



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 28

NEW YORK, FRIDAY, MARCH 19, 1937

FIVE CENTS

## INS News Via Short Wave

### LEVER RENEWS JOLSON FOR ANOTHER 52 WEEKS

Lever Bros., Cambridge, Mass. (Lifebuoy and Rinso) on March 23 will renew the Al Jolson show for another 52 weeks on 60 CBS stations, Tuesdays, 8:30-9 p.m. with a repeat at 11:30 p.m. Program features, in addition to Jolson, Martha Raye, Parkyakarkus and Victor Young's orchestra.

Tiny Ruffner, who has resigned from Benton and Bowles, to join Ruthrauff and Ryan's radio production staff, Rinso and Lifebuoy's advertising agents, will start producing this show on March 30. Program originates from Hollywood.

### Melton Gets Release From Film Contract

James Melton, heard currently on the Sealtest System Laboratories program, Saturday Night Party, has asked and received a release from his contract with Warner Bros. Melton plans to devote himself entirely to radio in the future. Program is heard Saturday, 8-9 p.m. over the NBC-Red network.

### Twin Stars From KFVB With Studio Audiences

West Coast Bureau of THE RADIO DAILY  
Los Angeles—When National Biscuit's "Twin Stars" switches from NBC to CBS it will go in for audience shows, but will broadcast from none of the regular CBS radio playhouses. Instead, arrangements have been concluded for use of KFVB's new studio theater, from which the program will be piped to KNX, and thence out over the network.

New writing staff has been organized.  
(Continued on Page 3)

### Africa Spells

Kansas City—In connection with the spelling bees sponsored by Advance Baking Co., KCMO will broadcast a spell-down for colored school children on April 11.

As far as is known here, in the current spelling craze, this will be the first bee in which all the participants will be of the Negro race.

### Quiz Burdens Library

Pittsburgh—Such interest has been shown in the WWSW "Yes 'N' No" program that Carnegie Libraries, usually pretty liberal on information, have put on the clamps and refuse any more queries regarding the quiz program. Three-times-weekly shot is a local commercial and has come along fast.

### SWANK RAINBOW ROOM OFFERED TO SPONSORS

NBC commercial program department is contacting the leading advertisers and advertising agencies in an effort to sell a half-hour variety program direct from the Rainbow Room atop the RCA Bldg.

Salesmen were provided with a four-page booklet yesterday telling all about the new idea. Booklet stated that NBC has a swiftly-moving program with a master of ceremonies, orchestra, singers and  
(Continued on Page 4)

### Paris Television Unit Will Be Most Powerful

Paris—A commercial television station of 30,000-watt power, said to be the world's most powerful to date, is to be installed at the base of the Eiffel Tower, it is announced by the French Ministry of Posts, Telegraphs and Telephones, the equipment to be provided by La  
(Continued on Page 4)

## FCC Refuses to Grant Delay In Hearing on Brooklyn Case

### Daily Television Show From WDGY, Minneapolis

Minneapolis—WDGY has started a new series of television broadcasts through its station W9XAT, at 12:30 p.m. daily, under the personal direction of George Jacobson, chief technician.

Dr. George Young, owner of the station, is one of the pioneers in television and has complete studio equipment costing between \$40,000 and \$50,000.

## Special News Service for the Smaller Stations Being Started Monday by Hearst Subsidiary

### PETER deLIMA JOINS LYONS & LYONS AGENCY

Peter deLima has joined the Lyons & Lyons offices, where he is in charge of the radio department. This frees Sam Lyons to attend to the general details of the organization, which has under its wing Jack Pearl, Jack Benny, Phil Baker, Ed Wynn and many other name acts.

De Lima who will contact advertising agencies in selling talent, is  
(Continued on Page 4)

### Don Lee Network After Two More Cal. Stations

West Coast Bureau of THE RADIO DAILY

Hollywood—Lewis Allen Weiss, general manager of the Don Lee Mutual chain, leaves for San Francisco next week for a conference which is expected to add the Golden Empire Chain stations KHSL, Chico, and KVCV, Redding, to the Don Lee network. Stations now owned by Harold Smithson. If negotiations go through as scheduled, the new outlets will be on Don Lee chain early in April.

International News Service, Hearst news service, on Monday will inaugurate a special news service designed particularly to meet the news requirements of the smaller radio stations for news broadcasting it was announced yesterday.

Service will be delivered to stations via Hearst's own shortwave stations located in New York, Chicago and Redwood, Cal. Full hour reports, especially prepared for broadcasting, will be short waved four times daily, 8 a.m., 11 a.m., 6 p.m., and 11 p.m. In addition to the regular service five flash news periods will be sent out at 6:45 a.m., 9:45 a.m., 1:45 p.m., 4:45 p.m., and 9:45 p.m. Present plan is to send out about 6,000 words daily with the overflow being sent out in a daily mail service.

T. L. Christie, INS radio news editor, will handle the service which will be on the air seven days a week  
(Continued on Page 5)

### New Admiracion Series Start on MBS April 18

Admiracion Laboratories (shampoo and hair tonic) start a new series over WOR and the Mutual network April 18. Programs will be aired from 6:30-7 p.m. with the contract calling for 52 broadcasts. Talent includes Tim and Irene Noblette with Bunny Berrigan's orchestra. Following stations will pickup programs: WOR, WGN, CKLW, WAAB, WBAL, WCAE, WGAR, KHJ, KFRC, KDB and KGB. On April 25, KWK, St. Louis, will be added to the net. Charles Dallas Reach, Newark, has the account.

### Intra-Hotel Web

Edison Hotel, which supplies its guests with choice of radio programs, also has a program of its own which is confined to the hostelry.

Florence Rose, one of the executives, writes and broadcasts three 15-minute programs daily, including dramatic and film criticism—and gets fan mail and arguments from the guests in the bargain.

Washington Bureau of THE RADIO DAILY

Washington—Represented by an abundance legal talent stations WBBC, WARD, WLTH, WVFW, and the Brooklyn Daily Eagle Broadcasting Co., all of Brooklyn, and WEVD, New York, opened hearings yesterday before the full broadcasting commission, with FCC Chairman Prall presiding to settle, if possible, facility difficulties.

At the very beginning Prall denied the request of Gustav A. Gerber, representing WBBC, to adjourn  
(Continued on Page 3)



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

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## FINANCIAL

(Thursday, Mar. 18)

### NEW YORK STOCK MARKET

|                 | High      | Low     | Close   | Net Chg. |
|-----------------|-----------|---------|---------|----------|
| Am. Tel. & Tel. | 173 1/2   | 172 3/4 | 173 1/8 | — 5/8    |
| Crosley Radio   | 25 1/4    | 24 1/2  | 24 1/2  | — 3/8    |
| Gen. Electric   | 58        | 55 1/2  | 56 1/2  | — 1 1/2  |
| North American  | 28 3/8    | 27 5/8  | 28      | + 5/8    |
| RCA Common      | 11 7/8    | 11 1/2  | 11 1/2  | — 1/8    |
| RCA First Pfd.  | 77        | 76 3/4  | 77      | — 1/2    |
| RCA 5% Pfd. B.  | (100 Bid) |         |         |          |
| Stewart Warner  | 19 1/2    | 19      | 19 1/4  | — 1/2    |
| Zenith Radio    | 36 1/4    | 35 1/2  | 35 1/2  | — 1      |

### NEW YORK CURB EXCHANGE

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

### OVER THE COUNTER

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| CBS A             | 58     | 60     |
| CBS B             | 57 3/4 | 59 3/4 |
| Stromberg Carlson | 16 1/2 | 17 1/2 |

## Paul Whiteman Booked For Drake Hotel, Chicago

Paul Whiteman orchestra goes into the Drake Hotel, Chicago, April 9, four weeks booking being reported as at a new high for a hotel salary. Ork will hold forth in the Gold Coast Lounge. Band will be heard from there as a sustaining.

