



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 25

NEW YORK, TUESDAY, MARCH 16, 1937

FIVE CENTS

101 Radio Talks on Court

Looking On ... AND LISTENING IN

"FEUDS" A lot of swell fun has been had by pretty nearly everybody out of the Benny-Allen "feud" over "The Bee," and this seems to be as good a time as any to call a halt, at least temporarily, to all such "feuds" between radio comedians.

There's nothing like quitting when you're ahead.

The Winchell-Bernie specious heckling was prolonged to the point where it became a pain in many a dialer's ear.

Benny and Allen have been much more successful from a listener standpoint, carrying their friendly warfare to high peaks of entertainment.

But enough is enough.

Sponsors and agencies should appreciate that the performers who have the biggest followings are those who never carry an idea to the point of monotony, but always leave their audiences wanting more.

COPYISTS Another thing that radio audiences are being overdosed with is the parroting of Milton Berle's gag-line, "Today I am a man."

No less than six network variety programs, from kiddie revues to the shows put on by some of the air's leading personalities, sprung this gag on Sunday alone.

If you are interested in additional statistics, out of twelve orchestras tuned in by this dialer on Sunday, eleven presented Irish numbers in honor of St. Patrick's Day.

Eight out of nine comedy programs had some cracks about the income tax.

And Eddie Cantor made the umpteenth crack about Ida, the five daughters and the non-existent son.

Incidentally, the elimination of the stooze berth has left an aching void in the Cantor program.

10th Year for FCC

Washington Bur., RADIO DAILY

Washington—Judge E. O. Sykes, chairman of the FCC broadcast division, yesterday received congratulations on the tenth anniversary of national radio regulation. FCC started functioning under an act of Congress 10 years ago yesterday with Sykes as presiding officer. The department now has nearly 700 employees.

NBC AUTO BUSINESS JUMPS TO 15.8 P. C.

Revenue derived by NBC from the automobile and allied industries last year jumped to \$5,466,381 or 15.8 per cent of its total billings, compared to 13.4 per cent in 1935. NBC had 57.4 per cent of all network billings in this line last year, a new record, against 53.5 per cent the year before.

Mutual Gets Exclusive On Eastern Pony Races

Mutual has signed for the exclusive rights to broadcast the races at Belmont Park, Jamaica, Saratoga, Empire City, and Aqueduct this spring and summer. Bryon Field will do the announcing.

11 National Accounts Are Signed by KSTP

St. Paul—There's no spring let-up at KSTP, with 11 new national accounts signed on the dotted line with the Twin Cities station. They are:

Associated Distributors with "Essence of Life," two spots daily, Mondays through Fridays; Gold Dust Cleanser, two-a-day, Mondays through Fridays; Moorman Manufacturing Co., poultry food, every morning spot; New Departure Manufacturing Co., coaster brakes, three station breaks a week; E. P. Reed Company, Matrix Shoes, 3 to 3:15 p.m. Thursdays; Rumford Chemical Co., 12 spots a week; Washington State Apples, three a week on Polly the Shopper's participating shopping program;

(Continued on Page 3)

Ork Sit-Downs in Chi. Spot Over Social Security Payment

Big Rise in Business For WCOA, Pensacola

A remarkable increase in national, local and chain business during the first two months of 1937 is reported by WCOA, CBS affiliate, Pensacola, Fla. According to Wm. K. Dorman, manager of John H. Perry Associates, national representatives of this station, WCOA revenue from national

(Continued on Page 3)

Charges of Partiality are Denied by the Networks—Balanced Pro and Con Speakers Cited

Champ Listener?

Cleveland — WTAM claims a champion listener. He is engineer Jessie J. Francis. In the 13 years he has been with the station Francis claims he has listened to 107,250 broadcasts.

WHEELER CONTINUING RADIO-PRESS PROBE

Washington Bureau of THE RADIO DAILY
Washington—Denying reports that he would withdraw from the campaign looking toward a complete Senatorial probe of the radio-newspaper issue, Senator Burton K. Wheeler said yesterday that he still has more information to obtain before the matter can be approached intelligently.

The Senator's remarks based on

(Continued on Page 3)

Baskin Firm Now Owner Of WFLA, Clearwater

With the last payment received, the city of Clearwater, Fla., is definitely through with radio. WFLA of that city is now the sole property of the Florida West Coast Broadcasting Co., with H. H. Baskin at the head. Deal for sale of station

(Continued on Page 2)

Discussions aired up to this week on President Roosevelt's proposals for revision of the Supreme Court total 101, with 57 of the speakers aligned on the President's side and 54 opposing him, it is shown in a tabulation made yesterday in connection with charges by Senator King (Dem., Utah) that the networks are discriminating against the administration in the controversy. Senator King is understood to be planning to introduce a resolution asking for investigation of the chains and the FCC to determine if any partiality has been shown.

The networks in support of their contention that no favoritism has been shown, point to the records of the broadcasts, revealing that NBC has aired 63 speeches, including 33 for and 30 against the court proposals; CBS, 34 broadcasts, equally divided pro and con, and Mutual, 14 talks, also equally divided.

NBC last week put the factual summaries of the testimony offered by the proponents of the plan on the air from the Senate Committee on the Judiciary chambers and this

(Continued on Page 3)

Enlisting Personality For House Radio Probe

By PRESCOTT DENNETT

RADIO DAILY Staff Correspondent

Washington—A chief investigator of nationwide reputation, comparable in reputation and ability to investigators serving Congressional committees in recent banking and munition probes, will be available for the House radio investigation when the radio resolution passes, Chairman Connery of the

(Continued on Page 3)

No Studio Audiences

Because of Grace Moore's objection to the presence of studio audiences at broadcasts, the Nash "Speedshow" closed its doors to them after last Saturday's broadcast.

The program will be aired from one of the Columbia studios, instead of the Playhouse, unless the prima donna can be prevailed upon to change her mind.



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FINANCIAL

(Monday, Mar. 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	175 3/8	172 3/4	175 1/4	+ 1 1/4
Crosley Radio	24	24	24	+ 1/4
Gen. Electric	59 1/4	58 1/8	58 3/4	- 3/4
North American	28	27 1/2	27 1/2	- 1/2
RCA Common	11 7/8	11 5/8	11 5/8	- 1/4
RCA First Pfd.	77 7/8	77 1/4	77 1/4	- 3/4
RCA \$5 Pfd. B.	(100 Bid)			
Stewart Warner	20 3/4	19 1/2	19 5/8	- 3/8
Zenith Radio	36 3/4	36 5/8	36 5/8	- 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/2	16 1/2	16 1/2	+ 1/4
Majestic	4 5/8	4 1/2	4 1/2	...
Nat. Union Radio	3	2 3/4	2 7/8	- 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	56 5/8	58 5/8
CBS B	56 1/2	58 1/2
Stromberg Carlson	17	18

Baskin Firm Now Owner Of WFLA, Clearwater

(Continued from Page 1)

was made June 15, 1936. Total sale price was \$252,700.

It was at first believed that the new owners were negotiating with the Tampa Tribune for a resale, but Baskin denied any truth to the rumors. The newspaper now has an application pending with the FCC for a construction permit for a new station. WFLA operates in conjunction with WSUN, St. Petersburg. It is also a member of the Southeastern group of NBC. Station operates on 5,000 watts to local sunset and 1,000 watts thereafter, and its frequency is 620 kilocycles. There will be no changes in the station's operating policies.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
New York, N. Y.

