



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 21

NEW YORK, WEDNESDAY, MARCH 10, 1937

FIVE CENTS

## Co-op Baseball Sponsors

### NBC IN CHI PROMOTES BUD SMITH, McDERMOTT

Chicago—W. W. (Bud) Smith of the NBC Chicago sales force and former manager of WTAM, Cleveland, has been appointed NBC Chicago local sales manager, succeeding G. B. McDermott, who becomes a national sales representative of NBC managed and operated stations.

Before coming here, Smith was with WTAM for five years. Previously he had been in the advertising department of the Firestone Tire & Rubber Co. in Akron.

McDermott has been with the NBC local sales department for the last

*(Continued on Page 5)*

### "Good Will Court" Action Dismissed

Judge Meier Steinbrink of the Brooklyn Supreme Court yesterday dismissed the complaint of Judge Sweedler's Good Will Court Inc. after a three-day trial. The action, which sought an injunction and \$250,000 damages, was brought against A. L. Alexander, conductor of the "Good Will Court" on the Chase & Sanborn

*(Continued on Page 5)*

### Merchants Conducting Year's Drive on WHDL

Olean, N. Y. — Olean Chamber of Commerce Merchants Bureau has approved a contract for a year's campaign over station WHDL with the idea of promoting the city as a shopping center for southwestern New York and northwestern Pennsylvania. Live talent will be used in a series of Sunday afternoon shows. In addition, the merchants will sponsor all the station's special events.

### Linguists

Lincoln — Central States Broadcasting Co. announcers in Lincoln and Omaha have gone back to school again.

Lads are being schooled in the art of correct foreign pronunciations. Tutors in German, French, Spanish, and Italian are being pulled down from the University of Nebraska to take care of the assignments.

### Disking Temperance

The State Liquor Authority will shortly issue a series of electrical transcriptions for use on the air on the subject of temperance. The first series of six recordings will be ready for distribution by the end of this month. Each will contain a five-minute talk. Mrs. John S. Sheppard, a member of the authority, is in charge. The recordings will supplement the authority's other temperance fostering activities.

### 200 STATIONS TO GET REXALL SPRING SPOTS

United Drug Co., Boston (Rexall drug products), will begin its annual Spring spot radio campaign next month on about 200 stations across the country. Campaign will promote the Rexall 1-cent sales which will be launched in various cities during April and May. Transcriptions made by Spot Broadcasting will be quarter-hour disks featuring James Melton, Gogo Delys, and Don Voorhees and his orchestra with Basil

*(Continued on Page 2)*

### Kool-Raleigh Program Continues Thru Summer

Brown & Williamson Tobacco Co., Louisville (Kool & Raleigh cigarettes), will continue on the air throughout the summer months it was officially announced yesterday. Jack Pearl will continue on the air until June 25, when he will take a summer vacation. He will return about the middle of September. In the meantime Tommy Dorsey and his

*(Continued on Page 2)*

### 400 Stations Are Being Used In Chevrolet Spot Campaign

### Tacoma House Passes Ascaph Tax Measure

Tacoma—A tax of \$117,000 yearly would be levied against Ascaph for doing business in this state under a

*(Continued on Page 3)*

### Socony-Vacuum and General Mills Join in Broadcasting of East and Mid- west Games via Local Stations

### HEARING TOMORROW ON PROBE MEASURE

*Washington Bureau of RADIO DAILY*

Washington — Congressman Connery's resolution asking appointment of a special Congressional committee to investigate alleged monopolistic conditions in the radio industry is scheduled to come up for hearing tomorrow before the full House Rules Committee, Chairman O'Connor said yesterday. Connery predicts the resolution will be reported favorably to the House floor for general action without delay.

### End Public Hearings On Dickstein Measure

*Washington Bureau of RADIO DAILY*

Washington—Public hearings on the Dickstein bill before the House Immigration Committee wound up yesterday after Rep. Dickstein had revealed a special revised committee print of his measure, eliminating

*(Continued on Page 3)*

### Chrysler Is Launching Special Easter Drive

Chrysler Corp. will stage a special Easter drive, March 18-28, as part of its spring campaign. Radio spots in 48 cities will be used. Dealers have been urged to use their local stations to supplement the national drive.

Socony-Vacuum Oil Co. and General Mills (Wheaties), two non-competitive advertisers, will cooperate in the sponsorship of numerous baseball broadcasts in the East and Midwest via local stations, it is officially confirmed by Henry A. Bellows, radio contact for General Mills. Complete schedule is not set as yet. Knox Reeves Advertising Inc., Minneapolis, is handling the broadcast for both concerns. General Mills has called a conference of all announcers that

*(Continued on Page 6)*

### GRACE MOORE SIGNS 15 WEEKS FOR NASH

Grace Moore, the Metropolitan Opera star, has been signed for a 15-week engagement on the CBS Nash Speedshow. Miss Moore will begin her new series of radio programs on March 20. First two broadcasts will originate from New York, then switches to Hollywood for the remaining 13 weeks. J. Walter Thompson Co., New York, has the account.

### Testimonial Caution Added to NBC Policy

Tightening up on the personal endorsement angle, more or less as a precautionary measure and as guidance for future policy, NBC goes on record as reminding its sales and announcer staff that all testimonials must be a truthful statement, whether or not the announcer in question is

*(Continued on Page 3)*

### Diversifying Appeal

Ardmore, Okla.—In order to reach every type of listener in a new series of 15 minutes daily programs over KVSQ, Ardmore, the Oklahoma Natural Gas Co. is using about 10 different talent units. Most of them are heard on one day a week, a few show every other week. Response has been good so far. Talent range is from hillbilly to semi-classical.





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

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## FINANCIAL

(Tuesday, Mar. 9)

### NEW YORK STOCK EXCHANGE

|                 | High      | Low    | Close  | Net Chg. |
|-----------------|-----------|--------|--------|----------|
| Am. Tel. & Tel. | 178 3/4   | 178    | 178    | - 1/2    |
| Crosley Radio   | 25 1/8    | 25     | 25     | - 1/2    |
| Gen. Electric   | 61 1/2    | 60 3/4 | 61 1/2 | +        |
| North American  | 30 5/8    | 29 3/4 | 30 3/8 | + 3/8    |
| RCA Common      | 12 1/8    | 11 7/8 | 12     | +        |
| RCA First Pfd.  | 78 1/2    | 78     | 78     | + 7/8    |
| RCA \$5 Pfd. B. | (100 Bid) |        |        |          |
| Stewart Warner  | 18 1/2    | 18 3/8 | 18 3/8 | - 3/8    |
| Zenith Radio    | 37 7/8    | 37 3/8 | 37 3/8 | - 3/8    |

### NEW YORK CURB EXCHANGE

|                  |        |        |        |       |
|------------------|--------|--------|--------|-------|
| Hazeltine Corp.  | 16 1/4 | 16 1/4 | 16 1/4 | + 1/4 |
| Majestic         | 4 1/2  | 4 1/2  | 4 1/2  | ..... |
| Nat. Union Radio | 2 7/8  | 2 7/8  | 2 7/8  | ..... |

### OVER THE COUNTER

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| CBS A             | 57     | 58 3/4 |
| CBS B             | 56 5/8 | 58 3/8 |
| Stromberg Carlson | 17 1/2 | 18 1/2 |

## Kool-Raleigh Program Continues Thru Summer

(Continued from Page 1)

orchestra, Morton Bowe, and the Esquires will continue on the show for the summer with Ken Fickett on the production end. Program goes into its new NBC-Blue spot on March 19, using the 10-10:30 p.m. period. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

### Quaker Oats Changes

Quaker Oats Co., Chicago, will change the product that is now plugged on their NBC-Red program heard every Saturday from 5:30-6 p.m. Product will now be Puffed Wheat, and a testimonial from Shirley Temple will be written into the commercials. Lord & Thomas handles the show.

## REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway ME. 3-1270 New York

## Workers Alliance Airs Strike

Workers Alliance of Greater New York purchased 12 five-minute programs over WNEW to broadcast a series of programs direct from the headquarters of the 5,000 members who went on strike last night. Richard Brooks, announcer on the Fairbanks-Morse Conservador program, heard 7-7:15 p.m., was at the mike. His regular sponsors relinquished their time on WNEW to allow Brooks to broadcast the first program. Succeeding programs were heard every hour through to 7 a.m. today.

## Lohr Being Honored By Women's League

Lenox R. Lohr, president of National Broadcasting Co., will be one of 15 outstanding business leaders who will be honored by the New York League of Business and Professional Women for contributing to making "a better business world for better business women."

Presentation of scrolls to the 15 designated business men will be made during a broadcast over the NBC-Blue network on March 18, 11:05-11:15 p.m. EST. The broadcast, originating in the grand ballroom of the Hotel Biltmore in New York, will be a feature of National Business Women's Week. The broadcast of the presentation of scrolls will mark the first time in ten years that men have been honored during the observance of National Business Women's Week.

T. J. Watson of International Business Machines, John Sloane of W. & J. Sloane, Samuel Reyburn of Associated Dry Goods, Ogden Reid of the N. Y. Herald Tribune and H. A. Clemer of Loose-Wiles are among others who will be honored along with NBC's president.

## Tempo Radio's N. Y. Rep

Allan M. Wilson, production head of the recently formed Tempo Radio Productions of Los Angeles, has appointed Wendell S. Gibbs, formerly of NBC and Radiodiffusion Europeenne (London), as New York representative with office at 308 East 79th street.

An invitational audition of Tempo's strip program, "Twenty Years Ago Today," will be held today in the RCA building, with both Wilson and Gibbs beguiling the agency men with cocktails.

## Taplinger Rep in London

London—T. J. L. Crane has arrived here from New York via the Manhattan and will open an office for the New York publicity firm of Robert S. Taplinger, Inc. Crane formerly handled publicity for Bermuda and was at one time an associate editor of "Voyager." He is staying at the Carlton Hotel.

## Paul Lynn Joins CBS

Paul Lynn, formerly with Trans-Radio Press, has been added to the CBS publicity department in place of Holly Noble, who has taken over the city desk. Carl Johnson, formerly with the Herald Tribune and a Boston paper, is a temporary addition to the CBS publicity night staff.

## Devoe & Reynolds Using 42 Stations in Campaign

Wadsworth-Howland & Co., and Peaflee-Gaulbert Co., subsidiaries of Devoe & Reynolds Inc., (paint and varnishes) will use 42 stations in their WBS spot campaign which starts late this month or early next month.

Peaflee-Gaulbert (Pee-Gee paint) will begin part of its campaign on March 22 with the remainder going on the air before April 5. Thirty-five Southern stations will be used in the nine-week-campaign, using 13 five-minute musical announcements during the daytime. Schedule calls for two announcements for the first four weeks, and one each for the remaining five weeks.

Wadsworth-Howland (Bay State paint) will use five New England stations and two upper New York State stations for its nine-week campaign, starting April 5. Same number of announcements and schedule will be used by this company, but evening time will be used. J. Stirling Getchell Inc., New York, has the account.

## Unusual Sport Items

WBAL, Baltimore, has inaugurated a new 15-minute sports program of an unusual nature. It is handled by Don Riley, well-known local sports announcer, commentator and newspaper man. Instead of dealing with current sporting events he digs up the unusual and calls his program "Strange Things Which Have Happened in Sports". On the opening program he asked listeners to send in unusual sports happenings.

## Cliff Don Heads WALR

Toledo—Cliff Don, newscaster over WSPD here as "Radio Don," has been made managing director of WALR, Zanesville, O. Don was formerly advertising manager for the George B. Ricaby Co. in Toledo and Buffalo.

## Fred Humphrey at WNAD

Ardmore, Okla. — Fred E. Humphrey, one-time program director at WNAD, Norman, Okla., during college days, has been named assistant manager of KVSO, here. Humphrey has been in business here for seven years. He is taking over commercial business for KVSO.

## Benny Show from Hotel

The Jack Benny Jell-O program will emanate from the Hotel Pierre next Sunday with Fred Allen as guest star. Program goes over the NBC-Red network at 7 p.m.

## COMING and GOING

NINO MARTINI is back in New York from a recital at the States Teachers College in West Orange, Pa., on Monday night.

DON WITHYCOMB, WFIL general manager, is back in Philadelphia after a week-end business trip in New York.

DONALD D. DAVIS, president of WHB, Kansas City, is in New York.

NAT MARGO, professional manager of Ray Music, leaves today for Cleveland.

AL DONAHUE, orchestra leader, and MRS. DONAHUE, sail today on the Queen of Bermuda for a Bermuda date.

LARRY HAMMOND, radio director for Blackett-Sample-Humert, has returned from a two-week vacation.

WILLIAM HOPPE, WBS station relations, has returned from his business trip through the South.

CONRAD THIBAUT of the Packard Program will fly east from Hollywood around the 12th of April to concertize.

R. P. JORDAN of WDBJ, Roanoke, Va., is in New York for a brief visit.

E. C. MILLS, general manager of ASCAP, has arrived in Seattle and will swing around other Coast points before starting back early next week.

DAVE RUBINOFF leaves for Hollywood on April 12 to make a picture for 20th Century-Fox Pictures. No title selected as yet. Will be on the West Coast for more than four weeks.

KENNY BAKER has left for the coast to meet picture commitments, thereby leaving the JACK BENNY show.

## 200 Stations to Get Rexall Spring Spots

(Continued from Page 1)

Ruysdael as one of the announcers. Schedule calls for the use of one or more stations in a city for one week, Mondays through Saturdays. One cent sales run for a week in each city. Disks will use daytime periods. Street & Finney Inc., New York, has the account.

## Fox Theaters Running 26-Week Series on WDAF

Kansas City—A 26-week series, calling for three evening broadcasts a week at 5:45 o'clock, will be sponsored by Fox-Midwest Theaters over WDAF under the title of "Let's Go to the Movies." Senn Lawler, the theater unit's publicity director, will comment.

## Telling Their Hobbies

KDYL, Salt Lake City, inaugurated a new feature with the presentation of the first of a series of 15-minute broadcasts called "What Is Your Hobby?" It is planned to invite all civic and business leaders with interesting hobbies to participate in these shows. They are heard at 7:45 p.m. (MST) Thursdays.



**Leo Says**  
**TONIGHT'S BEST BET:**  
6:00 to 6:15 p.m.  
JIMMY JEMAIL  
the Original Inquiring Reporter

**WHN DIAL 1010**  
AFFILIATED with M-G-M & LOEW'S



**AGENCIES**

**J. WALTER THOMPSON** offices in Chicago have enlarged their quarters taking most of sixth floor of Wrigley building in addition to the seventh. Increase necessary due to rise in spot business done by local offices which has almost seven times gross business in the first two months of current year that they had for total of 1936.

**GEORGE BOWLES**, account executive with the Ferry-Hanly Advertising Co., Kansas City, and until recently the conductor of a gossip program on KMBC, is on the west coast until next week working on a new campaign for the Coolerator Co.

**GOTHAM ADVERTISING CO.** has been appointed by Louise Riggers Inc. (vitamin cosmetics) to handle advertising of "Angel Skin." Radio and newspapers will be used. Radio plans are still indefinite however.

