



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 34

NEW YORK, MONDAY, MARCH 29, 1937

FIVE CENTS

Mutual's 2 Coast Shows

15-MINUTE NEWSCAST IS SIGNED BY WABC

Household Finance Corp., Chicago (personal loan service), on April 5 will begin a new series of quarter-hour news United Press news broadcasts on WABC, Mondays through Saturdays, 7:45-8 a.m. This is the largest news broadcast contract yet to be signed by CBS. Batten, Barton, Durstine & Osborn Inc. placed the account.

More Names Signed For Chevrolet Disks

Art Jarrett, Reed Kennedy, Arline Jackson and Shirley Howard are further additions for the disk series now being cut by Chevrolet. The four soloists were set by the Jack Arthur office.

Chicago Engineering On 6 Mutual Stations

Chicago—Chicago Engineering Works (air conditioning and refrigeration equipment) will start a 13-week series of quarter-hour programs on six Mutual stations (WGN, WOR, WLW, CKLW, WCAE, WGAR) beginning tomorrow, 7:45-8 p.m. Program will feature Kay St. Germaine and the "New Dixie Demons," a jam band, keyed from WGN. Critchfield & Co., placed the account.

Armstrong Heads Colored Show

Louis Armstrong will be featured in the first all-colored radio commercial to hit the air. The sponsor is the Fleischmann Yeast Co.

WOW to Celebrate

Omaha—WOW on April 2 will celebrate its 14th birthday. John J. Gillin, Jr., manager, has planned a big party for the occasion.

Also on the receiving end of felicitations at WOW next month will be Thomas B. Chase, announcer and head of the station's transcription department, who will celebrate his 14th year as a broadcaster April 18.

Only Human

Philadelphia—Charles H. Ingersoll, the dollar watch tycoon, journeys from New York each Friday to carry on a pet hobby of chatting about current events over WDAS here. Being the man "who made the watch that made the dollar famous," studio officials never worried about his making the spot in time. But the millennium came a few days ago. Ingersoll was late for his broadcast. Not only wasn't the watch king watching his time, but he even forgot his watch.

ASCAP BLAMES BILLS ON SMALL STATIONS

Independent, unaffiliated radio stations were blamed for the raft of proposed legislation against Ascap at the 22nd Annual Meeting of the organization held last week in the Ritz Carlton Hotel. More than 500 members and officials attended. Usual speeches were heard around the

(Continued on Page 3)

Pan-Amer. Syndicating "Charm School" Program

Pan American Broadcasting Corp. will syndicate to stations its "Charm School of the Air," program heard locally on WMCA. Show is edited and produced by Edythe Melrose, who did a similar program for years on

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★ THE WEEK IN RADIO ★

... Transamerican and WLW Wire

By M. H. SHAPIRO

EASTERN elbow room for WLW, with Transamerican as sales representative, brought WHN, New York, in to the picture with WFIL, Philly, and WQV, Pittsburgh, en route. New web is scheduled to get under way today. WFIL will maintain its Mutual and NBC-Blue status ... WLW is powerful in more ways than one and the New York angle looks like a smart move. ...

Technicians of NBC and CBS were set for a 40-hour week on or before Sept. 1 ... they are so-called "inside unions," somewhat of a company union, presumably ... John

H. Bachem stepped up to be assistant to Roy C. Witmer, NBC v.-p. in charge of sales, and Ken Dyke, formerly general advertising manager for Colgate-Palmolive-Peet, goes into Bachem's spot effective April 1.

Texas stations received recognition for radio's usual humanitarian and public service in time of distress ... this time the sad occasion being the New London school house explosion ... NBC hastened to broadcast its apology for inadvertently cutting off the speech of Gov. Cox of Ohio ... the governor by the way is more or

(Continued on Page 2)

Oldtime Melodrama Series With Former Film Stars and a Community Sing Starting Next Month

NEW P. & G. SERIES ON NBC PACIFIC NETWORK

Continuing its 1937 plans to spend more money for radio advertising Procter & Gamble Co., Cincinnati (Crisco), will begin a new series of musical programs on the "Women's Magazine of the Air" on five NBC-Red Pacific network stations beginning April 5, 3:30-3:45 p.m. (PST), Mondays through Fridays. On April 26, time period will be shifted to 2:30-2:45 (PST).

Including this commercial, NBC now has 17 P. & G. shows on its network exclusively. Compton Adver-

(Continued on Page 6)

WTMV Renews Efforts For Phone Interviews

East St. Louis, Ill.—Prevented from broadcasting their "Telechats" program a month ago. WTMV officials William H. West and Woody Klose are currently meeting with Southwestern Bell executives in an effort to arrange some amicable handling of the program.

"Telechats" featured the use of the telephone as the medium for inter-

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Mutual Broadcasting System will air two coast-to-coast features originating in Hollywood early next month, most important one being a new production which will bring to the mike oldtime movie stars in famed melodramas of the Gay Nineties and early part of this century. Word from the Coast indicates that Lew Weiss, Don Lee general manager, is confident that it will go commercial, probably for a beer account. Rights have been obtained for the mellers by Don Lee and will include such titles as "Nellie the Beautiful Cloak Model," "East Lynne," "Ten Nights in a Bar Room." Opener will

(Continued on Page 2)

American Can Renewing Bernie on 59 NBC-Blues

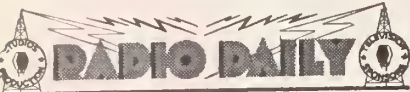
American Can Co., (Keg-Lined cans) on April 27 will renew the Ben Bernie program on 59 NBC-Blue network stations, Tuesdays, 9-9:30 p.m., for another 13 week run. Fuller & Smith & Ross Inc. placed the account.

Plan National Campaign On Wash. State Apples

Seattle—Local office of J. Walter Thompson Co. is launching a national radio campaign on behalf of Washington State Apples Inc. It is planned to use 28 stations, with women's hour programs and spot announcements featured.

WTMJ Poll Results

Milwaukee—A plea for shorter commercial announcements and fewer serials was voiced by listeners of WTMJ, The Milwaukee Journal station, in connection with its seventh annual radio poll. A request for the return of Fred Waring, "Crime Clues" and the Mills Brothers was also made by listeners. Some suggested more educational and religious programs.



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FINANCIAL

(Saturday, Mar. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 5/8	169 1/2	169 1/2	— 3/8
Crosley Radio	24	24	24	— 1/2
Gen. Electric	57 7/8	57 3/8	57 3/8	+ 1/2
North American	54	54	54	— 5/8
RCA Common	11 1/4	11 1/8	11 1/4	+ 1/8
RCA First Pfd.	76 3/4	76 3/4	76 3/4	— 1/8
Stewart Warner	19 1/8	18 3/4	19 1/8	+ 1/8
NEW YORK CURB EXCHANGE				
Majestic	4 1/4	4 1/4	4 1/4	+ 1/4
Nat. Union Radio	3 1/8	3	3 1/8	+ 1/8

Spot Series, Kid Club For Wesson Oil on Wor

Wesson Oil & Snowdrift Sales Co., New Orleans, will start a spot program in the WOR-Uncle Don participation hour on March 31, with announcements Mondays through Saturdays, 6:30-7 p.m.

Beginning April 7 the sponsor will start the "Veg-Eat-Ers" children's club which will encourage children to eat vegetables prepared with Wesson Oil. All entrants in the club will receive membership cards and a recipe book for their mothers. Later a premium will be announced on the program. Calkins & Holden Inc., has the account.