From script to production—
that extra something that's good radio

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 13, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
This Year's Kisses (Irving Berlin, Inc.)		31
Boo Hoo (Shapiro, Bernstein, Inc.)		23
Little Old Lady (Chappell & Co.)		22
May I Have The Next Romance With You (Leo Feist, Inc.)		22
When The Poppies Bloom Again (Shapiro, Bernstein, Inc.)		22
Slumming On Park Avenue (Irving Berlin, Inc.)		21
How Could You (Remick Music Corp.)		20
I Can't Lose That Longing For You (Donaldson, Douglas & Gumble)		20
Too Marvelous For Words (Harms, Inc.)		18
I've Got My Love To Keep Me Warm (Irving Berlin, Inc.)		17
Good Night My Love (Robbins Music Corp.)		16
Moonlight And Shadows (Popular Melodies)		16
Trust In Me (Ager, Yellen & Bornstein)		16
What Will I Tell My Heart (Crawford Music Corp.)		16
When My Dreamboat Comes Home (Witmark & Sons)		16

West Coast Kids Vote "Calling All Cars" Best

West Coast Bureau, RADIO DAILY

Los Angeles—Rio Grande's "Calling All Cars," a weekly cops-and-robbers dramatic program, topped all other radio entertainment as children's choice, according to the first report of the radio survey committee of the Los Angeles Federated Women's Clubs. Survey conducted among affiliated clubs with membership of 80,000 Southern California women. Two of every three listeners said they did not mind the advertising. Twenty-five listeners said families used products advertised in favorite program to every 15 listeners who did not.

Favorite programs, in order of popularity, were "Calling All Cars"; "One Man's Family"; "Lux Radio Theater", and "Little Orphan Annie". "March of Time", "Gang Busters" and "Death Valley Days" tied for fifth position, and "Renfrew of the Mounted" was next.

KSTP Adds 3 Salesmen

St. Paul—Three new salesmen have been added to the staff of KSTP, Twin Cities independent. C. H. Wagner, recently with the Pure Oil Co. in Chicago, and Morgan Sexton, formerly with WOC in Davenport, have been assigned to the Minneapolis staff; G. B. Schurmeier, St. Paul, with the St. Paul sales staff.

Whiteman Backs Dickstein

Washington Bureau of THE RADIO DAILY
Washington—Paul Whiteman, who is here for a concert tonight, testified yesterday in connection with the Dickstein bill before an unofficial hearing of the House Immigration Committee, and declared himself in favor of the alien measure unless foreign countries lift their bars to American talent.

Barbara Boole Joins CBS

Barbara Boole has been appointed assistant commercial editor of CBS and will work in Gilson Gray's department. Miss Boole succeeds Nancy Lane, resigned.

Legislative Body Named By Texas Broadcasters

Austin, Tex.—Due to the many legislative problems facing stations in this state, the Texas Broadcasters Ass'n has formed the following legislative committee: Martin Campbell, chairman; Hall Huff, O. L. Taylor, Kern Tips and Henry Lee Taylor. The committee has been instructed to investigate all proposed radio legislation.

A resolution favoring enactment of federal legislation to eliminate Ascip's \$250 copyright infringement charge and forcing owners of copyrights to prove actual damages before they can recover same, was passed at the association's last meeting. It was also resolved that Ascip be required to furnish all stations with a list of tunes covered by their contracts.

Radio Instrument Circular

Washington Bureau of THE RADIO DAILY
Washington—"Radio Instruments and Measurements," 329-page circular of the National Bureau of Standards, Department of Commerce, copies of which have not been available for several years, has just been reprinted for distribution at 60 cents a copy. While much of the subject matter of the Circular was written 20 years ago, it is still of current value to engineers and students, according to the Bureau.

Rambeau Opens Detroit Office

Detroit—William G. Rambeau Co. has opened a Detroit office, located in the General Motors Building and under the management of George W. Diefenderfer, who has been on the Chicago sales staff for some time.

Leg Says
TONIGHT'S BEST BET:
7:00 to 8:00 P.M.
WHN Original Amateur Hour
With Col. J. C. Flippen

WHN DIAL 1010
AFFILIATED with M-G-M & LOEWS

COMING and GOING

WALTER WINCHELL left Hollywood yesterday for New York after more than three months of film-making and broadcasting from the coast. He resumes his program from the NBC studios here on Sunday.

LAWRENCE TIBBETT is in Philadelphia today to make an appearance as soloist with the Philadelphia orchestra.

CORK O'KEEFE of the Rockwell-O'Keefe outfit has returned from Bel Air, Fla., where he won the N.Y.A.C. golf tournament championship.

D. J. ROSENBERG, vice-president of Trans-american, has left Los Angeles for New York and will remain here for 30 days or more.

HERBERT L. PETTEY, associate director of WHN, returned yesterday from a vacation in Walaka, Fla.

MRS. LOUIS K. SIDNEY arrives today from Hollywood.

H. W. SLAVICK, general manager WMC-WNBR, Memphis, is in New York on a business trip.

O. L. SMITH, KNOX, Knoxville, commercial manager, returned to his desk yesterday after a New York trip contacting advertisers and agencies.

BLAYNE BUTCHER, on radio staff of Lennen & Mitchell Inc., is en route to New York from Hollywood where he has been producing the Winchell-Jergens program on NBC. He is expected here Friday.

JACK LAVIN has gone to Washington to handle final details on Paul Whiteman concert, tonight.

LEONARD LIEBLING, music critic, to Washington, battling for Deems Taylor on Whiteman concert "living program" notes.

JAMES CARPENTER, manager of WKBB, Dubuque, in town on a business trip.

Courtney Riley Cooper M.C.

Courtney Riley Cooper has been set as m.c. for the final broadcast of the Fisher Body Craftsman's Guild program to be aired March 19 over CBS, 7:30-7:45 p.m. First half of the Guild's contest, that of the auto model builders, closes July 1, and the designers, competing in the contest for the best coach, must have their entries in by midnight, Aug. 1. In the past a special broadcast has been made over the CBS network direct from the Fisher Body Craftsman's Guild annual convention during which the winners of the \$80,000 contest are announced. According to present plans, the same routine will be followed again this year. Arthur Kudner Inc. has the account.

Baker Scoops Winchell

A boy was born to the Phil Bakers on Sunday in Palm Beach. Phil made the exclusive announcement on his 7:30 p.m. program.

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St. "Toots" Shor

101 RADIO TALKS FOR HOUSE RADIO PROBE

(Continued from Page 1)

week the opponents summaries' are being aired over the NBC-Red, 12:45 p.m., ending this Wednesday.

Edward Murrow, CBS director of talks, said that CBS had tried to induce such persons as Arthur Vandenberg, Chief Justice Hughes, John W. Davis, Alfred E. Smith, Gov. Alfred M. Landon, Senator William E. Borah and others to discuss the Supreme Court plan on the air via CBS but to date no acceptances had been received.

Wheeler Continuing Radio-Press Probe

(Continued from Page 1)

the legal opinion of Hampton Gary, FCC counsel, follow on the heels of the opinion expressed by Dr. Irvin Stewart, who handed down the dissenting opinion in connection with KTTSM, El Paso independent. Stewart now holds the view that legislation is not necessary, declaring the FCC has authority to give the matter full consideration.

Enlisting Personality For House Radio Probe

(Continued from Page 1)

House Labor Committee and sponsor of the resolution, indicated to RADIO DAILY yesterday as he prepared to advance his resolution before another full session of the Rules Committee this week. Chief investigator will be aided by "a very competent staff", he added.

Connery said Representative Wigglesworth (R., Mass.), proponent of the radio inquiry, would appear before the Rules Committee to urge its passage.

