



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 24

NEW YORK, MONDAY, MARCH 15, 1937

FIVE CENTS

Femme Series on 'Lucky'

START WORK IN YEAR ON CBS RADIO CENTER

Plans of Columbia Broadcasting System to erect a complete new broadcast center and network headquarters for its own use, on a site recently acquired at the southeast corner of 59th St. and Park Ave., are rapidly maturing and breaking ground for the project is expected to take place within a year, it is stated by William S. Paley, president, in the CBS annual report made public Saturday.

CBS also has bought a site for a Hollywood studio and office building which are to be erected soon.

A factual report will shortly be made by CBS on the working of the general policies placed in effect some 20 months ago. These policies have been a success, Paley says, citing particularly the determination to sell time only for advertising of goods and services and refusing to sell it for propaganda, with the single exception of the sale of facilities to a political party during an actual campaign for election.

Making radio an impartial, non-partisan forum for the discussion of public affairs, rather than seeking to exert editorial sway on the outcome of issues, was one of the great lessons of 1936, says Paley. Rejection of

(Continued on Page 5)

WBS Disk Campaign Started by Schlitz

Schlitz Brewing Co., Milwaukee, has begun a series of WBS quarter-hour transcriptions twice weekly on WHO, Des Moines. Show is entitled "The Schlitz Palm Garden of the Air." Expected that more stations will be added later. McJunkin Advertising Co., Chicago, placed the account.

Cub Announcer

Tulsa, Okla.—KTUL is following the newspaper tradition of having a cub reporter.

Billy Conine, Central High School student, has been employed to work before and after school as cub announcer.

The idea is to have a trained announcer ready in case a regular speaker takes ill or leaves the staff.

CBS on Television

Status of CBS on television, summarized by President William S. Paley in his annual report to stockholders, follows:

"There is much still to be done. At the moment I believe that anything like satisfactory television broadcasting is still well in the distance. Yet sudden achievements in the laboratories could accelerate its coming. We are doing our part to hasten it. We shall soon be in position to tell something of what we are doing."

NBC DISK BUSINESS UP 113% LAST MONTH

February gross revenue booked through the NBC transcription department increased 113 per cent as against the corresponding month last year. This is the largest monthly receipts since the organization of the transcription section. New clients for the Thesaurus are WCOA, Pensacola, and CKPR, Fort William, Ont. Renewals have been received from WOWO, WRJN, and WTAD.

New Buckeye Network Going in Action Soon

Cleveland—The recently announced Buckeye Network begins to look as though it will soon go into action. A wire hookup is established between WHK and WJAY of Cleveland and WHKC, Columbus. WKBN, Youngstown, and WSPD, Toledo, are also

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★ THE WEEK IN RADIO ★

... Congressman Connery Squawks

By M. H. SHAPIRO

CONGRESSMAN William P. Connery unleashed another tirade against radio, mainly the webs, last Thursday, and charged the industry with everything short of kidnapping and rape. . . House Rules Committee, after listening to the charges of alleged monopoly and what have you, voted to continue until this week the hearing on Connery's resolution for appointment of a committee to investigate radio. . .

The same day, playing into Connery's hands, came an FCC order to reopen certain cases wherein it was

alleged, there was a bit of irregularity, as it were. . . One consolation from the Capital, hearings on the Dickstein bill came to an end and the measure is to be considered in executive session some time this week.

February gross billing by the major webs did the usual leap, with NBC showing a 21.4 per cent increase over the same period a year ago, while CBS came thru with an 18.6 jump. . . Mutual, with its first February as a Coast to Coast net revealed

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Campaign Directed at Woman Clientele Will Have Five Weekly Programs On the Columbia Network

COAST NET TO BUILD UP LAST NIGHT AUDIENCES

West Coast Bureau of RADIO DAILY

Los Angeles—Columbia's Pacific coast network is going out to fight the notion that late night hours are not pay hours. First, it is going to build up an entirely new type of night audience, and when opportunity is ripe, set about selling time that heretofore has been filled in with sustaining dance bands.

Donald W. Thornburgh, CBS vice-pres. in charge on the Coast, has upped the KNX budget to provide for more productions, and given the go ahead to Charles Vanda, program director for the coast, to hop on it and launch major productions and

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Sinatra, Guest Talent Set for Cycle Series

The Cycle Trades of America program, which premieres April 1 over the NBC-Blue network, will feature Ray Sinatra and his orchestra and a series of guest stars. Frank Parker will be heard on the April 1 broadcast; Ruth Etting, April 8; Fibber McGee & Molly, April 15; Hildegarde, April 22; Jean Ellington and the Revellers Quartet, April 29; Mary

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American Tobacco Co. (Lucky Strike cigarettes), to reach the feminine radio audience, will start a five-times weekly program, Mondays through Fridays, 12:15-12:30 p.m., on CBS beginning April 5.

Network will eventually extend from coast to coast, but for the first four weeks all CBS stations except the Mountain and Pacific Coast groups will be used. After April 30 the two latter units will be added. Edwin C. Hill will be featured in the series, which will be a news program. It is not definitely decided whether Hill will use spot news or comment on current events. There is a possibility that the quarter-hour will be combination of both.

In addition to reaching the women listeners at home the program will also reach the large Eastern market during the lunch hour. Whether George Washington Hill, president of American Tobacco Co., has any plans to start another contest similar to the Sweepstakes which proved so successful last Fall is not stated. The Sweepstakes it will be remembered broke all records for the number of entries into a radio contest. In one

(Continued on Page 5)

KRMC, Jamestown, N. D. Makes Its Debut on Air

Jamestown, N. D.—KRMC, North Dakota's newest radio station, made its official air debut yesterday at 10 a.m. Owned and operated by the Roberts-McNab Co., the station will broadcast on a frequency of 1310 kilocycles and be on the air continuously from 7 a.m. to 9 p.m. daily. For the present the station will oper-

(Continued on Page 8)

Co-op Campaign

Portland, Ore.—MacWilkins & Cole, local advertising agency, will launch a radio campaign next month for the Columbia Empire Industries, Inc., embracing a group of Oregon manufacturing companies who are cooperating in a united air campaign.

The series will be of an institutional nature.



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FINANCIAL

(Saturday, Mar. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	174 1/4	173 1/8	174 1/8	+ 3/4
Crosley Radio	23 7/8	23 3/4	23 3/4	...
Gen. Electric	59 1/2	58 7/8	59 1/2	- 1/2
North American	28	27 3/4	28	+ 1/4
RCA Common	12	11 3/4	11 7/8	- 1/8
RCA First Pfd.	78	78	78	+ 1/8
RCA \$5 Pfd. B
Stewart Warner	20 3/8	20	20	+ 1/4
Zenith Radio	37	37	37	...
NEW YORK CURB EXCHANGE				
Nat. Union Radio	3	3	3	...

Ford Sunday Program Is Recessing June 27

The Ford Sunday Evening Hour, sponsored by the Ford Motor Co., Detroit, will discontinue for the summer on June 27. Program is heard Sundays 9-10 p.m. over the CBS network. Series will resume Sept. 12.

The same sponsor's other two network shows, Universal Rhythm, heard on the NBC-Blue network Fridays, 9-9:30 p.m., and the Al Pearce show, over the CBS net Tuesdays, 9-9:30 p.m., are now beginning the twelfth week of their current series with no renewal as yet set. However, an announcement will be made when Edsel Ford returns to Detroit March 16. N. W. Ayer & Son has the accounts.

Pick and Pat Renewed

The Pick and Pat show (Dill's tobacco, over CBS) has just been renewed for 26 weeks. The script is authored by Mort Lewis.

September in the Rain

From "Melody for Two"
 Is Definitely the Next Big Smash Hit!
REMICK MUSIC CORP.
 RCA Bldg. New York City

★ THE WEEK IN RADIO ★

... Congressman Connery Squawks

(Continued from Page 1)

a 38.2 per cent increase in gross revenue.

