



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 22

NEW YORK, THURSDAY, MARCH 11, 1937

FIVE CENTS

Farm Survey By NBC

Looking On AND LISTENING IN

PULSATING There is no better way for an industry to feel its pulse than through the medium of a trade paper devoted exclusively to its interests; and RADIO DAILY, although still young in the field, has begun to pulsate in a most reassuring manner.

What stands out above all else in the growing mass of correspondence, news releases, telephone calls and other communications that converge upon this nerve center is the fact that the radio business has the most wide-awake, intelligent, enterprising and public-spirited bunch of executives that ever graced an industry.

That is why radio has been able to combine superior entertainment and commercial functions so efficiently.

That is why it has so comparatively few "trade problems" and "trade evils."

That is why radio programs, radio advertising results and radio business in general are steadily moving upward.

PUBLIC SERVICE Nothing better exemplifies the mental caliber and civic-mindedness of broadcasting executives than the number and diversity of public service programs being offered on the air at present.

Picking from at random a recent newspaper listing of the programs of this type on WHO, Des Moines, we find eleven newscast, seven programs on religion, six on education and nine on various other topics of community welfare.

And this doesn't include the musical and other programs that also do their
(Continued on Page 2)

WMAZ, MACON, GA., JOINS CBS NETWORK

Macon, Ga.—WMAZ, owned and operated by Southeastern Broadcasting Co., Inc., will join CBS as a supplementary station sometime in April it was announced yesterday by E. K. Cargill, president and general manager of the station.

WMAZ now has a petition pending before the FCC for full time operation and there is a bare possibility that the station may not join CBS until next fall. Present license allows the station to operate 9:45 p.m. in April, 10 p.m. in May and 10:15 p.m.

(Continued on Page 4)

Life Insurance Week Will Use Disk Series

National Life Underwriters will use radio and white space to promote Life Insurance Week, tentatively scheduled for May 17-22. It was originally set for May 11, but was postponed because of a conflict of dates with another organization.

Harry S. Goodman will again handle the radio end, which includes
(Continued on Page 4)

Cycle Trades Starting Network Series April 1

Cycle Trades of America, New York (bicycle trade association) will begin its first network program on April 1 over a nationwide NBC-Blue
(Continued on Page 7)

"March of Time" for Servel; Adding More CBS Stations

Commercial Radio Invades New Zealand

Auckland, N. Z.—First station in New Zealand to obtain commercial license is 1ZB. Station opened in spite of considerable press opposition. Three more stations are to be authorized shortly at Wellington, Christchurch and Dunedin. Commercial radio apparently is here to stay.

Comprehensive Picture Presented Thru Study Made in 25 States--Cash Farm Income in 1936--\$7,850,000,000

Quick Change

St. Louis—George Sauer, wrestling announcer for WTMV, is perhaps the only mike spieler who can wrestle in a preliminary bout and then describe the main affray of the evening. A former middle-weight mat champ, he describes the matches at St. Paul Social Center each Wednesday night.

Newest promotional piece just off the press, entitled "Money at the Crossroads," is being mailed by National Broadcasting Co. to advertisers and agencies, the book containing a summary of a report made for the network by Charles Morrow Wilson, well known author and writer on rural subjects.

Wilson opus is an "intimate study of radio's influence upon a great market of 60,000,000 people..." Summary also takes into account the views of 41 representative county agricultural agents and includes tabulated listing on "What radio means to the farmer," and "How radio af-
(Continued on Page 7)

NESTLE'S AUDITIONS HILL AND WARNOW ORK

Nestle's Chocolate has auditioned Edwin C. Hill and the Mark Warnow orchestra for a contemplated CBS network program. Nothing set yet. Agency is Lord & Thomas, Inc.

Hecker Is Launching Spot Series in April

Hecker H-O Co., Buffalo (Force cereal), will start a spot announcement campaign on an unannounced list of stations the middle of next month. Stations selected will be in the Eastern market conforming with Force's distribution. Plugs will vary
(Continued on Page 7)

CHEVROLET CAR RENEWS LIVE TALENT PROGRAM

The CBS Chevrolet Motor Car program, heard Sunday 6:30-7 p.m., has been renewed for an additional 13 weeks beginning with the broadcast of April 18. Dave Rubinoff is the only artist set, Jan Peerce and Vir-
(Continued on Page 7)

Prall Is Re-Appointed Chairman of the FCC

Washington Bureau of THE RADIO DAILY
Washington—Chairman Anning S. Prall, was re-appointed Chairman of the Federal Communications Commission for one year, by President Franklin D. Roosevelt.

Benny From Chicago

Jack Benny program will be aired from Chicago on March 21. Controversy seems to center around Benny not wanting a huge audience, on one hand, and sponsors seeking a studio larger than the one available at NBC, where the Fleischmann program uses the large 8-H studio at 7:30, making it unavailable at 7 p.m. for another half-hour show.

KXL Changing Hands

Portland, Ore.—H. B. Read, owner and operator of station KXL, yesterday announced the sale of station to T. W. Symons, Spokane, and E. B. Craney, Butte, effective with the renewal of the station's license by the FCC April 11. It is reported that Read's 80 per cent of the stock was sold for \$20,000. T. W. Symons will assume active charge of the station.



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DON CARLE GILLETTE : : : Editor
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FINANCIAL

(Wednesday, Mar. 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	178	175 7/8	175 7/8	- 2 1/8
Crosley Radio	25 1/8	24 3/4	24 3/4	- 1/4
Gen. Electric	62	61 1/4	61 1/4	- 1/4
North American	30 1/2	29 3/4	29 3/4	- 5/8
RCA Common	12 3/8	11 3/4	12 1/4	+ 1/4
RCA First Pfd.	79 1/2	77 1/2	79 1/2	+ 1 1/2
RCA \$5 Pfd.	(100 Bid)			
Stewart Warner	19 1/2	18 3/8	19 1/8	+ 3/4
Zenith Radio	37 7/8	37 1/8	37 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.
Majestic	4 1/2	4 1/2	4 1/2
Nat. Union Radio	2 7/8	2 3/4	2 7/8

OVER THE COUNTER

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

Boran to M.C. for Rotary

Arthur Boran, CBS mimic, will emcee the Annual Rotary Club Convention to be held in Springfield, Mass., on Saturday. Russ Morgan and the band will furnish the musical atmosphere.

4 Sponsors for Ida Allen

Ida Bailey Allen has just acquired a new sponsor for her "Homemakers" program on WHN making a total of four. Sponsor's name is Western Growers Protective Association. The product is Iceberg Lettuce.

BIRTHDAYS

1	9	3	7
2	4	5	7
3	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

March 11
Greetings from Radio Daily
to
Andy Sanella
Ramona

Innovations for Gen'l Mills Program

West Coast Bureau of RADIO DAILY

Los Angeles—Two innovations, a complete portable studio soundproofed and equipped to plug in over telephone connections, and a candid mike, for giving eye witness accounts of current events, will make their radio bow in the new General Mills program which starts a 5-days-a-week series over NBC's Pacific Coast Red net on Monday.

For the first week, the trailer and candid mike will be rolled on to movie sets, a new one each day, describe sets, filming and details from the big movie lots, with special guest interviews.

Monday the trailer will work from 20th Century-Fox lot; Tuesday from Universal; Wednesday from Paramount; Thursday from RKO and Friday from Samuel Goldwyn studio.

Bob Baker, picked after a three day audition, will announce the hour, do the candid mike stuff, and Louise Roberts will act as fashion scout. Program will run 15 minutes, make its appeal to women on the 11:45 to noon period.

Looking On

...AND LISTENING IN
(Continued from Page 1)

bit of service in cheering and amusing the public.

Incidentally, the classifying of Public Service Programs in a special two-column box, like the newspaper listing used by WHO, seems a very good idea.

