



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 27

NEW YORK, THURSDAY, MARCH 18, 1937

FIVE CENTS

NBC Seeks Better Press Break

Looking On ... AND LISTENING IN

SMALL STATIONS Considering the handicap they are up against in the way of a slim supply of outstanding live talent available locally, the small independent stations of the country are providing a lot of fine programs for their listeners.

But they can do a lot better. It is essential that they do better, in fact, so as to reduce the gap that shows up in the unavoidable comparisons that listeners are bound to make between the modest local programs and the more elaborate network offerings.

Small stations in communities that are some distance from talent centers are not going to find it easy to jack up their programs with live entertainers.

The musical library and transcription field, however, offers plenty of opportunities that have not yet been fully exploited.

There also is room in the field for a few aggressive organizations with the facilities and showmanship to provide series of outstanding programs to the smaller stations at reasonable cost.

SUSTAININGS The quality of sustaining programs in general, and this includes even the networks, does not reflect the amount of attention that should go into the preparation of these bills.

Quarter-hours and half-hours with a distinctly "fill-in" flavor are entirely too frequent.

Sustaining programs bear the same relation to a station as the editorial page to a newspaper.

They establish the prestige and create the following for the station or newspaper as a whole.

No matter how many strong commercial shows a station may have, a few careless sustainings can put an awful dent in its general standing.

KIDO JOINING NBC ON OR ABOUT JULY 1

NBC yesterday officially announced the annexation of KIDO, Boise, Ida., as a member of the north mountain group, which is optional Red or Blue. Station will join the network on or after July 1.

C. G. Phillips, co-owner of KIDO, had expected the station would join the network on April 1. But A. T. & T. has to install 240 miles of lines into Boise before the station can become a part of the network.

KIDO has spent \$21,000 on new equipment in the past few months to bring the station up to NBC's specifications. This is the first sta-

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Jimmy Saphier Opening Offices on West Coast

Jimmy Saphier, who returned from the Coast early this week, will open a Hollywood office in the near future, handling talent for general booking, but concentrating on radio. Loretta Lee, under Saphier's management, opens tonight at the Casanova Club, Hollywood. She just closed an engagement at the Paramount theater, Los Angeles.

Recreated Ball Games For Atlantic Refining

Atlantic Refining Co. will broadcast a recreated version of all the out-of-town games played by the Pittsburgh Pirates the coming season over WWSW, Pittsburgh. All games played in New York and Brooklyn, however, will not be broadcast. On the games played at home, schedule

(Continued on Page 8)

WLW and WHN Affiliation Begins Working in 10 Days

McGillvra Is Appointed WBRY Representative

WBRY has appointed Joseph Hershey McGillvra of New York and Chicago as exclusive national representative. WBRY carries Mutual and Colonial network programs and maintains studios in Waterbury and New Haven, Connecticut.

More Publicity Is Sought From Newspapers Owning Stations That Are Affiliated With Network

Another Bobby Breen
A youngster called "Whitey" Wallace, who appeared on Tuesday night's Al Pearce-Ford program over CBS, brought down the house with his singing, very similar to Bobby Breen. "Whitey" returns tomorrow to his home, Lansing, where he will be given a big reception.

JOYCE SEES TELEVISION AID TO MOVIE THEATERS

Miami — "When television comes, theaters are not going to be big enough to hold the crowds that television exploitations will send to the box-offices," declared Thomas F. Joyce, advertising manager of RCA Manufacturing Co., in an address yesterday before the annual convention

(Continued on Page 8)

Radio Adv'g Censorship Proposed in N. Y. Bill

Albany—Under a bill introduced in the Senate yesterday by William J. Murray (Dem., New York City), all advertising matter broadcast in this state would be subject to censorship by the Motion Picture Division of the Department of Education.

Hint from President Lenox R. Lohr that NBC did not seem to be getting a break in the newspapers of the newspaper-owned stations affiliated with NBC has resulted in the station relations department sending an ambassador out to tactfully present the situation and induce the outlets to give the network both advertising and publicity space.

Understood that affiliates in advertising locally have not played up NBC as an institution to an appreciable extent, the station itself getting the break in its affiliated newspaper. While this is not considered 100 per cent true in all cases, there is no specific agreement whereby NBC asks for inclusion to the extent of top billing if and when local outlets advertise.

Contacts so far have been made by a member of the station relations staff who is seeking to work out deals with the stations in question. About 35 affiliated outlets are newspaper owned, including the McClatchy group in California. Two important outlets are affiliated with Hearst newspapers, such as WCAE, Pittsburgh (Pittsburgh Sun Telegraph)

(Continued on Page 8)

Wonders Starts Today At Rockwell-O'Keefe

Ralph J. Wonders officially becomes associated with Rockwell-O'Keefe Inc. today. Originally scheduled to join the organization last Monday, Wonders took additional time out to fully consider other offers before actually going with R.-O.

He is in charge of the radio department.

Jazz from Church
East St. Louis, Ill.—While WTMV is repairing the organ in the Magestic Theater, the station's musical director, Paul Godt, has been removing daily from his church, Immanuel Evangelical. Though some of the jazz has been omitted from his turn, there's plenty left. Pastor E. W. Jaeger gave his permission for the broadcasts of the popular melodies.

Amos-Andy 9th Year
Amos (Freeman F. Gosden) 'n' Andy (Charles J. Correll) will celebrate their ninth anniversary on the air on March 19. Bill Hay, the announcer, has been with them since their start on WMAQ, Chicago, in 1928. Black-faced comedy team is located at Palm Springs, Calif., and is heard over the NBC-Red network 7-7:15 p.m., under sponsorship of Pepsodent.

No details were made public by
(Continued on Page 8)



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DON CARLE GILLETTE : : : Editor
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FINANCIAL

(Wednesday, Mar. 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	174 1/4	173 1/4	173 3/4	- 1/4
Crosley Radio	25	24 1/2	24 7/8	+ 1/2
Gen. Electric	59 1/8	58 3/8	58 1/2	- 1/2
North American	28 1/8	27 3/8	27 3/8	- 1/4
RCA Common	11 7/8	11 1/8	11 1/8	- 1/8
RCA First Pfd.	78	77	77 1/2	- 1/2
RCA \$5 Pfd. B.	(100 Bid)			
Stewart Warner	20 1/4	19 3/4	19 3/4	- 1/2
Zenith Radio	37	36 1/2	36 1/2	- 1/2

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
CBS A	57 1/8	59 1/8
CBS B	57	59
Stromberg Carlson	16 5/8	17 1/2

New CBS Variety Show

"Will Wright, Vice-President" is the title of a new variety show that will debut Tuesday, 3-3:30 p.m., over the CBS network. It will be heard Tuesdays and Thursdays at the same hour. Will Wright, radio character actor, is writer, director and chief actor on the program, with a 16-piece orchestra under Leith Stevens.

Vanity Fair Opening April 10

Vanity Fair, swanky new night spot on 57th St. opposite Carnegie Hall, is undergoing final elaborate preparations for opening April 10. Star talent expected to be featured in the new rendezvous include Reed Lawton, Charlie Kemper, Lee Myles and his Vanity Fair Orchestra, Lesa Abbott and others.

My Little Buckaroo

from "Cherokee Strip"

The most beautiful song of its kind!

