



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 35

NEW YORK, TUESDAY, MARCH 30, 1937

FIVE CENTS

A. & P. Slaps at Radio

Looking On ... AND LISTENING IN

UPLIFT As radio grows older and becomes more firmly entrenched in the daily routine of the population, it is only to be expected that individuals and organized groups with special interests will intensify their efforts to have a greater portion of programs devoted to educational features.

Agitation of this nature already is budding in many directions.

The clamoring seems to come from pretty much the same cliques that tried for years to have motion picture producers turn out educational films, and from the audience angle the situations also are parallel.

Educational features are desirable and justified only if they interest listeners.

A little uplift goes a long way with the average person, and overloading the air with culture is just a waste of effort if the programs are going to be dialed out.

Current radio schedules prove that broadcasters fully recognize that a certain amount of public service material in air programs is desirable, and the operators of stations are in the best position to judge the quantity of such stuff that their listeners will absorb.

But despite the abundance of educational features on the radio, there always will be the dissatisfied minority factions who want even more.

Since these minorities usually are noisy and persistent enough to make big mountains out of little molehills, and particularly because they so often influence the introduction of ridiculous and unwarranted legislative measures, it is well to anticipate their activities and be prepared to meet them.

Sponsor for Fires

New Britain, Conn. — WNBC, which keeps dialers informed on all local fires, has sold the idea to a sponsor, W. L. Hatch Co., insurance firm. Larry Edwardson, commercial manager, made the deal. Fire station immediately supplies WNBC with data when a fire occurs, and station airs a flash and a plug for insurance.

NEW LISTENER SURVEY IS LAUNCHED BY CBS

CBS has started its fourth study of its listening areas, announcing an offer of a map game free for the asking. Offer is being made, usually at the conclusion of a sustaining program, at different times of the night and day so worded that analysis may be made as to which particular time of day or night the listener in question was prompted to take up the offer. At least six

(Continued on Page 3)

Rickenbacker Quits CBS For Agency Connection

West Coast Bureau of THE RADIO DAILY
Hollywood — Paul Rickenbacker, operating assistant to Donald W. Thornburgh, CBS vice-president, resigned yesterday to become assistant to Danny Danker, vice-president and leading radio talent buyer here for J. Walter Thompson Co.

Rickenbacker has been with CBS and KNX for about eight years, and

(Continued on Page 3)

Kelvinator Spot Series Is Being Placed Locally

Detroit — Nash-Kelvinator Corp. (refrigerators) through its local distributors is placing one-minute dramatized announcements, cut by WBS, on 156 stations from coast to coast. Disks are presumably being placed at local rates.

Havana Confab Paves Way For Short Wave Agreement

Gulf's Texas Campaign Will Use Traveling Unit

Jack Latham, radio spot time buyer for Young & Rubicam leaves town today for the southwest to start the first of a series of spot radio programs on the Texas Quality Group under sponsorship of Gulf Refining Co. (Gulf Spray). Series starts either April 12 or 19. Entire network will be used and initial pro-

(Continued on Page 3)

Talks on Anti-Chain Tax Bill Barred by CBS on Kate Smith Show Are Published in Newspapers

Station Buys Paper

Clay Center, Neb. — The usual order of things was reversed in the case of KMMJ and the Clay County Sun, a leading Nebraska weekly. Instead of the newspaper buying the station, the station bought the paper. KMMJ now is offering six news periods daily.

WLW HOOKUP DELAYED; PROBABLY ANOTHER WEEK

WLW hookup with KQV, Pittsburgh, WFIL, Philly, and WHN, New York, will be delayed in actual program operation for the time being. Unofficially understood that another week may elapse before WLW programs come East, but New York sustainings are already set to go over the hookup whenever ready.

Borden News Series On Yankee Network

Borden Sales Co., (Chateau cheese) on May 4 will launch a half-hour news program, using Yankee news service, Tuesdays, 7:30-8 p.m. over

(Continued on Page 3)

Philadelphia — Because CBS refused to permit inclusion on the last Kate Smith broadcast of two talks dealing with the Pennsylvania chain store tax bill, Great Atlantic & Pacific Tea Co., sponsors of Kate Smith's Band Wagon, took full pages in newspapers to give the public the gist of the proposed talks.

Headed "This is the story the radio kept from you," the page ads contained an address that was to have been delivered by Eleanor Davis, representing consumers' organizations, headed "How the store tax bill will affect the consumer," and another by G. A. Boger, president of the Lehigh Valley Cooperative Farmers Ass'n, titled "How the chain store tax will affect the farmer."

The ad was signed by Kroger Grocery & Baking, Pittsburgh, and nine other Pennsylvania firms, in addition to A & P.

The Band Wagon air program is aired in this state through WCAU, WJAS and WHP.

Dr. Leon Levy, president of WCAU,

(Continued on Page 3)

Networks Got 15.6% Of 1935 Advertising

Washington Bureau of THE RADIO DAILY
Washington — Radio networks, radio spot broadcasting and radio talent accounted for 15.6 per cent or \$63,307,000 of total billings handled in 1935 by advertising agencies, it is revealed in a report by William L. Austin, director, Bureau of Census, Department of Commerce. Establishments covered in the report are lim-

(Continued on Page 3)

8 Refrig Accounts

Charlotte — Eight refrigerator accounts are using time simultaneously on WBT. They include:

General Electric, Duke (Kelvinator), Pendleton Distributing (Gibson), Shaw Distributing (Stewart-Warner), Southern Bearing & Parts (Norge), A. K. Sutton (Leonard), Westinghouse, and a network account, Nash-Kelvinator.

Havana (By Cable) — Coming to a close yesterday after two weeks of conferences, the Inter-American Radio Conference sent its delegates home feeling that the way had been paved for a solution of the short wave situation. An understanding on basic technical principles was reached, preliminary to the more comprehensive conference to be held here Nov. 26, when 23 countries are expected to attend.

Delegates from the U. S., Canada,

(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Monday, Mar. 29)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 3/8	170	170	+ 1/2
Crosley Radio				
Gen. Electric	57 5/8	56 3/8	56 3/8	- 1 1/2
North American	27 1/4	27	27	- 1/8
RCA Common	11 3/8	11	11	- 1/4
RCA First Pfd	76 1/4	76 1/8	76 1/8	- 5/8
RCA \$5 Pfd. B				
Stewart Warner	19 1/8	19	19	- 1/8
Zenith Radio	35	35	35	+ 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/8	16 3/4	16 3/4	+ 1/2
Majestic	4 1/4	4 1/4	4 1/4	
Nat. Union Radio	3	2 7/8	2 7/8	- 1/4

OVER THE COUNTER

	Bid	Asked
CBS A	58 3/4	60 1/4
CBS B	58 3/4	60 3/4
Stromberg Carlson	15 1/2	16 1/2

KVOD's Job Finder May Go Tri-Weekly

Denver—KVOD's "The Job Finder," sponsored by Denver Jewelry Co., has been so successful that it may be extended to a twice or thrice weekly feature. The program, written and placed by the Ted Levy Advertising Agency through KVOD, is aired Fridays 8:15 p.m.