**E. T. HOWARD CO.** will handle all advertising for Christian Feigen-span Brewing Co., Newark. Radio is now being used.

**Testimonial Caution Added to NBC Policy**

(Continued from Page 1) on a program where his fee is being paid by sponsor.

Attention to this part of the NBC Program Policies has been called to the sales staff by Roy C. Witmer, vice-president in charge of sales, the salesman in turn to be guided accordingly should such a contingency arise with either a client or advertising agency. Witmer's communication reads:

"Testimonials must reflect the genuine experience or opinion of a competent witness. Testimonials broadcast by NBC announcers are not an exception to this rule, whether or not the announcer receives a fee for his services from the advertiser, this policy must be enforced.

"When commercial copy, written in the first person singular, includes endorsement of product to be read by the announcer, it must be clearly stated that the announcer is speaking for the — company, sponsoring the product."

Reminder on NBC policies, incidentally, comes on the heels of Congressman Paul H. Maloney's introduction of a bill in the Senate intended to make radio stars announce at the outset of a program how much they receive for personal endorsements, etc.

**Payne Opposes Radio Lobbying**

Washington Bureau of THE RADIO DAILY

Washington—A good portion of the work which the FCC is trying to accomplish is being impaired by the activities of organized radio lobbyists, it was stated yesterday by Commissioner George Henry Payne in a special interview with RADIO DAILY.

"This lobby consists of a few lawyers who claim they can get the FCC to do most anything," said Payne. "What they actually do is to work through subordinates within the FCC and get them to do things they should not do. The FCC should definitely be free from influence of such groups."

Payne said the FCC would cooperate with Congressman Connery in connection with his probe resolution which comes up for hearing tomorrow. He also said he favored Congressman Celler's proposal for a government radio station.

**GUEST-ING**

**SYDNEY RAYNER**, Met tenor, will guestar on Saturday's "Lucky Strike" program.

**ANDY IONA AND HIS HAWAIIANS**, heard for the first time in the East on the Al Pearce broadcast last night, will make a repeat appearance on the Ford show next week. Group is under the Rockwell-O'Keefe management.

**JERRY COOPER** is guesting today on the Modern Romances program over the NBC-Blue at 2 p.m.

**FLORENCE DESMOND**, British impersonator, is guest-artist on the Rudy Vallee program on March 25.

**DOROTHY GISH** will be guest-artist on the Kate Smith program March 25.

**PHIL SLOANE**, one of the original Wilton Brothers, famed vaudeville act, will appear with his daughter, **MARGOT SLOANE**, on her program, "Moments with Margot," on WNEW, Thursday at 9:35 a.m.

**ERNST LUBITSCH** will appear with Marlene Dietrich and Herbert Marshall in the Radio Theater show Monday, 9-10 p.m., over CBS.

**MARGOT GRAHAME**, film star, is scheduled for "Your Hit Parade and Sweepstakes," March 20, over CBS.

**GELETT BURGESS**, author, will be on "Magazine of the Air," March 17, 11 a.m., and **IDA A. R. WYLIE** appears on the same program March 19.

**End Public Hearings On Dickstein Measure**

(Continued from Page 1)

the quota feature and directing the Secretary of Labor to pass on applications and to apply to outside interests who know conditions before passing judgment.

The bill is to be considered in executive session a week from tomorrow.

**John F. Simmons**, chief of the State Department visa office, said he doubted that the measure would greatly disturb international relations. Another who testified was **C. Henry Freeman**, concert manager.

**Tacoma House Passes Ascac Tax Measure**

(Continued from Page 1)

bill passed by the lower house taxing Ascac \$3,000 in each county.

**Gene Buck**, Ascac president, said last night that the bill to tax Ascac \$117,000 annually in the State of Washington was instigated by the broadcasters to make it impossible for Ascac to collect and license the use of copyrighted music in Washington.

Ascac has received information that the broadcasters plan to introduce similar measures in other states, **Buck** declared.

**Sapolio to Resume**

The Sapolio program, which completes its present series of broadcasts tomorrow, will go back on the air at a date not yet determined.

**Unusual Kiddie Program In 18th Month at WJIM**

Lansing, Mich.—An unusual program, titled the "Kiddie's Jamboree With Uncle Howdy", has been making such a hit over WJIM here for the past 18 months that it is attracting countrywide attention and engaging the interest of national sponsors.

The program is a symphonic and modernistic Children's Choir of 250 voices, including 20 soloists, two quartets, two trios and a sextet. Under the expert guidance and friendly conductorship of **Howard Finch**, "The Kiddie's Jamboree with Uncle Howdy" has become a warm and welcome guest in the hearts and homes of Lansing and its diminutive listeners.

In addition to being a jointly sponsored program over a period of 18 consecutive months for the Lansing Dairy and the Gauss Baking Co., the little voices of the children's choir range from eight to fourteen years and the young singers have their own specially designed and colorful choir books as well as beautiful full-length choir gowns of pale blue. **Uncle Howdy** uses his own special arrangements and the Children's Choir repertoire consists of swing music, classics, light opera gems, and musical comedy numbers.

There is a daily half hour studio broadcast and a weekly one hour show and broadcast from the stage of the Strand Theater in Lansing. After a recent visit to Lansing and a "guestie" on the Kiddie's Jamboree, genial **Al Pearce** voiced a coast-to-coast salute to **Uncle Howdy** and the Children's Choir on the Columbia Broadcasting System Ford Show, "Watch the Fun Go By."

**BIRTHDAYS**

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

March 10  
Greetings from Radio Daily  
to  
**Peter DeRose**



A LABEL OFF OF A DEALER TRANSCRIPTION SERIES PLANNED BY RADIO EVENTS, INC.



## ANNOUNCERS

**HAROLD NORMAN**, announcer at **KVSO**, Ardmore, Okla., is celebrating. It's a girl. The staff dedicated a program to him recently. It opened with a baby cry sound effect and included such numbers as "Ol Pappy" and "Rocking Chair's Got Me."

**MURILLO SCHOFIELD**, **WDAF** (Kansas City) announcer, last week made a short visit to Tulsa, Okla., where he formerly was connected with **KVOO**.

**ALAN HALE**, sports announcer at **WISN**, Milwaukee, has started a new series of sports casts at 5:30 p.m. The late morning news flashes on this station have been extended to 15 minutes, starting at 11 a.m.

**EDWARD TACY**, chief announcer at **WSPR**, Springfield, Mass., is confined to his bed by the grippe.

**JAMES (Jim) EBERLE**, **WWJ** (Detroit) announcer, will marry Marian Payment of Buffalo, April 3, he disclosed this week.

**BOB STANTON**, ex of **WMCA** and **WNEW**, New York, and **KSD**, St. Louis, has joined **WWJ's** announcing staff in Detroit.

**KEN HOUSEMAN** has left **WXYZ**, Detroit, and is now writing continuity, advertising, and other chores at **WJIM**, Lansing, Mich.

**BILL SLATER** will describe the final events in the I. C. A. A. A. A. Field Meet at Madison square Garden, Saturday, 10:30-11:00 over the **WJZ** Blue Network.

**W. HOBBS** and **R. C. LYLE** will be the British announcers on the March 19 NBC broadcast of the "Grand National" from Aintree.

**OLLIE O'TOOLE**, Pittsburgh emcee, has joined **WWSW** as staff announcer.

## New WOR Disk Series

A new weekly disk series, sponsored by **Rolls Razor Inc.**, will make its debut Sunday 3:15-3:30 p.m. over **WOR**. It is titled "Let's Get Together", produced by **B. Charles-Dean**, with artists including **Doris Hare**, **Jean Ellington**, **Al** and **Lee Reiser**, **Glenn Darwin**, **Three Marshalls**, **Peggy**, **Kay** and **Jack**, and **Ernest Chappell** as m.c.