M. WITMARK & SONS

RCA Bldg. New York City

Spot Series Brings Surprising Results

Using a radio spot campaign for the first time over KWTO, Springfield, Mo., Air Electric Sales Co. of Kansas City, manufacturers of Win Dynamo, received so many inquiries that it was necessary to establish a district distributor for 15 counties in Springfield, and also to establish distributing points in neighboring Arkansas, Kansas, and Oklahoma districts. The radio spots over KWTO lured 444 inquiries from Missouri, Arkansas, Kansas, Oklahoma, Texas, Louisiana, Colorado, North Dakota, Illinois, Mississippi, and Iowa in just 14 days. Sponsors now planning daily 15 minute broadcasts to back up intensive distributor efforts. Win Dynamo is latest invention designed to give rural homes electricity by means of wind generating.

Sustaining Features For New Buckeye Net

Cleveland — Sustaining features booked for this week on the new Buckeye-Network, regional web including WHK-WJAY, this city; WHK, Columbus; WKBN, Youngstown, and WSPD, Toledo, include WHK's Opera Series with Louis Rich, L. Nazir Kurkdjie's ensemble from the Hofbrau, Jimmy Ague and the Golden Girls, Gene LaValle's "Old Pop," Walden String Quartet of Cleveland College, Forest City Minstrels and Ruth Parks, and WHKC's Columbus Cowboys, Word Man and Meechy's western music.

The network began functioning Monday with Dick O'Heran and Grace Williams in a song program and Gene LaValle's "Hollywood Reporter," and West and Matey's song-patter program. Hank and Slim Newman's Georgia Crackers, sponsored by Crazy Water Crystals for six half-hours weekly, also are on the net.

Renews for Third Year

Springfield, Mo. — Phillips Petroleum Co., Bartlesville, Okla., has just renewed its contract to sponsor the late newscasts over KGBX for 52 more weeks. This marks the third consecutive year for Phillips News on KGBX. Phillips News booked for 8:30 p.m., Monday through Friday, 9 p.m., Saturdays; 7 p.m., Sundays.

Starting April 1, Roi-Tan Cigars resume their "Man-to-Man" transcribed features over KGBX, having signed for a spot preceding the Phillips News each evening, including Sundays.

Cottingham, McAndrews Upped

Robert T. Cottingham, WBZ news and special events staff, next week will be promoted to WRC-WMAL, Washington, serving in a similar capacity. Emerson Waldman, now director of WRC-WMAL news and special events division, is resigning and William McAndrews, Waldman's assistant, succeeds to his post with Cottingham taking McAndrews assignment. Waldman is moving to Virginia and plans to travel for a time. WBZ and WRC-WMAL are NBC owned and operated stations.

Blackstone to Use Spots

Blackstone Products Co. (chocolate laxative) will use a series of spot announcements in its new advertising campaign. Blaine-Thompson has the account, with M. L. Ullman as account executive.

Stories of Old Inns In New WCAE Series

Pittsburgh—"A Night at the Inn," dramatic stories of famous old inns and taverns in America and Europe, made its debut over WCAE last night, 7:30-8 o'clock, sponsored by Victor Brewing Co.

Programs, handled by Ed Harvey, the station's program director, will be historically correct in every detail, with a cast of actors employed to portray thrilling incidents. Earl Truxell's orchestra provides music, and there is a quartet consisting of Mal Thompson, Ed Sprague, James Hayden and Ray Griffin.

Three Join Edward Petry

Albert J. Young, Jr., for the past two years a member of the sales staff of WMCA in New York, has joined the local office of Edward Petry & Co., station representatives.

Morris ("Steve") Mudge has resigned from the Chicago advertising staff of Conde Nast, where he was connected for two years, to join the Petry office here.

Richard S. Daley, on the staff of Kelly Smith, newspaper representatives, for the last four years, is now in the Detroit offices of Edward Petry.

Opportunity Nights

Opportunity Night, a local feature over WBIG, in Greensboro, N. C., by one of the south's largest furniture stores, is featuring talent from various industrial establishments. On Saturday, the Mock-Judson-Voehringer Company, hosiery manufacturers, furnished a complete show. A cigar factory will furnish the show for Opportunity Night next Saturday.

KGBX Adding 3 NBC Shows

Springfield, Mo.—KGBX adds three new and outstanding NBC shows to its schedule in the month of April. Cycle Trades of America starts April 1; George Burns and Gracie Allen (Grapenuts), April 12, and Edwin C. Hill's new programs for American Tobacco Co., April 12.

Moonettes Join Barney Rapp

The Moonettes, popular singing trio appearing over WBIG, Greensboro, N. C., for the past six months, have joined the Barney Rapp Orchestra in St. Louis.

COMING and GOING

KARL A. BICKEL, president of Continental Radio Co., Scripps-Howard radio subsidiary, will return to New York from Florida on April 2 to attend the Dutch Treat Club's dinner.

WILLIAM S. HEDGES, general manager of WSAI-WLW, returns to Cincinnati tomorrow.

"COOKIE BOWERS" (Morris Blau) and LARRY ADLER, harmonica virtuoso, sail today on the Normandie.

BERNARD L. MILLER, attorney for the Santly Bros.-Joy, and the Select music companies, left yesterday for Hollywood to close motion picture music contracts.

WILEY HARRIS of WJDX arrived in New York yesterday from Jackson, Mississippi.

H. V. KALTENBORN, CBS commentator, flew aboard a United Airliner for Chicago last night to do a broadcast and then will go on to San Antonio, Tex.

MRS. JASCHA HEIFETZ, the former picture star, FLORENCE VIDOR, sail for England today aboard the Berengaria.

DEANNA DURBIN is east-bound to make recordings with Leopold Stokowski, at RCA Victor studio in Camden, N. J. Recordings will be made before work starts on their new picture.

Psychological Drama Being Tried by WGN

Chicago—An experimental psychological drama, "Drums of Conscience," will be tried over WGN-Mutual on Sunday at 1:30 p.m. CST, in the spot usually occupied by the University Broadcasting Council's Men of Destiny series. The play was written by Arthur K. Akers, author of Negro stories, in collaboration with James Whipple, chief of the UBC production staff. The script, woven around an old Negro legend, was rewritten more than a dozen times before being accepted.

New Series on WCNW

"The News Parade", a new series of dramatized news programs, will start Saturday on WCNW, Brooklyn. Allan Black will write and produce the programs. Scripts will be uncensored and contents will be closely guarded before the broadcasts.

Joins "Unseen Friend" Cast

Beneficial Management Corp., sponsor of the Unseen Friend program heard over CBS Sundays, 5-5:30 p.m., has signed Dorothy Knox, Montreal actress, to appear on the program beginning with the March 28 broadcast.

Aunt Susan Renewed by CBS

Aunt Susan, popular Sunday morning CBS feature, will continue on that web indefinitely, according to a renewal set yesterday. Program, a sustainer, is aired 9-9:55 a.m., directed by Nila Mack.

LEO SAYS:
Congratulations!
WHN is fifteen
years old today!
WHN DIAL 1010
AFFILIATED WITH
M-G-M LOEW'S

AGENCIES

ALVIN H. KAPLIN, for the past 12 years an account executive of Rose-Martin Inc., has been appointed vice-president and radio director of that agency.

BLACKSTONE AGENCY has been appointed by Skin Vista Inc. (facial cleanser) to handle its account. A radio campaign is planned for the future, but no announcement has as yet been made concerning spots. Monte Proser is the account executive.

ZENITH RADIO Corp. and La Salle Extension University, Chicago, have placed their accounts with the E. H. Brown Advertising agency of that city.

ERWIN, WASEY & CO. is handling a spring advertising campaign for Liebmann Breweries Inc., Brooklyn on Rheingold Pale Double Bock.

STANLEY H. FISHMAN, formerly of Charles B. Knight and Associates, has joined the Irwin S. Richland advertising agency as account executive.

BROOKE, SMITH, FRENCH & DORRANCE advertising agency has been appointed by the State of Maine, to handle an advertising campaign for Maine potatoes. Radio will be used.

