



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 30

NEW YORK, TUESDAY, MARCH 23, 1937

FIVE CENTS

Ken Dyke NBC Eastern Sales Head

Looking On ... AND LISTENING IN

OPPORTUNITY Fame, fortune (and fat movie offers) await any new comedian or other personality with the talent, material and courage to offer a show for at least a 13-week period without resorting to a single guest star.

Variety programs have been swapping talent and using the same guest stars to such an extent that few of these productions have any individuality left.

And some "stars" have played so many "guest" engagements that dialers are beginning to have suspicions about it.

If an artist is good enough to appear as a guest on half a dozen different programs a month, he ought to have a series of his own.

Nor is it good showmanship to have so much inter-visiting by stars of current programs.

Sponsors' representatives, for the sake of getting an extra ad plug here and there for their clients, are unwittingly creating a lot of bad will for them and for radio programs in general.

GENTLE HINT Pardon us, if this little yarn has a slightly commercial tinge—it also contains a chuckle and a bit of a moral.

Program Director Wauhilla LaHay of KVOR, Colorado Springs, writes that "everybody at KVOR enjoys Radio Daily so much that there's a fight to get it first."

That's nothing, Wauhilla. At another station—whose identity is politely withheld—the chief engineer and the sales manager got into a fist fight for possession of Radio Daily on its arrival one morning.

Result: the c.e. gave the s.m. a black eye, costing the latter \$10 for medical attention alone.

For half the price, the s.m. could have avoided the indignity of that shiner and received the paper in his own name for a whole year besides.

Air Lovelorn Column

Omaha—A radio column for the lovelorn starts in two weeks on KOIL, 15 minutes weekly, with a sponsor. Omaha Bee-News also will share plugs. Gertrude McLaughlin, who conducts the paper's "Open Door" column under the tag of Julia Craig, is rehearsing the program with the KOIL Dramatic Players, directed by Arthur Faust.

REVISED MUSIC CODE SUBMITTED TO F.T.C.

Committee representing the popular music industry revised and approved its Code of Fair Trade Practice and the new language has been sent to the Federal Trade Commission. It is expected that on Thursday of this week, John G. Paine, chairman of the board of the MPPA, with a member of the Joseph V. McKee law offices, will go to Washington and confer with representatives of the Trade Practice Division of the FTC.

Language of the code has been broadened, possibly to conform with
(Continued on Page 4)

New RCA Transmitter Is Dedicated by WROK

Rockford, Ill. — WROK last week dedicated its new \$14,000 RCA transmitter, with Mayor C. Henry Bloom touching the switch that placed it in operation. The spark-coil arrangement used in the ceremonies was con-
(Continued on Page 4)

Fill-In Comedy Talent For Summer Is Not Set

According to Young & Rubicam agency, nothing whatever is set in the way of summer fill-in programs on the three comedy shows which go off for the summer.

Three shows handled by the agency which will require summer talent are Jack Benny, Phil Baker and Stoopnagle and Budd.

NBC Broadcasts Apology For Cutting Off Gov. Cox

Hear Testimony Today On Connery Resolution

Washington Bureau of THE RADIO DAILY Washington—Congressman John J. O'Connor, chairman of the House Committee on Rules, has set today for Congressman Richard B. Wigglesworth (R., Mass.) to present testimony supporting the Connery resolution looking toward investigation of alleged monopolistic practices within the radio industry. He will appear at a continued hearing on the Connery Resolution before the full Rules Committee.

Former General Advertising Manager of Colgate-Palmolive-Peet Will Join Network on April 1

Seek Joint Station

To enlarge the public news facilities of the two Mass. cities, the Holyoke Transcript-Telegram and the Northampton Daily Hampshire Gazette have formed Hampden-Hampshire Corp. and are seeking a permit to build the highest powered station north of Hartford. Studios would be in both Holyoke and Northampton.

KOCA DOES HEAVY DUTY IN TEXAS SCHOOL BLAST

Kilgore, Tex.—Located closest to the scene of the New London school explosion last week, KOCA here bore the brunt as East Texas stations were called into action to aid in the calamity. KOCA operated by Oil Broadcasting Ass'n, of which James G.
(Continued on Page 4)

Business Is Doubled By WNBH Solicitors

New Bedford, Mass.—WNBH's ad force in the past three weeks more than doubled the amount of business contracted for, the accounts including: Raytex Clothing Stores, Thursday
(Continued on Page 4)

Ken R. Dyke, formerly general advertising manager of Colgate-Palmolive-Peet Co., and chairman of the board of ANA, will join NBC on April 1 as eastern division sales manager, it was announced yesterday by Roy C. Witmer, NBC vice-president in charge of sales. Dyke succeeds John H. Bachem, who has been made assistant to Witmer.

The appointment of Dyke to the post confirms reports that Lenox R. Lohr, NBC president, was looking for a man for the sales post who had a wide practical experience and acquaintanceship in the advertising field. The eastern sales division is
(Continued on Page 3)

National Ice Switching To Sunday NBC Spot

National Ice Advertising Inc. (Ice and ice refrigerators) will switch its Wednesday night show, heard 10:30-11 p.m., over the NBC-Red network, to a Sunday night spot, 10-10:30 p.m. over the same network effective April 4. On this date the General Motors concerts, heard 10-11 p.m. on the NBC-Red, switch to the
(Continued on Page 3)

MPPA To Radio City; Rubinoff Also Moves

Music Publishers Protective Association is now ensconced in its new offices in the International Building in Radio City.

Dave Rubinoff and staff will move into the offices formerly occupied by the MPPA on the 30th floor of the Paramount building. Rubinoff is now in smaller quarters on the 29th floor of the building.

Webs Neck and Neck

Breakdown of the appropriations spent by the 100 leading network radio advertisers, as prepared by the NBC statistical department, reveals somewhat of a nip and tuck proposition between the two NBC webs and CBS. The study, covering 1936, places 72 out of 100 leading advertisers on NBC and 59.5 per cent of their money spent on this network.

NBC at 10:30 last night broadcast a public apology over the NBC-Blue network for unintentionally cutting off former governor James M. Cox of Ohio, scheduled to introduce former Supreme Court Justice Clarke who was to talk on the President's Court proposals at 9-9:15 p.m. over the NBC-Blue. It was the first time in the history of the network that it apologized publicly for cutting a program.

Similarity of an introductory phrase to a switching cue was the cause of
(Continued on Page 3)



Vol. 1, No. 30 Tues., Mar. 23, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

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NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 20, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Table with 3 columns: Selection, Publisher, Times Played. Lists songs like 'I've Got My Love to Keep Me Warm', 'When My Dreamboat Comes Home', 'Boo Hoo', etc.

COMING and GOING

HARRY O'NEIL of Consolidated Drug Co., one of the largest time-buyers on local stations throughout the country, is in New York from Chicago for a few days.

ED CRANEY, owner of KGIR, Butte, Mont., is in New York for a short stay.

CORNELIA OTIS SKINNER goes to Bryn Mawr College, near Philadelphia, tomorrow, presenting a group of short monologues of the modern school. OTIS SKINNER will accompany his daughter.

MR. and MRS. JAMES WRIGHT BROWN arrive today on the Santa Lucia from a southern cruise. Brown is owner and editor of "Editor and Publisher".

TED COLLINS returns today from Lake Placid.

HENRY YOUNGMAN and IRVING PAUL LAZAR leave Thursday for Baltimore where Henry will play a vaudeville engagement at the Hipp.

LLOYD EGNER, manager NBC transcription department, returns to his desk today after his Chicago trip.