Hugh Shields to Stump

Bridgeport—Hugh Shields will take a leave of absence from WICC during April to fill speaking engagements in various eastern cities.

1	9	3	7
2	8	4	6
3	7	5	5
4	6	4	4
5	5	3	3
6	4	2	2
7	3	1	1
8	2	0	0
9	1	0	0
10	0	0	0

March 29

Greetings from Radio Daily

to
William H. Ensign
Joe Cook

★ THE WEEK IN RADIO ★

... Transamerican and WLW Wire

(Continued from Page 1)

less in radio himself, one connection being none other than WHIO.

Revised music code for the pop music industry was okayed by the music men and forwarded to the Federal Trade Commission... radio is concerned with the fair trade practice clause therein...

Resale of station licenses was attacked in Congress, by Wigglesworth (Rp., Mass.) who again harped on the over-worked monopoly cry... bill calling for state radio control and for the acquisition of WGST in Atlanta, was Georgia's legislative move... both houses in Washington passed the bill providing that actual operation of all transmitting apparatus in any station for which a license is required, shall be carried on only by persons holding an operator's license... measure went to the White House...

Jesse Butcher joined the station

relations staff of NBC... NBC incidentally took on three additional outlets in WLEU, Erie; WRTD, in Richmond, and KANS, Wichita... giving the web a total of 121... contest statistics revealed 217 contests and offers were used on CBS in 1936...

Foreign radio is showing signs of going commercial to a greater extent than the limited spots now active in France, Spain, and Luxembourg... Scandinavian countries and Austria are beginning to see the light... at least an opening wedge is being made...

CBS annual stockholders' meeting voted for a two-for-one stock split-up... 1,500,000 shares of \$5 par value will be increased to 3,000,000 shares of \$2.50 par value... Frank White was elected treasurer, succeeding Mefford R. Runyon, who is to devote all of his time to general executive work.

New WISN Transmitter In Operation by June 1

Milwaukee—WISN, the CBS affiliate here, expects to have its new 1000 watt RCA transmitter with its new vertical antenna in operation by June 1, the station announces.

Construction of a new transmitter house atop the Public Service Bldg. is scheduled for completion about April 15, dovetailing with the arrival of the transmitter from Camden where it is now being built. When completed the building will include all modern conveniences for the comfort of the engineers such as air conditioning, modern lighting, and shower bath.

Blaw-Knox is constructing a 254-foot vertical antenna with a 100 watt airway beacon with flasher on top as an aid to aviation. Plans for the dedication program will be announced soon.

G. W. Grignon is manager of WISN, which is owned by Hearst Radio Inc.

Mutual Instant Reversal Goes Into Effect May 15

Mutual Broadcasting System on May 15 will have in effect an instant reversal line to the Coast and Don Lee web.

Complete switch now takes 15 minutes to put through, unless there is a split feed in effect with each half of the chain already hooked up.

Bing Crosby Real-Estate

Hollywood — Bing Crosby has enlarged his field of activity to include the real estate business. A new office building, now under construction in Hollywood, is being built by him. The Rockwell-O'Keefe offices will occupy the penthouse.

Mutual System to Air Two Shows from Coast

(Continued from Page 1)

be none other than "Curfew Shall Not Ring Tonight."

Former movie stars of the silent era who will be heard on the show include: William Desmond, Clara Kimball Young, Maurice Costello, Minta Durfee Arbuckle, William Farnum, Lionel Atwill and others. First show is scheduled for Saturday, April 3 at 9:30-10 p.m. Until April 24, this program will alternate (on WOR) with the Chicago Symphony, after which the meller will be a regular feature.

Later in the month, Tuesdays 10-11 p.m., Don Lee studios will also feed the coast program called "Sing Time," a community sing with comedy, now heard over KHJ in co-operation with the Fox West Coast Theaters. Although a commercial on the Coast it will arrive in the East as a sustaining. Talent includes Ed Lowry, Harry Savoy, Joe Marks, Milton Watson, Peggy Bernier and the Bryant Sisters.

Bert Phillips Starting Transcription Service

West Coast Bureau of THE RADIO DAILY

Los Angeles—Bert A. Phillips, former sales manager for MacGreggor & Sollie, and before that sales chief for Don Lee Columbia office, is launching into the transcription business, which will build up a library exclusively of dramatic transcriptions. Library expected to go into service April 15, under name of Consolidated Transcriptions Co. Offices at 553 South Western Ave.

COMING and GOING

DONALD FLAMM, president of the Inter-City network, left Saturday for a seven-day cruise to Havana and Nassau.

DON SHAW, radio head of McCann-Erickson, Inc., is back in town after a trek through the west.

DEANNA DURBIN arrived in Philadelphia on Saturday for recording on her new picture.

JAMES BEGLEY and AL WOTTEN of KYW's program department and J. F. M. PROULX, office manager, and their wives, spent Easter Sunday in Magog, Canada.

MABEL ALBERTSON, who writes and acts in Joe Rines' NBC show, will leave within a month for a honeymoon with her husband, KEN ENGLUND, comedy script writer. They will tour California for three months and then a cruise to Hawaii.

MICKEY ALPERT returned today from a holiday trek to Boston.

HENRY PHELPS, chairman of the board of the American Can Co., sailed Saturday on the Santa Paula for southern ports.

HERBERT PETTY, WHN associate director, to Washington, D. C., on business.

CONRAD THIBAUT leaves the coast after his April 13 Fred Astaire show date and flies east to keep a Lehigh University concert engagement, after which he hops back to Hollywood for the April 20 show.

KIRBY CUSHING, sports commentator for KYW, Philadelphia, leaves for Florida today to cover the training camps. Will return on April 10.

A. W. DANNENBAUM, president of WDAS, Philadelphia, back at his desk after a trip to the West Indies.

DAVE RUBINOFF leaves today for a concert tonight at Bristol, Conn.

Rippling Rhythm Revue Undergoing Cast Changes

Rippling Rhythm Revue, heard over the NBC-Blue net on Sunday, 9-9:30 p.m., is undergoing a change in personnel. The Canovas, scheduled to make a movie, leave for Hollywood today. With six weeks remaining on their present contract, the comedians are attempting to drop amiably from the show. Next Sunday they will be piped in via special wires from the west coast. The following week will probably see a new comedy act stepping in and the Canovas absent.

At present sponsors are attempting to sign a comedian who will effectively emcee the show. George Jessel, who did some guest shots on the program recently, definitely will not be signed. Frank Parker and Shep Fields' orchestra remain. Lennen & Mitchell is the agency.

KANS Boosting Power

Wichita, Kas.—KANS, which has just affiliated with NBC, is applying to the FCC for an increase in power and a change of frequency. Furgason & Aston are the station's national reps.

LEO SAYS:
WHN is your station for last-minute United Press news flashes!

WHN DIAL 1010
AFFILIATED WITH M. G. M. LOEWS

**KLS Radio Village
All Set for Opening**

Oakland, Cal. — An innovation in radio showmanship, Warner Radio Village, will be thrown open to the public on Thursday when KLS officially begins 24-hour operation on its new frequency, 1280 kc.

Located in what was formerly a second floor garage, the Radio Village combines the studios and transmitter of KLS with nine branch salesrooms designed for rental to local advertisers. Eight have already been leased.

Resembling small cottages, the salesrooms are faced with imitation stone, each different, grouped around a central court. With 25,000 square feet of space available, ample room for visitors is assured.