DON COPE, director of Benton & Bowles, is seriously ill and will go on a cruise shortly.

Albany Brewery Plans Spots

Beverwyck Breweries, Albany, (beer and Irish Cream Ale), is planning a series of spot announcements in New York, New England, New Jersey and southern states to start around April 1. Peck Advertising agency, N. Y. has the account.

Combining Ark. Studios

Little Rock, Ark.—Studios of KLRA and KGHI are to be combined about April 5 in the Arkansas Gazette building, it is stated, following acquisition of an interest in the stations by the newspaper. C. W. Allsopp, advertising director of the paper, has been named a director of Arkansas Broadcasting Co., which owns the two stations.

WINS to Cover Circus

WINS has made arrangements for a daily broadcast of the Cole Bros.-Clyde Beatty Circus from the Hippodrome in New York. The broadcasts begin today and continue through Monday, and will be heard over the New York State Broadcasting System.



GUEST-ING

FERNAND GRAVET, who will be heard on the Magic Key program next Sunday in a short-wave pick-up from Paris, will probably do a number from his new picture, "King and the Chorus Girl." Song is titled, "For You."

PAULINE FREDERICK, now in "Masque of Kings" on Broadway, to guestar on the "Hammerstein Music Hall" program March 30.

MARGO will be interviewed by Jeff Sparks on next Sunday's "Varieties" program.

LANNY ROSS will be interviewed by Nellie Revell on her March 23 broadcast, 5 p.m., over the NBC-Blue network.

FRANK FAY and JOHN BOLES will play return engagements on the Camel program next Tuesday, 9:30-10:30 p.m. over CBS network.

GEORGE BURNS and GRACIE ALLEN will do "Dulcy" on the Lux Radio Theater program March 29.

CHARLES COBURN, star of the Broadway play, "Sun Kissed," will be interviewed by Nan Martell on the "Theater Guide" program over WINS at 11:30 a.m. today.

DICK MERRILL, aviator, will be Jack Ingersoll's guest on tonight's Bowling Congress broadcast at 8 o'clock over WINS.

BRUNA CASTAGNA, Metropolitan contralto; JOSEPH SCHMIDT, Rumanian concert tenor, and ANDRES SEGOVIA, guitarist, will be heard on the Magic Key of RCA on Sunday over the NBC-Blue network, 2-3 p.m.

ROSA PAULY, Hungarian opera star, will be among guests in Richard Straus' opera, "Elektra," directed by Artur Rodzinski, over CBS on Sunday at 3 p.m.

CHARLES KULLMANN, tenor, will be with Ed Wynn on Saturday at 8 p.m. over the NBC-Blue network.

DR. ANGELO PATRI guests on the March 26 "Magazine of the Air," over CBS at 11 a.m.

THOMAS CHALMERS, tenor, CHARLIE KING and ILLIANA, night club artist, are booked for the "Hammerstein Music Hall" of March 23 over CBS at 8 p.m.

FRANCES PERKINS, Secretary of Labor, will be heard over WHN tomorrow evening at 9, the talk coming from the Ulster-Irish Society Dinner, with Gen. Hugh S. Johnson and Sir Gerald Campbell among other speakers.

JOSEPH T. HIGGINS, Collector of Internal Revenue for New York, will speak on "Tax Collections and Your Social Security" in a broadcast over WMCA Monday evening, 10:30-10:45 p.m.

● ● ● Coca-Cola has had an air show in readiness for the past eight months awaiting proper time on the nets!...It would be a variety show with Gus Haenschan's band, Singer Reed Kennedy and visiting femme vocalists...They would have you believe that Edgar Bergen with dummy Charlie McCarthy will head a variety show for Chase & Sanborn...Earl Ferris' "system" has been in operation for six months and doing all right for Earl the past 14 weeks...CBS director Brewster Morgan is ailing... Another change of announcers on the "Vox Pop", with auditions taking place today for the Pat Kelly spot...WHN will broadcast the Adolph Zukor testimonial dinner the 29th from the Waldorf...Arnold Johnson and revue goes into Philly's Fox theater the 16th...Paul Specht, bandleader, has given up the music biz and will devote his efforts on the publication of a Chicago magazine called "Spotlight"... "March of Time" cast presented Nancy Kelly with a birthday cake yesterday.

● ● ● Songplugger Benny Abrams of Shapiro-Bernstein celebrated his 25th wedding anniversary yesterday by arriving late at the office...The Mutual wire has been yanked from Jack Dempsey's and the band will undergo a cut in men...Glen Darwin is a new NBC artist...Nat Brandwynne will leave for the coast after the Essex House engagement...William S. Hedges, WLW general manager, was tied up in the St. Patrick's parade on Fifth Ave. and couldn't make his hotel in time for an important engagement.

● ● ● The Biow agency auditioned Del Casino, Buddy Clark, Margaret MacCrae and Barry McKinley yesterday...Ted Husing will bowl on the 24th...Phil Duey set for Rubinoff transcriptions; also Arlene Jackson... The Frim sisters are changing their name to the "Carroll Sisters", which will no doubt create a furore with the original Carroll's, Francis and Teddy...W. C. Handy, composer of the "St. Louis Blues", lost his wife Tuesday...Abner Silver (he's the songwriter with a lock on his home phone!) and Al Sherman, are trying to interest one of the many comics who are claiming the authorship of "Today I Am a Man" to introduce the song by that title.

● ● ● Teething-trouble seems to have become an epidemic on the air, with Announcer Jean Paul King having a molar extracted, Chief CBS Hostess, Mae MacNair and songplugger Davie Kent, complaining of jaw-trouble...Loew's State's Al Rosen reports the line-up of talent for vaudeville's ace theater; Helen Morgan follows Apollon, Ted Lewis, Ed Sullivan, Horace Heidt, Cab Calloway and Paul Whiteman...Patti Pickens and husband, Robert Simmons are also set for the Rubinoff transcriptions.

● ● ● Now Director Ken MacGregar has taken sick on the Palmolive Beauty Box, which caused the change of policy on last night's airing. Hershel Williams replaced Ken...Charles Coleman, Met Opera singer did the songs with Dragonette. It will be a variety show for a few weeks... Jack Denny will be spotted in Pa. for the summer, while Don Bestor goes to Dallas...Austin Wylie follows Reggie Childs in the Commodore Perry in Toledo the 27th... "Three Kings of Swing" go to the Radisson Hotel in Minn...congrats to WHN on their 15th anniversary today.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	1	2	3
10	11	12	13
17	18	19	20
24	25	26	27
31	1	2	3

March 18
Greetings from Radio Daily
to
George Olsen
Phil Alexander

**THE NEW BALLAD SENSATION
CARELESSLY**

NORMAN ELLIS MUSIC PUB.
113 WEST 57th ST. N. Y. C.

☆ Chatter ☆

WILL A. PATTON, commentator of the "Women in the News" daily program which began Monday over WRGA, Rome, Ga., under sponsorship of the local Coca-Cola bottling plant, received a big send-off for the program in the form of a full-page ad in Sunday's Rome News-Tribune. Patton's picture was right in the center of the page.

Lee Sullivan, NBC tenor, and Neila Goodelle have just completed the first of a series of six Educational film shorts. The rest will be completed within the next few weeks.

Virgil V. Evans of WSPA, Spartanburg, S. C., is only awaiting word from the FCC before starting work on a new station in Gastonia, N. C. Hearing on his application was held recently.

Gwendolyn Farrell, a WBIG (Greensboro) feature, has been signed for 13 weeks for Norge, over the Greensboro regional, WBIG.