PAUL WHITE, CBS director of special events, and JOHN D. FITZGERALD, his assistant, are both on the road. White arrived in Chicago last night from New York via plane, and Fitzgerald entrained for Washington last night.

BOB HOTZ, former radio director for Blackett Sample & Hummert, has left for Chicago, to spend ten days.

Radio Editor Has "Ghost"

Pittsburgh — Darrell V. Martin, whose widely read column in The Pittsburgh Post-Gazette is always "plugging" the local talent, has annexed for himself a ghost in the form of Sid Dickler, popular band leader, with talents other than musical. Dickler, who writes for the Musicians Journal and The Metronome, has collaborated with Martin in presenting a new series of daily features, "Local 60 on Parade." The series, only two weeks old, is expected to run over 300. Martin's "ghost" gives daily personal sketches of the musicians in Local 60, who for many years have been totally unknown as far as the public is concerned. It is good reading matter for the big Martin following and in turn is a fine builder-upper and good-will for the radio and the band leader, to say nothing about "upping" the circulation of the morning publication.

Pearl Show on WICC

Bridgeport—WICC has joined the NBC-Blue network carrying the Jack Pearl program, Fridays 10 p.m.

Brewery Will Sponsor Ball Games Over KGBX

Springfield, Mo.—One of the biggest contracts in history of KGBX was signed Saturday when arrangements were completed for Peerless Brewing Co. of Washington, Mo., to sponsor play-by-play broadcasts of Springfield's Western Association (Class C) games during the 1937 season. Peerless will introduce Cardinal Beer in this area through the broadcasts.

Practically all broadcasts will be carried at night, inasmuch as night baseball is played in the Western Association, with only some of the Sunday games in the afternoon. KGBX will pick up all baseball broadcasts which do not conflict with NBC obligations. It is believed time can be cleared for more than 100 games of the 150-game schedule. Lee George, veteran KWTO-KGBX sportscaster, will again be at the microphone this season.

Koessler Joins WROK

Rockford, Ill.—Walter Koessler has been appointed sales manager for WROK. He comes from Janesville, Wis., where he filled a similar position with WCLO since 1935. Koessler was named to his post by Lloyd C. Thomas, president and general manager of Rockford Broadcasters Inc.

50 for Langlois-Wentworth

Langlois and Wentworth have released the first 50 programs of their new continuity service to all stations using the Lang-Worth planned program service. The new service has been designed to give the widest possible range of programs available for commercial sponsorship.

WMBG in NBC Group Starting on June 27

Richmond—WMBG will be available to NBC advertisers as a member of the NBC southeastern group on June 27. Rate has been set at \$120.

WRVA switches to CBS on the same date. Rate will be \$200. Present CBS rate for WMBG is \$125 and \$160 for WRVA on the NBC card.

Services for Beghtol

Lincoln — Funeral services were held yesterday for A. L. Beghtol, one of the founders of KFAB in December, 1924, and president of the station's board from 1930 until his retirement in 1936. He died here late last week. Beghtol had not been active in the company since 50 per cent interest in it, as well as KFOR, Lincoln, and KOIL, Omaha, was acquired by the Lincoln Star and Nebraska State Journal early in 1936. His daughter Jessie Gretchen Lee, is a continuity writer for KFAB.

"Melody Kitchen" on WDNC

Durham, N. C.—"Melody Kitchen," sponsored by Durham Public Service Co., opened its third annual series on WDNC yesterday, 8:30-9 p.m. Popular feature again presents the Friendly Quartet, assisted by local talent. Mary Dixon has charge of the program.

LEO SAYS: Sponsoring the WHN Amateur Hour Phillips received 72,900 requests for their product from only two broadcasts! WHN DIAL 1010 AFFILIATED WITH M. G. M. LOEW'S

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB

158 W. 48th St. "Toots" Shore

FINANCIAL

(Monday, Mar. 22)

NEW YORK STOCK MARKET

Table with 5 columns: Stock Name, High, Low, Close, Net Chg. Lists Am. Tel. & Tel., Crosley Radio, Gen. Electric, etc.

NEW YORK CURB EXCHANGE

Table with 3 columns: Company Name, Bid, Asked. Lists Hazeltine Corp., Majestic, Nat. Union Radio, etc.

Coach-and-4 Broadcast As WOR Easter Novelty

The first coach-and-four to hit Fifth Avenue in 20 years will make its appearance Easter Sunday, carrying Cobina Wright, Jerome Zerbe Jr., and Bruce and Louis Kaiser, sons of Mrs. Louis Kaiser of Bethel, Conn., owner of the coach. There will be a WOR-Mutual broadcast at 12:15-12:30 with all the guests participating.

Harold Levey Leaving NBC

Harold Levey, composer-conductor, will leave NBC shortly to devote more time to his composing. He has completed a romantic radio operetta and will soon finish another operetta which is planned for early fall production on Broadway. Levey has been with NBC for almost three years.

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

535 Fifth Avenue, New York, N. Y.

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

KEN DYKE JOINS NBC AS EASTERN SALES HEAD

(Continued from Page 1)

responsible for more than half of all the business booked by NBC.

Dyke was at one time vice-president in charge of sales for Johns-Manville Corp., and a director of the Advertising Federation of America and the Advertising Foundation.

National Ice Switching To Sunday NBC Spot

(Continued from Page 1)

Blue net and change time to 8-9 p.m. Ice program will retain Gladys Swarthout and Frank Chapman as stars and will air over the same network of 54 stations now used Wednesday nights. Current plans call for the cancellation of the March 31 program, thereby allowing a ten-day lay-off between shows, instead of broadcasting twice during the same week.

Same sponsor now broadcasting on CBS every Tuesday and Thursday from 11:45 a.m.-12 noon with show entitled Homemaker's Exchange, has decided to extend that series into June. Program was due to fade April 20. Under new extension the program may be cut to once-weekly, but no definite decision has as yet been reached.

Donahue & Coe has the accounts.

SAN FRANCISCO

JOE ALVIN hurrying back to his Los Angeles headquarters of NBC, where he writes copy, after a short sojourn here.

Dick Newton KPO and KGO singing artist, having a reunion party, for his classmates from West Point.

Hanni-Girerd Co. have bought a nightly broadcast over KYA to plug their auto servicing.

Jack Burroughs, radio editor of the Oakland Tribune, has left for the hot desert of Death Valley on vacation.

"True Detective Mysteries," produced by Dave Drummond, began Friday, 9:30-10 p.m., over NBC-Blue, sponsored by Gallenkamp Stores.

C. H. Baker Shoe Co. sponsoring a series of 26 broadcasts by the winning amateurs from Budda's "Marin Dell Hour" over KFRC every Friday night. Program handled by Sidney Garfinkel agency.

Rod Mays, former KYA announcer, is directing from Los Angeles a series of broadcasts dealing with human interest stories about transients.

Phil Harris in town visiting the more quiet night spots, and showing particular interest in band-leader Ellis Kimball.

KGO opens a new amateur show over its network with Bennie Walker, former emcee for the Women's Magazine of the Air, bringing the entries before the mike. NBC has assigned Arnold Maguire, director of Dean Buddha Maddux's Amateur Hour, to direct the new program.

KTAB has been added to the red network of the Carnation-Albers program, beginning April 1.

ORCHESTRAS - MUSIC

VINCENT LOPEZ and ork are back on CBS after several weeks of Mutual airing. The schedule remains intact, Fridays at 12:30 a.m. and Sundays at midnight.