Mutual Broadcasting System added 10 more outlets to the chain, mainly in Oklahoma and Texas . . . Northwest is the MBS next territory for expansion . . . Inter-City-Network added a 10th station.

Ralph Wonders, formerly manager of the CBS Artists Bureau, became associated with Rockwell-O'Keefe, Inc., agreement effective today.

Baseball for the listeners will not be lacking, as indicated by the co-operative sponsorship of many games by Socony-Vacuum Oil Co., and General Mills . . . Numerous games in East and Midwest scheduled.

Grace Moore was signed for the Nash Speedshow, starting March 20 . . . Chevrolet increased total number of stations for the E.T. shows to an even 400 and signed nine CBS artists as guests for the recorded series. . .

Weed & Co., station reps, started a comprehensive survey of the television situation. . .

Litigation over the late "Good Will Court" program, came to an end when case was dismissed . . . Jurist claimed he owned the title and had sued A. L. Alexander, J. Walter Thompson agency, Chase & Sanborn, et al., for a sum no less than \$250,000. . .

NBC unlimbered a survey of the rural situation, the book entitled "Money at the Crossroads," being distributed to agencies and clients. . .

Chairman Anning S. Prall of the FCC continued in office for another year by President Roosevelt.

Analysis of the NBC audience mail for 1936 revealed that 68 per cent was drawn by daytime programs . . . Procter & Gamble shows were among five of the first 10, with one P.&G. show leading the pack. . .

CBS released its annual report pertaining to financial matters with an eye toward Wall street edification, or a buildup, as they might say in show biz . . . Which the web really doesn't need if it's any news to the ticker flees.

Gen'l Baking Starts Announcement Series

General Baking Co., New York (Bond bread) today will begin a series of announcements three times daily, five days a week, for six weeks, on WAVE, Louisville. On March 29, General Baking will place recordings of "Terry & Ted" on KTUL, Tulsa, Mondays through Fridays, 5:15-5:30 p.m. Spot announcements are also being used on WBZ-WBZA, WJAR, WTAG. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

Major Music Catalog Acquired by Chappell

Chappell & Co. Ltd. of London has purchased all European and Australian rights to the catalog of Major Music Inc. for a period of one year. The contract includes "Coronation Waltz," "Words Fail Me," "Fooled," "Go Happy, Go Lucky, Love," "Strangers in the Rain," "Sooner or Later." The deal was set by Henry Spitzer of Chappell & Co. Inc. of New York and Max Prival of Major Music.

WCHS Appoints Rep

Charleston, W. Va.—WCHS has appointed Edward Petry & Co., Inc. as its national representatives, it is announced by John A. Kennedy, president and general manager of Charleston Broadcasting Co., operators of the station.

Stark Opens A.M. Series

The "Early Risers' Club" program, with Bob Carter, is succeeded by "Stark on Observatory Hill" today at 7-7:45 a.m. over WMCA. This program, conducted by Charlie Stark, originated at WIP in Philadelphia.

Gunn Leaves Pety For Transamerican

Terry Gunn, for the past year a member of the New York sales staff of Edward Pety & Co., has joined the New York office of Transamerican Broadcasting & Television Corp. as account executive.

Gunn, after three years as an account executive at Henri, Hurst & McDonald, was advertising manager of Kroehler Manufacturing Co. and director of publicity for Acme White Lead & Color Works.

He will be permanently located in the New York office of Transamerican after completing a sales promotion and research survey in Chicago, Cincinnati and other midwestern cities.

Merryman Promoted

Philip I. Merryman, for the past 10 years a member of NBC's Washington engineering staff, has been promoted to the NBC station relations department in New York, effective today. He will serve as a station relations representative.

For several years Merryman has served as assistant to A. E. Johnson, engineer in charge of NBC operations in Washington. Successor to Merryman in Washington will be announced this week by O. B. Hanson, NBC chief engineer.

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

COMING and GOING

JACKIE HELLER, who returns today from London, where he worked in two British films, made 14 broadcasts over BBC networks and played several stage dates, will spend two days in New York and then visit his home in Pittsburgh before returning to the NBC studios in Chicago.

JACK DRAUGHON, co-owner of WSIX, Nashville, Tenn., has returned to that city after a New York trip.

RICHARD CROOKS, back in New York from his concert tour, will sing in the Voice of Firestone broadcast from Radio City tonight.

DICK FISHELL, WMCA special events director, leaves today for a Florida vacation.

ED KIRBY, of WSM, Nashville, Tenn., has returned home from a trip to Washington and New York in connection with material for the "America's Flag Abroad" program.

LLOYD C. EGNER, NBC manager of transcription department, left town yesterday for Chicago for a week's visit. Will be back in New York next week.

A. R. WILLIAMSON, NBC-Chicago press department manager, is back at his desk after a trip to New York.

REIS and DUNN, former CBS harmony duo, were in Philadelphia last week, auditioning for a series of daily shows over WCAU.

RALPH WONDERS arrives today from a motor trip to Florida.

GRACE WONDERS arrived Saturday from a vacation in Atlantic City.

LANNY ROSS and wife return today from a four-day auto trip to Atlantic City.

BILL MORROW and **ED BELOIN**, Jack Benny's gag men, return to the coast Thursday. They'll wire the scripts to Chicago from where his broadcasts will originate after New York.

THELMA ALPERT returned on Saturday from a southern cruise and is visiting brother Mickey, before returning to Boston.

HERMAN HIPP of Swift & Co. and **JOHN FIDDLER** of General Electric sailed Saturday aboard the Western World for South America.

JOHN L. CLARK of Transamerican returns to his New York office tomorrow.

CARLO DE ANGELO of Lennen & Mitchell is back at his desk after short siege of gripe.

FLORENCE MAXWELL returns to her WINS activities today after a two-week sojourn at Miami Beach.

AL WILLIAMSON, NBC Chicago press head, back in the Windy City today after several jays in New York.

ROBERT TAPLINGER back today from a three-day trip to Chicago on business.

BERNICE JUDIS, manager of WNEW, spent the week-end in Atlantic City.

Sign for WBS Library

New clients subscribing to the WBS library are CKPC, Brantford, Ont.; and KRLC, Lewiston, Ia., which begins service on May 1. World also announces new program additions to its continuity service.

On the Radio—Daily!

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Hits from  
 "Ready, Willing and Able"

**TOO MARVELOUS FOR WORDS**

**JUST A QUIET EVENING**

**SENTIMENTAL AND MELANCHOLY**

Harms, Inc.  
 RCA Bldg., New York City

**AGENCIES**

C. P. McDONALD, advertising executive, died last week at Miami Beach, Fla. McDonald was connected with Ruthrauff & Ryan of New York. He had formerly been associated with the Frank Presbrey Advertising agency as vice-president.

HARFORD POWELL, secretary and vice-president of Kimball, Hubbard & Powell, Inc., and Philip C. Kerby, of the NBC promotion staff, will head a copy clinic of the advertising and selling course at the Advertising Club of New York.

HOWARD L. PECK has been appointed radio director of the Hoffman & York Advertising agency, Milwaukee, Wis.

IRVING R. ALLEN, PAUL JOHNSON and ROBERT HUSSEY, formerly of H. W. Kastor & Sons Advertising Co., Chicago, have joined E. H. Brown Co., Chicago, as account executives.

PHILADELPHIA'S United Campaign for funds to maintain private charities will have high pressure publicists when the drive gets under way in April. P. a.'s include H. A. Batten, Ayer agency prexy Earle A. Buckley, head of the sales-promotion organization which bears his name; Charles R. Bird, general manager of the General Outdoor Advertising Co.; Charles H. Eyles, prez of the Richard A. Foley agency; Al Paul Lefton, prez of the agency which bears his name Philip S. Collins, treasurer of the Curtis Publishing Co.; Benedict Gimbel, Jr., WIP prexy; Thomas D. Richter, publicity director for Philco Radio & Television Corp.; Edmund H. Rogers, exec with Jerome B. Gray agency, and Theodore Schlanger, zone manager of Warner Brothers.