Two new groups, the Lang-Worth Military Band, and a mixed quartet, have been formed by Langlois and Wentworth. Both groups have already started recording at the RCA Victor studios, the band under the baton of Bert Hirsch, and the quartet under the direction of Ralph Wentworth. Discs will be released to all stations subscribing to the Lang-Worth Planned Program Series.

Add situations: Gene Stafford, Copy Chief of Langlois and Wentworth, and writer for several shows, trying to look nonchalant in the same studio with his wife, well known radio actress. Pair have been married since last summer but she uses her maiden name and the directors whom both serve don't know it.

Visiting Kansas City radio stations Reggie Martin, station manager KFAB-KFOR, Lincoln, accompanied by several members of the staff, including Lyle DeMoss, program director; J. Gunnar Back, continuity chief; Bill and Don Larimer, sales force; Jack Hanssen, special eventer;

ONE MINUTE INTERVIEW

JACK HASTY

"Radio producers should be most careful in the use of background sounds, and orchestra leaders should not come in so soon that the music drowns out the final words of a speaker or an actor. There is a tendency on the part of many conductors to 'jump the gun.' More thought too could be given to the emphasis on single words. Lines should be over played rather than under played."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 12 of a Series.

WDBJ—Roanoke, Va.

930 K.C.—5,000 Watts Daytime, 1,000 Watts Night

R. P. Jordan, Gen. Mgr.

F. D. Kesler, Com. Mgr.

WDBJ, born as an amateur short wave station, is owned and operated by the Times-World Corp. As 3BIY, it was just a hobby of F. E. Maddox, an employee of Richardson-Wayland Electrical Corp., when his bosses purchased it. Today it has become one of the leading stations of the south, and it services regularly some of the richest markets in the country.

ESTABLISHED in 1924, WDBJ is now celebrating its thirteenth anniversary in a new \$105,000 building which houses two modern studios and executive offices. In the not-so-distant Colonial Heights, on a 14-acre plot, stands the 312-foot vertical antenna and a two-story building which houses a new RCA high-fidelity transmitter, emergency studios and engineer's quarters, modernized to air-conditioning.

WDBJ's station manager, R. P. Jordan, was the first person to play a fiddle over WDBJ. That was 'way back in 1924 when the station was struggling along on 20 watts and was operating on 1310 kilocycles. That first broadcast of his was a mechanical triumph for the whole station. For the first time, WDBJ was heard as far away as seven miles. Today, operating on 5000 watts daytime, and 1000 watts at night, WDBJ is heard many hundreds of miles from Roanoke every broadcasting hour. It became affiliated with Columbia Broadcasting System in 1929, and in 1931, already considered one of the nation's leading stations, it was purchased by the Times-World Corp.

WDBJ's list of national advertisers is impressive. Chevrolet, Gulf Oil, Texas Co., Gillette, Lever Bros., R. J. Reynolds Tobacco, Campbell Soup, Liggett & Myers Tobacco, Chrysler, Nash Kelvinator and A. & P. are only a skeleton of the actual list. Among the artists heard regularly over the station are Eddie Cantor, Kate Smith, Phil Baker, Burns & Allen, Hal Kemp, Jack Oakie, Milton Berle, Vincent Lopez, Dave Rubinoff, and Jan Peerce. In addition there is a daily schedule of programs that runs continuously from 7 a.m. to midnight.

and Bud Cherington, salesman. Tour covered KMBC, WHB, and KXBY.

Phillips H. Lord, back from his three weeks' vacation, will resume his duties on Gang Busters on Wednesday, over CBS, replacing Colonel H. Norman Schwarzkopf, who has been presenting the program during Mr. Lord's absence.

Orders for 52 more scripts, each complete and all set in an India background, have been received from a Canadian company by Sidney Northcott, Omaha, local radio writer. This is the third order Northcott has received from this company.

R. M. Hetherington, young salesman and nephew of J. Chris Hetherington, formerly of WTMV and now with WBBM-CBS has joined the WTMV sales staff in East St. Louis.

Tom Johnson, Oklahoma City salesman, is recovering from an operation.

Jack Shelley, assistant in the news department of WHO, Des Moines, was thanked for his "diligent, informative and faithful services in connection with the Hardware News broadcasts" in a resolution passed by the Iowa Retail Hardware Ass'n at its annual meeting.

Conrad Thibault, goes on a European jaunt this summer.

Ty Tyson, WWJ's popular main-in-the-street, is making radio listeners

cookie-conscious. His sponsor, the Lakeside Biscuit Co., of Detroit, reports that the February sales of its Buttermaid Cookies surpassed those of November and December combined.

Walt Framer, Pittsburgh free lance movie scribe, celebrates fourth anniversary on the air this week. Movie spieler started with Hollywood Show Shopper program, independent movie theaters sponsoring, and has since branched to 25 programs weekly.

Shorty Hobbs and Grandpa Jones, who met recently at the WWVA Jamboree, Wheeling, W. Va., are having a "feud" along Hatfield-McCoy lines, all because Grandpa Jones sent candy and flowers to Cousin Emmy.

"Lasses White," which was a famed minstrel troupe some years ago, held forth over KYA, San Francisco, and the California Radio System one night last week as the "Lasses White California Minstrels."

Vernon A. Trigger, formerly sound engineer of WBZ, has opened the Lyric Theater, Springfield, Mass.

Jack Zoller, after two years of radio acting in New York, is back in Cincinnati, at WLW, where he has been assigned a role he created three years ago, that of Danny Stratford in "The Life of Mary Sothern," being

ANNOUNCERS

MIKE GALLAGHER, staff announcer at KTAT, Ft. Worth, declares that radio leads to motion pictures, even if it is only in a small way. Gallagher, who handles a daily remote from the New Isis Theater, was asked by the manager of the theater to prepare a speech of appreciation to deliver to the show's patrons on the occasion of the theater's first anniversary. When Gallagher appeared with the speech he found that instead of facing an audience he had to perform before cameras and make a short short to be used on the New Isis screen.

BILL KARN has joined the announcing staff of KOMA, Oklahoma City. Karn comes to KOMA from KPND, Pampa, Texas. He will assist the KOMA News Bureau in preparing and delivering the five news periods broadcast daily.

CARLTON KADELL, announcer of the "California Hour," is scheduled to make a series of minute recordings for the sponsor of this program when the contract for the present air series has been fulfilled.

CLINTON BLAKLEY has joined the announcing staff of WBIG, in Greensboro, North Carolina.

Two Southern Gentlemen In New Series on WMCA

Two Southern Gentlemen, Bob Mason of St. Petersburg, Fla., and George Dixon of Wilmington, N. C., discovered by Charles Wilshin, director of WMCA's artist bureau, will start a thrice weekly series over WMCA and the Intercity network, next week, airing Tuesdays, Thursdays and Fridays, 10:45-11 a.m. Program is musical, with Dixon reading an original poem at each session.

heard at 4:15 daily except Sunday over WLW and the MBS net.

Pick and Pat do their Monday night WABC commercials in blackface, but leave off the cork for their Molasses 'n' January characterizations on WEAf's Thursday night "Showboat."

Alan Roberts, WMCA's "Prince of Song," is a student of Chaucer and knows hundreds of old English folk songs and ballads but his air programs consist mostly of Tin Pan Alley creations.