"You Oughta Learn to Dance," a new tune by Johnny Fortis, one of the "Three Naturals," KYW-NBC harmonizers, has been plattered by Victor.

Boots and His Buddies, 15-piece colored band, purveying swing to KONO, San Antonio, audiences, have recorded ten sides for Victor, which already has their theme song, "Wild Cherries."

Fritz's German Band, KONO weekly feature, has recorded ten sides for the Victor Company. Material consisted of old German dances, polkas, waltzes, etc.

Johnny Hamp, Jean Harlow's favorite maestro, and his band make merry on the "WINS Matinee Frolic" today. The Jones Boys, a California quintette unearthed by Duke Ellington, take over the second part of the program with characteristic harmonizing.

Lee Johnson, formerly with WESG, Elmira, N. Y., has been added to the WFMD, Frederick, Md., staff orchestra. Johnson plays the fiddle, in addition to strumming the banjo.

British American Productions, Inc., of which B. Charles-Dean is president, wired Milton Berle last week warning him against the use of the title "Let's Get Together" in connection with a new song by Berle and Louis Prima. British American has been using "Let's Get Together" (With a Song) as the theme song and title of its musical series produced for Rolls Razor, Inc. Charles-Dean wrote the song and Mills Music Co. published it.

Abram Chasins' Music Series program, aired next Saturday at 12 noon over the NBC-red, will have Chopin's most important scherzo, his First in B Minor, for its subject. The piano-playing composer will play and comment on the Chopin opus.

Uncle Jimmy and his Texas Cow-boys, ace hill-billy unit at WTMV, East St. Louis, are playing Saturday night dances at famous old Kissell Hall in North St. Louis.

Sid Gary, baritone heard nightly on the "Howard Dandies" program on WMCA, is now featuring feminine vocalists of leading orchestras,

on his broadcasts. Linda Lee of Paul Whiteman's Orchestra was his guest Sunday evening. Others expected in the near future include: Frances Hunt, Edith Wright, Rose Blaine, Judy Lane, Dolly Dawn and Muriel Sherman.

Carl Ravell and his band take over the Lexington Grill on April 29, succeeding Ozzie Nelson.

"South Sea Island Magic," song sensation of the past few months, has netted composer Andy Iona \$5,000 in royalties to date.

Woody Herman's new ditty "Face to Face with Love" being featured by maestro Andre Kostelanetz.

"Das Rheingold," first of the Ring Operas, will be aired from the Boston Opera House, April 3, via the NBC-Red network. On April 10 "Hansel und Gretel" and "Cavalleria Rusticana" will be heard under the same auspices.

NBC AIRS APOLOGY FOR CUTTING SPEECH

(Continued from Page 1)

the erroneous cut-off. Cox was speaking from WIOD, Miami, and Clarke was in San Diego. The switching cut, "San Diego", occurred twice in Cox's speech, and the cut-off was made on the first instead of the second.

2 NBC Series Ending

Two NBC-Blue network programs will terminate their fall and winter radio advertising schedules the latter part of April. The "Adventures of Captain Diamond" sponsored by General Foods, Sundays, 3-3:30 p.m., and "The Iodent Dress Rehearsal," Sundays, 11:30 a.m.-12 noon, will sign off the air on April 18 and 25, respectively.

Nelson Eddy Misses Final

Nelson Eddy missed the final Vicks broadcast of the present series last Sunday over CBS due to a severe case of laryngitis. Richard Bonnell replaced Eddy.

MOTION PICTURE LIGHTING & EQUIPMENT CORPORATION

Everything Electrical for Studios

In addition to being the largest distributor of lighting equipment for motion picture studios in the east we are also manufacturers and designers of equipment for . . .

RADIO STATION! AUDITORIUM! DISPLAY!

Also a complete line of electrical supplies including Mazda bulbs.

244-250 West 49th Street
New York, N. Y.

Telephone
CHickering 4-2074-2075

At The Rainbow Room
GLEN GRAY

and the
Casa Loma Orchestra

Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

REVISED MUSIC CODE SUBMITTED TO F.T.C.

(Continued from Page 1)
objections of some of the publishers, and all prohibitions against payment of "push money," have been incorporated into a group in Rule 1. Latter move coincides with the wishes of the F.T.C., in regard to payment to radio and other artists for plugging songs, as well as other so-called bribery practices.

New RCA Transmitter Is Dedicated by WROK

(Continued from Page 1)
ceived by Tommy Cameron, Maurie Nelson, Karl Hanson and Garth Bowker, WROK engineers.
New equipment marked the increase of power from 500 watts to 1,000 watts day and 500 at night. New transmitter will triple the station's strength, according to Lloyd C. Thomas, manager.

Business Is Doubled By WNBH Solicitors

(Continued from Page 1)
7-7:15 p.m.; Hathaway Oil Co. (Shell), 10-10:15 p.m. nightly except Sunday, 52 weeks of "Tomorrow's Headlines"; Berry Bros. paints, through Maxon agency, Detroit, 13 "Musical Rainbows" 5-minute weekly disks; C. F. Wing Co. store, two 15-minute shows weekly with "Hollywood Recipes" (Bigelow Rugs), 52 weeks; My Bread Baking Co., 18 participations weekly in local news periods and 25 spots weekly, 52 weeks; Franco-Americaine Hour, additional half-hour weekly, 52 weeks, third year. Ten firms also have been signed on 52-week contracts for various numbers of weekly announcements, and seven others have been renewed for like periods.

Sold Out

Knoxville — WNOX, the Scripps-Howard station here, has announced that no more time is available for sponsorship between the hours of 6:45-9:45 a.m.

WAML Adds Newcasts

Laurel, Miss. — Two news broadcasts a day, one at 7:30 a.m. and another shortly after noon, are on the regular schedule of WAML here. Service is furnished by Transradio Press Service, whose New Orleans bureau governs this territory.

1	9	3	7
2	4	5	7
6	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

March 23
Greetings from Radio Daily
to
Arnold Johnson



● ● ● Ivory soap listened to Jackie Coogan, Mary Small and a dozen or more kiddies yesterday afternoon at NBC... Campana is negotiating for the half-hour musical variety show with (Baby) Rose Marie, Frank Gaby, Joey Ray and guestars... Johnny Green is doing guestar spots on the coast, talking about music... "Lazy Dan" goes Mutual for National Silver... Louis Raderman may be signed as concert violinist for Boris Morros at Paramount by the time this appears... Charles Adler of the Yacht Club Boys is sending out photos of himself with a mustache he just sprouted... Thirteen NBC announcers have auditioned for the show to be sponsored by the cycle industry... Jackie Heller is slated for a spot on the Ed Wynn airings... Ben Lipset has been made an honorary citizen of Galveston... Jack Oakie will have Judy Garland on his airings for 13 weeks starting next Tuesday.

● ● ● Wire from Benny Gaines of the Mayfair, Boston's swanky club, gives the new line-up because of Cross & Dunn going to the Chez Paris the 13th... Belle Baker goes in the 7th followed by Benny Fields the week after and then Cross & Dunn... Everett Marshall opens at the Versailles the 14th... Clarence Muse has completed "Memphis Suite" after three years... East and Dumke return as "Sisters of the Skillet" for Kellogg's April 12... Karlton Ka Dell will do a picture-talk on a Boulder Dam flicker... Watch Freda Starr, who auditioned on the Ivory spot yesterday. She's eleven and has a Deanna Durbin voice... Helen Hayes threw a party at the Rainbow Room for the sponsors, advertising execs and cast last night after her fade-out on the "Bambi" show.