NBC will air a one-hour sustaining done by Whiteman Wednesday, March 24, 9-10 p.m., occasion being a Coast to Coast birthday broadcast of typical Whiteman music. (Birthday is Whiteman's.)

## Denver Game on Mutual

The final basketball game of the A. A. U. tournament in Denver will be heard over WOR-Mutual, 11:30 p.m. to 1:00 a.m. Saturday, via KFEL, Denver.

## MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE  
1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

## Every Man for Himself Abroad

Copenhagen—Station Bergen, of the Norwegian national web, is in a tough spot. A French station swiped the wavelength allocated to it and Bergen had to shift to another channel but not without causing interference with foreign stations. Result: complaints from foreign authorities coming in thick and fast, and subsequent changes of channels. About a month ago Bergen hit down on a French channel, and the French have had the cheek to complain to the Norwegian Government about it, notwithstanding that it was originally a French station which forced Bergen into its Mysterious Mose existence. The local listeners are naturally sore about the frequent changes of frequency and contend that picking up the Bergen program has developed into a hide-and-see game.

## Chamberlain Brown Ends 26-Week WINS Program

After a run of 26 weeks Chamberlain Brown, Broadway agent-manager, today winds up his 3:30-4 p.m. WINS program in which he presented stage, screen, opera and radio stars and other Broadway personalities. The program developed considerable fan mail and may be taken over by another station.

On the final WINS broadcast will be Fritzi Scheff, Blanche Ring, Glenn Hunter, Ralph Errolle of the Metropolitan, Roger Wolfe Kahn, Mona Segal, Charles Harte, Diana Croyle and others, with Brown as m.c. The continued story on the melodramatic life of Alfred Volckman will be brought to a close, and Brown will render "The Last Round Up."

## WJBW Period In Demand

New Orleans—While commercials are banned from the period, which is supposedly of a non-commercial nature, popularity of WJBW's "High School Reporter" period is such that time buyers are dickering to get spots on either side of the period. Mother's Bread holds it at present. Period is 15 minutes, with reporters from public, parochial and some private schools furnishing student reporters who report school activities. Two reporters work each period.

## Baseball Games Over WNOX

Knoxville — General Mills, Inc., Minneapolis (Wheaties), has signed with WNOX for the exclusive rights to broadcast all out-of-town games and seven pre-season games to be played by the Knoxville Ball Club, members of the Southern Association. This is the first time in the history of local baseball that a club has permitted a radio station to broadcast play-by-play descriptions of its games. Lowell Blanchard, WNOX program director, will handle the microphone.

## Benny With Stoop and Budd

Jack Benny will be a guest on the Stoopnagle and Budd program Sunday at 5:30 p.m. over the NBC-Blue network. Benny will interrupt rehearsals for his own 7 o'clock show, being broadcast that night from the Hotel Pierre, to visit the brother comics.

## Hazel Westerlund Ill

Hazel Westerlund, CBS station relations, on the sick list yesterday and confined to her home.

## KCKN Sponsor Is Using 5 Hours Daily in Drive

Kansas City, Kan.—For the sixth consecutive year, KCKN has sold an unusually large block of time to the Hans Stores, Inc., of Kansas City, Mo., for use in advertising their sixth Annual Jubilee Radio Sale. For four days starting last Wednesday, an average of five hours a day, or nearly a third of the station's regular time on the air, is being used by the Hans organization. All available station features and sustaining programs are being announced under the store's name, and wherever possible short musical programs have been rescheduled so that full one-hour musical revues can be presented under the sponsorship of the program.

## New Biz at WCKY

Cincinnati—Recent new business closed by WCKY, the L. B. Wilson station includes:

Oneida, 13 weekly quarter-hour E.T. programs, "Peggy Tudor," through BBDO; Chrysler, 12 spot announcements, two each night, through Lee Anderson, Detroit; Calco Chemical Co. (Little Duchess Laundry Blue), 52 one-minute E.T. announcements, starting May 3; through Ferry-Hanly Co., New York.

## Bill Goodrich at KFBI

Abilene, Kas.—Bill Goodrich, formerly of KLRA, Little Rock, has been appointed manager of the Salina studios of KFBI here, it is announced by K. W. Pyle, director.

Plans are under way to enlarge the studios and increasing talent personnel for the origination of about three hours more per day from these studios.

## Promotions at WMBH

Joplin, Mo.—Promotion of Ken Sigars, former program director, to public relations director, and the elevation of Bruce Quisenberry, announcer and special events man, to program director, took place this week at WMBH.

## Broadcast from Loew's State

A broadcast direct from Loew's State Theater will take place Monday over WHN. Dave Apollon and his revue will provide the show.

## Telephone Hearing Put Off

Washington Bureau of THE RADIO DAILY Washington—Hearing in the FCC's telephone investigation originally set for March 22 has been continued to March 29.

## COMING and GOING

PHILLIPS H. LORD returns today from a three-week southern cruise.

BOB HOTZ, radio production man, formerly with Young & Rubicam, left yesterday for Chicago and will return to New York within ten days.

FRANK PARKER flies to Miami for two weeks and will do two shots on the Ben Bernie program on March 30 and April 6. He will come to New York for his Sunday programs.

PHIL BAKER returns to New York today from Florida after visiting MRS. BAKER and the newborn son.

RICHARD CROOKS, his wife, and their children leave for a cruise aboard their boat when the current opera season concludes.

BUDDY ROGERS has booked passage on the Bremen leaving England March 26.

"DOC" E. R. MUSSO, manager of WBNO, New Orleans, and GEORGE H. PEARCE, the studio's technician, leave the South tomorrow for Washington to take up their petition with the FCC. Station wants unlimited time and a new transmitter, as well as to re-equip. Musso will proceed from Washington to New York to take up accounts with agencies and other time buyers.

FRANKLIN M. DOOLITTLE, WDRC, Hartford, is in New York.

LINCOLN DELLAR, CBS stations relations, on the road for three weeks on a business-vacation trip. First stop is Chicago then on to the West Coast.

J. D. CARPENTER, manager of WKBB, Dubuque, Iowa, leaves New York tomorrow after spending several days in town. Station recently affiliated with CBS.

VIRGINIA LAMONT, radio editor of the Columbus (Ohio) Citizen, in town for a few days, getting first hand info. on how the webs operate.

ERNIE PYLE, columnist for Scripps-Howard Newspaper Alliance, in New York gathering material for six radio features.

ARTHUR BORAN leaves at midnight for Baltimore to appear at the Procter & Gamble advertising executives show at the Loew's Century theater tomorrow. He will return Saturday for the Schaefer Beer program via WOR Sunday.

## Mutual Participating In Short Wave Program

WOR and the Mutual network will participate next Sunday in a coast-to-coast broadcast of a DX program for the Newark News Radio Club, a short-wave organization. Program will be aired 2-5 a.m. and will feature short-wave pick-ups from COCO, Havana, and HJLABP, Cartagena, Colombia, music from the various outlets airing the show, speeches and a spelling bee from the WOR studios with Bob Emery as the conductor.

