



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 31

NEW YORK, WEDNESDAY, MARCH 24, 1937

FIVE CENTS

WLW's Web a Reality

STATE RADIO CONTROL ASKED IN GEORGIA BILL

Atlanta—A bill calling for a state radio commission and acquisition of WGST by the state has been introduced in the General Assembly. WGST is now owned by the Georgia School of Technology and leased out commercially. Lease has several years to run, but would be automatically cancelled if the bill passes.

The commission would consist of the Governor, the president of Georgia Tech, the president of the Senate, the speaker of the House and

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Agfa Test Campaign On Boston Stations

Agfa-Anso Corp., Binghamton (cameras), through Young & Rubicam Inc., New York, will start a test campaign on WBZ-WBZA, Boston, in June. Sponsor will use "Musical Clock," a participation program, six days weekly.

Spring Business Boom At WPTF, Raleigh, N. C.

Raleigh, N. C.—Spring is bringing a load of new business to WPTF. Recent business closed includes Blackwood's, Inc., adding "Monroe Brothers" thrice-weekly to their "Swingbillies"; General Electric Supply, using Kingham Scott at the organ thrice weekly; N. C. Fisheries, three programs a week; T. H. Briggs & Sons, thrice weekly dramatic feature starting April 1; Lewis Sporting Goods Co., five quarter-hours weekly; Boylan-Pearce, Inc., "Hollywood Room Recipes" twice weekly; Gould-Morris, extension of program

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Re-enacting Game

Knoxville — Re-enactment of the outstanding football game of the Southeastern Conference played last year, the Tennessee-Duke game, is scheduled over WROL at 8:35 tonight, sponsored by J. S. Hall's Sons. A movie of the game will be flashed on the screen in the studios and Allen Stout will again describe the contest. Said to be first broadcast of its kind.

All-Nighter Clicks

An experimental program from 12:30 a.m. to 7 a.m., tried Monday by WVFW, Brooklyn, brought instant and generous response. Frank Daniels announced the entire broadcast. Phone calls and wires came from many eastern states, and a Frank Daniels Fan Club started by a Brooklyn fan boasted 242 members in three hours, according to Anne Dimin, WVFW program director.

WFLA AND WSUN SEEK SEPARATE OPERATION

Clearwater, Fla. — WFLA-WSUN, operating jointly, have made a formal application to the FCC for a modification of license requesting that the license of the two stations be severed in order to form separate stations under the call letters of WFLA and WSUN, respectively. Under terms of application, stations will

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Tom Lewis, Bob Welch Join Young & Rubicam

Tom Lewis, former WTAM production staff, and Robert Welch are the two newest additions to the Young & Rubicam radio staff, which in the past four years has increased from the original dozen to 70 now employed.

Re-sale of Station Licenses Is Attacked at House Hearing

Program Details Set On Final Ford Shows

Guest stars and program details have been set for the final three broadcasts of the Ford Sunday Evening Hours of the present season. On May 30, Bidu Sayao, soprano, will appear. June 6 has Mischa Levitzki, pianist as guest and on June 13 Josephine Antoine, soprano, will close series. Broadcasts are aired 9-10 p.m. over CBS net. Programs will resume for the 1937-38 series Sept. 12. Eu-

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Tieup with WHN Definitely Includes WFIL and KQV—Commercials and Sustainings from WLW Monday

FLEISCHMANN PLANS NEW NETWORK SHOW

Standard Brands, Inc., for Fleischmann Yeast, is contemplating a network show to make its debut soon. Product has not been advertised on a national network since last October when the "Vallee Variety Hour" program changed its plug to Royal Gelatin. While the agency, J. Walter Thompson, would not confirm the report, program will go NBC.

Additions and Shifts In KIRO's Personnel

Seattle—Coincident with announcement that it will augment its power and become the local CBS outlet this fall, KIRO has made several additions to personnel and some shifts. Gene Baker, formerly with KOIN-KALE and other Portland stations, has become program manager. Jim Hatfield, with KIRO for 18 months, is now chief engineer. Henry Norton, formerly at KTAR, Phoenix, joined the continuity staff.

Erection of a new studio and a jump to 5 kw. are included in the new plans for KIRO.

By M. H. SHAPIRO

Associate Editor, THE RADIO DAILY

Traffic representatives of WLW, WHN, WFIL and KQV, of Cincinnati, New York, Philadelphia and Pittsburgh, respectively, are engaged in clearing time, switching sustainings, moving shows up and down in order to get ready by next Monday unobstructed operation of a new network, tentatively called "the WLW wire." Work is being carried on in this city with all possible speed, and on Monday both sustainings and commercials will flow from the 500,000 watt in Cincinnati.

This places WHN in an unexpectedly strong spot—as key station here of a chain with the most powerful outlet in the world on the other end. Commercials set are more or less tentative right now but will be definitely arranged by the end of this week. Contrary to general impression, WLW will be more on the sending than the receiving end, since it has one of the largest production staffs in the country and needs further outlet for its shows. WLW also does the recording of the Macfadden

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Jesse Butcher Joins NBC Operations Dept.

Jesse Butcher of Bruce Chapman-Jesse Butcher, Inc., has resigned to join the station relations staff of NBC. Bruce Chapman will carry on the radio production firm. Butcher will serve as a station relations representative under Reginald M. Brophy, manager.

Havana Confab Ends

Havana (By Cable)—North American Radio Conference ended its week of parleying here yesterday, with no eventful developments.

Problems of friction in broadcasting frequencies were taken up, and the discussions initiated will receive further consideration by the delegates from the United States, Canada, Mexico and Cuba.

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Taking issue primarily with alleged monopoly existing in the radio industry and so-called trafficking in licenses, Congressman Richard B. Wigglesworth (Rep., Mass.) yesterday appeared before the House Committee on Rules, supporting the resolution introduced by Congressman Connery for an investigation of the industry.

Referring to two radio acts now in force, Wigglesworth declared they definitely tried to eliminate private

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FINANCIAL

(Tuesday, Mar. 23)

NEW YORK STOCK MARKET

| | High | Low | Close | Net Chg. |
|-----------------|----------|---------|---------|----------|
| Am. Tel. & Tel. | 170 3/4 | 169 1/4 | 170 3/4 | + 2 1/4 |
| Crosley Radio | 24 | 23 3/4 | 23 3/4 | + 1/4 |
| Gen. Electric | 55 7/8 | 54 1/4 | 55 3/8 | + 7/8 |
| North American | 27 7/8 | 27 1/4 | 27 3/8 | + 5/8 |
| RCA Common | 11 3/8 | 11 | 11 1/4 | + 1/8 |
| RCA First Pfd. | 77 3/4 | 76 1/4 | 77 1/4 | + 3/4 |
| RCA \$5 Pfd. B. | (90 Bid) | | | |
| Stewart Warner | 19 | 18 1/4 | 19 | + 3/4 |
| Zenith Radio | 34 | 33 1/2 | 34 | - 1/2 |

NEW YORK CURB MARKET

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

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| CBS A | 55 1/2 | 57 1/2 |
| CBS B | 55 | 57 |
| Stromberg Carlson | 15 1/2 | 16 1/2 |

Walter White Shopping With New Program Idea

Walter White, president of Harkins & White, radio production firm of San Francisco, is in New York with a new presentation described as very unusual in nature. He is now shopping around with the program and expects to close a deal on it before returning west in a few days.