FRED K. BOLLMAN has joined the Hays McFarland & Co. advertising agency, Chicago, as an account executive. Bollman was associated with Blacket-Sample Hummert, Inc. in the past.

STERLING ADVERTISING AGENCY has been named by Rival Shoe Co. to handle its advertising campaign. There will be some radio used in the future.

**WSPR Kiddie Show Moves Into Theater**

Springfield, Mass. — The one-hour children's program given over WSPR every Saturday morning, sponsored by the Dreikorn Bakeries of Holyoke, has become such a popular feature that the spectators could no longer be accommodated in the station studio. So the program is now presented on the stage of the Arcade Theater, where it is witnessed by hundreds of people for an admission charge of only a bread wrapper. Bread wrappers count also as votes for the most popular children on the program, to whom prizes are awarded. Each week the program salutes a different city or town served by the Dreikorn Bakeries, where interest is stimulated by auditions held with the cooperation of the local grocers.

The program has been on the air since last June.

**NEW PROGRAMS—IDEAS**

**Imaginary Horse Race**

Listeners will be invited to round up friends, pick a bookie, and play the races at their firesides in a new type program which will air an imaginary horse race every week over KECA, Los Angeles. Sponsors are Alka Nox (competing with Alka Selzer) who distribute charts giving numbers and names of horses, odds and other information. Announcer will do descriptive of race and at finish pull out slip of paper from hat to pick winner. Don Clark originated idea. Albers Co. is agency. Program starts March 19, runs every Friday night.

**New Angle on Job Clinic**

Enlisting the aid of Walter Springer, manager of the Rockford office of the Illinois State Employment department, WROK of Rockford, Ill., drafted a slightly new angle into the current "Help Thy Neighbor" broadcast idea by using only men and women who have been registered and applied by the employment office.

Employer-listeners, noting the tone of sincerity established through the participation of the state employment office in the broadcasts, responded with the result that permanent jobs were obtained for three out of the six persons interviewed on the program.

The employment office, as a result of the response, has pledged itself to

**NBC Will Participate in Music Conferences**

NBC will participate in the music festivals of the sectional meetings of the Music Educators National Conference, convening throughout the U. S. during the next five weeks, with special broadcasts and regular NBC music appreciation programs. An NBC exhibit of symphonic and music educational programs will also attend each conference.

Sectional meetings will be the Southwestern Conference, Tulsa, Okla., March 11-13; California-Western Conference, San Francisco, March 22-24; Northwestern Conference, Portland, Ore., March 28-31; North Central Conference, Minneapolis, April 4-9, and Eastern Conference, Buffalo, April 14-16.

NBC exhibits at the convention halls in the various cities will be under the direction of Franklin Dunham, NBC educational director; Judith Waller, central division educational director, and Arthur Garbett, western division educational director. Dr. Dunham will address the conventions in San Francisco, Portland and Buffalo on radio's part in musical education.

supply the talent for future broadcasts.

**Kid Amateurs from Store**

Devoted to bringing out child talent after it has been privately auditioned, WJBW, New Orleans, has introduced "The Amateur Theater of the Air" with Charles Kaufmann's department store sponsoring. Contract is for a half hour weekly during the next 13 weeks. Kaufmann has constructed a little theater in its store and broadcasts are handled by remote control, the children going in for song, instrumental and dramatic specialties. Air audience is allowed to vote by phone and mail, with the weekly boy winner getting a watch and the girl her choice of a Shirley Temple dress. Children are auditioned in the studio each week, choosing eight to ten children for each program. Announcer J. Louis Reed emcees the program.

**Market Month on WROL**

Knoxville, Tenn. — Merchants in this trading area are observing a "Market Square Month," using time on WROL with exploitation by participating merchants via placards in their windows. Each evening a special WROL program is dedicated to the merchants, and in addition to popular music one of the merchants is featured on the program with a pep talk.

**Mutual System Sets Coronation Coverage**

Mutual announced Saturday that it has completed arrangements for a full coverage of the coronation on May 12. Program will be fed to MBS from the Canadian Broadcasting Corp., who will pick-up the proceedings from the BBC. John Steele, Mutual's European representative, will also be heard in several pre-coronation broadcasts from London via Mutual.

**CBS to Cover Eclipse**

CBS will send a crew to an isolated spot 225 miles north of Lima, Peru, to broadcast a word-picture of the eclipse on June 8. Broadcast will be in cooperation with Hayden Planetarium. For duration of time which the sun will be dark this will be the longest period in 1,200 years. The next lasting this long will not occur until 3,937. Paul White, CBS director of special events, would not say whether CBS would cover that happening.

This Week Is  
**DREAM BOAT WEEK**  
On Everybody's Program  
**WHEN MY DREAM BOAT COMES HOME**  
The Hit of the Year!  
**M. WITMARK & SONS**  
RCA Bldg., New York City

**GUEST-ING**

DANA SUESSE, composer-pianiste, will play one of her own compositions during the Radio City Music Hall on the Air program next Sunday, 12:30 p.m., over the NBC-Blue net.

WALTER ABEL, stage and screen star, is the guest of Charlotte Buchwald, the Playgoer, on WMCA tomorrow afternoon, 2-2:15.

PARKS JOHNSON and WALLACE BUTTERWORTH, the Vox Pop Boys, will be on Nick Kenny's "Road to Fame" broadcast at 11:30-12:30 tomorrow night over WMCA.

LILLIAN GISH and a return date for MARY SMALL will highlight the Maxwell House "Show Boat" on Thursday over the NBC-Red network, 9-10 p.m.

HENRY FONDA, WALTER O'KEEFE and EDGAR BERGEN the ventriloquist will be on Rudy Vallee's show Thursday, 8-9 p.m., over the NBC-Red net.

ALICE FAYE joins Roy Atwell as guest on the Jack Oakie Camel program tomorrow night, 9:30-10:30 EST, over CBS.

DOROTHY GISH will be presented by Kate Smith on her broadcast March 25. Miss Gish will be heard in a version of "Two Orphans." Program is heard over the CBS net, 8-9 p.m.

REINALD WERRENATH, Metropolitan Opera singer, will be guest speaker at the Advertising Club luncheon-meeting broadcasting from 1:15 to 2 p.m., Thursday, over WMCA. His topic will be "The Story of American Song."

CLYDE PANGBORN, noted aviator, appears as Charles Martin's "Thrill of the Week" guest March 23 at 8 p.m. over the NBC-Red net.

ETHEL BARTLETT and RAE ROBERTSON, English duo pianists, will be guest soloist on the Ford Sunday Evening Hour, March 21, from 9 to 10 p.m. EST over the CBS network.

ANDY IONA and His Hawaiians play a return engagement with Al Pearce's Gang tomorrow at 9-9:30 p.m. over CBS.

**Hal Janis Pinch Hits**

Hal Janis is substituting as special events director of WMCA while Dick Fishell vacations in Florida. Fishell left today.

"BARON MUNCHAUSEN"

**JACK PEARL**

RALEIGH and KOOL CIGARETTES

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

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

## ANNOUNCERS

**RAY ADKINS**, formerly WROL, Knoxville, has been added to the announcing staff of WSIX, Nashville.

**BOB ELSON**, sports commentator for WGN, Chicago, will interview Jimmy Dykes, White Sox manager, and Charlie Grimm, manager of the Cubs, from the west coast this week.

**DON DUNPHY**, WINS announcer, will cover all angles of the St. Patrick's Day Parade in New York on Wednesday.

**TOM STEWART**, WSM announcer, Nashville, has been absent from mike duties because of laryngitis and influenza. He is recuperating.