WSPR Educational Programs

Springfield, Mass. — WSPR yesterday inaugurated a new series of educational programs designed to interest students of high school age. Programs go on each week day, 11-11:15 a.m., in cooperation with the U. S. Department of the Interior, the Valley District of the Massachusetts Dental Society, Travel Magazine and other educational institutions.

Comic Strip Audition

"That's My Pop", a radio version of the Milt Gross comic strip, will be auditioned at 2 o'clock this afternoon at NBC. In the cast will be Harold Moffatt of "High Tor" and Bobby Jordan of "Dead End". Bernard Zanville of "Dead End" is in charge of direction.

Add to CBS Coast Publicity

Dave Carter, CBS publicity head of the west-coast office, will add one man to the present staff who will concentrate on KNX publicity, allowing Carter to spend more time on the network. Virginia Lindsey, currently with the Robert Taplinger coast office, joins the staff as assistant to Carter.



● ● ● Ralph Wonders' promise to remain open for all propositions until his return from Florida (Sunday) is the reason he's not with Rockwell-O'Keefe today... Within 24 hours a definite statement as to the future will be announced... Henny Youngman leaves for Hollywood between the 19th and 24th for Paramount's "Artists and Models." He remains two weeks, then returns to the Smith Show and the Loew's State again within four weeks!... Ted Lewis will be spotted on the April 1 airing... Jean Paul King will do commentating on the CBS Household Finance morning program... Freddie Rich may take over Mark Warnow's sustainers while the latter goes "Lucky."

● ● ● The George Jessel deal for Woodbury fell through... Because Milt Britton had an attack the other day, Procter & Gamble's are stuck for a comedy band for their Hipp affair Saturday morning in Baltimore... General Electric listened to the Benay Venuta-Sid Gary-WOR sustaining... Benny Gaines, Boston's impresario of the swanky Mayfair, was in town to scout up name talent for the spot. Sheila Barrett opens the 31st with Cross and Dunn coming in April 7 followed possibly by Belle Baker... Joan Abbott begins a series of Warner shorts in two weeks... Helen Fox, CBS hostess returned to the fold yesterday after a long illness.

● ● ● Jack Benny's show will again be aired from the Pierre hotel in N. Y. Sunday. Script calls for a hillbilly routine... "The Bee" missed out on making the Hit Parade by only one plug last week... Lester Lee set Zeke Manners for the Ford show a week from tonite... Vick Knight after producing "We, the People" Sunday (Gab Heatter's final was tops) was rushed home and is bedded with infected tonsils which are left-overs from a recent operation... Harold Waldridge, movie comic, is being groomed for a new commercial.

● ● ● Edgar Higgins, Jr., has joined the News and Special events dept. of NBC, coming from the editorial staff of the N. Y. American... Those honored few at the Mike Porter party the other nite aren't over the effects... Louis K. Sidney, WHN head, is writing a book on bridge with Fred E. Ahlert called "Smart Bridge" ... Ray Block is composing a suite a la Grofe... Mills Brothers are slated for a spot on the Ed Wynn show soon.

● ● ● "Hodge White," whom people believe is a myth on the Fred Allen show, is a crippled cigar-store owner in Dorchester... Frank Gaby, Joey Ray, Rose Marie and Frank Silver's ork did a 30-minute waxing for a potential sponsor... Senator Glass will do his second airing of his career Monday via CBS attacking FDR's plan... Jessica Dragonette will do "2 Tickets to Romance" tomorrow night... Al and Lee Reiser are on that Griffin-Remsen commercial tonite... Mickey Alpert will shortly give to his close friends 100 shares of "Kayrand" stock (now on the Canadian exchange and listed at 25) for their kindness in making the "way" easier... Don Foster, sound effects man for WLW, became a father the other day and named the boy "Don Lee," which prompted Paul Kennedy, radio editor of the Cinn. Post to ask why. "Because he was mutual" answered the pappy... Tenth anniversary of KWK, St. Louis outlet of NBC-Blue, will be celebrated tomorrow night in Convention Hall, that city, before a visible audience of more than 13,000 with a lively musical show headed by Fred Waring's gang. Show will be aired 11:30-12 midnight EST.

CHI. ORK IN SIT-DOWN OVER SOCIAL SECURITY

(Continued from Page 1)

not the hostelry. Petrillo came back with the dictum that hotel was employer and consequently should pay the tax for the Jesters. When hotel operators resisted, he yanked band from dining room, which went musicless over the week-end.

Petrillo further stated that the leader of band only acts as agent for his boys and is in no wise to be considered as employer and that tax is to be borne by hotel.

Similar situation existed Saturday night when Joe Sanders, slated to open at 7 p.m. at the Blackhawk Cafe, didn't take his men on the stand until okay from Petrillo at 7:15, when Otto Roth, manager of the night spot, agreed to pay security tax, as have all other night spots with exception of King's Jesters place of employment.

Big Rise in Business For WCOA, Pensacola

(Continued from Page 1)

spot and local business from Jan. 1 to March 4 was 252.3 per cent greater than the same period in 1936. Network business for the corresponding period showed an increase of 502.3 per cent.

WCOA is owned by John H. Perry, publisher of the Pensacola News-Journal, and through the cooperation of these newspapers has developed several interesting promotional ideas. New national programs on WCOA are also merchandised to listeners by banners attached to the back of each taxicab of the largest cab company in Pensacola, calling attention to the time of broadcasts and sponsors.

Another contributing factor to the success of WCOA is the recent development of the Naval Air Training Station, "Annapolis of the Air," which is located in Pensacola. In 1936 the payroll of this branch of the service was increased to \$5,000,000, which boosted sales in the Pensacola market.

H. G. Wells is station manager of WCOA.

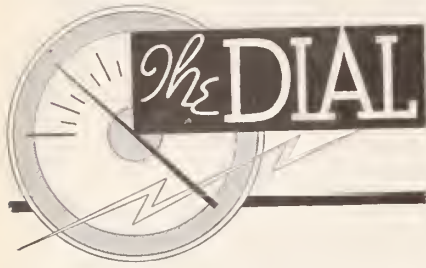
11 National Accounts Are Signed by KSTP

(Continued from Page 1)

Welch Grape Juice, Mondays through Fridays, spots; Malt O'Meal, three a week on the Household Forum, participating kitchen clinic; Longines Watches, time signals; Listerine, spots.

Brookes Subs for Harper

Richard Brookes has been selected by WNEW to take over Earl Harper's broadcasts, "Inquiring Microphone," while Harper is in Florida covering baseball assignments. Brookes will conduct the six-a-week show for a little over three weeks.



MOST widely listened-to news program of station KFYP, Bismarck, since January first has been the "News from Capitol Hill" feature aired nightly at 10:06. Program featured complete resume of the North Dakota legislative day and was written by Marc J. Connelly, veteran North Dakota news-gatherer. Station announcing staff read the stuff. Connelly made northwest radio name by his distinctive style. When session adjourned, broadcast was continued under head of "KFYP News Bureau on the Air" and features complete roundup of state news. Feature now written by station news staff and by Roy H. Brandt, news director.

Harold and Dorothy, 12 and 14, brother and sister, whose two-part harmony is one of the headline features on the Iowa Barn Dance Frolic and Sunset Corners Opry, are now heard on a new thrice weekly series produced at WHO, Des Moines, and sponsored by Postal Life & Casualty Co.

Len Turner, comedian-musician, and The 4 Dons, novelty instrumentalists, have a new series sponsored by Crazy Water Co. over WHO.

Thomas P. Thompson, City Manager of Norfolk, Va., opened a series of ten programs sponsored by the League of Virginia Municipalities with talk labeled "A Municipal Tax System and the Taxpayers." Show will continue with prominent local officials to fill the spot for the remaining weeks. Broadcasts are on Wednesday at 7:15 p.m.

