



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 36

NEW YORK, WEDNESDAY, MARCH 31, 1937

FIVE CENTS

Radio Research Report By June 1

6 CANADIAN STATIONS ADDED BY WEED & CO.

Weed & Co., station representatives have added six more Canadian outlets to their roster, making 10 in all for which they act as American reps.

Deals are effective forthwith and the stations are: CKY, Winnipeg, 15,000 watts; CKKX, Brandon, Man., 1000 watts (both these stations owned by Manitoba Telephone Co.); CKCK, Regina, Sask., 1000 watts, owned by Regina Leader-Post; CFAC, Calgary, 100 watts, owned by Calgary Herald; CJCA, Edmonton, 1,000 watts, owned by Taylor & Pearson Broadcasting Co., Ltd., and CJOC, Lethbridge, Al-

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34 Accounts Signed By WOAI, San Antonio

San Antonio — Business has been booming at WOAI, with 34 accounts signed recently. National and out of town contracts include Oneida (Tudor Plate), Buffalo; Devoe & Reynolds Paints, New York; Locke Nursery, New Braunfels; Studebaker, Fort Wayne; Olde Time Religion, Fort Wayne; Hoover Liniment, Carlisle, Ind.; Gardner Nursery, Sioux City, Ia.; Chevrolet, Detroit; Nchi, Macon, Ga.; Alaska Pacific

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Studebaker Launches WBS Test Series

Chicago — Studebaker Sales Corp., South Bend, Ind., has started a new series of half-hour WBS transcriptions on a limited number of stations in a test campaign. Richard Humber and his orchestra are featured on the programs. Campaign is slated for expansion after test proves successful. Rochc, Williams & Cunningham Inc. has the account.

WBAL Signs Pimlico

Baltimore — WBAL has signed exclusive airing of the Pimlico 15-day racing season, starting April 19. American Oil Co., through Joseph Katz agency, has bought all races on Preakness Day, May 15, when a four-hour broadcast including studio variety talent will take place, WBAL feeding it to WMAL, Washington, and the NBC-Blue network. Clem McCarthy of NBC will be at the mike.

PREPARING CAMPAIGNS FOR MAGAZINE GROUP

Official Detective Magazine, member of the Guide Group which includes Radio Guide and Screen Guide, will shortly begin a series of transcribed programs over the following stations: WELI, WCAO, WORL, WSAR, WCAP, WOV, WGNY, WNBX, WDEV, WLVA, WPHR and WHIS. Disks are now being cut in Chicago and will consist of stories being carried in the current issue of magazine.

Publishers announced at the same

(Continued on Page 8)

Woodbury Announces \$100,000 Contest

J. H. Woodbury Inc., Cincinnati (facial soap), on April 12 will announce a \$100,000 letter writing contest over its afternoon program, "Follow the Moon," on the NBC-Red network. Listeners will be invited to

(Continued on Page 7)

P & G Using 100 Stations In Camay Spot Campaign

CRA Deal with WLW Is 5 Hours Weekly

Consolidated Radio Artists Inc. deal with WLW calls for the former to buy 10 half-hours weekly for sustaining bands. First band from New York will probably be the Rudolph Friml Jr., opening tonight at the French Casino here. Don Bestor is now being heard out of the Netherland-Plaza Hotel, Cincinnati, the

(Continued on Page 8)

Field Tests Now Under Way for Data on Coverage and Listening Habits of Nationwide Audience

WBNX APPEALS TO NAB ON TITLE DUPLICATION

The long troublesome topic—the duplication of program titles by radio stations—has been placed in the lap of James Baldwin, managing director of the NAB, in a letter filed with the NAB yesterday by W. C. Alcorn, vice-president and general manager of WBNX.

Station claims that two months ago it started a series of programs under the title "Rackets" and within the past week another New York station (WOR) started a series called "It's a Racket." Both programs are

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Television Institute Advertising on Radio

First radio advertised television course, airs on WMCA at 8:15 tonight as one of two spots bought on the outlet by the Massachusetts Television Institute. Time bought through N. W. Ayer & Son, Inc., is for two 5-minute spots weekly, the second spot on WMCA being heard tomorrow at 6:25 p.m. Course advertises mail or personal instruction in television angles.

M.T.I. has offices in RCA building and has heretofore advertised in this area in local dailies.

Paul F. Peter, secretary of the Joint Committee on Radio Research, will submit his report on "methods to determine the radio coverage and listening habits of the radio audience" to the Joint Committee by June 1, it was learned yesterday.

Field tests are now going on and it is expected that all data will be complete by the end of next month. If the committee, composed of five members each from the AAAA, ANA and the NAB, approves of the report, the next step might possibly be the formation of a permanent operating bureau to carry out the work. Bureau would be supported by the medium as a whole. Final

(Continued on Page 3)

NBC Orchestra Buildup For Toscanini Concerts

NBC will bring its symphony orchestra to full strength, preliminary to the 10 concerts to be conducted by Arturo Toscanini, with the job entrusted to Dr. Artur Rodzinski, at the request of Toscanini. To this end, NBC will have Dr. Rodzinski tour the country for the best available symphony men and offer them 52-week contracts.

Rodzinski will conduct at least 10

(Continued on Page 7)

K. K. Hansen Joining Comer Agency as V.P.

K. K. Hansen has resigned as head of the Rockwell-O'Keefe Inc., radio and advertising departments, effective April 24, to become vice-president in charge of New York offices of the

(Continued on Page 7)

WOR Coast Sales Rep

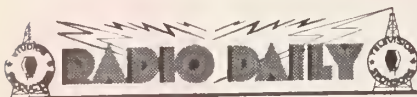
Appointment of Edward S. Townsend as WOR west coast sales representative was announced yesterday by Alfred McCosker, president. Townsend will act in a similar capacity for WGN, Chicago, a Mutual network affiliate. Townsend, who has been selling advertising in publications and radio on the coast, will have offices in the Russ Building, San Francisco.

Thomas to Coronation

Lowell Thomas, NBC commentator, is expected to sail in about two weeks for London to cover the Coronation. In addition to some broadcasts via short wave, Thomas will cover the event in his capacity as editor of Fox Movietone News. Truman H. Talley, head of Movietone, will accompany Thomas. Substitute on Thomas' Sunoco program not yet set.

P. & G. is also using spot announce-

(Continued on Page 5)



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JOHN W. ALICOATE : : : Publisher

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

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RADIO EDITORS' FORUM

First of a series of expressions by the leading radio editors of the country on the general subject of broadcasting.

By MAX HALL

Daily Georgian-Sunday American, Atlanta, Ga.

MY views on the principal needs of the broadcasting industry are as follows:

(1) MORE EMPHASIS ON PRODUCTION. A well-produced radio show is a joy indeed, and far too many are shabbily produced. Some programs are ragged as though thrown together in haste, but the most common fault is lack of balance and lack of unity.

Talent is not nearly so important as production, but sometimes it seems to be given the edge by broadcasters. I hear "big name" shows that are poor, even though the "big names" themselves are okay. On the other hand a show with no expensive talent may go over like a million if it is planned by a showman with a sense of balance and whipped into shape by a director with a sense of timing.

To be a real hit a show must have some kind of warmth, or flavor, of its own—a sort of aura that is recognizable, so that when it comes on the air the listener has the real feeling an old friend has entered his home. No excellence of talent alone can cause this feeling. "The Magic Key" has the tops in talent, but you don't notice it winning any radio editors' polls. You don't often think of this program as a whole, but

merely of certain stars you have heard on it.

(2) LESS EMPHASIS ON STUDIO AUDIENCES. At this distance from the broadcasting centers, it is obvious that a large number of radio producers are allowing their minds to be confined in one city, even in one studio, instead of taking in the wide audience of radio listeners, who, sitting in their homes, do not care whether a small group of people in New York or Hollywood is having a good time or not, but desire only to be entertained by what comes out of their loudspeakers.

