



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 32

NEW YORK, THURSDAY, MARCH 25, 1937

FIVE CENTS

Three Stations Join NBC

Looking On ... AND LISTENING IN

SPONSOR AID An unusually fine spirit is being displayed by both the small stations, the big ones and the networks in cooperating with sponsors so that the maximum of value may be obtained from commercial programs.

The extent of this supplementary aid on the part of the broadcasters, if developed a few steps further, will help greatly in eliminating various small irritations that now mar many a good air show.

Such as unpropitious station breaks at a suspenseful point in a dramatic playlet, interruption for station identification just as a comedian is nearing the climax of a funny yarn, reading of unconvincing testimonials, the insipid theme songs, and a few other obvious annoyances.

And speaking of songs, it would help musical programs considerably if announcers, masters of ceremonies and orchestra leaders dispensed with the long and sometimes supposedly smart introductions of the various numbers.

Popular music can speak very well for itself.

SOUP JUMPS Reporting that sales of Campbell soup hit an all-time high in the first two months of this year, Advertising Manager Harry F. Jones of the Campbell Soup Co. said that soup consumption was "greater than expectations despite the mild winter in the east."

Our analysis is that, although the eastern weather may have fallen down in providing the seasonal amount of soup-eating inspiration, the program of "Hollywood Hotel" more than made up for the deficiency by the better soup-selling entertainment programs it has been putting on the air for its sponsors. Not forgetting the Campbell's tomato juice sale promotion by Burns & Allen.

Many Early Risers

WQXR's experimental series of before-dawn broadcasts, which occur one week a month and are intended to test the effect of sunrise on the long distance transmission of its 1550 kilocycle wave, has produced one result that was not anticipated. Letters from listeners-in have been swamping the station, proving there are numerous early risers in radio audiences.

217 CONTESTS-OFFERS USED ON CBS IN 1936

Fifty-two sponsors used 217 contests or offers on their CBS radio programs in 1936, it is disclosed in a CBS summary of all contests and offers made over the network last year. Of the 217 total, 163 were offers and 54 contests. Remington Rand used the most inducements on CBS through its "March of Time" program with a total of 22; General Mills came second with 18; Pet Milk, 14, all offers; H. J. Heinz, 11, Colgate-Palmolive-Peet, 10.

Offer requirements ranged from no proof of purchase to \$38.75 for a
(Continued on Page 8)

6 New Commercials Are Signed by WNEW

Six new commercials have been set by WNEW sales department so far this week. They are:

Universal Air Conditioning & Refrigeration, Sundays for 39 weeks beginning April 4, 15-minute musical program. Aetna Advertising Agency has the account.

Hennafoam Corp., spot announce-
(Continued on Page 4)

Father Coughlin Ends Mutual Series April 18

Father Charles E. Coughlin on April 18 will terminate his Mutual network program, Sundays, 3-4 p.m., with repeat 8-8:30 p.m., it was reliably reported yesterday. WMCA in addition to WOR broadcasts the
(Continued on Page 5)

CBS Stockholders Approve Two-for-One Share Split-Up

6 Stations Are Added For Jack Pearl Disks

Brown & Williamson Tobacco Co., Louisville (Kool & Raleigh cigarettes), have added six more stations to its list of southern outlets, using the RCA-Victor recordings of the Jack Pearl NBC-Blue network show, Fridays, 10-10:30 p.m.

Inability of stations to clear time
(Continued on Page 2)

WLEU, Erie, and WRTD, Richmond, Go to Blue Network—KANS, Wichita, Will be Optional Outlet

Cavalcade on WCHS

WCHS, Charleston, W. Va., will be added to the CBS-Du Pont Cavalcade of America program on March 31. Program is heard Wednesdays, 8-8:30 p.m. Batten, Barton, Durstine & Osborn Inc. placed the account.

82.6% OF NBC CLIENTS WERE REPEATERS IN '36

NBC's 1936 advertisers who had previously used time on NBC networks amounted to 82.6 per cent and accounted for 97.5 per cent of NBC's total revenue for the year, according to figures compiled by the NBC statistical department.

Repeat advertisers last year numbered 144, with expenditures of \$32,761,045, while new advertisers
(Continued on Page 4)

General Television Testing Cathode Ray

Boston—Having rebuilt its station and equipment to conform with new standards, General Television Institute will shortly test its new apparatus, marking the first appearance in New England of the electronic
(Continued on Page 5)

NBC station relations department, within the past week, signed contracts for three more stations to join the NBC networks. WLEU, Erie, and WRTD, Richmond, will join the Blue network, while KANS, Wichita, Kan., will join as an optional outlet for either the Red or Blue network.

KANS, a 100-watter operating on 1210 kcs., and WLEU, 250 watts daytime, 100 night, on 1420 kcs., will both join NBC on April 1. WLEU, owned by Leo J. Omelian, will be an optional outlet to the basic NBC-Blue network. KANS is owned by Charles C. Theis with studios in the Hotel Lassen.

The Richmond outlet, WRTD, owned by the Richmond Times Dispatch, will give the NBC-Blue its first basic member station in Richmond. Heretofore NBC only had one affiliate in the city serving both the Red and Blue as a part of the totaled 25 and spent \$852,588. This southeastern group. Station operates on 1500 kcs. with 100 watts and will officially join the Blue network on
(Continued on Page 3)

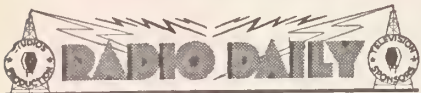
International Shoe "Bee" On NBC-Blue Coast Net

San Francisco—International Shoe Co., St. Louis (Peter's shoe), on April 6 will start Larry Keating in a question bee program on a split NBC-Blue Pacific network of seven stations (KGO, KECA, KFSD, KERN, KWG, KMJ, KFBK), Tuesdays, 8:30-9 p.m. Program will be known as "Dr. Peter Puzzlewit" Series, signed for 52 weeks through Long Advertising Service here.

New Horlick Contest

Chicago—Horlick's Malted Milk, through Lord & Thomas, have set plans for a new contest to be announced for the first time on their program Monday night, NBC-Blue net, 7:30-7:45 p.m. There will be chances for 50,000 people to share prizes valued at \$30,000. Radio show, Lum and Abner, is aired 5 times weekly over NBC net.

(Continued on Page 8)



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DON CARLE GILLETTE : : : Editor
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FINANCIAL

(Wednesday, Mar. 24)

NEW YORK STOCK MARKET

	High	Low	Close	Chg.	Net
Am. Tel. & Tel.	170 1/2	169 1/4	170 3/8	—	3/8
Crosley Radio	23 3/4	23 3/4	23 3/4	—	—
Gen. Electric	57 3/8	55 7/8	57 3/8	+	2
North American	27 3/4	27 1/2	27 1/2	—	1/8
RCA Common	11 3/8	11 1/8	11 1/8	—	1/8
RCA First Pfd.	77	77	77	—	1/4
RCA \$5 Pfd. B.	(90 Bid)				
Stewart Warner	19 1/2	19	19 1/2	+	1/2
Zenith Radio	34 1/2	34	34 1/2	+	1/2

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
CBS A	60	62
CBS B	59 3/4	61 3/4
Stromberg Carlson	15 1/2	16 1/2

"Our Gal" Replacing "Rich Man's Darling"

Affiliated Products on March 29 will put a new show into the 12:45-1 p.m., period on CBS entitled "Our Gal, Sunday." Program is replacing the current "Rich Man's Darling." Product plugs will be changed on the same date. Anacin will get the credit on Mondays, Tuesdays, Wednesdays, with Old English Floor Wax the remaining two days. Blackett-Sample-Hummert, Inc., has the account.