● ● ● Phil Spitalny and his girls will take over the vacated Jack Pearl time on NBC-Red Monday nights beginning April 23... Morton Bowe will give up his Sunday shows because of the featured spot with Tommy Dorsey's band during the summer vacation of the Baron!... It is reported that Gene Arnold's Minstrels return to NBC the 7th... Fred Waring starts April 10 on "Varsity Show"... Phil Abrahams has taken an option of Publicity Associates' "Love Doctor" for local etherizing... Joey Nash must change his name to "Jack Nelson" to guestar on that auto transcriptions... CBS sound effects man, Bob Prescott, was rushed home the other day with a serious attack of gall-bladder and may be out for a time... Max Wylie's secretary in CBS continuity dept., Helen Ward, was removed from Polyclinic hospital yesterday.

● ● ● Mickey Alpert is happy now that CBS director Brewster Morgan is well enough to begin rehearsing the scheduled airings... The Lester Lees finally got their home in Connecticut and Lester's bedroom may be wall-papered with a design of dollar-bills so that when he wakes up in the morning he'll feel that he's in the money!... Ted Hammerstein has another play with a radio background which he is planning for immediate production... Happy Felton opened yesterday at the Arcadia... N. W. Ayer are looking for a program which they'll use on a series of 39 to 65 transcriptions... "Spring in Kansas", by Peter Dixon, formerly of NBC's press dept., will be on Campana's "First Nighter" Friday... Al Reck, Phil Baker's brother-in-law, has gone into the transcription business... Walter R. Brown of Radio City and Mervin Adams of Frisco, are the engineers designated to take Seth Parker's transmitter down to Canton Island to view the eclipse, traveling 7,000 miles to do a fifteen-minute airwaver!

KOCA DOES HEAVY DUTY IN TEXAS SCHOOL BLAST

(Continued from Page 1)
Ulmer is president, placed a remote control line, as did KFRO, the Longview station operated by James R. Curtis.

Besides giving descriptions and interviews, the stations directed the movements of doctors, nurses and other workers by direct communications and rebroadcasts, remaining on the air to act as a clearing house of information. All regular broadcasts of KFRO and KOCA were discontinued for the rescue work.

Rebroadcasts were handled by KGKB, Tyler, and programs were also fed to the Mutual, NBC, CBS and Texas Quality networks.

Among first stations in the country outside of Texas to get lines in for eyewitness stories were the Iowa network stations, KSO and WMT, and KMA in Shenandoah, Ia. Bob Kaufman, KMA program director, arranged the lines by telephoning KOCA.

KLZ of Denver was another to act quick, getting a connection through to Overton, Tex., and obtaining details from Jack Cox, local merchant.

AFA Renominates Vallee

Rudy Vallee was nominated for re-election as president of American Federation of Actors at a membership meeting held Sunday night. Annual election will be held May 8. Meeting elected a nominating committee of five which submitted the following slate for full three year term:

Rudy Vallee, president; Sophie Tucker, honorary president; Joe Laurie Jr., first vice president; Ben Bernie, second vice president; Chick York, third v.p. and Harry Richman fourth v.-p.; Ralph Whitehead, executive secretary and Charles Mosconi, treasurer. Eight council nominations were also made.

Shepard Named Trustee

Boston—John Shepard 3rd, president of Yankee Network, has been elected a member of the Board of Trustees of the Suffolk Law School, which is expected to become Suffolk University soon.

AGENCIES

GERALD H. CARSON, who has been a member of William Esty Co.'s staff since its inception four years ago, has been elected a vice-president.

HUSBAND & THOMAS CO. INC. has taken new quarters at 370 Lexington Ave.

WILLIAM YOST PREYER has been made executive vice-president of Vick Chemical Co. Preyer is also chairman of the Proprietary Association of America's committee on advertising.

LEWIS M. WILLIAMS, formerly an executive and director of Williams & Cunnyngham, Inc., has joined the Buchen Company, advertising agency, Chicago, as vice-president.

WCFL to Work Out New Commercial Plan

Chicago—WCFL, catering mostly to some 400,000 interested in labor developments, etc., will work out a new commercial attack, according to Maynard Marquardt, newly made general manager. Hitherto identified as the official ether organ of a vast following, WCFL has not taken advantage of its possibilities, but in the future plans to come out with more showmanship and stress its particular audience market. Outlet is affiliated with NBC and carries many musical features of this network.

No drastic alteration of its labor policy, is contemplated, however.

New KXBY Features

Kansas City KXBY has closed a contract with Consolidated Drug Co. for a 30-minute early morning program to run 52 weeks. The show is a five-piece hillbilly unit. Squire Perkins and His Mule Skinners.

The same station has added several new features among which is a 7:30 to 8:30 a.m. participating show, "Early Editions," which features, besides Associated Transcription Service music, U.P. news every five minutes and weather and temperature reports. KXBY's other new morning feature is the daily "Social Calendar" in which Elaine Deane, a newcomer to the staff from Minneapolis, announces the lineup of local society news and announcements. Miss Deane also, with the assistance of Dot Chacquette, airs this station's women's news broadcast at 3:15 every afternoon.

ANNOUNCERS

GRAHAM McNAMEE, NBC announcer, has been signed by Chevrolet for the announcing job on the new "Rubinoff and His Musical Moments Revue" recordings now being made by WBS. Contract runs for 26 disks.

CLINTON PRICE, for the past year at KID, Idaho Falls, has joined the announcing staff of KLO, Ogden, Utah.

ABBOTT TESSMAN, NBC staff member, was selected as the best announcer in San Francisco and the Bay area by a board of nine judges including radio editors. Gold trophies were awarded Tessman and NBC.

JOHN CARPENTER, formerly at KHQ and KGA, Spokane, is now on the staff of KOIN, Portland, Ore., and is emceeing the revamped Variety Matinee.

GEORGE THOMAS, 17-year-old announcer at WHAT, Philadelphia, is a collector of swing records. He has over 300 now.

DICK CAMPBELL, once at KGNO, Dodge City, is now making a name for himself at KFBI, Salina, Kas.

GENE SHUMATE and DALE MORGAN, Iowa Network announcers, will broadcast the awarding of the state girls' basketball trophy at Guthrie Center, Ia., to the winning team of that city. Broadcasting of the tournament games resulted in capacity crowds at every performance.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 13 of a Series

WCHS—Charleston, W.Va.

1000 Watts Day, 500 Watts Night—580 K.C.

JOHN A. KENNEDY

Pres.-Gen. Mgr.

NICHOLAS PAGLIARA, Program Director

MORTIMER C. WATTERS

Station Director

WCHS was established in 1927, and from that date until November, 1936, it existed as a strictly local station, without network affiliation, without transcribed library service, without constructive locally originated sustaining talent programs, depending almost solely for its program material on victrola records. In November, 1936, the station was bought by interests headed by John A. Kennedy, and began a development which during the last three months has been record-breaking.

As its first step of development, WCHS secured an entire auditorium building for its own use for offices and studios, moving from its former small quarters. In its new auditorium WCHS has what is believed to be the largest studio in the world, with a capacity of 5,000 people. Three other modern, acoustically perfect studios were built to take care of programs which would not have a studio audience but which would be ample in size to take care of any musical or choral group.

Kennedy then formed the West Virginia Network, which is composed of WCHS, as the key station, with Kennedy's WPAR, Parkersburg, and WBLK, Clarksburg, constituting the other members of this network.

WCHS became affiliated with CBS on Feb. 13, as did one of the other stations on the West Virginia Network, WPAR.