**RED BARBER**, ace sports announcer of WLW-WSAI, Cincinnati, is in Florida with the Cincinnati Reds gathering material for his annual series of baseball broadcasts.

**JOHN K. CHAPEL**, WOW (Omaha) announcer, soon will appear in the movies. Along with Sports Editor Ralph Wagner of The Omaha Bee-News and Former Cornhusker Star Harold Hutchinson, Chapel assisted in filming a screen series which will bring to Nebraska film audiences the big Husker football games of 1936.

**JOHN W. HARRISON**, former professional football player, U. S. Park Ranger, movie and stock player, has joined the announcing staff of KTUL, Tulsa. Harrison has been announcer for KYW, KSTP and KTRH. He was last with the special event department of the Texas Centennial at Dallas.

**CHUCK MILLER**, new announcer with KFAB-KFOR, Lincoln, won on the five announcer eliminations staged by KFOR to get a man on the street for Wendelin Baking Co. Announcers were given different days before the mike and the decision made by mail response.

**GLENN RIGGS**, chief announcer at KDKA, Pittsburgh has made another discovery. The "find," scheduled for his radio debut on the Strollers Matinee from KDKA at 1:45 p.m. tomorrow, is Dick Warren, a department store stock boy.

**RICHARD FEATHERSTONE GLOYNE**, KFAB (Lincoln, Nebr.) announcer who hailed from England shortly after birth and hung onto the accent, is being pushed on the KFAB news listeners from the British angle. Program is titled "Englishman Looks at the News" and is aired in the higher class style. Is catching on.

## New WKRC Transmitter Being Dedicated Mar. 27

Cincinnati — WKRC will officially dedicate its new 5000-watt Western Electric transmitter and studios on March 27. Prominent officials including the Mayor Wilson of Cincinnati, City Manager Dykstra, Timothy S. Goodman, WKRC general manager, and governors from three states will partake in the dedication ceremonies.



● ● ● Texaco is the one after "Bingo" (instead of Bank Night) for an air show and have set a price of \$3,500 per airing...Mails wouldn't be used, but service stations throughout the country...Aaron Solomon is the attorney checking the legality...Benny Leonard and Lew Tendler are preparing a dramatization of their famous bout at Boyle's 30 Acres in Jersey. Both will participate and give their versions of the fracas...Jack Adams of J. P. Muller is interested... "Final Edition," the show with Heatter, Chapman, Fisher and the comic strip, auditioned for Borden's last week is set, the only hold-up being time-purchase...Nat Brandwynne leaves the Essex House in two weeks and goes to the Pierre. Was booked for the Mark Hopkins in Frisco but cancelled because of the teething-trouble of his vocalist, Maxine Tappen...Hal Gordon gets an NBC sustainer and build-up starting tomorrow...Jimmy Brierly, with Lyn Murray's choir, returns to CBS as a single on sustaining...Andre Kostelanetz and a 37-piece orchestra have been signed to Brunswick for a series of records called "20 Minutes with Kostelanetz" in which he'll do two rhumbas, two fox-trots and one tango.

● ● ● St. Patrick's Cathedral Choir is spotted for Kate Smith's Bandwagon during Easter week...Curtis & Allen have "Boy Meets Girl," "Having A Wonderful Time" and "Storm Over Patsy" for the airwaves...Professional Music Men (songpluggers, etc., around the country) hold their annual benefit show at the Alvin on the 11th... Bobby Hayes returns to the air from the Edison Green Room when Gypsy Lee, his accordionist, recovers from a recent accident... Ed Farley ("Music Goes Round") opens this week in Bloomfield, N. J. ...Lang Thompson goes into the Peabody hotel in Memphis...Ted Black opens the first at the Embassy Club in Atlanta...Charles Boulanger opens at Newark's Robert Trent...Wingy Manone will bring a jam band back from the Chez Paree in New Orleans...Happy Felton is mourning the death of his mother.

● ● ● What did they do in B.R. (before radio)?...Ralph Wonders was the male half of a dance team...Paul Whiteman was a cabbie just like Abe Lyman...Announcer Ed Herlihy was a railroad conductor... Lucille Manners and Carol Deis pushed pencils across blank steno pads... Graham McNamee was a meat salesman, while Major Bowes enjoyed his stable of horses and the real estate business...Agents: Lou Irwin sold stocks, while Arthur and Sam Lyons were clerks in drug stores...Walter Batchelor was manager of a burlesque house and Taps ran amateur shows...Paul Small was a stooge for Ken Murray...Charlie Allen wasn't as good an actor as he's an agent...Harry Bestry was with the team of Bisset and Bestry, with the former now head of a brassiere firm...George Woods was with his father's act, "Nine Crazy Kids"...Bernie Foyer was a songplugger for Berlin...Jack Bertell managed his dad's dept' store in Brooklyn and Lester Lee wrote songs.

● ● ● Kate Smith was a nurse, while Ted Collins sold records...Henny Youngman was a Catskill Mts. social director...Martin Block sold women's underwear and Stan Shaw was a prof. at Duke U...Ted Husing was a mid-western knife salesman, while Bernice Judis helped her dad get rid of some real estate "peaches"...Voice of Experience was the corner medicine-man, while NBC v.p. Phil Carlin was announcing...CBS's Zack Becker taught school, while Prexy Bill Paley sold cigars...Advertising exec Roy Wilson was a bandleader...Jack Adams ran a concert artists bureau and Harold Frazee was a professional aviator after the war...

## 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.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs, May 2-9: National Music Week; David Sarnoff, chairman.

May 14-30: Syndicate 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.

## Bowes Show Continues Despite Chrysler Strike

Last minute advices from CBS and the agencies declared that Chrysler Corp., Detroit, has no intentions of cancelling or suspending the Major Bowes Amateur Hour on CBS, due to strikes in the Detroit plants. The starting date of the new Dodge transcription series, not released yet, will be deferred pending the outcome of the strike, it is understood. No spot announcements are now being used by Dodge. For Chrysler cars, Lee Anderson Advertising Co., Detroit, announced that they would use spots in 48 cities in a special Easter Drive March 18-22.

## Craig & Hollingbery Open Detroit Office

Craig & Hollingbery, Inc., radio station representatives, announce today the opening of a branch office in Detroit, located at Park and Adams. Fred Hague, account executive in the Chicago office, has been named Detroit manager.

### Lou Holtz Engaged

Lou Holtz, radio and stage comedian, has announced his engagement to Phyllis Gilman, model. Holtz is at present in New York preparing a new script for a radio program while Miss Gilman is enroute to Hollywood to fulfill movie obligations.

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**R**OSALIND GREEN, the "Hour of Charm" femme commentator with the strained-honey voice, auditioned for five shows last week.... One has definitely clicked.... She hasn't heard about the others yet.... Mary Small, who just scored at the Boston RKO, goes to the Chi Palace on the 25th.... Her M.C. on a new commercial (she's auditioned several) will be none other than Jackie Coogan.... Louise Massey and her Westerners, scheduled to play return date in Detroit April 9, Chicago April 16, is expected to appear at the Roxy March 25.... New commercial in the offing for her is with a big automobile outfit.... Frankie Basch played hostess to kin of Cardinal Gibbons yesterday when she interviewed 92 year old John Leo Gibbons, oldest marcher in the St. Patrick's Day Parade.

Ether vacation dreams.... Ina Ray Hutton, pulchritudinous leader of all-gal ork, looking ahead to tennis at her summer home.... Mary Small planning to continue her flying lessons.... Cornelia Otis Skinner intending to submerge the drahma by wearing overalls and tending garden at her St. James, L. I., home.... Ida Bailey Allen thinking of weekendening among the posies at her Jersey coast summer place.... All of it premature.... but so was the balmy weather.... Jean Dickson of the contralto voice to go diva with the San Carlo Opera Co. in Denver April 7.... in "Rigoletto".... Ann Teeman, of "Easy Aces" and the "Gibson Family," also of the legit "The Women," a welcome addition to WHN's "Girl Interne."