It makes a handy reference—and at the same time impresses the public with the radio station's civic value.

First 2 Programs Set In WBNX "Radio Clinic"

First two programs in WBNX's "Radio Clinic," which starts Sunday at 5:30 p.m., have been set. Initial broadcast is entitled "Blood for Sale," with professional blood donors participating, and the following Sunday a new technique in the cure of blindness will be dramatized.

Since the "Clinic's" original announcement, which brought about considerable criticism, the set-up has been revised with a view to eliminating the features declared to be objectionable. After the storm of comment, WBNX stated that the motives of the series had been misconstrued.

The new program will be under the direction of a bacteriologist and instead of having patients parade before the microphone with their ills, there will be dramatizations by a professional cast. These dramatizations will be records from medical history and are intended to be symbolic of the advances made by medicine in the control and combat of disease. They will be augmented by the appearance, wherever possible, of the actual patients involved in the dramatizations selected for broadcasting.

Nu-Enamel Renews on WHN

Eastern Nu-Enamel Co. has renewed its contract for announcements over WHN, sponsored by both the Nu-Enamel Co. and its dealers. The contract is for a 25-week period. Neff-Rogow, Inc is the agency handling this account.

NBC Station Auditors Convene Here April 26

For the first time in NBC's history all auditors of its owned and operated stations will be brought together in New York on April 26. Purpose of the get-together is to have the personnel meet the New York auditor staff and hold discussions leading toward closer fiscal operations.

Meeting will run for three or four days, and will be in the charge of Alfred H. Morton, manager NBC operated stations department. Production men from the same stations have been brought in recently for conferences with W. S. Rainey NBC director of production, and Thomas Hutchinson, his assistant. They also received talks from heads of the various production divisions such as Ray Kelly of sound effects. Later it is planned to send Rainey and Hutchinson out to visit the various NBC owned and operated stations around the East with Clarence Menser, NBC Chicago production head, covering the Western stations.

KGO, San Francisco Seeks Power Increase

San Francisco—KGO, the NBC-Blue Pacific outlet here, has filed an application with the FCC for a power increase to 50,000 watts. Station is owned by General Electric and now operates on 7,500 watts on 790 kcs. KGO's sister station, KPO, is now operating on 50,000 watts.

Gibbons Leaving Nash

Floyd Gibbons, currently heard on the Nash Speedshow, heard Saturdays from 9-9:30 p.m. over the CBS network, leaves that show after the March 20 broadcast. Grace Moore has already been signed to the program for a series of 15 broadcasts, which will begin on March 20. J. Walter Thompson Co., New York, has the account.

Galbraith Joins Chi. NBC

Chicago—John D. Galbraith, former western manager of John B. Woodward, newspaper reps, has joined the NBC local network sales department.

COMING and GOING

HERBERT V. AKERBERG, CBS vice-president in charge of station relations, is expected back at his desk tomorrow.

A. R. WILLIAMSON, NBC Chicago press head, is in New York for a visit.

PAUL WHITEMAN leads orchestras in Baltimore and Washington on the 16th and 17th before returning to New York.

L. WOLFE GILBERT will spend a few days in Chicago on his way east from Hollywood, and arrives in New York about March 18.

ROY ATWELL, stuttering comedian, is flying to the coast to appear on next Tuesday's Jack Oskie program.

ED HERLIHY, NBC announcer, left for Boston to visit his mother and will return to New York tomorrow.

BENNY FIELDS and BLOSSOM SEELY returned to New York from Florida and are stopping at the Warwick.

DR. SEYMOUR M. SIEGEL, director of the program division of the city-owned station WNYC, sails today on the Lafayette for a ten-day cruise.

A. RALPH LAZRUS, sales manager of Benrus Watches, sails on the Lafayette also.

WALTER WICKER, producer of Today's Children arrived in New York yesterday from Chicago, to visit his wife, Irene, the Singing Lady.

MRS. LOUIS K. SIDNEY, wife of the managing director of WHN, and son, GEORGE, leave Palm Springs today and plane to the coast for three weeks and then return to New York.

Television Film Preview On Don Lee-Mutual Net

West Coast Bureau of RADIO DAILY

Los Angeles—Don Lee-Mutual will air a film preview by television Saturday night when the Metropolitan Water District's production, "Empire of the West," goes out by sight and sound over the combined television transmitter W6X80 and the 10 stations of the Don Lee chain. Picture is in three reels. Don Kinsey, water district director, and other officials will hold special viewing party at D.L.'s receiving plant at the head of Silver Lake, picture starts 8:15, runs 30 minutes.

G. D. Crain, Jr., on Air Via WMCA School Show

G. D. Crain, Jr., publisher of "Advertising Age," will be interviewed on WMCA today at 5:45-6 p.m. by Don Kerr, master of ceremonies on the station's High School Reporter program. Crain will be interviewed on the annual high school and college students essay contest on advertising, essays being limited to 1,000 words or less.

Leo Says
TONIGHT'S BEST BET:
8:30 to 9:00 P.M.
N. Y. U. Forum of the Air
Supreme Court Series
WHN DIAL 1010
AFFILIATED with M-G-M & LOEW'S

☆ Chatter ☆

DICK BURRIS, program director of DKFYR, Bismarck, N. D., has received a big mail response from listeners as a result of his talk against studio audiences. Burris conducts a program called "The Studio Reporter."

John New, WTAR sales manager, is back in Norfolk after a trip to Washington and Baltimore.

Dick Wynne has been pinch-hitting for Ernie Smith on the Sportsline program heard over KYA, San Francisco, and CBS stations. He presents a resume of the outstanding sports events of the day, gleaned from the four corners of the nation.

Frederick Ragsdale, former technician at Seattle's KOL and member of the "Sunrise Express" of that city, has joined the staff of KEHA at Los Angeles.

Bill Gillespie, vice-president and general manager of KTUL, Tulsa, Okla., is on the air each Sunday morning, 8-9, with the Tulsa Tribune Comics. Gillespie formerly did a similar series for WMBD, Peoria, Ill. The narrative of the program is given by Bob Holt of the KTUL staff. A cast of staff artists is used with sound effects in dramatizing the comic sheets.

Henrietta Jordan, formerly pianist at WIL, St. Louis, is now the ivory tickler at the Eastlian, resort near that city.

William H. West, vice-president and general manager of WTMV, East St. Louis, has gone to Florida to join his wife and family for a brief spell. Woody Klose will pinch hit for West. Lester E. Cox, WTMV president, recently returned from a South American trip.

WCCI (Bridgeport) Items: Edith Jolson continues her Thursday night programs despite a recent auto accident . . . The Mariners, who recently made their debut with Don Ferdi's ork, go into a Thursday night spot at 7:45 p.m.; Charley Day, Tony Esposito and George Underhill comprise the trio, with George Hendricks at the piano . . . Frank Foti has returned to the WICC mikes after guest-conductorship triumphs in Hartford.

Southern Pacific Series

West Coast Bureau of THE RADIO DAILY Los Angeles—To plug its new Daylight Limited between Los Angeles and San Francisco, Southern Pacific, through Lord & Thomas, placing two days of spots on six local stations, using half hour on KFI. Spots invite public to view train, at Expo park.

NEW PROGRAMS—IDEAS

Imaginative Auto Races

A novel broadcast production heard on KYA, San Francisco, is that entitled "San Francisco Motordrome" in which the narrator gives an imaginative description of an automobile racing program. It is broadcast 1:30-2:00 p.m. every Sunday.

The event is handled most ably by Sportcaster Gordon Owens. His word picturization of the auto racing track, the whizzing snorting mechanical demons of speed and their keen-eyed and alert drivers is as realistic as though he were describing an actual race. Owens gives his listeners a thrilling word-picture of the supposed races, bringing to the auditor all the color excitement of a real auto race. The program is sponsored by Warren Boyd, Packard motor car dealer, who stresses his used cars in the radio copy.