Along the ramp leading from the street ten display windows have been constructed, most of which are already rented.

Studio facilities include a large studio capable of seating 200 persons and another with room for 40 persons. Reception courtyard with lighted fountain faces the control room.

The Radio Village was conceived by S. W. and E. N. Warner, station owners. KLS is a 250-watter with ether fare of discs and foreign language programs.

Chicago Mummies on WGN

Chicago — The Chicago Mummies Theater Inc. will go on the air for the first time on the Bowman Fireside Theater this Wednesday night 9:30-10, over WGN. Mummies was started at Crane Junior College six years ago and reorganized when Crane was discontinued.

They will present Arch Oboler's "The Luck of Mark Street." Mark Street will be played by Milton Kanter, advertising manager of Precision Scientific Co. and member of Chicago Comic Opera's Gilbert and Sullivan group. Other roles taken by Al Short, paper salesman and sports referee and coach; Bernice Rea, manager of a South Side apartment hotel and one-time professional dancer for Balaban & Katz; Gertrude Berman, San Stanland and Sam Malen.

Heidt Switches Product

Alemite program, heard over CBS net Mondays, 8-8:30 p.m. and featuring Horace Heidt and his band, will plug Stewart Warner radios effective April 5. Hayes McFarland Advertising agency, Chicago, has the account.

AGENCIES

CARL E. WIDNEY, recently with the Ralph H. Jones agency and previously with J. Sterling Getchell and Lord & Thomas, has joined the staff of Arthur Kudner Inc. in an executive capacity.

J. C. BURTON, formerly with Young & Rubicam, has joined the copy staff of Arthur Kudner Inc.

MCCANN-ERICKSON'S Cleveland office is handling the Gruen Watch radio program.

NEW PROGRAMS—IDEAS

"The Boners Court"

Denver — Wesley Battersea, KLZ production manager, presents one of the most popular shows in the Rocky Mt. region. "The Boners Court." It moves fast, is very clever and entertaining. All announcers face the court once a week and are fined 10 cents per boner, with the court proceedings aired.

Program Director Arthur Wuth wears the robe of Justice and bangs the gavel for this increasingly popular studio show. Listeners sending in the best or juiciest boner for the week receive two free theater tickets. These tickets are financed from the fund of 10 cent fines.

Hizzonor, Judge Art Wuth, listens to no alibis and any offender who takes exception to his rulings receives an additional fine for contempt of court.

WMT "Fireside Phantasy"

What is believed to be an entirely revolutionary program idea in the middle-west, hits the air every Sunday afternoon over WMT, Cedar Rapids-Waterloo, with local furniture store sponsoring the show. Program is known as "Fireside Phantasy" and features Allan McKee as the "day dreamer." Dramatic bits from listeners favorite poems are dramatized

**Ascap Blames Bills
On Small Stations**

(Continued from Page 1)

banquet table, among those who addressed the gathering being Gene Buck, president; Gustave Schirmer, treasurer, and E. C. Mills, general manager. Others who spoke, not including annual reports, etc., were Deems Taylor, Otto Harbach, Billy Hill, Irving Caesar, L. Wolfe Gilbert, John G. Paine, Walter Douglass, Charles Schwartz, general counsel and Mrs. Ethelbert Nevins.

Buck touched on the availability angle, stating that it was difficult to classify a composer's worth merely through a performance and place evaluation on same. He mentioned the work of the committees seeking to classify writers and publishers so that their dividend would be commensurate with their value and that the work of these committees was an outstanding honest and painstaking job.

Mills mentioned his trip across the country and the many state bills pending and passed which are intended to cripple Ascap activity. A precedent would soon be established, he hoped, which would curtail the anti-activity in many other states. Independent radio men and not the networks were active in this respect, in the opinion of Mills. Duffy measure was also discussed.

Paine, chairman of the board of the Music Publishers Protective Association, spoke on the necessity of adapting the industry and individuals in it to the new era which seemed to be swallowing the individ-

ual in favor of groups. Group activity was the order of the day, such as the sit-down strikes and growing disregard for property rights. Since property rights was the main stock in trade of the copyright owners, songwriter and publisher, it behooved the music men more than ever to act as a group and strengthen their respective organizations, Paine said.

Radio Baseball Contest

Joplin, Mo. — The question and answer type program which has become so popular is being used by WMBH in a Radio Baseball League with teams sponsored by 8 business concerns in a 28-game schedule, games being played four nights a week. It is a 30-minute program for each game.

The announcer is the pitcher all the time. He draws questions from a box and reads them, one at a time, to the various batters. The questions are answered and the answers are graded as outs, singles, doubles, triples or home runs, according to the relative difficulty.

Talks on AAA Benefits

A series of short talks to farm folk explaining the benefits to be derived through the AAA has been arranged by KDKA, Pittsburgh. The speaker will be Henry Jarrett of the Department of Agriculture, and the broadcasts are scheduled for April 3 at 12:23 p.m. and April 6 and 8 at 6:38 a.m.

Committee was selected to study the grand rights situation, the group being headed by Deems Taylor, chairman, and including Leopold Godowsky, Lazar Saminsky, Henry Hadley, George Fischer and Carl Engle.

Consensus of opinion was that Ascap would come through the legislation tangle all right, but before the eventual quiet-down there would be considerable disturbance and extra costs for attorneys, etc.

Advance Games on WWJD

Chicago—John Harrington is flying to Arizona to broadcast the pre-season baseball games between Chicago's White Sox and Cubs starting April 2. Kellogg Co. is sponsor and the broadcasts will be heard over WWJD. Harrington will also give the play-by-play for the regular season.

JAMES MADISON

for many years one of America's outstanding authors, has returned to New York, and invites the attention of those requiring top-notch radio gags and continuities. Permanent residence, Hotel Taft.

**PROGRAM IDEAS BLOOM
IN PRODUCTION CONFAB**

Raleigh, N. C.—At a recent production conference, called by WPTF executives to discuss program ideas for an interested sponsor, ideas for five new shows were evolved.

One proposal called for a program to be known as "The Musical Switchboard," which briefly had to do with a typical telephone operator receiving calls early in the morning, connecting certain plugs for requested tunes, and connecting others for brief commercials. Then it was suggested that a program known as "How's Your I.Q.?" might not be amiss, with a master of ceremonies staging a question-and-answer contest in the studio with participating teams selected from civic clubs in this section.

Still others suggested weekly broadcasts direct from the homes of prominent citizens of Raleigh, who had been designated the outstanding citizen of the week; broadcasts from hotel lobbies in Raleigh known as "Mr. and Mrs. Tourist"; "Today," mentioning every important fact, name and event of this day in history, and "Around the Parlor Lamp," a friendly resume of the day's happenings, as seen in the eyes of a typical small-town family. Production Department members offer additional suggestions for each idea and soon a composite whole is ready for program-building and sponsorship.

Starts Coronation Talks

Sir Gerald Campbell, British consul general in New York, on Thursday will start NBC's list of programs on the Coronation. He will speak at 8:30-8:45 on the NBC-Blue net.

Two Coronation authorities, Blevins Davis of the Yale drama department, and Howard Marshall, British journalist and radio observer, have been signed by NBC for its coronation coverage. William H. Green represented Davis in the NBC deal.

