



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 50

NEW YORK, N. Y., MONDAY, MARCH 14, 1938

FIVE CENTS

No Tax This Session

3 MEMBERS AT \$9,000 FOR PROPOSED BOARD

By PRESCOTT DENNETT
Washington Bureau, RADIO DAILY
Washington—Salaries of \$9,000 a year each are specified for the three members of the review board in the radio bill being prepared by Senator Clyde L. Herring for introduction in the upper house probably this week. Final draft of the measure is now being completed.

Herring, who insists the bill does not call for censorship but merely for a review board to whom broad-

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Arkansas Special Session Aired on State Network

Memphis—Five Arkansas stations and WREC here combined to broadcast opening of the Arkansas legislature's special session March 10 over an "Arkansas network." Stations in-

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WHBF Resumes Schedule After Transmitter Fire

Rock Island, Ill.—WHBF was back on the air over the week-end after a fire last Wednesday night in the Harms Hotel had destroyed the station's transmitter house and equipment located on the hotel roof. Temporary plant was set up, with

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Camel Adds 5 Stations

R. J. Reynolds, sponsor of the Camel programs, will add five stations to station list of the Eddie Cantor and the Benny Goodman series beginning March 28. Stations are WHIO, WHEC, WORC, WPG and WNAX. Cantor airing begins on that date, at 7:30-8 p.m.

Air One Out of Ten

Utica—In the past two months every tenth resident of Ilion has broadcast over WIBX. Part of the station's education program is broadcasting from Ilion the voices and instrumental music of school children. One thousand eighteen children have participated. Ilion has less than 10,000 population.

Free Improvement

Chicago—A. D. Scott, production director at NBC studios here, recently bought himself a lot in Los Angeles.

His wife, who is now visiting on the west coast, notified Scott last week that the property now has a nice little river flowing through it.

CHEVROLET DISK SERIES IS RENEWED THROUGH MAY

Chevrolet Motors has renewed its WBS "Musical Moments" transcriptions on 360 stations through the week of May 30. Station list remains approximately the same as for previous series.

Quarter-hour disks continue to feature Victor Arden's orchestra, the

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Snyder in Radio Post At J. Stirling Getchell

C. A. Snyder has been appointed radio director of J. Stirling Getchell Inc., succeeding George Allen, who

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WALA Switching to NBC

WALA, Mobile, will switch from CBS to NBC on June 1, becoming a member of the southern group available to both Red and Blue networks. Station is owned by W. O. Pape.

WWL, New Orleans, which goes to 50,000 watts in July, will serve CBS in the Mobile area.

McFarlane Proposal for Levy on Gross is Rejected—Situation Requires Considerable Time for Study

MORE TELEVISION PARTS MADE AVAILABLE BY RCA

Camden, N. J.—Further carrying out its policy of encouraging amateur interest in television and cooperating with experimenters in that field, RCA has made available certain additional specialized television parts for use by experimenters within ra-

(Continued on Page 2)

Second Anti-Ascap Bill Is Introduced at Albany

Albany—Senator J. A. Esquirol (Dem., Brooklyn) has introduced in the Senate the same measure to amend the business law, in relation to copyrighted vocal or instrumental compositions, as was introduced last week in the Assembly by Assemblyman Piper of Buffalo. Bill is somewhat along the lines of the Florida anti-Ascap measure, but somewhat modified.

Allis-Chalmers Adds

Four stations (KGIR, KGHL, KIDO, KSEI) have been added to the Allis-Chalmers network program, "Family Party," which began on the NBC-Blue yesterday, 10:30-11 p.m. Network now totals 31 stations. Bert S. Gittins, Milwaukee, is the agency.

Washington Bureau, RADIO DAILY
Washington—Further indication that there is little likelihood of a radio station tax, based either on wattage or on gross receipts, being put through at this session of Congress was given last week when the House, by a vote of 60 to 30, rejected the McFarlane Amendment providing for a 10 per cent tax on gross.