Kathryn Cravens, the flying commentator, just returned from plane trip to Detroit to interview poet Edgar Guest.... She'll give reasons for his rhyming and personal impressions of him on today's broadcast.... The "March of Time" cast gave a party to celebrate Nancy Kelly's 16th birthday on Saturday.... complete with cake 'n' everything.... The gals at CBS Publicity saying the summer schedule will be almost as heavy as the winter one.... Decorator Sarah M. Lockwood to substitute for Sheila Graham on the March 24 "Heinz Magazine of the Air" program.... She'll talk about the home beautiful.... Two femme travellers returned from Iraq, Mrs. Ruth Hoffman Brooks and her sister Helen Hoffman will add color to "Let's Talk It Over" Monday the 15th.... Alma Kitchell emcees the program.

**RADIO PERSONALITIES**

No. 14 in the Series of Who's Who in the Industry

**W**. WALTER TISON, general manager of WFLA, Tampa, and executive vice-president of The Florida West Coast Broadcasting Co. Inc., is truly one of the real old timers of radio. Florida born. Tison saw war-time service in the U. S. Navy as a radioman and later was in the Merchant Marine Service in a like capacity. Walter, as he is known to his host of friends throughout Dixie-land's radio world, was prominently instrumental in the establishing of WSB, Atlanta, in 1922 as the first broadcasting station in Dixie, and served that station until 1925 when he assumed the responsibility of establishing and guiding the destinies of what is now known as WFLA, which in its present status is considered one of the finer stations of Florida.

Walter Tison is at heart an engineer. It was he who supervised the installation of America's first directional antenna, as conceived and engineered by Raymond Wilmot, eminent British radio engineer, and T. A. M. Craven. It is this development which has so completely revolutionized antenna installation in the radio industry.

The Tisons recently acquired a beautiful 40-acre estate in a nearby suburb of Tampa and now their new hobby is growing oranges, truck-gardening and rearing their lovely little six-year-old daughter, June. The staff at the studios refer to their boss—good naturedly of course—as Squire Tison.

Seriously, however, where radio and radio broadcasting is concerned, W. Walter Tison is confirmedly a practical man. He is staunch in his convictions that listeners listen to programs and not to radio stations, consequently, WFLA's schedules are constructed accordingly.



Believes Program is the Thing .....

**Start Work in Year  
On CBS Radio Center**

(Continued from Page 1)  
editorial influence and censorship, thereby assuring free speech, requiring only conformity to reasonable taste and decorum and avoidance of libel and slander, also are cited by the CBS head.

Limitation of the amount of advertising in a sponsored program and the barring of certain products considered unsuitable for radio advertising also proved constructive moves, says Paley.

For the 53 weeks ended Jan. 2, 1937, CBS reports gross sales of \$27,800,000 and net profit of \$3,755,522.99, equivalent to \$4.41 a share on 852,335 shares outstanding. Dividends aggregated \$2,812,705.50 or \$3.30 a share, the largest dividend disbursement made by the company, and amounted to nearly 75 per cent of net profits for 1936. In 1935, the 52-week net was \$2,810,078.70.

Due to capital commitments last year and projects for 1937, the board felt it desirable to set aside 25 per cent of 1936 earnings or \$943,000 as addition to surplus, readily available for financing. Earned surplus at Jan. 2 was \$3,916,708.96, compared to \$2,742,936.36 at Dec. 28, 1935. Current assets were \$6,675,631.68, current liabilities \$3,104,451.97.

**Sinatra, Guest Talent  
Set for Cycle Series**

(Continued from Page 1)  
Small and the Tune Twister, May 6; Honey Boy & Sassafras and the Landt Trio, May 13.

In addition to the regular 7:15-7:30 broadcast on Thursdays, there will be a repeat show at 11:15.

**'Lucky' Femme Series  
5 Times Weekly on CBS**

(Continued from Page 1)  
week 250,000 cartons of Luckies were sent to winners, who selected the 15 top tunes of the week.

This is the first time in radio history that a cigarette manufacturer has used radio during the daytime to reach the women radio listener in the home. In the past daytime hours have been used mostly by food, soap, and cosmetic manufacturers.

Luckies has no plans to cancel the "Hit Parade" programs, which are now featured on CBS, Saturdays, 10-10:45 p.m., and on the NBC-Red, Wednesdays, 10-10:30 p.m. CBS contract does not expire until May 1, and the NBC series was just renewed, March 10, for another 13 weeks. Lord & Thomas, New York, placed the account.

Lehn & Fink Products Co., New York (Hind's Honey & Almond cream), on April 2 will terminate its seasonal program on CBS entitled "Ted Malone — Between the Bookends," Mondays through Fridays, 12:15-12:30 p.m.

**New Buckeye Network  
Going in Action Soon**

(Continued from Page 1)  
named as members of the new chain with another station to join later.

Idea is to pool the best offerings of all stations as a network schedule which can be offered the individual stations. Potential sponsors over the chain will have the advantage of better Ohio coverage.

*New Accounts*

Renewals

**NBC**

Brown & Williamson Tobacco Co., Louisville (Kool & Raleigh cigarettes), through BBDO, New York, RENEWS Jack Pearl on the NBC-Blue network, Fridays, 10-10:30 p.m., effective March 19.

General Mills, Inc., Minneapolis (Bisquick), through Baggaley, Horton & Hoyt, Inc., Chicago, STARTS movie lot program on 5 NBC-Red Pacific stations, Mondays, through Fridays, 11:45 a.m. to 12 noon, on March 15.

Cycle Trades of America, New York (bicycle association), April 1 placed direct, STARTS "All-Star Cycle" on 40 NBC-Blue stations, Thursdays, 7:15-7:30 p.m., on April 1.

Sherwin Williams Co., Cleveland (paints) through J. T. J. Maloney, Inc., New York, STARTS "Women's Magazine of the Air" on 5 NBC-Red Pacific stations, 3:45-4 p.m. (PST), on April 1.

**CBS**

Chevrolet Motor Co., Detroit, through Campbell-Ewald, Detroit, RENEWS "Rubinoff and His Violin" on 88 CBS stations, Sundays, 6:30-7 p.m., effective April 18.

Barnsdall Refining Corp., Tulsa, through Co-Operative Advertising, Inc., Tulsa, RENEWS "Courteous Colonels" on 9 CBS stations, Saturdays, 10:45-11:15 p.m., effective March 20.

Servel, Inc., New York (Electrolux refrigerators), through BBDO, New York, STARTS "March of Time" on unannounced list of CBS stations, Thursdays, 10:30-11 p.m., on April 15.

**Disk Series for Bakery**

Snow King Baking Powder Co., Cincinnati, is transcribing a series of WBS one-minute transcriptions to be placed at an unannounced list of stations beginning today. H. W. Kastor & Sons Advertising Co., Chicago, is the agency.

**FRANCES  
HUNT**

INITIAL APPEARANCE

SECOND WEEK

AT THE

PARAMOUNT

NEW YORK

WITH

BENNY GOODMAN

AND HIS ORCHESTRA



# Chatter



**K**FI and KECA have clamped down on "missing persons" broadcasts unless requests come from police or sheriff's office. Reason, too many "sorrowing mothers" have turned out to be collection agencies trying to trace debtors.

Farley Outfitting's "Gold Star Rangers" has moved its hour-a-day, every day hill billy program from KFVB to KMTR, with Jimmy McMasters replacing Gus Mack as emcee.

Don Bernard, production manager for Don Lee-Mutual, has resigned, and leaves today to freelance. Successor not yet picked.

Sam Siegel, publicity for KFVB, resigned last week and left by plane for Seattle to do special exploitation for United Artists in Seattle and Portland.