Sick List

Ed Samis, head of Columbia's magazine department, is on the sick list.

Bob Allen, vocalist with the Hal Kemp orchestra, broke a rib playing squash and expects to be on the sick list for about a week.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Chic. 4-2074

4 Governors in CBS Court Talk Hookup

Studios of CBS stations WWL, New Orleans, WSFA, Montgomery, and WGST, Atlanta, will be used in a discussion by four Governors on the supreme court issue. Program, airing next Saturday over coast-to-coast CBS net 10:45-11:15 p.m., will feature addresses by Governors Leche of Louisiana, Graves of Alabama, Rivers of Georgia, and Johnson of South Carolina.

Warns on Launching Television Too Soon

Washington Bureau of THE RADIO DAILY
Washington—To put television on a commercial basis too soon may mean standardization which might retard development, and to standardize at all may mean to deliver television into the hands of monopoly controlling patents essential to meet specified standards, declared Commissioner Irvin Stewart, vice-chairman of the FCC, in an address yesterday before Duke University.

The major problem in connection with the new art, Stewart said, was of frequencies. Those television transmission systems which have been best developed up to the present, require enormous bands of frequencies, he declared.

Stewart pointed out that while television stations could be duplicated on the same frequency at fairly close intervals, a total television band width of tremendous proportions appears to be indicated. The FCC must determine how much space can be allotted to television in the light of needed frequencies for other services. "Television may be glamorous to others; to the Commission it still is a series of problems", Stewart said.

KVOD Adds to Staff

Denver—KVOD has added Joe Weston to its news staff and Jay Daniels to its announcing personnel. Weston has a background of six years in newspaper work and is a graduate of Cornell. Daniels, a Tulane graduate, has been an actor for three seasons at Denver's University Civic Theater.

Woman's Expo. on WOR

The 16th Annual Women's National Exposition of Arts & Industries at the Grand Central Palace on Monday will be aired by WOR-Mutual exclusively, 11:45-12 noon, from the "Little House." Nancy McClelland, chairman of the group of decorators who designed the "Little House," will pre-side.

Philly Orchestra Tour

Philadelphia—The Philadelphia Orchestra leaves next month for another nation-wide concert tour under RCA sponsorship. Weekly broadcast series will continue for the cities en route. It is expected that Norris West, who announces the series from the local point, will accompany the orchestra on its tour.

WCAE Show Returns

Pittsburgh — "The Merry-go-Round" has returned to WCAE with a sponsor. Cast includes Harold Goldstein, Dave Olsen, Stephanie Diamond, Earl Truxell's orchestra and Carl Dozer, announcer.

Sunday Sports Series Attracts WWJ Fans

Detroit—Sunday evening sports interviews produced over WWJ, Detroit News station, have built up quite a following by their high level of big name interest. Among the nationally famous people who have appeared on this series are Joe Louis, Gar Good, Mickey Cochrane, Dutch Clark, Jack Kearns, Harry Kipke, Larry Aurie, and many others. WWJ's sales manager, Harry Banister, who is a super-fan, writes the show, and, because of his wide acquaintanceship with the sports world, he is able to inject into the scripts a spontaneity of question and answer, and an easy flow of idiom. Bill Kennedy, WWJ staff announcer, acts as host on the program, and does the interviewing. Webster-Eisenlohr Cigar Co. is the sponsor.

WIL Heavy on Sports

St. Louis—Sportscasting is coming in for plenty of play over WIL. Neil Norman and Bill Durney are kept on the jump, morning, noon and night, bringing word pictures direct from the scene of action on all the sporting events that command any attention in St. Louis and vicinity. During the past few months they have presented their "Sports Parade Broadcast" from all of the major Arenas and Stadiums in the city. Included in these thousands of broadcasts have been word-pictures of football, basketball, hockey, soccer, track meets, midget auto races, swimming meets, tennis matches, six-day bike racing, roller derby, ice-carnivals and even rodeo events and log-rolling contests.

WOV Naturalization Series

With the broadcast that started Tuesday at 4:30 p.m., WOV is presenting a weekly Tuesday and Thursday dramatization in Italian of the elements of naturalization and citizenship. The series is part of the WPA Adult Education Program and features a cast of professional actors.

May Increase Nesbitt Time

Because of big listener response to John Nesbitt's "Passing Parade" now heard on WEAJ Monday and Tuesday evenings, Nesbitt may be spotted on a Monday through Friday schedule.

Form Youngstown Corp.

Youngstown—Kenneth C. Schaffer, David E. Jones and T. Lamar Jackson, members of a law firm, are named as incorporators of the newly formed Youngstown Broadcasting Corp., capitalized at \$25,000.

COMING and GOING

LANNY ROSS leaves Sunday for Cleveland, where he will appear in concert. Returns to New York for Thursday night broadcast.

VIRGINIA VERRILL and her mother will leave April 5 by plane for Hollywood to complete arrangements set by Columbia Artists, Inc. for movie contract for singer. Miss Verrill will not broadcast from the coast. Her regular CBS broadcasts heard Friday nights will resume when she returns to New York.

AL CORMIER of WIP, Philly, took one of his periodical look-ins on New York yesterday. RALPH WONDERS has returned from a one-day trip to Boston.

RUSSELL L. HEBERLING, president of Transitions Automobile Radio Corp., domestic auto radio division of Philco Radio & Television Corp., has just returned from England.

DON WITHYCOMB of WFIL leaves Philadelphia today for Pinehurst, N. C., returning Monday and hopping to New York the following day.

BUCK JONES has arrived from Hollywood and is stopping at the Warwick while here for radio work.

H. K. BOICE, CBS vice-president in charge of sales, is in Miami for a week's vacation.

6 Stations Are Added For Jack Pearl Disks

(Continued from Page 1)

because of other network commitment makes the recordings necessary. Five stations (WSM, WREC, WAVE, WRVA, WWL) will begin the series on March 26, with WSB to be added three days later. Batten, Barton, Durstine & Osborn, Inc., New York, is the agency.

General Electric Orders Foreign Language Spots

Steinberg-Gilman Productions have been retained to produce some foreign language spot announcements for General Electric. Four languages will be used on three stations as a test program.

Chesterfield on WMAZ

Macon, Ga.—Liggett & Myers Tobacco (Chesterfield cigarettes) will be one of the first CBS clients to add WMAZ to its network. Station will be added on both Chesterfield programs, on May 5 to the Wednesday 9-9:30 p.m. show, and on May 7 to the Friday night program at 8:30. Newell-Emmett, Inc., has the account.

New WABC Sustainer

A new sustainer takes the air over WABC on April 5, 8-9 a.m., featuring Phil Cook, imitator. John Reed, "The Funnyboners", Lou White at the organ and Gordon Graham, vocalist, will all be heard on it from time to time. The series will be broadcast six days a week.

THREE MORE STATIONS JOINING NBC NETWORKS

(Continued from Page 1)

June 27, the date that WMBG, same city, switches from CBS to the basic NBC-Red network. Rates for all four of the new affiliates has been set at \$120 per hour. With this announcement, NBC now has 121 stations associated with its two networks.

CBS is negotiating to sign WTAQ, Green Bay, Wis., as a supplementary station, but no contract has been signed as yet. Starting date and station rate still to be settled.