● ● ● **Kenny Baker** left the **Jack Benny** program and returned to the coast because of picture commitments...No replacement...**Mary Livingstone** will sing a song instead...**Lennie Hayton's** successor for the **Hollywood-spot** not yet selected but he leaves next week...**Mike Reilly** is out of the **Hickory House** with **Clarinet-tootin' Joe Marcella** coming in with a **WOR-Mutual** wire...**Cleveland's Les Brown** opens at the **Meadowbrook** tonite and will be aired via **CBS**...**Gordon Graham**, formerly a member of the "Funnyboners", has replaced **CBSlinger Glenn Parker**...**Mark Warnow** auditioned at 2 p.m. yesterday for **Lord & Thomas**...**Arthur Boran** wired **Sir Ronald Linsdale**, British consul, for permission to imitate **King George VI**, who has never been heard in this country, and the likelihood is that he'll never be.

● ● ● **Swing enthusiast Tommy Dorsey** has been trying for the past five days to get into the **Paramount** and see **Benny Goodman** but couldn't because of the tremendous biz...**Tommy's hope** is that **Benny** will have the same trouble in April when the former **Paramounts-it**...**David Ross**, the ace announcer, went to **Minsky's Oriental Theater** the other night and was recognized by **Manager Dave Rosen**, who sent an usher over to ask **Ross** to sign the celebrity-book...**Ross hesitated**, then said, "After I see the picture", and continued on his way...**Frank Parker** does a spot for **Nellie Revell** on Tuesday...**Ted Fio Rito** has done "Seventh Heaven" three times on his etherizer...Drop a word of condolence to **Robbins' general manager, Jack Bregman**, on the loss of his sister.

● ● ● **Worthy of network recognition**...**Zeke Manners** and his **Gang** are heard only locally via **WMCA**, yet we're told they receive an average of 2,500 fan letters weekly...**Irving Mills** signed them yesterday to a year's contract for **Master records**...**Jane Froman** has signed with **hillbilly-booker Bill Miller**, who will handle **vaudeville** dates...**Moe Gale's** secretary, **Claire Ulam**, leaves Saturday for **Matrimony, Preferred**...**Shep Fieds** introduces a novelty this week when every member of the band will play **accordion solos** (two weeks ago they never had touched a keyboard!)...**The Vox Pop boys** guestar on **WMCA** Tuesday night...**Edward MacHugh**, the **Gospel Singer**, has just purchased a new home in **Westport, Conn.**...**Andre Kostelanetz** has been renewed for another year on the **ciggle show**...**Nino Martini** leaves for picture work, with **Lily Pons** starring...**Al Goodman**, **NBC** and **CBS** ork leader, down with the grippe, but he won't miss any of his shows.

● ● ● **Gabriel Heatter** last night turned down a 5-day-26-week contract via **Mutual** which would start in four months because it meant doing a "repeat" one hour after his eastern airing...**J. Fred Coots** telling everyone about his latest song, "The Woods Are Full of Cuckoos", which he wrote with **Charley Newman** and placed with **Harms**...How to select hit songs: Listen to the tunes the page boys and hostesses hum while around the studio...At **NBC** this week it's "You're Laughing At Me" and at **CBS** it's "This Year's Kisses"...**Herbert Marshall** has set a record of **guestar shots** on **Lux**...He's on Monday with **Marlene Dietrich** in "Desire", making it his fourth appearance...**Jack Ingersoll** via **WINS** starts today broadcasting the **37th Annual Bowling Congress** and will continue the daily reports until May 4.

## Coming Events

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

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

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

March 31: **Women's National Radio Committee annual awards luncheon**, Hotel St. Regis, New York.

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

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

May 2-9: **National Music Week**; **David Sarnoff**, chairman.

May 14-30: **Syndicat Professionel des Industries Radioelectriques 14th Annual Salon**, Palais Neo-Parnasse, Paris.

May 15-18: **Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England**, Paris.

May 15-31: **Radio and Television Fair, International Exposition Grounds**, Paris.

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

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

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

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

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

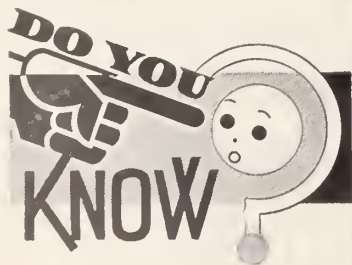
## Boissevain in Series

**Eugene Boissevain**, commentator recently discovered by **NBC**, will be presented in a weekly series of Wednesday discussions under the title of "Micrologue" starting today at 4:15 p.m. over the **NBC-Red** net. **Boissevain** is the husband of **Edna St. Vincent Millay**, poet. He clicked in a recent **NBC** broadcast discussion.

## ONE MINUTE INTERVIEW

## JAMES D. SHOUSE

"It is rather paradoxical that in one case you find a reliance upon radio to do everything and radio does it, and in the other case there is an advertiser who has supported radio with every conceivable aid and has equal success. This doesn't prove anything except to emphasize again our inability to harness radio with rules and regulations to insure its successful use."



Live talent programs on national non-networks last year cost \$11,041,880; transcriptions, \$9,271,545; records, \$108,860; announcements, \$4,225,995.



**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

LITTLE Marilyn Miller to join the great radio majority...in flickers... From songbird to icebird in one swoop... Vocalist Bernice Claire has gone skate-currrazy...La Claire and Dick Merrill seen cheek-by-jowling it at Minsky strip-tease palace l'other eve...in kerridge trade regalia...but what does that prove?...they still deny wedlock rumors... According to Ray Lee Jackson, NBC pix-maker, Gina Cigna is almost as gorgeous as her voice...Doris Hare, British comedienne, is a Mayfair Helen Broderick...and the best model he ever had was Edgar Bergen's dummy... Loretta of Jack and Loretta Clemens convalescing from appendix abrogation... Don Bestor's family should incorporate...His wife is on salary as sec and treasurer to Don and the proceeds go into a Mary Ann fund...that being the name of the Bestor offspring...Mary Sabin, statistician of WOR-Mutual press department, at home, indisposed...

Richard Himber's lass on the Monday program is the latter-day Gibson girl, but you should know it's Gogo Delys who's his vocalizing gal Friday...Peggy Tudor will tell the femmes all...from how to chill the Chablis to what he means when he sends white roses, via transcriptions every Wednesday at 11:45 a.m. over WOR...There'll be orchestral interludes...Lois Wilson, flicker-femme, will talk to Jeff Sparks on Sunday about herself, the movies et. al...Charlotte Buchwald, "The Playgoer", will interview Walter Abel, who is Katharine Cornell's behind-the-footlights squire, next Tuesday at 2, instead of her usual 1:45...

Maribel Vinson, skating champ and one of the few femme Fourth Estaters to write about sports...she tells about swimming, skating and field hockey in the New York Times...will talk sports with Scoop Ward on his "News of Youth" program...When "Pretty Kitty Kelly" premiered Monday eve lady listeners at the studio were invited to comment...Colleen Arline Blackburn, "Kitty Kelly" herself, will attend a party tendered Patty, the canine with a social conscience, who helps raise funds, by the Humane Society...Arline was asked on account of she's a Gael, too...Elaine Howard, who warbles with the Irving Aaronson ork, singing extra-curricular duets with Emil Renan.

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 9 of a Series

**WICC—Bridgeport, Conn.**

500 Watts, Night, 1000 watts, day—600 K.C.

**JOHN SHEPARD 3rd, President      JOSEPH LOPEZ, Supervisor**

WICC, the second radio station in Connecticut, is owned by the Southern Connecticut Broadcasting Corp. Established in 1926 as WCWS, the station today has a primary coverage of a 75-mile radius which includes Southern Connecticut, Long Island and Metropolitan New York. Station is on the air 18 hours daily from 7 a.m.-1 a.m. the next morning.