Representative Thompson of Illinois, who stymied the McFarlane pro-

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PEPSODENT CO. RENEWS MICKEY MOUSE PROGRAM

Chicago—Pepsodent Co. has renewed the Walt Disney "Mickey Mouse" program for 26 weeks on NBC-Red network at 5:30 p.m. Sundays, effective March 27. Present series will be interrupted after seven weeks, May 15, for a summer vacation. Lord & Thomas is the agency.

Application for 50 KW. Filed by KRLD, Dallas

Washington Bureau, RADIO DAILY
Washington—KRLD, Dallas, has applied to the FCC for construction permit to change power from 10,000 watts to 50,000 watts, along with installation of new transmitter, directional antenna for day and night use and unlimited hours of operation. Transmitter would be moved from seven miles north of Dallas to one and a half miles south of Garland, Tex.

★ THE WEEK IN RADIO ★

... FCC Complaint Committee

By M. H. SHAPIRO

FCC Chairman Frank R. McNinch and Commissioners Sykes and Payne have been designated to serve as a committee to entertain informal complaints made by listeners against stations with a view toward promoting better program service... Phil G. Loucks, representing the NAB and independent stations not covered in the IRNA plan of settlement with the AFM, had a conference with the AFM Executive Board, which promised that small outlets unable to afford

a musician or more would not be bothered... NBC which some time ago decided to make optional groups available with either network, provided the stations had no commitments with other accounts on the same web, officially put the plan into effect...

New York state legislators introduced an anti-Ascap bill which appears to be comprehensive in its plan intended to benefit radio, motion

(Continued on Page 2)

Serious About It

Detroit—Leo Fitzpatrick is real serious about his aversion to "swinging" traditional heart songs. After banning such arrangements on WJR—and having Tommy Dorsey cut off the air for jazzing up "Loch Lomond", Fitzpatrick issued similar orders at WGAR, Cleveland, and KMPC, Beverly Hills.



Vol. 3, No. 50 Mon., Mar. 14, 1938 Price 5 Cts.

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Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.
 Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Saturday, Mar. 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	131	130 1/4	131	+ 1/4
CBS A	17	16 3/4	16 3/4	- 1/4
Crosley Radio	7 1/2	7 1/2	7 1/2	- 1/8
Gen. Electric	37 3/4	37	37 3/4	+ 1/2
North American	18 1/8	17 3/4	18	+ 1/8
RCA Common	6 1/8	6	6
RCA First Pfd.	47 3/4	47 3/4	47 3/4	- 1/4
Stewart Warner	8 5/8	8 3/8	8 5/8	+ 1/8
Westinghouse	13 5/8	13 5/8	13 5/8
Zenith Radio	14 1/8	14	14 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	4 3/4	5 3/4

WOR-Transradio Renew For Three-Year Period

WOR has renewed its contract with Transradio Press Service for a three year period, according to Alfred J. McCosker, president of the Bamberger Broadcasting Service. New contract includes the right of WOR to use the Transradio news in facsimile work which the station has been experimenting with since Feb. 10.

It also provides for increased service to WOR immediately that facsimile licenses are granted by the FCC for regular transmission of a public nature. Outlet plans expansion of its present newscasting schedule to include a number of five-minute spots to be inaugurated within the next few weeks.

WABC Announcers Vote

WABC chapter of AGRAP last week-end voted unanimously to remain independent. Result came as a surprise as CBS was reported in favor of an affiliation with AFRA.

★ THE WEEK IN RADIO ★

... FCC Complaint Committee

(Continued from Page 1)

picture theaters and other music users . . . Major net business holding up despite recession complaints . . . NBC showing an increase in commercial accounts while CBS starts three new ones this month . . . Mutual for the first time garnered some General Mills biz . . . AAAA appointed its committees in connection with its 21st annual convention starting April 20 at White Sulphur Springs . . . Chicago musicians reported as having lost \$150,000 in wages since much local recording work was taken out of town . . . also there is the battle in regard to major networks assessing remote spots \$100 a week as service charge . . . Jimmy Petrillo, heading the AFM local in the Windy City, doesn't want the orchestra leaders to dig down and pay themselves. . . .