17 Easter Broadcasts Being Offered by NBC

Seventeen religious broadcasts, including Easter Sunrise Services and special programs of church music and Easter sermons, will be presented by NBC from Palm Sunday, March 21, through Easter Sunday, March 28, in observance of Holy Week.

Five Sunrise Services, following the rising sun from New York to San Francisco, will be heard over NBC networks on Easter Sunday. These services will be broadcast from Corlears Park, New York; the Municipal Theater, St. Louis; the Grand Canyon, Arizona; Soldiers Field, Chicago, and Mount Davidson, San Francisco.

A series of Holy Week Vespers will be presented Monday through Friday, March 22 to March 26, from 5:45 to 6:00 p.m., EST, over the NBC-Blue Network. With distinguished New York pastors participating, the Vesper services will be presented by NBC in co-operation with the Federal Council of Churches of Christ in America and the City, County and State Federation of Churches.

On Good Friday the fourth annual performance of Brahms "Requiem" will be presented over both the Red and Blue Networks by the National Broadcasting Company. The famous "Requiem" will be performed by the NBC Symphony Orchestra and 80 voices from the St. Thomas' Men and Boys Choir, the Julliard School of Music, and the Aeolian Choir of Trenton, N. J., under the direction of Dr. T. Tertius Noble of St. Thomas' Protestant-Episcopal Church.

A special Norwegian program of sacred music and an Easter sermon, to be broadcast over the NBC-Blue Network and by short wave from NBC station W3XAL at Bound Brook, N. J., to Oslo, Norway, on Easter Sunday will conclude the list of religious programs. In addition to broadcasts of religious nature NBC also will present many other Special Easter programs.

"Train Time" Series

Chicago—"Man on the Street" curbstone interviewing program heard on WBBM for last 18 months, has been cancelled to make way for newest type of "human interest" radio program. New show is "Train Time" with John Harrington conducting series of interviews with travelers in course of Northwestern terminal here.

Show is to be heard six times weekly with schedule being Tuesday, Thursday and Saturday at 1:00 p.m. CST and Monday, Wednesday and Friday at 4:30 over the local CBS outlet. Harrington will spend several hours daily in the depot selecting persons to be interviewed in broadcast, which is sponsored by Nelson Brothers Storage Company.

New KYA Transmitter Goes in Action Soon

San Francisco—Construction of KYA's new up-to-the-minute 400-foot transmitter tower and ultra-modern transmitter house in the south section of San Francisco is well under way and will be ready for operation in a short time, according to M. E. (Bob) Roberts, station manager. A complete new RCA 5,000-watt transmitter is being installed by the station.

The transmitting quarters and tower for KYA are being constructed on a high knoll in Bay View Park, on the southern end of the city.

According to KYA's Chief Engineer, Paul Schulz, the top of the gigantic vertical radiating antenna tower will reach an approximate height of 810 feet from sea level. The tower proper will be 450 feet tall. It will sit on a foundation that will be more than five feet tall and the elevation of the knoll on which it will rest is 355 feet above sea level. The foundation for the tower is practically complete. Schulz reports, and soon the steel structure will begin to go up. At the foundation, the tower will be 30 feet square. A flashing beacon will be perched atop the tower when completed and may be seen for miles away.

Schulz points out that from the transmitting headquarters at Bay View Park, one can get a panorama of the whole area that will be serviced by the new and greater KYA. The station's signals will go out undisturbed by obstructions of any kind—such as high buildings, other structures, trees, or hills. KYA's mammoth antenna tower will be over and above all of these, assuring an uninterrupted and true signal at all times.

ANNOUNCERS

YOUNG MEN aspiring to become radio announcers are being given the opportunity of convincing KYA (San Francisco) program directors of their ability during the Micro-Tyros program. Each Monday night a group of amateurs will be brought to the microphone and asked to do certain things that announcers are expected to be able to do. They will be judged by the radio audience. The winner each week will be presented with a prize and his name will be placed on the list of prospects from which will be chosen the next voice to fill a possible opening on the KYA staff.

WILLIAM T. CRAGE is the latest addition to the NBC announcing staff in Chicago.

DICK FISHELL, sports commentator for WMCA, will cover the Inter-Collegiate A.A.A.A. Track Meet at Madison Square Garden on Saturday night.

GORDON MILLS, formerly of KVOE, Santa Ana, has been added to KMPC's announcing staff in Los Angeles.

ARTHUR FELDMAN, former WBZ, Boston, announcer, is now handling special events for the station and reports to John McNamara, WBZ program manager.

Date Extended by FCC On Frequency Monitor

Washington Bureau of THE RADIO DAILY Washington—The FCC broadcast division has further extended for six months, from March 15, the rule requiring all relay, international, television, facsimile, high frequency and experimental broadcast stations to have in operation by Sept. 15, 1937, a frequency monitor.

Monitor does not have to be approved by the Commission, but must have accuracy of one-half allowed tolerance, of class of station which it is to be used.

James Roosevelt on Air

James Roosevelt, eldest son of the President, delivering the principal address at the Democratic Victory Dinner at Athens, Ga., will be heard on March 19 at 10:30 p.m., EST, over the NBC-Blue network. It will be one of the infrequent public addresses of James Roosevelt, who is also on the President's secretarial staff.

DREAM BOAT WEEK

Beginning March 15th

WHEN MY DREAM BOAT COMES HOME

The Hit of the Year

MY LITTLE BUCKAROO

Dick Foran's sensational kid-cowboy ballad

M. WITMARK & SONS

RCA Bldg., New York City



RY KRISP has taken up the Marion Talley and Joseph Koestner option through June, signed new contracts for 13 week options through June 1938. They will be off the air from July through September of this year. Action followed visit here of Elmer G. Marshutz, president Gardner Advertising Agency and Donald Danford, of Ralston Purina, makers of Ry Krisp, both of whom are visiting here from St. Louis.

J. Walter Thompson Co. is moving to a wing in the Guarantee Building, Hollywood and Ivar streets, March 15. Present space needed for offices to relieve overcrowding on NBC lot, pending new building completion. Thompson agency has 26 employes in radio division, occupied two story building in rear of National's plant.

Val and Ernie Stanton, vaude headliners for years, did a bit of comedy on Gilmore Oil's Circus and drew so much comment that they were signed on indefinitely, or "as long as they can stay that funny."

Clarence Muse has signed an exclusive contract with Columbia Phonograph for a series of commercial records of his "song dramas." Royalty, 4 cents a record.

Combining a merchandising plan with a check on the pulling power of the nine stations of the Don Lee Mutual chain on the Coast, Folger Coffee this week is giving \$1.15 ladies' hose to every listener who sends 50 cents and a purchase slip for a can of coffee. Will carry stunt four weeks.

Donald W. Thornburgh, CBS vice president in charge on the Coast, and Fox Case, public relations, will be speakers at the Federated Women's Clubs annual radio meeting today, which has been designated as Columbia day.

Field managers will gather in Hollywood for Radio Transcription Co. of America's annual sales convention to be held in July.

American Stove Co., through Richardson-Oswald agency, has signed

RADIO PERSONALITIES

No. 12 in the Series of Who's Who in the Industry

JULIUS F. SEEBACH, JR. Director of program operations for Station WOR, since June, 1935. Exactly ten years before taking this post, he was one of the WOR announcers, and then served in various capacities until 1928 when he went to CBS as program production manager.



Baritone, Soldier, and Boss of Programs.....