Reporters on Regular Schedule

WMCA's Roving Reporters will be heard at 2:15 p.m. each week day afternoon beginning March 29. In the past Frankie Basch and Martin Starr, the reporters, have brought personalities behind the news before the microphone for interviews at odd times during the day and night. The new schedule is in addition to the odd spot times.

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway MED. 3-1270 New York

Radio Gets Plug in Senate

Washington Bureau of THE RADIO DAILY

Washington—First time radio has received a free ad in the U. S. Senate occurred the other day when Majority Leader Joe T. Robinson called upon the Senators to turn the dials for the speech of former Supreme Court Justice John H. Clarke in defense of the President's court plan.

KFEL Does Fine Job In Sports Broadcasts

KFEL, Denver, did about as fine a sports broadcast last Saturday night as any listener ever heard, particularly a basketball game. A.A.U. championship game between the Denver Safeway Stores team and the Phillips 66 Oilers of Oklahoma was covered perfectly, not only the extraordinary play-by-play description by Joe Meyers and Bill Welch, but the general coverage such as between periods and after the game when well known officials, authorities and sports writers, as well as players came to the mike. All this was done with absolutely no waits, and with smoothness and precision. Great job, with every evidence that both Gene O'Fallon and Frank Bishop, were plenty on the job. Mutual aired program in the East via WOR.

All Contracts Placed For New WFIL Studios

Philadelphia—Donald Withycomb, WFIL general manager, announced that all contracts for WFIL's new studios in the Widener Building have been executed. Station moves from the Strawbridge & Clothier department store, part owner in its operation. New home will cost \$200,000 and is expected to be ready by July 15.

Alkine Starting Spots

Alkine Laboratories, New Brunswick, N. J. (Flemolyn cough remedy), on March 29 will begin a series of one-minute RCA-Victor spot announcements, once daily, six days weekly, on two stations (WMCA, WAAT). Campaign placed through Schillin Advertising Corp., New York.

Edgeworth Disks Restored

Larus & Bros. Co., Richmond (Edgeworth tobacco), after a temporary cancellation of its WBS "Moments You Never Forget" disks on five West Coast stations (KNX, KGO, KOIN, KOL, KFPY), has restored them to its schedule without any station missing a program. Cancellation was due to a trade condition on the Coast. Marschalk & Pratt Inc., New York, has the account.

Wythe Williams Series End

Wythe Williams tomorrow will conclude his series of radio talks, titled "The Next War", heard over WMCA at 7:45 p.m. Thursdays the past two months under the general title of "Foreign Affairs Forum". The noted author and foreign correspondent returned to this country a few months ago. His new book, "Dusk of Empire", was published this month.

Mutual Prepares Salute For Oklahoma Network

Mutual will salute its newest affiliates, the Oklahoma network, on April 1 at 9:30-10:30 p.m., with a full-hour program originating from New York, Chicago and Washington. WOR will start the salute with Ed Fitzgerald, Edith Holter and Nat Brusiloff's orchestra, then switch to WOL, where Oklahoma Senators Thomas and Lee will be heard. WGN will contribute Henry Weber's "Musical Revue" to close the program.

KEHE Offices Moving

West Coast Bureau of THE RADIO DAILY

Los Angeles — KEHE and Orange network officials and business offices will move Saturday from their cramped temporary quarters at 214 S. Vermont, to occupy 14 of the new offices in their new studios at 141 N. Vermont, three blocks away. Production department will remain in the temporary quarters until the studios go into use for broadcasting early or in mid-April. Ford Billings is west coast manager. C. B. Juneau is assistant.

Remington-Rand Renews

Remington - Rand (typewriters), through Leeford agency, has renewed its Five Star Final program over the Inter-City network for 52 weeks, effective March 29, it is announced by Bertram Lebar, sales manager of web. Renewal calls for five nightly broadcasts of 15 minutes and one half-hour Sunday broadcast. In addition to eight stations now airing show, WGAL, Lancaster, and WORK, York, will be added. Phillip Barrison is director of program.

WFIL-Fan Paper Deal

Philadelphia — Time-space swap deal between WFIL and "Radio Press," local fan weekly, gives the sheet two 10-minute periods weekly in exchange for publicity space on the station's programs and mike personalities.

WQXR to Have a "Bee"

A new series, "Question Bee," starts over WQXR on Saturday, 9-9:30 p.m., and will be heard every Saturday thereafter. Questions will be submitted by radio audiences. Cans of Martinson's coffee will be awarded as prizes.

Francis Healy Gets Leave

Francis Healey, assistant to Wayne Randall, NBC director of publicity, has been granted a leave of absence to go to Hollywood, effective April 1.

COMING and GOING

DON WITHYCOMB, manager of WFIL, and BILL DOLPH, manager of WOL, were in town on business. Spent yesterday in a huddle with Fred Weber, Mutual's general manager.

JACK LATHAM, Young & Rubicam's spot time buyer, went to Pittsburgh last night for final conference with Gulf officials on the Gulf Spray radio campaign.

WALTER WHITE, president of Harkins & White, radio productions, San Francisco, is at the Hotel Governor Clinton in New York for a few days.

E. C. MILLS, general manager of Ascap, returns late today from trip to Coast.

DR. LEON LEVY, president of WCAU, is in town on a business trip.

HAROLD DANFORTH, manager of WDBO, is another station executive in New York.

BILL WILLIAMSON, manager of WKBN, and HARRY SEDGEWICK, manager of CFRB, are expected in New York today.

SIDNEY KAUFFMAN, WQXR's cinema commentator, has left the city to join the Walter Wanger outfit on the Coast, with a view to producing a series of short subjects. His cinema comments will emanate directly from Hollywood.

J. AARON FUCHS, comptroller for the Taping organization, is en route to Hollywood to assist in expansion plans.

W. R. TRACY, vice-president of the Hudson Motor Co., sails at noon today on the Manhattan for England.

TYRONE POWER arrived today from Chicago via United Airlines to appear on Rudy Vallee's program tomorrow.

MRS. RAYA GARBOUSAVA, concert artist of the St. Louis Symphony, sails on the Manhattan for England. MRS. VLADIMIR GOLSCHMANN, wife of the conductor, accompanies her.

GEORGE BEATTY returned from England the other day.

JERRY BELCHER, now in "Our Neighbors", has gone to Chicago to discuss contract with a tire company.

JOSEPH H. UHALT, president of WDSU, New Orleans, and P. K. EWING, vice-pres. and gen. mgr., have returned south after conferring with FCC in Washington, where they also visited NBC.

33 New W. E. Mikes Are Ordered by WOR

WOR has placed an order with Western Electric for 33 of its new "salt shaker" microphones. Order is said to be the largest received by WE for this type of mike. WOR, according to J. R. Poppele, chief engineer, has selected this type of microphone for use in its studios and remote pick-up jobs because of the utility of the equipment. It can be used either as a uni-directional mike or for mass pick-up.