During the course of the South-eastern Surgical Congress in Charlotte, WBT had as speakers some of the outstanding medical men in the United States. The Congress itself drew the most distinguished surgeons in the nation to Charlotte. For the

ONE MINUTE INTERVIEW

ZINN ARTHUR

"I find that listeners don't like too much singing with dance orchestras. They want to hear more good instrumental music. A reduction in the number of singers and substitution of quality for quantity will create more attention for the dance bands. I do the vocals with my orchestra but limit them on each broadcast in favor of tunes which are primarily not for song purposes but embody dance rhythms."

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

APPLICATIONS RECEIVED

Honolulu Broadcasting Co., Ltd., Honolulu, Hawaii. CP for new station. 1010 kc., 250 watts, unlimited.

Fall River Herald News Publishing Co., Fall River, Mass. CP for new station. 1210 kc., 100 watts night, 250 watts day, unlimited.

Ohio Broadcasting Co., East Liverpool, O. CP for new station. 1270 kc., 250 watts, daytime.

Crosley Radio Corp., Cincinnati. CP for new high frequency station. Amended to delete frequencies 31600, 35600, 38600, 41000 kc. and add frequency 26550 kc.

Allen T. Simmons, Talmadge, O. CP for new high frequency station. 31600, 35600, 38600 and 41000 kc., 100 watts.

Minnesota Broadcasting Corp., Minneapolis. CP for new high frequency station. 26100 kc., 150 watts, unlimited.

Indianapolis Broadcasting, Inc., Indianapolis. CP for new relay station. 1622, 2058, 2150, 2790 kc., 40 watts.

Journal Co., Milwaukee. CP for new relay station. 1646, 2090, 2190, 2830 kc., 50 watts.

New Biz for WBT

Charlotte, N. C.—Pure Oil Co. of the Carolinas has signed for 52 hundred-word announcements weekly over WBT, through Freitag agency of Chicago.

General Mills, Minneapolis, besides renewing its Wheaties and Red Band Flour contracts for 52 weeks, also is using 100-word studio announcement weekly on Red Band flour. Sample & Hummert, Chicago, is the agency.

Acme Lead & Color Works, Detroit, through Henri, Hurst & McDonald, Chicago, will use a 15-minute transcription weekly.

Rumford Baking Powder is inaugurating seven temperature and seven time signal announcements weekly for 26 weeks, via Atherton & Currier agency, New York.

first time in the history of such medical gatherings, radio talks were scheduled for principal speakers.

Philco Morning Melodies, new show sponsored by A. K. Sutton, Inc., over WBT, Charlotte, is becoming one of the most popular spots on the WBT daily schedule of variety. The 15 minute program combines the talents of some of the outstanding entertainers and artists in the South. Jane Bartlett, pianist, violinist and singer; Marie Davenport, organist, and Martha Dulin, interpolator and announcer of Morning Melodies, make a smooth team.

A series of eight programs has been started by the Omaha Altruista club on KOIL at 4:30 p.m. Thursdays. Club members will take turns at appearing on the program. Subject of the first broadcast was "Essentials for A Successful Career." A new 15-minute series at 1:15 p.m. Mondays through Fridays has been started by Prudence Penny (Martha Bohlsen) of Omaha Bee-News. Mary Martin (June Pierce), who formerly conducted this program, now is devoting full time to being secretary for the newspaper's Homemaker clubs.

Magic Washer soap now is sponsoring the "Millie and Tillie" program over WOW, Omaha. New time is 5 p.m., Mondays, Tuesdays, Wednesdays and Saturdays. The program formerly was a sustainer.

Slogan Contest

Pendleton Distributing Co., Shelby, N. C., is offering a Gibson electric refrigerator for the best slogan submitted during a contest conducted on Pendleton's "Hook, Line and Sinker" program over WBT, Charlotte. The slogan must not be more or less than ten words and may pertain to any fact about Gibson, manufacturers of refrigerators for 60 years.

Connie Boswell in Hot Springs

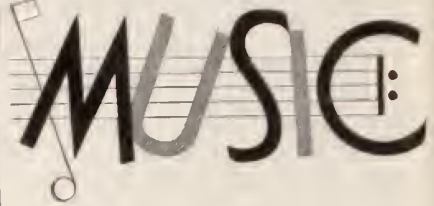
Hot Springs, Ark.—Connie Boswell, one of the three sisters of radio fame, is visiting here and will remain in Hot Springs during the racing meet. Miss Boswell is taking a course of baths. She said she was not under contract at present.

WCAE, Pittsburgh, today begins its All-Star Varieties series (Norge) with Barry McKinley and Ray Noble's ork as the first of a long array of stars to be heard.

The Electric Kitchen Bureau of Omaha again is sponsoring the "Electric Kitchen of the Air" series, aired for 15 minutes at 3 p.m. each Tuesday and Thursday over WOW, Omaha. The programs originate in the model electric kitchen the bureau maintains, Home Economics Expert Alice Ward has charge, Program Manager Harry Burke is announcer and each program has a different Omaha grade school girl as "guest star."

The annual Easter Sunrise Service from Hollywood Bowl in Los Angeles—a service which attracts thousands of worshippers from all corners of the globe—will be heard from coast-to-coast over the Mutual Broadcasting System on March 28 from 8 to 9 p.m. EST. Immediately following this broadcast, 9-9:30 a.m., EST, Mutual will present the Mt. Helix Easter Service from San Diego, California. A 200-piece symphony orchestra and large chorus will take part in this latter service.

A dramatization of the story of Hawaii will be given by the Friendly Guide on the Have You Heard program presented by NBC in co-operation with the U. S. Office of Education on March 23 at 3:45 p.m. EST over the NBC-Blue network.



JOE SANDERS, who is back at the Blackhawk Cafe, Chicago, is airing his ork nightly over WGN and the Mutual net.

Alfred Hertz, renowned conductor, directed the Fresno Symphony Orchestra in a program over KYA, San Francisco, and the CRS network Friday night. It was one of the outstanding musical events of the season on the network.

Ray Shannon and his "Toy Band" program move to three new spots over WLW, Cincinnati, on March 29. They will be heard 5 p.m. Mondays, Wednesdays and Fridays. Curtiss Candy Co. (Baby Ruth bars) is sponsor.

WHN has signed the Hickory House to broadcast Joe Marcella and his orchestra. With him will be the new swing harpist, Del Gerad. Joe Marcella will feature his mad swing fiends and his torrid clarinet.

Marion Melton, new WHN songstress, will soon be heard with Irving Aaronson's ork. Miss Melton is a former history and economics school mar'm who turned blues and swing swinger. She made her debut last year at Leon and Eddie's and proved a sensation.

Shep Fields, whose air activities were formerly limited to swinging the baton over his orchestra, has a new role on the Rippling Rhythm Revue, heard Sunday nights over NBC. Discovering that Shep's voice was excellent for radio, he now is taking a speaking part on the show, acting as foil for Judy Canova, who helps m. c. the program.

Joe Reichman and his orchestra get the Cocomat Grove spot in Los Angeles' Hotel Ambassador with a CBS wire.

Glen Gray and the Casa Loma Orchestra will take over new territory when they go into the swank Los Angeles "Paloma", sometime in May.

Rudolf Friml, Jr. and his orchestra, who will be heard over WEAJ starting March 30, have been signed to a two-year recording contract by Master Records.

Rockwell-O'Keefe will provide orchestras for the Playland Casino in Rye from May 15 on through the summer months, according to a contract just signed.