I don't necessarily wish to eliminate studio audiences entirely, and I agree that a studio audience can add effective atmosphere by laughter and applause (not too much of either). But I think actual CATERING to studio audiences by comedians, who forget they are no longer on the vaudeville stage, not only is illogical in an industry that is supposed to be producing RADIO programs, but also is downright near-sighted and stupid.

We frequently hear a burst of laughter entirely unjustified by anything heard on the air, and that, I think, is absolutely the height of something or other. Broadcasters should never lose sight for a second of the fact that WHAT GOES OUT ON THE AIR WAVES is of paramount importance, dwarfing all other interests.

COMING and GOING

BUDDY ROGERS arrives on the Bremen this afternoon and flies to the coast tomorrow.

R. H. GRANT, vice-president in charge of radio, General Motors Corp., arrives in town today. Probably set the General Motors Sunday Concerts summer show.

SAM PICKARD, lessee of WGST, was in and out of town yesterday. Returned to Miami Beach.

ALLEN SIMMONS, manager of WADC, is in town for a look-see.

H. J. BRENNEN, owner of WJAS, and R. M. THOMPSON, commercial manager of the station, arrived in town yesterday aboard the Aquitania after a three week cruise.

GEORGE STORER, owner of WSPD, WWVA, WWMN, in New York on a business trip.

WILLIAM A. SCHUDT, JR., general manager of WBT, Charlotte, is in New York on a week's business trip returning Saturday.

A. J. KENDRICK, vice-president of WBS's Chicago office, is visiting New York headquarters.

BILL HOPPE, WBS station relation manager, left New York for a two week trip through Texas and other southwestern stations.

JOHN E. LOWRY, general manager of the Manitoba Telephone Co., owners of CKY, Winnipeg and CKX, Brandon, returned to Winnipeg after spending a few days in New York where he observed local radio and telephone conditions.

MARY LEWIS sails today aboard the Aquitania for Europe.

MARY BOLAND has left the Lombardy here for Hollywood after appearing as guest star on a few shows.

JUDY CANOVA, her sister and brother, ANNIE and ZEKE, left for Hollywood to appear in Jack Benny's picture "Artists and Models".

FRANK SOMERS, CBS engineer, arrived back in New York after a trip to the Carolinas.

DICK FISHELL, WMCA special events director, arrives tomorrow from his Florida vacation.

WARNER BRIDGES of WEBC, Duluth, is spending a few days in New York and is stopping at the Waldorf.

ADELE RONSON of the cast of NBC's serial, "John's Other Wife", sails Saturday on the Queen of Bermuda for a ten-day vacation.

FINANCIAL

(Tuesday, Mar. 30)

NEW YORK STOCK MARKET

	High	Low	Close	Chg.	Net
Am. Tel. & Tel.	170 ⁷ / ₈	170	170 ⁷ / ₈	+	⁷ / ₈
Crosley Radio	24 ¹ / ₄	24 ¹ / ₄	24 ¹ / ₄	+	¹ / ₄
Gen. Electric	58 ¹ / ₂	56 ³ / ₈	58 ¹ / ₄	+	1 ⁷ / ₈
North American	27	26 ¹ / ₂	27	+	¹ / ₂
RCA Common	11 ¹ / ₄	11	11 ¹ / ₄	+	¹ / ₄
RCA First Pfd.	76 ¹ / ₂	76 ¹ / ₂	76 ¹ / ₂	+	³ / ₈
RCA \$5 Pfd. B	(75 Bid)				
Stewart Warner	19	18 ³ / ₄	19		
Zenith Radio	34 ¹ / ₄	34	34	-	¹ / ₄

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 ⁷ / ₈	16 ⁷ / ₈	16 ⁷ / ₈		¹ / ₈
Majestic	4 ¹ / ₈	4 ¹ / ₈	4 ¹ / ₈		
Nat. Union Radio					

OVER THE COUNTER

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

Prall Among Speakers At Democratic Meeting

Chairman Anning S. Prall of the FCC, Postmaster-General James A. Farley and Senator Robert F. Wagner will be principal speakers at the meeting and entertainment of the Featherston Democratic Club of Tompkinsville, S. I., on Saturday, with an airing over WMCA at 8:30-9:30 p.m.

Entertainment program will include Yvette Rugel, Eleanor Sherry, Sid Gary, Howard Doyle, J. C. Flippen, Harriet Brent and others.

F. W. Bryant Joins WBS

Chicago — F. W. Bryant, formerly with McCann-Erickson Inc., has joined the WBS station relations department.

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway MEd. 3-1270 New York

Pre-Season Ball Games Broadcast from KRGV

Weslaco, Tex.—Baseball fans in the Lower Valley Grande territory had their first spring baseball a few days ago, when the St. Louis Browns came down from San Antonio to mix with the Kansas City Blues of the American Ass'n, with KRGV here broadcasting the game. Jack Drake, KRGV sports announcer, and I. S. Roberts, merchandising manager who formerly handled Texas League games for KPRC, Houston, comprised the staff in charge of airing the game. They also will handle the Philly Athletics vs. Toledo Mud Hens game on Friday.

The K.C. and Toledo teams chose Lower Valley Grande as their training grounds this season. Valley citizens are working to attract other teams here.

Ninth U. S.-NBC Show Goes on Air April 25

A new series, "A Trip to Our National Parks," making a total of nine weekly programs broadcast by NBC in cooperation with the U. S. Government, starts April 25 at 3-3:30 p.m. over the NBC-Red network.

Young Artists Series Is Revived on WDGY

Minneapolis — The Young Artists Series, a big success during a 13-week run last fall, has been put on the air again at WDGY by Edward P. Shurick, assistant general manager of the station. Talented artists are invited to appear on the program, one at a time, with the public invited to write in and request a return program. If the mail is sufficient, the artist is put on the air again. At this time, the public is asked if they would like the artist have a program of his own. If the mail in answer to this request is large enough, the artist is given a program.

Shurick states the plan is an excellent method of building a group of sustaining programs that have the approval of the public. It also arouses interest among the public in giving the young artist a start in radio.

From the series last fall came such programs as "Mildred Johnson and her Mildredettes," "Bernadine Peterson and her Bouquet of Melodies," "Dorothy Dorum from Melody Land" and others.

Series is being aired Tuesdays, Wednesdays and Fridays at 7 p.m. under Shurick's personal direction.

Coming Events

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

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

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

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

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

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

VIC RATNER ADDRESSES CBS STATION MANAGERS

At a luncheon held at the Hotel Ambassador yesterday, Victor Ratner, CBS sales promotion director, discussed 1937 advertising plans with managers of CBS owned stations and members of Radio Sales Inc.

At the meeting were Harold E. Fellows, manager of WEEL; William A. Schudt, manager, WBT; K. W. Husted, commercial manager, WCCO; Arthur Hayes, manager of the Eastern division of Radio sales; Kelly Smith, manager of Radio Sales, in from Chicago; Howard Meighan, Stephen Fould, Radio Sales staff, and Ed Reynolds, director of the owned and operated sales promotion department.

Smith will remain in town for two weeks, Schuldt returns to WBT the first of next week, and Fellows goes back to Boston on Thursdays.

Chamberlain Brown In Series on WMCA

Chamberlain Brown, who recently concluded a 26-week series of half-hour variety programs on WINS, starts a new show on Monday at 3:30 p.m. over WMCA. Drawing upon the extensive name talent available through his theatrical management office and his Broadway associations, Brown's first program will have Fritz Scheff, Ann Nichols, Marcus Griffin, Fred Hillebrand, Herman Yablokoff, Goeta Ljunburg and others.

Michelson on Tour

Charles Michelson, eastern manager of Earnshaw Radio Productions, leaves April 5 on a tour through the east and south with Earnshaw's new 1937 transcription releases.