Signs for NBC Thesaurus

WNLC, New London, Conn., has subscribed to the NBC Thesaurus. Renewals have been received from KQW and WOW.

LEO SAYS:
Don't Miss
Vincent Richards' description of the tennis matches tonight on WHN at 9:00 p.m.
WHN DIAL 1010
AFFILIATED WITH M-G-M-LOEWS

RE-SALE OF LICENSES ATTACKED AT HEARING

(Continued from Page 1)

ownership as well as trafficking or resale of licenses, a practice which he declared should be stopped since such licenses are many times sold for fees over and above their actual value.

"In light of evidence brought before the Appropriations Committee during recent hearings, it is obvious we are confronted with monopoly owned and controlled by the big networks, CBS, NBC and Mutual," Wigglesworth said, "and despite our legislation we have failed to wipe out private ownership."

Forty of the clear channels, Wigglesworth said, are owned or operated or controlled by members of big three. Of 2,500,000 watts less than 60,000 are given to independent stations, he said. And 97 per cent of the night time is given over to big three. In addition to this, he said, there were several states such as Utah, Rhode Island and North Carolina where not a single independent station was operated at night.

"The interest of independent stations is at stake," Wigglesworth declared, "for without adequate time and power they cannot operate. Furthermore there have been a great many stations acquired by newspapers and a question has been raised whether two mediums of public opinion should be under one control."

Hearings will be continued, although no definite date has been set.

Jack Block With New Firm

Jack Block, formerly of Columbia Broadcasting System, will head the radio division of the new press relations council and publicity firm known as Continental Press Association.

N. J. Plumbers on WINS

Newark—New Jersey Master Plumbers Ass'n will conduct an institutional campaign over WINS, running 13 weeks, six times weekly.

GUEST-ING

LUCILE WATSON of the stage hit, "Yes, My Darling Daughter," on George K. Arthur's Broadway First Nighter program tonight (WQXR, 6:45 p.m.).

BOB HOPE and TONY SARG, on Rudy Vallee's Royal Varieties tomorrow (NBC-Red, 8 p.m.).

MARY BOLAND on James Melton's Sealtest Saturday Night Party, March 27 (NBC-Red, 8 p.m.).

MILLS BROTHERS, in first American engagement since returning from abroad, on Leo Reisman's Schafer beer program next Sunday (WOR, 9 p.m.).

MITZI MAYFAIR, on Hammerstein's Music Hall, April 6 (CBS, 8 p.m.).

NEW PROGRAMS—IDEAS

"Jam" Sessions from Studio

Jam sessions have been done before, mostly on remote broadcasts, but WTMJ, The Milwaukee Journal station, brings the musicians right into its studios every Monday afternoon from 4 to 5 and they "go to town." The big attractions are nationally famous "name" bandmen who get together for a little "jamming" when they're in Milwaukee.

Typical of the kind of orchestras this program presents, the original Dixieland Jazzband, creators of "Tiger Rag," "Swing Mr. Charlie," and other famous numbers and featured recently over an RCA Magic Key broadcast, have been guests. Other top musicians and singers are invited to "turn on the heat" when they are in town.

Musicians all over Milwaukee and Wisconsin have become vitally interested in the way these bandmen "swing out" on their specialties. No end of interest has been expressed in the vocalists and their singing of hot rhythm numbers.

The "Swingsters," featured WTMJ artists directed by Frank Werth, supplement the music of the guest stars. In this way, leading local musicians take a turn at putting on their own jam sessions. Meanwhile, cocktail parties are livened by the "jam," as wives about town practice the latest in swing when they're getting dinner ready.

"Answer Me This" on WARD

WARD, Brooklyn, is launching a new series of programs to be known as "Answer Me This," series is a social science program covering current events, economics, civics, government and other related subjects. The ability of the listener to answer the ques-

5th Ave.-Main St. Easter

On Easter Sunday NBC will broadcast the highlights of the Easter Parade on Fifth Ave., New York, and "Main St.," Sycamore, Ill., a town of 4,000 population.

Elsa Maxwell, Society's official hostess, along with Ben Grauer and George Hicks, NBC announcers will interview celebs along Fifth Ave., and Frank C. Dean, editor-publisher of the Sycamore Tribune, will talk at his end, over NBC-Red network, 12:30-1 p.m., under supervision of A. A. Schechter, director of news and special events.

More Sponsors on WHN

Washington State Apples, Inc., will sponsor a portion of the Ida Bailey Allen show every Monday, Wednesday and Friday over WHN. Contract runs for four weeks. J. Walter Thompson Co., N. Y., is the agency.

Barney Clothes, at present sponsoring a six-a-week one-hour program from 11 p.m.-12 mid., has added the Sunday night spot at the same time to its schedule, for nine months. Program is entitled, "Calling All Parties," and consists of recordings. Schillin Advertising Corp. is the agency.

tions is challenged and he is instructed to jot down what he believes to be the correct answer as he hears the question read. Correct answers are given at the end of the program. Suitable for adults as well as for college and high school students. The subject dealt with is covered by twenty odd thought provoking questions asked by Bob Harris the Questionmaster. The program will be heard every Saturday evening at 10:30 p.m.

College Talent Series

"Varsity Varieties," utilizing talent uncovered at various colleges of northern California, made its debut Friday over KYA, San Francisco, and the CRS network. Program will be aired every Friday, 9:30-10 p.m. PST.

Participants in the first show came from the San Francisco State College. Walter Rudolph and the CRS Orchestra provided the musical background, with Will Smith as m.c.

Local Scrapbook on WDNC

Highly interesting and rarely known facts about things in general and the city of Durham, N. C., in particular constitute the basis for a new WDNC show featuring George Adams, who for some ten years has kept scrap-books and diaries of unusual happenings which he has seen or of which he has heard. The program is broadcast Tuesdays at 8:45 p.m.

Musical Weather Forecast

KFAB, Lincoln, has started a musical weather forecast. Stunt is to give the weather prediction by states, playing the state song ahead of each delivery. Lodged as Lincoln is within easy listening distance to Iowa, Minnesota, South Dakota, Missouri, and Kansas, it's a neat trick.

CBS Contracts Wright

William Wright, heard on the Ford Motor Dealers program over CBS Tuesday nights, and who begins his own series of sustaining broadcasts today at 3 p.m. over CBS, has been signed to a two-year management contract by Columbia Artists, Inc. Wright began radio career at CBS station, KFRC, San Francisco, and came east with Al Pearce as a member of the gang.

New Gillette Song Book

Gillette Razor, through its agency, Ruthrauff & Ryan, is going to press with the second series of its Community Sing song book, ready for distribution in about three weeks. First volume had a distribution of about 300,000.

Guy Lombardo says CARELESSLY

is the best song in years!

Norman Ellis Music Pub.