Norman Cloutier of Hartford, Conn., musical director of the "Merry Madcaps", made his initial New York radio appearance as director and arranger of "Weekend Revue" on Saturday.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

MAY SINGHI BREEN and Peter De Rose have kept their collective ear to the ground and now reveal that...when audiences leave the studios after ten of the more impressive NBC broadcasts...20% of the femmes post-mortem the broadcast...the other 80% ad lib about other women, their families and the show-shops...70% of the less loquacious sex do a basso-profundo about the just-heard program and the remaining 30% exchange prejudices anent sports, weather and families...Henrietta Norman...gal about the Hollywood Studio Club and KFVB star, planning a Radio Club along identical lines...with the Hollywood contingent, guest-appearing from New York, backing her up solidly...Maxine Smith, femme flicker-editor of the Chicago American helping Bob Crosby see the town...the town crowds in to see (and incidentally hear) Bob at the Congress...Marion Melton, WHN vocalizer, soon to be heard with the Irving Aaronson ork once purveyed history and economics to the infant-ry....

Fashion Note: When Helen Flint appeared at the WHN Movie Club last Friday she was in green to her fingernails...Subbing for Mrs. Eunice Barnard on the "Heinz Magazine of the Air" program March 22 is Loire Brophy who authored "If Women Must Work"...She'll tell the gals things about "How to Help Your Husband in Business"...Her spouse is John McNeil of the NBC Sales Department...Oh-so-British Doris Hare to pen and ink every line of the script for the new NBC series herself...Little Hans will have a "Let's Pretend" when the Dutch lady who wrote to Nila Mack completes her plans...She asked for aid in organizing the program for Netherland tots...Marge Morrow back at CBS...Strange as it may seem...Countess Olga Albani has refused to do a feature flicker...for health's sake....

Isabel Manning Hewson, WOR's "Pet-ticoat Philosopher", the gal with the newspaper woman's diction, who never worked on a paper, hates gush and hysteria... Was a Philadelphia socialite who authored ads for N. W. Ayers...thinks the gals can be just as sporting as the lads...and is sure they like chit-chat about international affairs as well as they do suggestions concerning their this year's wardrobe...She tries to give them what she thinks they like....

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 11 of a Series.

KSO — Des Moines, Ia.

LUTHER L. HILL, Mgr. CRAIG LAWRENCE, Comm. Mgr.

KSO, servicing every county in Iowa, is owned and operated by Iowa Broadcasting Co. and is one of the three stations operated as a network by the Des Moines Register and Tribune. Its effective service area covers nine counties in Central Iowa with a population of 600,000 and 113,108 radio homes. This same area does an annual retail business of \$150,904,350. Its entire coverage includes 99 counties in Iowa as well as counties in bordering states.

THE station is a member of the NBC basic Blue network. In addition to the network shows aired from this source, KSO is able to broadcast from three different cities in Iowa. Together with KRNT and WMT, it comprises a network that covers the entire state. Leased wires keep the three stations in constant contact. WMT talent and programs are always at the disposal of KSO. But important as network affiliations are, KSO is not just another outlet for a web. It is a fully staffed and equipped station, vitally aware of local interests, viewpoints and personalities.

POSSIBLY the greatest benefit which comes to KSO as a radio station of the Des Moines Register and Tribune is the news coverage made available to the station. The newspaper has 300 correspondents constantly at work covering the entire state, and each man is a potential correspondent for KSO. This news service is of even greater interest to the Iowans than the International News Service and United Press bulletins that are broadcast at regular intervals over KSO.

KSO's 370-foot optimum height International Stacey Self-Supporting tower is located six miles from Des Moines. A concrete building houses the station's new high fidelity RCA transmitter. Studios are located in the Register and Tribune building in Des Moines and consist of a number of studios with a large lobby to contain the visitors. A fully equipped sound truck is available at any hour of the day or night for remote pickups from any point in the state. KSO's payroll contains seventy names. Forty-five are regular staff members and the other 25 include artists and special talent. KSO is on the air daily from 6:30 A. M. to 1 A. M. the next morning.

**Radio Education Parley
May 3-5 in Columbus**

Columbus—Eighth annual institute for education by radio, "to further broadcasting of valuable programs by calling attention to the most meritorious ones of each type," will take place May 3-5 at the Ohio State University. Awards will be made to educational institutions and to commercial stations offering the best educational programs. Among those on the institute program are Judith Walker of NBC, Frank N. Stanton of CBS, Levering Tyson of the National Advisory Council on Radio in Education, and others.

WNEW Signs Trio

The Hot Peppers, a vocal trio now appearing at a local night spot, have been signed by WNEW and will be given a sustaining program every Monday, Wednesday and Friday, 7:45-8 p.m.

Bernard Quits Don Lee

West Coast Bureau of THE RADIO DAILY Los Angeles—Don Bernard has resigned as head of production for the Don Lee System. Bernard plans to enter the free lance radio field.

Advanced Spellers on WOWO

Fort Wayne, Ind.—High schools of 19 northern Indiana and western Ohio counties are competing in a spelling contest aired in cooperation with WOWO and the Fort Wayne Journal-Gazette. Winner gets a trip to the Cleveland Exposition to compete in finals for other valuable prizes, including a \$250 award to be applied for further education of the winner.

J. A. Becker, Westinghouse station relations department, arranged the contest and will act as m.c. Broadcast takes place Mondays, 8-9 p.m., and Saturdays, 4:30-5:30 p.m.

Winchell Shifts East

Walter Winchell's next Jergen's program will originate in New York studios of NBC and will continue so until summer vacation. Winchell left Hollywood by train last night for New York, in company with Blayne Butcher of the Lennen & Mitchell agency.

Kay Parsons On WNEW

Kay Parsons, the "Girl o' Yesterday," has been signed by WNEW for a Tuesday and Friday 8:30-9 p.m. program of old favorites. She is an authority on old tunes and has the biggest private library of them in the country.

**SELLING THE
STATION**

WCPO Letter Contest

Cincinnati—WCPO yesterday started a prize letter contest for the best 25-word letter on the subject "Why I Listen to WCPO." Contest will run four weeks and the writer of the best letter will be awarded a new Ford V-8 Sedan. Station is now operating on its new schedule, 6 a.m. to 12 midnight on weekdays and 7 a.m. to 11 p.m. on Sundays.

WFIL "Community Salutes"

WFIL, Philadelphia, will introduce a new idea in "community salutes" when the small town and suburban village "gentlemen of the press" are highlighted in a series to be known as "Village Vignettes." Scheduled to get under way April 1. Mythical visits will be paid to each of the 52 largest communities within WFIL's primary coverage area. In singling out the small town fourth estaters, Don Withycomb, WFIL general manager, reasons that "inasmuch as the ultimate growth of WFIL, or any other radio station, is completely dependent on the collective prosperity of the towns that make up its coverage area, we do well to salute them," he said.

The 4 W's of WCSH

WCSH, the Yankee Network station in Portland, Me., has issued an informative booklet, "4 W's," telling the Who, Where, When and Why about itself.

First comes an interesting page on "Who Listens." Then some facts on "Where They Listen." This is followed by data on "When They Listen—and How," with a tabulation of the age and sex of the station's radio audience, as well as daily listening habits sub-classified by incomes, size of city, time zone and days.

For a windup, the booklet explains "Why They Listen." The brochure is an ideal example of station-salesmanship.

DO YOU KNOW

Denmark holds the European lead in radio set density, having more than 652,000 sets among its population of 3,500,000.

ANNOUNCERS

DUTCH REAGAN, sports announcer at WHO, Des Moines, has left for Catalina Island with the Chicago Cubs. He returns in about two weeks, primed for his baseball broadcasts.

RONALD COCHRAN, formerly of Rock Island, has joined KRNT, Des Moines.