Durelle Alexander Signed

Durelle Alexander, formerly a featured vocalist with Paul Whiteman has been signed to a two-year contract by Columbia Artists, Inc. Singer has already been set for a Thursday spot over CBS and will be heard from 3-3:30 p.m. James Appell set deal.

"BARON MUNCHAUSEN"

**JACK
PEARL**

RALEIGH and
KOOL CIGARETTE

WJZ-10 P. M. E.S.T.—Friday
NBC Network

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

NEW BUSINESS

Signed by Stations

WHN, New York

Utilities Engineering Institute have signed a 13-week contract with WHN for a new series to begin March 30. Program will consist of musical recordings and will be heard Tuesdays, 5:45-6 p.m.

WNEW, New York

Roessler Furniture Co. and Paramount Theater, Newark, will co-sponsor a series over WNEW beginning March 30 and heard Tuesday and Friday from 9-9:30 p.m. thereafter. Show will be called "Quiz Contest" and will emanate from the stage of the Paramount. Contract calls for 13 weeks. Scheer Advertising agency, Newark, set the deal.

KYW, Philadelphia

Chappel Bros. Inc. (dog food), Rockford, Ill., five-minute shot, thrice weekly, through C. Wendel Muench & Co., Chicago.

Rubinoff's Chevrolet disks renewed, through Campbell-Ewald, Detroit.

WMAL, Laurel, Miss.

Carter Medicine Co., renewal for one year, five announcements weekly, through Spot Broadcasting.

WDAF, Kansas City

Insured Savings & Loan Ass'n of Kansas City, six-month contract for quarter-hour Sunday afternoon show, "The Little White House", featuring Russell Morrison, formerly with Victor Young, and a string ensemble.

WWJ, Detroit

Detroit—Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), on April 5 will begin a series of sports broadcasts, Mondays through Saturdays, 7:45-8 p.m., on WWJ here. McCann-Erickson Inc., New York, placed the account.

WCKY, Cincinnati

Procter & Gamble (Camay Soap contest), 20 1-minute ET spots, through Pedlar & Ryan Inc., New York; General Foods (Certo), 52 1-minute ET spots, through Benton & Bowles, New York; Procter & Gamble (Crisco), 300 1-minute ET spots, through Compton Advertising Co., New York; Longines-Wittnauer Watch (Longines Watches), 300 spots, through Arthur Rosenberg Co. Inc., New York; Climax Cleaner Manufacturing Co. (Climax Cleaner), 13 spots, through Krichbaum Co., Cleveland.

KFI, Los Angeles

Carter's Little Liver Pills, 260 one-minute disks, running one year, through Street & Finney agency, New York.

KEHE, Los Angeles

Bireley's Orange Juice, through Phillip J. Meany agency, has signed for a five-nights-a-week series of kid mystery thrillers, "Detective Dalt and Zumba," starting April 5. Lassies (White) 'n Honey (Wilds) move off the air to give the new program time, go to Birmingham, to start a 9-month contest.



● ● ● What did they do in B. R. (before radio)?...NBCaster George Hicks definitely did not learn to speak the "King's English" while driving a truck...On the other hand, Announcer Don Lowe must have been inspired by Mother Nature while planting flowers and cutting the shrubs... Announcer Don Kerr never had clean shirts or a smooth-shaven face when working as a stoker at the gas works in Peoria...Announcer John Mayo (he was formerly FDR's announcer) had the time of his life monkeying around with chemicals and solutions after the war...Paul Tremaine had three fights in his life and soon learned that the canvas of the squared-circle wasn't as soft as sleeping in bed...Hollywood Hotel's Bill Bacher can't figure out why his years in college, studying for dentistry and the bar (and even practicing these professions), made him suitable for the grand job he's doing.

● ● ● Charles E. Green, head of Consolidated Radio Artists (and one of the mightiest men in the industry today) wasn't worried what band goes into the Drake Hotel in Chicago or the New Yorker when he taught kids in an Indiana public school the music scale and the difference between a minor and a major clef...Milton Roemer didn't know the difference between Crooner Rudy Vallee and Crooner Ozzie Nelson when in the furniture business...Ann Richardson, Green's assistant, was private secretary to a circus magnate...Frank Burke was a police reporter on the Minn. Tribune and Vick Knight had more fun interviewing "We, The People" and real "Gangbusters" while scribbling for a Cleveland newspaper at the same time that John Royal was managing the RKO Palace there!

● ● ● Bandleader Jerry Blaine had more trouble telling people how the stock market was "today" while a broker than he does picking the songs for his air show...Former FCC secretary Herb Petley (now associate director of WHN) was a cow-puncher and had a mean brand...Maurice Barrett finds putting funny shows on the air more interesting than being funny as a clown for the Cole Brothers circus...Eddy Duchin before pounding a piano in Leo Reisman's band thought he was a genuine chemist working as a soda clerk in New England...Morton Downey's voice must have sounded cute shouting "Wuxtra! Wuxtra!"...F. C. (Cork) O'Keefe was the guy they modeled the "Devil Is NO Sissy" phrase because he socked a mean ball over the fence while up in New England...Glen Gray learned mighty soon that the wind going into sax-tooting was much easier than the wind exhaled loading and unloading freight in Roanoke... Emery Deutsch had a gag all his own. He sold newspapers and chewing gum but immediately opened a "branch office" by entering saloons with his brother Arnold, who did the peddling while he played the fiddle for sympathy.

● ● ● Phillips Lord was a college prof., while Gabriel Heatter was a press agent for a Brooklyn maternity hospital and Donald Flamm had his troubles getting the name "Shubert" in print... Frank Parker had many doors slammed in his face while selling insurance, whereas Frank Munn was always welcomed at the back door because he was a garage mechanic...Jules Seabach was set for the ministry and Tommy Rockwell was a cracker-jack salesman...Jonie Taps was a jewelry salesman, while Buddy Clark helped his father in their Boston tailor shop...J. Harold Murray was a songplugger and people laughed when Henry Dunn tried to sing a tune with the aid of a megaphone...Does it matter what they did before?...Just an "opener" insofar as conversation is concerned!

PROMOTION

WBAL Uses Magazine Cover

WBAL, Baltimore, is helping to sell its service by a full page, back cover ad in Baltimore, official publication of the Baltimore Association of Commerce, with membership of several thousand. At the top appear pictures of an oyster and a man stewing in a pot. "Maryland is our oyster, so don't be in a stew about your advertising problems," it states. The ad says WBAL will present and sell products in the eighth largest market in the U. S. It also urges the use of WBAL in summer advertising plans to kill the so-called summer slump in any business.

KOMO-KJR Supplement

Heralding the completion of the new facilities of KOMO and KJR, local NBC network outlets in Seattle, the Seattle Post-Intelligencer, Hearst newspaper, included a special supplement in its Sunday issue of March 21. With an attractive three-color front page headed "Radio and Electrical Progress", the eight-page supplement sets forth the KOMO-KJR history and achievements, tells about its progressive personnel, and gives other interesting data that reveals the prominent position occupied by the stations which have spent \$223,000 for new facilities to better serve its listeners.

Maruca to Handle Disks

Joseph Maruca has been appointed production manager in charge of transcription programs for national distribution by Commercial Recording & Sound Co.

NEW NETWORK BUSINESS

MBS

Chicago Engineering Works, Chicago (air conditioning & refrigeration equipment) through Critchfield & Co., Chicago, STARTS "New Dixie Demons" on 6 MBS stations (WOR, WGN, WLW, CKLW, WCAE, WGAR) Tuesdays, 7:45-8 p.m., on March 30.