113 West 57th St. New York City

WLW's WEB A REALITY; WFIL, KQV ARE IN IT

(Continued from Page 1)

programs and a wire from WHN to RCA Victor studios will further facilitate the recordings for various purposes including auditions. Cost of wire to agencies for audition purposes will not entail more than \$30, and this will again aid both WLW individually and the affiliated outlets as part of the web.

Transamerican Broadcasting & Television Corp., which is the sales organization for the network, is lining up the commercial aspect and becomes the medium of a link between Warner Bros. Pictures and Metro-Goldwyn-Mayer movie talent. Since the Transamerican head, John L. Clark, is heavy on television foresight, this angle is expected to be more than a mere indirect tie-up within the next year or two.

Frank N. Smith, commercial manager of WLW, now in town, will remain for another week in connection with the web and other WLW details, working out of Transamerican offices. From the WLW angle, it gives this big watter a psychological play-up and place in the New York sun wherein it can more or less control the situation.

According to unofficial WLW sources, there is no intention at present to branch out westward, unless in the future a good prospect arises and on a profitable basis—that is—avoidance of excess wire costs. Wire to New York runs through Pittsburgh and Philadelphia anyway and entails no additional costs to plug in KQV or WFIL, etc.

Situation regarding Mutual will remain as is, in so far as WLW is concerned. There is no intention of disturbing the arrangement unless Mutual does something along this line. Understood that WOR has too much time sold for clearance that would give WLW control of the situation as it has in the WHN tie-up, and also allow for Transamerican to handle the sales.

Donald Withycomb, who returned to Philly from New York late yesterday, told RADIO DAILY over long distance that some details of the hookup hadn't been worked out yet, but that WFIL had been invited to join the plan and was standing by, willing to cooperate in any way that would not conflict with its Mutual or NBC Blue affiliations.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday

NBC Network

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



"Springtime in Paris," written by Lora Standish of New York, will be Friday's drama of the week on the "Behind the Camera Lines" program over WGN, Chicago.

Teamed with Milton Charles, veteran theater organist, Kaye Brinker, stage actress and monologist, makes her radio debut as star of her own program, "A Lady Lives," over WBBM, Monday, 6:30-6:45 p.m. CST. They will be heard Mondays, Wednesdays and Fridays.

Russell Pyle, tenor on "Hymns of All Churches," a WBBM-CBS chain broadcast, was operated on for appendicitis.

Jack Baker, NBC Breakfast Club tenor, doing a personal appearance at the Chicago Theater this week.

Fibber McGee and Molly will do p. a. in Kankakee and Streator, Ill. on April 3 and 10, respectively.

Edgar A. Guest, who with Frankie Masters ork, will headline a new series "It Can Be Done," starting April 6 at 7:30 p.m. CST over the NBC-Blue net, will continue commuting between Detroit and Chicago for the shot. New show replaces "Welcome Valley" series and will be heard at the same time over same stations with Household Finance as sponsor.

Chicago Symphonic Hour for March 26 edition will feature Ruth Lyon, Lucille Hudiberg, Charles Sears and Reinold Schmidt.

Lucille Long, contralto warbler of the Alka-Seltzer Barn Dance, to Florida for vacash.

Glen Welty, Barn Dance maestro, off to Biloxi fishing waters.

Kay Chase, who writes WGN and MBS "Painted Dreams" and CBS "Romance of Helen Trent", off to Florida for well earned respite.

Al Williamson, NBC press head, off to Texas for a fortnight.

Tyrone Power Jr. in town looking over radio studios.

"Smiling" Ed McConnel started something when he flew a number of Chi radio writers up to Royal Oak, Michigan, last Sunday for a parlor broadcast from the Charlevoi home. Most of the air scribes were to be in Waukegan yesterday for the Jack Benny celebration.

● ● ● Louis Armstrong signed a contract yesterday afternoon to head a musical-variety show with his band... Carl Hoff, who fades on "Hit Parade" Saturday night and immediately thereafter opens at the Biltmore replacing Horace Heidt, also is set for the Standard Oil of Indiana series starting in May in the midwest, with McCann-Erickson as the agency... Nick Lucas has also been renewed for 13 weeks on the Ford show... Gertrude Berg's option has been picked up for another picture for Bobby Breen. Besides writing the original story, she'll assist in the direction. "Make A Wish" is her first... Mary Eastman is also set for the Rubinoff transcriptions... Songwriters Fred Coots and Benny Davis have been set for Universal pictures... The Marx freres won't take to the air until next fall... After two and a half years of sustaining, Singer Larry Taylor is finally being considered by the agencies.

● ● ● Wes Hingley, CBSlinger for Boston's WEEI, was in town and had a "busman's holiday" appearing on NBC's "Vox Pop" air-waver... Dick Ballau will shortly bow with "whispering swing"... Tommy Dorsey will be aired from Louisville during the Kentucky Derby... Jimmy Lunceford will go to the Meadowbrook shortly... Harlan Eugene Read will be aired via BBC, May 5... Bob Wells, radio press agent and songwriter, is the new managing editor of "Police Gazette"... Phil Duey, after being renewed on the Phillip Morris show 14 times, is seriously considering a vacation.

● ● ● Ralph Wonders will do the radio bookings for the Great Lakes Exposition in Cleveland this year... Jane Froman has been hearing the call of the Holly-wilds and may return to do another picture... Earle Ferris claims that he's losing friends because they have been swiping Dale Carnegie's book "How To Make Friends" from his office... Phil Cook is auditioning two shows for the nets... Jerry Blaine's vocalist, Phyllis Kenny and his brass-man, Joe Livingston, sit around between numbers figuring if two could possibly live as cheaply as one!... Elisea Grenet, composer of "Mama-lenez" which gave him the title of being the "Irving Berlin of Cuba" is now at the Yumuri club... Billy Glason can't figure out why people are panning his programme inasmuch as he threw a script into a fire and the flames roared!

● ● ● Victor records are going into an extensive exploitation and advertising campaign after signing Countess Olga Albani for the first of the new series... Carlton Morse has written more than 1,900,000 words in the story of "One Man's Family"... Swing sessions will be held Sunday afternoons at the Hickory House with Joe Marsala and his band also guest swingers... Ernie Holst has been offered a job in Paris for the summer... WOR has so many "Jerrys" that Dave Driscoll, one of the two announcer-interviewers, has no end of trouble convincing people that his name's still Dave and definitely not JERRY... Vincent Richards will be at mike for the Tilden-Perry tennis matches aired from Madison Sq. Garden over WHN tonight and sponsored by Adam Hats.

● ● ● Lois Bennett replaces Natalie Bodanya on Frank Munn's Monday night show!... Listerine bought time but no show as yet!... Frances Langford will be off the Hollywood Hotel show Friday and Shirley Ross will pinch-hit...

HEAVY and unseasonable rains washed away a lot of the Easter season radio campaigns which have been a single-station revenue, as milliners, clothing business and others who habitually put on programs this year saw slim chances of selling white hats, summery spring outfits.

Mary Garvin, assistant to Paul Rickenbacker at CBS, will join the Robert Taplinger organization as office manager this week, taking the place of Virginia Lindsey, who joins the staff of Dave Carter, CBS publicity chief on the Coast.