ON Jan. 1, WICC became a member of the basic NBC-Blue network. It is also affiliated with the Yankee network and the Colonial network. Its present call letters were not used until 1927, when the station was moved from Danbury to Waterbury Conn. In 1930 it was taken over as a Connecticut outlet for the Yankee web under John Shepard 3rd and Joseph Lopez, then chief announcer for WNAC, Boston, was placed in charge. Within five years the following improvements were effected: power increased to 1000 watts, daytime; new studios in the Stratfield hotel; CBS affiliation; new transmitter constructed and effective production of remote and studio production—features for network consumption.

WICC is the only station ever to have received a national citation from the American Legion for its department and auxiliaries. The most distinguished service citation was made to Joseph Lopez, and the distinguished service citation was awarded to the station. Service programs have been aired for organizations such as Boy and Girl Scouts, Parent-Teacher Ass'ns, Chambers of Commerce, religious, educational and municipal departments throughout Connecticut. Network contributions include a series of musical comedies and concert and educational features of Yale University. There are also four network news broadcasts a day originating from the studios of WICC.

In addition to John Shepard and Joseph Lopez, the staff includes Garo W. Ray, head engineer; Judson La Haye, program director; Richard Voynow, sales supervisor, and Fred L. Rowe, sales manager.

**"Good Will Court"  
Action Dismissed**

(Continued from Page 1)  
Radio hour; NBC, Standard Brands, J. Walter Thompson Co., and WMCA. Louis Nizer of Phillips & Nizer represented Alexander. Hallam Richardson represented the plaintiff, and Hugh Williamson of Breed, Abbott & Morgan represented the defendant, J. Walter Thompson Co. Judge Steinbrink decided that Judge Sweedler's arbitration court in Brooklyn could not enjoin the radio program. He decided that Judge Sweedler had given permission to A. L. Alexander to use the name "Good Will Court" and could not withdraw that permission after \$160,000 had been spent to establish the radio program as one of the most popular ever presented on the air. It was testified that 15 million listened to the program weekly. Alexander testified that over 80,000 applications for help had been presented to him, but that when the Appellate Division ruled against attorneys or Judges appearing on such programs, that he immediately stopped broadcasting on the advice of his attorney. Judge Steinbrink stated that he could find no damages. He therefore dismissed the complaint as well as an injunction. Macfadden Publications and Bamberger Broadcasting Service, operators of WOR, had previously been defendants in the suit, but were released earlier in the case when the program changed sponsors and networks.

**Bendix Gets Air Device**

Vincent Bendix, president of Bendix Aviation Corp., has announced that the Bendix Corp. has purchased manufacturing license rights to the long range, ground-station radio direction finder developed by American Airways. The device will be made available for the first time to the domestic airlines. Its sale abroad, however, has been prohibited by the U. S. government in the interest of national defense. Similar devices developed in other countries have only a fraction of its minimum effective range of 1800 miles.

**COMMENTS**

On Current Programs

**Pick and Pat**

Blackface funsters Pick and Pat are in great form since their recent brief vacation, but on the Dill's program this week there was another highlight. It was the singing of "Chloe" by Edward Roecher, baritone. Roecher put the number over with a bang.

**Good Times Society**

Spiritedly living up to its title, this half-hour program heard over NBC-Blue at 9 p.m. on Mondays never fails to deliver a lively batch of musical entertainment in typical Negro style. The revue has a background of Chick Webb's orchestra, with Ella Fitzgerald, Charles Linton, Juan Hernandez as the potentate, the Ink Spots and the Juanita Hall Choir among its cast. Jazzy harmony, rhythmic vocalizing, and a little humor and philosophy are combined in a colored cocktail that tastes like more.

**Grace Moore**

Grace Moore's singing of the title role in "Madame Butterfly" on the Lux Radio Theater hour at 9 p.m. Monday was one of the season's choice entertainments. The radio adaptation of the Puccini opera was skilfully handled, Miss Moore was in fine vocal trim, and there was good work by Cary Grant as the male end of the love interest.

**NBC in Chi Promotes  
Bud Smith, M'Dermott**

(Continued from Page 1)  
five years. He attended Notre Dame University and is a graduate of the University of Chicago. His first job, after leaving school, was as a news-reel cameraman with Fox Movietone. Later he sold industrial films, and just before joining NBC in 1932 he was selling for World Broadcasting Co. His home is in Beverly Hills.

**SEITER, CARVER & LIVINGSTON  
PUBLISHERS, INC.**

I shall be glad to subscribe myself and to recommend the book to my friends in the Theatre.

RICHARD ALDRICH



The Blue Book reaches every executive of Radio, Stage and Screen.... Tell them who you are.

425 FIFTH AVENUE, NEW YORK

Telephone: CAI. 5-4854



## STATION FLASHES

**F. H. PATTERSON** and **D. E. Patterson** of Garden City, Kans., with **William C. Grove** of Denver have applied to the FCC for permission to purchase **KIUL**, Garden City, from Garden City Broadcasting Co., owned by **H. A. Ellison** and **Frank D. Conrad**. At the time of the station's licensing, it was operated by **KIUL, Inc.**, and 99.25 per cent of the stock was owned by **F. H. Patterson**, but following a reorganization, the station was transferred to **Ellison** and **Conrad**.

*When **KVSO**, Ardmore, Okla., joins the Mutual Broadcasting System on April 1, the date the Oklahoma Network will also begin to feed programs to this Southern Oklahoma outlet, according to present plans, the station will probably extend operating time until midnight with the new affiliations. New emphasis on local studio programs will be possible with the new arrangement.*

**WSPR**, Springfield, Mass., has gained another half hour in its broadcasting time. It now goes off at 7:00 p.m. instead of six-thirty.

**John W. Haigis**, Greenfield, Mass., has applied for a permit to construct a new radio station at Greenfield to operate on 1210 kilocycles, 250 watts power daytime.

Two full-time members have been added to the staff of **WHDL**, Olean, N. Y. They are **Frederick G. Meyers**, formerly of the students' program committee of **St. Bonaventure College**, where the station maintains studios, and **Grace Chilcote**, former stock player and femme orchestra leader. **Meyers** will handle special events, publicity and feature writing. **Miss Chilcote** will conduct a program from the **Bradford, Pa.**, studios, directed at the feminine audience.

## 2 Programs Give Time For Anti-Court Talk

The **Ford Motor Co. Dealers' program**, featuring **Rex Chandler's** orchestra, and the **National Biscuit Co. program** heard over **NBC-Blue network**, 9-10 p.m. Friday, will give up their time this week to allow a mass meeting held at **Carnegie Hall**, New York, to be broadcast. Four U. S. Senators will speak against President **Roosevelt's** Supreme Court measure. Speakers are **Sen. Copeland**, N. Y.; **Sen. George**, Georgia; **Sen. Burke**, Nebraska, and **Sen. Walsh**, Mass. It has not yet been definitely decided whether or not the **Ford** repeat show, heard 12 mid.-12:30 a.m. and broadcast to the west coast, will be aired.

## NEW PROGRAMS—IDEAS

### Novel Early A.M. Series

Early morning listeners to **KDYL** in Salt Lake City are startled each morning at 7:35 by a loud snoring, followed by the metallic clanging of an alarm clock—the novel introduction of this new series. Strictly an informal broadcast, on the air each morning except Sunday, 7:30-8 (MST), the program is good for many laughs and chuckles every day. **George Snell** and **Elwyn Quinn**, **KDYL** announcers, conceived and execute this somewhat amazing show with sound effects and other extraneous noises plus the addition of popular music.

