Columbia Broadcasting System stockholders' meeting, New York.

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

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

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

June 1-10: Radio-television exposition Moscow.

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

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

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

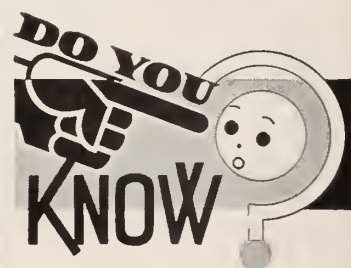
June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

Lowell Blanchard Promoted

Knoxville, Tenn.—Lowell Blanchard, former Chief Announcer a WNOX, has been named program director. Blanchard was formerly connected with K Y W, Chicago WIND, Gary, the Iowa network KSO-KRNT, Des Moines, and WXY in Detroit. He came to WNOX 10 years ago to conduct a jamboree noon program and a sponsored man-on-the-street show.

Himber for Movies

Richard Himber, well-known maestro, is about to make several movies in conjunction with Gogo Delys and Fred Uttal.



Not a cent was spent by the amusement business (radio not included) for advertising over the national networks last year. In the non-network, regional and local fields it amounted to only .6 per cent.