KYA Oakland Studios Debut

Oakland, Cal.—A series of salutes from California Radio System stations launched the new Oakland studios of KYA, located in the Hotel Oakland. M. E. "Bob" Roberts is station manager, with William Gleason in charge as Eastbay rep for the CRS.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES
535 Fifth Avenue,
New York, N. Y.
*From script to production—
that extra something that's good radio*

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 27, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Boo Hoo (Shapiro, Bernstein, Inc.)		27
Too Marvelous for Words (Harms, Inc.)		27
Little Old Lady (Chappell & Co.)		26
Trust In Me (Ager, Yellen & Bornstein)		26
What Will I Tell My Heart (Crawford Music Corp.)		25
I've Got My Love to Keep Me Warm (Irving Berlin, Inc.)		24
This Year's Kisses (Irving Berlin, Inc.)		22
On A Little Bamboo Bridge (Joe Morris Music Co.)		20
When the Poppies Bloom Again (Shapiro, Bernstein, Inc.)		20
Moonlight and Shadows (Popular Melodies)		19
Swing High, Swing Low (Famous Music Corp.)		18
Gee But You're Swell (Remick Music Corp.)		17
Easter Parade (Irving Berlin, Inc.)		16
My Last Affair (Chappell & Co.)		15
Smoke Dreams (Robbins Music Corp.)		15
Sweet Is the Word for You (Famous Music Corp.)		15
Where Are You (Leo Feist, Inc.)		15
You're Here, You're There (Marlo Music Co.)		15

11 Newscasts Daily Now Given by KFRO

Longview, Tex.—KFRO has started a new schedule of half-hourly news broadcasts, 7:30 a.m. to 5:30 p.m., making 11 newscasts daily. Four broadcasts are direct from the news room of the Longview Daily News and Journal.

KFRO also has arranged to air market quotations from the N. Y. Stock Exchange, N. Y. Curb, Chicago Board of Trade and New Orleans Cotton Exchange.

The station, operated by James R. Curtis, has moved its studios to the Glover-Crim Bldg., and has bought three new RCA pre-amplifiers as well as other new equipment.

Paint Campaign in West

West Coast Bureau of THE RADIO DAILY
Los Angeles—General Paint Corp., San Francisco, will start a transcription series on 25 stations in the West and Honolulu on April 2. Walter Advertising Agency is placing. Test radio campaign will include 13 quarter-hour programs, titled "General Paint Colorscope," with disks by Recordings, Inc., Hollywood. Decoration booklet free to listeners who write.

Gaylord McPherson to WDOJ

Des Moines—Gaylord McPherson, comedian accordionist, long time favorite with WHO listeners for his work on the Iowa Barn Dance Frolic and other programs, leaves this week for WDOJ, Chattanooga, Tennessee, where he will direct, routine, rehearse and announce a one-hour variety production each day at noon, and two one and one-half hour shows each Saturday night.

Radio News Editors Add to Membership

Chicago—Al Hollender, news editor of WJJD-WIND, has been added to the executive committee of the Ass'n of Radio News Editors & Writers, of which John Van Cronkhite is president.

Jack Harris, news editor of WSM, Nashville, is another addition. Headquarters of the association are now at 360 North Michigan Ave. here.

WMAQ Adds Half Hour

Chicago—WMAQ will go on the air one-half hour earlier each week day morning beginning today. A new 30-minute program of electrical transcriptions will be heard, with the Hooker Glass & Paint, local, sponsoring. Jack Holden to announce new morning shot which hits ether at 6:30 a.m. CST.

Donald Abert Promoted

Milwaukee—Donald Abert, on his return from a 5,000-mile trip during which he visited 40 stations, was appointed assistant to the manager of WTMJ, Milwaukee Journal station.

"5 Star Final" on WGAL

Lancaster, Pa.—"Five Star Final", Remington Rand's daily news dramatization originating at WMCA, New York, is now heard over WGAL here.

LEO SAYS:
Wives stay at home mornings to listen to Ida Bailey Allen. You, too, can keep your wife at home this easy way.
WHN DIAL 1010
ASSOCIATED WITH M-G-M* LOEW'S

COMING and GOING

H. V. KALTENBORN leaves Friday for Youngstown, O., and then to Sioux City, Ia., to lecture before civic groups.

EDWARD KASTER and AARON S. BLOOM, president and treasurer, respectively, of the Kasper-Gordon Studios, Inc., are visiting in New York from Boston this week.

SAM (SCHLEPFERMAN) HEARN, who re-joined Jack Benny when the program emanated from New York, will leave for Hollywood shortly to become a permanent member of the troupe.

ERIC MASCHWITZ, variety director of the British Broadcasting Corp., arrives today aboard the Ile de France from London.

JOHN VAN CRONKHITE leaves Nashville the middle of this week for Washington and New York.

HERBERT PETTEY, associate director of WHN, has returned to New York after his trek to Washington.

E. C. MILLS, general manager of Ascap, left last night for St. Paul. Anti-Ascap measure there is similar to that introduced in states of Washington and Montana. Back Friday.

E. P. H. JAMES, NBC sales promotion manager, leaves tonight for Baltimore to address local advertising men's organization. While in town will contact NBC outlets on biz.

WDSU, New Orleans Signs Colored Show

New Orleans—Breaking precedent, WDSU has signed a colored night club show, The Rhythm Club, swanky hot spot with Joe Robicheaux's orchestra, for a 11:45 p.m. period. If listener reaction is favorable, WDSU will spot other negro units on its schedule.

WBNO Plans Changes

New Orleans—If the FCC approves, WBNO here is ready to remove its signal towers from the Coliseum Place Baptist Church to a new locality and construct a new transmitter, as well as re-equip its studios with Western Electric equipment, station officials declared to THE RADIO DAILY.

Devine Representing WAIM

Anderson, S. C.—J. J. Devine & Associates has been appointed national representatives for WAIM, it is announced by Wilton E. Hall, owner of the station.

WINS Saluting WMBO

WINS at 11 a.m. today will give a salute program to WMBO, Auburn, on the occasion of the latter's fifth anniversary. Both are members of the N. Y. State Broadcasting System.

The Tavern RADIO'S RENDEZVOUS
MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB
158 W. 48th St. Toots Shor

NEW LISTENER SURVEY IS LAUNCHED BY CBS

(Continued from Page 1)

months will be needed to complete the study, although the offer will be made during one week only on the various CBS affiliated outlets.

Last CBS listening area survey was released about the middle of 1935. In this city the first offer was made Sunday night, and the second at 9:30 a.m. yesterday after the White House egg-rolling contest.

Gulf's Texas Campaign Will Use Traveling Unit

(Continued from Page 1)

gram, using a cowboy unit, will emanate from WOAI, San Antonio. Gulf will travel the unit around the network making personal appearances in the retail outlets.

A transcribed series of programs will also go on KWKH, Shreveport, some time next month. Latham on his way back to New York will visit New Orleans, Nashville, Birmingham, Louisville, and Atlanta. Expected back in town in two weeks.

Spot radio schedule as submitted by Latham to Gulf officials was approved last week. Spots will, in the majority of cases, use live local talent on southern stations.

Short Wave Agreement Seen by Havana Confab

(Continued from Page 1)

Mexico and Cuba attended the confab here. Specific recommendations included an increase in regular broadcast band for the national broadcasting services from 550-1,500 kilocycles to 540-1,600, thus increasing the available channels from 96 to 107.

Political phase of international radio problems was not touched.

Rickenbacker Quits CBS For Agency Connection

(Continued from Page 1)

succeeds Cal Swanson, who returns to Thompson agency's New York office as assistant to William Palmer, account executive on Lux soap (Lever Bros.). Swanson leaves for New York Friday, remaining there 10 days, and then back to the Coast to show Rickenbacker the ropes on new job.