Program will be heard over the following stations: WOR, WOL, WAAB, CKLW, KOIL, KSEL, KHJ and the Don Lee network, WHTT, WSAR, WSPR, WLBZ, WFEA, WNBH, WLLH and W1XBS. In the past WOR has usually broadcast two such programs a year, but this is the first time that the entire network has picked up the broadcasts.

## LEO SAYS:

Greetings to a New Sponsor—  
SOBOL BROTHERS  
On WHN Fifteen Times a Week!

WHN DIAL 1010  
AFFILIATED WITH  
M-G-M-LOEW'S



## FCC BEGINS HEARINGS ON BROOKLYN SITUATION

(Continued from Page 1)

for future hearing due to illness of Peter J. Testan. Further discussion, during which each lawyer attempted to change schedule of hearing, resulted in Prall's ruling that the hearing continue as originally scheduled.

Elmer W. Pratt, representing Brooklyn Daily Eagle, seeking facilities of four stations, declared he could prove public interest could better be served by Eagle since original four had proved inadequate.

Prall gave assurance each would have full opportunity to present views as well as rebuttal. Immediately Gerber took the floor, placing on the stand, Peter Testan, Jr., who described himself as general manager and secretary of Brooklyn Broadcasting Co. and engineer of WBBC.

Testan testified WBBC had been operating continually since 1926. Gerber then had witness describe different matters regarding WBBC, together with a financial statement compiled by John J. Fried, in an effort to show station was a going organization. The hearing continues today.

## Twin Stars from KFVB With Studio Audiences

(Continued from Page 1)

ized, with Phil Rapp, Ken England and Kin Platt scripting. They will not only have to worry about the March 28 show, but also will be working on their final NBC broadcast just two days earlier. Jack Hasty is producer, McCann-Erickson is agency.

Buddy Rogers will not be on the first CBS show, returning from England for the show of April 4.

## Witte Offering Books

Lawrence Witte, heard every Saturday from 11:15-11:30 a.m. over WPG, Philadelphia, is currently offering copies of "They Sold Themselves," a book recently published by Hillman-Curl, for the best letters submitted by listeners on their favorite radio artists. The book was written by Joseph Keeley of the N. W. Ayer & Son, New York office and Howard Stephenson.

## Barn Dance East

National Barn Dance company, which will tour the east in May, will make remote broadcasts from Radio City and other Atlantic coast spots.

## Ed Lowry on Mutual

Mutual network is taking Ed Lowry's "Swing Time" show, Hollywood feature, for coast-to-coast airing as soon as time is cleared.

## WFBL Asks More Power

Syracuse—WFBL has applied to the FCC for 5 kw. night power on 1360 kc. station now using 5 kw. days and 1 kw. nights.

Radio and Television

# P A T E N T S

Granted March 16, 1937

Compiled by JOHN B. BRADY, Attorney  
Washington, D. C.

- Re. 20,293—OSCILLATOR SYSTEM. Jennings B. Dow, Washington, D. C.
- Re. 20,297—AMPLIFICATION SYSTEM FOR GLOW RELAY DEVICES. Harvey C. Rentschler, East Orange, N. J., and Donald E. Henry, Bloomfield, N. J., assignors, by mesne assignments, to Westinghouse Electric & Manufacturing Co.
- 2,073,642—ULTRASHORT WAVE MODULATED CARRIER WAVE RADIO COMMUNICATION SYSTEM. Alfred Aubyn Linsell, London, England, assignor to RCA.
- 2,073,643—ULTRASHORT WAVE MODULATED CARRIER WAVE RADIO COMMUNICATION SYSTEM. Alfred Aubyn Linsell, London, England, assignor to RCA.
- 2,073,701—TIME-LAG CATHODE CIRCUIT ARRANGEMENT. Eugen Lazzarini, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,073,804—RADIO TUBE. Harry P. Pratt, Chicago, Ill., assignor to William Frederick Grower, Henry Asa Allen, George Squires Herrington, and Howard Thompson Ballard, trustees, acting with said Henry P. Pratt, as cotrustees of Pratt Radio Trust.
- 2,073,880—INTERFERENCE ELIMINATING DEVICE. William M. Robinson, New York, N. Y., assignor to Solar Manufacturing Corp.
- 2,073,940—COIL MOUNTING SYSTEM FOR HIGH FREQUENCY CIRCUITS. Vernon D. Landon, Collingwood, and William H. Conron, Haddonfield, N. J., assignors to RCA.
- 2,073,946—ELECTRON DISCHARGE DEVICE. Bernard Salzberg, New York, assignor to RCA.
- 2,074,014—AUTOMATIC VOLUME CONTROL CIRCUITS. Kenneth A. Chittick, Haddon Heights, and Wendell L. Carlson, Haddonfield, N. J., assignors to RCA.
- 2,074,033—IMPULSE GENERATOR. William A. Tolson, Westmont, N. J., assignor to RCA.
- 2,074,037—AUTOMATIC SELF-SYNCHRONIZED TRANSMITTING SYSTEM. Glenn W. Watson, Detroit, assignor, by mesne assignments to International Business Machines Corporation.
- 2,074,047—ELECTRON DISCHARGE AMPLIFIER. Francis Lee Deschant, Racine, Wis.
- 2,074,226—METHOD OF AND APPARATUS FOR RENDERING OBJECTS VISIBLE IN INFRA RED RAYS. Josef Kunz and Franz Urbach, Vienna, Austria, said Urbach assignor to said Kunz.
- 2,074,253—ULTRASHORT WAVE TUBE. Walter Dallenbach, Berlin-Charlottenberg, Germany, assignor to N. V. Machinerieen-en Apparaten Fabrieken "Meaf," Utrecht, Netherlands.

## WNEW Begins Games March 22

WNEW to start baseball broadcasts this year March 22 when Earl Harper will describe a play-by-play description of the game between the New York Yankees and the Newark Bears. Program will be heard from 3-5 p.m. from Sebring, Fla. Five other spring training games have been set for airing on the following dates; March 25, 26, 29, April 3 and 7. Programs sponsored by General Mills for Wheaties.

## Lucky Using 87 CBS Stations

American Tobacco Co. (Lucky Strike cigarettes) will use a total of 87 CBS stations, including Honolulu, in its Edwin C. Hill daytime series which begins April 5, Mondays through Fridays, 12:15-12:30 p.m. Network will go coast-to-coast on May 3 with a repeat broadcast at 2:30-2:45 p.m. Contract is signed for 13 weeks through Lord & Thomas, New York.

## Waxing New Series

Langlois and Wentworth are waxing a new 15-minute script for a network sponsor. Shows will be under the direction of Ralph Wentworth. The cast will include House Jamison, Kenneth Delmar and Don MacLaughlin. Script is being written by Gene Stafford.

## Goodman Accounts Renew

The Harry S. Goodman Advertising Agency just received renewals of their contracts for broadcasting with the Mandel Brothers in Chicago, the Boston Store in Milwaukee, Hechts in Washington, D. C., Jefferson Standard Life Insurance Co. in Greensboro, N. C., W. B. Worthen Co., bankers in Little Rock, Ark.

Goodman reports that 70 per cent of his accounts have renewed their contracts for additional broadcasts.

## "Faust" on WBNX

Students of German in the James Monroe High School will present a radio version of "Faust" on station WBNX tomorrow from 11:30 to noon, as the second in the series of German Club broadcasts by students of New York City High Schools and Colleges.