Funeral services were held yesterday for Ben Crose, 60, West Coast manager the past five years for Radio Transcriptions Co. of America. Crose died suddenly in Portland, Ore., Friday, while on a month's trip through the Northwest, contacting stations. C. C. Pyle, president of the company, has been on the west coast for the past year, and will take over on Crose's place until decision is reached as to successor.

Manhattan Soap Co., through Milton Weinberg agency, is contracting for a series of quarter hour spots on NBC red net on the coast for a Sweethearts Soap campaign. Nature of the program, and whether it will go weekly or twice weekly, not decided. Starting date, April 16.

Charley Hamp, on Orange net for Dr. Straska's Toothpaste, is dramatising his long time theme song, "Me and My Shadow," engaging a real live shadow, to play banjo with his program. Banjoist is colored.

Dick Foran, Warners' cowboy star, will be vocalist with Burns and Allen when their new NBC-Red show starts April 12, with Ray Noble's ork.

ANNOUNCERS

JACK PARR, 19 years old, is the latest addition to the announcing staff of WCAE, Pittsburgh. He previously served at WIBM, Jackson, Mich., WIRE, Indianapolis, and WKBN, Youngstown.

CARLTON KaDELL, announcer for Amos 'n' Andy, will be the narrator of a forthcoming travelogue to be released by General Studios of Hollywood. It's a four-reeler dealing with Boulder Dam.

ED WHEELAHAN who has been announcing for WSMB, New Orleans, comes very nearly getting the distinction of being the oldest radio announcer in the city from a steady service angle. Wheelahan opened with the station 12 years ago, announcing and singing an inaugural program of songs.

CHARLES NEVADA, veteran sports newspaper man who recently switched from the printed page to radio announcing on WTMJ, the Milwaukee Journal station, is creating quite a following. His broadcasts are titled "The Last Word in Sports," aired between 10 and 11 p.m.

BIRTHDAYS
1 9 3 7
4 5 6 7
17 18 19 20 21 22 23
24 25 26 27 28 29 30
March 24
Greetings from Radio Daily
to
Ted Webbe

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

WHEN Lila Carmen deserted the Congress in Chi, Kay Weber stepped out of the orchestra into the limelight as vocalist...the gal's piling up four to six encores after scheduled selections... Sheila Barrett a bet to go on the Rudy Vallee program April 8... Little Mary Eastman (Pet Milk vocalist) is entering the glamor sweepstakes... She does it by looking top-notch, and goes RKO screenie very soon... When Prunella Woods, King Features ed., made all those pretty presentation speeches to the most fashionable fillies, she'd no idea she was air-bound... she found out after awards had been made... Yolanda and Veloz are back in town, rehearsing with Eddie Duchin for the April 1 Plaza premiere... And what, some of us would like to know, will Portland Hoffa do if Fred Allen makes good his thrice-voiced threat not to return to the arena for a long, long time, despite scheduled October repeat?... Lucille Watson, who treads the "boards" in "Yes, My Darling Daughter", to be George K. Arthur's guestar Wednesday at 6:45 over WQXR... That station goes very Left Bank with Eleanor Barnes, most perfect all around artist's model, and Leonard Wangro discoursing on "Strife on the Art Front"....

Nila Mack of Columbia resting from excessive work, among the posies and livestock, for a few days... When WOR broadcasts finals of the Eastern Intercollegiate Chin Golf Championship on April 3, 6:15-6:30, will the chin golf widows sit on the mourner's bench?... And what about a "Hole in One Club" for too-successful users of the straight-edge variety?....

Radio Rows, Helen Hayes, sponsored a genteel brawl Monday P.M. for the "Bambi" cast et al... The Piccadilly Circus Bar will be the scene of another, to be tendered Marka, hand analyst, to be spotted there for an indefinite period of time, and soon to be aired... Thursday evening's radio row will be in honor of the Canovas, Judy, Anne and Zeke, who go coast-ward to pix-make, with Judy signed to play comedy lead opposite Jack Benny... Another guest of honor will be Durelle Alexander, on account of she's just been signed by CBS... The Chicken Koop will be scene of the festivities and lots of radio's lads and lasses will be there.

RADIO PERSONALITIES

No. 17 in the Series of Who's Who in the Industry

J. R. POPPEL, Chief engineer of WOR. Also a member of the board of directors and secretary of the Bamberger Broadcasting Service, owners of the outlet. Holds a record in point of service, having started with WOR four days before it went on the air February 22, 1922. He prepared the 250-watt transmitter for the station's debut. Since that time he has fathered the engineering and technical developments of the outlet continuously, bringing it to the point where it became a high fidelity 50,000-watt. His department is considered one of the most efficient in the country and his advice is constantly sought from many quarters. He is technical adviser to the Police Radio Survey Commission of New Jersey, which is only one of such connections, primarily a service to the community. Born within sight of the transmitter he zealously guards. He started his career as radio operator on commercial ships and U. S. Army transports. Actually, his radio schooling began at the age of 14 when he operated his first spark coil set of 1912 vintage. Studied electrical engineering at Newark Tech and Penn State.



BBS 50,000 Watter Is His Baby

Repeating "100 Years"

Dramatization of Philip Guedalla's "Hundred Years", originally broadcast Jan. 31 will be repeated April 4, 10-11 p.m., over the NBC-Red network, because of urgent audience demand. The script is by Wellbourn Kelly. Richard Gordon is the narrator.

"Czech Revels" Year Old

Fort Worth—"Czech Revels," broadcast every Sunday at 2 o'clock by KTAT, celebrated its first anniversary Sunday. The program is devoted to Czech, Bohemian and Slavic music exclusively and is the only local aerial show that makes announcements in two languages, English and Czech.

ORCHESTRAS - MUSIC

MILLS MUSIC is concentrating on Sid Phillips' two latest effusions, "The Night Ride" and "Escapade", the second of which has not yet been released. Phillips is the Britisher who's become noted for his "tone poems in swing".

Roy Music Co. Inc. change their quarters on or about April 15. They will occupy the offices in the Brill Bldg., formerly headquarters for Major Music Co. Announcement emanates from Nat Margo.

Erno Rapee will conduct the Newark Symphony Orchestra, effective sometime in June, for the third consecutive year.

Ted Lewis is in the throes of rehearsal and opens at the Shubert house in Newark next week.

The Casa Loma outfit celebrated their seventh anniversary Sunday night with a party at the N.Y.A.C.

Seger Ellis and his boys, with Irene Taylor as featured vocalist, have been signed by Rockwell-O'Keefe Inc. and are on the West Coast awaiting the naming of spot at which they'll make music.

Mark Warnow pinch-hits for Carl Hoff Saturday on the Hit Parade, with "This Year's Kisses" leading as No. 1 tune. Warnow will sponsor party in honor of Lord & Thomas after the broadcast on Saturday.

Joe Reichman and his band are air-waved three times weekly over NBC from Los Angeles. They'll dispense swing at the Coconut Grove for four weeks, then move to the Fairmount in Frisco.