One recent show concerned fishing. The boys in their meanderings throughout the world caught many an unusual specimen, among them the flying fish, graphically portrayed by the sound effect of an airplane; saw-fish, which brought out the carpenter's saw, and the dog-fish had no trouble getting good representation.

No request is made for mail—but letters for this program almost top the list of locally-produced programs at **KDYL**.

### Marriage Proposals

A new series dramatizing marriage proposals will be introduced over **WMCA** starting March 19 at 3:15 p.m. by **Newell Davis** and **Fanny May Baldrige**. The broadcasts will present the dramatized story of a proposal—introducing one of the parties present when the proposal was made, following the current trend of real life dramatizations on the radio.

**Davis** is a baritone singer as well as an actor and writer. **Miss Baldrige** also has done writing as well as acting.

### After Dinner Talk

A program of after-dinner conversation, titled "Dinner at Nine," will make its debut March 15 at 9 p.m. over the **NBC-Blue network**, where it will be a monthly feature. The half-hour broadcast, first of its kind, will originate in the dining room of **Mr. and Mrs. Henry Goddard Leach's** private home in a residential section of **New York** and will follow immediately upon the conclu-

sion of a typically social dinner party while the host, hostess and guests are still seated at the table.

Microphones will be set up among the table's floral decorations. Topic of the first program will be "Is Bridge Destroying Good Conversation." Guests will include **Fannie Hurst**, **Ford Maddox Ford**, **Sidney S. Lenz**, **J. George Frederick** and **Dorothy Thompson**. **Leach** is owner and editor of **Forum Magazine**.

### "Handwriting Sherlock"

Developing a program for the **Blue Parrott Inn**, ace **Denver** eating spot, as a matter of routine, **KLZ** suddenly found itself with one of the most popular programs originating locally. It is called "Handwriting Sherlock," on once a week for 15 minutes.

Material for the broadcast is secured by means of pads placed on tables in the restaurant, each slip carrying an invitation to write a message to have it analyzed over the air. The station and the sponsor expected to mail out some of the analyses, but the result has been that they have been forced to mail out hundreds. Seems more than 90 per cent of the customers, men as well as women, want their handwriting analyzed.

### Hymns from Church

The **Knoxville Baptist Tabernacle**, who have been heard on Sunday afternoons at 4 for the past few weeks in 30 minutes of well-known hymns, will try as an experiment this Sunday a full hour request program lasting from 4 to 5 over **WROL**. Listeners will be given the opportunity of calling the church during the broadcast and request their favorite hymns.

### "The Dentist Says"

Under the sponsorship of the **Valley District of the Massachusetts Dental Society**, "The Dentist Says," under the direction of **George Wood Clapp, D.D.S.**, Editor, is being presented twice weekly over station **WSPR**, Springfield, Mass. The programs are on 15 minutes each Wednesday and Saturday evening. The Wednesday broadcast is a skit for children and the Saturday one a skit for adults.

## Socony and Gen'l Mills Sponsor Baseball Co-op

(Continued from Page 1)

will be heard in the broadcasts to be held in **Chicago** on April 11-12.

Other sponsors who will do baseball broadcasts are **The Texas Co.**, on **WCFL**, **Chicago**, for its third consecutive year with all home games of the **Chicago Cubs** and **White Sox**. **Hal Totten** will do the announcing as in the past. **Hanff-Metzger Inc.**, **New York**, is the agency.

**General Foods Corp.**, (**Huskies**) will do play by play games of the same clubs on **WIND**, **Gary, Ind.**, with **Russ Hodges** at the microphone. **Benton & Bowles Inc.**, **New York**, placed the account. On the same

station **Wm. Wrigley Jr. Co.** will broadcast re-enactments of the **Chicago Cubs** games both on the road and at home. **Wrigley** owns the **Cubs**.

**Tidewater Associated Oil Co.**, is another sponsor who will use baseball sports broadcasts. On **WFBL**, **Syracuse**, and **WGY**, **Schenectady**, **Tidewater** will use **Leo Bolley**. On **WGY** the schedule is Monday, Wednesday and Friday 6:45-7 p.m., and on **WFBL**, effective second week in April, it will be 6-6:15 p.m., and 11-11:05 p.m., seven nights a week. Also on **WOR** **Tidewater** will use **Stan Lomax's** sports program three nights a week.

**P. Lorrillard** (**Old Gold Cigarettes**) already has contracted for **WGN**, **Chicago**, but it is fairly certain that another **Midwest** station will be added



**LIBBY, McNEIL AND LIBBY** now have spot straight across board at **WGN** at 11:45 a.m. CST. Adding **Dave Bacal** with **Hammond organ** for Saturdays and playing script serial "We Are Four" the other five days. "We Are Four" formerly sponsored by **Munsingwear**.

**Dick Welles**, free-lance mikeman, seriously smashed up in auto accident here over week-end.

Two new shows slated for **WBBM** here over **CBS** facilities, one to be sponsored by **Sinclair Refining** with date tentatively set early in April and the other for the **National Biscuit** to star **Helen Broderick** and **Victor Moore**.

**Bill Murray**, radio head for **William Morris** theatrical agency, in town most of last week to give his attention to several deals understood to be quite sizeable and also to augment the **Wm. Morris** talent list.

**King's Jesters** signed for another four weeks at the **Blue Fountain Room** of the **Hotel LaSalle** and will continue the **NBC** hook-up.

**Barney Rapp**, **Manhattan** maestro and his band crew in town to open at the **Trianon** where they will broadcast over **WGN** and **Mutual**.

**Ed Cook**, veteran publicitor, ahead of **Charlotte Greenwood** show at the **Selwyn**, is negotiating with **WMAQ** for a once-a-week spot to plug his stanza. Deal, if it goes through, will be the first legitimate show in **Chicago's** history to advertise by this means. Expect to begin week before Easter. Show has been here since early fall and since much of the box office comes from out of towners, producers figure that radio will keep production here until mid-summer.

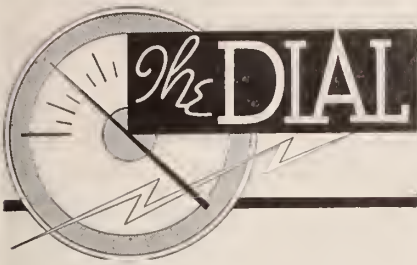
**John Harrington** of **WBBM** nursing a bum shoulder.

for play by play games, possibly **WIRE**, **Indianapolis**. **Lennen & Mitchell Inc.**, **New York**, services both accounts.

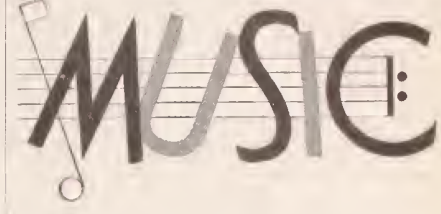
Games set by **General Mills** include broadcasts of the **Cincinnati Reds** on **WSAI** with **Red Barber** as announcer. On **WCAU**, **Philadelphia**, will split the sponsorship with **Socony-Vacuum** for broadcasts of the home games of the **Phillies** and **Athletics**. Unofficially it is understood that **General Mills** is signing up the radio rights to the games and allowing **Socony** the right to share the sponsorship of whatever games they want. **Bellows** this year has contacted the presidents of the various leagues both minor and major and through them contacted the ball club officials. **Bellows** apparently has a free hand in dickering with the clubs and can close a deal on the spot if necessary.

A canvass of the **New York** advertising agencies and radio reps revealed that very little baseball is available for their clients who could use baseball broadcasts in their sales territories.