## Wilson Lang With Glason

Wilson Lang, now appearing at the Ritz-Carlton Hotel, will take the place of Jerry Baker as featured soloist on Billy Glason's Funfest starting Sunday over Station WMCA.

**THE NEW BALLAD SENSATION  
CARELESSLY**

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

## CBS ADVANCE MAN ON CORONATION JOB

CBS will send out an advance man as part of its coverage of the Coronation of King George on March 12, Wallace West being assigned to sail on April 7 on the Queen Mary.

West, from the CBS press department, is familiar with London territory, and will prepare considerable material, before hand and get the picture in advance for the Special Events crew to arrive later. West will be accompanied by Mrs. West and plans to take a four-week European vacation before returning home.

Paul White, CBS director of special events, and Bob Trout, CBS special events announcer, sail April 12 on the Georgic for the Coronation.

## Minneapolis Ball Games Over WCCO Fifth Year

Minneapolis—For the fifth successive year, General Mills will sponsor the broadcasts of the Minneapolis Baseball Club over WCCO. Contracts for the 1937 season were signed this week, whereby WCCO will again carry all games played by the Minneapolis team of the American Association, with the exception of those scheduled on Sundays.

It was also over WCCO that G. M. conducted its first test for baseball sponsorship in 1933. Officials of G. M. at that time stated they were somewhat dubious as to what the results might be, as in their opinion, baseball broadcasts were chiefly for men. The first year of broadcasting convinced them, however, that women form a large part of the radio baseball audience.

So successful was this experiment that in 1934, General Mills added six more stations in Buffalo, New York, Columbus, Indianapolis, San Francisco and Des Moines.

## Brokenshire as Mutual M.C.

Norman Brokenshire has been offered a contract by WOR-Mutual to become master of ceremonies for the 4:30-5 p.m. variety shows on the network. Brokenshire would take the place of Ed Fitzgerald who has taken a commercial of his own. Leo Freudberg conducts the orchestra on the program, which features WOR talent.

"BARON MUNCHAUSEN"

# JACK PEARL

RALEIGH and  
KOOL CIGARETTES

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

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

## SWANK RAINBOW ROOM OFFERED TO SPONSORS

(Continued from Page 1)

guests. As a merchandising stunt NBC proposes that a studio audience of a limited number, room holds approximately 350, and a salesman's weekly contest might be conducted by the sponsor with the winner being rewarded with an all-expense trip to New York.

It is also suggested that the advertiser can arrange to hold the orchestra after the broadcast for music and dancing. In other words make a party of it for the salesman. Officials of the Rainbow Room, for reasons of policy, reserve the right to approve of sponsor and product advertised, concludes the brochure.

## Paris Television Unit Will Be Most Powerful

(Continued from Page 1)

Materiel Telephonique Licensee, an International Telephone & Telegraph Co., licensee.

Station is expected to be in operation by July 1, and the transmitter will have a peak of 30 kw. The antenna will project from the flagpole at the top of the 1,000-foot tower. Broadcast range is figured at 50 miles.

## 100-Watt 50 Miles From Its Transmitter

Selma, Ala.—WHBB, 100-watt operated by Selma Broadcasting Co., of which John S. Allen is president, boasts an unusual accomplishment in conducting program broadcasts 50 miles from its transmitter.

Though generally believed that a 100-watt station is good for only 12, 15 or 25 miles, WHBB has upset the theory by successfully selling merchandise for advertisers in towns 50 miles away.

Local remote studios are maintained in Demopolis, a small town near the Mississippi border, about 55 miles from WHBB's main studios here. From Demopolis, the station broadcasts a daily program of an hour's duration made up of local talent, news and advertising. In addition, WHBB maintains a local studio in Uniontown, a small community 30 miles west of Selma.

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

March 19  
Greetings from Radio Daily

to  
John Shepard III

March 20  
Ozzie Nelson

March 21  
Garnett Marks



## ETHEL BARRYMORE

in

"The Man Across the Hall"

Bayer Aspirin

NBC-Blue Network, March 17,  
8:30-9 p.m.

Blackett-Sample-Hummert

## WELL-WRITTEN AND FINELY ACTED SPECIAL RADIO DRAMA IN ROMANTIC VEIN.

This romantic love drama, authored by David Driscoll especially for Ethel Barrymore, is a nice job. It is much better than a lot of the condensed versions of stage plays that have been put on the air. Story is about a librarian, played by Miss Barrymore, who falls in love with a mysterious stranger whom she first meets in the library and later discovers living in the room across the hall at the same rooming house. Complications arise due to the man being a fugitive from justice, but the finale reveals there was provocation for the crime. Skit holds suspense nicely,

and Miss Barrymore's performance was a pleasure in itself. Air Features Inc. produced the show.

## "TELL US YOUR STORY"

Wyandotte Cleanser

CBS (Partial Network), Tuesdays,  
Thursdays, Saturdays, 2-2:15 p.m.,  
E.S.T.

N. W. Ayer & Son

## GOOD HUMAN INTEREST PROGRAM WITH PRINCIPALLY FEMININE APPEAL.

Dramatizing true experiences submitted by listeners, with a prize for selected incidents, this recently inaugurated series holds well up to the average of the "true story" features. Lillian Lowans, who authors the programs, does a good job in selection and preparation of material. Acting talent selected is above average. Subject matter of the skits deals chiefly with love, marriage and other domestic complications, appealing mostly to the femme listeners.

# Varied Viewpoints

## Characterization on Air Demands Much Ingenuity

**Y**OU can't make a crook character out of a radio artist by having him slouch on the stage smoking a cigarette. It takes much more than a cap and some loud clothes to make a gangster for the theater of the air.

A drama with one or two criminal voices is easy, but when you are faced with using three or more robbers in the same period, trouble begins.

It is not enough to reproduce exactly the voice of the man your character is depicting. The listening public wants exact reproduction, but they also want crook characters to sound a little like crooks, just as they want ministers to sound like ministers when they come before the microphone.

When you are deprived of the advantages of make-up the actor must put into the voice that certain something that the public has grown to associate with the criminal. Finding three or four voices with a criminal tone, and still voices that are different, and, on top of that, voices that approach the voices of noted gangsters—that is when the dramatic director rejoices in having a long card index of people with voice types.—PHILIP BARRISON, WMCA Dramatic Director.

## Crooks Says Radio Fans Appreciate Better Music

**R**ADIO programs do not do justice to the American scope of music appreciation.

For instance, the beautiful songs of Mozart, Schubert, Brahms, Schumann and Wolf are not widely known, but I, for one, believe that they should be. They are lovely and often simple melodies. I feel that every American could easily understand and appreciate the gusto and swinging rhythm of Schumann's "Song of Provence," the delightful humor of Wolf's "The Drum," the tenderness and ecstasy of Strauss' "Dream Through the Twilight."

So-called "classics" of this kind demand no penetrating musical knowledge for appreciation. They sing themselves in a tonal language that's universal in its embrace, and really should be as popular as the brisk jazz that everyone's familiar with—RICHARD CROOKS.

## 2,562,837 Phone Calls Recorded by Maj. Bowes

A record of 2,562,837 telephone calls since the beginning of Major Bowes' "Amateur Hour" network broadcasts two years ago have been made by listeners to the series, according to statistics compiled by A. T. & T.

## PETER deLIMA JOINS LYONS & LYONS AGENCY

(Continued from Page 1)

considered one of the best men in this field, having for several years been with the CBS Artists Bureau more recently in its Coast branch, from which he resigned a few weeks ago.