Armin-Varady, Inc., New York (cosmetics) through Baggaley, Horton & Hoyt, Inc., Chicago, RENEWS Ted Weems orchestra on 10 MBS stations (WOR, WGN, WLW, CKLW, WAAB, WGR, WGAR, WCAE, WBAL, WMCA), Sundays 12:30-1 p.m., effective April 11.

NBC

International Shoe Co., St. Louis (Peter's shoe) through Lon Advertising Service, San Francisco, STARTS "Dr. Peter Puzzlewit" 7 split NBC-Blue Pacific stations (KGO, KECA, KFSD, KERN, KWG, KMJ, KFBK), Tuesdays, 8-8:30 p.m. (PST), on April 6.

Procter & Gamble Co., Cincinnati (Crisco) through Compton Advertising, Inc., New York, STARTS "Women's Magazine of the Air" on 5 NBC-Red Pacific Stations, Mondays through Fridays, 3:30-3:45 p.m. (PST), on April 5. Program shifts to 2:45-3 p.m. spot on April 26.

American Can Co., New York (Keg-Lined cans) through Fuller & Smith & Ross, Inc., New York, RENEWS "Ben Bernie and all the Lads" for 13 weeks on 59 NBC-Blue stations, Tuesdays, 9-9:30 p.m., effective April 27.

CBS

Continental Baking Co., New York (Wonder Bread), through Benton & Bowles, Inc., New York, RENEWS "Pretty Kitty Kelly" on 39 CBS stations, Mondays through Fridays, 6:45-7 p.m., with repeat 11:15-11:30 p.m. (On April 26 program shifts to 1:15-1:30 p.m., with repeat at 4:15 p.m.)

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

"HILLTOP HOUSE", with Selena Royle, Cameron Young, Janice Gilbert and Jimmy Donnelly in the cast, auditioned for Compton, also Young & Rubicam, and Ruthrauff & Ryan... was piped to Procter & Gamble, and reaches the air any day now... The Le Maire "Fashion Show" making its ether adieus this week... Fay Marbe, back from across the "Big Pond" and British Broadcasting, to go native on the U. S. ether... Louise Massey's summer show plans at the hush-hush stage... they'll jell soon... Mary Small's calendar shows April 2 and 5 as dates for Rubinoff recordings... If her scheduled commercial with Jackie Coogan emceeing doesn't hit the air for the hot spell they'll head a group of juveniles on tour... Atlantic City's Steel Pier will probably feature her for three weeks with three separate gangs of youngsters in tow... Sardi's Renee Carroll's tome, "Take My Tip", is ready for the jacket... Elena Jiminez, WHN's Carmen-eyed receptionist has perfected plans for sometime-in-spring nuptials with Charles Redlick of Frisco, former WHN production man, via the U. S. mails...



Judy Canova's going-away party, intended to celebrate her co-starring with Jack Benny in flicker tentatively titled "Artists and Models", served as a birthday fiesta for Durelle Alexander, and a farewell racket for Virginia Verrill, who'll go screenie with Goldwyn, and Sylvia Froos, who leaves for London... Eve Love and Connie Gates were hostesses, aided and abetted by "Fanny" the educated goose... Wilson Brown of Radio Guide, Lester Grady of Radio Stars, and his wife, Fred Samis of Radio Mirror, and his, Bill Roller and Mrs. Roller, Vaughn de Leath, Meri Bell and spouse, Del Scharbert, Irene Beasley, Ray Lee Jackson, and Archie Blyer and Clyde McCoy, representing the musical contingent, cheek-by-jowled it... Touching reunion... Chester Hale saluting Virginia Verrill... Give this your credence or don't... Ripley arrived after everybody had left...

At The Rainbow Room
GLEN GRAY
and the
Casa Loma Orchestra
Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

ORCHESTRAS - MUSIC

DUKE ELLINGTON, whose Congo blues brought about a Park Avenue Harlem merger, made a guest appearance on the WINS Matinee Frolic on Saturday.

The "Saturday Morning Musicale" with Helen Hunter, soprano, William Appel, baritone and Henry Silvern at the organ, was resumed on Saturday at 11 a.m. over WINS.

Marion Melton, WHN swingstress, will vocalize with the Irving Aaronson Orchestra, effective tomorrow evening at 9:15.

Maestro Paul Whiteman, who left New York on Saturday, will do a series of one-night concerts and dance engagements before he fulfills his "Windy City" commitments.

Abner Silver takes a leaf out of the Milton Berle volume with his new ditty, "Today I Am A Man", published by Mills, Inc. Silver and co-author Al Sherman travesty the Berle effervescence throughout the lyric.

Charlie Barnet, the collegiate maestro, supplemented recordings of his own music on the "WINS Matinee Frolic" with a personal appearance on Friday.

The Charles Verna outfit, newest band on the WIP-Intercity dance remote parade, will succeed Leo Zollo at the Hotel Walton in Philly.

Fred Brandt replaces Jack Harris as the Philadelphia manager for Crawford Music Co. Harris will function in the same capacity for Harms.

Radio bands scheduled for the Trianon in Cleveland are: Art Kassel, Trianon in Cleveland following Art Kassel are: Glen Gray, April 11, and Clyde McCoy, April 18. The Cleveland spot has a WTAM wire.

At Dubin and Harry Warren who are jointly responsible for the score of "Singing Marine", film starring Dick Powell, have just arrived from the coast.

Charles Stenross' ork will be aired as a KDKA (Pittsburgh) pick-up from Webster Hall in a new series which started on Saturday. Effective April 3rd, the Stenross band will be fed regularly to the NBC-Blue network via KDKA. On that date they will have 15 minutes at 5 p.m. On subsequent Saturdays they will present a 30-minute show to the chain, via the Pittsburgh station.

Maestro Bing Crosby tried his hand at slogan-writing in a west-coast Safety Slogan Contest and won a \$10 prize. The city's crippled children were the recipients of the money.

Out of 100,000 requests received by Guy Lombardo for popular favorites,

15 per cent demand the ditty, "I've Got My Love to Keep Me Warm".

Emil Coleman will make a guest appearance on Walter King's "Memory Song Contest" tomorrow at 12:30.

Lee Elliott and Her Romantic Rhythm opened Saturday at the Four Towers, Cedar Grove, N. J. The ork also appears on WNEW's "Dance Parade." Bert Salter is representative.

Charlie Borrelli, former director of Italian programs at WDAS, Philadelphia, back in the Tin Pan Alley fold with three tunes ready for marketing: "Mexican Bean," "Hiding A Tear," and "You're The One."

Irving Rose on April 2 will be at society's Knights of Rhythm ball at the Warwick, in Philadelphia.

Jan Savitt, musical director at KYW, Philadelphia, and who is responsible for the NBC Top Hatters, organizes another combo at the studio, the Escorts.

Johnny Lewis and his band, whose 21-consecutive-weeks record at the Hotel Netherland Plaza, Cincinnati, stills stands, moved into the Hotel Hayward, Rochester, N. Y. on Saturday. In May, at the termination of his present engagement, Lewis goes into New York to talk over Summer plans with NBC officials about a West Coast musical program. Before they left Cincy last week, the Lewis band was parted by Dick Abbott and Jack Gaulke at Louie DeSantos' Silver Shell.

Dot Seaberg and her lads get their first crack at electrical transcriptions in April, when the band moves into Chicago.