Jimmy Tolson, who started in movies as boy singing prodigy and has been in movies and radio for past ten years, takes his first fling at running a show when he will run a half-hour variety program on KFAC, weekly, sponsored by Superior Macaroni, through Advertising Arts agency.

Marie Osborne, once famous child star known as Baby Marie, now 23, is going to try for a break on KFI's Hollywood Extra program, for which she auditioned last week.

Sam Pierce, who writes "Calling All Cars" for KHJ and Don Lee chain, married Georgiana Parker last week, and is off at Laguna Beach honeymooning.

Electric Range Dealers and Iris Food Products are sponsoring a combination audience and air show to be broadcast from the Paramount Ballroom over Don Lee's KHJ "Tuesdays at Two". One hour will go on the air, with hour of cooking demonstrations following. Scott Clyde of Dan Miner agency is producing.

KMPC is putting on a real Bev Hills socialite, under name of Miss X, to do a daily 15-minute society gossip, feminine interest program.

Jean Keeler, formerly with British Broadcasting, now featured singer at Trocadero cafe, will be featured guest on California chain with KEHE's Listen Ladies program today.

Radio Division of Federal Theater Project premiered "Three Men and a Girl" Saturday night on KFVB in a new series.

**M**AJOR EDNEY RIDGE, the hustling manager of WBIG, Greensboro, N. C., displayed some of his typical enterprise when Postmaster General Jim Farley visited his city last week to fill a dinner-speaking engagement. Major Ridge is a personal friend of Farley's and predicts he will be the next President. Aware of the General's Irish ancestry, Major Ridge had Eddie Robbins, singing mailcarrier, appear at the dinner in his regular postman's uniform. At the end of the meal, Eddie crooned "When Irish Eyes Are Smiling", and after that it was merely another walk for the mailcarrier. Farley thanked Eddie. Shook hands with Eddie. Posed for a picture with Eddie. Eddie is on the air!

*Grady Cole, WBT's inimitable news commentator and Comet Rice philosopher, has been assigned an office in the WBT suite.*

Senora Milla Dominguez, soprano with the "Courteous Colonels" program which Barnsdall Refining Co. has just renewed for another 13 weeks over KTUL, Tulsa, and 10 CBS stations in that region, is the wife of the Mexican Consul in Dallas. She commutes to Tulsa every week for the broadcasts. The Tulsans (60 male voices), heard on the program, include some of the petroleum industry's big names. The show is produced by the KTUL staff and is placed by the Co-Operative Advertising Agency of Tulsa.

### Saunders and Shepard For Sobol WHN Series

WHN, which has signed Sobol Brothers Service Station Inc. for six 15-minute evening programs a week and six 5-minute evening spots per week, will feature Ray Saunders and Bill Shepard on the 15-minute shows with news reports and recordings, while the 5-minute spots will be devoted entirely to news broadcasts and will be handled by Shepard exclusively. Series starts today. Contract is for 52 weeks. J. Stirling Getchell Inc. has the account.

### New WDNC Accounts

Durham, N. C.—New national and local accounts on WDNC include Ruma-Ban Products, Belk-Legget Co.'s Poll Parrot Shoes, Carolina Furniture Co.'s Stewart-Warner Save-A-Step Refrigerators, Dubs Sandwich Co.'s Weston Crackerettes, Christian-Harward's Kroehler's Furniture, Murdock Ice & Coal Co.'s Conditionaire Refrigerators, Home Building & Loan's Installment Thrift, Hibberd Florist's Easter Flowers Account, and Southern Used Car Corp.

WCAE, Pittsburgh: *Ed Sprague is slated for a late sports broadcast... Ed Harvey, program director, who has been ailing, expects to be mended within the week... Pat Patterson, former publicity man, is now working in New York, having been transferred there from Washington.*

Dick Fishell, WMCA sports commentator, has enlisted a group of outstanding sports celebrities to fill his program periods for two weeks while he vacations in Florida. The programs, sponsored by General Mills, are aired at 6:30 p.m., weekdays and 7:30 Sundays.

*Henry Poole, Trans-radio operator in charge of Transmission of News at Trans-radio's Minneapolis headquarters in the WDG Building, is featured on two news broadcasts over the air daily.*

Station Manager John Gillin of WOW, Omaha, has been enlisted by the Omaha Variety club, of which he is a member, to help them try to persuade Jack Benny and Mary Livingstone to appear on the program of the national convention of Variety here April 17-18.

*Mary Alkus, whose morning radio feature, "Pertinent Paragraphs," was recently launched over the California Radio System and KYA, San Francisco, is a former San Francisco radio commentator. She is heard over the network from Los Angeles every weekday morning except Saturday at 11 a.m.*

### Show Girls Comprise Dennis Vocal Group

Jay Dennis, radio artist and producer, has formed a group of 12 of the most beautiful show girls and professional models, and after months of preparation has created a unique vocal group.

Dennis was the originator of the Blue Flames, producer of "Afternoon Recess" and author and MC of "Manhattan Matinee" all on WABC.

### Hudnut on KYW

Philadelphia — Hudnut Sales Co., New York (cosmetics) has started a quarter-hour program on KYW Fridays, 6:45-7 p.m. Program features Jan Savitt's orchestra and soloists. Series will run through May 28. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

### WBT to Feed Network

WBT, Charlotte, will feed a coast-to-coast CBS network on March 30, when Mrs. W. A. Becker, president of the general national society of the Daughters of the American Revolution, addresses a convention of the society in Charlotte. The 15-minute speech will be broadcast 2:15-2:30, with Reginald Allen announcing.

**L**LULU BELLE and SCOTTY of the Barn Dance have just completed a book of 50 mountain tunes which will hit the bookstands April 1.

Mora Martin and Fred Marcus are the latest additions to the cast of "Backstage Wife."

Don McNeill and Ed McConnell are exchanging guest appearances.

Hal Totten, vet NBC sports announcer, will handle the mike for the six-day bike races that begin today at the Chicago Stadium.

Mercedes McCambridge, star of "Guiding Light" NBC serial drama, has been honored with the highest award of the Laetare players, dramatic group from Mundelin College here.

Dave Gothard of "Romance of Helen Trent" out of hospital after a siege of bronchitis.

Bill Hampton, who clicked in a hurry as a writer and lyricist with the King's Jesters, taking a new job with Kay Kyser.

Plans for a Tuesday night Variety show are under way at NBC here. Proposed program to be a sustaining full hour with talent being scouted at present.

Joan Blaine, flying to Palm Springs with her mother on April 1.

Tom, Dick and Harry will guest star on the Barn Dance show next Saturday.

Quin Ryan of WGN is to feature a number of University of Illinois sports coaches beginning Wednesday at 8:50 p.m. when he interviews "GaGa" Mills, basketball coach of the college.

Tom Shirley taking place of Dick Welles, seriously injured in auto-smash here last week.

Elinor Harriet is the name of the pretty young lady who is heard as Mrs. Kingfish with Amos 'n' Andy.

Finney Briggs who plays Dan the Milkman in NBC's "The Adventures of Dari-Dan" was a former cartoonist on a local newspaper.

**BIRTHDAYS**

|     |     |     |     |
|-----|-----|-----|-----|
| 1   | 9   | 3   | 7   |
| SUN | MON | TUE | WED |
| 4   | 5   | 6   | 8   |
| 10  | 11  | 12  | 13  |
| 14  | 15  | 16  | 17  |
| 18  | 19  | 20  | 21  |
| 22  | 23  | 24  | 25  |
| 26  | 27  | 28  | 29  |
| 30  |     |     |     |

March 15  
Greetings from Radio Daily  
to  
Charles Pease

**DO YOU KNOW?**

A recent checkup at WHK, Cleveland, showed that 16 2/3 per cent of the station's broadcasts were educational in nature.