The new Consolidated Radio Artists-WINS series will feature transcriptions.

The Raymond Scott Quintet, aired on the CBS Saturday Night "Swing Sessions", have just recorded "Twilight and Turkey" and "Minuet in Jazz" for release April 1st and 15th. Recordings were cut by Master Records.

Another first time in the history of radio occurs when an ensemble of harpsichords is presented over the NBC-Blue network (with the exception of KGO) Wednesdays at 7:15 p.m. in a series by the Manuel and Williamson Harpsichord Ensemble of Chicago, effective March 31.

Joe Vilella of the "recording" Vilellas in Pittsburgh vocalized with the Joey Sims ork Monday night at 8:30 p.m.

Moe Jaffe, whose musical aggregation is heard from the Ben Franklin in Philly, over WIP-Intercity, has had his Ascaph rating raised to Class B, in recognition of his tunesmithing for the Mask and Wig shows, notably the "An Apple a Day" ditty.

SELLING THE STATION

Kids Join Safety Club

WCSH, Portland, Me., is meeting with unusual success with its children's programs that are broadcast during the early morning hours rather than the afternoon, according to Weed & Co., station reps. Program sponsored by A. E. Barnard on this outlet is heard daily at 7:45-8 a.m., serving the purpose of attracting the juvenile audience desirous of hearing the early-bird kiddie yarns and musical feature. The Safety Club, one feature of the quarter-hour period, already has 5,000 members. Joseph J. Weed, head of Weed & Co., believes this is an angle worth looking into by stations wishing to sell more time during the early a.m. periods.

New Biz at WIP

Philadelphia. Recent newly signed business at WIP includes: Chrysler Corp., through Anderson agency, six spot announcements weekly; Women's Christian Temperance Union, 8 weeks of quarter-hour lectures weekly; E. P. Reed Co. (shoes), through Geyer, Cornell & Newell, 10 weeks of quarter-hour weekly ET; Nixon-Grand Theatre, 8 weeks, 2½ hours weekly, remotes; Saul Gwartz, (jewelers), two spots weekly; Spatola Importing Co. (wines), through Adrian Bower agency, three spots weekly; Hackney's Restaurant, participation in WIP Homemakers' Club; Tappins, Inc. (jewelry), through Schillin Agency, two time signals daily.

WNBH Movie Name Contest

New Bedford, Mass.—"Household's Hollywood Highlights", Tuesday and Thursday 6:30 to 6:45 p.m. movie news program, is conducting a mammoth scrambled movie name contest on WNBH for ten-week period with prizes in furniture aggregating over \$500. This is biggest local contest ever conducted over WNBH.

"Nosey Reporter" Renewed

Admore, Okla.—"The Nosey Reporter," street interview program over KVSO, has been re-signed for a year by the Ice Service Co., sponsor for the last seven months. The program, which has been aired for 19 months, comes from Main street in Ardmore. Present sponsor is a beer and soft drink distributor.

ON THE RADIO DAILY

WARREN & DUBIN'S GREAT HITS FROM "MELODY FOR TWO"

**SEPTEMBER IN THE RAIN
MELODY FOR TWO**

REMICK MUSIC CORP.
RCA BLDG. NEW YORK CITY

COMMENTS

On Current Programs

John Nesbitt

Reasons for the high popularity of "Passing Parade" in the west, and why it is catching on fast in the east, become more evident with each new offering by John Nesbitt over the NBC-Red network at 7:45 p.m. Mondays and Tuesdays. This fellow Nesbitt has a good faculty for taking well-known personages and events and giving them a fresh interest. Monday night's personality highlights were Victor McLaglen, who has had a colorful career as soldier, fighter and movie star, and Gabriel D'Annunzio, Italy's poet, soldier and great lover. An item on the men who make spring fashions also was sandwiched in. But it was the McLaglen and D'Annunzio sketches that stood out, chiefly because of Nesbitt's brisk dramatic handling.

Lux Theater

"Death Takes a Holiday," put on by Lux Theater of the Air over CBS on Monday night, did not carry illusion and conviction in its air version, despite a good cast including Fredric March, Florence Eldridge, Kay Johnson, Arthur Byron, Gene Lockhart, Blanche Sweet and others. As fantasy, it lacked the effectiveness of the visual version, wherein the important character of Death enjoyed the advantage of costume and makeup that distinguished it at all times from the other characters. In the air version, however, the dependence on sound alone nullified the important visual requisite that gave the drama its full force.

Nash Speedshow

Grace Moore, making her debut as the star of the Nash Speedshow over the CBS network on Saturday at 9 p.m., gave the program an upward push with her vocal excellence. Vincent Lopez continues to provide the musical background in his polished style, while Floyd Gibbons remains at the announcing helm. The Gibbons type of announcing sounded a bit discordant for a singer of the Grace Moore type, but otherwise the program was a pronounced hit.

Corn Belt Sport

WMT, Cedar Rapids-Waterloo, member of the Iowa web, has signed a contract with an Iowa farmer who will measure the growth of his corn day by day to the fraction of an inch and report his findings to the station where each day's results will be aired.

Same farmer reported the growth of his corn last season for a local sheet, but WMT beat them to the draw for this year and signed the corn-checker-upper. Much local interest has been built around this stunt in the past, with pool hall boys following the growth of the corn as closely as the ponies.



"MASON AND DIXON"

Sustaining

WMCA-Intercity Network, Tuesdays, Thursdays, Fridays, 10:45-11 a.m.

GENIAL PROGRAM OF HOMELY MUSICAL AND POETIC MATERIAL.

For a little genteel entertainment along about the middle of the morning, this program put on by a couple of genial southern gentlemen does all right. One of the boys, Bob Mason, is a vocalist and violinist with a flare for ballads, hymns and poetical recitations. The other member of the duet, George Dixon, accompanies. Dixon is an author-composer and writes an original poem for each broadcast, besides preparing continuity. The program holds to keynotes of cheer and inspiration, calculated to help housewives keep in good humor while doing their morning chores.

"WE ARE NOT ALONE"

Sustaining

NBC-Blue Network, March 22, 9:30-10 p.m.

FAIRLY SUCCESSFUL ADAPTATION OF NEW JAMES HILTON NOVEL.

Though the result was not as successful as might have been expected from a new novel by the author of "Lost Horizon," the airing of "We Are Not Alone" as adapted by Welbourn Kelley was a worthwhile effort. Story is about a middle-aged English doctor who has a tragic romance with an injured German dancing girl. Good characterizations marked the radio version, although some of the tense drama and tender sentiment suffered by the condensation into a half-hour of space. According to additional time to such dramatizations would vastly enhance their entertainment values on the air.

Ave Maria Players in

"THE PASSION PLAY"

Sustaining

WMCA-Intercity Network 6:30-7 Sundays and 8:15-8:45 a.m. daily through March 28.

EASTER WORSHIP DISK SERIES WITH EXCELLENT CAST AND MUSICAL BACKGROUND.