BEN HARDMAN has been promoted to news announcer at KSO, Des Moines.

R. C. LYLE and W. HOBISS will describe the Grand National Steeplechase at Aintree, England, to be brought to this country via NBC-Blue net at 10-10:30 a.m. Friday.

BOB STANLEY of KYA-CRS, San Francisco, is continuing his medical studies. He was graduated from a pre-medical school in Philadelphia a few years ago.

HENRY B. HOOK has joined the announcing staff of KGLO, the Globe-Gazette station, Mason City, Ia.

JACK KERRIGAN, new announcer at WHO, Des Moines, has moved to that city with Mrs. Kerrigan from Davenport.

RAY BARRETT, new addition to the staff at WDRC, Hartford, Conn., is having a hectic time conducting "The Shoppers Special."

DALE MORGAN of KSO, Des Moines, was honored with a "Dale Morgan Day" last week at the Globe department store. He gave two long "inquiring mike" programs from the store. Full page ads were used for the event.

New WMAS Accounts

Springfield, Mass.—Two more commercial programs added at WMAS here are: Adaskin Furniture Co., signed for one year, "Komedy Kingdom" a variety show on the disks, Monday nights; Dunhills Clothing store, signed for one year, Friday afternoons, "Hold the Press," also on the disks.

WMAS also has added two one-minute flash broadcasts to the commercial list. They are the Kavanaugh Furniture Co. of Springfield, and the New York, New Haven & Hartford Railroad.

New Antenna for WENR

WENR, NBC-Blue outlet in Chicago, has applied to the FCC for permission to erect a new type vertical radiator antenna. Two other NBC outlets, WDAF, Kansas City, and WXYZ, Detroit, at present are erecting vertical antennas.

AIR PARADE IN REVIEW

"RADIO CLINIC"

Sustaining

WBNX, Sundays, 5:30-5:45 p.m.

DRAMATIZED MEDICAL EPISODES HOKED WITH SOB STUFF AND SUSPENSE FOR FAIR RESULTS.

Announced as being the first radio revelation of "secret facts of medicine," this turns out to be a harmless enough dramatization. Initial show, authored by Roland H. Burke and directed by Dexter Hall, deals with professional blood donors. Episodes depict a conflict between a donor and his wife, who wants him to stop giving his blood even though they need the money, but who is induced to give in by the pleadings of a doctor and a mother whose baby will die unless a quick transfusion is effected. Some of the dramatics are a bit frenzied, but on the whole the skit carries suspense. Finale points out that there is no danger in being a blood donor.

"NEW IDEAS"

Sustaining

WINS, Saturdays, 5:30-5:54 p.m.

JUST ANOTHER VARIATION OF THE AMATEUR SHOW, WITH POSSIBILITIES.

Purpose in back of this new series is to give anybody with an idea, whether for a monologue or a serial production, a chance to present his stuff over the air. Opportunity is afforded to acting as well as writing talent. It's an extension of the amateur vogue, with certain possibilities especially from the angle of public participation. First program was headed by Stanley Fields, a Brooklyn radio announcer, in the first episode of his "The Wandering Sap," dealing with a traveling salesman who falls in the hands of Mexican revolutionary plotters and is forced into their scheme. Skit lacked professional polish, and the Mexican dialects were too patently phony. Then there was a short monologue by Eugenia Cammer as a chattering stenog. She sounded as though she might be developed into something. Martin Weldon, announcer, is conducting the series.

GREEN BROTHERS

(Marimba Band)

Sustaining

NBC-Red network, Sundays, 12-12:30 p.m.

PLEASEING MUSICAL PROGRAMS FOR DIALERS WHO LIKE MILD AND SOOTHING.

First of a new series by the Green Brothers started off without any particular distinction, although the numbers offered were enjoyable enough in their way. Repertoire included "Swing High, Swing Low," "Dinah," "When My Dream Boat Comes In," "Siboney" and others, embracing a fair variety. Program recommends itself to listeners who go for the languorous and genteel melodies.

"STRATHMORE SERENADE"

Levitt & Sons

WOR, Sundays, 11-11:30 a.m.

Frank B. Johnston

CRISP, LIVELY AND TUNEFUL VARIETY BILL NICELY HANDLED ALL AROUND.

This is one of the liveliest Sunday morning variety programs to come along in some time. Talent is good, material selected for the opening show was thoroughly pleasing, and intelligence marked the commercials. With "Home" as an appropriate theme song (sponsor sells Long Island homes), the show got under way with "Serenade in the Night" sung in a clear baritone by Barry McKinley, then came "Sweet Georgia Brown" by the Charioteers, followed by "Goodnight, My Love" and "Moonlight and Roses" by McKinley, "Tain't So" and "Dinah" by the Charioteers, a couple of numbers of Harry Brewer, xylophonist, and other items. The accompanying orchestra, un-named, did outstanding work. Announcers are Jerry Lawrence and Ray Winters.

"LET'S GET TOGETHER"

Rolls Razor

WOR, Sundays, 3:15-3:30 p.m.

Kimball, Hubbard & Powell

SNAPPY MUSICAL E.T. SERIES WITH GOOD ARRAY OF TALENT AND LIVELY ROUTINE.

Produced by B. Charles-Dean, with Ernest Chappell as m. c., and with Al and Lee Reiser, the Three Marshalls, Jean Ellington and Glenn Darwin in the lineup of entertainers, this electrically transcribed series is an excellent program of its kind. After a little introduction, the entertainment starts off with the Reisers doing "I've Got Rhythm" on the piano, followed by Jean Ellington singing "There's Something in the Air," the Marshalls warbling "I Can't Give You Anything but Love," another piece of good vocalizing in baritone vein by Glenn Darwin, and various other pleasing bits of song and banter.

"FITCH ROMANCES"

(Gene Arnold and the Ranch Boys)

Fitch Shampoo

NBC-Red Net (WMAQ, WCAE, WTAM, WWJ, WEAF), Saturdays, 11:45-12 noon.

L. W. Ramsey Co., Davenport

LIKEABLE MUSIC AND TALK PROGRAM COZILY HANDLED BY GENE ARNOLD.

Typical of Gene Arnold's homey programs, this new quarter-hour combines soothing vocal numbers and melodies by the Ranch Boys and a salon trio composed of Larry Larsen, organist, Rudy Mangold, violinist, and Edward Vito, harpist; poetic recitations by Arnold, and some romantic narrative. Listeners are asked to write in about their own romances as material for the program.

Plenty of non-jarring entertainment has been packed into the 15 minutes.

GUEST-ING

FRANK PARKER has been signed for two guest star appearances on the Ben Bernie-American Can program on March 30 and April 6. Herman Bernie booked Parker for the broadcast. Program is heard on NBC-Blue, Tuesdays, 9-9:30 p.m. and broadcasts will emanate from Miami.

KATHERINE LOCKE of "Having Wonderful Time" and MAURICE EVANS, British star, will be Bide Dudley's guests on Friday over WOR.

VILHJALMUR STEFANSSON, noted explorer, will be heard over WMCA at 2:30-3 p.m. on Saturday as guest at the luncheon of the Women's Division of the American Committee for Settlement of Jews in Birobidjan.

RUDI GRASL, musical mimic, has been added to the cast of Thursday's Vallee Varieties over the NBC-Red network, 8-9 p.m.

MARIAN ANDERSON, Negro contralto, will be soloist of the General Motors Concerts next Sunday, 10-11 p.m., over the NBC-Red network.

New Philly Business

Philadelphia—Recent new business signed by local stations:

Norge Rollator (refrigerators), thru Cramer-Krasselt, 13 weeks, Mondays and Fridays, 9:15-9:30 a.m., ET. WCAU.