New Philharmonic Series Will Run 4 Extra Weeks

New York Philharmonic Society has increased its radio schedule for the 1937-38 season by four weeks. Program, heard over a coast-to-coast CBS network and the complete Canadian network every Sunday, 3-5 p.m., is booked for 24 weeks this year. Series began Nov. 8 and will fade April 18. At the conclusion of series, plans will be announced stating that concerts will resume Oct. 24 and will continue through May 1, 1938. This will give society 28 weeks on the air. John Barbirolli will direct the entire series, vacationing only for one month. Guest conductors will be used during his absence. The guest soloists for the 28 programs have already been set.

WGBF on 1,000 Watts

Evansville—WGBF, the new NBC optional affiliate here, is now operating on 1,000 watts daytime in accordance with the recent FCC approval to increase its daytime power from 500 watts. Night-time wattage, 500, has not been changed.

"Magic Kitchen" Celebrates

St. Louis—Fourth anniversary of "Magic Kitchen," KMOX feature, will be celebrated with a full week of special programs, March 29-April 3, under arrangements completed last week between Jane Porter, the "Kitchen" director, and Jerry Hoekstra, KMOX special events director. Ben Feld's orchestra, Lorraine Grimm, Tom Baker and the team of Al Cameron and Joe Karnes will supply entertainment for the birthday broadcasts.

Six local and two national sponsors participate in the program.

NEW PROGRAMS—IDEAS

Free for All at KVOR

Cowhands that ARE cowhands are doing a special Monday Night Jamboree program on KVOR, Colorado Springs. Every member of Smoky's troupe of Rocky Mountain Ramblers is a boy from a nearby ranch. All of them were born and raised on the slopes of Pike's Peak and learned their music from the time they were children from the other cowhands who settled the country.

The cowhand unit consists of a six-piece band, every member doubling in voice. Guest stars are invited down and each program features a whistler, two new voices and instrumentalists.

It's an open program. Guests fill the studios and both reception rooms in KVOR's new outlay. They're invited to sing, whistle, clap or stomp their feet. Regular KVOR announcers take turns in working the program in informal style. So far, after two programs, requests have kept KVOR's switchboard tied up for an hour.

Local "Man of the Week"

Norfolk—"Man of the Week," conducted by W. E. Debnam, Ledger-Dispatch Reporter, airs interview with Norfolk's most important citizen of every seven days to popularize Morris Plan Bank of Virginia's nickel checks. Both ideas are new in town, so show took a little longer than usual to catch on. After opening intro, Debnam explains why man is important that week, then follows up with an interview, after which announcer spels about 20 checks for \$1 with no minimum balance required and no service charge. Both of which sound like likely promotion.

Daily News Stunt

Omaha—KOIL and The Omaha Bee-News have started a new co-operative daily stunt in connection with the station's regular 6:30 p.m. news period.

Each day some good local story

Churches Tuning In KDKA Easter Service

Pittsburgh—Several local churches having no evening service of their own are planning to use the half-hour Easter Evening services being broadcast by KDKA on Sunday. It is a transcribed program, with Mary Lewis in solos, Richard Liebert at the organ and the Trinity Choir in anthems. The disk is followed by Bernie Armstrong, KDKA organist, in a recital of Easter music.

New Shows on WELI

New Haven—A. Renda Co., on the air last fall with "The Wonderland of Music", resumes on WELI this Sunday at 5:15 p.m.

"Good News Broadcast", Bible stories and hymns with their histories presented by Rev. John E. Edwards, is a new WELI morning feature, Tuesdays and Thursdays at 11:30.

will be chosen from the Bee-News for exploitation. A member of the newspaper staff writes in the story's background, then the person whom the story concerns is interviewed, his "quotes" being recorded.

Then "The News Speaks", as the stunt is called, is presented during the regular newscast. The paper also carries a note at the bottom of the story selected for that day calling attention to the fact it will be given on the program.

"Story of the Piano"

WWJ, The Detroit News station, broadcasts each Thursday a program of educational and artistic merit entitled "The Story of the Piano." It traces, in narrative and music, the history of piano literature and those who made it. Mischa Kottler, who has been soloist with the Detroit Symphony Orchestra, and accompanist for Leopold Auer, is the artist. Myron Golden, WWJ's educational director, writes the script.

Citing Police Bravery

Building up a strong following among police officers is the result of mention being made over KLZ, Denver of those cited in the police bulletin for bravery and other noteworthy acts in line of duty. The names are read at the end of a commercial transcription, "Honor the Law," with reasons for the citations. The announcer also states the names are recommended for mention by Police Chief George Marland.

"For Men Only" on KFOR

KFOR, Lincoln, is rehearsing a co-program labeled "For Men Only" to be aired for a half hour once a week. Program calls the roll of the best book, film, clothes, drink, food, etc., every week. Locals, supposed to be competent judges in each field and who have "name" value are added to the cast.

Boston Okays Radios In Hotel Lobby Sundays

Boston—Local censor has approved radio dialing in hotel lobbies on Sundays, declaring it does not come within the law banning entertainment on the Lord's Day unless a license has been obtained.

Soccer Games on WIL

St. Louis—For the first time in this territory WIL is presenting a play-by-play description of the championship soccer football contests each Sunday afternoon from the Public School Stadium. All the home games of the St. Louis Shamrocks, national champions for three years out of the last four seasons, are broadcast by Bill Durney from a special booth constructed at the field. The games are sponsored by the Downtown Norge Appliance Co. of St. Louis.

COMMITTEES NAMED FOR AAAA CONVENTION

Committees just appointed in connection with the 20th Anniversary Convention of the American Association of Advertising Agencies, to be held at the Greenbrier Hotel, White Sulphur Springs, W. V., April 29-May 1, include:

Program—G. Lynn Sumner, chairman, Mark O'Dea, vice-chairman, O'Dea, Sheldon & Co., Inc.; J. P. Cunningham, Newell-Emmett Co., Inc.; H. M. Dancer, Henri, Hurst & McDonald, Inc., Chicago; W. C. D'Arcy, D'Arcy Advertising Co., St. Louis; William L. Day, J. Walter Thompson Co.; Dana H. Jones, Dana Jones Co., Los Angeles; Edgar Kobak, Lord & Thomas; H. H. Kynett, The Aitkin-Kynett Co., Philadelphia; H. B. LeQuatte; Edward J. Owens, Arthur Kudner, Inc.; Wm. B. Remington, Springfield, Mass.; Guy C. Smith, Brooke, Smith & French, Inc., Detroit.

Sports—Quincy G. Ryan, chairman, Ruthrauff & Ryan, Inc.

Dinner Entertainment—Edward J. Owens, chairman, Arthur Kudner, Inc.

Entertainment for Ladies—Mrs. Guy C. Smith, Detroit.

New Biz on WHK

Cleveland—Pilsener Brewing Co. will sponsor a daily series of baseball resumes of the Indians, also a report of all the scores in the American and National leagues, over WHK at 6 p.m., with Jack Graney giving the talks.

Theurer-Norton Provision Co. is sponsoring a new WHK series, "Love Tales," every Sunday at 1 p.m.

AGENCIES

CARL J. McCracken, executive of the Rose-Martin agency for the past 16 years, has been appointed general manager and vice-president of agency.

B. W. STEELE INC., Philadelphia advertising agency, is in charge of advertising sponsored by the Ice Publicity Association of Philadelphia. An extensive campaign for this season will be launched, using newspaper, radio and other mediums.

GOTHAM Advertising agency will handle the Louise Riggs, Inc., (cosmetics) account. A radio schedule, probably spot announcements, will be used. Sanford H. Lane is the account executive.