Nye Mayhew, formerly featured with his band at the Statler Hotel in Boston, will take over the bandstand at the Glen Island Casino tonight. Mayhew will have a Mutual net wire in the new spot.

KANSAS CITY

H. Dean Fitzer, general manager of WDAF, is back from Washington and New York, where he went on business connected with the proposed purchase of WREN.

Barrett King, formerly with KANS, Wichita, has joined the KCMO sales staff.

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

GUEST-ING

DOROTHY HALL, leading lady of Broadway's "Behind Red Lights," on Charlotte Buchwald's Playgoer program, tomorrow (WMCA, 1:45 p.m.).

CLAUDIA MORGAN of the Theater Guild's "Storm Over Patsy," on Crosby Gaige's Kitchen Cavalcade, today (NBC-Blue, 10:45 a.m.).

VRONSKY and BRABIN, piano team, on Ed Wynn's program, April 10 (NBC-Blue, 8 p.m.).

NIELA GOODELLE, on Ed Wynn program, April 24.

JEANETTE MacDONALD in "Maytime" on Hollywood Hotel, April 2 (CBS, 9 p.m.)

KATHERINE LOCKE and JULES GARFIELD of "Having Wonderful Time," Broadway hit; and MARC CONNELLY, producer of the play, and RYAN and LEE, on Rudy Vallee's Varieties, April 1 (NBC-Red, 8 p.m.)

MIRIAM HOPKINS, on "Hit Parade," April 10 (CBS, 10 p.m.)

FRANCES FARMER, on "Hit Parade," April 24.

JUNE TRAVIS and Manager CHARLES GRIMM of Chicago Cubs on Kraft Music Hall, April 1 (NBC-Red, 10 p.m.)

LILY PONS and JOHN BROWN-LEE, on General Motors show, April 4 (NBC-Blue, 8 p.m.)

Guizar for Mich. Expo

Tito Guizar, tenor, has been set for the Detroit and Michigan Exposition for the week of April 2-8. Guizar will appear at Convention Hall, Detroit. Paul Ross of Columbia Artists, Inc. set deal.

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ment of Any
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MILTON WEINBERG agency, for Sweetheart Soap, has signed for a weekly 15-minute program on NBC Coast red net to sell Sweetheart Soap. Thomas Conrad Sawyer will be observer and commentator, direct his appeal particularly to women. Starts April 16, 11:30 to 11:45 a.m. PST.

Inglewood Park (Advertising Arts agency) is doing a half hour version of famous operas on KFVB and Southern Cal net, Tuesday nights. Julian M. Oliver and Florence Roberts signed to sing leads in Aida.

Standard Radio has signed its library service in for WEBR and WBEN, Buffalo, WFTC, Kinston, N. C.; KSJS, Salina, Kansas and WKOK, LaJunta, Colo.

For the next three weeks, Owl Drug Co.'s exposition plugging series, "Treasure Island," will be aired from Los Angeles NBC studios. Cliff Engels, "voice of the exposition," and music, here from San Francisco. Program goes out on Pacific Coast Red net.

NBC enlarging its publicity staff in Hollywood, bringing Noel Corbett down from San Francisco, and upping Frances Scully from general staff work to have charge of fashions, fan mags and pix. Staff recently moved into new quarters in building vacated by J. Walter Thompson radio department.

Clarence Muse, who was screen tested for Porky part in "Gone with the Wind," has signed with Paramount for an important role in "The Barrier."

Ray Appleby, production manager for KEHE, Orange net outlet, who has been in the hospital for the week, has taken a sudden turn for the worse, Bob LeMond, station announcer, offered himself for the blood transfusion which was hurriedly ordered.

Warren Pearl to Coast

Warren H. Pearl, office manager of Rockwell-O'Keefe, Inc., leaves on Thursday for the west coast office to confer with Tom Rockwell on business matters.

WIP Improvements

Philadelphia—Removal of WIP's transmitter from the Gimbel store to a center-city site at 21st and Hamilton also involve the building of two additional new studios and a new master control, the present one being broken up into individual control rooms for the three main studios. With the RCA 1,000-watt transmitter and new single mast antenna, more than \$60,000 will be expended. Al Cormier is the managerial brains of the station, which is owned by Benedict Gimbel, Jr.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

APPLICATIONS RECEIVED

Capitol Broadcasting Co., Inc., Raleigh, N. C. CP for new station. 1210 kc., 250 watts, daytime.

Metropolitan Radio Service, Inc., Montgomery, Ala. CP for new station. 1570 kc., 1 Kw., unlimited.

Warren B. Worcester, San Diego, Cal. CP for new station. 1400 kc., 250 watts, 1 Kw. LS., unlimited.

HEARINGS SCHEDULED

March 29: Juan Piza, San Juan, P.R. CP for new station. 1500 kc., 100 watts 250 watts LS unlimited.

Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

West Texas Broadcasting Co., Wichita Falls, Tex. CP for new station. 1380 kc., 1 Kw., unlimited.

Wichita Broadcasting Co., Wichita Falls. CP for new station. 620 kc., 250 watts, 1Kw. LS., unlimited.

Faith Broadcasting Co., Inc., Wichita Falls. CP for new station. 1380 kc., 1 Kw. 5 Kw. LS, unlimited.

March 31: Wm. W. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.

Frazier Reams, Mansfield, O. CP for new station. 1370 kc., 100 watts, daytime.

April 1: Pacific Acceptance Corp., San Diego. CP for new station. 1200 kc., 100 watts, daytime.

April 2: Charles Porter and Edward E. Eversole, Festus, Mo. CP for new station. 1420 kc., 100 watts, daytime.

April 3: Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc. 250 watts, daytime.

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

Nat'l. Battery Broadcasting Co., St. Paul. CP for new station. 920 kc., 1 Kw., unlimited.

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

National Battery Broadcasting Co., St. Paul. CP for new station. 580 kc., 1 Kw., unlimited.

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

May 28: West Va. Newspaper Publishing Co., Clarksburg, W. Va. CP for new station. 1250 kc., 1 Kw., daytime.

May 18: KYW, Philadelphia. CP for increase in power, requested ass. 1020 kc., 50 Kw., unlimited.

May 25: Nathan N. Bauer, Miami. CP for new station. 1420 kc., 100 watts, unlimited.

June 1: Petersburg Newspaper Corp., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

June 2: Provo Broadcast Co., Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.

Radiotel Corp., San Diego. CP for new station. 920 kc., 500 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

Radio Enterprises, Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime, be denied.

Red Lands Broadcasting Association, Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime, be granted.

Danville Tabernacle On Full Virginia Net

Richmond — Sunday morning service from the Barber Tabernacle, Danville, aired for the past four years over WBTM in Danville has gone on the full Virginia Broadcasting System for a 13-week period.

Other stations in the network are WPHR, Richmond; WLVA, Lynchburg; WCHV, Charlottesville, and WGH, Newport News.

WIP Promotes Two

Philadelphia — Ed Wallace is the new production director at WIP, stepping up from night supervisor. John Facenda, announcer, has been elevated to night supervisor.

Fast Work Covering Crash

Pittsburgh — Radio moved rapidly to cover the TWA plane crash near here last Friday. Hardly had the news been flashed than Columbia station WJAS had shipped their equipment to the spot and Chief Engineer Walter McCoy, with Operators Jack Merdian, Fred Thomas and Walter Glaus, began setting up the equipment. Prepared to broadcast by short wave if the regular lines failed, the crew worked hard and Newscaster Beckley Smith was on the air with a detailed account. The network picked up. Darrell Martin, Post-Gazette's pioneer radio editor and an aviation authority, was also on hand quickly and, in addition to broadcasting, devoted his entire column to his analysis of the crash.