Bill Gillespie's secretary, an alumna of the University of California and University of North Carolina, is doing Ethyl Hill's Page on the Brown-Dunkin Tabloid every morning, over KTUL, Tulsa. Every afternoon she broadcasts Fashion Chatter, the latest fashion news direct from the United Press wires. On Sunday mornings she takes part in Uncle Bill's broadcast of the Tulsa Tribune Funnies. She uses the radio name of Cathryn Carlyle.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

SHEILA BARRETT, the gal who draws caricatures with her face, pow-wow-ing with Paramount Pix... One of the few femme arrangers, Ona Welsh of the "Kit Kat," functions in that capacity for the "Three Peppers" program... WNEW femininity all atwitter on account of Chief Announcer Ted Webbe has renounced upper lip hirsute adornment... 39 (count 'em) femmes will guest-record for the new Rubinoff "Musical Moments Revue"... Patti Pickens, Benay Venuta, Gogo Delys, Willie Morris and Tess Gardella are a mere 5 of them... Kay Weber posing for beauty and fashion pix for Peggy Sweet, Fashion and Beauty Editor of the Chi Herald Examiner... Eve Love, publicity damsel, formerly with NBC, back in town today after Washington confab with Maestro Whiteman, en route to New York from the Biscayne Kennel Club and Florida dog days.

▼ ▼
A new commercial for spring, with a fur company and an automobile concern both agog, is being rumored for "The Rhapsody in Blue's" chief exponent... Chapeaux take to the air over KWTO, with two ultra Springfield, Mo., shops publicizing what's on women's minds... Both the Roxy Hat Shops and Hatland say that results from radio versus newspaper advertising are in the ratio of 10 to 1 in favor of the airwaves... Another femme problem dating from the paleolithic period receives consideration when Patricia Barclay plays the frau in "How to Keep Your Husband Civilized" March 22 over the NBC-WJZ Network... Nellie Revell will interview two thespian luminaries when Ethel Barrymore and Bee Lillie appear as her guests March 30 and April 6, respectively.

▼ ▼
First proposal dramatized on the Fanny May Baldridge-Newell Davis WMCA "True Marriage Proposals" broadcast Friday is that of little Lynn Mary Oldham's (she's one of radio's pet youngsters) mater... Judy Canova's visiting firewoman is her own "Aunt Sweet" from down Dixie-way... The NBC crowd think she's a lamb and she bestowed on them all the order of the "real Cracker"... The Van Wirt, Ohio, steno who gave rules for bosses on Phillips Lord's "We, the People" last Sabbath got a chuckle from the man higher up instead of the bird, as was fearfully anticipated.



"INTER-BORO SPELLING BEE"

Sustaining

WOR-Mutual, Mondays, 8:30-9 p.m.

ANOTHER SPELLING CONTEST BUT WITH A SLIGHTLY DIFFERENT AUDIENCE ANGLE.

Bob Emery as the spelling master has started an Inter-Boro Spelling Bee on Mutual with Brooklyn the first stop. Program is the same as all the other programs on the air, but has a new touch in that the studio audience acts as a jury in passing upon words that stymie the spellers. If a contestant admits he has never heard of the word a vote is taken of the audience on how many can spell the word. If a large number answer in the affirmative the word stays. Another rule that should be included in all spelling bees is a limit on the number of times a word should be repeated which no one can spell. By the process of elimination someone is bound to guess the correct spelling. Next week program will be from the Bronx.

"PEGGY TUDOR"

Oneida

WOR-Mutual, Wednesday, 11:45-12 noon.

ENJOYABLE TRANSCRIPTION OF NICELY SUITED MUSIC AND VOCAL NUMBERS.

This WBS transcription series in behalf of Oneida silverware makes its debut with a program that is very appropriate. The orchestra and vocal numbers have been fittingly selected. Peggy Tudor, who does the talks on silver, telling how to arrange the knives, forks and spoons on the table, has a cheery voice. As a hookup with the air series, announcement is made of booklets given away by dealers. John McIntyre is the announcer.

"MIDNIGHT IN MANHATTAN"

Sustaining

WOR-Mutual, March 16, midnight to 12:30 a.m.

Much heralded special events program got up by WOR's staff for airing over the coast to coast Mutual net-

NBC Airing Harvard Play

Boston—NBC on March 23 will broadcast a quarter-hour program from the Harvard Hasty Pudding Club play, "Come Across." Broadcast will be handled by Arthur Feldman, WBZ news and special events director, and will be on the NBC-Blue, 11:15-11:30 p.m.

work turned out to be a flop. Announcers were not supplied with any statistics regarding the particular assignment, that they were covering and they asked the same questions of every person interviewed. Spots visited, with the exception to the Sixth Ave. subway excavation and Police Patrol Boat, can be seen in hundreds of other cities. What city does not have a fire house, all-night diner, a produce market, a telephone exchange, and a morning newspaper? Program should have lined up only those spots which are found only in a few other cities better still if found only in New York. An eye-witness account of what went on in night court that night should have been a part of the program. Other points which could have been substituted for the other assignments are a talk with a subway motorman, a cruise through the Bowery or Ghetto, Wall St., the unloading of a freighter in the harbor, a Harlem Taxi dance hall, and a talk with a sentry on Governor's Island. Joe Tobin, Howard Barnes, Dave Driscoll, Jerry Lawrence, Jeff Sparks, and Ed Fitzgerald covered the town.

SELLING THE STATION

Friendly Letters

Herb Hollister, manager of KANS, Wichita, Kas., sends out a friendly letter, discoursing chattily about the station and also about conditions in the area. The crop situation and the state of business are always important topics to anyone in the middle-west and to sponsors interested in that territory. Hollister touches on these subjects, and also on other items of business and human interest involving KANS. It's a nice, indirect way of acquiring good will.

Film Trailer Exploitation

Unique in promotion stunts for radio programs is the idea conceived by Orville Foster who is featured over KSO, Des Moines, as The Day Dreamer in a daily quarter-hour of organ music, poetry and friendly patter. Foster has made a 2-reel film history of his Day Dreamer show, picturing the many personal gifts listeners have sent him, stacks of mail, mail reports, clippings from newspapers and magazines and other data. The 16-millimeter film has been placed at the disposal of IBS salesmen who can feature it on a small projector lugged to the clients office.

JOHN EBERSON

STUDIO ARCHITECT

ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY



EDDIE MORAN and Leon Benson will write the Paramount on Parade, which makes its debut Easter Sunday and will be aired 9-9:30 a.m. P.S.T. over the NBC-Red network. First show will have microphones on three sets, broadcasting scenes and talent from "Waikiki Wedding", "Turn off the Moon" and "Mountain Music". Permanent artists on the program include Don Wilson, announcer, Lynne Overman and Mary Carlisle, with Victor Young's orchestra for rhythm numbers. Boris Morros, who will produce and direct, will also conduct a 60-piece orchestra. First program talent will include Phil Harris and band, Albee sisters, Shirley Ross, Martha Raye and Rufe Davis.

Hal Dicker, NBC sound effects man, has just added some new sound effects to his home, having become the proud father, Saturday, of a Baby Girl, christened Judith Ray.

In order that he might take part in a series of broadcasts which his company is sponsoring out of the Pan Pacific's boat and airplane show, Vincent Bendix cut in by remote from Palm Springs where he is resting.

Al Jolson's next Tuesday Lifebuoy-Lever Bros. program will do first radio version of the old play, "The Valiant" which Paul Muni did for the screen.

Donald W. Thornburgh, v. p. in charge on the Coast for CBS, and Fox Case, CBS public relations, has left for San Francisco to line up the part that CBS will play in airing and preparing for the Golden Gate Fiesta and San Francisco's world fair.

Southern Pacific's new "Daylight" streamliner's attempt to set a new speed record on its initial run will be broadcast by CBS Sunday morning (March 21). KNX is putting microphones in at Goleta, (a point along the route at which a big crowd of spectators is expected). Gary Brechner will describe crowd and train, handle mikes set to pick up the sound of the train speeding by.