Kate Smith to Receive Award

Kate Smith will receive the annual award for outstanding radio achievement, presented by the Women's National Exposition of Arts and Industries, on her Bandwagon program next Thursday, 8 p.m., over the CBS network.

NEW PROGRAMS—IDEAS

Employment Office Remotes

A series of daily broadcasts direct from the offices of the Colorado State Employment Service was started yesterday at 4:10 p.m. over KFEL, Denver.

The broadcasts, from a remote studio in the employment offices, will include interviews with Manager Oscar Wood and his investigators who will tell radio listeners about the service rendered to job seekers and employers. Each broadcast will urge listeners to employ job seekers whose applications and qualifications will be discussed over the air. Each day a different group of applicants will be selected to tell their own stories to the radio audience.

KMOX Backstage Series

"The Man in the Hall," unrehearsed interviews with artists, production men, executives and salesmen who happen to pass at the time of the broadcast, has been inaugurated as a 4:45 p.m. Saturday feature at KMOX, St. Louis.

Don Phillips, special events announcer, has the job of making his fellow-workers talk. During the first broadcast, the microphone was taken into studio C where Ben Feld and his orchestra were rehearsing for a CBS network program to be presented in a few minutes. At the time, the production man and Feld were figuring out a cut in a number to fit the proper timing of the show.

This special event gives the radio audience a picture of what really goes on prior to a broadcast and inside dope on their favorite performers, things they never get when visiting St. Louis' largest radio station.

Maternity Ward Series

"His Majesty, the Baby" is the title of a new series of sustaining programs on WISN, Milwaukee. Program is broadcast direct from the maternity floor of a leading Milwaukee hospital, and, of course, is unrehearsed.

Mothers are interviewed before the microphone and asked questions about the "new arrival" such as the baby's name, nicknames, characteristics, plans for the future, etc. Sound effects are supplied by the infant. Program is, obviously, aimed at the feminine audience.

Buck Owens on WOWO

Buck Owens, former movie and circus star who appeared with Tom Mix, is now appearing in person in a series of half-hour Western Adventure Stories over WOWO, Fort Wayne, with Goldie Bread as sponsor. Buck plays the part of a Lone Ranger in stories telling how he helps the downtrodden.

In connection with the series, Buck has organized a Goldie Club for boys and girls who promise to be truthful and to do a good deed each day. The club has stirred up a big response.

Phila. Storage Battery Sues RCA Manufacturing

Wilmington, Del.—A bill of complaint, charging infringement of a patent on a non-microphonic radio apparatus, was filed in the U. S. District Court yesterday by Philadelphia Storage Battery Co. against the RCA Manufacturing Co. Storage Battery, claiming that the inventor of the apparatus, William R. Grimditch of Glenside, Pa., assigned it to them on January 31, 1933, is asking the court for temporary and permanent injunctions, an accounting of profits and triple damages.

WICC Staff Shifts

New Haven—Carlton Weidenhammer, WICC studio manager in New Haven for the past four years and previously in Bridgeport, joins WOR as staff announcer on April 4.

Malcolm Parker, program director and chief announcer of WELI, has been retained to fill Weidenhammer's post at WICC.

Charlie Wright, announcer on the WELI staff, has been promoted to Parker's post as program director and chief announcer of that station.

Farm Series on WHO

Des Moines—A series of five weekly agricultural broadcasts, conducted by the State Department of Agriculture, started Saturday over WHO, 10:45-11 a.m.

KSTP to Air Complete Legislative Sessions

St. Paul—With its first broadcast from a Minnesota legislative committee room bringing in a heavy response from listeners, KSTP has completed arrangements to carry a weekly series of these broadcasts through to the conclusion of the 1937 legislative session late in April.

Madison Loan Disks On All N. Y. Stations

Madison Personal Loan Co. is using every radio station in New York City for programs of transcriptions ranging from 1 to fifteen minutes in length. The programs have all been placed by Alsop Radio Recording, Inc.

Certo Disk Series

General Foods Corp. (Certo) is placing a series of one-minute disks on an unannounced list of stations through Benton & Bowles Inc.

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.

A. & P. SLAPS RADIO FOR BANNING TALK

(Continued from Page 1)

explained that neither CBS nor the stations involved were notified of A. & P.'s intention to present controversial matter in its program, hence the radio people did not have time to inform the advertiser that such matter is barred under a policy in effect for many years. He added that WCAU would gladly give free time for speakers on both sides of the store bill. His offer was accepted, but after a spot had been scheduled for Saturday night the whole thing was called off by the company. Dr. Levy then went on the air Saturday and gave a full report on the controversy. He has now cleared the 6:30-7 p.m. spot for next Saturday on the three stations for pro and con speakers, one of whom is to be Governor Earle, speaking for the bill.

Networks Got 15.6% of 1935 Advertising

(Continued from Page 1)

ited to those which contract for space or other advertising media and place advertising of client on commission or fee basis. The 1,212 establishments included in the report showed \$405,888,000 billing to clients by agencies in 1935. Newspapers handled 37.7 per cent, magazines 26.5 per cent.

Borden News Series On Yankee Network

(Continued from Page 1)

five stations of the Yankee network (WNAC, WTIC, WEAN, WICC, WCSH). Program will be known as the "New England March of Time." Young & Rubicam, Inc., placed the account.

Kellogg Gets Houston Games

Kellogg Co. has purchased the radio rights to all the home and out of town baseball games of the Houston team in the Texas league. All broadcasts will be aired over KXYZ with Bruce Laver at the mike. N. W. Ayer & Son placed the business.

Did You Hear The Lombardos Introduce
I'M HATIN' THIS WAITIN' FOR YOU

Published by
HARMS, INC.
RCA Building - - New York City

ANNOUNCERS

BILL BIVENS, chief announcer of WFBC, Greenville, S. C., is back on the job after his New York honeymoon trip.

ALAN HALE, WISN announcer, in preparation for the coming Milwaukee Brewers baseball season whose games will be broadcast by WISN under the sponsorship of General Mills and Wadhams Oil Co., jointly, leaves for Biloxi, Miss., on April 1 to watch the Brewers train. He will return north with the team and will be at the microphone for the opening game on April 16. This is the second year that WISN has had the exclusive rights to broadcast the games.

ROBERT MURPHY, formerly with WDAY in Fargo, now announcing on KSTP, St. Paul. Bob is the younger brother of Pat Murphy, now an NBC dramatic star and formerly announcer with KSTP and production man at WEBC in Duluth.

BILL WIGGINTON, announcer and news commentator of WDG, Minneapolis, is recuperating in Abbott Hospital, that city, following an operation for abscessed glands.

DICK HARWELL of KABC, San Antonio, is recovering from an illness.

LEE KIRBY of WBT, Charlotte, is back on the job following an illness during which Robert Armstrong of Augusta filled in for him.

AL FELIX of WMAS, Springfield, Mass., has started airing a classical music program, "The Symphony Hall," telling about composers and their works, on Saturday nights.

AL FELIX, formerly of the announcing staff of WSPR, Springfield, Mass., has joined the staff of WMAS, Springfield.

WILLIAM TRAUM, 19, of WROK, Rockford, Ill., one of the youngest full-fledged announcers in the business, is also believed to be about the busiest. In addition to his regular announcing schedule from 10 a.m. to 4:30 p.m., he produces and handles nine different broadcasts, making a total of 43 programs a week, and also finds time to write a regular schedule of commercial announcements.