## Vocational Programs Create Wide Interest

Ames, Iowa—Wide interest is being manifested in the vocational guidance programs being broadcast by WOI, owned and operated as part of the Iowa State College. Station is supported by tax funds and operates on 640 kc. during daytime. W. I. Griffith is director of the station.

Broadcasts dealing with opportunities offered to young people in various vocations are providing a real service to the youth of Iowa. Schools of adjacent states also have become interested in the programs.

Outstanding authorities are invited to discuss topics and answer questions, and the college has put out a Listener's Manual giving information on the broadcasts and containing blank charts for listeners' notes. Many schools have provided classes with the Manual, while other groups are listening in their schools and using the blackboard for important facts.

## Eton Boys on Vaude Dates

The Eton Boys will be off the CBS network for two weeks, effective March 25. On that date they open at the RKO Theater, Boston, for one week, and on April 2 begin an engagement at the Earle Theater, Washington. Paul Ross of the CBS Artist Bureau set both dates.

## James Calvert In New Post

Fort Worth—James Calvert, who has been broadcasting the early morning news program "What Happened Last Night," over WBAP for several months, has left for New Orleans, where he will head the Louisiana state publicity bureau.

## Sets Record on KWTO

E. C. Booth, manager of the nationally-known Colonial Poultry Farms, reports that KWTO, Springfield, Mo., has established an all-time record for results on radio for that concern this season. Inquiries and closures received from KWTO were the best of any of 18 stations used by Colonial Poultry Farms, Booth said in a letter to the station. Results, in fact, bettered any record ever made by any station for Colonial, Booth said. Colonial Poultry Farms have used radio extensively the past six years. Booth recently renewed his contract with KWTO for the entire 1938 season.

## INS SPECIAL SERVICE FOR SMALL STATIONS

(Continued from Page 1)  
with a slightly modified service on Sunday. Service is going on the air for a two week trial period in which any station in the country may pick up and use the material. In the meantime Walter E. Moss, INS sales manager, will have his field crew out contacting the stations. No rates have been announced as yet.

The Eastern territory will be covered by WEEW, Carlstadt, N. J., a 10,000 watt transmitter operating on 9230 kcs. daytime and 7640 kcs. at night. The Chicago station operates on 20,000 watts and the Redwood station has same wattage as Carlstadt. William B. Campbell business manager of communications, is handling the technical details.

All news will be sent out from WEEW to other relay stations in Chicago and Redwood via radio teletype with the relay station sending the news out in International code to the stations. Transradio has used Press Wireless short wave equipment since its inception for some of its clients, plus its wire service. United Press reports that they have tested out the short wave idea and found trouble with the delivery service. All UP radio news is sent out on teletype, but they do use Press Wireless for some service for some news dispatches.

### Original Play on WMCA

An original playlet in words and music entitled "Porcea Crucis" (Why The Cross) will be offered as a special feature of WMCA's programs on Good Friday, March 26. It was written by Fred Barron, playwright and actor.

### WWVA Jamboree Birthday

Wheeling, W. Va.—Fifth birthday of the popular WWVA Jamboree show, held each Saturday night in the Wheeling Market Auditorium, will be celebrated April 3.

### R-O'K. Signs Jarrett

Arthur Jarrett has just signed a contract with Rockwell-O'Keefe.



**DO YOU KNOW**

Statistics from Tokio show the existence of 2,000,000 radio sets in Japanese homes. Owners pay a tax of \$1 monthly.



● ● ● **Hershell Williams** appears to be the likely successor for **Tiny Ruffner's** spot at B. & B. . . . **Listerine** had another hearing of "Grand Central Station" at CBS's Seventh Avenue studios yesterday. . . . **N. W. Ayer** had an audition at NBC for the Grand Stores, (5, 10, 25c chain) which included **Pat Barnes, Man About Town** and **Nat Brusiloff's** orchestra, while **Dumke and East** ("Sisters of the Skillet") were gueststars on the AUDITION! . . . **Ed Smith, WNEW** dramatic director, leaves shortly for WPA show directions . . . **Lee Patrick**, last heard on "Your Unseen Friend", has been signed by **RKO** and goes west next month. . . . The **Lebrun Sisters** are off the **Smith** show next week and go to work for **Phil Spitalny**. . . . **Phil Duey, Arlene Jackson** and **Lois Bennett** are set for the **Rubinoff** transcriptions, while the **Norsemen** are slated for 18. . . . **Ray Knight** has been renewed on the **Feen-a-mint** show for 13 weeks as of Sunday. . . . **General Motors** are auditioning almost everyone for their contemplated airings.

● ● ● **Henny Youngman** admits that the 15th of this month meant nothing to him! (no tax returns filed) However, thanks to **Ted Collins**, he's complaining about next year, already! . . . He opens at the **Hipp** in Baltimore for six days on the 26th with **Bowditching Lazar** joining the party! . . . The **NBC** boys are throwing a beef-steak party for departing **Rubey Cowan** next week. . . . The **Rooneys, Pat and Junior**, have joined again with the **Timbergs, Herman and Jr.** and are preparing a radio spot. . . . 18 persons who have appeared on the "Do You Want To Be An Actor" are working in Hollywood temples this week. . . . **Dick Liebert**, famous organist, and his **Radio Citizens**, will be commercialized shortly.

● ● ● **Young & Rubicam** are auditioning shows for a fill-in on **Jack Benny** for the Summer which departs on June 27, and the **Phil Baker** show, which fades the same night! . . . **Johnny Green** and **Fred Astaire** have just completed a series of recordings for **Brunswick** on the latest picture. . . . **John Nesbitt** may be brought east for his airings of the "Passing Parade" . . . **Jack Costello** is the new announcer on the "Vox Pop" show. . . . **Cecile Cummings** of the **NBC** press dept. is planning a six-week vacation to Ireland. . . . **Walter Tibles**, purchasing agent of **WNEW**, quit to accept ass't time-buyer's job at **Biow**. . . . Some difficulty with the **Broadway** show, "Having Wonderful Time", which was slated for **Vallee's** hour on the 25th, may cause it to be delayed a week.

● ● ● While being elevator-starter at **NBC** studios, **Richard McDonagh** wrote a couple of scripts, which accounts for his new job in the continuity dept. . . . **Liebert Lombardo** has a **Conn.** license "LL 85", while **Lawrence Lowman's** tags are "LL 3", which plates they'll retain for five years. . . . **Louise Massey** and her **Westerners** go into the **Roxy** the 26th. . . . **Jack Treacy**, formerly with **NBC's** continuity dept. has joined **Star Radio** productions. . . . **Betty Finley** is with **Ralph Wonders** at **Rockwell-O'Keefe** and **Mickey Aldrich** may join shortly. **Cork O'Keefe** threw a luncheon for **Ralph** and the help at the **Rainbow Room** yesterday.

● ● ● **Clarence Muse**, heard on the **Oldsmobile** show which fades on the 10th, will be starred on an all-colored airing with the sponsor to be made known within 10 days. . . . **Borden's "Final Edition"** with **Gabriel Heatter, Thornton Fisher, John Chapman** and a comic strip will not take to the air until the Fall.

## WMT THEATER TIEUP IS GOING OVER STRONG

**Cedar Rapids**—The best bit of exploitation to hit these parts in many months came in the form of a new and unusual program which is hitting the air over **WMT, Cedar Rapids-Waterloo**, six times a week for 52 weeks with local **Paramount** theater and **Hartman Furniture Co.** sponsoring. Program is known as the "Movie Man," with **Bill Brown, WMT** announcer, emceeing. Feature originates in the lobby of the theater and is really packing them in.