Questions asked by radio fans will be used as the basis for Grace L. Smith's forthcoming book, "Your Job as a Mother". Miss Smith is KFI's visiting nurse of the air, and author of "Home Nursing Hints".

Robin Hood series of 52 quarter-hour transcriptions, has been taken over by Walter Biddick Co. for exclusive sales rights.

Broadcasting Service Association, Ltd., of Sydney, Australia, (new holding company for stations 2GB and 2UE) will be represented in U. S. by Dr. Ralph L. Power, Los Angeles radio counsellor.

New transcription studio being opened by Carson C. Taylor, 310 S. Irving Blvd. Universal Recording equipment installed.

M. J. Mara, manager of Radioaids, Inc., Hollywood transcription firm, back from a three week tour of Southeast.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

HEARINGS SCHEDULED

April 15: Hunt Broadcasting Assn., Greenville, Tex. CP for new station. 1200 kc., 100 watts, daytime.

Hannibal Broadcasting Co., Hannibal, Mo. CP for new station. 1310 kc., 100 watts, unlimited.

The Courier-Post Publishing Co., Hannibal, Mo. CP for new station. 1310 kc., 100 watts night, 250 watts S, unlimited.

April 19: Abraham Plotkin, Chicago. CP for new special broadcast station. 1570 kc., 1 Kw., unlimited.

Philadelphia Radio Broadcasting Co., Philadelphia. CP for new special broadcast station. 1570 kc., 1 Kw., unlimited.

Ohio Broadcasting Co., Marion, Ohio. CP for new station. 880 kc., 250 watts, daytime.

Food Terminal Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, daytime.

Summit Radio Corp., Akron, O. CP for new station. 1530 kc., 1 Kw., unlimited.

Valley Broadcasting Co., Youngstown, O. CP for new station. 1350 kc., 1 Kw., unlimited.

April 20: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

Associated Arkansas Newspapers, Inc., Hot Spring, Ark. CP for new station. 1310 kc., 100 watts, daytime.

April 22: Hildreth & Rogers Co., Lawrence, Mass. CP for new station. 680 kc., 1 Kw., daytime.

Old Colony Broadcasting Corp., Brockton, Mass. CP for new station. 680 kc., 250 watts, daytime.

KVOS, Bellingham, Wash. Renewal of license and permission to transfer control of corp. 1200 kc., 100 watts, unlimited.

April 23: John C. Hughes, Phenix City, Ala. CP for new station. 1310 kc., 100 watts, unlimited.

G. Kenneth Miller, Tulsa, Okla. CP for new station. 1310 kc., 100 watts, unlimited. Galesburg Printing & Publishing Co., Galesburg, Ill. CP for new station. 1500 kc., 250 watts, daytime.

Ann Arbor Broadcasting Co., Ann Arbor, Mich. CP for new station. 1550 kc., 1 Kw., unlimited.

April 26: Clark Standiford & L. S. Coburn, Fremont, Neb. CP for new station. 1420 kc., 100 watts, unlimited.

Frank M. Stearns, Salisbury, Md. CP for new station. 1200 kc., 250 watts, daytime. Dan B. Shields, Provo, Utah. CP for new station. 1200 kc., 100 watts, unlimited.

April 29: WOAL, San Antonio, Tex. Transfer of control of corp. 1190 kc., 50 Kw., unlimited.

George Harm, Fresno, Cal. CP for new station. 1310 kc., 100 watts, unlimited.

April 30: F. M. Borton, Coral Gables, Fla. CP for new station. 1420 kc., 100 watts, unlimited.

Roberts-McNab Co., Bozeman, Mont. CP for new station. 1420 kc., 100 watts night, 250 watts LS., unlimited.

Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

May 4: C. P. Sudweeks, Spokane, Wash. CP for new station. 950 kc., 500 watts night, 1 Kw., LS., unlimited.

Clarence A Berger & S. S. Freeman, Coeur d'Alene, Idaho. CP for new station. 1200 kc., 100 watts, daytime.

May 5: George W Young, St. Paul, Minn. CP for new station. 920 kc., 1 Kw. night, 5 Kw. LS., unlimited.

National Battery Broadcasting Co., St. Paul, Minn. CP for new station. 920 kc., 1 Kw., unlimited.

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

Northwest Publications, Inc., Duluth, Minn. CP for new station. 580 kc., 250 watts, daytime.

May 12: Central Michigan Radio Co., Mt. Pleasant, Mich. CP for new station. 570 kc., 250 watts, unlimited.

June 1: W. H. Hartman Co., Waterloo, Ia. CP for new station. 1420 kc., 100 watts, unlimited.

APPLICATIONS GRANTED

WEEL, Boston, Mass. License to cover CP. 590 kc., 1 Kw. night, 5 Kw. day, unlimited.

KRNR, Roseburg, Ore. Vol. assign. of lic. to News-Review Co. 1500 kc., 100 watts night, 250 watts day, unlimited.

WNBR, Memphis, Tenn. Auth. to transfer control of corp. to Memphis Commercial Appeal Co.

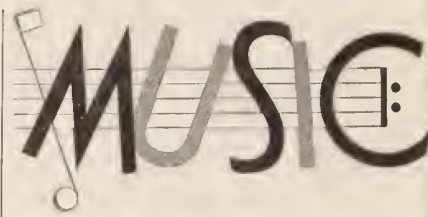
Glenn Van Auken, Indianapolis. CP for new station. 1050 kc., 1 Kw., daytime. KXL, Portland, Ore. Renewal of license and transfer of control of corp. to T. W. Symons and E. B. Craney.

C. A. Rowley, Ashtabula, O. CP for new station. 940 kc., 250 watts, daytime.

APPLICATION DENIED

E. F. Pepper, Stockton, Cal. Mod. of Lic. to change power of KGDM to 1 Kw. day and night.

(Continued on Page 7)



RUBINOFF has dedicated his newest opus, "Banjo Eyes", to Eddie Cantor, the man who made them famous. He'll play it on his first Chevrolet broadcast, emanating from Hollywood, April 18, at which time he'll be at work on the 20th Century-Fox flicker, "Last Year's Kisses".

Leo Jacobs has handed in his resignation at Isham Jones Music and will be replaced by Bob Lee.

Kay Kyser and his ork, broadcasting from the Trianon Ballroom in Chi via WGN, was the favored musical aggregation when the Mutual network formally initiated KWK, in St. Louis, into the coast-to-coast web, 10:30-11 o'clock last night.

Bob Crosby and his band are expected to be held over at the Congress in Chi until sometime in May or June.

Ruby Newman and ork will succeed Glen Gray and the Casa Loma outfit at the Rainbow Room, March 31.

A premiere within a premiere is what the new Nash series will offer on Saturday, when Grace Moore debuts with a production number of "The Whistling Boy", from her latest picture. The ditty takes the air for the first time.

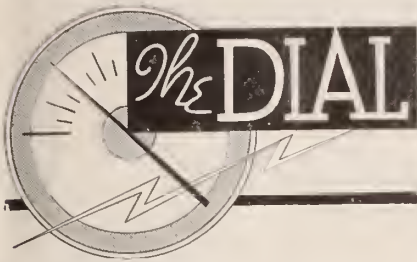
Kenny Baker will sing a song from his latest picture, "King and Chorus Girl", starring Joan Blondell and Fernand Gravet, on the Jack Benny show next Sunday. Song is called "For You."

Nano Rodrigo and his orchestra auditioned yesterday for James Appel of CBS and Chris Beute and William Watson of Educational Pictures. Several other agencies are interested in him and it is probable that one of the contracts will be signed today.

The six songs which were specially written for the floor show at the new Vanity Fair are being published by Major Music Inc. The score, written by Harold Lawrence, Jay Melton and Barry Niesen, includes "Shame on You" and "Another Night, Another Dream."