During February, 1937, Odes Robinson, former chief engineer of WIRE, was made chief engineer of WCHS and the West Virginia Network. Robinson immediately began improvements necessary to make WCHS more efficient on its frequency of 580 kilocycles, and make it a high fidelity station.

WCHS on March 1 began the UP News Service and also subscribed to the Associated Transcription Library.

Local citizens and advertisers have been quick to realize the importance of the change made in WCHS and got together under the leadership of the Chamber of Commerce, the Rotary and Kiwanis Clubs, and purchased double truck advertisements from both Charleston newspapers complimenting Kennedy on his courage and vision, and the outstanding developments made by WCHS.

WCHS now broadcasts, besides the Columbia Network Shows, programs of its own origination, many of which are sent to the West Virginia Network. These programs are under the direction of Nicholas Pagliara, former program director of WHEC, Rochester. Pagliara is ably assisted by D. Cleto Lochner, also of WHEC, Rochester, whose main work is the production of outstanding dramatic presentations such as the history of West Virginia dramatized, and a State Troopers' Dramatization, which programs are being broadcast to the West Virginia Network.

Among the outstanding programs which draw audiences of thousands, who cheerfully pay 25 cents each to see the broadcast, is the one-hour Old Farm Hour, broadcast from the 5,000-capacity new studio.

In its primary area, WCHS serves 625,000 persons, and almost a million in its primary and secondary areas.

NEW PROGRAMS—IDEAS

Rousing Early A. M. Interest

WFMD, Frederick, Md., is arousing the interest of listeners in its 6:30-9 a.m. entertainment, "Good Ship Rise and Shine," conducted by Captain John (John Newhouse, announcer), through the medium of three features. One is an imaginary visit paid to towns and cities making a request for it, another is the playing of request musical selections, and the third is a "Birthday Hour."

Alertness Tests

Challenging the intelligence of their dialers, KSFO, San Francisco, brings forth a program in which the listeners must supply the name of the person dramatized in the show.

With a cast of U. S. students dra-

matizing clues to the identity of a famous person, the program is intended to bring in written answers to the name of the person selected for portrayal in each broadcast. Subtle commercials will be edged in.

Traffic Safety Series

WHB, Kansas City Mutual network outlet, institutes a new traffic safety program this week to be known as "The Man at the Wheel." The feature will go on the air for 15 minutes in an afternoon spot and will present Bob Weir and Barney Mahoney, police department traffic officers, as they question motorists on safety rules. A line will be run from WHB's Journal-Post studios to a nearby busy traffic intersection, and Norvell Slater, staff announcer will officiate.

Promotions, Additions Are Announced by KLO

Ogden Utah—Merrill Bunnell, formerly promotion manager, has been named advertising manager of KLO. He succeeds L. F. Haller, advertising manager for the past two years, who resigned to re-enter the newspaper field.

Bunnell has appointed William Skaggs to the KLO advertising staff. Skaggs previously had held the position of advertising manager of Wright's Department Store in Ogden.

Russell Thorsen, for almost two years a member of the KLO announcing staff, has been appointed production manager. He replaces Jean Sevilier, who resigned because of ill health. Thorsen has held announcing posts at KGA, Spokane, and KGVO, Missoula, Ma. For a number of years he played, directed and produced stock in the mid-west.

New Biz at KTSM

El Paso—New accounts just started and starting soon at KTSM include Griffin Cleaners, Peterson Lumber & Paint Co., Hall's Clothing, White House Basement Shoe Department, Consumers Ice Co., El Paso Typographical Union, and others.

KVSO Affiliation Salute

Ardmore, Okla.—KVSO will celebrate affiliation with the Mutual Broadcasting System and the new Oklahoma Network on April 1, with a broadcast of all night local programs from a downtown auditorium in Ardmore. Night commercial programs and other studio features will be aired from the auditorium before a live audience. City officials and civic leaders will take part, according to plans of Albert Riesen, KVSO manager.

Debnam Auditioned

"Deb" Debnam, news commentator of WTAR, Norfolk, Va., auditioned at both the NBC and Columbia networks over the weekend. He's gone back to Norfolk to await reports.

GUEST-ING

MIRIAM HOPKINS, on Hit Parade, March 27 (CBS, 10 p.m.).

LANNY ROSS, on Hit Parade, April 17 (CBS, 10 p.m.).

FRANCES FARMER, on Hit Parade, April 24 (CBS, 10 p.m.).

CLYDE PANGBORN, on Charlie Martin's "Thrill of the Week," tomorrow (NBC-Red, 8 p.m.).

KIRSTEN FLAGSTAD, Metropolitan soprano, on General Motors, April 4 (NBC-Blue, 8-9 p.m.).

NEILA GOODELLE, on the Ed Wynn show, April 24 (NBC-Blue, 8 p.m.).

GLORIA SWANSON, interviewed on the WHN Movie Club next Friday by Radie Harris, 8-9 p.m.

Guy Lombardo says

CARELESSLY

is the best song in years!

Norman Ellis Music Pub.

113 West 57th St. New York City

Cross-Country Chat

ARTHUR B. CHURCH, president of Midland Broadcasting Co., operating KMBC, is back in Kansas City after a coast vacation.

Deane Long, announcer and assistant program director at WFMD, Frederick, Md., appears thrice weekly as the Hollywood Reporter in the "Hollywood Hilites" program. He also conducts the daily noonday nonsense show, "Rhythm Club," in which he stokes for "Joe Stradivari," the talking violin played by Lee Johnson.

Dick and Bob Stahl, formerly of KVSO, Ardmore, Okla., are now harmonizing over KCMO, Kansas City.

John Busselle, salesman on the WHB (Kansas City) staff for the past year, has resigned to join Braniff Air Lines in Houston.

Winston Shipley, music director and staff pianist at WFMD, Frederick, Md., is reported altar-bound.

Sol Chain, production manager of WNBH, New Bedford, assisted in the successful Colonial-Mutual coast-to-coast airing of the Hyannis New England music festival.

Darrell Martin, radio editor of the Pittsburgh Post Gazette, has the town radio lads all het up on bowling, forming a Radio Bowling League in which WJAS-KQV now leads, followed by WWSW, WCAE and KDKA. Town's star bowlers include Joe Vilella, Jack Hollister, Bide Dudley, Joe Tucker, Ed Sprague, Glenn Riggs, Jack Buchheit, Frank Smith, Jr., Bob Thompson, Tom Pickering, Howdy Clark, and others, including Martin. A banquet is planned in April.

Sandy Nevins, who does "Town Talk" for Sears-Roebuck over WTAR, Norfolk, plans a 70-mile walk down the coast on his vacation.

Mary Alkus is now featured in "Pertinent Paragraphs" over KYA, Frisco, and the CRS net in California at 11 a.m. daily.

Gene and Glenn of WHO, Des Moines, will appear in Omaha as featured artists on WOW anniversary programs April 2-3. They headlined in Kansas City last Saturday.

Buryl Lottridge, head of KFOR-KFAB-KOIL sales staff in Nebraska, was a candid camera subject in the last issue of Life.

William E. Phipps has joined the publicity and commentator staff of KOMO-KJR, Seattle.

Gertrude Onnen, former stage and network actress, is now on the dramatic staff of WLW-WSAI, Cincinnati. Other recent additions included Zora Layman and Herbert

Claar, vocal-piano duo; Elwood MacAllaster, actor; Richard Vaughan, production man; Slim Smith and his Arizona Ranch Boys, and Larry Mencken, writer, rejoining after a year in Detroit and New York.