# Chatter



**T**HE two-part weekly crime show, "Robin Hood Minute Mysteries," sponsored by the Fontennelle Brewing Co. of Omaha and broadcast each Saturday night from KXBY, Kansas City, and KOIL, Omaha, carries a \$50 award to the persons wiring in the first and shortest correct solution of the crime to the two stations, and free cartons of beer to the next fifty solvers of the crime. The cash prize is delivered to the winner by telegraph messenger immediately after the broadcasting of the crime's unraveling.

*Claiborne Mangum, tenor, returns to WPTF, Raleigh, N. C., on March 16 and will be featured Tuesdays, Thursdays and Fridays at 8:15 a.m. under sponsorship of North Carolina Fisheries Inc. Mrs. Lucy Biebl, pianist-composer, will be on the program with him.*

WHB's Musical Clock, Kansas City's oldest morning time signal program, is now sponsored by Mace-Ryer Jewelry Co., and recently was rearranged to include an employment service and a merchandise giveaway.

*Levitt & Sons (real estate) are changing their Sunday morning WOR program. Series, heard from 11-11:30 a.m., will feature Barry McKinley, the Charioteers and a 15-piece band in the future.*

Kieran Balfe has started a morning news broadcast over WWSW, Pittsburgh. The "Chandu" feature also is back on this station, with sponsorship by a local store.

*Denver Chevrolet dealers are sponsoring one game a day and a five-minute resume of the day's play of the A.A.U. national basketball tournament in Denver, March 14-20, over KLZ.*

A new Sunday afternoon series featuring the songs of Gene Austin, accompanied by Candy and Coco, began Sunday on WDNC, the Herald-Sun station in Durham. For some time, Austin has been a regular feature of WDNC, being heard on a number of transcribed shows, and for at least one other sponsor. The trio will appear under the ban-

**E**D TURNER, who graduated from dramatic stock to radio, is doing a good job down in Knoxville, Tenn., where he directs the productions of the WNOX Mystery Club. Jim Foster, WNOX continuity writer, does the scripting of the dramas, all originals. Audience interest is said to be considerable. WNOX is the Scripps-Howard station in Knoxville.

*William Huggins has joined the staff of WNOX, Knoxville, Tennessee, Scripps-Howard station as secretary to O. L. Smith, commercial manager.*

Earl O'Fallon has been named WNOX house manager. Duty will be to keep 800 seat auditorium running smoothly. WNOX charges admissions for all auditorium broadcasts, of which station averages 20 weekly.

*Nelson Eddy's personal appearance at the Municipal Auditorium, San Antonio, has been changed to May 6.*

Vincent Layton has been added to the musical staff of KABC, San Antonio, as pianist.

*Raymond Bryant of Atlanta and Helen Fleckenstein of Zelenople, Pa., will middle-aisle it next month, according to word from KDKA, Pittsburgh, where Bryant is a member of a hillbilly gang.*

Dorothy Whitehead of WICC, Bridgeport, was on the sick list last week.

*Reed Snyder, WHO engineer, supervisor of studio operation, was elected president of the Y. M. C. A. Movie and Camera Club of Des Moines last week.*

Ed Harvey, program director at WCAE, Pittsburgh, reveals that he got the idea for his favorite feature, "Our Family," while vacationing at a lake resort near Chicago. A family in a neighboring cottage supplied the inspiration. Another WCAE program, "Future All-Americans Club," written by Jimmy Murray, origi-

ner of Montgomery & Aldridge (tire dealers).

*Returning to WDNC, Durham, after making transcriptions in Hollywood, the Kaybee Songstress (Cleo Brown) appears three times weekly, Mondays, Wednesdays and Fridays at 6 p.m. Her new series of five minute broadcasts is sponsored by the Kaybee Stores.*

Strange scenes and stranger happenings in little-known parts of the Argentine will be described by Ben Adams, lecturer and traveller, in two international broadcasts from Buenos

Aires, to be heard tomorrow and March 18 at 7:15 p.m., EST over the NBC-Blue network.

*"The Four Showmen," who have been auditioning for several commercials, have completed a short with Rudolf Friml, Jr.'s, Orchestra. Several of the elder Friml's songs were used.*

Jake Rachman is now writing the radio news in the Omaha Bee-News, taking over the duties from Bill Wiseman, whose work as promotion manager keeps him too busy. Rachman also does the paper's movie columns.

*Milton Berle's Sunday night WABC commercial will emanate from the Coast for at least another month because revision in the script of the comedian's new picture for RKO has delayed the production schedule.*

Mrs. Alice Gorham of the publicity department of WXYZ, Detroit, gave a talk Friday before the Greater Detroit Motion Picture Council.

*Gene O'Fallon, manager of KFEL, Denver, together with Sportscaster Bill Welsh and Engineer Paden Veatch went to Bozeman, Mont., with the station's mobile unit and remote control equipment for the two-game play-off series of the Denver University Basketball Team vs. Colorado University.*

Jerry Lester, comedian, who succeeded Henny Youngman at the Yacht Club when the latter joined the Kate Smith programs, has been breaking in a series of broadcasts on a Brooklyn station, under an assumed name, before presenting the show for network auditioning. Lester has appeared on the Carefree Carnival and Shell Chateau.

*Tommie Johnson, advertising manager for KOMA, Oklahoma City, is in a local hospital for couple of weeks undergoing an operation.*

Aires, to be heard tomorrow and March 18 at 7:15 p.m., EST over the NBC-Blue network.

## ★ "Quotes" ★

**JOE COOK:** "A great comedian is one who amuses all who see and hear his performances—kids and grown-ups alike. Real humor must be simple. Unclean comedy appeals only to 'classes'. Many do not understand risqué jokes, especially chil-

**Z**INN ARTHUR will be aired on Thursdays, 10:30-11 p.m., over WHN, in addition to his Wednesday and Friday airings.

*Red Nichols celebrates his premiere as a baton waver in Chi by playing waxed version of his first recording "Chicago" when he opens in the city of that name, with a CBS wire, March 19.*

The Braun Organization, Chicago music publishers, will open an office in the Brill Building, New York, with William Ortmann taking charge.

*With "Coronation Waltz" launched, Major Music Inc. goes to town with "Words Fail Me," by Sylvan (Bob's brother) Taplinger and Bob Dale.*

"There's Nothing So Lovely As Love," introduced by Vincent Lopez is the joint product of the labors of Marion Cooper, Jr., ex-Annapolis man, and his mother Pauline Learnard. Mills, Inc., are the publishers.

*Rudy Vallee will do a repeat on the Social Security Song, "I'm in Love With 2340-567," with new and additional choruses on his Thursday broadcast. With him on the program will be Milton Douglas, Mary Boland and the Hamilton College Choir.*

dren, and the laughs provoked by risqué jokes are not 'genuine laughs'. They are brought on more by the comedian's boldness than by the entertainment he gives."

**ALEXANDER WOOLLCOTT:** "All the town criers in France have formed a union. There are 20,000 of them. It seems they're tired of patrolling the streets. They want a microphone set up in each town hall so they can broadcast their announcements without going out into the rain and snow."

**GRADY COLE (WBT, Charlotte):** "Trouble and fame affects some people much as soaking a bean in water affects the bean. The bean swells and, by cracky, it soon bursts, which purifies into bust."

**MOTION PICTURE LIGHTING AND EQUIPMENT CORP.**  
 WE FURNISH  
*Electrical Lighting Equipment of Any Kind*  
**FOR RADIO STATIONS**  
 244-250 WEST 49th STREET  
 New York City Tel. CHic. 4-2074

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



## CELLER IS PUSHING HIS FEDERAL STATION IDEA

By **PRESCOTT DENNETT**  
RADIO DAILY Staff Correspondent

Washington—Coincident with the departure of the American delegation for the North American Radio Conference in Havana, Congressman Emanuel Celler yesterday conferred with the State Department in an effort to advance his bill providing for a federal radio station to operate on an international channel. Celler said he would also confer with FCC Commissioner George Henry Payne before asking formal hearing date before the House Committee on Interstate and Foreign Commerce.