M. H. HACKETT advertising agency will handle the Kik Inc. (soft drink) account. A spot radio campaign is planned, using only the territories in which product is now being sold.

Guy Lombardo says CARELESSLY

is the best song in years!
Norman Ellis Music Pub.
113 West 57th St. New York City

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

March 25
Greetings from Radio Daily
to
Bessie Mack

82.6% OF NBC CLIENTS WERE REPEATERS IN '36

(Continued from Page 1)

does not include 33 political accounts with gross investments of \$910,317.

Percentage of gross time sales revenue from clients who had used NBC previously was 76.1 per cent in 1928, 76.9 per cent in 1929, 81.4 per cent in 1930, 86.4 per cent in 1931, 94.1 per cent in 1932, 90.7 per cent in 1933, 97.1 per cent in 1934, and 95.1 per cent in 1935.

"Pretty Kitty Kelly" Renewed for 52 Weeks

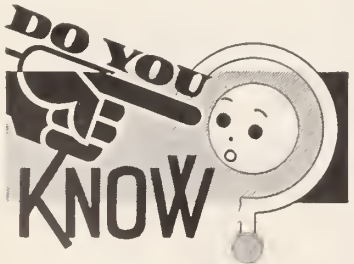
Continental Baking Co., New York (Wonder bread), has signed a 52-week renewal for its "Pretty Kitty Kelly" program on 39 CBS stations, Mondays through Fridays, 6:45-7 p.m., with repeat 11:15-11:30 p.m., effective April 12. On April 26 program will become a daytime show on the same network using the 1:15-1:30 p.m., spot five days a week with the repeat program being broadcast at 4:15 p.m. Benton & Bowles Inc. has the account.

"Jungle Jim" on 23 Stations

"Jungle Jim," transcribed series, is now being aired over 23 stations weekly. Show, heard via disks, is not sponsored, but does mention papers in which same serial runs. Program is heard Wednesdays over WCNW. Thursdays, WLTH and WNEW. Friday, WFBG, WBAX, WCAP, WFAB, WTEL, WWRL, and WARD. Saturday, WINS, WTNJ, WAAT, WOV, WMCA, WFAS, WCNW, WHOM and WBRB. Sunday, WIP, WDAS and WNLC.

Philco Baseball Campaign

Philadelphia—With interest in baseball and the baseball broadcasts on the rise, Philco Radio & Television Corp. plans a nation-wide promotion campaign for its home sets and auto radios. "Official Baseball Facts," 32-page book by Carl Hubbell, Giants' pitching ace, has been made available to Philco dealers for free distribution. Promotional material includes sample scripts for dealers in buying spot announcements over local stations.



**DO YOU
KNOW**

David and Goliath, NBC comedy team, are none other than the blackface team of Swor and Lubin. Since their change of name, on advice of a numerologist, they have landed two network spots.



● ● ● Bob Hope, Lou Holtz and Walter O'Keefe are being considered to fill in for Fred Allen during the summer months... Stoopnagle and Budd, originally slated for this spot, have decided to rest because their sponsor will renew for the Fall... Josephine Huston gave an audition for Young & Rubicam yesterday... Same agency took Senator Fishface and Professor Figsbottle "off the air" and placed it on wax as a possible Jack Benny filler... Walter Fleischmann and Harry Davies have been made advertising and publicity counsels for the government of Venezuela... Major Edward Bowes, after being advertised as the winner of the Pilot award in all newspapers, refused to accept last week's designation!

● ● ● Songpluggers attending Happy Felton's opening at the Arcadia in Philly the other night found themselves the butt of a serious situation... They ordered drinks, food, etc., and upon paying their checks, the waiters called a strike causing Felton and the boys to quit the bandstand, thereby cutting off expected plugs... The tango band pinch-hit until the grievance was settled... Vance Campbell has written a special song for Easter which will be aired via WOR Good Friday called, "I See His Blood Upon the Road"... Various angles are holding up the pens on the Louis Armstrong commercial contract, which will be a boom to the colored race!

● ● ● Dolly Dawn is off the air for the next ten days because of re-occurrence of a "throat corn" and may undergo an operation similar to Kate Smith's!... Arthur Boran may go Showboat!... They are looking for some one to replace Hanley Stafford as "Thatcher Colt" because of his departure to the coast and his ailing mother... Reggie Childs will Decca-record-it!... Hollywood Songs opened their new offices yesterday!... Now that Phil Cook has one show set for CBS for six months, he's closing on the other, "Gingerbread Boy," a thrice-weekly script!... Charles Courtney, who is an authorized safe-cracker and lock-opener will tell about his work on Edgeworth April 3... A. L. Alexander is working out at Artie McGovern's gym... Incidentally, Monty MacLevy opens a new branch at the Park Vendome tomorrow!

● ● ● "Having Wonderful Time," the Broadway show, which encountered some difficulty insofar as the Vallee program was concerned, will definitely be aired next Thursday on that show... Allen Prescott offers a reward for the return of his brief case containing the only two manuscripts of latest book lost in a cab the other day. Case bears his name... Carl J. Kress, only licensed yodeler in the country, will give a sample of his art via WINS Monday, broadcasting from Eagle Rock reservation in Orange Mountain, N. J... Zeke Manners claims that "Main Street" must be syndicated because he's seen our items appear in other columns—days later!

● ● ● Ralph Wonders left the Rockwell-O'Keefe office yesterday for lunch and wound up in Boston!... Al Simon, WHN publicity man, has been out lecturing in schools around town on M.G.M.'s "Romeo and Juliet"... Rita Rio will do a few weeks of New England dates... Les Brown has been set for Decca and also returns to his alma mater, Duke U. April 4 and 5... Rudolf Friml Sr. will be picked up from Hollywood Tuesday congratulating Junior's debut at the French Casino in New York via NBC...

SIX NEW COMMERCIALS ARE SIGNED BY WNEW

(Continued from Page 1)

ments to run daily for 13 weeks. Fischer Baking Co., spot announcements to run daily for 39 weeks. Schillen Adv. Corp. has the account. Wonder Store Inc., spot announcements for 13 weeks, beginning March 30.

Cantor Sample Furniture House Inc., 15-minute program, 5 times weekly for 52 weeks, beginning April 6. Schillen Adv. Corp. has account.

Wholesale Radio, 13-week series of ET programs, beginning March 26 at 7:45 p.m. but switches to 8 p.m. the following week. Latter program will feature weekly contest offering \$100 in merchandise to radio service man sending in best letter on radio repairing and improving.

WAAW Builds Good Will

Omaha—Community good will is being built up by WAAW through allowing civic organizations to use station facilities. Latest move along this line was made Sunday, when the Shrine Chanters were given the 1:30 to 2 p.m. period and a group of school children were allowed to present a Benjamin Franklin play at 3 p.m. Also on the children's program was the Municipal University of Omaha orchestra.

WJAY Furniture Accounts

Cleveland—Brown Bros. Furniture Co. on April 2 starts "Songs for the Home" over WJAY at 1 p.m. Monday, Wednesday and Friday. Dick O'Heren, Irish tenor, is featured.

Kirchman & Perusek Furniture Co. sponsors a Slovenian program over WJAY with Charles Zorman as announcer, 5:30 p.m. Sundays.

Lorillard on Mich. Net

Detroit—P. Lorillard Co., New York (Beech Nut tobacco), has signed for a quarter-hour baseball sports broadcast on the Michigan network, seven days weekly, with Harry Heilmann, former American League slugger, doing the announcing. Program is tentatively set for the 6-6:15 p.m. spot, will start on April 17. Lennen & Mitchell, Inc., New York, is the agency.