Eddie Jungbluth, mid-west maestro, heard for several years on KFAB-KFOR, Lincoln, has just signed for one year as manager of the new Broadview Country Club in Lincoln. His music business will go on, as usual.

Carl Ravell and his lads have gone on their second sustaining,—this time, from The Blue Room, New Orleans, over WSMB. The first one is heard via WWL.



BLANCHE YURKA and Grace Tabor, associate editor of the Woman's Home Companion will be heard in a special broadcast over WMCA Monday, 2:30-2:45 p.m., on "Building Happy Childhood," under the auspices of the Child Welfare League of America, in cooperation with the Women's National Exposition of Arts and Industries.

Popularity of **KFOR'S** Announcer's Doghouse program has found the studio show lacking the necessary seats to house it. All programs from now on will be staged in the Lincoln hotel ballroom which will seat 500 people.

General Mills will sponsor broadcasts of the New Orleans Pelicans' road games in the Southern Association this summer. Road games will be aired over WDSU, New Orleans, on behalf of Wheaties.

KWTO, Springfield, Mo., has booked the spring "One-Cent Sale" of United Drug Company, featuring the Rexall Magic Hour discs, for 11 a.m., April 13 to 17.

Transcriptions of the Kelvinator CBS program featuring Professor Quiz are being sponsored over **KWTO, Springfield, Mo.,** 2 p.m. Sundays, by the Ozark Motor & Supply Co., Kelvinator distributor of the Ozarks.

Dick O'Heran and "The Jones Boys" open a new commercial series April for Brown Bros. Furniture Co. over **WJAY, Cleveland.**

The "Noon Revue" on **WJAY, Cleveland,** now has three emcees. They are Jim Sands, Gene LaValle and Wayne West. Judy Sherrill, former emcee for the program, has been obliged to take a leave of absence.

Charley Hamp, the West's best known one-man radio show, has returned to the air via the six stations of the California Radio System, including **KYA, San Francisco,** for a series of twice-weekly broadcasts, 9:15-9:30 a.m. on Tuesdays and Thursdays.

Hudson Bay Fur Co. is presenting City, "The Fashion Matinee," headlined by Wally Williams and his headlined by Wally Williams and his Orchestra, John Campbell and Maxine Bunnell as soloists, the Matinee Trio, and Dave Simmons as master of ceremonies. Program is entirely informal with everyone, down to the drummer in the band, having lines. "Fashion Matinee" is heard 3:15-3:30 p.m. MST, Mondays and Fridays.

A cast of 22 players, a chorus of 12 monks, and a string trio will be used

F. C. C. ACTIVITIES

(Continued from Page 6)

Bay County Publishers, Inc., Panama City, Fla. CP for new station. 1420 kc., 100 watts, unlimited.

APPLICATIONS RECEIVED

Ohio Broadcasting Co., Steubenville, O. CP for new station. 1420 kc., 100 watts, daytime.

Ohio Broadcasting Co., Marion, O. CP for new station. 1200 kc., 100 watts, daytime.

WAVE, Louisville. CP for new relay station. 1622, 2058, 2150, 2790 kc., 50 watts. Gazette Printing Co., Janesville, Wis. CP for new relay station. 31100, 34600, 37600, 40600 kc., 2 watts.

Anne Jay Levine, Palm Springs, Cal. CP for new station. 1370 kc., 100 watts night, 250 watts day, unlimited.

SET FOR HEARING

Press-Union Publishing Co., Atlantic City. CP for new station. 1200 kc., 100 watts night, 250 watts day, unlimited.

Geo. W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime.

R. W. Page Corp., Phenix City, Ala. CP for new station. 1240 kc., 250 watts, unlimited.

WRBC, Inc., Cleveland, Ohio. CP for new station. 880 kc., 1 Kw., unlimited. WTBO, Cumberland, Md. Auth. to transfer control of corp. 800 kc., 250 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

Central States Broadcasting Co., Council Bluffs, Ia. CP for new station. 1500 kc., 100 watts, unlimited, be granted.

Merrimac Broadcasting Co., Inc., Lawrence, Mass. CP for satellite station. 1370 kc., 10 to 100 watts, be granted conditionally.

Sioux City Broadcasting Co., Sioux City, Ia. CP for new station. 1420 kc., 100 watts, 250 watts LS., be granted.

Isadore Goldwasser, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime, be denied.

Lincoln Memorial Univ., Middlesboro, Ky. CP for new station. 1210 kc., 100 watts night, 250 watts LS., be granted.

Bay County Publishers, Inc., Panama City, Fla. CP for new station. 1420 kc., 100 watts, unlimited, be denied.

Harold Finlay and Eloise Finlay, La Grande, Ore. CP for new station. 1420 kc., 100 watts night, 250 watts LS., be granted.

North Jersey Broadcasting Co., Inc., Paterson, N. J. CP for new station. 620 kc., 250 watts, daytime, be denied.

The following actions were dismissed at the request of the applicants: Radio & Television Research Co., Los Angeles; KYOS, Merced, Cal.; KDB, Santa Barbara, Cal.; James D. Doss, Jr., Mobile, Ala.; Great Plains Broadcasting Co., North Platte, Neb.; Springfield Newspapers, Inc., Springfield, O.

on the presentation of the annual Passion Play on WMCA, produced by the Radio Players of the Ave Maria Radio League. The broadcasts will be heard on WMCA and associated stations of the Inter-City Broadcasting System at 8:15 a.m. each week-day morning during Holy Week, starting Monday.

Two weekly fashion broadcasts are being presented over KOIL, Omaha, at 11:15 a.m. Tuesdays and Thursdays by Delia Payne of the Nebraska Clothing Co., which sponsors the program.

The better music program on WOR at 8-8:30 p.m. Thursdays, inadvertently identified in a review last week as the new series of the National Music League, is the regular Alfred Wallenstein program heard over this station. The League's series does not begin until Thursday, April 8.

"Moments" Sold Out

"Moments with Margot," WNEW participating program is now sold out. Sponsors are Lord's, Mi-Oun Cake, Fairbanks Morse, and three New Jersey furniture stores, Lifson, Gray's and Leon's.

Joplin Bakery Launches Daily Series on KWTO

Springfield, Mo.—Junge Bakery of Joplin, Mo., has signed a contract for daily 15-minute broadcasts over KWTO here. The bakery is sponsoring daily-except-Sunday "Man on the Street" broadcasts at 1:15 p.m., direct from the Springfield Public Square, with George Earle Wilson, program director and Karl Zomar, chief announcer, at the roving microphones.

For an entire month, the Junge Bakery will concentrate its radio campaign on "Butter Cookies." Another product will then be plugged for a month, and so on. Free packages will be given all persons interviewed, and by-standers also will be handed generous free samples. On the strength of the radio campaign, a chain of 14 independent grocery stores in Springfield is also cooperating in the campaign, designed to greatly increase the sale of Joplin products in Springfield and throughout the entire four-state area, including Missouri, Arkansas, Kansas and Oklahoma. Junge salesmen are "following through" in every grocery store in the widespread area.



JOHN HARRINGTON has been receiving some very complimentary reactions to his new WBBM program, "Train Time", which succeeded his "Man on the Street" interviews. New program is sponsored by Nelson Bros. Storage & Furniture Co. in cooperation with the Northwestern and Union Pacific railroads.

Don Hancock, recovered from his attack of the flu, will pinch hit for Pat Flanagan on the WBBM "Sports Huddle", while Flanagan is on that Catalina Island vacation.

Eddie Dean of the "Modern Cinderella" program plans to drive to his home in Posey, Tex., this summer.