Nearly two weeks of meetings were held by the Executive Board of the AFM in New York, mostly in regard to the proposed licenses to be issued the transcription and phonograph record manufacturers . . . record men appear to be set while the transcription folk will be on deck again March 24 . . . meantime a sub-committee to be chosen by Pres. Weber will handle business that comes to

3 Members at \$9,000 For Proposed Board

(Continued from Page 1)

casters may submit scripts voluntarily, believes an "outstanding woman" like Mrs. Franklin D. Roosevelt or Secretary of Labor Frances Perkins should head the board.

Herring also told RADIO DAILY that his original idea of radio station suspension for gross violation would be substituted in the final drafting of the bill by a fine provision. This will be invoked, he said, against "unethical patent medicine and other objectionable radio advertisements" and "smart aleck announcers". He denied that his bill would in any way regulate liquor advertising on the air.

"I am having numerous helpful conversations with prominent radio executives as well as FCC and government officials and the letters approving the principle received from the public have been most heartening", Herring stated. "I really believe the radio industry, when it fully understands the measure, will welcome the money saved through the board of review rather than paying a huge salary for their own 'radio czar'."

Transcribe Austrian Coup

WOR on Friday night took off-the-air-recordings of short wave news programs sent out by Berlin, Prague and Rome radio stations on the Nazi Austria coup and rebroadcast the disks in a quarter-hour show. Press Wireless did the pick-up for WOR. Station intended to repeat the stunt over the week-end.

hand . . . Eugene Thomas was appointed sales manager of WOR . . . Texaco will work out a cooperative summer disk show series with dealers, according to The Buchanan Co., agency handling the account . . . One New York state measure designed to bring radio outlets under the wing of the Public Service Commission and tax them as utilities was scrapped. . . .

General Mills again leads in play-by-play baseball airing for the coming season . . . Brown & Williamson Tobacco Co. will sponsor the Kentucky Derby, time bought through BBD&O . . . WSM has withdrawn its FCC application for a 100-watt outlet and will concentrate on knocking off 500 kw. for WSM . . . large industrial concerns are now keeping tabs on radio commentators, just as they subscribe to clipping bureaus . . . RCA reported as putting out television sets costing \$50 or so, but this is really a matter of parts being sold to amateurs assembling the layout themselves . . . WLW going in for facsimile, obtaining equipment from Finch laboratories . . . National Airmail Week on 748 stations as educational measure via disks and also on major webs.

More Television Parts Made Available by RCA

(Continued from Page 1)

dus of television transmitting stations.

With the new television parts just announced, and other standard parts already available, it is now possible for the amateur experimenter who is equipped with sufficient technical knowledge to assemble his own Kinescope deflecting circuits for use in experimental television receivers. In its announcement, RCA emphasized that placing of these television parts on the market should not be construed in any way as an announcement by RCA of commercial television apparatus for use by the general public. The new parts, as well as two Kinescope television receiving tubes previously announced, are being made available for the convenience of radio amateurs, experimenters, laboratories and schools who have made inquiries for them.

The new parts listed for sale include a deflecting yoke priced at \$10; two power transformers, \$10 and \$12.50; a vertical output reactor, \$3; a vertical oscillation transformer, \$3; a horizontal oscillation transformer, \$3; a horizontal output transformer, \$9.50; two power supply capacitors, \$5.50 and \$11.75, and a power supply reactor. A folder describing these parts and giving wiring diagrams is available from RCA Parts distributors or from the RCA Parts Division here.

WDNC Expands News

Durham, N. C.—In response to demand for news sponsorship, WDNC has instituted an 18-hour news service, using facilities of United Press.

COMING and GOING

ANNE JAMISON, singer, planes east from Hollywood this week for her appearances in New York and other eastern cities.

DON GILMAN, vice-president in charge of NBC west coast operations with headquarters in Hollywood, is in San Francisco for a week or so.