## COMMENTS

On Current Programs

### "Showboat"—Helen Morgan

Maxwell House Coffee show seems to be finding itself again, in fact it has been on a more even keel for some time, now that the first scare over opposition of Major Bowes is over. Not a few listeners who follow the program are of the opinion that "Showboat" should have stuck to its guns and made no changes in policy.

Helen Morgan as guest proved this disease still inimitable as to style of song rendition and ability to inject emotional quality in her work. Voice was fine and a suitable sketch was built around her. No end of dial twisters would go for Miss Morgan in a big way if they only had the opportunity to tune her in more often.

Other spots on the program include a bow by Guy and Carmen Lombardo, and a tie-up with the 1,000,000th passenger to ride on the United Air Lines, and who won a trip to Europe, etc., thereby. Lines serve Maxwell House coffee, but this prize winner's testimonial was much too obvious. Lanny Ross is the same melodious warbler and made a good singing partner for Miss Morgan, who so easily comes through with a "tear in her voice."

### Damrosch Hour

A lot is being said in radio circles these days about good music, and among those who are doing a lot in that direction is Dr. Walter Damrosch. His afternoon musical classes over the NBC networks are the most enjoyable school room sessions that any music-minded youngster or even oldster could wish for. It is not only Dr. Damrosch's comprehensive familiarity with and his love of good music, but also his ingratiating manner of transmitting his musical enthusiasm to his audiences, that make these programs both delightful and instructive. Dr. Damrosch is doing a grand service.

### "The Listener Speaks"

Transferring of this WOR program to a 10 p.m. last Friday spot was not a happy move. Its Sunday afternoon position was more advisable, from the standpoint of the type of persons who participate in a program of this kind. Most of the would-be orators heard in these sessions for weeks past have either expounded illogical arguments or discussed good topics amateurishly. Either way, it doesn't make tolerable listening for the more intelligent class of dialers. There is too much scholarly commenting on the air for competition, and besides 10 to 10:30 at night is a late hour for anybody to be listening to wails about the ills of the world.

### Kellogg Baseball Broadcasts

Kellogg Cereal Co. will broadcast baseball games from the following cities in addition to Chicago: San Antonio, Houston, Rochester, N. Y., and Birmingham. N. W. Ayer & Son has the account.



### "MUSIC AND YOU"

Sustaining  
WOR, Thursdays, 8-8:30. p.m., EST.

#### QUALITY MUSIC PROGRAM DESIGNED TO ELEVATE LISTENER APPRECIATION.

Sponsored by the National Music League as part of its movement to promote the appreciation of finer music, this half-hour series recommends itself to the concert and opera minded listeners.

Initial program, with Armand Tokatyan as featured vocalist and Alfred Wallenstein directing the orchestra, covered a wide range of symphonic and other class music. The half dozen Tokatyan numbers were led by the American composer Ernest Charles' "Sweet Song of Long Ago" and a selection from the "New World Symphony."

Wallenstein handled the orchestra in a distinguished manner.

The program will attempt to ascertain the amount of public interest in finer music. Answering of music questions from listeners is to be part of the series.

### "MELODY CRUISE"

White Dove Mattress  
WTAM, Cleveland, Sundays, 1:30-2 p.m.

#### GOOD STRING ENSEMBLE LISTENING WITH GUEST VOCALISTS AND INSTRUMENTALISTS.

This WTAM series, which got underway recently, has a string ensemble under the direction of Ben Silverberg, Cleveland Orchestra violinist. Numbers the ensemble plays are short and vary from the classical to the lighter melodies. They are especially chosen for ear quality.

Vocalists and instrumentalists in Cleveland and vicinity who have made some local musical reputation act as the guest stars. This gives the series a new name each Sunday, creates good will for the sponsor in this section and gives a civic flavor to the broadcasts. First soloist was Louis Hehman, Cleveland tenor, whose work once interested Paul Whiteman.

### Coast Net to Build Up Last Night Audiences

(Continued from Page 1)

big league stuff in the hours after 9:30 p.m.

Several of the better sustaining programs that have built large audiences in the earlier hours are being shifted to nights. Using still later hours, Vanda is introducing a new humor program, "The Insomnia Club" to go on Fridays and Saturdays, 12-1 a.m. with a variety, starting with counting sheep, reading late news, gags and general variety. Hour to be conducted by Hal Raynor, who writes the Joe Penner songs (and who in non professional life is the Rev. Henry S. Rubel, pastor of Grace Episcopal church.

### CBS Musical Concerts Expanded to Half Hour

"Musical Americana," the weekly concert programs devoted to American composers, to be aired over the CBS network starting tomorrow, has been expanded to a half-hour presentation, 10:30-11 p.m. Freddie Rich will direct the orchestra in the first program. Other CBS conductors, including Howard Barlow, Mark Warnow, Leith Stevens, Victor Bay and Bernard Hermann, will be used in subsequent broadcasts.

### Defeat Liquor Ad Bill

Tacoma — A proposed bill that would prevent all liquor advertising in the state of Washington was defeated in the state legislature.

## SELLING THE STATION

### Story of Broadcast Adv'g

A folder which presents the story of broadcast advertising with all the very live appeal of radio itself has been prepared by WMBH, Joplin, Mo.

A map of the 16 counties in the station's primary area is used to detail the population of the counties and the receivers in use in each, which total 73,000 receivers for the population of 488,173 in the area.

The appeal is substantiated by figures which prove that the population and the receivers do exist, and that there is a prosperous market waiting to be tapped.

### Western Electric Net Up Sharply in 1936

Western Electric Co., A. T. & T. affiliate, reports net earnings of \$18,398,049 for 1936, compared with \$2,320,279 in 1935 and loss of \$34,100,000 the year before.

Sales for the past year amounted to \$146,421,000, an increase of 38.9 per cent over the \$105,417,000 in 1935.

### WTAM's Vocal "Find"

Cleveland—Latest WTAM find is Josephine Boyer, coloratura soprano, from Canton, O. Offering one recital over the station, WTAM was so impressed the songbird was given a regular 1:30 p.m. spot on Monday. Miss Boyer has studied in both New York and Chicago and at one time sang over WOR, Newark.

### Cantor Settles on Coast

Eddie Cantor, heard on the Texaco program Sundays over the CBS network 8:30-9 p.m., has definitely left New York to make his permanent home in California. The comedian has just completed negotiations for the purchase of a \$133,000 estate in Beverly Hills.

### A.N.A. Convention Set for Hot Springs

Association of National Advertisers will hold its semi-annual meeting in Hot Springs, Va., April 26-28. H. W. Roden, vice-president of Johnson & Johnson, is program chairman.

### "Unseen Friend" Renewed

"Your Unseen Friend," dramatizations of human problems under the direction of M. H. H. Joachim, author and producer, has been renewed, and will continue to be heard over CBS on Sundays, 5 to 5:30 p.m. Program is aired in the interests of Beneficial Management Corp.

## 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. 5-4354



**A** NOTABLE contribution to educational broadcasting are the programs being aired weekly over WSPR, Springfield, Mass., by Mount Holyoke College. President Mary Woolley herself introduced the first series last Fall, and will give the concluding program of this, the second series, which is built around the coming centenary of Mount Holyoke College, to be celebrated next May. The development of teaching and knowledge during this past hundred years is being told in dramatic form each Tuesday afternoon at 2:30 by students and teachers.

WBRY, New Haven, started a new commercial Saturday, a twice weekly street interview sponsored by Bouwe Motors (Ford), with William Blatchley and Jack Henry conducting. Henry also conducts another new WBRY commercial, the 5-minute UP spot at 7:15 p.m. daily, Monday to Friday, for Xervac's, electric hair-restorer.

"Honor the Law", a new WICC (New Haven) commercial program, sponsored by Acme Furniture Co., began Sunday, 12:15-12:30 p.m. The program consists of transcriptions of case histories taken from police department files in various cities. Chief Philip T. Smith of the New Haven Police Department is the first guest speaker.