ERNIE SANDERS of WHO, Des Moines, has moved himself and the frau into a newly bought house at Oak Park.

CHICK KELLY takes over the Sunshine Sports shots at KYW, Philadelphia, Kirby Cushing having left for a fortnight at the training camps in Florida.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

March 30

Greetings from Radio Daily

to

Durelle Alexander



● ● ● After Sam Serwer left his Westchester home yesterday at 6 a.m. in order to meet Al Dubin and Harry Warren at the New York depot, he discovered that the songwriting duo from the coast were still in Chicago, being unable to comb local bandleaders out of their hair in time to catch the train... If the kidnapping orksters release the Warner Bros. ace songsmiths in time, they may arrive today to sign new contracts... Tony Martin replaces Fred MacMurray on the Hollywood Hotel show May 7... Nelson Eddy, Jeannette MacDonald, Werner Janssen's ork, Edgar Bergen with Dummy Charlie McCarthy (which we stated so long ago) with guests will take over the Chase & Sanborn spot in May... Zeke Manners replaces his nite show via WMCA with an afternoon spot starting today. Sponsor wants him to do an evening show via WNEW for one hour. (He also does a daily morning program).

● ● ● Photographer Murray Korman was boasting to Alice Dawn how grand a rummy player he was, so Alice played a game and wound up getting 50 pictures free!... Murray's planned radio show for the nets is taking shape... Ralph Kirbery is set for records at Mills... Just for the records: Collins and Peterson, old vaude team, are the originators of the "Today I Am A Man" line, having given it to Youngman during his Catskill Mountain era... Joe Haymes is covering the country with smart two-color advertising folders and "Skeeter" Palmer's folders in blue and black are popping up everywhere too.

● ● ● A. L. Alexander's tome on his Good Will Court now ready for publication will present 400 sure-fire case histories and answers with an introductory by one of the nation's leading law-enforcing officers that will make many lawyers sit up and take notice... Barry McKinley, who subbed on the Philip Morris show Saturday for Phil Duey, will have the spot permanently... Billy K. Wells wrote the sketches for this week's Minsky's Oriental revue... The bullet-holes in Bill Burton's hat were made by Martha Boswell over the week-end when she proved conclusively that she was a perfect shot. Bill claims he wasn't scared!... Joe Whalen left Sam Fox for Phil Ponce's outfit and will go to the coast with Fats Waller... Landt trio fades Sunday on the Hudson Coal show... Jean Ellington replaces Kathleen Barrie Sunday on the Fishface-Figsbottle airing.

● ● ● Hi Brown issued checks last week to his dramactors and they bounced back from the bank—because Hi forgot to sign his name to the drafts... Ralph Wonders will handle the Ambassador in Atlantic City again this year... Incidentally, he issued a rush call to Phil Regan on the coast to return here for a spot on the Ed Wynn show and the week of April 29 at the State... Frank Dailey goes into the Merry-Go-Round in Brooklyn and Jack Denny opens Tuesday at the Meadowbrook... Walter Cassel will do singing and acting parts from Warner pictures Monday nights via KFWB.

● ● ● RADIO DAILY'S Boston correspondent, Rudolph Bruce, won two thousand bucks as second prize in a newspaper contest and is planning a world cruise... Irving Sherman-Curtis & Allen have signed Rachel Carlay, who will quit the airwaves for pictures... A clause that Frances Hunt objects to in the picture contract is holding up her pen on a five-year ticket..

GUEST-ING

PHIL REGAN, on the Ed Wynn program, under arrangements made by Ralph Wonders and the Rockwell-O'Keefe office, May 1 (NBC-Blue, 8 p.m.).

DUSOLINA GIANNINI, on Ford Sunday Evening Hour, April 4 (CBS, 9 p.m.).

GERTRUDE BERG, on the Chase & Sanborn program, April 4 (NBC-Red, 8 p.m.).

MRS. FREDERICK FOX, on the "Listener's Scrapbook," tomorrow (WNEW, 2 p.m.).

BERT LYTELL, on the Bandwagon broadcast April 8 (CBS, 8 p.m.).

PEARL BUCK, on the "Treasures Next Door" series April 5 (CBS, 4 p.m.).

LARRY WHITE, on the Esquire broadcast today (WOR, 8 p.m.).

Lucky Drops "Sweepstakes"

American Tobacco Co. (Lucky Strike cigarettes) last week quietly discontinued its "Lucky Strike Sweepstakes" from its NBC and CBS programs. "Sweepstakes," which started out last fall to tabulate the leading 15 songs of the week with cartons of Luckies for all who picked the three top tunes, drew the most contest mail of any program on any network. The contest at its peak polled 5,000,000 entries weekly.

Sponsor received numerous protests from the music publishers who disliked certain features of the contest. No mention of the contest was broadcast on the CBS program last Saturday and it was unofficially stated that the contest had ended permanently.

Seed Program Gets Response

Rockford, Ill.—Leonard C. Condon, president of Condon Brothers Seedsmen, and past president of the American Seed Trade Association, is broadcasting an extended daily series of 5-minute talks on seeds and proper planting methods direct from his office over WROK here at 12:50 p.m.

In a test recently, Condon casually mentioned that he was giving a package of marigold seeds to anyone who would write him. The announcement was made during six broadcasts and replies were received from 46 towns in Illinois, eight in Wisconsin, and two in Iowa.

Kay St. Germaine at WCAE

Pittsburgh—Kay St. Germaine, formerly of the west coast, and the Dixie Demons head a new variety musical show opening tonight at 7:45 over WCAE and the Mutual net.

Yacobson Joins Agency

Chicago—Lew Yacobson, former production man with CBS here, signed by J. Walter Thompson to head local radio production. Dick Marvin assumes title of Radio Director to act in the supervisory capacity of creating new shows and assisting in sales of same.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

AND now there's to be a Caroline McCarthy.... Edgar Bergen has drawn up plans and specifications, and Charlie McCarthy, the original dummy, is being groomed for his broadcast, in about two weeks, with the expected bundle from the carpenter.... Barbara La Marr flies home to New Bedford for weekends.... Marion Martin has just added her signature to a document which arranges for her to replace Gypsy Rose Lee, according to Jack Eigen's Broadway Newsreel over WMCA tonight.... When Lady Wilkins, chanteuse wife of the explorer, goes Australia-ward, come this May, she'll be accompanied by Greek chanteur Jean Fardulli.... He has papers to prove he was protege of Basil Zaharoff for seven years.... Dorothy Crane to be succeeded by the "Sophisticates", a femme trio, with the Bernie Cummins ork....



The Rainbow Room will gild the Park Avenue lily when Countess Olga Albani adds her nightingale activities to the perfumed swankiness on June 2.... Cornelia Otis Skinner goes militaristic with a collection of Coronation uniform suits for her appearance at the Royal Haymarket in London during the royal festivities.... Carmen Castillo, wife to Xavier Cugat, and who adds vocalizing with the Cugat musical outfit to her other duties, will be guest of honor at a party at the Waldorf this week.... It's to celebrate their return from South America.... Wonder if niece, Margo, will be there!