Charles Crutchfield, program director at WBT, Charlotte, will attend the Carolina Cup Race at Camden, S. C., March 27. *H. H. Holtshouser*, WBT treasurer, acted as g.m. while *William A. Schudt, Jr.*, and *Sales Manager Dewey Long* took a trip to Atlanta.

Lester Horn, continuity writer at WHAT, Philadelphia, is now doing several serials including "The Three Co-Eds." Ray Turner writes the new "Happiness Hotel" script.

Robert Marley, continuity writer of the Crosley stations, and *Frances Jensen* of the WLW accounting department, are now keeping house.

Erle Smith, news commentator at KMBC, Kansas City, airs his Sunday morning spot by remote from the Chrysler show rooms, where the sponsor invites visitors.

WSOC, Charlotte, has been doing some fine service with its job clinic, sponsored by a local bank. WSOC is among the stations that play an important part in civic affairs.

WICC, Bridgeport: Edith Jolson, singer, just over the effects of an auto crash, is down with the grip. . . . Florence Ballou, ill, replaced in the recent McClean Minstrel by Dorothy Taylor of the staff. . . . Joe Lopez will rebroadcast Ray Sinatra's new NBC program April 1. . . . Lillian Anderson returns to WICC as a soloist in the Easter Cantata.

John Gillin, Jr., head of the Nebraska Broadcasters Ass'n, was the headliner in the hearings last week before the Nebraska unicameral legislature on Senator Frank Brady's bill into the Nebraska statutes, a direct slap on ASCAP, as has been done in Washington and Montana.

"Party Plans of the Air," sponsored by Kadane-Brown Co. (Bluebonnet Margarine), launched over KRLD, Dallas, early in February, has had a surprisingly large listener response. Eva Mayo Hamill conducts the program, consisting of party ideas and suggestions.

Marshall Soura is the newest addition to the WIP, Philadelphia, technical staff. Had been with Westinghouse for eight years and with Western Electric for four years. Joins the local station as field engineer.

Special show is planned for April 3 for the Hampton Institute Broadcast, which WTAR (Norfolk) pumps to the NBC-Red network Saturdays

Cantor's Contest

A prize of trips to Hollywood for two persons is being offered by Eddie Cantor to the one sending in the most appropriate name for the chattering telephone girl who recently made her debut in his Sunday night Texaco program over CBS, the star announced at the conclusion of last Sunday's show. No purchase or other requirement is necessary for participation. Contest closes April 11. Rupert Hughes, Walt Disney, George Burns and Gracie Allen will be the judges. . . . The comedienne is Helen Troy and Cantor thinks so much of her star possibilities that he has signed her to a long-term contract.

7:15-7:45 p.m. Program will feature the Folk Singers and highlights of the life of Booker T. Washington.

Newscaster Foster May has returned to Omaha from a three-week trip to Mexico with Mrs. May.

Manager John Gillin of WOW, Omaha was host to President Martin M. Mara of Radioaids Co. of California, who also inspected the station.

Brandeis, Omaha's largest department store, is presenting a 30-minute style review at 3 p.m. Fridays over WOW. Mrs. Marjorie Epstein, Brandeis advertising manager, is directing presentation of the program.

Space devoted to radio gossip by The Omaha Bee-News has been doubled since Jake Rachman, also the newspaper's film critic, has taken over radio editor duties.

Buryl Lottridge, sales chief in Omaha for KFAB and KOIL, along with Bruce Wallace, publicity man for the three stations (including KFOR, Lincoln) were in Lincoln this week confabbing with Reginald B. Martin, KFOR-KFAB station manager.

Ray Schwartz, formerly with NC's Chicago traffic department, is now with Central States roadcasting Co., Lincoln, in the same capacity. Used to work under Fred Weber, who now is with Mutual, and will still be under him since KFOR takes the MBS schedule.

Jimmy Corbin, novelty song and piano act, has been signed for exclusive appearance on the Iowa Network. He was formerly on the staffs of WBBM, KMOX, WJJD, WHO and WTMJ.

Rev. William E. Soule will present a program of hymns and their stories on Tuesday and Thursday mornings at 9 over Station WSPR Springfield, Mass.

"Flowers in a Vase" a radio play featuring Red Cross highway first aid, was presented last week over station WMAS, Springfield, Mass.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

INA GRANGE, one-time assistant program director of WABC, who's had three commercials, has coached operas and opera stars, accompanied such artistes as Countess Olga Albani, has directed her own string ensemble. . . . believe that women are more competent, musically speaking, than Radio Row understands. . . . To prove it she cites Julia Glass, Mathilde Harding, NBC staff pianist, and Marian Carley, Columbia pianist, as examples of unparalleled luminosity. . . . When George Frame Brown takes the arena again (he was on "Main Street" which may soon do a repeat) with a new transcription program for femme consumption now being auditioned by aero-musico big name, La Grange will play a ten-year-old gal-child. . . . *Amita Fairgrave*, "All Story" mag ed. scripting at WOR's request. . . .

Airotic addenda. . . Nelson Eddy to enter double harness with West Coast lass within the year, according to Josephine Dillon Gable. . . . *Adeline Thomason*, "Mrs. Pennyfeather" of the "Streamliners", to you, California-bound for flicker reasons. . . . "True Marriage Proposals", the Fanny May Baldrige (ex-"Magnolia") Newell Davis program, present recordings of the proposal dramatized to proposer or proposee involved. . . . *Lee Ray Jackson*, wizard of the NBC dark-room, has pix-ed more than 1,000 celebs within a few weeks, inclusive of Mary Livingstone and spouse Jack Jean (Griffin Polish program) O'Neill, Ed Smalle and the "Caroleers" and those two zanies of domesticity, Goodman and Jane Ace. . . . *Pauline Alpert*, WOR's "Whirlwind Pianist", to make music on Fred Allen's Wednesday night program. . . .

Two pix in a big daily t'other day, supposedly of Eve Symington and Jessica Dragonette, best-dressed femme crown-winners, were both of La Dragonette. . . . More anent the sartorial. . . . *Frank Chapman*, best-dressed baritone, has in his ideal Easter Parade, Lily Pons in brilliant shades and orchids, accompanied by Andre Kostelanetz, in black, Mrs. Lawrence Tibbett and Lucius Beebe, with amethystine touches here and there, and Gladys Swarthout, in mink and yellow orchids. . . . Now to decide whether they broadcast over the NBC Red or Blue. . . . *Molly Ames*, femme Orpheus, who's just brought her "Golden Lute" to the ether, vocalizes in 20 tongues. . . .

COMMENTS

On Current Programs

Band Wagon

Kate Smith and Ted Collins hardly ever fail to put on a superior hour of entertainment. Listeners to the A. & P. show last Thursday night were regaled with a very fine excerpt from "Mary of Scotland" performed by Margalo Gillmore and Helen Menken. There was also the usual quota of enjoyable vocalizing by Miss Smith. And Henny Youngman with his jokes. Youngman has been getting himself talked about quite a bit lately. Whether he is just a joke-teller or a genuine comedian, however, is not yet certain. The laughter and applause of studio audiences often is misleading, and an increasing number of dialers are getting wise to it. Youngman has a style, but not enough. Anybody can rattle off a string of old and new jokes with the assurance of getting a certain percentage of laughs. The real comedian, however, is the one who gets his results by the artistry of style, ingenuity and resourcefulness. Vide Benny, Allen, Cantor, Berie, and just a few others.