ANNOUNCERS

JOHN JAEGER, WNEW staff announcer, has been selected to replace Kenneth Roberts on the Saturday night CBS Phillip Morris broadcasts. Roberts is currently appearing in a Broadway production. Jaeger will continue with his WNEW commitments.

KEN HIGGINS, recently of the announcing staff of KFRC, San Francisco, and before that with KYA, is back in the Hearst group again, having joined the announcing staff of KEHE, Los Angeles.

HOWARD BROWN is the newest addition to the announcing staff at WIP, Philadelphia, coming over from WHAT.

MAURICE HART, who has just celebrated his first anniversary as an announcer for WAAT, Jersey City, has been appointed chief announcer.

JOHN JAEGER, youngest WNEW announcer, who has been with WNEW since the station opened, won the right to replace Kenneth Roberts on the Philip Morris program in competition with three CBS announcers.

NEW PROGRAMS—IDEAS

New WLTH Educational Series

"Interviews With the Past", second of WLTH's educational script series prepared by the Office of Education of the U. S. Department of Interior, has been launched in cooperation with the Dramatic Group of the Henry Street Settlement. Each week the Settlement group conducts an "interview" with a famous figure of history. Napoleon is on the program at 11:15 tonight.

First WLTH educational series, "Answer Me This", is now in its fourth week and building up considerable mail.

Broadcasts from Park

Denver — Broadcasting from city park, and inviting youngsters in particular to be present at the broadcasts, KLZ expects to add to its fans hundreds of children this summer. And by putting some of the youngsters on the air from the park they expect to add to their adult dialers parents who will be listening for their children's voices. KLZ will broadcast

5 Educational Programs Added by KLZ, Denver

Denver—KLZ is airing five broadcasts a week by remote control from the adult education department of the WPA. The department will write the script, and the broadcasts each day of the week will be the same as the previous week. Subjects that will start will be "Music Appreciation," "English Pronunciation and Book Review," "Social Courtesy," "Folk Songs of All Nations" and "First Aid in the Home."

WGCM Additions

Gulfport, Miss.—Three announcers, a new engineer and a daily news broadcasting period have been added to WGCM, serving the Biloxi-Gulfport, Miss. area. The new announcers are Jimmie Haslett, Biloxi; Ellis O'Neil, Gulfport; Eddie Carnes, Gulfport. Hartford Trosper is the new chief engineer. In addition to a 15-minute news broadcast furnished by Transradio and sponsored by Philco dealers, station officials claim they have added about four hours daily of live talent programs broadcasting from the Gulfport studios.

Lawrence Marks with A.N.S.

Lawrence Marks, radio writer and production man, is now affiliated with American News Service. He will do a radio column for the news outfit, in addition to his script writing for Star Radio Programs Inc.

Girl Announcer at WOW

Omaha — Creighton University of the Air, on WOW, 4:30-4:45 p.m. Fridays, now is using a girl announcer. Regina McDermott, a junior in the college of journalism,

every Saturday from points of interest in the park, such as the bears' cages, bird lake, monkey island. In bad weather, broadcasts will be held from the Colorado Museum of Natural History in the park.

Early A.M. Reverse Quiz

Dave Tyson, who handles the "Musical Clock" every day 8-9 a.m. over WFIL, Philadelphia, has hit upon an attention getter for the early birds. Started it as a gag when the engineer couldn't get the record on the turntable in time, and now it is consuming the major portion of the hour. Tells listeners to "try and trick me," bragging that he can answer anything and everything, and listeners figure this is a good chance to get even with radio announcers. Everybody seems to be anxious to call his bluff with the net result that program's mail response is terrific. Most of the questions are of the riddle variety, mostly pulled out of a Joe Miller. And Tyson picks his answers from the same source.

Carolina Cup Race Aired For First Time by WBT

Charlotte, N. C. — Carolina Cup Race at Camden, S. C., was aired for the first time Saturday by WBT. Dewey Long, sales manager of WBT, Program Director Charles Crutchfield, Chief Engineer J. J. Beloungy and Engineer Tom Whitman went to Camden to handle the broadcast of the noted event. Frank Somers, CBS engineer from New York, came down to assist in handling the short wave equipment.

Geo. Heid Joins KDKA

Pittsburgh — George Heid joins KDKA tomorrow as staff artist and to assist in handling production of Artist Service acts for radio and personal appearance work, it is announced by H. A. Woodman, general manager of KDKA.

Besides a long theatrical background, Heid formerly was with KVOA, Tucson, and KQV here.

Tito Guizar in Concert

Tito Guizar, Mexican tenor star of CBS, has been signed for a concert appearance at Carnegie Hall on April 20. He will be supported by the Metropolitan String Ensemble of the Metropolitan Opera Orchestra. Guizar is expected to return to New York from Miami Beach next week. He is now heading an entertainment bill at the supper room of the Roney Plaza Hotel.

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.

RADIO RESEARCH GROUP REPORTING BY JUNE 1

(Continued from Page 1)

report to the committee will not be released for publication, declared Peter.

Peter is not working on any radio ownership figures this year and no revision of the county breakdown figures, released in 1936, is contemplated.

In forming an operating bureau the committee does not intend to compete with the Cooperative Analysis of Broadcasting or the Clark-Hooper radio popularity surveys. Peter pointed out that these two organizations list the comparative ratings of programs on the air which is outside the committee's field. Committee is primarily concerned with the development of the basic methods for computing radio coverage and the listening habits of the radio audience for the whole broadcasting industry.

Deane Long Taking Leap

Frederick, Md. — Deane Long, assistant program director and publicity director of WFMD, will say "I do" in the near future to Caroline Hahn of this city. Long, whose home town is Somerset, Pa., came here via WTBO, WNBO and WEBR.

AGENCIES

EVERALL BROUGHTON has resigned from the New York office of Jerome B. Gray and Co. to establish an agency under his own name. Broughton has purchased the accounts that he personally sold and serviced and will take same to new agency.

B. ALLAN RAVED, formerly associated with the Gardiner-Rothschild advertising agency, has joined Edwin M. Phillips & Co. as production manager.

J. SAVINGTON CRAMPTON has resigned from J. Walter Thompson agency to accept executive position at William Esty agency. Cal Swanson replaces Crampton in New York.

MONROE F. DREHER INC., Newark and New York, has been appointed to handle the Affiliated Products Inc. (Kissproof and Outdoor Girl cosmetics) account.

"BARON MUNCHAUSEN"

**JACK
PEARL**

RALEIGH and
KOOL CIGARETTE:

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

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



CLARK DENNIS, NBC Chi tenor, flies to New York on Saturday to do Chevrolet recording with Rubin-off ork. Dennis is heard here in his own programs and also on the Coca-Cola Breakfast club disks. He will return April 6.

Ken Robinson, author of NBC's "Dan Harding's Wife," back in the local studios after several days in St. Joseph, Mo.

Hal Totten, vet sports announcer of NBC, doing series of airings for the makers of Twenty Grands, over WMAQ, six-a-week.

Howard Neumiller, pianist, began his seventh year with CBS network here this week.

Paul White, CBS New York special events chief; Harry Harvey, chief engineer of KFBA-KOIL-KFOR, and Paul D. P. Spearman, Washington attorney, visiting CBS here.

John Harrington, WBBM sportscaster, off to Arizona for a preview of the Cubs and White Sox. While away announcers George Watson, Ken Ellington and Paul Luther will sub for Harrington's "Train Time" show broadcast daily from a railroad station here.

Edith Adams, wife of CBS announcer Paul Dowty, and Ruth Delmar, well-known Chi songstress, are latest additions to the cast of "Modern Cinderella."

John Weigel, WBBM announcer, sidelines with a dairy store.

Bess Johnson's little girl, Jane Orr, suffered broken arm last week.