George Hicks, NBC announcing lad who makes the trek with the "7,000 miles for 15 minutes broadcast" eclipse expedition, had to use rhetoric to get his wife's nod on the idea.... Last night's Cooking Show at the Grand Central Palace had for its M.C. none other than Frankie Basch, WMCA's "Roving Reporter".... Marion Cole will talk music with Met star Mario Chamlee today.... Celia Branz, NBC contralto, to debut on the Philly concert stage, April 20.... then, perhaps, Town Hall.... Charlotte Buchwald, the "Playgoer", has as her reparteeing guest today, Dorothy Hall of "Behind Red Lights"....

RADIO PERSONALITIES

No. 19 in the Series of Who's Who in the Industry

EDGAR THOMPSON BELL, secretary-treasurer of the Oklahoma Publishing Co. and general manager of its newspapers and radio station WKY as well as a substantial stockholder in KLZ, Denver, and KVOR, Colorado Springs. Twenty-two years ago Edgar Bell came to the Oklahoma Publishing Co. as advertising manager of the Farmer-Stockman. The success with which he handled that job, as he calls it, is reflected in the fact that he is now business manager of the Oklahoma Publishing Co. activities and that all three of its publications and radio stations are in the forefront in their respective fields. About a year ago WKY dedicated new studios. This culminated eight years of radio effort by Bell, who nourished WKY from meagre beginnings as a non-network local to an NBC affiliate that now boasts the best in radio for a regional station. In speaking of the future of radio, Bell says: "No one could view its future more optimistically than I. I feel there is a great future for this medium and, not being able to pierce the future to know what effect it may have on the printed medium, I am one newspaper man who will insist on our organization having a firm foothold in radio and keeping as nearly as possible abreast of this fast developing industry."



Preparedness is his motto

★ Coast-to-Coast ★

DON KNEASS, back in Portland, Ore., after an absence of six months during which he served KIRO, Seattle, and more recently as production manager of KMJ, Fresno, has signed with KOIN specializing on news broadcasts. He succeeds Richard Rand, who steps over to KALE to replace Allan Shepard, resigned.

Ernie Smith, sportcaster, is back at the KYA-CRS mikes in San Francisco after a three-week vacation in Mexico during which Dick Wynne filled in.

William A. Schudt, Jr., manager, and Dewey H. Long, sales manager, of WBT, Charlotte, are back from Atlanta.

William H. Voeller left Conquest Alliance Co. on March 11, according to C. H. Venner, president.

Charles "Whitey" Wallace, the young singing sensation of WJIM, Lansing, who recently scored on Al Pearce's Ford show in New York, has been taken to Hollywood by CBS artists Bureau.

George Frame Brown has written a play about a summer artists' colony.

Tommy Dunkelberger, who officiates at the organ for WHIO, Dayton, O., at 8:30 a.m. Monday through Friday, was invited to take a couple of bows in one of the institutional ads being run by the station in the Dayton News. The station's Annual Spelling Bee was the subject of another ad.

Carlton Weidenhammer, who is leaving WICC, New Haven, to join WOR as an announcer, will be given a farewell dinner tomorrow evening at the Hotel Stratfield, Bridgeport.

Amanda H. Barnes, dramatic director of WWL, New Orleans, is recuperating from an illness in Atlanta.

Bob Keneflick, Jr., son of the sports editor on a Syracuse daily, made his radio debut Sunday over WFBL, pinch-hitting for Leo Bolley's Veedol-Tydol sports program. Bolley is taking a two-week vacation visiting the baseball camps in the south.

Thomas L. Stix, co-producer of Pontiac's Varsity Shows, found the Girls' Glee Club at the University of Texas, Austin, where next Friday's program emanates, as attractive as a Ziegfeld Follies chorus. And talented besides. The April 9 broadcast will come from Vanderbilt University, Nashville.

Mimi Oppenheimer, the Girl Reporter of WOAI, San Antonio, is recovering from an illness.

Robert ("Believe It or Not") Ripley, who has been appointed honorary director general of the Greater Texas and Pan-American Exposition, will fly to Dallas for the opening on June 12.

Alex Buchan, sports announcer at WTMV, East St. Louis, has started a new sports program, "Sportshots."

ORCHESTRAS
MUSIC

EDDIE DUCHIN will resume his broadcasts over the Mutual network the week of April 4. He'll have two spots weekly.

Arnold Johnson initiates his vaudeville tour with an appearance at the Fox theater in Philadelphia, April 16.

Jos Venuti and his Ork broadcast twice daily over WWL and WPSU from the Blue Room of the Roosevelt Hotel in New Orleans.

Jimmy Joy and his musical aggregation to succeed Frankie Masters' band at the Continental Room of the Stevens Hotel, Chicago, effective April 1. They'll be aired via NBC.

Vincent Lopez has acquired a new vocalist, Grena Sloan, of "Stage Door." "Jubilee" and "Life Begins at 8:40."

The "Happy Sisters," NBC trio of vocalizing gals, appear nightly at Boston's Hotel Brunswick Casino.

Bob Crosby's recently signed contract with the West-Coast Palomar gives him considerable latitude. He's permitted to appear there at any time he chooses between the date of signing and March, 1938.

Columbia Concert Orchestra will be conducted by Leith Stevens during the "Musical Americana," all-negro program over the WABC-Columbia network Tuesday April 13, from 10:30 to 11:00 p.m.

Eddie Weaver's Friday eve dance music airings from the Hotel Taft, New Haven, will give way to a Thursday program at 11:20 p.m.

Henry King and Ork established a speed record while filling a movie assignment recently. They flew by United Mainliner from San Francisco, where they make music nightly at the Fairmount Hotel, to Los Angeles, where they plattered the scores of the new Grace Moore and Bing Crosby pictures, then returned to Frisco the same day.

ONE MINUTE
INTERVIEW

MARK WARNOW

"Tastes change because of economic conditions which control the sentiments of individuals. Thus wars and depressions produce entirely different demands for music. Radio has improved dance music because, since the application of the new microphone technique, instruments blend better, over-noisy rhythms are avoided and this good balance makes more pleasant listening."

FCC ACTIVITIES

APPLICATIONS GRANTED

WSGN, Birmingham. License to cover CP; 1310 kc., 100 watts, 250 watts LS, unlimited.

WGCM, Gulfport, Miss. auth. to transfer control to P. K. Ewing. 1210 kc., 100 watts, 250 watts daytime, unlimited.

WBBZ, Ponca City, Okla. Increase power to 250 watts, daytime.

WTFI, Atlanta, installation of new equipment and vertical antenna. Transmitter site approved.

WHDL, Olean, N. Y. Mod. of license to change name to WHDL, Inc.

WCAU, Philadelphia. Auth. to determine operating power by direct measurement of antenna input.

WNBF, Binghamton, N. Y., increase in day power to 250 watts.

KFRO, Longview, Tex., license to cover CP and Mod. 1370 kc., 250 watts, daytime.

WLAK, Lakeland, Fla. Auth. to transfer control to J. P. Marchant. 1310 kc., 100 watts, unlimited.

SET FOR HEARING

Gallatin Radio Forum, Bozeman, Mont. CP for new station. 1420 kc., 250 watts, daytime.

Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Glen E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime.

Harold F. Cross, Lansing, CP for new station. 580 kc., 500 watts, 1 Kw. LS., unlimited.

Robert E. Clements, Huntington Pk., Cal. CP for new station. 1160 kc., 250 watts, daytime.

John Stewart Bryan, Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Gerald A. Travis, La Porte, Ind. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

L. L. Coryell & Son, Lincoln. CP for new station. 1450 kc., 250 watts, 1 Kw. LS., unlimited.

Standard Life Insurance Co. of the South, Jackson, Miss. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

WGL, Fort Wayne. CP to make changes in equipment and increase power to 250 watts.