Within two years he headed the program department of CBS and subsequently brought into prominence such stars as Bing Crosby, Jack Benny, Fred Allen, Kate Smith, Mills Bros., Stoopnagle & Budd and many others. He put the Philharmonic-Symphony Orchestra of New York on a regular schedule, also the Philadelphia Orchestra under Leopold Stokowski. Was a boy soprano and busted into radio as a concert baritone. A graduate of Bucknell College, his concert plans were upset by the war. He volunteered in the ambulance corps and for twenty months served overseas with the 525th section of the U. S. Army Ambulance Service. In 1918 he received the French Croix de Guerre. His first actual radio experience was as soloist with Station WGBS, New York.

with KHJ for 39 15-minute easy home decoration narrative broadcasts.

Standard Radio has just completed 28 new sides of sound effect discs, including news broadcast effects, crickets and frogs, horse stuff, foreign crowd effects, and Indian chants made at the Hopi snake dance.

KFVD has taken on a broadcast which it bills as "from the biggest piano in the world"—originating in the California Piano Supply Co.'s offices which are in a huge piano shaped building. Jack Lescoulie carries a portable mike from one piano to another, and pianist plays. Fifteen minutes, daily except Sunday.

KMTR will broadcast "Lost Horizon" premiere from the lobby of the Four Star theater, with Ralph Robertson of Columbia pictures at mike and Salvatore Santaella's orchestra filling in lulls with music.

Standard Oil Co., whose Standard Symphony hour (NBC Pacific Red) was one of the first sponsored symphonies on the air, is trying out possibilities of a second weekly symphonic program to go out on California stations only, using six outlets of California Radio System. Trial concert goes on tomorrow with Alfred Hertz conducting newly formed Central Calif. Symphony orchestra, originating over KMJ, Fresno.

General Mills (Wheaties) will sponsor the Pacific Coast Baseball games starting March 26 over KFAC, which is in its second year of a three-year contract for both local and remote airings from this area.

Strasska's Toothpaste (Glasser agency) has signed for a six-station, 15-minute twice a week program over California Radio System, originating in KEHE. Charley Hamp will sing, interview, chat, etc. Starts Tuesday, March 16.

260 Carter Spots for KANS

Wichita, Kas.—KANS, managed by Herb Hollister, recently obtained a contract from Spot Broadcastings for 260 announcements on Carter's Little Liver Pills.

WMAZ, Macon, Ga., Joins the CBS Network

(Continued from Page 1)
in June and July, all times EDST. Station operates on 1180 kcs. with 1,000 watts. Network time rate will be \$125.

Contract with CBS was made in New York by E. K. Cargill. This makes the 102 station on CBS and the third CBS station in the State of Georgia. WTOG, Savannah, and WGST, Atlanta, are the other stations.

Life Insurance Week Will Use Disk Series

(Continued from Page 1)
RCA-Victor transcriptions to be placed on over 120 stations through the local underwriter's unit. Young & Rubicam will handle the white space advertising.

St. Louis—For National Accident & Health Week this year radio will also be used. Three disks have been produced under the title "It Happens Every Day," portraying the numerous forms of minor accidents and illness which are suffered by thousands every day. Program is so constructed that it may be sponsored by a group or by a single agency or company. It is expected that 100 stations will carry the disks, which will be distributed from the Chicago headquarters.

WTAR Starts Earlier

Norfolk—WTAR is opening earlier these mornings, moving the day's start-period from 7 to 6:30 a.m. with the Alarm Clock Parade. Weekly cash prize induced listeners to name the program and from four best weekly winners the foregoing title was selected. Jeff Baker is running it during March, with John C. Morgan slated to do the early rising in April.



FIBBER MCGEE and Molly will be heard at a new time on their Monday broadcasts over the NBC-red network, beginning April 12, at 8 p.m. CST.

Howard Neumiller of WBBM off to coast for a nine-day vacation.

Judith Waller, NBC director of education, in Tulsa attending the Southwest Music Educator's Conference. Will return on March 15.

Al Williamson, NBC press head here, off to New York for a week to hold pow-wow with Wayne Randall and Vance Babb.

Bill Rose of the NBC publicity staff now possesses first class Government radio telephone operator's license.

A. J. Forgach, radio operator, replacing LeRoy Moffett of WENR who goes to the New York engineering department of NBC.

Valdis Ziemelis, engineer of the radio department of the Latvia Government Electrotechnical Factory, a visitor to NBC studios and being shown around by Howard C. Luttgens, central division manager.

Louise Fitch, actress in "Mortimer Gooch," on "must" list of screen scouts judging from numerous tests talent hawks have been requesting.

Frank E. Golder, on temporary staff of Chicago NBC engineering department, now regular member replacing Wilmer E. Ragsdale, who resigned.

New Kraft show for Kraftone product hits WBBM-CBS airwaves for a five-a-week quarter hour period early in April. Agency J. Walter Thompson.

May Move Transmitter

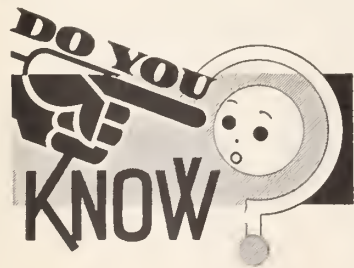
WJSV, Washington, is contemplating the removal of its present transmitter location to another spot it was learned today. Transmitter with a directional antenna is now situated directly opposite the navy's radio station which accounts for the directional antenna being used; signals mixed. Understood New York engineers are now mulling over a new site for the transmitter with no definite decision arrived at as yet.

Biscuit Switch March 28

National Biscuit Co. program, featuring Victor Moore, Helen Broderick and later Buddy Rogers, will change to the CBS network March 28 instead of April 4 as was previously announced. Don Wilson, announcer, will not remain with show. McCann-Erickson, Inc., is the agency.

Sperry Extends on Coast

San Francisco—Sperry Flour Co., a subsidiary of General Mills, Inc., Minneapolis, has extended its program on the CBS Pacific Coast Group for five weeks to April 6. Series is entitled "Sperry Male Chorus Parade" and is heard Tuesdays, 7:45-8 p.m. Westco Advertising Agency, here, has the account.



Reflecting the widening use of radio advertising, increase of time sales in the miscellaneous class of sponsors last year showed an increase of 149 per cent over 1935.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

SYLVIA PRESS, femme charge d'affaires of WINS Press Dept., celebrates her first anniversary with that outfit March 15...Says she's done everything in radio at one time or 'nother except sound effects...Believes those men who don't like femme commentators are still subconsciously in the grip of "dat ole debbil" tabu, "women belong in the home"... Also believes that the idea is fading a bit...Says women commentators should avoid sounding humorless...And that radio is theirs for the asking, if they'll only stay plastic...Florence Maxwell, "Mrs. Reader," of the N. Y. American program, back next Monday from her two weeks' Florida jaunt...March 13 is when WICC's New Haven officer, Jane Bingley Westerman, leaves on a honeymoon...Best wishes!

Mrs. Louis K. Sidney, wife of WHN's chief exec, flies New Yorkward in a few days from Palm Springs where she's been companioning son George after his appendectomy...Gracie Fields, England's femme Charlie Chaplin, who's been aired by British Broadcasting, leaves for the West Coast Friday for Twentieth Century-Fox story conferences enant a musical...Ann Lester, Rachel Carley and Sybil Bowman, all air-gals, signed by WHN Artists Bureau...At the Ida Bailey Allen broadcasts the audience brings its knitting...She'll put Hollywood on the air in the shape of favorite star's recipes...next Monday a Norma Shearer salad, on Friday a tidbit a la Jeanette MacDonald and a Chinese delicacy for Luise (Good Earth) Rainer...Vocal prestidigitator Lowell Thomas' sister Pherbia, who's globe-trotted and knows...to preside on the YMCA March 19 "Wandering Scholars" broadcast...