"Oklahoma City On Parade", new one-hour program recently inaugurated over KFXR, Oklahoma City, is drawing good fan mail, according to M. V. Watson, of the Arrow Advertising Agency, in charge of the broadcasts. The program is sponsored and presented as if a real parade were marching down the streets of the city, with the announcers acting as reviewers. The three times weekly schedule will be maintained for six weeks.

### WWRL Civic Series

Queens. "New York's borough of homes," which has more civic organizations than any other community of its size—more than 1,000,000 residents—is served by WWRL of Woodside, Queens, with a weekly broadcast series made to order for the community.

The series, entitled, "Community Builders," brings to the microphone each week one or two civic officials, who describe the functions, achievements and purposes of their organizations.

More than 400 civic groups, representing about 200,000 Queens' families, are expected to take part in the series.

## F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

### APPLICATIONS RECEIVED

Standard Life Insurance Co., Jackson, Miss. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.  
Spartanburg Junior Chamber of Commerce, Spartanburg, S. C. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.  
Southern Broadcasting Corp., New Orleans. CP for new station. 1200 kc., 100 watts night, 250 watts days, unlimited.  
WCMI, Ashland, Ky. CP to install transmitter and change frequency and power to 1120 kc., 250 watts night, 1 Kw. day.  
Robert E. Clements, Huntington Park, Cal. CP for new station. 1160 kc., 250 watts, daytime.

### EXAMINER'S RECOMMENDATIONS

WLH. Lawrence, Mass. CP for satellite station. 1370 kc., 10 to 100 watts, to be denied.  
Sioux City Broadcasting Co., Sioux City, Iowa. CP for station. 1420 kc., 100 watts, 250 watts LS., unlimited, be granted.  
C. W. Corkhill, Sioux City, Iowa. CP for new station. 1420 kc., 100 watts, unlimited, be denied.

### SET FOR HEARING

Watertown Broadcasting Corp., Watertown, N. Y. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

### APPLICATIONS GRANTED

University of Alaska, College, Alaska. CP and license for special experimental station. Each even 100 kc. from 1500 to 16000 kc., 200 watts peak, 5 watts average, unlimited.  
WGPC, Albany, Ga. Renewal of license. 1420 kc., 100 watts, unlimited.  
KSEI, Pocatello, Ia. Renewal of License. 900 kc., 250 watts night, 500 watts day, unlimited.

### HEARINGS SCHEDULED

Today: H. O. Davis, Mobile, Ala. CP for new station, 610 kc., 250 watts, 500 watts LS. unlimited.  
Waterloo Times-Tribune Pub. Co., Waterloo, Ia. CP for new station. 1370 kc., 100 watts, daytime.  
Harold Thomas, Pittsfield, Mass. CP for new station. 1310 kc., 100 watts. 250 watts LS. Unlimited.  
March 16: Arthur H. Croghan, Minneapolis, Minn. CP for new station. 1310 kc., 100 watts, daytime.  
Troy Broadcasting Co., Inc., Troy, N. Y. CP for new station. 950 kc., 1Kw., daytime.  
March 18: F. C. C. will listen to arguments in the case of five functioning, and one new, stations in the Brooklyn, N. Y. area. WVFV WARD WLTH WBBC WEVD, and the Brooklyn Daily Eagle are parties involved. Case concerns facility hook-up among the stations.

## KRMC, Jamestown, N. D., Makes Its Debut on Air

(Continued from Page 1)

ate with a power of 250 watts.  
A. J. Breitbach, member of the firm of Roberts-McNab, supervised the filing of applications and construction permits for the station. Frank M. Devaney, who will handle the duties of manager, was formerly with the radio station in Minot and for the past several months has been connected with WMIN, St. Paul. He has also had experience on a number of stations in the south, along announcing, production and commercial lines.

Serving as chief engineer will be Carlton Gray, well known in technical circles throughout the Dakotas and Minnesota, having been employed on a number of broadcasting stations in the midwest including WDAY at Fargo and KFVY at Bismarck. Gray directed the installation of the Western Electric transmitter on the southwestern edge of the city and also supervised the designing and layout of the studios in the Gladstone Hotel.

The program manager will be Victor V. Bell, who has come to Jamestown from KLPM at Minot, where he served in a similar capacity. Bell's duties will lie in announc-

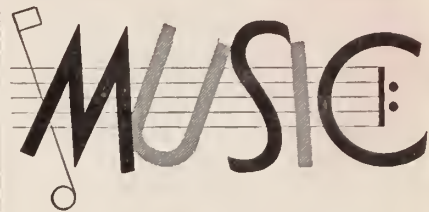
ing, arranging programs and writing continuity. He has had considerable experience in dramatics and play-writing, having been employed as recreational supervisor for the WPA in Williams county.

In charge of advertising will be Jack Carter of Enderlin. Carter has several years of selling experience to his credit, much of which was devoted to commercial broadcasting.

Others on the staff will be Evelyn Wennerstrom of Bismarck, in charge of women's activities; Ray Bailey of Long Prairie, Minn., as combination operator-announcer, and Doris Bogen, bookkeeper.

Following frequency tests, which the station broadcast this week, reception reports were received from as far away points as Washington, Oregon, California, New Mexico, Mississippi, Virginia, New York and Vermont as well as from several outlying communities in Canada. The first test program brought a total of 427 telephone calls, many of them from distant points.

Entertainment facilities for the station will be supplied by the NBC transcription. In addition the program department will present news broadcasts six times daily, quarter hourly weather reports, a daily women's program, grain and stock markets as well as sporting events. There will also be a generous use of local talent.



**MIKE RILEY**, "Music Goes 'Round and 'Round" co-author, has penned a new ditty titled "Spending All My Time with the Blues," in collaboration with Cahn and Chaplin, lyricists.

*Don Bestor takes two NBC airings a week, one on Sundays over the Red at 12 midnight; the other on Thursdays at 11 p.m. over the Blue.*

Lady maestro Ina Ray Hutton and her Melodears to have a week's run at the Palace in Cleveland, effective March 26.

W. C. Handy, composer of the perennially popular "St. Louis Blues," will play a chorus of it on the Edgar Hayes and Ork Variety recording.

Jerr Blaine, NBC Ork leader and Musical Director of the Park Central Hotel, because his Wednesday night "Music Makers Festival" has clicked hard, will continue those soirees as a regular weekly Coconut Grove feature.

Joe Rines, baton-holder and M.C. of the Dress Rehearsal Program broadcast a musical clinic Sunday over the NBC-Blue Network, 11:30 a.m. to 12 m.

"The Gauchos," a new program featuring a rumba orchestra and Bert Djerkiss, tenor, premiered yesterday at 3:00 p.m. over MRN of the Michigan Radio Network. A typically Latin program with "Siboney," "Orchids in the Moonlight" and "Serenade in the Night" sung by Djerkiss and "Las Altentitas" and "La Bomba" played by the orchestra was presented.

Jack Delmar, currently making merry at the La Casa Ballroom, was the first pick-up of KYW, Philly, now back in the field for dance remotes.

Harry Rogers, KYA, San Francisco, program director, has arranged for the appearance over the California Radio System and KYA of the musical group, "Las Tapatias Trio," hailed as a new and sensational radio find. They made their California ether debut on the CRS-KYA broadcast Thursday.

Ed Farley ("Music Goes 'Round and 'Round") of the Club Evergreen has been added to WNEW's "Dance Parade."

### Phil Baker's 4th Yr.

Phil Baker celebrates his fourth year on the air March 21. Program is sponsored by Gulf Oil Co. and is heard 7:30-8 p.m. Sundays. Beetle and Bottle will also celebrate their fourth anniversary at the same time. Young & Rubicam has the account.