Phillip Jackson, Brunswick, Ga. CP for new station. 1420 kc., 100 watts, daytime.

WKBH, La Crosse, Wis. Auth. to transfer control of corp. to Harry Dahl.

The Enterprise Co., Beaumont, Tex. CP for new station. 1400 kc., 500 watts, unlimited.

APPLICATIONS DENIED

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

WDAS, Philadelphia. Mod. of CP. 1390 kc., 500 watts, 1 Kw. LS., unlimited.

APPLICATION DISMISSED

Howard A. Miller, Galesburg, Ill. CP for new station. 1500 kc., 100 watts, daytime.

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

Galesburg Printing and Publishing Co., Galesburg, CP for new station. 1500 kc., 250 watts, daytime.

EXAMINER'S RECOMMENDATIONS

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

Peryatel Bros. & Richard Beauchamp, Raton, N. M. CP for new station. 1210 kc., 100 watts, unlimited, be denied.

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

WBAX, Wilkes-Barre. Mod. of license to change hours of operation to unlimited, be granted.

WELI, New Haven. App. for change in power, frequency and hours of operation to 930 kc., 250 watts, 500 watts LS., unlimited, be granted conditionally.

Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime, be denied.

Baker Hospital, Muscatine, Ia. Auth. to transmit programs to Canada and Mexico be denied.

H. O. Davis, Mobile. CP for new station. 610 kc., 250 watts, 500 watts LS., unlimited, be denied.

Harold Thomas, Pittsfield. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited, be denied.

Radio Enterprises, Lufkin, Tex. CP for



"PARAMOUNT ON PARADE"

Sustaining

NBC-Red network, Sundays, 12-12:30 p.m. EST.

VARIETY PROGRAM FROM FILM STUDIO LOT MAKES A POOR START.

Loosely put together, the opening show of the Paramount Pictures studio series was far below expectations. Opening program was dedicated to the country's film exhibitors—who have been putting up quite a squawk about the competition they get from movie stars appearing on the radio. After a musical bit in which Phil Harris and his orchestra and the Albee Sisters took part the emcee or guide and his assistant, Lynne Overman and Mary Carlisle, were introduced. They killed a few minutes with some trivial dialogue, then gave way to Rufe Davis, who offered an entertaining routine of novelty musical stuff. Shirley Ross did some vocalizing from the "Waikiki Wedding" set. It was not made very clear how the guide happened to be visiting the set of a film that is already finished and being exhibited—although there was a brief remark about a foreign version. Bob Burns contributed a bit, and Boris Morros, producer of the program, came in for a few words.

Overman doubtless could have done a much better job if he had been given the material. Miss Carlisle didn't register. Musical background, with Victor Young conducting the studio orchestra, was good.

New BBC Transmitters

London—Of the three new transmitters being built at Daventry, each with 50 kilowatts power, compared with 15 kws. of the existing service to British possessions overseas, two are expected to be completed in time to broadcast the Coronation on May 12. Twenty-two new aerials are being erected.

British Broadcasting Corp. is tripling the power of its transmitters to the dominions and colonies presumably in an effort to combat the long-range ether propaganda guns of Italy, Germany and Russia.

new station. 1310 kc., 100 watts, daytime, be denied.

Red Lands Broadcasting Ass'n., Lufkin. CP for new station. 1310 kc., 100 watts, daytime, be granted.

Virgil V. Evans. CP for new station. 1420 kc., 100 watts, unlimited, be denied.

HEARINGS SCHEDULED

April 3: KDON, Del Monte, Cal. CP to change frequency and power to 1400 kc., 250 watts, 1 Kw. LS., unlimited.

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

June 4: KLO, Ogden. CP to increase power. 1400 kc., 1 Kw., 5 Kw. LS., unlimited.

"TO OUR MOTHERS"

Sustaining

WMCA-Intercity network, Mondays, 10:45-11 a.m.

SENTIMENTAL TRIBUTES TO MOTHERS THAT WILL PLEASE THE WOMEN.

Originated and conducted by Eve Hammer, lecturer, who has encountered many instances of motherly devotion in the course of her travels, this sentimental program suggests possibilities beyond those achieved in the initial broadcast. Four incidents were embraced in the first program, with a New York girl, a Hollywood film man, a girl from the recent flood region and a doctor taking turns at relating what they owed to the toil, struggles, bravery, etc., of their respective mothers.

No attempt made to dramatize the incidents, hence the effectiveness and appeal of the stories must depend on the narrating abilities of the individual speakers.

Potentialities for listener interest also are indicated in the invitation to dialer to send in stories of their own mothers for re-enactment in the series.

Remote Studio in Henderson

Henderson, Tex.—The radio studio in the Randolph Hotel here which came in for publicity through its work in the recent New London school disaster is linked with KOCA, Kilgore. Roy G. Terry, manager of KGKB, Tyler, and KOCA, recently entered into a contract with Ted Hudson to operate the remote studios here for KOCA. Hudson cooperated with KOCA and KGKB in the recent emergency relief work.

Poole Handling Television

Minneapolis—Henry Poole of the WDGY staff has been placed in charge of the daily 15-minute television broadcasts over W9XAT in the WDGY building.

Frank Blair in New Post

Greenville, S. C.—Frank Blair, formerly of WCSC, Charleston, and WIS, Columbia, has become program director of WFBC here. He succeeds Walter Knobloch, who moved to WOL, Mutual's station in Washington.

Holt Handling Foreign Disks

C. A. Jocelyn Holt has taken over the foreign department of Alsup Radio Recording, Inc. The foreign language transcriptions are intended for Latin-American consumption.

WROL Adds News Period

Knoxville—WROL has added a 10:30 p.m. news period, making eight daily. Claude Frazier and Harry Moreland take alternating nights.

COMMENTS

On Current Programs

"Story of Mary Marlin"

Switching to a new sponsor (Procter & Gamble, Ivory Flakes) and going on an extended schedule (NBC-Red, 12:15-12:30 p.m., and NBC-Blue, 5-5:15 p.m., Monday through Friday), "The Story of Mary Marlin" started off yesterday by giving a collection of flash-backs calculated to familiarize new listeners with the background of Mary Marlin. The resume, scripted by Jane Crustinberry, author of the serial, dealing with the married life of a young couple, consisted of about a dozen short scenes that served the intended purpose very nicely. Cast of the show includes Robert Griffin, Judith Lowry, June Meredith, Isabel Randolph, Ann Stone, Robert Barron, Arthur Kohl and Frances Carlon.

Ed Wynn

Most likely the worst hunk of material this comedian ever unloaded into the mike. No one expects a program to be funny in high at every performance, but this particular show on Saturday night (NBC-Blue) never got started and this in itself may have accounted for the unfunny aspect of the subsequent continuity. Wynn fluffed and painfully so, with the situation being saved to great extent by Graham McNamee. When Wynn falls into indelicate lines, and he does quite often, they are overlooked if a laugh follows; when there is no laugh the spot is a tough one. Charles Kullman, operatic singer was unusually good, and in fine voice.

Nash Speedshow

This 9 p.m. stanza on CBS slowed up perceptibly with the acquisition of Grace Moore, probably due to production and again probably due to uninteresting selection of songs for Miss Moore. Change of policy whereby the warbler has been added to the Floyd Gibbons-Vincent Lopez combination in place of pepped up variety style seems to be a distinct letdown if former shows of the series are held up by way of comparison. Saturday night is exactly a time for sleepy-time tempo.