Jessica Dragonette succeeds Jane Pickens as the Fashion Academy's choice for radio's best-dressed gal...There'll be a special WABC broadcast March 20 with Emil Alvin Hartman awarding the fashion crown to the dean of radio songbirds... Lydia Scott up and about again, back with Chuck Shiel's Swingopators Sat. afternoons over WFAS...Mary Lawrence of the WFAS Air Theater is the kind lady in the Wayside's "Kind Lady," March 19 and 20...Kay George of Saul Grauman's "Stairtone" flash act, in Boston, being o.o'd by screen and radio scouts.



● ● ● Willie and Eugene Howard are rehearsing Billy K. Wells' scripts in preparation for the permanent spot on "Merry-Go-Round" starting after the 21st...Ted Hammerstein's "Music Hall" gets renewed on the 31st for 13 more weeks...M. H. H. Joachim's "Life Rolls On" was auditioned yesterday...Hi Brown auditions a show next week...Ford Frick, former sports announcer and now president of the National League, will do a turn on Showboat May 1 or 8...Jack Adams of J. P. Muller auditions Gabriel Heatter, Thornton Fisher, Daily News Columnist, John Chapman and comic strip "Flash Gordon" for Borden's today...This will be an evening show titled "Final Edition" on NBC-Red which won't conflict with the afternoon show (which is clicking big for the sponsor) called "Special Edition" for women only...Columnist Franklin P. Adams (F. P. A.) is being considered by NBC for a "Woolcott"...Mary Denis returns to Enoch Light as vocalist after a year's absence due to illness.

● ● ● That canary the organ boys at CBS's Seventh Avenue studio thought was being held captive in the organ loft is merely a sound effects Swiss bird-box Bob Prescott planted...Don Cope was off the Palmolive director job yesterday because of illness and was replaced by Director Ken MacGregor...Songplugger Dave Kent out with teeth trouble...Jack Benny made Raymond Paige the "Keeper of the Bee" before easting-it and tomorrow night Ray will give the "Bee" back to Jack via a special arrangement on the H. Hotel show...Daniel C. Studin, formerly with National Union Radio, has joined Star Radio as v. p...Johnny Hamp opens at Muehlebach Hotel in Kansas City tomorrow...Harry Reser at Arcadia on Tuesday...Dick Ballou entertaining his wife and 3-month daughter, Collette, for Easter...H. Spitzer, general manager of Chappell Music, is trying to keep his birthday party for the wife (she's Madge Smiley of the Scandals) a secret...Eddie Davis is back at Leon & Eddie's.

● ● ● The song-plugging boys are burned to a crisp because they were referred to as "muggs" in a recent newspaper article...Irene Beasley, Pat Rooney, Mary Small, Rose Marie, Jack Pearl, Phil Spitalny, George Jessel, Rudy Vallee, Lanny Ross, Frank Parker, Jack Benny and many others will attend the Jewish Consumptive Relief dinner at the Astor Sunday...Vallee doesn't attend many benefits, but he'll cancel dates to appear at worthy ones like this...Wythe Williams, foreign newscaster, has his book "Dusk of Empire" released this Friday...Every agent in town is running amuck trying to get Jean Sablon's signature on an "authorization" for pictures after viewing the NBC photos on the third floor...Ray Perkins is working on a series of transcriptions...A. & P.'s milk bread feeds 15-minute transcriptions to Chi's WMAG done by McKnight & Jordon called "Big Bill Baker", a kiddie show, featuring Jimmy Meighan and announced by Kelvin Keech. Spots are experiments for a big show if it clicks.

● ● ● Radio Row is buzzing about a contemplated "Bank Night" for the airwaves. Reports state that a national figure traveled to D. C. to learn if there were any legal hold-ups...Charles Martin dramatizes the story of Louis Thorvick, who served nine years in prison for an alleged \$15,000 robbery, on Saturday nite's ciggie show...Russ Walker, WHN's W-Telly announcer, will reside in Forest Hills after his marriage next month...Rita Johnson quits the air this week for picture work on the coast.

GUEST-ING

LUPE VELEZ will be on the Eddie Cantor show next Sunday over CBS at 8:30 p.m. EST. Jimmy Wallington's parents also will continue on the program for more Hollywood sight-seeing.

ROY ATWELL goes to the coast for the March 16 Jack Oakie College show over CBS at 9:30 p.m. EST.

VIRGINIA VERRILL appears with Ed Wynn on March 20 at 8 p.m. over the NBC-Blue network.

NICHOLAS JOY, leading man in the Broadway hit, "Yes, My Darling Daughter," is being interviewed by Nan Martell on the Theater Guide program over WINS at 11:30 this morning.

DR. CYRIL VON BAUMANN, explorer and adventurer, is on today's Little Moments With Big People conducted by Douglas Allan over WINS at 2:12 p.m.

WYTHE WILLIAMS, noted foreign correspondent, world traveler and author will be guest of Frankie Basch, WMCA's Roving Reporter tomorrow, at 3:45 p.m.

CLYDE BARRIE, Negro baritone who rose to radio prominence after winning a place on Major Bowes' Amateur Hour, will be the guest soloist on the "Magazine of the Air" over the CBS network, March 19, at 11-11:30 a.m.

NBC Sales Booklets

NBC sales promotion division issued two pieces yesterday. One was an expensive four-page booklet on Arturo Toscanini signing with NBC for symphonic broadcasts and containing a facsimile of Toscanini's letter of acceptance and David Sarnoff's RCA president, statement to the public. Other piece was a jumbo RCA radiogram telling the trade about the 5,000 to 10,000 wattage increase granted WCKY. Former piece was sent to a large list of educators, civic organizations, and the trade, latter piece only went to the trade.

WEVD Renews Ciggy Account

"Avalon Cigarettes" program over WEVD has been renewed for 15 weeks, effective the coming Friday.

ONE MINUTE INTERVIEW

DEL CASINO

"Knowing how hard it is for a young singer to get the proper vocal education, when the time comes for me to retire and I am fortunate enough to have enough worldly goods to do as I please, I will endow a fund that will give scholarships to those singers who wish to further their voices and education."

COMMENTS

On Current Programs

Al Jolson

Second week with Parkyakarkus occupying the stooge spot opposite Jolson in the Tuesday night Lifebuoy broadcast on CBS was somewhat of an improvement over the previous show. Parky had better material and swung into the picture more effectively from a laugh standpoint. Martha Raye was limited to one song, "Half of Me," which she delivered for its full count. Concentrating on straight vocalizing seems the preferable bet for Miss Raye. Jolson's own bits again were of a mixed nature as far as material was concerned. His opening song number, plucked from his past successes, was pleasurable reminiscent and enjoyable, but his Virginia Judge dramatic sob bit could have been staged better. Jolson himself is all right, but they still haven't given him the right radio setting.

Al Pearce

Andy Iona, writer of "South Sea Island Magic," with his band of Hawaiians constituted the highlight of this week's program by Al Pearce and His Gang over the CBS network. The opening rendition of Hawaiian swing rhythm by Iona was some kind of a war chant, strummed out on the strings in whoop-up style. The number brought an encore. Boys are experts in their line of melody. Remainder of the Pearce program, including the regular standbys, Arlene Harris, Tizzie Lish, Nick Lucas, Eb and Zeb, and Larry Marsh's orchestra, contributed their usual quota of merriment.

Cowboys

Tuners-in who wake up when it still feels like the middle of the night, and turn on their dial, and hear the melodious yodeling of "I'm a Lone Cowboy" or something to that effect, will know that it's either 9 or 8:45 a.m. and the singer is either Tex Fletcher over WOR or Montana Slim over WABC, depending on whether it's Monday or Tuesday or the respective alternate day. Only a cowboy can sing as cheerily as these boys at such early hours. They bring to listeners a bright and optimistic note to launch their day. But that isn't saying this type of a program wouldn't also add sunshine to a spot later in the day.