Latest reports on Scattergood Baines are that if show still shows any signs of west coast success it may be brought back here with a local cast next fall.

Jimmy Joy and his dance ork will be aired over the NBC webs from the Stevens Hotel beginning Thursday.

Eddie Duchin slated for the summer season of the Empire Room of Palmer House here with WGN air.

WAIR Starts Operation

Winston-Salem, N. C.—WAIR, new station here, went on the air for the first time last week and is operating daily, 6 a.m. to sunset, on a frequency of 1250 kilocycles and 250 watts power.

WBBM-Cubs Series

Chicago—The Chicago Cubs have signed with WBBM to broadcast "Dugout Dope" interviews for 10 minutes preceding each home game of the season and the pre-season games here. George Sutherland, recently imported from Buffalo to assist Pat Flanagan in baseball broadcasts, will handle the interviews.

● ● ● Ina Claire's signature on a 13-week contract to head her own radio show a la Helen Hayes is being held up because an amiable compromise can't be made with the star regarding ten-week advance on dramatic scripts...NBCaster Don Wilson has been signed by Paramount pictures and will be featured in the Victor Moore-Helen Broderick flicker, "Mrs. America"...The Astaire-Butterworth Packard show fades in May...Harry Hershfield's "Laugh Parade" quit Friday because of Harry's physical condition. He is under strict medical care at the moment... Director Brewster Morgan starts this morning on the Mickey Alpert-CBS show. The other writer, Sam Carlton, wrote for George Jessel.

● ● ● Fats Waller follows Jack Denny into the Meadowbrook....The spelling bee via WMCA, sponsored by Chase & Sanborn when Good Will Court faded, will remain as a sustainer on the station when the sponsor's commitments are up...L. Wolfe Gilbert will publish "Greatest Enemy of Love", which Anatole Friedland and he wrote over the week-end in Atlantic City...Ray Saunders, WHN announcer, has moved from Passaic to the city so as to make his morning airings on time hereafter...Jay Freeman on Sunday celebrates his 15th year as a bandleader, second year at the Paradise and his 35th birthday...Ted Hammerstein scouted the hills of Connecticut yesterday for a suitable spot to operate a summer playhouse as a "grazing ground" for radio ideas to present this fall.

● ● ● Make-up of the Oscar Shaw-Carmela Ponselle show will undergo a complete change this summer when the stars will present condensed musical shows...WBNX will present Morris Watson, managing producer of the WPA "Living Newspaper", on Tuesday, provided Watson's case before the Supreme Court is met with an unfavorable decision...Ted Church is the recipient of the "Saturday Morning Off" prize, the weekly award for the best publicity written by the members of the NBC press dept...Frank Black's "Contented" program, which emanates from Chicago on Mondays, will shortly be aired from Radio City because of the maestro's difficulty in flying to the Windy City after his Sunday "Magic Key" show...Arthur Boran is set for three Rubinoff transcriptions...Joe Cook, who made his Saturday airing with a high temperature and was rushed to a hotel bed immediately thereafter, is much better today.

● ● ● Glen Island Casino opens May 27 with Nye Mayhew... Carl Ravell of California follows Ozzie Nelson into the Lexington May 1...Eddie Marr of the "Junior G-Men" show will visit his relatives on the coast shortly—the beloved Perry Charles...Bob Freda in Don Fredi's band at the Stratford has changed his moniker to Lido...Ed Sullivan's "Dawn Patrol" with radio names opens in Stamford April 15 for three days...Stanley Field, WLTH program director, can't get over the kidding about his hair, since WOR's Ed Fitzgerald asked if it was natural...Brooklyn Eagle's radio editor, Jo Ransom, has a book due in the summer called "Crime on the Air" which will include stories by Phil Lord and Charlie Martin...Don Voorhees and band will be the pit orchestra for the Howard Deitz-Arthur Schwartz musical "Between the Devil", starring Jack Buchanan and Evelyn Laye...Zeke Manners will do a repeat on the network show within a month.

FRED WARING's Pennsylvanians will be in Los Angeles this week. John Dolph, new assistant to vice pres. Thornburgh, CBS, with Mrs. Fred Waring, motored to San Francisco over the week end to meet Waring while he plays a short engagement, will return with him and his band for a theater appearance here.

Mertens & Price have sold the Sunday Players disk series for 52 weeks for Minneapolis, where Minnesota-Acacia cemetery association will sponsor the series for the city's church federation. WTCN will put them on air. Sunday Players also sold for 52 weeks on WKZO, Kalamazoo. Locustwood Memorial Park Ass'n, Camden, N. J., also will use the disks over WCAM.

Thomas Conrad Sawyer, commentator on the new Sweetheart Soap series that goes out on NBC's coast red net starting April 16, has added Margaret MacDonald to the program, to do fashions.

"In-Laws," live talent dramatic sustaining on Don Lee California chain, will have a sponsor starting April 19, when Purex pays the freight. Lord & Thomas is agency.

William Queale, chairman of the board of 5DN, Adelaide, and George Sutherland, 3AW, Melbourne, director, with J. S. Larkin, sales manager for 3UZ, Melbourne, are Australian radio execs visiting here.

Dave Carter, publicity chief for CBS on the coast, in a move to bring the trade into closer contact with his chain, announced a weekly press conference for trade publication reps. Donald W. Thornburgh, v.p. in charge, will meet with trade press every Wednesday afternoon, talk shop and answer questions.

Burns and Allen heading for Palm Springs to take their first holiday in three years. They will be gone for two weeks.

Chesterfield's Kostalanetz broadcast will be aired from the coast for an indefinite period to start sometime the end of June. Kostalanetz will be on the coast to work in pictures.

While he is doing Owl Drug's "Treasure Island" airings from Los Angeles, Cliff Engle will use guest stars to add variety. First star on series is Maurice Costello.

Howard R. Bell, who recently sold his KRKD in Los Angeles, last week disposed of his part interest in KFKA, Greeley, Colo., to H. E. Green, the station's manager.

While Rush Hughes vacations in San Francisco for two weeks, Buddy Twist will be narrator on Langendorf Pictorial, NBC coast red.

NBC's coast sales department is enlarging to the extent of adding a secretary, Helen Aldrich, to work with Tracy Moore in Syd Dixon's office.

Jack Burroughs, Oakland Tribune radio ed, visiting studio folk in Hollywood and Los Angeles.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

ACCORDING to the auditioning department of Major Bowes' Amateur Hour, less than 1/3 of applications received from amateurs are from the eyebrow-tweezing sex... Frances Langford's throat is on the mend... she'll probably return to Hollywood Hotel Friday... Edith Dick's back from Bermuda with a luscious, mahogany lacquer... Marianne Cowan, once of British Broadcasting, returns to her native ether in "The Fall of the City"... said to be first script authored by name scribe directly for radio... he's Archibald MacLeish... the Cowan lass will be, of all things, the voice of a dead femme!... Agnes Moorehead, now "Gumps"-ing, has bought a car... Deanna Durbin busy platter songs from her recent picture... she will rest in Camden for several days... then back to Hollywood... Benay Venuta, WOR's canary, to go musical comedy in "Orchids Preferred", which opens in Boston, April 26... New York opening scheduled for first week in May...

Diminutive Lily Pons spent Easter Sunday in New Orleans keeping a train waiting 15 minutes, lunching with a manager, launching a civic symphony membership drive, phoning maestro Kostelanetz... then left for Baton Rouge to concertize at Pasquale Amato's invitation... Elizabeth Lennox, concert and radio lark, to guestar on the "Hammerstein" program April 6... George Rector and Madame were casting covetous eyes at the model house t'other night when the restaurateur-chief presided at cooking contests in the Grand Central Palace... They're about to build... Helen Gleason, now lending vocal lustre to "Frederika", to guest on the General Motors program April 11... Nila Mack's ether-guest this week will be C. W. Coates, curator of tropical fishes of the New York Aquarium...