Twin Stars

Switching to a Sunday spot and the CBS network, the National Biscuit program with Victor Moore and Helen Broderick was not a very spirited affair in its debut on this web. The comedy material was below par. Billy Gilbert and his sneezing specialty provided some of the best fun, and a girl vocalist was pleasing but had only one number. Lou Kosloff conducted the Buddy Rogers orchestra, which did itself credit. Rogers, now on his way back from England, rejoins the show next Sunday.



Joan Blaine south by plane with mother for a month's stay in Miami, instead of Palm Springs as originally planned. Will return to New York for new show—already signed for—handled by Bill Murray of William Morris N. Y. office.

Lum and Abner definitely set for Hollywood broadcasts in the future. Pair in Chicago for agency and sponsor conference setting everything for subsequent airings in quick time of four hours. Lord & Thomas handling.

Franklyn MacCormack, Jack Fulton and Karlton Kelsey poetic and musical show to take Friday night slot of Mortimer Gooch over for Wrigley when Gooch show leaves air on April 2.

Carroll Dickerson and his well known ork from the Cotton Club have taken to the air nightly over station WCFL at 10:30 p.m. CST.

Truman Bradley had his Easter dinner in Detroit with Mr. & Mrs. Cullen Landis. Landis was a movie celeb of the silent era.

Hugh Studebaker spent his holiday in Kansas City with his mother.

Bill Amsdell of the CBS drama "Sunbrite Junior Nurse Corps" signed with script sponsors to accompany Junior Nurses, Lucy Gillman and Helena Ray, to west coast this summer where girls' radio org will hold initial convention.

Dolores Gillen, feminine interest of Bob Elson's street interviews over WGN, signed for the movies by Joe Rubenstein, Warner Bros. talent scout.

Col. Roscoe Turner off on a flying trip to Burbank for Easter and back at NBC studios on Monday in time for his air show.

Gene Arnold and His Minstrel Troupe do a repeat guest appearance on the Alka-Seltzer National Barn Dance on Saturday.

Smiling Ed McConnell has purchased a nine-room house on a 30-acre plot in Elk Lake, Mich.—and a new motorboat to go with it.

"Virginia Lee and Sunbeam" radio drama of a Southern girl and a Negro mammy, featured in the past on WLS here, returns to the air over that station next Monday.

Patricia (Bachelor's Children) Dunlap back in Chi by plane after week in Hollywood.

Ruth (Girl Alone) Bailey was all set for a trip to Bermuda this week but forced to stay here when written in script of "Bachelor's Children"—in a broadcast part that had her taking a trip to Bermuda!

Margot Rebeil is WGN's latest star soprano soloist.

Rowena Williams, who first gained fame as winner of the CBS audition for Dick Powell's "Hollywood Hotel," will be presented as featured soloist with the Northerners octet over WGN today.

AGENCIES

LOUIS H. FROHMAN will join the Wales Advertising Co., Inc., as executive vice-president April 1. Frohman was formerly connected with the Frank Presbrey Co.

GLEN SHEARS, for the past ten years associated with Henri, Hurst & MacDonald Advertising Agency, Chicago, has joined the Chicago staff of Lord and Thomas.

BUCK GUNN, assistant head of J. Walter Thompson's radio department, has J. Morse Ely of the social register as assistant.

Fleischmann Disks For Latin-America

Alsop Radio Recording Inc. has completed a series of 15-minute musical and dramatic transcriptions for Fleischmann's Yeast Co. for Latin-America. These foreign language transcriptions feature dramatizations of the lives of the great composers. Transcriptions for Fintex Clothes of Cleveland, Saskasal Salts of Saskatchewan, Candycod, Peter Pan Salmon, Pioneer Minced Clams, Walk-over Shoes, Little Duchess Bluing and Kalms have also been cut.

A series of ten one-minute dramatic announcements for I. J. Fox of Boston, and another series of 180 one-minute dramatizations for the Samuel Stores have also been recorded by Alsop. The Dudley Lock Co. is in process of having a series of 5 minute dramatic and musical transcriptions cut by Alsop.

More Sets for Chinese Schools

To supplement the 2000 radio sets now installed in the schools of China the Ministry of Education has ordered the distribution of an additional 5000 receivers to schools, according to a report to the Commerce Department from the American Commercial Attache, Shanghai. The Central Broadcasting Station at Nanking has been instructed to furnish daily broadcasts on educational and scientific subjects, the report states.

Philly Record Takes Show

Philadelphia — The Philadelphia Record, morning sheet, is making use for the first time its swap deals with WIP to provide a live talent program. Paper takes over the "Philadelphia Parade of Events," half-hour dramatization of local news following a "March of Time" pattern. Program has been heard sustaining over WIP on Saturdays for the past two months, a product of Edward Wallace, station's production director.

Health Series Changes Time

"Your Health" series, aired as a sustaining show over the NBC-Blue network Tuesdays, 5-5:30 p.m., will move to a 4-4:30 p.m. spot on March 30, and will continue to be heard at that hour in the future. Program is presented by the American Medical Association.

WHO READS RADIO DAILY

- ★
- STATIONS
- SPONSORS
- STARS
- ADVERTISING AGENCIES
- RADIO EDITORS
- MUSIC PUBLISHERS
- RADIO ENGINEERS
- PROGRAM PRODUCERS
- TALENT AGENCIES
- MOTION PICTURE EXECUTIVES
- EQUIPMENT MANUFACTURERS
- SONG WRITERS
- BAND LEADERS

EVERY DAY



NEW BUSINESS

Signed by Stations

WFIL, Philadelphia

J. S. Ivans Co. (cakes), 12 spots weekly, 40 weeks, through Harkins Agency; 7 Up (drink), one spot weekly, 13 weeks, through Philip Klein Agency; Bachman Chocolate Mfg. Co., baseball scores, through E. W. Helwig Agency; Lever Bros. (Spry), 5 spots weekly, 52 weeks, through Ruthrauff & Ryan; Procter & Gamble (Lava soap), 21 spots weekly, 13 weeks, through Blackett-Sample-Hummert; Silver Suds Co., thrice weekly participation in Women's Club, through Dorsey Agency; Sure Laboratories (foot salve), 18 spots weekly, 13 weeks, through Selviar Broadcasting System; Dr. School (foot comforts), thrice weekly participation in Women's Club, 27 weeks, through Donahue & Coe.

WBT, Charlotte

Fine Products, Augusta, Ga. (candy), 15 spots, through Rawson-Morrill Inc., Atlanta; Ford Motor, 60 spots, through Eastman-Scott Co., Atlanta; DeVoe Reynolds Paint, 13 five - minute disks; Rexall, five 15 - minute disks; Roi-Tan Cigars, daily time signals, 13 weeks; Sherwin-Williams Paint, five weekly spots, 13 weeks; Studebaker, half-hour daily disk; Procter & Gamble (Camay soap), 20 spots, all through Radio Sales; Webster - Eisenlohr (Cinco cigars), seven weekly time signals, 13 weeks; Chrysler, 12 spots, through Lee Anderson Adv. Co.

WJR, Detroit

For placement on WJR, Detroit, Cal-Aspirin is having WBS take off the line recordings of its "Painted Dreams" program on Mutual. Series began yesterday and will be heard Mondays through Fridays. Blackett-Sample-Hummert Inc., Chicago, has the account.