BIRT FISHER, manager of KOMO and KJR, Seattle, was in Los Angeles last week for a lookaround at things in general.

OSCAR BRADLEY, band leader on the Phil Baker program, flies to New York after the March 27 broadcast to prepare for the orchestra's arrival here.

DALE CARNEGIE will make his next two broadcasts from Chicago NBC studios. Between Tuesdays he will lecture in Nebraska, Kansas, Texas and other southwestern states.

J. KELLY SMITH, manager of Radio Sales, has returned to Chicago after a trek to New York.

KENNETH FRY, NBC central division director of special events, left town Friday for Chicago. He has been in town all week.

PAUL RHYMER, script writer of "Vic and Sade," will arrive in New York today.

FRANK SMITH, advertising manager of Gruen Watch Co., and JOHN CLARK, president of Transamerican, are in Hollywood in connection with the debut of the new Warner Bros.-Gruen radio series.

D. W. MAY, district sales manager for General Electric radios, and about 550 dealers of the New York and New Jersey territory sailed Saturday on the Pilsudski on a 14-day cruise to the Caribbean.

PAUL WHITEMAN left for Fort Worth last Saturday to attend the Southwestern Exposition. Will return to New York for his Friday broadcast.

PHIL BAKER and his troupe head back to New York from the coast at the end of the month, with the first broadcast from the East being the one of April 3. GLENHALL TAYLOR, Young & Rubicam producer on the show, will accompany Baker, as will Hal Block of the writing staff.

JANE PICKENS, who was screen-tested by Warner Bros. last week, is making preparations for a trip to Hollywood.

MRS. KEN SISSON to Montreal to spend a week with her husband, director of "Canada 1938."

IGOR GORIN, who stopped off in New York for a few days before continuing his concert tour, leaves today for Phoenix, Arizona, where he will make another personal appearance.

FRED WEBER, general manager of Mutual, enroute for Chicago today. He will remain in the west for most of the week.

FRANK RYAN, general manager of CKLW, Windsor, was in town last Friday.

Earle Ferris Moves

Earle Ferris on Saturday moves his Radio Feature Service Inc. to new quarters in a penthouse atop 10 East 49th St. Increased business is the reason for the move.

Felix Knight Signed for 6

Felix Knight, tenor, who was heard last week on the Leo Reisman show over WEA, has been signed for six appearances on the same program between now and June 2. His next broadcast will be March 24.

KMMJ

Clay Center, Neb.

The favorite family station

AGENCIES

FRENCH EASON, vice-president of the L. W. Ramsey Co., which handles the Fitch shampoo account, has been in Hollywood for the past week and will remain another week or so to size up the scene there and to prospect for those "interesting neighbors" to be interviewed by Jerry Belcher on his NBC show.

SAVINGTON CRAMPTON, who has been in charge of the William Esty Co. Hollywood office, which ceases functioning with the muting of the Jack Oakie-Camel cigaret program on March 22, is reported to be trekking eastward.

FRANK BEST & CO. INC. has been appointed by Home Style Laundry, Montclair, N. J., to handle its advertising. Spot radio and newspapers will be used.

O'CONNELL & SAMUEL is a newly established agency with offices at 175 State St., Springfield, Mass. Members of the firm are Larry O'Connell, who has been active in the Springfield advertising circles for some time, and Edward J. Samuel, former commercial manager of WMAS in that city.

LOUIS GLASER INC., Boston, has been elected to membership in the American Association of Advertising Agencies.

J. BROOKS EMORY has resigned from Ruthrauff & Ryan Inc., to become director of research of Benton & Bowles Inc. Emory has been with Ruthrauff for the past four years, serving as assistant copy chief to E. J. Grady, agency v.-p.