Shift "Big Sister" Time

Lever Bros. (Rinso) on April 26 will shift the broadcast time of the morning "Big Sister" show to 5:45-6 p.m. for the duration of daylight saving. Will return to the present schedule, 4:45-5 p.m., in the fall. Repeat broadcast remains as is, 2-2:15 p.m. Ruthrauff & Ryan, Inc., has the account.



"CORONET OF THE AIR"

David A. Smart

WOR, Tuesday 8-8:30 p.m., B. B. D. & O., Inc.

LIVELY CROSS-SECTION OF CORONET MAG, WITH SMART QUIPS BY DEEMS TAYLOR PLUS DRAMATIZATIONS AND MUSICAL INTERLUDES.

Out to clinch additional circulation while the business department is handing out the rate card, publisher of Coronet, new pocket sized class mag, hands out a severe test and very definite checkup on WOR's audience, especially that portion that can readily subscribe to a \$4 monthly publication; particularly so, taking into consideration that the magazine has been out for several months and most of the willing subscribers in the WOR area have had plenty of opportunity to come through.

Coronet makes an offer of \$10 each to listeners who send in a commercial announcement that can be used. Another angle is that those wishing to subscribe can phone the WOR number and announce their intentions.

Program is typically Deems Taylor, plus a radio version of Coronet in part, and a dash of the "March of Time" quality type of dramatization. Thus Taylor as emcee selects articles and stories appearing in the current issue, and the dramatization first heard pertained to making one's self superior to the other guy; in other words, getting the jump on him should he as much as open his mouth. A few symphonic bars by Robert Armbruster ork leads into a dramatized version of a Vienna soldier and his espionage work. Wasn't a bad anecdote, but comparatively long. An expert photographer tied in with the current photos in the mag, and later Taylor worked on the Soldiers' Chorus from "Faust." Mike was brought down to individual musicians, such as the second viola, second flute part, or fourth double bass being heard on their own. Controversy on the "Is Milk Cancer's Ally," article was brought up, and frankly so, with more letters invited to the publisher.

Igor Stravinsky's career was highlighted, and as in other cases, pages in the magazine were mentioned, wherein the article etc., appears.

Program may lean toward the listener somewhat in better circumstances than the average, yet is cleverly handled and presented throughout. It reveals Coronet as an entertaining and enlightening publication. Understood that Mutual stations will be bought upon time clearance.

"TIN PAN ALLEY TROUBADOURS"

Sustaining WJZ-NBC Blue Network, Tuesday, 10-10:30 p.m.

ORIGINAL MUSIC AND SCRIPT BUILT AROUND SONGWRITERS, PLUS A DASH OF ROMANCE.

Eddie East and Ralph Dumke (Sisters of the Skillet) brought their show to NBC and worked on it with Harold Levey, musical director. Cast includes, East and Dumke as the tin pan alley workers, Jean Ellington, as the gal, Harold Levey orchestra, Norsemen quartet and a mixed chorus.

Program is somewhat of an original musical comedy proposition and moves along quite smoothly. To the average urban audience, it is questionable how well the show will take, since the general background is not new in regard to songwriters. However, the vast audience apart from those in the larger cities who may find something new in the trials and tribulations of songwriters, may consider the half-hour period fairly good entertainment, especially at this late evening hour. Much of the continuity pertains to a couple of writers, one of whom finds a "good title" in nearly every chance remark. They get a chance to do a show and work in Florida. One of them has his sweetheart on his neck, one is a yes man and the other sort of a no man. New tunes are worked out and interludes allow for the orchestra to reveal how the new tune sounds when embellished. Also when done by a chorus. Tunes in question weren't bad. Comedy duo did well with the material in hand. Listeners are asked to write their reaction.

"MICROLOGUE"

(Eugen Boissevain)

Sustaining

NBC-Red network, Wednesdays, 4:15 p.m.

TEA-TIME TALK BY COMMENTATOR ON SELECTED TOPICS OF INTEREST TO CLASS LISTENERS.

The line of comment offered by Eugen Boissevain, as well as his style, relegate this program to the drawing-room class of listeners. It's almost strictly intelligentsia stuff. Boissevain, the husband of the poet Edna St. Vincent Millay, discourses with a foreign accent, not without a certain charm. He is of Dutch, French and Irish descent. He impresses as having an alert mind, an interesting perspective on people and affairs, and humor of a sort. The keener minds among radio fans will appreciate him.

AGENCIES

FRANCIS C. SPENCE has joined Brooke, Smith & French, Inc.

RADIO & FILM METHODS, New York have been appointed by the state of New Mexico to handle special promotional work.

GARDNER OSBORN, formerly of Osborne & Souvaine, Inc., radio program company, and for two and one-half years a radio specialist in Hollywood has joined the Lawrence Fertig & Co., Inc., as an executive.

Extension of Time For WPA Broadcasts

The "Radio Almanac," prepared by the WPA Federal Writers' Project and broadcast at 4:30 p.m. five days weekly over WHN under the supervision of the WPA Federal Theater Radio Division, will have an extension of time on the air and will be shifted to a later hour on the station's daily schedule, it is stated at the Writers' Project office. Definite arrangements soon will be announced.

These changes, to be carried out because of numerous requests for a longer "Radio Almanac" program at a more convenient hour, will enable the Federal Writers to present an even more lively series on facts and history of New York.

Scheduled for early broadcast is the story of the "greatest" New Yorker of all times.

Report That Dickstein May Introduce New Bill

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent

Washington—Much mystery surrounds the future action of Representative Dickstein in piloting his alien actors' bill through the unfriendly House Immigration Committee. One member of the committee told THE RADIO DAILY that Dickstein had advised him that he would introduce a new bill. Such action would undoubtedly lead to a review of the whole matter of banning foreign acting talent from the U. S. The same informant stated that Dickstein feared to bring his bill to a vote in executive session of his own committee.

New Biz at WFIL

Philadelphia—Recent newly signed business at WFIL includes:

Sherwin-Williams (paints), through T. J. Maloney, for 10 weeks of daily participation in Women's Club program.

Spatola Importing Co. (wines), through Harvey-Best & Co., 13 weeks of daily spot announcements.

Regis Clothes, through John Faulkner Arndt, 52 weeks of 18 spot announcements weekly.

Italian Swiss Wine Colony, through Adrian-Bowers, 11 weeks of three spot announcements weekly.

Nevins Drug Co., through Philip Klein, 26 weeks of thrice weekly quarter-hour Transco platters.

FARM SURVEY BY NBC MADE IN 25 STATES

(Continued from Page 1)

facts rural merchandising." In indicating the draw of programs keeping farm youth at home listening-in, programs on other networks are also mentioned by NBC.

Four basic findings, included in the book are:

1. "Rural America is not only being reached to an increasing degree by radio, but it is also being influenced by radio to an even greater extent than is the city;

2. "The favorite programs of rural listeners include many of the same sponsored network programs which rank highest with the industrial and city population;

3. "The radio is bringing the farm closer to the city;

4. "The radio is doing the Number One job of providing the farm with its close, daily contact with authoritative national sources of agricultural information."

Further light on the economic side of the rural scene contributes facts and figures from McGraw-Hill and other sources.

"What radio means to the farmer," takes in the conclusions from an approximate consensus of opinion in the 209 farm houses visited, also account of 41 county agricultural agents. This summary follows:

1. "Radio is the fastest growing medium of farm entertainment at the present time.

2. "On the better type of farm, radio is building for itself a distinctive place in the routine of farm living. It has substantially moved back farm bedtime.

3. "Today, radio has an outstandingly significant place in the problems of farm youth.

4. "The farm appetite for entertainment is pretty uniformly distributed among all age groups.