WNEW, New York

Spry (shortening), spot announcements, daily for 52 weeks, spotted during the "Make-Believe Ballroom." Ruthrauff & Ryan is the agency.

KFWB, Los Angeles

Farleys (men's outfitters), Gold Star Rangers, two hours daily, 52 weeks; Western Auto Supply, "Outdoor Reporter", 15 minutes, 26 weeks.

WBRY, Waterbury

Reymond Baking Co., five-a-week five-minute disks, "Belle and Martha", on a 200-time schedule.

WSPR, Springfield, Mass.

Stickney & Poor Spice Co., weekly Wednesday five-minute series, "The Life of Spice".

KJBS, San Francisco

Mission Merchants Ass'n, 10 a.m. edition of "News While It Is News", announced by Hubert Gagos.

☆☆ *Los Angeles* ☆☆

CARLTON KaDELL, NBC announcer on the Amos 'n' Andy show, was sold by the NBC Artists Bureau to National Biscuit Co. to announce the Twin Stars show when it went CBS on Easter Sunday. This is KaDell's second big break in recent weeks, his first having been the chance to announce the Dodge disk series of 13 soon to be put out by Ruthrauff and Ryan on 300 stations, coast to coast.

Lewis Allen Weiss, Don Lee net chief, talked on "Local Station Management" as principal speaker for Los Angeles Ad Club's radio day lunch on Friday. Syd Dixon, NBC Los Angeles sales chief, was chairman of the program, which included a television demonstration by Harold Lubcke, Don Lee.

All of J. Walter Thompson agency's Coast shows will stay on the air during the summer months, without change of principals. Bing Crosby and Bob Burns, on Kraft program, will each take a short vacation, but not at the same time. Other shows include Lux Radio Playhouse, the new Nash-Lafayette program and Chase and Sanborn "Do You Want to be an Actor?"

Young & Rubicam announce that their audience survey for the night Jack Benny and Fred Allen appeared together show that 95.5 of the listening public were tuned in.

Two hundred special guests sat at lunch tables, ate spaghetti dinner in KFAC studio at last week's premiere broadcast of Superio Spaghetti's new variety show which launched Jimmy Tolson as an m. c. Tolson started in the movies a few years back as boy singer under United Artists contract, has been singing on an increasing number of local programs lately, and looks like a comer. His good singing voice and ability to put a song over takes second place to an easy, pleasant hosty style running a show. Advertising Arts Agency's Art Richards producing, Tolson and Mel Blanc, comic of the show, writing it. Camille Soray, Three Blues and Gino

Fred Liggett Back on Job

East St. Louis, Ill.—Fred Liggett, veteran radio engineer who installed WTMV's transmitter, serial, and studio equipment, resumed his duties as chief of WTMV engineers yesterday after a forced absence of more than a year. Laid seriously low by pneumonia and a resulting lung infection in February of 1936, Liggett has spent the intervening months in hospitals in St. Louis and in Denver, Colorado and has spent the last 4 months in Florida's sunshine recuperating from the illness. Alfred Lee Bergtold has been acting chief during Liggett's absence.

Severi's ork furnishing music. Bob Swan announcing.

Penny Gill, secretary on the Jack Oakie Camel program, is screen testing for Gordon Wiles, Columbia studio.

Silverwoods department store using "I Love You California" as theme song for its new Short Story Playhouse series on KECA. Song, which is practically official state tune, written by F. B. Silverwood, founder of the store. Lila Lee back at head of cast, after a week out.

Ed Petry, of Petry & Co., N. Y., national rep for KFI and KECA, making his semi annual visit to the two Earle C. Anthony stations.

Ken Murray will celebrate the launching of his new Campbell Soup program with a broadcast party and informal cocktail reception backstage after the 8:30-9 p.m. show tomorrow.

Hollywood Hotel program for April 16 will go on the air from sound stages on the RKO lot, doing scenes from the new Gershwin picture, "Stepping Toes." Ginger Rogers set, other players to be added.

Electro-Vox Recording Co. has begun waxing a 26 episode serial for kids which the makers will release through their own selling organization. Serial is titled, "Tommy Parker, G-Scout," written by Virginia Lynn, directed by Avery Cullen, starring a new boy "find," Bobby Bollinger. Bert B. Gottschalk, Electro-Vox head, aiming at Parent Teacher and Women's club endorsements, as serial was inspired by their recent pleas for more child radio entertainment which would have action enough to suit the healthy youngster's yen for it, and which would get the action without glorifying crime.

Frank Bull, member of the Allied Advertising Agency and veteran sports announcer of Southern California, is starting a new sports comment feature to go nightly except Tuesday and Sunday on KHJ. Program being approached by possible sponsors.

New Manager for KCMC

Texarkana, Ark.—Foster W. Fort, formerly with KABC, San Antonio, has been named manager of KCMC here.

Big Audience for McCann

When Alfred W. McCann announced over WOR that tickets were available for the first time for a McCann Broadcast, more than 5000 requests were received and filled in two days.

The broadcast will take place in the Grand Central Palace tomorrow. The event is the finals of the Women's National Cooking contest under the auspices of the Arts and Industries Exposition.

PROMOTION

Barn Dance Picture Book

The second annual Iowa Barn Dance Frolic Souvenir Pictures Book, issued by WHO, Des Moines, came off the press last week. Its bright covers, decorated with humorous conceptions of Sunset Corners Opry House and cartoons of some of its nationally famous performers, open to disclose 30 pages of pictures and descriptive information about the Barn Dance Frolic, the artists who make the Barn Dance a favorite with millions of listeners, the announcers, producers and engineers who put the show together each week and then send it out to radio listeners all over the country. The lithographed book sells for 25 cents.

Pontiac Contest

In a radio contest started yesterday on its CBS "News Through a Woman's Eye" program, the sponsor offers five new 1937 Pontiacs for the best 100-word letters submitted on the subject "Why I Think the 1937 Pontiac Is America's Finest Car." Next 10 best letters receive \$100; next twenty \$50; next twenty-five \$20; next thirty-five \$10.

Official entry blanks can only be obtained from Pontiac dealers, and blank must be endorsed with the dealer's name. No contestant can enter unless he has taken a ride in a new Pontiac. Contest closes midnight, May 31.

Amateur Guest Commentator

Tydol Associated Oil Companies adds an amateur guest news commentator daily on its noonday news period over WFIL, Philadelphia. Sponsors four shots daily over station. Tyro is only given 30 seconds of the quarter hour to spiel about what he thinks is the most interesting item in the day's news. Guests are taken on for the asking and given an expensive pocket wall set for the effort. Giveaway has his name and address inscribed thereon with a notation that he is a qualified "WFIL Tydol News Reporter."

Exploit KSTP Transmitter

St. Paul—In an effort to further publicize its new \$300,000 transmitter, KSTP this week followed up an informal air tour of its studios with a half-hour stunt direct from the new installation. The broadcast was simplified and kept in non-technical language. Among those on the scene for the broadcast were Hector Skifter, technical supervisor, and Lester H. Carr, chief engineer.

Comparing Showmanship

Newest promotion piece from NBC touches on the P. T. Barnum type of showmanship, comparing the famed showman's "cherry colored cat" with the network counterpart, "the singing mouse." Good piece of work, with the cover of the pamphlet being done in mauve colored velvet paper, simulating mouse fur, neatly aided with art work.