Oneida Ltd. (silverware), through BBDO, 13 weeks, quarter hour period weekly. "Peggy Tudor," ET. WCAU.

Breyers Ice Cream Co., thru McKee-Albright-Ivey, 26 weeks, Monday thru Saturdays, news flashes, weather reports and 312 spot announcements. WCAU.

Graham-Paige (autos), thru U. S. Advertising Corp., 13 weeks, Monday thru Saturdays, 11-11:05 p.m. News shot. KYW.

Richard Hudnut (perfumes), thru BBDO, 13 weeks, Fridays, 6:45-7 p.m. Orchestra. KYW.

Start Temperance Series

Women's Christian Temperance Union, Chicago, will start a series of quarter-hour electrical transcriptions on 50 stations this week. Disks are running under the title "Americans to the Rescue." WCTU is said to have appropriated \$140,000 for radio campaign which is designed to point out the evils of mixing alcohol with gasoline.

Appreciate Devotions

Des Moines—Rev. H. W. Lambert, who has been conducting Morning Devotions over WHO from 5:45 to 6:00 a.m. six mornings a week since Feb. 8, has received letters of appreciation from 15 states, including New York, Louisiana, Oklahoma, Virginia, Pennsylvania, Michigan and Tennessee.

Morning Devotions over WHO are non-sectarian services.



March 16

Greetings from Radio Daily

to

Lewis MacConnach
Henny Youngman

COMMENTS ON CURRENT PROGRAMS

Spelling Bees

Among the angles of entertainment for radio listeners in spelling bees is the amazing amount of bad spelling that exists, even among college students. In Saturday's NBC-Red network set-to between Princeton and the U. of Chicago, one word was tackled by seven men before one of them finally got it right. It would seem that, to make these contests fair, when a word is mis-spelled, the next contestant should be given a different word. Otherwise the second man enjoys the equivalent of having two chances at the word—while the sixth man to get a crack at the same word has the advantage of knowing five ways that it isn't spelled and thus has a better chance at guessing the right way.

For genuine spelling bee entertainment, however, the program conducted by Dr. Harry Hagen for Chase & Sanborn over WMCA on Saturday evenings is recommended. Dr. Hagen relieves the spelling routine by engaging each of the young contestants in a little amusing conversation about their ambitions, behavior, etc. He does a fine job.

Rines Orchestra

For bright and merry entertainment in the Sunday a.m. hours, the Rines Orchestra program aired for Iodent via WJZ at 11:30-12 is hard to beat. It's supposed to be a peek behind the scenes of radio, the witnessing of a rehearsal, but it runs off far too smoothly to be in the rehearsal class. Plenty of good items, too, in the show. Joe Rines, as m.c., sets a lively pace. Morton Bowe, the prolific and rising tenor, vocalizes very pleasingly. Mabel Albertson and Pinky Lee do well by the comedy. And the comedy material caught last Sunday, incidentally, would do credit to any major program.

Jack Benny—Fred Allen

It was a case of when "wit means wit" on Sunday night when Fred Allen broke into the Jack Benny show, just as Benny was trying to sing, or "coughing to music" as Allen termed it. Allen did to Benny's show what Benny did to Ben Bernie's program just before the Jell-o comedian left

the coast for New York recently. Which is to say that Allen stopped the performance. In fact, he did more than that. He nearly wrecked it with rapid fire quips. And he did it despite a cold. It was the most terrific exchange of satirical shafts, the biggest duel of wits, that the airwaves have had the pleasure of conveying these many years. Schlepperman also did his very helpful share, while Mary Livingston was in good form and Abe Lyman contributed his share. All in all, some program!

"Magic Key"—Robert Irwin

RCA's Sunday afternoon stanza on the NBC-Blue maintains its high, even tempoed style of entertainment, always with plenty of variety and worth-while fare. Newcomer Robert Irwin, introduced by John MacCormack as his first protege, one to whom he actually wrote a fan letter when he himself first heard him, seems to be a baritone of parts, and sung as though he were the young John MacCormack of some years ago. Voice is of fine timbre and range, diction is good, and there is no straining for flashy effect. Just good honest singing.

Georges Enesco, Rumanian composer-conductor, was also heard to advantage, likewise Helen Jepson, and Dudley Digges and Sara Allgood in a scene from "The Whiteheaded Boy." Frank Black conducted the big symphony orchestra in varied selections.

"Show Is On"

In view of what was to be expected from Broadway's chief musical hit, the half-hour Sunday broadcast of "The Show Is On" over the NBC-Blue network was a decided disappointment. The skits and other material, with the exception of a couple of hit songs, seemed well below the standard of original radio stuff. Reginald Gardner displayed a fine singing voice, but Bert Lahr's comedy was a bit drawn out, and even Beatrice Lillie was less amusing than she usually is on the air.

Rippling Rhythm Revue

This variety program, shifted Sunday to the 9 p.m. spot on the NBC-

Red network, is in need of jacking up. It particularly cries for a master of ceremonies of some weight to pilot the proceedings. The musical background by Shep Fields and his musicians is good, Frank Parker's singing is always enjoyable, and the Canovas can be depended upon to deliver if they have the lines and the pace. But somehow last Sunday's show was a far cry from the bills that were put on when Paul Whiteman headed the program.

"Pepper Young's Family"

This grand little stock company of the networks has been pursuing the even tenor of its way for about four years, originally being an evening program as "Red Davis." Procter & Gamble, in the interest of Camay soap, has a double strip across the board, same show both a.m. and p.m., latter at 3-3:15. Elaine Stern Carington has managed to maintain a very steady type of script, always carrying interest and consistently

switching to avoid dullness. Currently, the new contest started by P. & G., giving away 25 trailers, Ford cars and 1,000 gallons of gasoline is burdening the show with almost unprecedented long commercials, even to the extent of having it woven into the script in one spot. Announcer follows up with the details and at the finish of the show caught, actually held forth for no less than the closing four minutes. Announcer ought to get a Ford, trailer and load of gas himself; he earns it.

Cast of "Pepper Young's Family" comprises Jack Roseleigh, as Mr. Young; Marion Barney, as the mother; Curtis Arno as Pepper, and Elizabeth Wragge, as Peggy, the daughter. Latter has virtually grown up with the program. Other characters are written in from time to time such as Biff, played by Laddie Seeman and his pa, played by Ed R. Wolfe. It is superfluous to mention the smooth legit job of the cast, individually and as a company.

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Everything Electrical for Studios

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Promotions at KFYZ

Bismarck, N. D.—Recent changes in KFYZ staff brings Dick Burris a promotion to program director and Roy H. Brant to join announcing staff to handle news director's post. "Dub" Everly and Ivan Lorenzen go on duty at the transmitter, while Dick Kaiser takes relief operator's and remote engineer's assignment.

CBS Easter Broadcasts

CBS has set 12 special pre-Easter musical broadcasts, starting with the Swarthmore College Glee Club on the air at 4:15-4:30 today and winding up with the Guilford College A Capello Choir at 4:15-4:30 p.m., March 29.

Awards Boost Listeners

Cleveland—WTAM has two commercials using awards, which are building up the listening audiences. Spang Bakery sponsors a Junior Safety Club. Each week some young hero in the vicinity of Cleveland is cited for bravery. Leisy Beer has a 15-minute sports shot with Tom Manning. Once a week this WTAM program honors some amateur athlete in this vicinity with a sports award.

New Engineer at KFKR

Oklahoma City—Tom Banks Jr. is appointed chief engineer of KFKR, to succeed Horace Marrinan, resigned. Dean Hiatt succeeds Frank Goodson as assistant engineer.