ANNOUNCERS

LYN WILLIS of WIP, Philadelphia, has been given a month's leave to recuperate from a nervous breakdown. Joe Garrett takes over until his return.

ELLERY BROWN of WAAW, Omaha, is presenting a program, "Highlights of the News of the Week," each Sunday, 1:15-1:30 p.m.

LEON CHURCHON is having quite a time conducting the tryouts for aspiring radio announcers at KYA, San Francisco. Winner of each week's broadcast is placed on the KYA waiting list of announcers, with the possibility of being put on the staff as openings occur.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

IN Japan, according to Russ Morgan, other programs carry telephone numbers of girls featured in broadcasts... idea being to have fans telephone their bouquets. Just what A. T. & T. would do, if American networks followed suit, staggers the imagination... Helen King of Certified Contests (she's the graphologist, not a King sister) abdicating... she'll open offices sans partner... Dahlias have been named for Margaret Speaks of "Voice of Firestone" and Don Wilson, Jack Benny's announcer... Carol Weyman goes technical with the announcement that the air is acquiring more sopranos on account of engineering refinements now make registry more acceptable... And Mildred Windell, who arpeggios with the Rudolf Friml Ork, contributes the idea that perfume irritates vocal chords, and temperament unhinges nervous systems of radio larks.

Lucille Linwood of the "Joymakers" and Chick Adams, Abe Lyman arranger, seeing things through a rosy haze... When Meri Bell hit a high note and cracked in rehearsal t'other day, Ray Sinatra's riposte was, "In behalf of the boys and myself, thanks for getting that out of your system"... The miniature Trojan Helen on Sunday's "Big Brother" program is 11-year-old June Joyce, who's been screen tested... Lucille Singleton, femme major domo of CBS auditions, played hostess to Business and Professional Women's Clubs t'other a.m. and let the gals listen in on the auditions... Kay Parsons, "Girl O' Yesterday," with three agencies hot on the scent, auditioned yesterday... CBS Publicity's Rosellen Callahan won extemporaneous speechmaking crown yesterday when called on at the Rainbow Room Fashion Academy function for spontaneous remarks... John Fitzgerald of Special Events Publicity and flier Dorothy Kilgallen were fellow-guests.

Kathryn Cravens takes to the air again, this time to fly Chi-ward to see her Pontiac sponsors... Ann Harding, CBS Publicity lass, temporarily worsened by bronchitis... Another pro-tem casualty is Louise Fitch of "Hymns of All Churches"... Claudia Morgan, of the Morgan clan, to be one of two special treats on March 29 broadcast of "Kitchen Cavalcade"... The other will be a culinary dainty in the inimitable Crosby Gaiage manner..

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 14 of a Series

WCKY—CINCINNATI, OHIO

1490 K.C.—10,000 Watts

L. B. WILSON
Vice-Pres. & Gen. Mgr.

GEORGE H. MOORE
Comm.Mgr.

WCKY, second station in power in the Cincinnati area, is owned and operated by L. B. Wilson, Inc., which established the station in 1929. Its recently-granted 100 per cent power increase will add, it is estimated, 352,000 potential listeners within the 1/2 millivolt line and give to WCKY 1,800,000 potential listeners within that line, a 40 per cent increase in signal strength. Another innovation to the station, the latest high fidelity, specially-built RCA transmitter, is now being installed. A 350-foot Blaw-Knox vertical radiator antenna was completed just one year ago.

Since first going on the air, WCKY has been affiliated with NBC, and it now carries 87 per cent of its programs from that network. WCKY receives the full news services of International News Service and UP. It also airs the press-radio reports of NBC. The station operates on an eighteen hour schedule daily.

Although founded by L. B. Wilson, banker, manufacturer and theater chain operator, WCKY did not come under Wilson's active management until November 1931. At that time Wilson stepped in and immediately instituted drastic changes in the entertainment and business policies then employed at the station. It took just one year to show how sound his ideas were. Now, five years later, WCKY is adjudged one of the leading broadcast stations in America.

WCKY's NBC line-up of pick-ups includes some of the largest advertisers on the air General Motors, Campana, Packard Motors, Lady Esther cosmetics, American Tobacco, Miles Laboratories, Brown and Williamson Tobacco Corp., Procter and Gamble and Studebaker motors are only a few of the many finding a big market in the Cincinnati area through this station. In the past it has originated the following shows to a vast NBC audience; Happy Days In Dixie; Southern Symphonies; Musical Matinee.

WCKY's staff is composed of George H. Moore, commercial manager, Lee Goldsmith, studio manager and chief announcer, Chas. Topmiller, chief engineer, Jeanette Miller, network traffic manager and Elmer Dressen, head of news, continuity and press.

ORCHESTRAS - MUSIC

"CARELESSLY", ditty from the pen of Nick "Old Sailor" Kenny, has become the property of Irving Berlin, Inc., effective yesterday.

Louis Armstrong's Philadelphia debut of the season will be at the Nixon-Grand Theater, the week of March 26.

The Benny Goodman musical contingent go in for higher education as the favored band of the U. of P. when they stage their Ivy Ball.

Jeno Bartal, WHN maestro, who waves his melody-making baton at the Piccadilly Hotel, has just been appointed musical director of that hostelry.

Michael Mell and ork take over in Julie Wintz' place on "Top Hat", WNEW's dance parade.

Vince Calendo, who's been vocalizing with the Vincent Travers outfit at the French Casino, now sings in conjunction with the organ, at the Paramount.

Phil Spitalny's all-girl band moves over to the NBC-WEAF network and KSD, Monday, April 26.

Chick Adams, arranger, for maestro

Abe Lyman, has devised a musician-proof method to aid lyricists who can't read notes. He calls it the Melo-Writer. Monarch Studios will merchandise it.

Sally Singer introduced the new Cotton Club number, "Where Is The Sun", originally sung by Ethel Waters, on the Kreuger Beer Program, Monday night over WABC. John Redmond and Lee David are co-authors; and Mills Music, Inc., the publishers.

Ted Brown and the KONO Band of San Antonio have just completed a studio recording.

Jay Whidden and his London Orchestra are purveying music to dancing feet at the St. Anthony Rainbow Terrace. Spot has a WOAI wire. The three Downey Sisters are featured femme vocalists.

Don Bartel's newly assembled band which is aired Sunday nights over WTAR, Norfolk, includes many of Norfolk's outstanding musicians, with Bartel himself and Henry Cowles Whitehead, director of the Norfolk Symphony Orchestra, in the van.

WBNX, Bronx foreign language station, features Florence Leffert, concert soprano and her "Consolidated String Ensemble".

GUEST-ING

PAUL ALTHOUSE, JULIUS HUEHN and EMANUEL LIST, on N. Y. Philharmonic-Symphony Orchestra's "Parsifal," March 28 (CBS, 8 p.m.)

JEAN ELLINGTON, on Al Pearce's program, March 29 (CBS, 9 p.m.)

CAPT. TIM HEALY, on "Magazine of the Air", March 31 (CBS).

TED LEWIS and MARJORIE MOFFETT, on Kate Smith's Bandwagon, April (CBS, 8 p.m.)

AL DUFFY, on Saturday Night Swing Club, April 3 (CBS).

RICHARD BONNELLI, replacing Richard Crooks, who is ill, on Ford program, March 28 (CBS, 9 p.m.)

STUART ERWIN, TOSCHA SEIDEL, DALE CARNEGIE, EDDIE DOWLING and RAY DOOLEY, on Joe Cook's Shell Show, March 27 (NBC-Red, 9:30 p.m.)