MEMBERS of the cast of Dodge "News with Music," which took a temporary vacation from WBBM airplanes yesterday, will remain on at same time, 12-1 p.m., CST for a new sponsor, Nelson Brothers Storage. Cast is composed of John Harrington, commentator; Cheri McKay, songstress; the Four Grenadiers and Carlton Kelsey's ork.

Earl George is the latest newcomer to the "Modern Cinderella" cast and also the "Mortimer Gooch" show.

Herb Futran, script writer of "Sunbrite Junior Nurse Corps," flies to N. Y. every fortnight to confer with Angelo Patri, child guidance authority.

Edith Davis of "Betty and Bob" will have two vacations this summer. The CBS actress will make a jaunt south before taking a trip abroad a few weeks later.

Florence George, pretty NBC songstress here, is under option to MGM.

Most of the radio scribes took a jaunt to Waukegan on Tuesday to watch Jack Benny plant a tree in his home town and be feted in general, along with his Jell-o cast.

Arch Oboler, writer of NBC's Lights Out, back in Chi after eastern honeymoon trip.

Wythrop Orr has joined the NBC Chi radio production staff, succeeding Vance McCune, who is to tour as member of a blackface team.

Irma Lyon and Jerry Marlowe, NBC girl and boy piano duo, are playing the Palace theater here this week.

Albert Kircher agency handling the new early morning Hooker Glass & Paint show on WMAQ.

Douglas Fleming, WCFL announcer, in a jam with Mack truck while driving.

New P. & G. Series On NBC Pacific Net

(Continued from Page 1)

tising Inc. placed the account also handle 11 other radio programs for P. & G. Blackett-Sample-Hummert Inc., and H. W. Kastor Advertising & Sons Inc., both of Chicago, and Pedlar & Ryan Inc., service the remaining five.

Program Previewed

What is believed to be the first time a radio series has been introduced with a preview program took place Friday night, when WMCA introduced its new feature, "Warning Signals," with a 10 p.m. broadcast on the Intercity network. The new serial, written by Burt McMurtrie and Geraldine Garrick, has its official opening tomorrow at 9 p.m. and will be heard weekly on Tuesday night.

**COAST
TO
COAST**

ELMER HARRIS is authoring a radio script for Fred Stone, according to the Zeppo Marx office.

WDSU staff at New Orleans sent very nice Easter greeting telegrams to the trade.

Paul Wing, M. W. Wood, Dr. Frank Black, C. L. Menser and Ken Robinson are among those scheduled to deliver talks on radio writing for the benefit of 4-H Club members in a series of National Farm and Home Hours every Friday at 12:30 p.m.

Joe di Natale of KFAB-KFOR, Lincoln, has been promoted from the music library to handle promotion, taking over the publicity formerly handled by Jack Hanssen, who will concentrate on special events.

Al Clauser and his Oklahoma Outlaws are back at WHO, Des Moines, after some Hollywood film work. Irving H. Grossman, manager of WHO artist bureau, accompanies them.

Staff of WMT, Cedar Rapids-Waterloo, going in for "production" in a big way. Station has had two marriages since the first of the year, two births, one "tie-up" in the offing and another addition in "talent" expected in June. Bill Brown, WMT announcer, and Ross Wilson, engineer, said their "I do's" in January. Art Shepherd, WMT "Question Man," and Don Kassner, engineer, both have baby girls.

Margaret Kennedy of the Mutual traffic department has become secretary to Lester Gottlieb, MBS coordinator of publicity. Miss Lasuardi has been added to the traffic staff in Miss Kennedy's post.

Chester Stratton of "The O'Neills" and "True Story" will be in the new play "Shoot a Grand Duke", opening March 29.

Juan Almonte has returned to NBC after a four-month absence, due to illness.

Carl Goerch continues his Sunday evening "Carolina Chats" on WPTF, Raleigh, now that the North Carolina general assembly sessions, which provided him with the "Doings of the Legislature" program, are over. B. C. Remedy is his sponsor. The B. C. Sports Review is back in its old spot at 6:30 p.m. on WPTF, with J. B. Clark flashing the news.

Jerry Belcher, arrived in Chicago last week for his Sunday broadcast

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 15 of a Series

WWJ—DETROIT

5,000 Watts Daily—1,000 Watts Night—920 K.C.

W. J. SCRIPPS
Director

EASTON C. WOOLLEY
Gen. Mgr.

"TY" TYSON, Assistant Manager

WWJ, the first station in America to broadcast regularly scheduled programs of entertainment, was established Aug. 20, 1920, by The Evening News Association, publisher of The Detroit News. From the start, back in those early days, WWJ caught the favor of Detroit listeners, and it has continued to hold that favor. Recent surveys, made by independent agencies, show that WWJ stands well out in front in listener interest. It is an NBC affiliate—Red net.

Last September, WWJ dedicated and started operations in its new million-dollar broadcasting house, the most modern and eye-appealing studios between New York and Chicago. Every piece of equipment now in use is new and of the latest design. With the new studios was put in operation a new transmitter building, ultra modern in design, in keeping with the studios. More than 200,000 visitors have passed through these two buildings since their opening.

WWJ broadcasts from 6:15 a.m. to 12:30 a.m. each day, providing varied entertainment and education produced both by NBC and locally. Especial attention is paid to education by WWJ, at present, two programs, "Causes of Crime", a non-sponsored effort to fight delinquency in crime, and "Death Fighters", a non-sponsored attack on tuberculosis, are the leaders. Other educational programs are those sponsored by the University of Detroit, the Wayne County Medical Society and the Children's concerts by the Detroit Symphony Orchestra.

Easton C. Woolley, general manager, heads a staff of 80, including Wynn Wright, dramatic and production director; Harry Bannister, sales manager; "Ty" Tyson, assistant manager and sports expert, and Mel Wissman, chief continuity writer.

from the home of a representative American family in that city in the "Our Neighbors" series over the NBC-Blue. This was the initial Chicago shot in Belcher's national quest for typical American families.

E. K. Cargill, WMAZ (Macon, Ga.) prexy, has at last been defeated by members of the hillbilly visual audience, and carpenters are busy erecting him a private office in a portion of station's reception room. Figures reduced space and removal of comfortable furniture will cut down length of visits by followers of the string bands. Reception room is being divided down center to provide two offices, one for Cargill and one for private conferences between sales staff members and prospects.

Fernand Gravet, popular French actor and singer, will be heard via short wave on the Magic Key program next Sunday. He will offer "For You," a song from his latest picture, "King and the Chorus Girl."

State Trooper Elmer Faber this week celebrated his fifth anniversary over KDKA, Pittsburgh. Faber, who is still a trooper, started his series, "Behind the Law," after writing a book of the same title. Actual criminal cases—with fictitious names—are used on the program, and although he used to take all the roles himself, he is now supported by a full cast.

WINS "Inquiring Mike" Moves to Evening Spot

Starting April 4, the "Inquiring Microphone," familiar 12 o'clock noon show on WINS for several years, moves to a night spot. It will be heard every evening, including Sunday, 8:15-8:45, from the lobby of the Criterion Theater.