Show Boat

Lanny Ross, who has been developing into a continually better showman in the presentation of his Maxwell House Show Boat programs on Thursday nights at 9 over the NBC-Red network, gave his listeners a treat on his last broadcast in the form of Lillian Gish, one of the stage's (and formerly the screen's) better dramatic actresses. Mary Small also sang herself to a batch of applause on the same program, while the Molasses and January comedy and Ross' own vocal contributions to the show were pleasurable as always.

Chamberlain Brown

A most enjoyable half-hour program of wide diversity closed its 26-week run at 4 p.m. Friday when Chamberlain Brown gave his final show over WINS. With a wealth of material available through the medium of his Broadway theatrical office, Brown has packed an unusual amount of interesting items into his programs. Glamor of the show world in all its branches, drama in modern as well as classic vein, highlights about personalities of the past and present, singing, orchestra numbers by Louis Katzman's aggregation, and no end of prominent guest stars, made each program a highly entertaining grab bag that could interest a goodly class of dialers.

Roger Pryor

Roger Pryor, whose orchestra is remoted via CBS out of Chicago at late hours, has been making steady progress in developing individuality in his musical aggregation. His music is tuneful and soothing, a pleas-



"STARK ON OBSERVATORY HILL"

(Charlie Stark)
Sustaining

WMCA Monday to Saturday, 7-7:45 a.m.

FAIRLY BRIGHT POTPOURRI FOR THE BEFORE-BREAKFAST LISTENERS.

Considering that it is put on at the still sleepy hour of 7 a.m., this alarm clock revue stirs up a fair amount of liveliness. The 45 minutes are packed with odds and ends including music, poetry, a light vein of philosophy, weather information, tomfoolery for young and old intermittent announcement of the time and even the day and date. The music, partly transcribed, is appropriately selected, yesterday morning's program running all the way from "Wake Up and Sing" to "Twilight on the Trail"—the latter number being the only dubious one. Vocal as well as instrumental selections are offered. Stark sounds like the kind of a chap who could do well in an m.c. spot at a later hour.

"DRUMS OF CONSCIENCE"

Sustaining
WGN-Mutual, March 21, 1:30-2 p.m. CST.

EFFECTIVELY STAGED NEGRO DRAMA WITH GOOD SCRIPT AND CAST.

Emanating from Chicago, this experimental drama broadcast by the University Broadcasting Council was a very satisfying success. The script evidenced careful preparation, while the performance reflected equal care in rehearsal. Story based on an old Negro legend dealt with a colored man who had killed a white and was trying to keep up a bluff of innocence despite a barrage of insinuation and warning carried on by his suspecting friends as they are making merry at a fish fry. The continual beating of drums, as part of the musical background of Negro folk songs, eventually fill him with such a fear of consequences that he surrenders and confesses. Arthur K. Akers and James Whipple are credited with the script.

ure to the ear as well as to the dancing feet.

We, the People

With the return of Phillips Lord on Sunday, "We, the People" deviated a little from its predominantly serious vein and struck a greater number of humorous notes. The first was provided by the president of the Dunkers' association who gave hints on dunking. Then came a 300-pound woman elected by northwest lumbermen as the sweetheart of their legendary hero, the 700-pound Paul Bunyan. An elevator operator with a deep-sea voice told of his ups and downs, mostly downs. A North Carolina schoolboy had an amusing tale about how he capitalized on his measles, by charging other boys a dime to come in and catch them so they wouldn't have to go to school. There were some serious notes too, but they were far in the minority.

Magic Key

A vocalist of unusual merit highlighted Sunday's Magic Key of RCA program over the NBC-Blue network at 2-3 p.m. He was Joseph Schmidt, Rumanian concert tenor, who has a marvelous ringing voice. Schmidt delivered numbers in Italian and German with equal facility and clarity. Bruna Castagna, the popular Metropolitan contralto, offered an Italian and a Spanish selection. Another outstanding performer on the bill was Andres Segovia, the Spaniard who has made guitar playing an art. His two numbers, accompanied by the NBC Symphony Orchestra under the direction of Frank Black, were genuine treats. Fray and Braggiotti of-

ferred two selections from "Show Boat" as their piano contribution, and from WTCN, Minneapolis, came an interview with 4-H Club winners.

"Special Edition"

A very helpful talk by Dr. Payne, titled "Lesson in Relaxation," highlighted Friday's Borden show over the NBC-Red network. Dr. Payne gave some excellent advice, from both a health and a philosophical viewpoint, for persons who live too strenuously. The other usual features of this tip-top 1:30-2 p.m. program, including Gabriel Heatter, gossip from Hollywood, musical interpolations and other items also were up to their usual standard.

Music Hall

As evidence of the present topsyturvy trend of radio programs, Basil Rathbone, who acts with sterling dignity on stage or screen, turned stooge with Bing Crosby on last Thursday's Kraft Music Hall program over the NBC-Red network at 10-11 p.m. What's more, Rathbone made a good job of it. Proving he is a true actor. Harriet Hilliard and pianist Rudolph Ganz were other enjoyable guest items on the bill, with Bob Burns and the Dorsey orchestra also doing their stunts.

Jack Pearl

Inaugurating his new Friday night spot on the NBC-Blue network, 10-10:30 p.m., the Baron Munchausen's program had a most auspicious send-off. Adventuring in China, the Baron and Cliff Hall knocked out a high score of laughs. If any additions to the large host of Pearl lis-

SELLING THE STATION

Spring Campaign Bulletin

The merchandising department of WMT, Cedar Rapids-Waterloo, under the direction of Leo F. Cole, has completed a Spring merchandising bulletin to be sent to 500 grocers and druggists in the territory of WMT.

Bulletin points out the reasons why radio is such a powerful advertising medium. Listings of the various advertisers, titles of their programs, and the time each program is heard, is given in the bulletin. Object of the mailing pice is to acquaint retailers with WMT by telling their customers just when their favorite radio programs will be on the air.

Bulletin also lists separately all accounts on WMT sponsored by grocery items and drug items. Lists 26 grocer accounts and 18 drug accounts.

Newspaper Ads

WHIO, the Dayton (O.) News station, uses prominently displayed three-column ads in the News to plug the station. A recent display, headed "Tomorrow on WHIO", gave the next day's complete list of programs on that station, attractively set up in large type, with a footnote: "See the radio page for complete daily program schedule." Another display ad contained merely the legends, in decorative layout, "Turn Your Radio Dial to 1260", "There's Always a Good Show on WHIO", and "See radio pages for complete daily program schedules."

Texas Expo Auditions on Air

Dallas — WFAA and the Greater Texas-Pan American Exposition are auditioning talent to appear in the "Cavalcade of the Americas" featured pageant of the Exposition. Broadcasts of auditions from the Melba Theater stage began Saturday. Dixie Trailways and Sunshine Bus Lines are sponsors for the program.

Master Records Registers

Washington Bureau of THE RADIO DAILY

Washington—Consolidated Film Industries, Inc., yesterday reported to Securities & Exchange Commission acquisition of Master Records, Inc., through its subsidiary, American Record Corp. Entire authorized capital stock was acquired.

teners are obtainable at the new hour, the initial broadcast must have started the ball rolling at top speed.

At the Rainbow Grill
Emery Deutsch
and His Orchestra
Unusual, Romantic Music
Management Rockwell-O'Keefe
Radio City, New York and Hollywood



ELZA SCHALLERT interviews, NBC Blue net, next week moves to a new spot, one hour later, bringing her on 8:45-9 p.m. PST. John Boles will be her guest Friday.