JANE FROMAN, on Chu Chu Martinez program, March 28 (NBC-Blue, 3:45 p.m.)

JACKIE HELLER, booked by Herman Bernie for the Ed Wynn Show, April 17 (NBC-Blue, 8 p.m.)

ROBERT RISKIN replaces Gloria Swanson as guest star on Radie Harris' WHN Movie Club tomorrow night, 8 p.m.

**Father Coughlin Ends
Mutual Series April 18**

(Continued from Page 1)

program in New York. Series began on Jan. 24 on a 52-week contract, cancellable at the end of the initial 13 weeks.

Today Father Coughlin will be heard in a Good Friday radio service over Mutual network from 4:30-5 p.m. Program is being put on as a sustainer, will be keyed from Royal Oak, Mich.

**General Television
Testing Cathode Ray**

(Continued from Page 1)

cathode ray television. Hollis S. Baird is chief engineer of the Institute, which has Television Station WIXG.

**ONE MINUTE
INTERVIEW**

WALTER WINCHELL

"My job is really much similar to that of an editor of a small country weekly. In those little papers the most popular feature is the personals column. Every country editor knows that names makes news, and that people are more interested in items about themselves and their neighbors than anything."

Cross-Country Chat

B. CHARLES-DEAN, who directed the Rolls Razor series heard over WOR at 3:15 Sundays, fills in a spot himself on next Sunday's program, singing his own number about an English dude. The title is "It's Preposterous."

Joeko Maxwell, sports commentator for WLTH, will have Ed Fitzgerald, the prolific WOR-Mutual personality, as his guest of honor Saturday at 6 p.m. on WLTH's Sports Parade.

WHN as well as WOR will carry the testimonial dinner to Adolph Zukor, chairman of Paramount, at the Waldorf-Astoria on Monday night.

Eugene "Bull" Connor, WBRC (Birmingham) baseball detailer who was elected to the legislature, has announced his candidacy for the city commission.

Stanley Babington, formerly news commentator at WHK, Cleveland, and program director at WJW, Akron, is now commentator at WSPD, Toledo.

Wally Adams of staff of WRGA, Rome, Ga., exceed a one-hour Sunday salute giving the history of Lindale, model textile mill village of the southeast.

Country Church of Hollywood resumes Sunday on WCAE, Pittsburgh.

Peggy Stewart has been added to the sales staff of KFAB-KFOR, Lincoln.

J. Gunnar Back, continuity chief for KFAB-KFOR, Lincoln, conducts a monthly column in the "Quill" magazine now. He lends writing tips to those interested, covering both fiction, and trade Journals.

Marguerite Bonney, soprano, who has been off and on WTAR, Norfolk, for the last few years is back with another sustainer labeled "Lingering Melodies."

Jim Coots and Ed Smith portray Warden Lawes and the District Attorney, respectively, in the new Lawes stage drama, "Chalked Out," at the Fulton Theater. Both actors have been associated with WNEW

WKRC Open House

Cincinnati—On Easter Sunday, March 28, WKRC will hold "open house" for all visitors who desire to inspect the new studios and equipment recently installed and in operation. Studio design closely follows the pattern of CBS's main studios in New York.

during the broadcasts of "True Detective Mysteries."

Clyde Penny, newest WTAR operator, goes *l'hum* in Greensboro, N. C., for the Easter week-end.

Dave Faloon, 13 years old, probably the youngest sports interviewer in the country, will be heard again at 11:30 a.m. Saturday over WCAE, Pittsburgh.

Leonard J. Bickford, native of California, directs the "Modern Girl's Romance" serial now running on WINS every Monday, Wednesday and Friday.

A special Italian dramatization of "Three Hours Agony" will be given by the Ave Maria Hour over WOV at 4:30-5 p.m. tomorrow.

Philip Barrison, director of WMCA's "Five Star Final" for several years continues in that capacity under the year's renewal by Remington Rand. Milton Lewis also carries on as chief script writer.

C. P. Simpson, general sales manager of Pontiac Motors, is particularly interested in the April 2 Varsity Show broadcast, which will go over the NBC-Red network from the University of Texas campus. Simpson is a native of Texas and his father still operates two ranches there. Tomorrow's Varsity Show comes from Denver University. NBC director Al Miller has been in Denver the past several days getting the broadcast in shape.

Mary Franke Lemmon, late of "Little Orphan Annie" and other shows out of NBC, Chicago, now is a full-fledged member of WWJ's Detroit News Players. The gifted young lady plays a variety of roles.

Lucy Brooke Witt, staff member of WTAR, at Norfolk, is reported recovering from an illness which confined her to her home for a week. "Tips on the Shop Market," her weekly air show in which theater tickets are dished out to listeners whose names are announced from city directory, has been moved from Wednesday to Friday, anticipating her return by then.

Billy Knight, former songpluggler, is now a salesman for WTMV, East St. Louis, Ill.

"Pepper Young's Family" has added a second spot in St. Louis. In addition to KSD at 2 p.m. Monday through Friday, it is being heard on WWP at 9:30 a.m.

"Smart Purchases" proved to be a smart purchase by The Cuthrell Co., Sparton distributor in Norfolk, when they signed Travis Barnes, WTAR salesman, to take the air thrice week-

Bows to Radio

East St. Louis—Customary Sunrise Service on Easter Day will be omitted this year by Immanuel Evangelical Church, whose pastor has advised his flock to stay at home and listen to the service being broadcast by WTMV at 7 a.m. Sunday. Handel's "Messiah" will be aired, with the church choir aiding the WTMV staff.

ly for them. Show is 15-minute spot Monday, Wednesday and Friday at 6:15, and consists of three dance platters and chatter by Barnes, who expounds special deals Cuthrell makes bi-weekly. For instance, \$40 allowance on any old radio on new Sparton...radio free with washing machine, etc. Cuthrell reports sales increase sufficient to toss more bucks in Barnes' direction than the contract calls for.

Martin Block of the "Make Believe Ballroom," WNEW feature, will be one of the judges in the Asbury Park Easter Parade on Sunday, after which he'll act as m.c. for Tommy Dorsey's band at Asbury Park's Reed's Casino.

Fred Hirsch, writer at WTMV, East St. Louis, rated the "bird" when he appeared at a St. Louis surrealist art ball attired in a cut off overcoat, tan make-up powder, sneakers, and heavy gloves calling himself "Surrealism in Advertising." He said he was mimicking a "Step Out Into the Sunshine" newspaper ad.

Paul Godt, WTMV (East St. Louis) organist; staff singer Jack Carol, and Woody Klose, program director-announcer, do a new Wednesday night 11:30-midnight show, "Moonlight and Shadows," featuring poetry and songs in slow, restful tempo backgrounded by soft organ.

Jim O'Neil, character actor, after years of work in America's leading stock companies, has turned to radio. He is now heard on WCAU, Philadelphia.

Pat Stanton, general manager of WDAS, Philadelphia, celebrates his ninth year in radio. He started as announcer with WELK, which later became WDAS.

Bon Bon, vocalist with the KYW-NBC-Red Top Hatters swingers, now has a spot of his own in the early morning with Carlile and London, fem piano twosome. Bon Bon is also making records for Irving Mills and is remembered as a member of the Three Keys.

Bryson Rash, radio's "Buster Brown," is contacting networks and agencies. He is writer-commentator on the Federal Housing Administration's "Your House and Mine" program in New York.

Jack "Smoke" Gray, minstrel man formerly with KWK, St. Louis, died Monday at the Missouri State Sanatorium, Mt. Vernon, Mo., after a long siege of tuberculosis.