Movie-Zany Aline MacMahon went socially-conscious with talk of "Trade Unionism and Civil Liberties", Roger Baldwin assisting, over WEVD yesterday... Tamara sang... Eleanor Harris' Homemaker's Exchange has undergone a change of style... She'll devote Thursday's broadcast to telling the world how to make angel food cake... John Wexley of grim "Last Mile" fame, whose "Steel" is currently provoking thought at the Labor Theater, will be Charlotte Buchwald's air-guest next Tuesday...



"OUR GAL, SUNDAY"

Affiliated Products
CBS Network, Monday through Friday, 12:45-1 p.m.
Blackett-Sample-Hummert Inc.

GOOD HUMAN INTEREST AND ROMANTIC SERIAL WITH FAIRLY POPULAR APPEAL.

This is a down to earth serial with a nice human interest quality despite a somewhat oldtime melodramatic tinge in the first two episodes. Central character is an orphan girl brought up by a couple of western gold miners and christened "Our Gal, Sunday." Arrived at the age of romance, the girl is torn between the call of her heart and gratitude and loyalty to her benefactors. Action takes a dramatic turn when one of the miners shoots and kills a young Englishman who is about to do wrong by the gal. A local sweetheart, with whom she has grown up, and the desire of the miners to send her to a finishing school add to the complications.

Character of the girl is played in natural but rather subdued vein, and the two miners likewise keep from over-acting, which helps to erase some of the play's vintage. It ought to catch on very well.

P & G Using 100 Stations In Camay Spot Campaign

(Continued from Page 1)
ments for Lava soap through Blackett-Sample-Hummert Inc., Chicago, and for Crisco through Compton Advertising Inc., New York.

Gulf Quiz Series on WBT

Charlotte—Gulf Refining Co., Pittsburgh (Gulf spray), on April 26 will begin a spot series on WBT, Charlotte, Mondays, Wednesdays, Fridays, 1:30-1:45 p.m. Program will be a question bee with Lee Kirby, WBT staff announcer, asking trick questions of pedestrians on the street. Those answering questions correctly will receive a can of Gulf spray, others will get the "cow bell." Young & Rubicam, Inc., New York, placed the account.

Honor Vallee, Ingersoll

Rudy Vallee and Jack Ingersoll, sports and special events announcer at WINS, will be inducted tonight as honorary members of Sergeant Delaney Theatrical Post 102, Veterans of Foreign Wars.

Baruch Gets Assignment

Andre Baruch has been selected to announce the new five-a-week daytime American Tobacco show. Baruch was set by Mack Davis of the Columbia Artists Inc.

JEAN SABLON

With Norman Cloutier's Orchestra Sustaining

NBC-Red Network, Monday, 9:30-9:45 p.m.

ROMANTIC CROONER FROM PARIS HAS A PLEASING VOICE AND PERSUASIVE STYLE.

Jean Sablon, French import who is being given a build-up by NBC, should have no great trouble catching on. The crooning lad has a romantic style that will particularly catch the fancy of the women, and won't displease the men either, for his melodious vocal work is in a soothing, restful vein.

Monday night's program opened with Sablon singing in French, then "When My Dream Boat Comes Home," in English, followed by Norman Cloutier's orchestra in "My Blue Heaven," after which Sablon went French again for "Serenade in the Night" and another number, winding up with "Goodnight, My Love" in English.

Cloutier handled the orchestra so as to give Sablon all the breaks. In addition to the regular announcer, a femme voice introduced Sablon in French and also gave him a French sign-off.

Agency Signs Loria Brothers

The Seven Loria Brothers, Mexican child musicians who were last week signed for work in RKO-Radio Pictures' "New Faces," yesterday signed a contract for personal appearance and radio representation by the Curtis & Allen Agency. On their return from Hollywood, it is expected that the Lorias will be given special permission to appear on Broadway in Shubert musical comedy or revue.

4 Safety Programs on KDKA

Pittsburgh—Four safety programs, sponsored by the Allegheny County Parent-Teacher Associations will be presented from KDKA starting at 1:45 p.m. Sunday. Broadcasts are being arranged by Mrs. L. G. Stone, state chairman of traffic safety education for the National Congress of Parents and Teachers and president of the Allegheny Council PTA. Programs will be part of a national campaign in the interest of greater traffic safety.

NBC Social Note

The NBC Athletic Association, formed last week, will hold its first function on May 7, when a dance and entertainment will be held in the Grand Ballroom of the Roosevelt Hotel. Among activities of the newly formed org is a swimming course for men, including diving, water polo and life saving.

COMMENTS On Current Programs

KSTP Femme Show Clicks

St. Paul — A really outstanding radio stunt is now being aired once weekly over KSTP, Twin City independent station, by Marjorie Ellis McCrady. Dubbed "Maids and Mistresses," and broadcast each Tuesday afternoon as part of the "Women's Page of the Air" program, the 15-minute stanza airs the wails and woes of just what the title suggests — mistresses and maids.

As women's page editor of the Minneapolis journal, KSTP's affiliate, Miss McCrady long has had poured into her ears the woes of maids over their employers, and vice versa. Seeing the possibilities of the stuff for the air, Miss McCrady solicited letters from both sides, found them soon pouring in on her at a rate beyond the capacity of her Tuesday afternoon broadcast.

That the program is going over with listeners is indicated in the heavy response, both mail and telephonic. Mail is increasing so steadily that Miss McCrady says the stunt can continue indefinitely. No names are used on the air, and requests are made that no names be signed to the letters or contained therein. Miss McCrady reads the letters, comments on them, tries to offer some sensible means of solution of the difficulties.

Lux Radio Theater

George Burns and Gracie Allen were as out of place in "Dulcy" on Monday night as Jack Benny and Mary Livingstone were in "Brewster's Millions," a Lux Theater presentation of some weeks ago. In both cases, it was very apparent that there's a difference between gag comedians who specialize in vaudeville cross-fire and comedy actors in the legitimate dramatic sense. As a result, the radio offering of the early George S. Kaufman stage hit was pretty much of a miss despite the able support of Howard Lindsay, Elliott Nugent, Norma Lee and others assembled by producer Cecil B. de Mille for this CBS network program.

Jack Benny

Jell-o's comic took a few leaves from the ancient "On a Slow Train Through Arkansas" for his last evening Sunday show over the NBC-Red. Modernized to conform to "a fast train from Chicago to Hollywood," the idea of rubes going on a trip and making greenhorn remarks along the route proved itself still serviceable. Thanks to a fast script, the show held to a good entertainment level. Andy Devine joined the cast again in Hollywood but didn't have a lot to do.

At The Rainbow Room

GLEN GRAY

and the

Casa Loma Orchestra

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

NEW BUSINESS

Signed by Stations

WDSU, New Orleans

New Orleans—Eleven new accounts recently added by WDSU include: General Foods, 30 one-minute spots; General Mills, 77 baseball games; Carter Medicine, renewal, 260 spots; Kirschman's Furniture, 15 minutes daily for a year; Kross Lumber Co., 630 spots; W. J. Marchand Co., 630 spots; Bernard & Grunning, 13 half-hour shows St. Regis Restaurant, 13 half-hour shows; Jefferson Bottling, 546 spots; Radio Sharp, 78 spots; Double Cola, three spots daily, 26 weeks; Rhythm Club.

WMCA, New York

Bisceglia Bros. Wine Corp., "Anice Ives—Everywoman's Hour," 13 weeks, through Gardner Advertising Co.

KCMO, Kansas City

Glendale Beverage Co., mystery thriller disks, 13 weeks; Faultless Laundry, 100 spots.

WCCO, Minneapolis

Western Grocer Co., morning program; Gluek Brewing, increase from 5 to 10 minutes on Rollie Johnson's sport review; Household Magazine, featuring Hugh Aspinwall and Ramona Gerhard, thrice weekly.