Showmanship angles enter in from every source with **Annie Oakleys** and personally autographed pictures of movie stars being given to all who take part in the broadcast. Thirty-five different questions concerning movie stars are used on each broadcast with tickets being given to those who send in questions used on the show.

Questions pertaining to the lives, loves and adventures of the stars are given a heavy play on the show and special effort is made to tie in questions in connection with current pictures showing at the **Paramount**. Humorous questions have met with popular acclaim, with such questions as: "Where do you park your gum when you go to a show?" being asked.

The theater has been able to keep one hand on the pulse of the public and has arranged its schedule to meet the public's demands. Questions regarding policy as to double-features and favorite stars have revealed some interesting facts.

A "Music Memory" contest is held occasionally in conjunction with the movie man show. Numbers in current pictures showing at the theater are played in the lobby, with free tickets for those who send in the correct list of numbers played.

"Movie Tests" are given by having audience read commercials, act portions of films showing at the theater, sing like **Crosby**, yell like **Tarzan** or anything which interests the tuners-in and visible audience. Another feature on the same show which created a lot of interest, was a contest on the "perfect wife."

## ONE MINUTE INTERVIEW

JOE MARSALA

"Stories persist that most of radio's great dance band leaders don't know any too much about music. Their understanding, the jibes go, is much clearer on bank notes than quarter notes. That's a fallacy. The radio maestri are a strangely assorted set but most of them do have one thing in common. They art reasonably competent popular musicians. Radio isn't like vaudeville when bands had a dummy leader whose asset was good looks and who waved a baton with graceful ease."

# THIS and THAT

## CHATTER

**M**RS. SI STEINHAUSER, wife of the Pittsburgh Press radio editor, is recuperating after an illness of two months.

*Clark A. Luther, manager of WOC, CBS affiliate in Davenport, is visiting the CBS offices in Chicago.*

The Three Marshalls, starting tomorrow, will have an additional network program which will be brought to listeners at 12:15 noon over WJZ. Up until now the Marshalls have been heard only on Mondays. Their new spot will bring them to the listeners on Saturdays as well.

*Raymond Johnson has been signed to play the lead role in "Don Winslow," based on the adventures of a comic strip U. S. Navy Commander, when the program replaces Tom Mix on March 26 on the NBC-Red net.*

Anthony Wayne's original play, "Trouble is the Word for Blair," will be presented over the NBC-Red network at 10 tonight by the Little Theater Off Times Square. Don Ameche and Barbara Luddy are in the cast.

*George Biggar, promotional director at WLS, Chicago, recently received an alligator by parcel post from a Florida friend.*

Bernadine Peterson has joined the staff of WDG, Minneapolis, as assistant to Edward P. Shurick, Assistant general manager of the station. Miss Peterson will assist in the production and supervision of programs.

*William Salathe, formerly with Braniff Airways has joined KOMA, Oklahoma City, as salesman.*

Bobby Roberts, tenor doing a two-a-week series on WTMV, East St. Louis, has been re-signed as m.c. by The Green Diamond, Belleville night spot.

*Waller Hornaday, WTMV (East St. Louis) scripter, has been signed to produce and announce new daily series for St. Clair Laundry.*

France Laux, ace sports reporter of KMOX, St. Louis, leaves Sunday for the Browns' training camp in San Antonio, thence to the Cardinals' camp in Florida.

*Maurice Coleman, general manager of WATL, Atlanta, reports the new 11 p.m. nightly spot for his Red Top Beer account—which he nearly lost recently when the new city government ordered Saturday midnight closing for beer parlors—is proving a big success.*

Carolyn Clarke's farce "Pitter Patter," will be offered by the WHO Playhouse, Des Moines, Sunday afternoon. Miss Clarke is the author of radio dramas for First Nighter, Grand Hotel and others.

*"Mike," Royal Bengal mascot of Louisiana State University, will be "featured vocalist" on tonight's Pontiac Varsity Show from the Baton Rouge campus over the NBC-Red net.*

Marge Hard, WBIG, Greensboro, N. C., organist, is being featured at the National Theater organ. The National put the big organ back into commission because of the incessant demand for more organ melodies in this area.

*Lum and Abner are branching out into comic strip syndicates with a series they are working up with Charles Kuhn, as artist. Strip will follow the general line that they use on the air, but use new situations.*

Comedian Charlie Butterworth will present the world premiere performance of his own Shakespearean stock company and the widely heralded Astaire-Green-Butterworth vocal trio will make its postponed debut as the twin highlights of the Fred Astaire Hour with singers Conrad Thibault, Francia White and Trudy Wood and Johnny Green's orchestra over the NBC-Red network on Tuesday, 9:30 p.m., E.S.T.

## GUEST-ING

LOIS WILSON, film star, will be guest of Col. Jay C. Flippen's Broadway Melody Hour on WHN, 8-8:30 p.m., Monday. Irving Aaronson and his Commanders and Helen Yorke will be heard on the same program.

BETTY JAYNES, 15-year-old soprano, appears on Bing Crosby's Kraft Music Hall over NBC-Red 10 p.m. March 25. Others slated for this program: Ernest Schelling, April 1; Kathryn Mesile, April 8; Percy Grainger, April 15; Rose Bampton, April 22; Grete Stueckgold, April 29.

PETER FREUCHEN, Danish explorer-author, appears with Ozzie Nelson and Bob Ripley March 21 at 7:30 p.m. over the NBC-Blue.

THE MILLS BROTHERS will do a guest shot on the Ed Wynn program April 3.

BERNICE CLAIRE will guestar on Walter King's "Memory Lane Contest" today at 12:30.

RUTH ROBBINS, WMCA songster, will be guest on the Fox Amateur Hour over WMCA, March 29 at 9:30 p.m.

ETHEL BARRYMORE will be on the NBC Maxwell House Showboat March 25. She was set by Herman Bernie.

GALE SONDERGAARD and WALTER BRENNAN will be on the Bing

Crosby Kraft-Phenix program on NBC-Red network March 25.

DAVID GUION, composer, will appear on George Griffen's NBC-Blue program Wednesday at 6:35 p.m., coast-to-coast with the exception of WJZ.

CLYDE BEATTY, circus star, is being interviewed by Sam Taub on the "Hour of Champions" program Sunday, 1 p.m., over WHN.

## AD AGENCIES

SIDNEY J. HAMILTON, secretary of Fletcher & Ellis, Inc., has been elected a vice-president and director of that agency.

SEYMOUR MORRIS, formerly with Lord & Thomas, and C. BUTCHER, connected with BBDO, have joined Benton & Bowles.

ALFRED ROONEY agency has been appointed by City Brewing Corp. (Tally-Ho beer) to handle its account. Radio will be used in the advertising campaign now in formation, but definite spots have not as yet been set.

MAILINGS INC., radio response service, will move to larger quarters at 25 West 45th Street next Monday.

## ANNOUNCERS

ZACK HURT, sports and chief announcer for KFJZ, Fort Worth, Texas, has been chosen to broadcast all baseball games of the Fort Worth Club this year. This station recently paid \$5,000 for privilege of broadcasting all of these games.

JOHN GRAY, newest and youngest of WBBM announcers, doubles between the mike and his typewriter in the station's newsroom. Gray was formerly announcer for WSUI, of the University of Iowa.