Schaffner Show Gets Sponsor

Cedar Rapids — Toby and Susie's "Bugtussle News," which has been sustaining it daily over WMT of the Iowa Network, and WCAZ, Carthage, Ill., has just been signed by Peter Pan Bakers. Program, written and produced by Neil and Caroline Schaffner, was formerly featured on the "National Barn Dance" program for nearly a year. As part of the deal the show will undergo a minor change and will be known as "The Corntussle News." The spot originates in the Cedar Rapids studios of WMT and will be carried by WOW, Omaha; WHBF, Rock Island, Ill., and KMA, Shenandoah. Skit is built around the activity found in a small community weekly newspaper, "The Corntussle News." As a promotional enterprise, the sponsors will publish a small newspaper to be known as the "Corntussle News."

SUN	MON	TUE	WED	THU	FRI	SAT
	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Greetings from Radio Daily

March 14

Gene Arnold
Harvey Says
G. Bennett Larson



PETTY CASH VOUCHER Week ending March 11th

● ● ● Saturday.....An attack of aching teeth prompts us to stay home after a drilling visit with Herr Dentist.....Nonetheless, this temporary confinement doesn't prevent our being informed that Norbert Feld, director of WEW's Germania airings, who delights the St. Louis German population with his flawless announcements, wows the staff by the manner he scrambles English.

● ● ● Sunday....A drive takes us to the Lester Lee's home and then we encounter Al Shayne. Though we are informed Abe Lyman's anniversary at the Casa Manana will really be something, we decide to pay our respects to a swell guy, Col. Jay C. Flippen, who is being birthday-ed at Leon & Eddie's....A peek into the Famous Door for a once-over litely by Louis Prima.

● ● ● Monday.....Around Famous Music, Sidney Kornheiser and Baron Elmo White stand guard as Lou Diamond listens to Gertrude Niesen warble a ditty...Taps shows us a new-angled bridge table...From WREC, Memphis, word arrives that Jim Sanders, emcee of the Jewel Cowboys, had a Chinese character on his show. A station exec was interested in the identity of the person—and learned he was a fellow who ran an Oriental restaurant around the corner from the studio.

● ● ● Tuesday...Lunching in Lindy's, we encounter Barry Wood trying to decipher the talk of Bert "Mad Russian" Gordon who is in conversation with Madame Fif....WMCA prexy Donald Flamm is all smiles because of the new studios to open next week...Dinner at the Tavern with Teddy Powell. Later we run into "Himber" who pulls the coat off our back and runs into a theater with it—forcing us to go in also—and view a cowboy picture.

● ● ● Wednesday...We push thru the crowds of the CBS Playhouse to see the Cantor broadcast. Besides a packed house there are 88 standees with everyone handled so courteously by Theater Manager Malone, Sammy Shiff and Bob Ferres....Jacques Renard is wearing spats and Vick Knight has on a one-piece combination—coat and pants that match sans dark glasses or suede shoes...The talk that Gloria Swanson tells Deanna Durbin brings kerchiefs from the pockets of the spectators...To Elsa Maxwell's "Who's Who," where between acts we meet Ben Marden, Billy Rose, Eleanor Holm, Belle Baker and Bee Kalmus; the latter two are anxious to see the repeat Cantor show—so we return to the playhouse. Occupying the box opposite us is Ida Cantor, Block and Sully and a coupla agents. Sid Gary manages to enter late. Eddie introduces Miss Baker and does a solo-show for the audience's benefit only that lasts 45 minutes.

● ● ● Thursday...To Gracie Barrie's opening at the Versailles with Jack Robbins and Singer Igor Gorin—who possesses a grand sense of humor besides a glorious voice. Ben Marden is evident here again by his jumping from table to table. Louis Sobol with Paula Stone pause to view Gorin's fur-collared coat—which is also the envy of the doorman...Then to the opening of Fredric Fradlin's Cafe Boheme, where we spot Ray Sinatra and his charming wife among other musicians. Jack Rosenberg, Local 802 prez, enters and members rise to bow. Roger White is also there.

● ● ● Friday...WBT, Charlotte, N. C., wires that Mickey Mouse better stay away from that city the week of April 23-30, because that's clean-up week there and the station is co-operating in the drive against all rodents, etc.

Total Expense: 25c for movies to get coat back.