FLOCK of Warner Bros.' biggest stars in a surprise series of half hour productions will be used by KFVB in a new kind of drive for listeners. Event, starting early in April, will be known as Sponsor's Week. Big ballyhoo over the air and in the newspapers will launch it, with listeners urged to set their dials at KFVB and leave them there to be sure they won't miss the big programs, which will go on at least one a night without any logging or announcements as to who and when. Manager Harry Maizlish says the programs will not only use the biggest stars, but will set them in big league productions, with which the station hopes to add half a million listeners throughout Southern California.

Clarence Muse has been film tested for the part of Porky in screen edition of "Gone With the Wind".

John Nesbitt (Passing Parade) has been added to list of Radio Feature Service's clients.

Standard Radio is adding "Oklahoma Outlaws" to its library, doing diskings while the favorite hillbilly singers of WHO, Des Moines, are in Hollywood for their picture work in Rootin' Tootin' Rhythm.

Ben McGlashen, owner of KGFJ, took time off from his desk this week to take part in the 50-plane, 130 person mass flight to Ensenada, Mexico. Flight staged by California Aviation Country Club, non-profit organization of which McGlashen is prex.

Fox Case, public relations man for CBS, got back from the San Francisco exposition conference just in time to light out for Sacramento to prepare for broadcasts from the state legislature.

Ken Dolan of Dolan and Doane agency is in New York on a short trip.

Larry Lowman, v.p. in charge of public relations for CBS, is due on the Coast for a business stay.

The sudden attack of throat trouble which took Frances Langford off the Hollywood Hotel program a few hours before she was due to go on last week will keep her off again this week. Shirley Ross, who starts with the new Ken Murray show the 31st, will take her place this week.

Kenyon Ivie, recently of John Blair Co. sales staff, New York, this week joined commercial staff of KHJ, Los Angeles, as account executive under Roger K. Huston, sales manager. For 12 years, Ivie worked with ad departments of Hearst papers in New York and Los Angeles.

Harold Field, Midwest Recording, and his brothers, Don and Leonard, are vacationing here.

Beverly Hill Billies spot from 9:30 to 10 p.m. on KMTR cancelled at last minute when La Golondrina Cafe remote ork program decided to pick up option for renewal. Hillbillies will have a morning hour, and later, if evening time can be arranged, will be set in for it.

COMMENTS
On Current Programs

Al Jolson

One of the merriest of the Al Jolson programs to date—if not actually the funniest—came off Tuesday night on the CBS network with a burlesque of "These Three" as the comedy highlight. In this skit, Jolson played the role of a teacher, with Parkyakarkus and Martha as pupils. The laughs were plenty and good. Miss Raye had better material than in most recent programs. Parkyakarkus, who has jacked up the Jolson show since he joined it, continued his good work. Jolson himself emceed and vocalized better than for some time. And Victor Young's orchestra was right in step.

Ben Bernie

Offering the first of his three broadcasts from Florida, with George Olsen's gang as his orchestra and Sheila (mimic) Barrett as guest star, Ben Bernie sounded a little different in his Tuesday night airing over the NBC-Blue. But he was good. The Florida breezes helped him to fan up some bright banter. Miss Barrett popped in and out of the program, stooze fashion, dovetailing her impersonations into the continuity, with Olsen also working in. All in all, it made a refreshing revue, with Olsen's orchestra contributing generously.

Al Pearce and Gang

Enlivening an already peppy program, Zeke Manners and His Gang did themselves credit Tuesday night on CBS. The hillbilly gang fitted right in with Pearce's repertoire of foolery and music. The regular Pearce standbys, including Arline Harris, Tizzie Lish, Nick Lucas and Larry Marsh's orchestra also were on hand in their best form. Marsh especially.

Fred Astaire

Fred Astaire, the trouper who first overcame his film skeptics and then did likewise to his radio doubters, has done very well in building himself into an air personality under sponsorship of Packard over the NBC-Red network on Tuesdays at 9:30 p.m. But the member of this program who has come to the fore prominently is the dead-pan Charlie Butterworth. Here is a comedian whose stuff really comes across on the radio. The Astaire program, musically and otherwise, is always quite satisfying, but an important part of that satisfaction is provided by Butterworth. Conrad Thibault's singing also was an outstanding item of the last broadcast.

Jack Oakie

An added item of amusement on this CBS Tuesday night program lately is an unnamed stooze who shouts in Charles Laughton fashion, but most comically, despite the poor material that has held this show down right along. On this week's show, besides the guest singing of John Boles, there was another visit by Frank Fay, who has more right to be on the air than a good many would-



"NO STOCKINGS"

("Thru the Stage Door" series)
Sustaining

WMCA-Intercity Network, Tuesdays, 10:15-10:45 p.m.

ATTEMPT TO MIMIC FLICKER BACKSTAGE LIFE TURNS COMEDY INTO POOR FARCE.

"Thru the Stage Door" series is presented by Ray Midgley, dance director for the past 25 years, and is announced as based on Ray's "true life experiences." "No Stockings,"

seventh of the series, related the story how Ray shocked Chicago nite-life in 1911 when he had his chorus dance in hulu costumes without benefit of hosiery. Into this tale is woven a backstage romance.

Midgley's experience might make good radio fare provided he and his script writer got away from the movie-angle of stage life; if they forgot "42nd Street" and other films where the chorus girl was impudent and wise-cracking to the director. The cast carried the situations well, though it seemed a bit ridiculous portraying how a Loop judge was "fixed" in granting a verdict because the nite-club owner was a "pal of a pal!" Also, there was no definite reason for WMCA's program director, Al Hall, appearing on the program as interlocutor, which could have been ably handled by the announcer. Ray was interrupted by Hall with questions such as "What happened next, Ray?" etc. Idea has possibilities if handled properly insofar as script and production is concerned. The cast did a great job.

☆ **"Quotes"** ☆

JACK MILLS: "I've been in the amusement field for a long time, but I've never seen the equal of radio artists. Radio is a show world crammed with youngsters who have versatility, ability and an extreme willingness to work. They spend hours to rehearse a 15-minute skit. They learn new songs as fast as they are printed. They seldom take time out to play. Compare them with the vaudeville performers of 10 or 15 years ago and you'll know what I mean."

CORNELIA OTIS SKINNER: "Let me sound a note of warning to radio artists who laugh at the statement that television is just around the corner. Movie people laughed, too, when someone predicted the 'talkies.' When it finally happened that sound was perfected for practical use, many stars of the silent era fell by the wayside because of unpreparedness. Television will arrive with the same startling abruptness—and many radio artists will literally be 'caught with their make-up off.'"

be emcees. Fay has both talent and a style that is ideally suited for radio. Entertainers of distinction are needed on the air. No reasons are sufficient for keeping mike ability of Fay's caliber off the ether.

"Husbands and Wives"

Some of the best chuckles on the air are provided by this program in which the fraus and spouses air their views. The manner in which Sedley Brown and Allie Lowe Miles continue to keep this show on a plane of high interest and amusement, combining sound domestic philosophy, advice, hints, spontaneous humor and occasionally an emotional touch, is a credit to conductors of the program.

Coming Events

- 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.

JOHN EBERSON

STUDIO ARCHITECT

ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY

CBS STOCKHOLDERS APPROVE SPLIT-UP

(Continued from Page 1)

ed treasurer as of April 1, on which date he will join CBS. Mefford R. Runyon, who has been vice-president and treasurer, is relinquishing the treasurership in order to devote all his time to general executive work.