QUIN RYAN, veteran WGN commentator, will cover the blow-by-blow description of the final bouts in the Intercity Golden Gloves contest between New York and Chicago, aired over Mutual next Wednesday night.

## HOLLYWOOD

**K**FI, red net outlet here for NBC, asked FCC and has received permission to go on a temporary 24 hour basis to broadcast half hourly weather news to Amelia Earhart during her Pacific flight. Two years ago, it was found that KFI's regular 640 kc signal pounded out powerfully over the Pacific, could be heard more consistently than many shortwaves. Broadcasting schedule gives six minutes weather reports, every half hour, with music, news, filling in.

Radio department, Federal Theaters project, diskling "Deep in the South"

programs, with 30-voice negro choir, which it hopes to plant as live talent on one of the coast to coast chains. Buckleigh Oxford, directing. RCA-Victor, transcribing.

Camel Cigarettes, (William Estey agency) has renewed Oakie College for another 13 weeks, the program to remain as is on talent, entertainment policy.

Stanley Cook, general auditor of Radio Transcription Co., here from Chicago for two months at the local headquarters.

Sale of Earnshaw Radio Productions' 104 Chandu episodes reported for American Cleaners for use on KFSD, San Diego (Robert Gracemill agency) and Star Outfitting Company for use on KYA, San Francisco (Allied Advertising agency).

Owen Crump, connected with KFVB several years ago, has returned, this time to take a spot in production department, working on the Peabody show and other programs.

Helen Troy, newest of the special attractions on the Cantor show, will be back on next week's show, and will probably get the permanent spot for the rest of the Cantor series.

## CHICAGO

**D**ICK GORDON, eastern vocalist, will be the guest soloist on the WGN-Mutual net show, "Listen to This," on Tuesday night, 7:30 p.m. CST. Gordon is a "find" of Kay St. Germaine.

"Stars of the Milky Way" program, WGN all-star musical show will present the final broadcast of the series on Sunday, 5:30 p.m., CST, over the Mutual web.

The Golden Glove bouts between New York and local teams will be aired over WGN-Mutual on March 24, 10 p.m.

New WBBM studios expected to be completed in 12 weeks.

Gertrude Neisen making a quick hop from her club and radio work here to the coast and return.

Lois La Chance, torch singer, will take the place of Gertrude Neisen on "Sunday Night Party" of March 21, over WBBM-CBS at 6:30 p.m. CST.

J. V. McLouglin, WBBM accountant spent a day last week notarizing for at least 75 CBS employees here—without collecting his two bit fee.

Stan Thompson, WBBM operations manager, bedded with flu.

H. Leslie Atlass, vice-president of CBS back after coast trip.

Don McNeill, emcee of Tea Time at Morrell's, is inaugurating a "Be Kind to Husbands Week—Especially Your Own" during the broadcast of that show today, 3:00 p.m. CST over WMAQ and the NBC red net.

## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

**F**EMME announcers for feminine products... that's Helen Gleason's idea... With NBC broadcasting approximately 20 programs advertising products with a purely female appeal, and CBS carrying about 30 of the same variety, the prima donna feels there's something a little incongruous in the sound of a rich baritone telling the gals how to keep those damask cheeks... or which polish helps mahogany to retain its bloom longest... Carmela Ponselle to warble at the Press Photographers' Ball April 9... When Mrs. Martin Johnson goes on the "Heinz Magazine of the Air" program March 29 she'll probably reach the studio via wheel chair... still convalescing and fighting a good fight...

▼ ▼  
Spring arrives officially 15 minutes before Benay Venuta enters the arena Saturday eve and Benay plans to welcome it with Spring's own har-binger... a hurdy-gurdy man... On account of difficulty in getting licenses they're almost obsolete... Canvass of city revealed that of several left in New York, one had gone Florida-ward for the Winter... Elinor Sherry, saying bye-bye to the Vim show, protem... after 65 weeks, leaving for road appearances in the East and Middle West... first stop, Boston... Marylin Duke is the gal who was discovered twice... after a year and a half with WOR she went back to Georgia to sing at a local station... Shep Fields heard her there... was impressed... and pres-to,—she's with his outfit now...

▼ ▼  
Post-St. Patrick's Day Impressions... Frankie Basch, WMCA Roving Reporter, wanted people called Patrick for her holiday broadcast... Exhaustive survey revealed that Hollywoodnymph Lee Patrick was leaving town at broadcast time... several Patricks were willing but working... one lived in Houston, Tex... two or three had unorthodox (for Irish purposes) accents... Result... Postal Telegraph obligingly provided, on demand, one messenger boy, six months from Ireland, by name Patrick Thompson... Vita Kane of WNEW treading the bridal path with an up and coming medico... Ruth Stillman of that station's continuity dept. throwing a bombshell with announcement she'd been wed a year... Maxine Gray now vocalizing on the air with Hal Kemp... Judy Blackwell, violinist with Jose Manzoneres, is the lass Richard Brooks is sleuthing for.

## ORCHESTRAS - MUSIC

**H**ORACE HEIDT and his orchestra, heard over the CBS net Monday, 8-8:30 p.m. under the sponsorship of the Alemite Corporation, leave New York on March 27 for a tour of one-night stands. Band will appear in York, Pa., March 27; Bridgeport, March 28; Harrisburg, March 31; University of Virginia, April 1-2; Pottsville, April 8; Bethlehem, April 9, and on April 15 begin a week's engagement at Loew's State Theater in New York. Heidt will commute to New York for his broadcasts.

Louis Armstrong and his band make their first New York appearance since his tonsil operation in January, at the Paramount, effective April 6. Armstrong was the only colored attraction to appear at that theater during 1936.

Miller Music Inc., recently acquired by M-G-M, has opened offices in Boston, Chicago and Hollywood.

"Have You Forgotten So Soon" and "Left, Right, Out, In", English ditties, are being recorded by Masters for American consumption. George Gilbert and Horatio Nichols collaborated on them.

Mills Music Inc., has taken over the entire score of the Cotton Club Revue. Recordings of "Where Is the Sun", introduced by Ethel Waters, "Old Plantation", sung by George Dewey Washington, "Chile", written by Reginald Forsythe and Andre Razaf and "Peckin'", follow-up to "Truck-in" and "The Suzy Q" are being made by the major recording companies.

"The Trouble With Me Is You", Pinky Tomlin ditty from Melody Pictures Corp. movie, "With Love and Kisses", has been recorded by Brunswick and Decca.

Nano Rodrigo has signed a con-

tract with Consolidated Radio Artists Inc.

Rubioff will play some of his own compositions including "Danse Russe", "Tango Tzigane", "Romance" and "Slavonic Fantasy" during his concert for the Bristol Hospital, on March 29. Carl Fischer is publishing a folio of these numbers.

Russ Papalia and ork, down in New Orleans, continue their one shot a week program as a 15-minute sustaining.

Steel Pier, in Atlantic City, offers name attractions on Easter Sunday, featuring Hal Kemp and Shep Fields.

Johnny Green and ork, together with Fred Astaire are in process of making a series of recordings of all the numbers from "Shall We Dance", new film in which the dancing comic is starred.

Nat Brandwynne and his band begin broadcasting twice weekly over WHN via Essex House, effective Wednesday.

Vincent Travers, French Casino musical director and band leader, whose orchestra broadcasts Sunday nights at 11:15 over WEAF and associated NBC stations, reports surprising results from the contest recently launched to find a new and original method of presenting dance music programs on the air. A variety of striking ideas, of 15 minutes and half hour duration have already found their way to the judges who expect to have to do considerable deliberating before awarding the cash prizes.