Florence Maxwell and Bill Harding will continue in the dual role of "Inquiring Microphone" and expect to catch the Broadway theater audience at its peak. The special Sunday afternoon broadcast from the Hunt Breakfast of the Hotel Lombardy, which Lewis Charles has been handling, will be discontinued until the fall.

Award to Gladys Swarthout

Gladys Swarthout is the winner of the Pilot Radio Award of Merit for last week. This award is made weekly for the best broadcasting program and some of the winners during the present winter have been: Jack Benny, Kate Smith, Rudy Vallee, Rubino, Philip Morris Symphony, and March of Time.

A Committee of judges is being selected for the purpose of choosing candidates for the annual Pilot prize for the best broadcasting performance of the present year.

Walter A. Lowen Moves

Walter A. Lowen, placement agency specializing in advertising personnel, has moved to new quarters at 420 Lexington Ave.

UNSOLICITED

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Sincerely,

G. L. PRICE
MERTENS AND PRICE, INC.
Radio Feature Service
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Los Angeles, Cal.

Thanks, and may I add that you're doing one grand job of covering radio? Your little paper is newsy and put up in a really attractive style. My subscription is being ordered through the office at my request.

SI STEINHAUSER
RADIO EDITOR OF
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The only daily trade paper devoted exclusively to the better interests of commercial radio and television—

**RADIO
DAILY**

1501 BROADWAY
NEW YORK, N. Y.

WTMV Renews Efforts For Phone Interviews

(Continued from Page 1)

views, with people picked at random from the telephone book. In the broadcasts, the listener heard the central's "Number, please," the buzz of the phone as it rang, and the answering "Hello" of the person called. Then the "Telechat" announcer would interview the subscriber as if he were face to face, and exhort him to have the rest of the family tune WTMV if they wanted to hear his voice. Telephone company ruled against this use of their facilities on the ground that such service was not provided for in their contract with the broadcaster.

Goodman Leading in Poll

Benny Goodman is leading in the radio orchestra popularity poll being conducted by Martin Block on the WNEW "Make Believe Ballroom" program. Poll started last Thursday and will run for six weeks. Last year Shep Fields was the winner and a total of 90,000 votes were cast.

Rename Television School

Kansas City—Name of the recently organized Television Institute of America has been changed to Midland Television, Inc., according to announcement by G. L. Taylor, president. Taylor has been working for several months on a book to be used in the school which this organization expects to open early in the summer.

Following conferences with Arthur B. Church, president of the Midland Broadcasting Co., and a director of Midland Television, Inc., Taylor left Friday for New York where he will visit several eastern television plants and make arrangements for the purchase of equipment for the school here.

ANNOUNCERS

ALOIS HAVRILLA was selected, after a long series of auditions in which nine announcers participated, to announce the new guest star program sponsored by Cycle Trades of America. Show will be heard over the NBC-Blue net at 7:15 p.m. starting Thursday, with Frank Parker as guest. Ruth Etting and Jean Ellington will appear later.

JACK PLUMLEY of WPEN has replaced Lynn Willis at WIP, Philadelphia, during the latter's one-month vacation.

JERRY STONE and Harold Davis of WDAS and Uncle Wip of WIP are among those already booked by Nixon Theater, Philly, in its new policy of having radio announcers emcee stage shows.

BILLY HINDS of KDKA, Pittsburgh, is directing a show at Perry High School there on Thursday. Glenn Riggs and Ed Schaugency, also of the KDKA announcing staff, will be in the show.



"MILLSTONES AND MILESTONES"

(Eugen Boissevain)
Sustaining

NBC-Blue, Thursdays, 7:45-8 p.m.
LIMITED APPEAL COMMENT ON RANDOM SUBJECTS ABOVE AVERAGE MIND.

Switched to this evening spot a recent afternoon shot, Eugen Boissevain competes with another commentator, the daily stinter, Boake Carter, and suffers by contrast. For Boissevain, with his pronounced foreign accent, talks at random and mostly about matters of no particular news timeliness, whereas Carter is direct and up to the minute. Discussing wives, husbands, domestic and other events, with an apparent partiality for the woman's viewpoint, Boissevain's appeal is almost wholly to the small erudite class who care for polite one-way conversation. His main fault, judging from his material thus far, is that he seems to be commenting for his own pleasure rather than from the listener's viewpoint.

"A NIGHT AT THE INN"

Victor Brewing Co.
WCAE, Pittsburgh, Wednesdays
7:30 p.m.

Earl Bothwell agency
GOOD DRAMATIC PROGRAM OF OLD NEW ENGLAND LEGEND WITH APPROPRIATE MUSICAL SUPPLEMENT.

Authored by program manager Ed Harvey, this half-hour is well-balanced and interesting entertainment. Mystery hovering over old taverns and inns forms basis for dramatic suspense while singers and Earl Truxell's orchestra supplement with semi-classical music. Sponsor cashes in on angle of principals' frequent references to a "tankard of ale", etc. Program is rich but serious and might do better on a later spot. For a local coverage, it is expensively outfitted with talent and gets plenty comment from the radio scribes. Substance offers questionable appeal for sponsoring product.

"WARNING SIGNALS"

Sustaining
WMCA-Intercity Network, Tuesdays, 9-9:30 p.m.

GOOD DRAMATIC PROGRAM COMBINING MELODRAMATIC INCIDENTS AND PUBLIC SERVICE.

Exposing swindles and rackets that are flourishing today, this program provides acceptable entertainment in a melodramatic vein and at the same time does an excellent public service in warning the public against the prevalent frauds. The series is produced with the cooperation of the Better Business Bureau, whose representatives were heard on last Friday's preview program at 10-10:30 p.m. President Donald Flamm of WMCA and Nick Kenny of the Daily

Mirror also spoke on the send-off program, along with Burt McMurtrie and Geraldine Garrick, authors and producers of the series.

Initial skit opened with an incident of a garage fire in which one man lost his life and another was badly burned because the shop was equipped with ineffective fire extinguishers bought from a stray salesman. This was followed by exposes of several other types of rackets, notably a bead-stringing racket conducted via mail order from the lower east side of New York and in which suckers are induced to send in a \$2 "deposit" for a "sample." Listeners who have been victims of frauds are asked to send in details. Carl Fenton's orchestra will appear in the broadcasts.

Open Special WWL Studios

Gulfport, Miss.—New special studios of WWL in the Hewes building here were opened last week. New studios run a direct line from here to the WWL transmitter near New Orleans for a broadcast sponsored by Mississippi-Gulfcoast Advertising Ass'n.

Pan-Amer. Syndicating "Charm School" Program

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WJAY, Cleveland. Charts and other literature are sent to the listener free, and the call from feature editors of newspapers around the country also decided Pan American to syndicate a series for feature page use. In some towns tie-up may be arranged between the newspaper and stations.

Recent publicity in local and national magazines, calling attention to the charm schools and the \$7,000,000 spent annually by women for such courses prompted Pan American to follow up and sound out stations on possibility of buying the courses for local use. Stations believe free charm stuff will pull for the sponsor in question.

In the event that the "Charm School" program now on WMCA goes network for a national advertiser, syndication of the series will be restricted to territory not covered by the network. High school students and teachers are particularly interested also.

Bob Crosby to Give Benefit

Bob Crosby and his orchestra will give a swing concert at the Congress Hotel in Chicago on April 18, proceeds of which are to be turned over to Joe Sullivan, tubercular pianist at one time associated with the Crosby band. Bing Crosby is expected to fly to Chicago to help put the concert over.

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