MR. (Met. AAU Champ Wrestler) Auditor's Remarks: NO!...Do you want to make something of it?

GUEST-ING

CARLOS SALZEDO, HORACE BRITT and GEORGES BARRER, with Philadelphia Orchestra, March 21 (NBC-Blue, 9 p.m.).

LYNN MURRAY'S CHORUS, on Al Pearce program, March 15 (CBS, 9 p.m.).

RALPH ROEDER, on "Book of the Month Club Concert," tonight (WQXR, 7:30). PRINCE HUBERTUS LOEWENSTEIN, tomorrow; GEORGE SLOCOMBE, March 16; HENRY STEELE COMMAGER, March 17, all 8-9 p.m.

LAWRENCE TIBBETT and HELEN JEPSON, in "Naughty Marietta," on Lux Theater, March 28 (CBS, 9 p.m.).

AMOS 'n' ANDY, celebrating their tenth air anniversary, on "Hollywood Hotel," March 18 (CBS, 9 p.m.).

C. AUBREY SMITH, on Al Jolson program, March 22; CHARLIE RUGGLES, April 5; FRANCISKA GAAL, April 12; MRS. MARTIN JOHNSON, May 10 (CBS, 8:30 p.m.).

MISCHA LEVITZKI, on Bing Crosby program, March 24 (NBC-Red, 10 p.m.).

JOHN McCORMACK, JUDITH ANDERSON and ROBERT WILDHACK, on Rudy Vallee program, March 17 (NBC-Red, 8 p.m.).

ELISSA LANDI, FREDDA GIBSON, GEORGE BERTRAN, and ZEKE MANNERS GANG, on "Hammerstein Music Hall," March 18 (CBS, 8 p.m.).

ED SMALLE'S CHORUS, on Leo Reisman program, March 24 (WEAF, 7:30 p.m.).

Wagner Sells Script Series

West Coast Bureau, RADIO DAILY
Los Angeles—Frederick H. Wagner, author of the "Killers of the Sea" story from which Grand National made a thrilling picture, has sold a series of 39 episodes of the same story in radio script form to Nilsen's Broadcasting Service of Melbourne, Australia. The picture is a current release in Australia, and the Nilsen firm plans to capitalize on the great amount of publicity the picture is receiving in the Antipodes. Options were taken also on the remaining 39 chapters of the "Killers" and on another similar series by the same writer titled "The Sea Terror."

AGENCIES!

Let WALT FRAMER

handle your production in Pittsburgh

Freelance Producer—Commentator
508 Berger Bldg.

NEW BUSINESS

Signed by Stations

WGN, Chicago: The B. F. Goodrich Co. (tires), WGN Sports Review.

WCFL, Chicago: John Rissman & Son (Signal Overalls), "Hired Hands."

WAAB, Boston: Studebaker Corp., announcements, through Roche, Williams & Cunningham.

WNAC, Boston: Studebaker Corp., announcements, through Roche, Williams & Cunningham; Gardner Nursery Co., ETs.; Lindsay Ripe Olive Co., announcements through Lord & Thomas; (also 13 other Yankee Net stations); Knox Gelatine Co., announcements through Federal Advertising Agency (also 14 other Yankee Net stations); Emerson Drug Co., (Bromo-Seltzer) program through J. Walter Thompson Co. (also 13 other Yankee Net stations); McKesson & Robbins, ETs, renewal, through Gardner Advertising Co. (also on WTIC and WTAG); The Axton-Fisher Tobacco Co. (Twenty Grand), program, through Young & Rubicam; Baker Extract Co., announcements, through William B. Remington; Clear-Again Inc., programs, through Aubrey, Moore & Wallace; Daggett Chocolate Co., programs, through Harry M. Frost; Lever Bros. (Spry), announcements, through Ruthrauff & Ryan; American Tobacco Co., spots, through Lord & Thomas; J. L. Prescott Co., announcements, through BBD&O; Brown & Williamson Tobacco Co., sports programs, through BBD&O (also on 13 other Yankee Net stations); Chevrolet, ETs through Campbell-Ewald Co.