5. "There is no one best type of farm radio program. Farm interests are broadened to a point where they are genuinely cosmopolitan.

6. "On the other hand, a great many widely known radio programs are

225,000 Requests

Over 225,000 requests were received by Pontiac Motor Co. in response to an offer made three times only on Kathryn Carvens' "News Through a Woman's Eyes," broadcast thrice weekly over the nationwide CBS network. The offer, an automobile polishing cloth, was mentioned during the programs of February 22, 24 and 26, and it was required that post-cards or letters in reply be post-marked some time during that week. Program is broadcast Mondays, Wednesdays, and Fridays, 2-2:15 p.m., repeat at 5:30 p.m. McManus, John & Adams, Inc., is the agency.

National Music Week and Radio

WHEN the radio programs for the first week in May are prepared, there may well be some time devoted to an observance of National Music Week.

The dependence of radio upon music is much greater than casual observation would indicate. Recent surveys show that approximately 73 per cent of air-time is devoted to music. It may serve to emphasize the importance of music to radio if one could count the number of pianos and organs per studio. In the three broadcasting network stations in Chicago there are some 35 pianos for only 30 studios.

Nor does the wealth of musical programs and the profusion of musical instrumentalists, soloists and bands on the air complete the picture.

Every minute a station is broadcasting, it must be prepared for an emergency—line failure, studio accident, or any of the innumerable things which would require substituting a program for that which was having difficulties. These dependable stand-bys are almost always pianists or organists.

In view of these facts, radio may well take an active part in observing National Music Week, May 2-9. Unlike other "weeks" it has nothing to sell, stresses no duty, or public service, but seeks only to bring pleasure and recreation to people.

In 1919 the idea had a spontaneous, and almost simultaneous, birth in Boise, Idaho, Dallas, St. Louis, and Sharon, Pa. Two devoted a week to music, the others but a day. By 1924 some 55 cities and towns were holding annual celebrations, mostly in May. That year, 1924, a National Music Week Committee was organized to assist in spreading the idea and help in preparing programs. In 1936 some 3,000 towns held Music Weeks. Music was the subject of sermons in the churches, of business and social club luncheons, and newspaper editorials. Recitals, concerts, piano festivals and musical programs of all kinds were held. Even school children participated.

Music Week runs almost by itself.

definitely limited in rural appeal and merchandising value.

7. "Music is definitely the surest bet in valid radio entertainment for a rural audience.

8. "Creation of successful farm radio entertainment is a field of outstanding challenge."

"How radio affects rural merchandising," a summary of voluntary and verbal testimony offered by 151 farmer-catering storekeepers or store managers in 25 states, is summarized as follows:

1. "Radio is the fastest-growing farm advertising medium. Its scope of farm penetration is definitely on the upgrade.

2. "Radio advertising now provides the most rapid introduction of new products to a farm buying public.

3. "The prize or premium contests,

There is an honorary committee of the governors of most of the 48 states, headed by President Roosevelt, and an imposing number of prominent educators and musicians have lent their name and assistance. Only full time worker is C. M. Tremaine, secretary of the committee.

Radio was once accused of discouraging amateur musicians. Why should one try to play when the best in the world could be had merely by turning a switch? As a matter of fact, the popularization of the radio in 1926 coincided with a slump in piano sales which is significant.

Whereas in 1923 some 323,000 pianos were sold, 55 per cent of them players, by 1929 sales had dropped to 130,000 with only 2 per cent of them players. However, at the Music Trades convention in Chicago last summer, radio was freely credited with assisting not only the piano industry but music generally in recovering from its prolonged slump.

Today, piano companies cannot fill the demands for instruments; sheet music, accordions, and other instruments are selling better than ever before. Even music schools and professional recitals and concerts are reporting renewed interest on the part of the general public in things musical.

Radio can take much of the credit for this. It not only brought the best of musicians into the home and taught people to enjoy opera and classical works who might never have heard them otherwise, but it also offered a new field for the accomplished musician.

The amateur programs stimulated personal playing for another reason, hereditary urge of American people to "do" something themselves, to participate or give self-expression, was challenged by these programs which frequently featured performers of the worst caliber. Encouraged and reassured, the amateur musicians renewed their own personal efforts.

So radio, although it owes a debt of gratitude to music, has returned much and can do more during National Music Week.

New KDYL Accounts

Salt Lake City—Arctic Ice Co. sponsoring the Gladys Swarouth and Frank Chapman program; the new Shell Show, with George Raft, and Hudson Bay Fur's "Fashion Matinee," featuring Utah's own Wally Williams, are among new accounts added by KDYL.

as broadcast by radio and other advertising, now have tremendous rural appeal.

4. "Radio is proving increasingly powerful in selling merchandise through the agency of farm children and farm wives.

5. "Many more products could be advertised to farmers over the radio.

6. "You can sell more to farmers through persuasion than through high-pressure sales talks."

CHEVROLET CAR RENEWS LIVE TALENT PROGRAM

(Continued from Page 1)

ginia Rea not being renewed as yet. The show will emanate from Hollywood commencing with the April 18 broadcast, and during its stay on the west coast will feature a series of prominent guest stars. Shows will resume from New York as soon as Rubinoff fulfills his current motion picture contracts. It may be possible that Peerce and Miss Rea will rejoin the show when it returns East. Phil Rubinoff leaves for Hollywood next week to make the preliminary arrangements. Program is heard over a coast-to-coast net of 88 stations. Campbell-Ewald Co., Inc., Detroit, has the account.

Cycle Trades Starting Network Series April 1

(Continued from Page 1)

network of 40 stations, Thursdays, 7:15-7:30 p.m. No talent has been announced. Association has used spot radio in the past with good results, hence the network series. Account was placed direct. Agency may be appointed later.

Hecker Is Launching Spot Series in April

(Continued from Page 1)

in length from 30-words to one-minute announcements, and will be broadcast three to five times weekly for at least 13 weeks. Erwin, Wasey & Co., Inc., New York, has the account.

Cassell in New Series Sponsored by Warners

West Coast Bureau of RADIO DAILY

Los Angeles—Walter Cassell, brought to the Coast to do the Red Mask in Warner's "Desert Song", will head a new 13-week series of half-hour versions of Warner Bros. musical shows, starting tomorrow, with Warner Bros. as sponsors. Shows will be aired from KFVB's new radio playhouse, with audiences. Leon Leonardi's ork and guest stars will support Cassell.

Mr. Taylor Regrets

Deems Taylor signed for appearances as "living program notes", with two Paul Whiteman concerts, Washington and Baltimore, Tuesday and Wednesday, respectively, next week, suddenly reminded himself that he also signed for 13 weeks with "Coronet On the Air", which is aired Tuesday evenings.

In a wire to Jack Lavin, Whiteman's manager, Taylor yelled to be excused and ironed out. He'll make the Wednesday concert at any case.



NUMBER of schools having programs on the air is well in the plural, according to communications reaching RADIO DAILY since publication of an item in which a New England high school said it was "probably the only one with a regular broadcast."

The Benson Polytechnic School, Portland, Ore., holds some kind of a record, having operated KBPS for 14 years as a non-commercial station, on the air three and a half hours each school day. W. D. Allingham is manager of the station.

WMFJ, Daytona Beach, Fla., where Arnold C. Ewert is program director, has had the Thespian Club of the Seabreeze High School, Daytona Beach, doing a 15-minute broadcast ever Thursday evening for the past five months.

Birtcherd's Dairy again has signed with WTAR, Norfolk, for 13 weeks with Aunt Jane's Safety Club. Show has been running continuously under this sponsorship for over two years and now brags about 6,000 members, who are fed ice cream on their 6,000 birthdays yearly. Also get membership buttons, participations in the programs and told to "Think First." A master at disguise is one of the six thousand kids who can get by with getting two helpings of birthday ice cream from Aunt Jane in a single year.