WWL, New Orleans

Nehi, half-hour weekly disk, through James A. Green; Norge, two 15-minute disks weekly.

WGCM, Gulfport

Carter's Little Liver Pills, spots; Chevrolet's Musical Moments, 15-minute disks, three times a week; United Drug (Rexall), Magic Hour disks, program, 15 minutes, 15 weeks.

WBAL, Baltimore

Empire Laundry & Dry Cleaners is sponsoring "Matching Minds," new Monday feature being aired by Louis Azrael, using students from local schools.

Dr. Ellis Places Disks

Pittsburgh — Dr. Ellis Sales Corp. (wave set) through Walker & Downing is placing a series of five-minute WBS transcriptions on WOR, WCAU,

KTUL Adds Plane

Tulsa, Okla.—KTUL has added a plane for dispatching continuity writers and salesmen to nearby state points and in-state jumps to save time. Came in handy when program set for Sunday afternoon laded on Friday and research had to be made in Bartlesville and script ready for rehearsals that night. Charlie Bush, continuity chief and a licensed pilot, hopped in plane and was there 30 minutes later. Returned with script material, wrote it, re-hashed it and rehearsal went ahead on schedule.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 16 of a Series

WIL—ST. LOUIS

100 Watts, Night, 250 Watts L.S.—1,200 kc.

L. A. BENSON
Vice Pres.

C. W. BENSON
Gen'l. Mgr.

WIL, oldest commercial station in St. Louis, is owned and operated by Missouri Broadcasting Corp. Established in 1922. **WIL** was just an idea of Lester A. Benson's. Today the station has earned the title of "The Biggest Little Station in the Nation." Because of its phenomenal growth, **WIL** now is equipped to present an interesting variety of programs 17 hours daily to a listening audience of over 1,500,000.

Care has been taken in every phase of modern day broadcasting by the owners in order to build **WIL** to its present standing. Realizing the importance of a well balanced menu, special events, musical, educational and civic programs are given equal share in the broadcasting day at the station. The music library, equipped with 10,000 records, can present almost any current or standard favorite at a moment's notice. Seven 15-minute news spots are on the daily fare, with news flashes of importance aired as soon as they are available. **WIL** was the only station in the St. Louis area to employ its own news gathering agency. Today direct wires from the leading news services of the nation are connected with the **WIL** studios.

For many years a composite transmitter was used by **WIL**. But with radio improvements noted daily, a change was made necessary. Today a new Western Electric High-Fidelity transmitter has just been installed with Chal Stoup, chief operator and engineer of the station in charge. Sixteen stories above street level stands a new 190 foot vertical radiator antenna. Weighing 9 tons, this antenna is balanced on four porcelain insulators. Through short-wave station KIFF, **WIL** is ready to broadcast from any point in the state via its mobile unit.

WIL's staff has been hand picked by the owners. Lester Benson is president and general manager and C. W. Benson is vice-president. Edgar B. Shutz, commercial manager, a former newspaper executive, established a sales department that today can take credit for the long list of commercials heard daily over this station. Neil Norman, program director, and David Pasternak complete the list of executives.

Cooperate with Cotton Week

National and Regional radio advertisers will co-operate this year to help celebrate National Cotton Week, May 31-June 6. C. K. Everett, manager of promotion of the Cotton-Textile Institute is in charge. To date only a few spot announcements have been set, with work concentrating on tie-ups with coast-to-coast network shows. It is expected that many national advertisers on NBC, CBS and Mutual will devote a few minutes of their programs to highlight cotton.

and WMAQ. On WOR disks are used three times weekly, and twice weekly on the latter stations.

WHO, Des Moines

Acme Feeds Inc. is the latest sponsor to be added by the Songfellows quartet for a Monday evening period, 8:30-8:45.

KFI, Los Angeles

Associated Distributors (Essence of Life face cream), 15-minute weekly musical program, 12 weeks, through Kastor & Sons, Chicago; Lever Bros., six spots weekly, also nine spots weekly on KECA, 52 weeks, through Ruthrauff & Ryan, New York.

Church on WNEW

The Church of the Nazarenes has purchased time on WNEW over a period of 52 weeks, 8:30-9:30 p.m. on Sundays, the broadcast starting April 3 from the New York station, and subsequently from Paterson. The Reverend Estelle Crutcher will conduct the services.

Boston Marathon on NBC

Boston — NBC will broadcast the start and finish of the Boston A. A. Marathon on April 19 over the Blue network. Start of 25 mile race will be heard 12:05-12:15 p.m., with the finish scheduled for 2:35-2:45 p.m. Coverage will be handled by WBZ's special events division under the direction of Arthur Feldman.

Whiteman for Loew's State

Paul Whiteman and orchestra have been booked to play a week's engagement at Loew's State on Broadway, opening May 13. Booking follows that of the Drake Hotel, Chicago.

Shearer Opening Beauty Salon

Newark, N. J.—Jimmie Shearer, for fifteen years manager of WHBI, is branching out, having leased a floor at 675 Broad St., where he will open a beauty salon. He will retain his radio connections.

PROMOTION**WOAI House Organ**

House organ issued throughout the year by WOAI, San Antonio, hereafter will be patterned after well-known magazines, a different publication being imitated each issue. The first number was patterned somewhat after Life.

Of 40 new national and local spot contracts signed by WOAI since Feb. 1, premium offers and contests are being conducted by 21.

KTSM Data Folder

A folder giving data on the El Paso trade area, "the fifth market of Texas," has been issued by KTSM, El Paso. Stores, sales, personnel and payroll by kinds of business are included in the survey.

Strathmore Contest

Strathmore Serenade, heard over WOR Sundays, 11-11:30 a.m. and sponsored by Levitt & Sons, inaugurated a four week contest on their program Sunday. Will award three prizes to entrants submitting the best letter on "What I Would Like in My Home." Prizes are: \$250, \$100 and \$50. Contest ends May 1 and winners will be announced on the May 16 broadcast.

WIP Space-for-Time Swap

On a space for time swap between the Evening Ledger and WIP, Philadelphia, paper has Sam Serota, as Brother Bill, doing a "man of a thousand voices" in reading the daily funnies. To promote this circulation stimulant, Ledger is offering a life-like 8-inch colored cut-out of a character in the comics, kids getting as many as they please for each three cents to cover postage. Cut-outs are mounted on cardboard and has a special easel-back arrangement to make it stand by itself. Characters are changed every two weeks.

PHILADELPHIA

Lester Joy, general manager of KYW, has been appointed to the Mayor's executive committee in planning a fete to mark the signing of the Constitution, and has also been made a member of the Red Cross radio committee.

Rev. Robert Fraser, blind singing evangelist, celebrates his 12th anniversary of broadcasting over WIP.

Clarence Fuhrman, musical director of WIP, has been made an honorary member of the Philadelphia Skating Society and Humane Club, having supplied the music for the society's skating events for the past four years.

Silent Stationery

Stationery made of cloth is being used by WFBC, Greenville, S. C., the textile center of the south. Besides the novelty of it, the cloth stationery has a smooth feel and is both durable and silent.

STATIONS STUDYING SUMMARY OF INDUSTRY

Radio station execs and licensees around the country are studying copies of the speech made last week at Duke University by Irvin Stewart, vice-chairman of the FCC, address being entitled "The Public Control of Radio." Stewart made a comprehensive survey of the entire picture of commercial broadcasting, television possibilities and all other matters that have occupied the FCC, members of Congress and educational institutions.

On the matter of "transfer of licenses," Stewart said that there were two schools of thought, one being that a transaction concerning the license was merely between two individuals, and the other school could not see how an FCC license could be given a vested right status and a price put upon it. In this connection Stewart said in part:

"There have been suggestions that, if the Commission does not explore its own powers to check sales of broadcast stations at inflated prices, Congress might recapture for the public the profit on the transfer of public property. The transfer of licenses at prices far in excess of the value of the physical equipment involved will sooner or later offer tempting field for the middleman."