Truman Bradley of the "Ford Sunday Evening Hour" is going to Peoria shortly to speak at a banquet of the University Club.

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.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

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

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

May 14-30: Syndicate Professionnel 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.

WLW-WHN AFFILIATION STARTS WITHIN 10 DAYS

(Continued from Page 1)
either WHN or WLW as to the terms of the deal, but it is believed WLW received a better offer from WHN than from WMCA. WMCA, it is said, objected to the one-hour free time on WMCA daily which WLW requested in return for the line charges between the stations which WLW would pay. WMCA offered to pay one-half the line charges with no free time on the station (evening rate on WMCA is \$550). WMCA was also to have received a percentage of the time sold on the hookup and it is believed this arrangement still holds in the WHN deal.

No commercial programs have been announced as yet for the hookup but Hedges said there are a number of prospects interested. There will be no combination rate for clients using both stations, full card rates of each station will prevail. Transamerican Broadcasting & Television Corp. will act as representative for both stations and will also have the privilege of taking programs off the line for recording purposes. E. Katz Special Advertising Agency, continues as WHN's national representative on all other business.

Peculiarity of the deal has Transamerican, a Warner Bros. controlled concern, selling time on WHN, owned by M-G-M.

Joyce Sees Television Aid to Movie Theaters

(Continued from Page 1)
of the Motion Picture Theater Owners of America.

Joyce assured the theater men that television was no bugaboo to their business. He pointed out that radio did not kill the newspapers or movies, and that radio was not the serious competitor of recorded music that it was supposed to be. Television, in turn, will make a place for itself without displacing present arts, he said.

The RCA executive added that it would be some time before television arrives commercially.

Chris St. James Dined

Chris St. James, sports announcer of WCNW, Brooklyn, was tendered a dinner Wednesday by station officials in celebration of his fourth year with the station. He is on the air daily at 5:45 p.m.

"Long Underwear Crew"

Mike Riley reveals that the boys who play in the real hot bands designate a legitimate musician as "a member of the long underwear crew."

WHBI's 15th Year

Newark, N. J.—WHBI is celebrating its 15th anniversary this week. Jimmy Shearer has managed the station almost from its inception.

NEW PROGRAMS—IDEAS

Department Store Remote

KDYL, Salt Lake City, is promoting an effective idea in merchandising for department stores. The Auerbach Co., leading department store of Salt Lake City, recently signed a contract with KDYL calling for five remote control broadcasts a day from the store itself. KDYL's engineering staff completely wired the building, providing remote control outlets in every department of the store to which portable, specially constructed remote equipment can be quickly and easily connected. The five broadcasts each day, each three minutes in length, are carried on from a different department at intervals of approximately one hour starting at 8:30 a.m. During each of the short broadcasts, handled by KDYL's chief announcer, Dave Simmons, department heads, sales people, customers and others are interviewed. Broadcasts are planned several days in advance with the store's advertising department, coordinating the radio promotion with the store's newspaper and other advertising.

New Program for Women

A new sustainer called "So You Haven't the Time," dealing with all the things most women wish to do but can't, premieres over WQXR on Tuesday. It will be heard over that station regularly at 3:45 on Tuesdays and Fridays. Alice Pentlarge is featured.

Commend Safety Series

WCSH, Portland, Me., has a 7:45-8 a.m. kid program on the air Mondays through Fridays, which is drawing good comments from parents and school executives alike. Program was

started last fall as a part of a safety campaign the American Automobile Association is doing in the state of Maine. A. E. Barnard, AAA's Maine representative, conducts the program which includes a safety message with incidental music. School teachers often quiz their pupils in class as to what was the AAA safety message that particular morning; making the program come under "required listening" by the students. Short time ago a Safety Club was organized by Barnard and club now has 5,000 members. Program originates from WCSH's studios in the Congress Square Hotel.

"Matching Minds"

Louis Azrael, well known Hearst paper columnist in Baltimore, has taken to the air with an unusual program on Mondays, 7:15-7:30 p.m. "Matching Minds" is the title. Students from local schools take part. Two teams of three students each compete on each program and answer questions on sports, history, science, music, etc. A feature is that the questions include none of the "catch" type, all being informative. They are asked by Azrael. Program runs 13 weeks, during which teams will be eliminated. A silver loving cup will be awarded to the final team.

School Service Program

Baltimore—A special and unusual service program for the benefit of parents and school pupils has been started by WBAL. Between 11:30 and noon on stormy or rainy days, WBAL will broadcast information notifying parents and teachers as to whether there will be afternoon sessions.

Varied Viewpoints

Two-Way Communication

Is Visioned by Marconi

BBROADCASTING, with all the importance it has attained, and the wide, unexplored fields that still lie open to it, is not, I think, the most significant part of modern communications, in so far as it is a one-way communication. The far greater importance attaches, in my opinion, to the possibility afforded by radio of exchanging communications wherever the correspondents may be situated, whether in mid-ocean or on the ice-pack of the Pole, or in the wastes of the Desert, or above the clouds in airplanes. It is only through radio, in fact, that we are capable so far of talking to each other with our own voice across the oceans as well as between the antipodes.

The cardinal rule of my work and effort lies exactly in this bare state-

ment. More than by any praise for the lives rescued through radio and the marvels of television, my heart is touched by the simple letters of appreciation and gratitude which I often receive from the people who have been talking to each other, say from Australia to New York, or from Brazil to Japan.

In radio we have a fitting tool for bringing the people of the world together, for letting their voices be heard, their needs and aspirations be manifested. The significance of this modern means of communication is thus fully revealed.

A wide channel for the improvement of our mutual relations is available to us. We have only to follow its course in a spirit of tolerance and sympathy, solicitous of exploiting the achievements of science and human ingenuity for the common good. I am firmly convinced of the possibility of realizing this ideal.—SEN. GUGLIELMO MARCONI.

NBC SEEKS BETTER BREAK FROM PRESS AFFILIATES

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and WBAL, (Baltimore News, Post and American). In the midwest especially, many important newspapers own the NBC affiliated outlets.

KIDO Joining NBC On Or After July 1

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tion in Idaho to become affiliated with any national network. Rate has been set at \$120 per hour. KIDO operates on 2,500 watts daytime, 1,000 watts night on 1350 kcs. Reports from Boise declared that it is almost impossible to pick up a daytime national program in the city.

Meanwhile it was announced that WGBI, Scranton, would join CBS at some future date, probably by Jan. 1, 1938. Station is a member of the Quaker network and operates on 880 kc., sharing time with WQAN in the same city, with 500 watts. Frank Megargee is president and Frank Coleman, manager. No network rate has been announced for the outlet. KIDO makes the 118th station on NBC and WGBI is the 103rd CBS affiliate.

Recreated Ball Games For Atlantic Refining

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calls for a 15-minute resume following the game, with no broadcast from the ball park. Pirates will play 77 games at home, and there will be 55 games, excluding New York and Brooklyn, played on the road. N. W. Ayer & Son has the account.

KTAT Adds Half Hour

Fort Worth—Increase in business, including programs and remotes, has caused KTAT to revise its daily broadcasting schedule and add a half hour to the run. This keeps the station on the air 17 hours daily.

Haigis Asks for Station

John W. Haigis, Republican candidate for Governor of Mass. last Fall has filed application with the FCC to operate a new station at Greenfield, Mass. It is proposed to use 250 watts, daytime only, on 1210 kilocycles.

Modest MacCormack

Buffalo—John MacCormack, announcing here that he is through with concert work and plans to retire to the life of a private citizen after one more engagement in Dublin, added:

"I'll sing on the radio once in a while, if anyone will listen to me."