Alfredo and his merry crew, with Erna and Earl as soloists, will be heard on a new WICC schedule direct from the Schnitzelbank Restaurant in Bridgeport every Wednesday and Friday evening at 7:45 p.m., commencing tomorrow. The program will be presented in the interests of the William Peter Brewing Co. of New Jersey and will feature a quarter hour of Bavarian folk and dance tunes.

Utopia

St. Louis—The half-hour dramatic programs put on by KMOX for Union Electric Light & Power Co. each Sunday at 6:30 are produced without the sponsor injecting ideas or whims. The company just told James D. Shouse, general manager of the station, to provide a high caliber program for it. Title is "The Land We Live In," presenting episodes about St. Louis history, with C. G. Renier and Arthur Casey directing the large dramatic cast. Bradford Simpson supervises the script and Howard Barlow conducts the orchestra.

SELLING THE STATION

... Merchandising * Showmanship * Exploitation

Prizes Aid Comics Feature

"Your Funnies and Mine" is gathering impetus over WTAR, Norfolk with the help of one-dollar prizes to the boy and girl writers of the best letters each week. Feature consists

of staff announcer reading the comics to the kids from the Norfolk Ledger-Dispatch nightly at six o'clock. If mail continues to build up, feature probably will be offered commercially in April.

New Business Signed By Boston Stations

Boston—New business acquired recently by local and New England stations includes:

Waitt & Bond, Inc., Newark (Blackstone Cigars), 12 participations in Yankee Network Service 6 p.m. newscast, through B. B. D. & O., New York.

I. J. Fox Furriers, 12 ET announcements four times weekly over WNAC. Sherwin-Williams, Cleveland, 30 participations in Gretchen McMullen Household program on Yankee Net, through T. J. Maloney, Inc., New York.

Lever Bros., Cambridge, Mass. (Spry), 62 announcements over WNAC, through Ruthrauff & Ryan, New York.

Albany Carpet Cleaning Co., New York, 78 announcements, WNAC.

Penn Tobacco Co., Wilkes-Barre, Pa., 144 daily 15-minute programs over WNAC, WTIC, WEAN, WTAG, WICC, WCSH, WLBZ, WNBH, through Ruthrauff & Ryan.

Chevrolet, Detroit, 26 fifteen-minute ET "Musical Moments," through Campbell-Ewald Co., Detroit.

Broadcasting Advertising, Inc., Boston, 104 half-hour programs, "Marjorie Mills Hour," WNAC, WTIC, WEAN, WTAG, WICC, WCSH.

First National Stores, Boston, eight half-hour programs over WNAC, WTIC, WEAN, WICC, WCSH, WFEA, WSAR, WNBH, WLIH, WLNH, WRDO, through Badger & Browning, Inc., Boston.

Gruen Watch Co., Cincinnati, 91 time signals over WNAC, through McCann-Erickson.

Kane Furniture Co., Boston, 78 fifteen-minute programs, WAAB, through Salinger & Publicover, Boston.

Central Shoe Co., St. Louis, 26 fifteen-minute programs, "Magic Island" over WAAB, through Kelley & Stuhlman, Inc., St. Louis.

KWK Promotions

St. Louis—Allan C. Anthony, chief announcer for KWK, has been definitely set as the evening newscaster.

John Conrad, formerly on the announcing staff, has been promoted to director of public relations, embracing news, promotion and publicity.

Ray Dady has left the news commentator ranks to head the station's planning bureau.

Martin Bowin, formerly program

Circus Animals to Get Radio Psychology Test

NBC news and special events department in cooperation with Dr. Raymond Ditmars, curator of the Bronx Zoo, and Carol D. Stryker, director of the Staten Island Zoo, and Clyde Beatty, the lion trainer, will stage an animal psychology test by radio on the NBC-Red next Wednesday, 7:30-7:45 p.m.

Beatty will be in the NBC studios and will broadcast his orders to the animals over wires to the Hippodrome where the Cole Bros. Clyde Beatty circus is performing. Through four loud speakers located around the iron arena the lions and tigers will hear Beatty's voice.

Scientists are interested in determining whether Beatty's physical presence is necessary before the animals will perform. Dr. Ditmars is acting as NBC's adviser in the broadcast.

Directory Opens N. Y. Office

Seiter, Carver & Livingston Publishers, Inc., of Hollywood, London and Paris, have established a New York office at 425 Fifth Ave. for their new quarterly publication, The International Blue Book, the Who's Who of the Screen, Stage, Radio and Television. It will be off the press about June 1 for exclusive trade consumption. This book is intended as a casting directory. It also contains an index of commentators, cameramen and others.

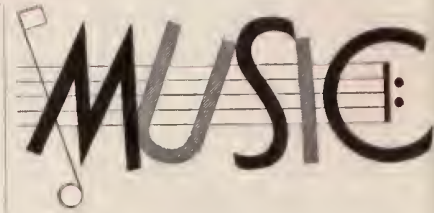
Howard H. Seiter, president, is a brother of William A. Seiter, Hollywood director. Alexander B. Carver, Treasurer and secretary, is a financier, formerly a member of the New York Stock Exchange, and a director in the Ingersoll-Waterbury Clock Co. John H. Livingston Jr. is advertising executive.

director at WHK, Cleveland, is doing a good job with several news spots daily at KWK.

Bob Enoch is observing the fourth anniversary of his rapid ad program. He directs the similar feature at WWVA, Wheeling, W. Va.

Jimmy Burke, chief engineer, is back on the job after recovering from auto injuries.

Wright Esser, feature writer, and Bill Cook, announcer, recently joined the staff.



L. WOLFE GILBERT, head of the coast music publishing firm bearing his name, leaves Hollywood tomorrow for New York for the chief purpose of seeking new song numbers and also to renew old friendships. He will stop off in Chicago for a visit with his representative there, arriving in Gotham about the end of next week.

Abner Silver and Alex Hyde have placed "At a Cuban Cabaret" with Exclusive Publications.

Maestro Isham Jones' composition, "Just to Remind Me of You," is in the hands of Donaldson, Douglas & Gumble.

Andre Kostelanetz and his sixteen instrumentalists will present the musical bone of contention, "The Bee" on the Wednesday, March 17 airing, despite threats from Jack "Hatfield" Benny and Fred "McCoy" Allen. Maestro Benny has declared his intention to attend the broadcast, violin in hand.

Emery Deutsch, celebrated maestro, will play "Play, Fiddle, Play," his own musical brain-child, for Marian Cole on her March 16 program. He'll discourse on his hobby, pipe and old violin string hoarding.

Ernie Cooper, WBAL organist has authored "It's No Sin to Love," which will premiere over WBAL on the El & Ernie program Wednesday. Schapiro-Bernstein are the publishers.

A musical preview of "Shall We Dance" will be offered by Fred Astaire on his March 16 NBC Red Network broadcast. In addition to Francia White, Charles Butterworth, Conrad Thibault, Trudy Wood and the Johnny Green Orchestra, four new Gershwin tunes will adorn the program.

Virginia Verrill and Ed Wynn will sing the blues on the March 20 "Perfect Fool" airing. The music-comic offers a love aria in swing time from an original burlesque opera called "Romeo Meets Juliet."

Response

Rochester, Minn.—A response of 980 letters was received from Southeastern Minnesota by KROC after a recent half-hour dramatic show entitled "Josh Whitcomb and Four Corners," written and produced by the station's dramatic director, Peter Lyman, and sponsored by the Self Serve Stores, which have a 52-week contract with KROC. The main count, according to Vice-President Gregory Gentling of KROC, is unusual for a half-hour dramatic show on a 100-watt station.