WREC, Memphis: Griffin Mfg. Co., "Musical Clock Program," through Birmingham, Castleman & Pierce.

WABY, Albany, N. Y.: Lutheran Hour.

CKNX, Wingham, Ont.: W. K. Buckley, Ltd., (Zev Livestock Tonic) participation in "Canadian Farm & Home Hour"; Quaker Oats Co., (Ful-O-Pep Poultry Feeds) ETs; E. S. Watt & Sons (Rose Brand Feeds), participation in "Canadian Home & Farm Hour"; MacDonald Medicine Co., (Mus-Kee-Kee) ETs.

KNX, Los Angeles: Axton-Fisher Tobacco Co. (20 Grand cigarettes), "Let's Celebrate," ETs, through McCann-Erickson; California Consolidated Water Co., daytime signals starting April 3, through The McCarty Co., L. A.

WJW, Akron: Pure Oil Co., Bill Griffiths "Sports Page of the Air."

Gruen Station List

Stations set to carry the half-hour transcriptions of the new Gruen Watch series to be produced by Warner Bros. as a live show on the coast and waxed by Transamerican for other outlets around the country include: WBZ-WBZA, Boston-Springfield; WHAM, Rochester; WCAU, Philadelphia; KRNT, Des Moines; WGR, Buffalo; WMAQ, Chicago; WGAR, Cleveland; WCAO, Baltimore; WJAS, Pittsburgh; WXYZ, Detroit; KWK, St. Louis; WLW, Cincinnati; KSTP, St. Paul, KOA, Denver.

Live show originates from KFWB and is heard over the California Radio System of six stations. McCann-Erickson Inc. is the agency.

ORCHESTRAS - MUSIC

By TED LLOYD

FRANK NOVAK, orchestra leader, featured with his band in the Henry Burbig "Cheer Up America" series over NBC-Red on Wednesday nights, has been signed to conduct the music on five sustaining programs over WJZ and WEAJ on Saturdays. Novak will direct a six-piece orchestra in each program, starting with a "Morning Greetings" program over WEAJ at 7:30 a.m. and ending with a 15-minute period with Carol Weyman, songstress, at 12:15 p.m. over WJZ. Other shows are "Rise and Shine," WJZ, 7:45-7:55 a.m.; "Sunshine Express," WEAJ, 9:15-9:40 a.m., and "Maida Severn, Songs," WJZ, 11-11:15 a.m.

Kay Kyser faces a busy week starting March 18. He is slated for five shows daily at Chicago Theater with his "College of Musical Knowledge"; plays full schedule at Blackhawk and does his Lucky Strike show on Mutual.

Realizing that "Ti-Pi-Tin" is destined to be one of the smash hits of the year, the Brunswick Record Co. has issued orders to have this number recorded across the board in all possible styles. The number, a composition of Madam Maria Grever was first introduced to the country by Horace Heidt and his Brigadiers.

"Dusty" Rhoades and ork closed seven-week stay at Hotel Jefferson's Club Continental, St. Louis, and Carl Lorch and his crew moved in. Bert Granoff, singing emcee in the night spot, has been there 25 weeks.

Gus Meyer returns today to direct the Connecticut Colonials from WICC's Bridgeport studios.

Calvert Distillers Corp. will do honor to Bernie Mattinson, drummer with Horace Heidt's Brigadiers, by presenting the Gold Drum award to him. In conjunction with a National advertising campaign for their Gold Drum Whiskey, Calvert is selecting top drummers in the name bands and running their photos in the leading magazines of the country. Bernie is the first of the ones selected to get the award and the publicity in the magazines.

Larry Lee and orchestra have moved into Hotel Peabody, Memphis, and will replace Jack Crawford orchestra on Monday night CBS spot

WCKY Sponsors Folk Festival

Cincinnati—WCKY is sponsoring the Ohio Valley Folk Festival to be held in Music Hall here the afternoon and evening of March 27. Two groups of folk musicians will be sent from this festival to the National Folk Festival to be held in Washington, May 6-8. One group will be the Coon Creek Girls, now heard regularly over WCKY. The second group will be chosen from among the contestants at the Ohio Valley festival March 27.

originating with WREC, also in Hotel Peabody, effective today.