White has been treasurer and business manager of News Week. He is a native of Washington, D. C., and an alumnus of George Washington University. He came to New York in 1921 and since that time has been identified with several publishing businesses. Prior to his connection with News Week he was assistant to the president of Union News Co., treasurer of Literary League of America and treasurer and general manager of Stage Magazine.

Bob Buckley Managing Rambeau N. Y. Office

Robert Buckley has been officially appointed manager of the William G. Rambeau Co., station representatives, New York office, succeeding Earle Bachman, who has resigned to join Furgason & Aston, another station representative firm here. Richard Buckley, brother of Robert, has been transferred to the New York staff from the Rambeau WOR office, which has been discontinued.

SAN ANTONIO

Corwin Riddell is the new program director at KTSA, the voice of The Light station. He was formerly with WOAI.... Tony Bissan of KMAC infos that the station recently has installed a new Western Electric transmitter of 250 power watts.... Frank Stewart, former production manager at KABC, is now at KMAC.... Charles Belfi is the new announcer at KABC.... Forrest Fort of the KABC sales force, has gone to KCMC, Texarkana.... KONO chief engineer George Ing has returned to duties after an appendix operation.... Monte Magee, familiar to listeners of WLW and WOAI, now does a daily program via KONO.... Lloyd Rosenblume of WOAI is back from a trade trip to the lower Rio Grande Valley.... Mrs. Mack Rogers, wife of the orchestra leader, was killed in an auto accident near Columbia, Tex., Sunday night, March 14. KTSA recently started a new program, "Dude Ranch Nights."

Page Prof. Quiz

Norfolk, Va.—John W. New, sales manager of WTAR, innocently appeared in a series of talks which staff members are delivering on radio before the local Girl Scouts. Completing his notes in ten minutes, he announced that he would attempt to answer any question they might care to ask. First query was "Don't the network sponsors object to putting announcements between their programs?" Kids are from 12 to 16 years old.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

EXAMINER'S RECOMMENDATIONS

Falls City Broadcasting Corp., Falls City, Neb. CP for new station. 1310 kc., 100 watts, unlimited, be denied.

H. W. Wilson and Ben Farmer, Wilson, N. C. CP for new station. 1310 kc., 100 watts, daytime, be granted.

WBAX, Wilkes-Barre, Pa. CP for mod. of lic. 1210 kc., 100 watts, unlimited, be granted.

APPLICATIONS RECEIVED

WFLA-WSUN, Clearwater, Fla. Mod. of License requesting that license of stations be severed to form two stations, both to operate specified time.

KTBS, Shreveport. Mod. of license to change frequency and power. 620 kc., 500 watts night, 1 Kw. day, unlimited.

WILL, Urbana, Ill. Mod. of CP for directional antenna and move of transmitter. WHP, Harrisburg, Pa. License to cover CP for new antenna and move of transmitter.

KVOO, Tulsa, Okla. CP to change hours of operation to unlimited, and install directional antenna.

WOWO, Fort Wayne, Ind. Mod. of Lic. to change hours of operation to unlimited. Galesburg Broadcasting Co., Galesburg, Ill. CP for new station. 1500 kc., 250 watts, daytime.

KMO, Tacoma, Wash. License to cover CP for increase in power, new equipment and move of transmitter.

HEARINGS SCHEDULED

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

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

WMIN, St. Paul, Minn. Mod. of lic. 1360 kc., 250 watts, unlimited.

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

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

KLZ Broadcasting Co., Denver. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Mile High Radio Corp., Denver, Colo. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

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

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

KGKO, Wichita Falls, Tex. Mod. of CP. 570 kc., 1 Kw., 5 Kw. LS., unlimited, directional antenna.

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

Earl Yates, Las Cruces, N. Mex. CP for new station. 930 kc., 500 watts, daytime.

May 14: Louisville Broadcasting Co., Louisville. CP for new station. 1210 kc., 250 watts, daytime.

Louisville Times Co., Louisville, Ky. CP for new station. 1210 kc., 100 watts, unlimited.



PROMOTION



WWJ's "Radio Extra"

On the theory that "what's good for its advertisers is good for it," WWJ, The Detroit News station, is broadcasting at 7:30 each Thursday evening a fast moving show of unusual design, called "The Radio Extra." It is meant primarily as promotion for The Detroit News, but is so constructed that it does a good job of entertaining as well. Interlude music, directed by Ole Foerch, is descriptive of the turning over of pages to the several departments to be featured.

Recent interviews have been with Leslie Howard and Martyn Green, comedian of the D'Oyly Carte Opera Company, who conversed with Russell McLaughlin, News drama critic. Several musical organizations, including a Russian orchestra and a Y.M.C.A. banjo band, have appeared. Different staff writers discuss the stories they are covering, such as strikes, politics, and the war in Spain.

The whole show is topped off with "Oddities from the News," read in character.

Promotion for WPTF Show

Raleigh, N. C.—Completing the first week of its presentation to WPTF listeners, the N. C. Fisheries, Inc., Morehead City, now plans an elaborate sales promotion campaign in connection with the station's newest feature program, "The Carolina Coast Tenor". Clayborne Mangum, tenor, is featured, with Lucy Biebl, young pianist-composer, as accompanist. Following the first week presentations, the station has received numerous fan replies testifying to its popularity. The sponsor plans to distribute photographs of its stars with its products and to display placards in dealers' show windows and on counters.

Prior to the initial program on March 16, Mangum, Mrs. Biebl, Leslie Biebl, her announcer-husband, and

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Remington portable typewriter combination offer. Colgate-Palmolive-Peet ran the largest prize contest on behalf of its Palmolive soap. Twenty free trips to Europe or \$1,000 in cash were awarded plus 100,000 complexion brushes valued at \$1 each. Chrysler ran the second largest contest on its Ed Wynn-Plymouth program with weekly awards of a Dodge, Plymouth, or De Soto sedan.

N. Y. U. Series on WLTH

WLTH has started a 5 p.m. series direct from the studios of New York University. The programs, sponsored by Menorah, the largest Hebrew Students' organization in the country, are presented as a cultural service to the Jewish listeners of WLTH.

Commercial Manager Royal Penny were the guests of the Fisheries in Morehead City, at which time final plans were made for the broadcast series.

Educational on Milk

New Jersey Milk Control Board institutes an educational series over WPG, Atlantic City, to stimulate milk sales. Mrs. Oakley Cooke, consumer expert of the board, will talk on the part milk performs in maintaining health and living conditions for country and city dwellers. Amos Kirby, farms news commentator, will also be heard on the weekly programs.

Four-Leaf Clover Bulb

Iowa Soap Co. is aiming to make every listener to its early morning show over KYW, Philadelphia, a lucky one. And, at the same time, promote sales for their cleanser. Giving away a four-leaf clover bulb for box top plus ten cents to cover cost of mailing.

New Disk Equipment at KLO

Ogden, Utah—KLO has installed new high fidelity transcriptions apparatus. D'Orr Cozzens, supervising engineer of the station, directed the job.

Senators on Disks

Des Moines—Senators Guy C. Gillette and Clyde F. Herring of Iowa are each making two transcriptions a month in Washington so they can be heard over the Iowa network on alternate weeks by Iowa constituents. Their talks feature salient legislation that affects Iowa. This is an extension of the Iowa network's policy of getting Washington commentary first hand, following the transcription series each week by Richard Wilson, Washington correspondent for the Des Moines Register. Governor Nelson G. Kraschel is also heard on the Iowa network each week from his offices in the statehouse.