These of eight consecutive daily broadcasts, recorded by Brinckerhoff with Donald Peterson as producing director, not only make a fitting series for Easter observance, but an un-

3 New Shows on WROL

Knoxville—"Movie Calendar", new series sponsored by Chapman Drug Co., with a tieup involving passes for local movie theaters, opened last night on WROL.

"Health Spot", educational featurette on behalf of Health Spot Shoe Store, started Sunday.

Hub Department Store is sponsoring a rebroadcast of "Pleasant Valley Frolic" from WLW, Cincinnati.

usually good cast of players was recruited for acting personnel. Among them are Lee Patrick, Helen Spring, John Wheeler, Eddie Marr, Wilmer Walter, William Crimmins, James LaCurto, Roslyn Silber, Winnifred Tommey, James Marr, Erik Walz, Helene Dumas, Linda Carlon, Fred Baron, Rena Craig, Billy Redfield, Jean Thompson, John Parrish, Perry King and Stanley Whitman. Initial program went on last Sunday and the series ends next Sunday. The dramatizations, as written and acted, carry a profound religious note.

In connection with the broadcasts, an attractive 40-page illustrated souvenir program has been issued. It contains the text of each day's episode.

"WILL WRIGHT, VICE-PRESIDENT"

Sustaining

CBS Network, Tuesdays and Thursdays, 3-3:30 p.m.

GOOD VARIETY PROGRAM WITH STAR TALENT LINEUP AND NICE VEIN OF HUMOR.

With a fine array of talent, a brand of easy humor that is somewhat of a relief from the usually pounded out comedy, and good continuity, this new variety show is a welcome afternoon visitor. The program is amiably piloted by Will Wright, who announces Al Pearce's "Watch the Fun Go By" program and also appears in Phillips Lord's "Gang Busters". The "vice-president" tag is adopted by Wright in a nonsensical vein, as applied to a man who has nothing to do about things.

Among departments of which he is v. p. for fun's sake are the "What Do You Know About That", the "Department of Pertinent Questions" (such as, should a husband account to his wife for the money he spends, with listeners invited to write in pro or con), "I See by the Papers" in which Zeb Wright of Gold Gulch participated, and "Department of Other People's Business", wherein a straight note was introduced in the person of Capt. Stein of the Missing Persons Bureau.

Fine musical background for the program was provided by Freddie Rich's orchestra. Vocal soloists included, Ruth Carhart, who sang "Little Old Lady", and Jack Shannon in "May I Have the Next Romance With You".

Von Zell Clicks as Scribe

Harry Von Zell stepped into the breach on Sunday and established a reputation for himself as a script writer. Jack Benny's inability to appear as guest artist on the Stoopnagle & Budd program left a hole in the broadcast which Von Zell volunteered to fill with a mystery script called "Murder in Honk Street." It clicked and the sequel will be presented on the March 28 broadcast.

Coming Events

Today: Columbia Broadcasting System stockholders' meeting, New York.

March 31: Women's National Radio Committee annual awards luncheon, Hotel St. Regis, New York.

April 6: Radio Corp. of America annual stockholders' meeting.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

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

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

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

May 10-12: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

June 1-10: Radio-television exposition, Moscow.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

New Biz on WFMD

Frederick, Md.—"Leesburg Salute", a series of 2-3 p.m. Sunday commercials, has gone on the air at WFMD. Leesburg merchants are the sponsors, with Bob Longstreet, WFMD program director, handling the show. Schmidt Baking Co. of Baltimore next Monday starts a series of three weekly 15-minute transcriptions over WFMD.

Crosley dealers in this vicinity will air a 6:30-7 a.m. show, thrice weekly, starting April 1. This program will be rebroadcast from WLW, Cincinnati.

3-Way Easter Hookup

WMBH, Joplin, Mo., has arranged a three-way hookup for a broadcast of special Sunrise Easter Services in three nearby communities, the period being sponsored by the Empire District Electric Co., purely as institutional advertising. Schedule includes a period of 6-7:30 Easter morning, with technicians and announcers present at the three widely separated services. Descriptions of the scenes will be worked in by the announcers, but cooperation with local program directors has made it possible for the entire broadcast to be handled as one Easter program.

UNSOLICITED

International News Service

235 East 45th St., N. Y. C.

Incidentally, I enjoy reading your paper very much. You are handling your news in a very interesting fashion, making it extremely readable.

B. A. Ely,
Promotion Manager

Pittsburgh Post-Gazette

Pittsburgh, Pa.

My sincere congratulations upon the fine showing of RADIO DAILY and the excellent service you are rendering the radio industry!

RADIO DAILY has become as regular with me as my breakfast and it really contains much nutriment for the day's work.

You have hit upon a grand idea and you are doing a grand job.

Darrell V. Martin,
Radio Editor

W B I G

Greensboro, N. C.

I might say that RADIO DAILY is the only daily paper to which we hold a subscription. I think you will go places with this paper.

Major Edney Ridge,
Managing Director

K V O R

Colorado Springs, Colo.

Everybody at KVOR enjoys RADIO DAILY a lot. There's a fight to get to it first and we think you've got something!

Wauhillau LaHay,
Program Director

W L W

Cincinnati, Ohio

I have looked over your publication, dated February 24, and like it very much. Particularly was I impressed with your snappy paragraphs.

Bill Bailey,
Stations WLW-WSAI

K F Y R

Bismarck, N. D.

I have just been reading in your column "Looking On and Listening In" appearing in the February 24th edition of RADIO DAILY the editorial concerning studio audiences. I heartily agree with your viewpoint.

Meyer Broadcasting Co.
Dick Burris

W F M D

Frederick, Md.

I think the Radio Daily is the finest magazine of its type ever published. May it continue in success!

Deane S. Long,
Radio Station WFMD,
Frederick, Md.—900 Kilo-
cycles—500 Watts

SUBSCRIBE NOW
to the fastest growing
publication devoted
to Radio and Television



RADIO DAILY
1501 Broadway, N. Y. C.

Gentlemen:—

Please enter my subscription to RADIO DAILY for one year.

Name..... Title.....

Company

Address

BILL ME

Check Enclosed

Charter Subscription Price \$5.00 (Foreign \$10.00)

WFLA AND WSUN SEEK SEPARATE OPERATION

(Continued from Page 1)
operate on specified hour schedule, WFLA being heard unlimited Monday, Wednesday and Friday, share time with WSUN Sunday. WSUN will operate on unlimited time basis Tuesday, Thursday and Saturday, sharing time Sunday. At present, the stations are members of the NBC Southeastern group.

Program Details Set On Final Ford Shows

(Continued from Page 1)
gene Ormandy has been selected to conduct final eight programs this year. N. W. Ayer & Son is the agency.

WRC-WMAL Promotions

Promotions in the engineering staff of WRC-WMAL, Washington include R. L. Terrell to senior control engineer, succeeding D. H. Cooper, who becomes operating supervisor. D. A. Ullman has been advanced to junior control supervisor. J. A. Bissell formerly with NBC and WOR, has been added to the staff.