The FCC vice chairman touched on such phases as the "legal basis" upon which the FCC could proceed and the cardinal principle governing radio in the U. S., also "administration," mentioning the three agencies charged with the administration of the non-governmental radio, i. e., radio aside from army, navy, coast guard, etc. Amateur broadcasters (47,000 such licensees in U. S.) were treated at length, also the fact that 80 stations are licensed for the sole purpose of sending public press dispatches to foreign countries, and to points in the U. S.

Television angles were well covered, especially the commercial possibilities and pitfalls regarding standardization and frequencies. On the question of "distribution of broadcasting facilities," the Commissioner indicated that the stations were most likely situated in the thickly populated areas to aid the advertiser rather than the general public . . . in fact three-fourths of the U. S. area had no primary service.

"Chains" were set down as "another phenomena in the American broadcasting picture" . . . Stewart believed that it must be disconcerting to find the same choice of programs on the stations that came in best. "Newspaper control of stations"

Manual for Mikemen

Chicago—Stan Thompson, operations manager for WBBM-CBS studios, has completed a 14-page manual for announcers.

ORCHESTRAS - MUSIC

JOE MARSALA and Ork have added the Three Peppers, vocal and instrumental trio, to their thrice weekly WHN broadcasts from the Hickory House, where Joe has been signed to a one year contract.

Zinn Arthur and his WNEW band will make music for the "White Horse Ball" at the Astor, April 27. The "White Horse Inn" cast is expected to turn out en masse and proceeds will go to the Stage relief Fund.

Gladys Swarouth's first program in her new NBC-Red Network Concert Series, to be aired Sunday April 4, 10-10:30 p.m., will include "Benedemere's Stream," an Irish folk song arranged by Gatty, Ralph Grainger's "Thunder Over Paradise" and Greig's "Ich Liebe Dich." Swarouth and Chapman will sing two duets.

The Perole String Quartet will introduce a new "Piano Quintette in A Minor" on its WOR Sunday broadcast at 12 noon. The composer, Henry Hadley, will be at the piano.

Bill Livingston, who authored ditty "Having a Wonderful Time," inspired by the stage production of that name, has placed the song with Max Mayer of Paull-Pioneer.

Ben Edwards, former professional manager of Isham Jones Music, has been added to Miller Music.

Bob Lee, after two weeks as professional manager of Isham Jones Music, has resigned to go with Sam Fox.

Gardner Reid, 24 year old student of the Eastman School of Music, Rochester, received the \$1,000 prize of The American Composer's contest on Sunday, according to announce-

was also considered as being in the public eye.

Advertising, said Stewart, brought the most complaints, and the "commission's powers in this field are not well defined and they have never been thoroughly explored." However he felt that the rising tide of prosperity for the broadcasters might easily simplify the question of objectionable advertising.

Programs were readily admitted to be about out of the jurisdiction of the FCC, which could order certain standards of equipment, but hardly be in a position to state that standards of program quality could be regulated. Probably one question which the FCC would not attempt to do anything about, in the opinion of Stewart.

Censorship and Education brought the address to a conclusion, both items being treated at great length, more or less a resume of the situation.

ment by the N. Y. Philharmonic Symphony Society. Quincy Porter, music instructor, received honorable mention. Winning composition will be played by the orchestra on its premiere broadcast of the 1937-38 season next October.

Three new series of musical programs are to be inaugurated over WQXR the week of April 4. A 'cello series, featuring Paulo Gruppe begins on Monday, 6:45-7 p.m. Elizabeth Ashley, contralto, presents a weekly recital series beginning Tuesday, 6-6:45 p.m. The American Pianists' Series, which includes programs by eight young American pianists during the course of the month, will feature Edna Bockstein, of the Juilliard Graduate School of Music, April 10 at 3-3:30 p.m. and will be continued on every Wednesday evening and Saturday afternoon thereafter.

Michael Mells, who recently opened at the Top Hat Hotel and Restaurant, Union City, N. J., with a snappy and tuneful aggregation, has been featured as an ace trumpeter over a period of ten years, playing solos on many commercials. Until September last, Mells was with NBC.

Josef Cherniavsky and his ork will air a medley called "Parade of Movie Hits" in the Musical Camera program over the NBC-Red April 4, 4:30-5 p.m. The ditties are culled from the most popular pix showing at first-run houses of Broadway.

Gladys Miller, who is in charge of the music library of KOMO-KJR, handles more than 70,000 pieces of music. The library of the Seattle station is adjudged one of the best in the West. Miss Miller manipulates more than 1560 musical selections a year.

Woodbury Announces \$100,000 Contest

(Continued from Page 1)

submit the best ending for the sentence, "I like Woodbury's soap best for my skin because . . ."

Contest will run for ten weeks and prizes will be awarded weekly. A total of 100 Longine diamond wrist watches, 10 each week, five to consumers submitting the best letters, and equal number to the dealer selling the soap to the winner.

No limit has been placed on the number of entries filed, but each letter must be accompanied by wrappers from three cakes of Woodbury soap. All mail will be addressed directly to the sponsor.

Contest is similar to the one Procter & Gamble ran earlier this year which polled over 4,000,000 entries.

NBC ORCHESTRA BUILDING FOR TOSCANINI CONCERTS

(Continued from Page 1)

concerts himself with the orchestra, probably five before Toscanini and five after the 10 by the noted maestro. Starting date is still undetermined beyond the fact that they will begin in the fall. Thus, Toscanini will actually be guest conductor, with Rodzinski permanent baton wielder. Rodzinski will continue, however, to lead the Cleveland Symphony Orchestra, and of course continue his present series with the New York Philharmonic.

President Lenox R. Lohr of NBC told RADIO DAILY that neither the 10 scheduled broadcasts of Toscanini nor those of Rodzinski would be offered to sponsors, but later a night or afternoon series apart from the 20 scheduled concerts could be bought commercially with Rodzinski as conductor. Lohr did not see what was to prevent an affiliated station selling spot announcements before or after the non-sponsored concerts, but hardly believed an outlet would jeopardize its good will by so foolhardily a stunt as working in announcement at any part of these concerts which will run "without a stopwatch" and not be restricted to one hour.

Starting date and day of the week still depend on the setup of the network on its time sold. Whether or not the outside or additional concerts go commercial, it is conceded that NBC will have built one of the best symphony orchestras in the country and add considerable strength to its listening audience.

Guest conductors may fill in on occasion probably after the Rodzinski series following Toscanini.

K. K. Hansen Joining Comer Agency as V.P.

(Continued from Page 1)

Russell C. Comer Advertising Co. Ad agency, which has offices in Kansas City and Chicago, and recently opened offices here at 11 West 42nd St.

Rockwell-O'Keefe, as an account, will go over to Comer with Hansen, who has been with the former since its organization. Thus Hansen will continue to handle the concern's advertising. Hansen has an advertising and show business background apart from the Rockwell-O'Keefe association.

At the Rainbow Grill Emery Deutsch and His Orchestra

Unusual, Romantic Music
Management Rockwell-O'Keefe, Inc.
Radio City, New York and Hollywood

PREPARING CAMPAIGNS FOR MAGAZINE GROUP

(Continued from Page 1)

time that radio schedules for the other two magazines have been completed. Radio Guide is sponsoring daily spot announcements over CHML, KCMO, KFBB, KFBI, KFJM, KGVO, KLO, KONO, WDAY, WDOD, WZ, WHA, WHEC, WHP, WIBA, WJBC, WLAC, WMBD, WOC, WORK, WROL, and WTNJ. Weekly 15-minute musical programs are aired over WCBS, WPAD, KIUM, WDSU, WROL and two shows per week over WSM. A weekly news and gossip program, also 15 minutes in running time, is aired over 105 stations for Radio Guide, with special scripts prepared for movie fans being aired over 33 stations. Latter under sponsorship of Screen Guide.