☆ Chatter ☆

JOHN HELD JR., artist, novelist, short story writer, at present master of ceremonies of the Varsity Shows emanating from various colleges and aired on the NBC-Red network, is obliged to do considerable air-traveling. One week he will be on the east coast, next week in the west, and other times somewhere in between. Last Friday he did his stint from the University of Iowa. Even a birthday for his four-year-old daughter, Judy, in New Orleans, had to be postponed until papa could fly to the festivities.

Ross Wilson, engineer at WMT, Waterloo, and Mrs. Wilson are recovering from auto crash injuries.

Nancy Grey, conductor of "What's New in Milwaukee," daily fashion program over WTMJ, has returned from a two week's vacation in Mexico.

Edith Schlytern, director from WLS, Chicago, is conducting tryouts in Watertown, Wis., for the WLS radio community talent show to be presented there March 18-20.

Gaston Grignon, manager of WISN, Milwaukee, and who is convalescing from an operation, lost his mother, Mrs. Anna Grignon, recently.

Lester L. Morse is advising gardeners in a new series of broadcasts each Monday, Wednesday and Friday at 8:40 a.m. over WTMJ, Milwaukee.

Walter Haase, studio manager of WDRC, Hartford, recently returned from a winter vacation spent in Miami. While there, he was invited on several fishing excursions and came back with some "big fish."

They're now calling Ernie Grewer "Papa" around KFYR, Bismarck, N. D. The control operator is oldest man on the staff in point of service having been with KFYR for eight years. It's a boy, named Jerry, and he has red hair. Everybody doing fine, thank you.

WHO Playhouse, Des Moines, has a new writer in Dick Anderson, who announces the program and occasionally plays parts in the dramas. He is the author of "Only Five Were Killed," presented over WHO Sunday.

Ray Howell, for 14 month a member of the staff of KIRO, Seattle, has left to free-lance with a daily commentator and narrator series over KIRO, entitled "With Them It's Different."

George Marshall Durante, director of the School of Radio Technique, announces he is having his sound studios modernized and is adding more new equipment. Durante has the same brand of Western Electric amplifiers and RCA Blue Ribbon

NEW PROGRAMS—IDEAS

Radio Soap Box

To develop an editorial feature without taking sides in controversial matters, WMBH, Joplin, Mo., inaugurated a Radio Soap Box. The leader of the "soap boxers" is Bruce Quisenberry, special events man and star announcer.

Letters from anyone and almost on any conceivable subject are read on the program. Discussion of the letters so read is invited. The Soap Box leader endeavors to supply the "soap boxers" with information on the current trend of the different phases of life brought up for discussion. He also makes his personal comment, when he believes it necessary.

The announcer, in opening and closing the program, makes the statement, however, that the opinions expressed on the program are not necessarily those of the station, which remains neutral.

"Perfect Wife" Series

Bill Brown, WMT announcer, who

Testing Educational Series

Philadelphia—Board of Education and WCAU, with the cooperation of the Franklin Institute of Modern Science, have arranged a test series of radio programs which may become an integral part of the Board's program of education next school year. Starting March 29 and continuing for 12 weeks, the Chemistry Club of a local high school will be brought each week to the Institute for an experimental radio lecture. Quarter hour period will be apportioned to the Institute's chemistry director, the high school's chemistry teacher and for a round table discussion by the students.

Frank Buck for Guild Show

Frank Buck has been signed for the Fisher Body Craftsman's Guild program for March 17. Program is heard over the CBS network, 7:30-7:45 p.m. Also due to appear on the show is one of the winners of last year's awards. Current show offers \$80,000 in prizes. Arthur Kudner, Inc., has the account.

microphones used in broadcasting stations.

Bill Morrow and Ed Beloin, Jack Benny's gag fashioners, never read humor gags because they're afraid of unconscious plagiarism.

Jack Mills, the music tycoon, observes that the 25 per cent increase in borrowing of books on wit and humor reported by public libraries directly parallels the percentage of comedians who have been added to radio during this season.

"The O'Neills," on both NBC networks daily, was selected as the most popular daytime show in a survey conducted on the West Coast by a major film company which is in the market for radio scripts that can be picturized.

handles the "Movie Man" broadcast, is now conducting a series of interviews in an effort to determine just what the "perfect wife" is like. This program, under the sponsorship of the Hartman Furniture Co., and the Paramount Theater of Cedar Rapids, is fast proving itself to be one of the most popular programs heard over WMT and comes direct from the lobby of the Paramount.

Amateur Announcers

Twelve sponsors in Joplin, Mo., have banded together to present a novel show over the local station, WMBH. Program, presented in the form of a contest, is tagged, "I Wanta Be An Announcer". Each weekday two spots programs are presented with contestants reading the commercial announcements of one of the 12 sponsors. All announcers employed are amateurs with ambitions of breaking into broadcasting. Program set for 13 weeks.

CBS Adds Easter Bills

Los Angeles—CBS has added two more Easter programs to go nationwide, out of KNX. From 8:30 to 9 PST, services on board the USS Pennsylvania will be shortwaved to shore, put on network. From 6:45 to 7 a.m. PST, Easter ceremonies from the beach at Waikiki will be picked up from KGBM's shortwave, sent out on full network.

Kingham Scott Back

Raleigh, N. C.—Following another old-timer, Clayborne Mangum, whose tenor voice will again be heard over WPTF regularly under sponsorship of N. C. Fisheries, Inc., Kingham Scott, one of the first radio stars in North Carolina, has come out of professional retirement to be master of the console at WPTF with three programs weekly sponsored by General Electric Supply Corp.

A. & P. Adding WJNO

A. & P., New York (chain grocers), will add WJNO, West Palm Beach, to its CBS network beginning this Thursday. Program features Kate Smith in an hour CBS broadcast, Thursdays, 8-9 p.m. Paris & Peart, Inc., New York, has the account.



Ken England, who writes the Joe Penner show and the Twin Stars program, and Mabel Albertson, who writes "Dress Rehearsal," have just announced their wedding, which took place Nov. 2.

Anne Jamison, soprano on Hollywood Hotel, has signed with NBC Artists Bureau from April 2 to June 25.

Due to the confusion of the initials CRS and CBS, the California Radio System of eight newspaper owned California stations henceforth will refer to itself as the Orange network.

Doris Weston's NBC artist bureau option has been taken up by Warner Brothers.

Joe Alvin, assistant to Hal Bock of NBC's publicity staff, turns the tables on the press agent plugging the opera star, and gets a plug from opera when Marion Talley sings his songs on her March 28 program for Ry Krisp. Joseph Koestner wrote the music, and Alvin the lyrics. The song is "One Perfect Night."

Clever new piano team of (William) Hoffman and (Charles) Downe do a 15-minute daily program on KFWB, and have been signed for KHJ's new "Tuesday at 2" program.

Rulo Corp. (gadgets for automobiles) has signed a six-month contract for a half hour daily, 6 days a week on KRKD, with Volney James, president of Rulo and old-time announcer, as emcee, and Jimmy and his Saddle Pals doing hill billy music.

Musical Clock Ticks Off Mail

The mail count on the Beeman's Laboratories programs over WBT, Charlotte, jumped 34 per cent during February as compared to January. The programs are heard daily at 7 a.m. on the morning Musical Clock. Shadwell, or "The Old Shepherd" as he is known to the early risers of the Southland, is the feature of the Musical Clock.

"Speedshow" From Coast

Nash-Kelvinator "Speedshow" with Grace Moore will emanate from KNX, Los Angeles, starting April 3. Program is heard on CBS, Saturdays, 9-9:30 p.m.

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