George Vandell Joins BBD&O

George Vandell, formerly with WHN and WMCA, has joined the production department of Batten, Barton, Durstine & Osborn's New York office. Vandell, who has also written for the NBC "Grand Hotel" series and other programs, will handle both continuity and production in his new position.

Boissevain in Night Spot

Eugene Boissevain, who for several weeks has had an NBC morning spot, goes on the air over the NBC-Red Thursday evenings, 7:45-8, in a program called "Millstones and Milestones," starting this week.

New Show for Horlick

Harry Horlick, A. & P. Gypsies maestro, who boasts he's been on the air longer than any other ork leader, will be featured in a new commercial in seven or eight weeks. The show will be of the variety order.

Swanecamp Joins NBC

R. J. Swanecamp, formerly with Grantland Rice Sportlights (Shorts) has joined the NBC engineering staff as a studio engineer. R. R. Davis of the same staff has been transferred from the field to television.

ONE MINUTE INTERVIEW

E. P. H. JAMES

"Broadcast advertising is like a solo, played on one instrument. Broadcast merchandising is like an orchestral selection in which all of the instruments of advertising are used and in which broadcasting carries the theme, or melody."

Cross-Country Chat

CHARLES LA TORRE, actor of many parts and talents, is a new member of the already excellent "Follow the Moon" cast headed by Elsie Hitz and Nick Dawson, heard at 4:30 p.m. daily over the NBC-Red network. The Woodbury-sponsored serial is approaching its 60th episode and going stronger than ever.

Billy Glason's complete cast for the Sunday 2 p.m. variety show on WMCA now includes Howard Doyle, announcer and straight man; Carl Fenton and his music; Lillian Barnett, blues; Wilson Lang, ballads; Dick Porter, swing and piano; Paula Smith, disturbances; Stubby Kay, characters, and Glason himself as m. c.

Bob Harris, program director of WARD, Brooklyn, is building up quite a following with his "Fistic Parade" broadcast on Tuesdays at 4:30 p.m. Noted boxing performers and others already interviewed include Kid Chocolate, Abe Simon, Mike Belloise, Harry Balsamo, Bernie Friedkin and the champ runner Joe McCluskey. Nat Berg, newspaper columnist, assists Harris. Among listeners are many school kids, who send in questions to be answered on the program.

Norman H. Warenbud, formerly freelance announcer on metropolitan stations, has joined the staff of WLTH, Brooklyn, as Special Features Director. He will also handle part time announcing for the station.

N. N. Davidson has been taken from the production department at radio station KLZ, Denver, and made publicity director.

Sedley Brown will be 50 years old on March 27 and a week later his "Husbands and Wives" program, heard on WJZ Tuesday nights, will be two years old.

The committee for the Professional Music Men's Benefit announces that radio will have distinguished representation at this year's benefit, to be staged April 11 at the Alvin Theater.

Milton Berle, Sunday night WABC comedian, now making "New Faces of 1937" for RKO, a musical with radio personalities, will probably be signed by Mervyn Leroy for the lead in Warner's "The Crooner." Berle's scripter, Irving Brechman, has already been hired to write the dialogue.

Andy Devine and orchestra leader Phil Harris will rejoin the Jack Benny cast as they welcome the comedian back to Hollywood during the Easter program with Mary Livingstone, Kenny Baker and Don Wil-

son over the NBC-Red network on Sunday.

Bill Morrow and Ed Beloin, Jack Benny's scripters, have an agreement with the comedian whereby they get a bonus everytime he wins a popularity poll. The latest top honors came through a survey conducted by WTMJ in Milwaukee, and Morrow and Beloin got their extra dividend this week.

Governor Hoey of North Carolina will talk over the air Saturday evening at 7:30 on the accomplishments of the legislative session. The program will be keyed to WDNC, Durham, and a statewide net by WPTF, Raleigh.

Irving Reis, who authored the dramatic fantasy presented over CBS last Sunday at 7 p.m. by the Columbia Workshop, has been receiving numerous congratulations on his excellent writing job.

"The WFMD Barn Dance of the Air," presented from the stage of historic Winchester Hall, Frederick, Md., and emceed by John Newhouse since its inception over a year ago, draws talent from as far as 92 miles around, rain or shine. It is one of the outstanding eastern shows for rural audiences.

Dr. George Wood Clapp's "The Dentist Says" broadcasts on WMCA-Intercity are now used regularly by more than 6,000 school classes as part of their school health education work. Schools unable to bring the broadcasts in on radio receivers get transcriptions of the programs each week for use in the classrooms.

Dr. Roger Conant, back in Philadelphia after a tour of European zoos, has resumed his "Let's Visit the Zoo" chats over KYW.

"Ern" Westmore of the famous Hollywood group of makeup artists on Monday began a weekly beauty hint series called "Hollywood in Person" over the NBC-Red Pacific Coast network. KGW, Portland, and KOMO, Seattle, joined the network for this program. KPO, KFI and KHQ are the others.

Jack Johnstone, author and director of the former Buck Rogers scripts, has prepared a new series of script shows, "Deep Universe," and is approaching advertisers with idea.

Harry Butcher of the CBS Washington contingent is nursing a bad case of flu in Florida.

"The O'Neills," NBC drama of family life, has just been signed to make records in album form. Each album will contain twelve waxings depicting an entire episode.

STATE RADIO CONTROL ASKED IN GEORGIA BILL

(Continued from Page 1)
three citizens named by the governor. Stations acquired by the state would be operated direct or leased out. Measure also requires giving air time to a certain number of public service programs.

WGST, CBS Atlanta affiliate, is now under lease to Southern Broadcasting Co., in which Sam Pickard, former CBS vice-president in charge of station relations, owns controlling interest. It is with this company that CBS has its contract. It is claimed by the State of Georgia that WGST was leased to Pickard without the permission of the state legislature which is contrary to the law. To date CBS has not taken any sides in the question but it is understood that whatever the outcome of the current snarl CBS will have the Atlanta outlet as an affiliate. The whole question may wind up in the courts.

Spring Business Boom At WPTF, Raleigh, N. C.

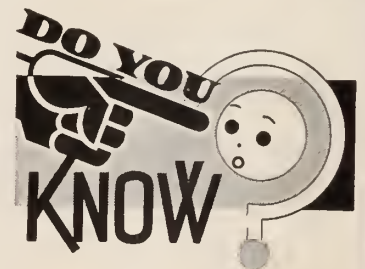
(Continued from Page 1)
to thrice weekly quarter-hour; Nehi, "Jack Dempsey" disks, and Chevrolet's "Musical Moments" twice weekly. B. C. also is seeking an original idea to add to its nightly Sports Review.

INS Service for WFOR

Hattiesburg, Miss. — Several news broadcasts a day, together with interruptions for hot flashes and bulletins, have been inaugurated by WFOR here, using International News Service.

Craig to Coast for Talent

Walter Craig, producer of both the Rubinoff-Chevrolet program on CBS and the WBS disks, will leave for Hollywood on April 1 to line up guest artists and an announcer for the CBS program which will originate from the movie center beginning April 18.



Licensed radio sets in Australia now total nearly 888,000, an increase of 117,000 in the past year.