Auggie Schelland and his Roosevelt Rhythm Five remoting two periods over WDSU from the New Orleans Fountain Room, one at cocktail time; the other in time for the after-theater contingent. Marguerite Jacobs will vocalize in Audrey Merrick's place.

## NEW PROGRAMS - IDEAS

### April Fool Feature

A complete encyclopaedia of gags is expected to be revealed on the special April Fool's Day Broadcast over Station WINS, featuring Pat Barnes as m. c.

Between now and April 1, listeners are being invited to submit new or unusual tricks to catch the unwary on that celebrated day. Prizes will be awarded for every gag considered, by a group of WINS judges, good enough to describe or dramatize on this program.

The new program will also feature the inside story on some famous tricks played on celebrities in all walks of life, as well as some which are not so well known but deserve to be.

### "To Our Mothers"

Titled "To Our Mothers" and dedicated to the millions of women throughout the ages who have made the word "Mother" the best loved word in our language, a new series conducted by Eve Hammer, lecturer, will start Monday over WMCA and the Intercity network.

Listeners will be invited to send true stories of incidents in their own mothers' lives for re-enactment in this series.

Miss Hammer's own work on the lecture platform in the U. S. and Canada has brought her many stories of motherly devotion which will be used in the broadcasts, which take place Mondays 10:45-11 a.m.

## ★ "Quotes" ★

WILLIAM S. PALEY: "Unless the air is to be a chaos of talk, much of it either dull or of limited interest, and the American listener is to be thus deprived of all else he wants, there must be editorial judgment as to subjects to be discussed, the amount of time to be devoted to each, and the authority and appropriateness of speakers. So long as this judgment is exercised in the public interest by trained and experienced people, so long as 88,000,000 listeners are on guard in 24,500,000 radio homes to see that it is exercised with integrity and fairness and quick responsiveness to the public will, I believe there can be no better way."

CHARLES URQUHART: "To fit himself for radio work, one must know something about music, must have taken a course in voice and diction, must have a three-year course in engineering and must know advertising and salesmanship."

JANE WEST: "Radio writing is far harder than doing a play. On the air every night is 'opening night.' Each session is judged as an entity and there must be no letdown in plot intrigue or interest. The legitimate theatre author finds that after the first night his fears are ended—either he is a hit or a failure. Radio writing is sustained aggravation."

ALFRED HALL: "Radio! The friend of the lonely, the companion of the shut-in, the neighbor of the isolated, the teacher of the unschooled, the theater, the concert hall, the sports arena for untold millions! What a privilege to serve one's fellow man—through radio."

### William Bivens Honeymooning

William Bivens, WFBC, Greenville, chief announcer and assistant manager, who was married to Marjorie Robinson on March 12, is spending his honeymoon in New York. Bivens was formerly a member of the CBS-Washington staff.

### Ad Women's Ball Tonight

Advertising Women of New York, Inc., hold their Annual Silver Ball tonight at the Biltmore Hotel roof. Ducats at six bucks a throw entitle patron to participate in vast number of prizes.

Those holding tables include CBS press department.

### Exploiting Lombardo

On all Bond bread delivery trucks throughout the country General Baking is publicizing its Guy Lombardo CBS program, Sundays, 5:30-6 p.m., through colored posters mounted on side panels of the trucks.

## MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH  
Electrical Lighting Equipment of Any Kind

FOR RADIO STATIONS

244-250 WEST 49th STREET  
New York City Tel. CHic. 4-2074

## ★ EQUIPMENT ★

### New Equipment at WTMV

St. Louis—Installation of WTMV's new Western Electric 23-A speech input console in their main control room completes the task of entirely refurbishing equipment in the station. Three months ago the installation of a new RCA 250-watt transmitter permitted the station to take advantage of an FCC power boost grant. Now, with the improved speech input, WTMV's listeners are assured of the utmost in quality, according to Alfred Lee Bergtold, chief engineer of the East St. Louis station.

In a co-operative deal with the Majestic Theater, big Publix-Great States house in East St. Louis, WTMV also has completely overhauled and repaired the big Wurlitzer organ in the theater.

### Maryland Short Wave Tower

Baltimore—Contract for a 170-foot tower for short wave fire control system recently was let by the Maryland State Forestry Commission. Fabrication of the tower is being carried on by the Century Wood Preserving Corp., Charleston, S. C., and the structure will be erected by CCC personnel.

### Antenna Support Satisfactory

Trail, B. C.—The 270-foot triangular wood tower recently erected for support of antenna at CJAT is reported giving thoroughly satisfactory results. The tower is of the free standing type in design, similar to the 325-foot tower erected some time ago at Richmond, Va., by Station WRVA. Plans for the structure were prepared and its fabrication supervised by Charles T. Hamilton, consulting engineer, of Vancouver, B. C. Erection was done by the owner on force account.

### Cage Antenna Still Popular

Although the vertical radiator has to a large extent superseded the multi-wire type of construction, there are still many stations erecting and using the less expensive cage antenna construction, according to Charles F. Jacobs of New York, manufacturer of the Jacobs Antenna Spreader.

The Jacobs antenna spreader has been in use continually since 1925.

### Demonstrating Audi-o-Graph

Canton, Mass.—Tobe Deutschmann of the Tobe Deutschmann Corp., manufacturers of Tobe apparatus for radio stations, is away on a demonstration trip in connection with the Tobe Audi-o-Graph, the new instrument for automatic recording of audio frequency characteristics.

### Sound Manual Issued

Radio Receptor Co., New York, has issued a Sound Manual, covering amplifiers, sound systems and centralized radio. The catalog provides complete information regarding each

of the basic units required for the installation of a radio receptor sound system, with latest price lists being supplied to qualified dealers on request.

### Du Mont Oscillographer

Upper Montclair, N. J.—The Du Mont Oscillographer, pamphlet, is to be published monthly by the Allen B. Du Mont Laboratories Inc. for the purpose of supplying unbiased information to engineers, scientists and others interested in the application of cathode ray tubes. First issue is just off the press. Contents include a discussion of a new gaseous discharge tube and an item on a newly developed screen material which allows a black and white television picture.

### RCA Ship Radio Device

RCA's Radio Marine Corp. has just made available to American ship owners a new radio device for the protection of life at sea that listens, thinks and acts without human attendance. The device is known as an automatic radio alarm, and is intended for shipboard service in "standing watch" for emergency calls from other vessels at all times when the radio operator may be off duty.

### Tracing Interference

Shenandoah, Ia.—So bad has been interference with radios in Shenandoah this spring that the Iowa-Nebraska Light & Power Co. has employed Bud Vance, radio expert, to trace down the cause.

### Station Improvements

Wenatchee, Wash.—KPQ has been granted an FCC permit for transmitter site at N. End Miller St. and installation of vertical radiator.

Paris, Tex.—KPLT is making changes in equipment and increasing day power from 100 to 250 watts.

Philadelphia — WTEL has been granted authority to install automatic frequency control apparatus.

St. Joseph, Mo.—KFEQ has applied to the FCC for permit to install a new vertical antenna and move its transmitter.

Lincoln, Neb.—KFOR is seeking FCC permission to install a new transmitter and directional antenna for night use, also to change frequency and increase power.

Watertown, S. D.—KWTN has applied for authority to install automatic frequency control.

Wayne, Ind.—WGL is asking FCC for a permit to make changes in transmitting equipment and increase power to 250 watts daytime.



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