KHJ has received copy clearance on her stories in "Epic Heroes" published in London. Stuart Wilson will use them on his Friday evening Story Teller program on Don Lee net.

Jimmy Vandiveer, who conducts Don Lee's Tuesday night "Met Some People," will put a new twist to radio interviews this week when he quizzes thirty persons at once, receives his replies from the whole group in unison. His guests will be the well known Verse Choir.

Allied Advertising Agencies Inc., on behalf of Associated Oil, has started a new series of sports broadcasts on KMTR, the first of which will be the UCLA-Stanford Track meet Saturday, with Frank Bull at the microphone.

KFWB putting in its own equipment at the Ambassador Hotel to broadcast Cocoanut Grove concerts.

Carlton KaDell, just finished announcing on the big 300 station Dodge disk series, has been signed to do the narration on a 4-reel travel picture on Boulder Dam, to be released by General Studios.

California's Hour, with Conrad Nagel and Connie Boswell, (chain stores) which has been going on NBC blue net in California only, will finish its present series Sunday. Lord and Thomas, agency, is auditioning a series of 1-minute transcriptions which may go on the air later.

Pauline Hogan, who has had a household talk program on the air weekly for seven years, without an unsponsored week, has signed for a second year's weekly broadcasts for Market Basket Inc. (stores) over KEHE. Account was placed direct, and doubled Miss Hogan's salary.

Jerry King, president of Standard Radio (transcriptions) just returned from a quick trip to Sacramento to assist at the dedication of new station, KROY.

Advertising Arts has just placed a

ONE MINUTE INTERVIEW

GLEN GRAY

"In selecting the numbers for the broadcasts of the Casa Loma Orchestra I have found the pacing of the program to be of vital importance. The reaction I have received throughout the country is very peculiar, due to the fact that the south always requests the slow numbers; the east and midwest the fast numbers; and the west coast the romantic love ballads rendered by Kenny Sargent."

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

HEARINGS SCHEDULED

March 23: Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc., 250 watts, daytime.

The Bend Bulletin, Bend, Ore. CP for new station. 1310 kc., 100 watts night, 250 watts LS, unlimited.

March 24: Juan Piza, San Juan, Porto Rico. CP for new station. 1500 kc., 100 watts night, 250 watts LS, unlimited.

April 8: Port Huron Broadcasting Co., Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.

Golden Empire Broadcasting Co., Marysville, Cal. CP for new station. 1140 kc., 250 watts, daytime.

April 14: Paul B. McEvoy, Hobart, Okla. CP for new station. 1420 kc., 100 watts, daytime.

April 27: W. W. Luce, Fort Lauderdale, Fla. CP for new station. 1050 kc., 50 Kw., unlimited.

May 3: J. Leslie Doss, Sarasota, Fla. CP for new station. 1390 kc., 250 watts, daytime.

May 7: Staunton Broadcasting Co., Inc., Staunton, Va. CP for new station. 1500 kc., 250 watts, daytime.

May 10: T. E. Kirksey, Waco, Tex. CP for new station. 930 kc., 250 watts night, 500 watts LS, unlimited.

May 13: Dallas Broadcasting Co., Dallas. CP for new station. 1500 kc., 100 watts, daytime.

May 17: Utica Observer Dispatch, Inc., Utica, N. Y. CP for new station. 950 kc., 1 Kw., daytime.

May 18: KYW, Philadelphia. CP for change of power. 1020 kc., 50 Kw., unlimited.

May 21: Asheville Daily News, Asheville, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

thirteen week spot announcement campaign for Nu Enamel, to go on blue net's outlet, KECA three times a week.

Lum and Abner are in Chicago to talk contest plans with their sponsor, Horlick Milk. After two weeks' broadcasting from Chicago, they'll be back on the Coast.

Fred Jones, publicity man for KEHE and the Orange net, is trying his hand at scripting, doing a new Tuesday evening 15 minute program, Alma Mater News—chat and opinion about college happenings and college viewpoints. Jones was formerly editor of Pennsylvania U's daily during his own college days.

F. C. Mertens, president of Mertens & Price, Inc., leaves Monday for a two months trip through the middle west and east on behalf of Sunday Players, Sacred City, Wade Lane's "Homefolks" and American Kitchen, transcription series.

Los Angeles Auto Driving School has signed for a Friday night half hour Safety First Forum series over KMPC, with Betty Compson conducting interviews with officials, celebs, etc, urging safe driving. Account placed direct.

Orange network, (Hearst-McClatchy chain) transcribing Tanforan races, putting them on at 7:30 p.m., for benefit of "tired business man" who works when the horses are running.

All Canada Radio Facilities, Ltd., Winnipeg, appointed Canadian reps for Mertens & Price Inc. Already placed Sunday Players series, 52 disks, for Calgary, Alberta, outlet and two others.

Cocomalt's Joe Penner show, in the middle of its second 13 weeks, renewed for a third series of 13. Ruthrauff & Ryan, agency.

U. S. Marines Feature

Philadelphia — A new feature, known as the All-Marine Program, opens at 10 p.m. tomorrow over WHAT. All those taking part in the hour show are connected with the regular U. S. Marine Corps. Actual experiences of Marines will be dramatized, the first being a Belleau Woods incident of the World War, and there will be band music as well as interesting personalities.

Colonel Benjamin S. Berry, U. S. M. C., will be guest speaker on the opening program. Sergeant D. C. Barnum will be the narrator. Production of the show will be handled by Milton Laughlin, C. W. Ogelsby, George Thomas and Sam Serota of the WHAT staff.

New Philco Aerial

Philadelphia—Philco Radio & Television Corp. announces a new over-size and unusually rugged commercial-type aerial for heavy outside duty, especially on high buildings, large homes, yachts and other locations where extra strain, high winds and severe weather are encountered. Every part has been treated to make it impervious to weather and salt air. It is called the Philco De Luxe "Heavy Duty" All-Wave Aerial.

Booklet on New WE Mike

Western Electric has issued a 12-page illustrated booklet on its new 633A Dynamic Microphone, which was recently added to W. E.'s list of pick-up equipment. Small size, ruggedness and low price are among the features of the new mike.

Skating Races on CBS

National Indoor Speed Skating Championships will be described for winter sports fans from Chicago on Saturday, 10:45-11 p.m. EST, by John Harrington, CBS sports announcer.



HANNAH KICHAVER, booker, now with CBS promotion here. Paul Ash and Maurie Sherman slated to go into Casino Parisienne for Consolidated Radio and be aired over NBC.

Blair Walliser, WGN production chief, and Ken Griffen, actor and announcer, have purchased a new sailing craft.

Bill Craig, newest announcer at NBC here, is a former singer.

A Capella choir, heard over NBC, will appear in concert April 7, at LaSalle, Illinois in a series booked by the Civic Concert Service.

Kay Chase, radio author and actor, who writes the WGN and Mutual show "Painted Dreams" and the CBS show "The Romance of Helen Trent," has left on a vacation that will take her to Florida and the islands in the Caribbean.

Chicago Symphony orchestra under the direction of Dr. Frederick Stock, will be heard in another one of the semi-monthly Saturday night popular concerts from Orchestra Hall here Saturday. The concert will be broadcast exclusively over WGN and the coast-to-coast Mutual network, 8:15-10:15 p.m. Henry Weber will be the commentator and it will be announced by James Fleming.

WMCA
NEW YORK'S
OWN STATION

Leads in
**PROGRAM
PLANNING**

GOOD WILL HOUR

Successor to Good Will Court

SUNDAYS 10 TO 11 P. M.