Amendment to Celler's bill would allow the government to turn the channel over for private use when not needed for government business.

The Havana delegation sailed Monday night on the Fairfax from Baltimore. Initial conference will deal chiefly with allocation frequencies in North America, leaving the short wave situation in South America for consideration at the fall conference when all the Americas are expected to be represented.

### New Biz on WNEW

Bigelow Sanford Carpet Co. has purchased three 15-minute periods over WNEW, Tuesday and Wednesdays, 8-8:15, and Sundays, 10-10:15 a.m. The former will be transcriptions featuring Blubber Bergman and the Sunday programs will feature Hollywood recipes.

Hearns' store has bought fifteen 15-minute spots.

"20 Grand Cigarettes" have bought seven announcements a night, six nights a week, on "The Milkman's Matinee," starting March 15.

Mi-Oun Baking Co. has bought a 13-week series of spot announcements, daily except Sunday between 9:35 and 10 a.m.

Michaels' Credit Department Store, Newark, will increase its program to a half hour, 5-5:30 p.m. every day except Sunday. Ted Webbe's "Man on the Street," is the name of the show.

### WOR Promotion Book

An elaborate promotion book titled "Of These We Sing" is being delivered to the trade today via mail by the WOR sales promotion department.

Piece is a 64-page 9" x 12" affair in varied colors, and the contents are divided into four parts, as follows: Radio Homes, including population, etc.; major retail fields and their sales; income and expenditures, and basic rates. Processed colors are used throughout.

## SELLING THE STATION

... Merchandising \* Showmanship \* Exploitation

### Fan Radio Magazine

Omaha—The Radio News Tower, published by WOW and edited by Advertising Manager Howard O. Peterson, assisted by News Editor Foster May, a former newspaperman, has reached a paid circulation of 3,000.

The publication, started only last October, is offered listeners to WOW at 12 copies a year for 50 cents. Peterson said its aim of providing a visual link between station, listeners and advertisers has been fulfilled. The sheet is illustrated and presents station chatter, personalities, lists new stars and programs on national nets and a full month's radio program.

### Tie-up With Theater

WEAN, Providence, is tied up with the Strand theater in two programs now being aired. First is a six-day-a-week sustaining sidewalk interview, with pedestrians being queried by station announcer and handed a pair of theater comps for their trouble. Second is listed as a "Youths' Opportunity Program" and has youngsters under 17 being auditioned at radio station, then taken to theater for Saturday morning stage appearance, which is broadcast. Theater audiences pick five favorites, with listeners-in selecting by mail three out of these five. Finals will

come in four weeks, with cash prizes to winners on that program. Theater gives book of tickets to winners of each weekly broadcast.

### WBIG "Facts" Folder

To impress upon sponsors and agencies the value and potentialities of the market it serves, WBIG of Greensboro, N. C., issues a convincing folder entitled "Facts and Data."

In addition to containing the usual maps, charts, lists and various testimonial matter, the folder reflects the efficiency and aggressiveness of its managing director, Major Edney Ridge, and his capable staff including Program Director Ernie Smith, Chief Engineer Earl Allison, Publicity Director Virginia Wilson McKinney, and others.

It is evident that the WBIG folks take great pride in their station and that this same interest is extended to its advertisers and listeners.

### New Sets Ready

Wholesale Radio Service Co., Inc., of New York has announced its new line of Lafayette receivers for spring and summer. Over 25 different types of receivers, including farm, boat, and automobile models, ranging from 4 to 24 tubes and priced for every pocketbook, are found in the new line. A special set suitable for the "Trailer" is one of the feature items.

## Varied Viewpoints

### Radio's Potentialities

#### For the Advertisers

RADIO is not a cure-all, and yet there are few advertising objectives which cannot be achieved by the discriminating advertiser, although I will admit that in radio, as in every other medium, there is no substitute, ultimately, for the trial and error method.

There seems to be in radio a fantastic and elusive quality that prevents many of us from ever feeling that at last we know the answers. I think in a large measure this is due to the fact that in radio we deal with a terrific potential. Like a high voltage wire, it can carry a tremendous force—a tremendous force which can accomplish for an advertiser almost anything within reason that the advertiser wishes to accomplish. Like a high voltage wire, it has a wallop and like a high voltage wire it's not a good medium to play with.

These observations, in a sense of the word, are a reflection of a very basic principle of economy. I remember in Professor Taussig's "Outline of Economics" he makes quite a point of the fact that the amount of return on an investment, whether it be a security or a business investment, inevitably is in direct ratio to the amount of risk assumed with the security or in the business. So in radio we are dealing with a powerful force, and from an advertiser's stand-

point, a force which, when directed and harnessed sensibly, can yield a tremendous return on an investment. But which, if handled half-heartedly and without real thought and real effort, can cost an advertiser a lot of money and accomplish little.—JAMES D. SHOUSE, president KMOX, St. Louis.

### Preserving Melody

#### Aim in Orchestration

THE purpose of an orchestration is to build up, to round out, and to concentrate attention upon the melody of the composer.

The process of orchestration is clearly-defined. First the maestro's objective is to preserve, above all, the intrinsic melody. For this the most suitable key must be selected. This key must be consistent with the demands of the particular group of instruments thought best fitted to carry out the mood of the main theme. If, as in some cases, there is a secondary or obligato strain, the harmonic requirements of this problem are next to be treated.

"My theory for preserving the charm of present-day popular songs," he says, "emphasizes directness. The less elaboration the better. What possible sense is there in playing 'Minnie the Moocher' as Mozart would have—which he never would have. You might just as well expect us to

## WEED & CO. SURVEYS THE TELEVISION FIELD

That station representatives are not letting grass grow under their feet in so far as television is concerned is indicated in the comprehensive survey of tele developments being undertaken by Weed & Co., station reps. According to Joseph J. Weed, head of the organization, the primary purpose of the study of sight transmitting progress here and abroad is to accumulate first-hand reference data on "the newest adjunct to radio advertising," but in his opinion it is most practical to obtain a complete knowledge of the new art during its pioneer stages. This, he believes, will eliminate a wild rush for information when visual commercial programs go on the air.

While many broadcasting stations will ultimately have direct interests in television transmitters, Weed holds that even those which remain on a strict "sound" basis will have to be well versed in the art of tele. Non-participants as well as those actually with a finger in the tele pie, should keep themselves informed so that trade advantages of commercial broadcasting can be adequately weighted against those of commercial television. It is important says Weed to be informed on a competitive field. Experiments here and abroad leads Weed to believe that the art is nearer than generally known and the 441-line move a great step forward.

Although British television will not go to commercial, their experiences will prove of value here to advertisers when the FCC allots the tele licenses, Weed pointed out.

play Mozart in the Calloway hi-de-ho style. Very few are sufficiently familiar with both types of music to give such experiments any point. When my orchestra plays, and my chorus sings, for example, 'The Blue Danube' I want it to sound like the romantic, lilting waltz Strauss meant it to be. And I make my orchestration with that constantly in mind. And believe me, there's no attempt to 'arrange' the gay waltz into somebody or other's 'impression of an indigo fantasy'. We keep it romantic, pert, and Viennese — as written!" — ANDRE KOSTELANETZ.

### Newscasts in Demand

Birmingham—As a result of demand for WBRC's 15-minute newscast four times daily, only one period is now sustaining and several sponsors have shown an interest in it. El Rio Tan Cigar has taken the 9:30 p.m. spot, while Mento-Mulsion has the 8 a.m. period. A soft drink has the noon period. Bill McCain is doing the news and station is using INS.