CRA Deal With WLW Is 5 Hours Weekly

(Continued from Page 1)

buildup resulting in more outside work than Bestor was able to handle. These booking through Consolidated include three college dance dates at \$1,000 each, and the opening of a new factory and dance at Seymour, Ind.

New spot which will have a WLW is the new Beverly Country Club, at Fort Thomas, Ky., which opens April 22, with Clyde Lucas Orchestra.

WBNX Appeals to NAB On Title Duplication

(Continued from Page 1)

alike in production. WBNX complains that the WOR title is too similar with the name of WBNX's show. WMCA also has a similar program on the air, but they call theirs, "Warning Signals."

In the letter to Baldwin, WBNX suggests that the NAB "take under consideration the establishment of a clearing house for program titles." Station further states that duplication of titles makes it difficult for a station to sell a program to a sponsor and that the practice is "sufficiently provoking to warrant some effort at reform."

ONE MINUTE INTERVIEW

NICK DAWSON

"If our first ranking novelists were willing to take the time or could be paid sufficiently well for their work, they could adapt themselves to radio and its rigid limitations. But as long as sponsors have the comedian complex and are unwilling to take a chance along with the writers, there can be little change in America's principal form of aural entertainment."

☆ Coast-to-Coast ☆

JOHAN HELD JR., producer of the Pontiac Varsity Shows heard over the NBC-Red network on Fridays at 10:30 p.m., will be made a Texas Ranger by Governor James V. Allred of that state when the noted artist broadcasts this week's program from the University of Texas at Austin.

Warden Lewis E. Lawes, in the final broadcast of his fifth series sponsored by Sloan's Liniment over the NBC-Blue, on Monday, will wind up with a personal message to his "20,000 Years in Sing Sing" audience.

Monte Magee, member of the WOAI, San Antonio, talent staff for the past few weeks, has been signed to start a new campaign for CSO Laboratories over the Texas Quality Network. Magee will broadcast his songs and chatter as the CSO man and in addition will make personal appearances throughout Texas this summer and also be at the Pan American Exposition in Dallas.

Pat Flaherty, sports commentator of WOAI, San Antonio, has in the last few weeks interviewed on his regular sports programs such notables as Lawson Little, Horton Smith, Rogers Hornsby and the entire St. Louis Browns baseball team, and W. R. (Flyrod Bill) Cook, famous fisherman.

Peter Lyman, assistant production manager at KOMO and KJR, Seattle, having read an item in RADIO DAILY about Peter Lyman, dramatic director of KROC, Rochester, Minn., is wondering if it's really so that two chaps of the same name are in the same business.

Johnny, the Philip Morris "call boy," recently made the rounds at WBT, Charlotte, flashing his smile and distributing his wares to staff members.

Portland Breakfast Club revue, with talent furnished by Vivian Lewis' all-girl band, made its debut over KGW, Portland, Ore., the other day. Ham - and - egger broadcasts formerly were heard over KEX.

Arthur Godfrey, assistant to "Professor Quiz," has accepted an invitation from American Airlines to participate in the first Washington to Chicago non-stop flight tomorrow. Plane leaves Washington at 5:30 p.m. and arrives in Chicago at 8:25 p.m., then leaves Chicago for New York on Friday, 8 a.m., arriving at Newark Airport at 1:40 p.m.

Sendol Co., which has sponsored a 30-minute script show over WDAF every Sunday for several years, switches to a transcription featuring

William Farnum in "Drums," changing back to a local live show in the fall.

Ken McClure, news editor of WOAI, San Antonio, recently resigned as president of the Animal Defense League of San Antonio.

Jimmie Sams served as relief operator at KCMO for the week that Moreland Murphy was ill.

Hugh M. Smith, commercial manager of WAML, Laurel, Miss., reports local business booming, with many new accounts coming in.

Date on which WRR, Dallas, and KTAT, Fort Worth, will join the Mutual network is definitely set as May 1.

KDYL, Salt Lake City, received many compliments for its coverage of the Utah State High School Basketball Tournament, and plans to repeat the broadcast annually.

Ed Knowles, staff engineer, at WTNJ, Trenton, recently gave a lecture on Radio Engineering before a class of the Mercer Co. Vocational Training Board, while Guy Goodwin of the announcing staff has lectured before classes Stage Training and Technique.

Alan Hale will again be at the mike when the Milwaukee Brewers open the season April 16 with broadcasts over WISN under the sponsorship of the Wadhams Oil Co.

Jane Grey, creator of Crosley's WSAI (Cincinnati) "The Radio Program Perfect," has nothing but work in store for herself during the Summer months. Instead of her usual two months vacation, Miss Grey plans to meet her many fans face to face from the lecture-dais. Paul Theil, at present handling WCPO special broadcasts, will conduct the tour as announcer-manager.

"Cavalcade of America" on April 7 (CBS, 8 p.m.) will dramatize Explorer Robert E. Peary's attainment of the North Pole in 1909.

When the Worth Theater, Ft. Worth, received a silent newsreel on the New London school disaster, Mike Gallagher, crack KTAT announcer, provided the description of the calamity. Speaking into a microphone in the projection booth, Gallagher gave a colorful running comment four times a day for several days till a movie with a sound track arrived.

Bert Puckett and Bill Brown, WMT announcers, will emcee the washing machine manufacturer's show which the Cedar Rapids-Waterloo member

6 CANADIAN STATIONS ADDED BY WEED & CO.

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berta, 100 watts, owned by H. R. Carson, Ltd.

The six outlets are managed in Canada by the Alberta firm of Taylor, Pearson & Carson, while CJCA, CFAC and CJOC comprise the Foot-hills Network, well known in the Dominion.

Big industrial upswing being enjoyed in Canada, especially the Central Provinces, is reason for an optimistic outlook, according to Joseph J. Weed, head of the organization of Weed & Co., who believes that U. S. advertisers will establish an all-time high in their purchase of time on Canadian outlets. High price obtained for wheat, excellent crops and the huge mineral resources of the Dominion now being tapped are three of the reasons for being optimistic, in the opinion of Mr. Weed.

34 Accounts Signed By WOAI, San Antonio

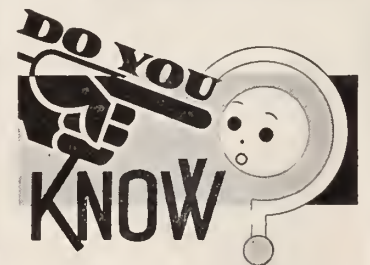
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Salmon, Seattle; Webster Eisenlohr, New York; Armstrong Packing, Dallas; Practical Drawing Co., Dallas; Durkee Famous Foods, Chicago; Lambert Pharmacal, New York; Plough Co. (aspirin), Memphis; Radio Guide, Chicago; Snow King Baking Powder, Cincinnati; Norge, Detroit; Horse & Mule Ass'n, Dallas; A. J. Krank (Lather Kreem), through McCord Co., Minneapolis; Naughton Farms, Waxahachie; General Foods (Certo), New York, and Procter & Gamble, Cincinnati.

Local accounts include CSO Laboratories, Sommers Drug Stores, Vogue, Denver Heights Church, Fehr Baking, Interstate Circuit, King Furniture, W. K. Ewing Real Estate, H. & H. Coffee, Shaw Jewelry.

of the Iowa web has signed for a Saturday night period. Program originates from the stage of the Paramount, Cedar Rapids, and will include community singing and specialty acts.

Lester Schmidt, accordionist, is the latest addition to the Sunshine Hour playing each Thursday morning over WHBL, Sheboygan.



A short wave message can travel around the globe seven and a half times in a second.