A "Story Behind the Song" series will be inaugurated on March 25, when the CBS "Song Shop" program presents Arthur Schwartz to tell his story. Schwartz, composer of the Broadway musical "Between the Devil," will discuss the background of one of his popular songs of another day, "Something to Remember You By."

Vincent Youmans plans to begin work on a serious composition for voices and orchestra while he is in New Orleans studying the southland. The composition, to be entitled "Sweet Sunday," will deal with the negro's day of rest and will eschew jazz rhythms and gin swallowing episodes. Youmans also plans a symphonic poem based on the southland.

Taking their cue from the recent Benny Goodman-Carnegie Hall concert, the 20th Century-Fox producers are including a similar sequence in their forthcoming film, "Alexander's Ragtime Band." Raymond Scott and his six man Quintet has been assigned a feature part in this sequence, and Scott is penning special music for the Quintet's use. The Raymond Scott Quintet have been seen and heard in "Ali Baba Goes To Town," "Love And Hisses," "Happy Landing," "Sally, Irene And Mary," and the soon to be released "Rebecca Of Sunnybrook Farm."

Nicolai Rimsky -Korsakov was a Russian composer. He wrote a ditty called the "Flight of the Bumblebee." He also wrote an opera which he called "Sadka." In the opera is a number titled "The Song of India." On Nicolai Rimsky-Korsakov's birthday next Friday, WBT, Charlotte, N. C., will tell the very beautiful story of "Sadka" against interspersed melodies from the "Song of India." A few details of Rimsky-Korsakov's life also will be mentioned.

Vincent Lopez will follow Rudy Vallee into the Hotel Astor in June when the hostelry goes in for name-bands.

Mickey Alpert and his orchestra open the redecorated Walton Roof in Philly on March 25. Room has been made to look like N. Y.'s La Conga and will feature big names. Belle Baker will open the room with Alpert's crew.

Cherniavsky on Network

Cincinnati—Josef Cherniavsky's "Musical Camera" program, which has been airing over WLW at 4:30-5 p.m., yesterday was moved to 6:30 p.m. and fed to NBC-Blue network stations. Vicki Chase, soprano; Stephen Merrill, tenor, and the Four Modernaires, male quartet, were guests on the program.

Cherniavsky also has a Tuesday night series, "Mr. Cherniavsky, Music Please," over WLW.

☆ **F. C. C.** ☆
ACTIVITIES

APPLICATION DENIED

Dr. Wm. States Jacobs Broadcasting Co., Houston. CP for new station. 1220 kc., 1 KW., unlimited.

Valley Broadcasting Co., Youngstown. CP for new station. 1350 kc., 1 KW., unlimited.

Earle Yates, Las Cruces, N. M. CP for new station. 930 kc., 500 watts, daytime.

KDON, Del Monte, Cal. CP to change frequency and increase power to 1400 kc., 250 watts, 1 KW. LS.

WRBC, Inc., Cleveland. CP for new station. 880 kc., 1 KW., unlimited.

CALL LETTERS ASSIGNED

KLZ Broadcasting Co. New Mobile unit. KAAO.

Queen City Broadcasting Co., Inc. New mobile unit. KQCB.

HEARINGS SCHEDULED

Mar. 14: Mountain Top Trans Radio Corp., Denver. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Mar. 15: WNEW, New York. Mod. of license to increase power to 1 KW., 5 KW. LS. 1250 kc., shares.

WAIR, Winston-Salem, N. C. Mod. of license. 1250 kc., 250 watts, unlimited.

WGNV, Newburgh, N. Y. CP to increase power and change hours of operation and frequency to 1220 kc., 250 watts, daytime.

WFOY, St. Augustine, Fla. CP to change frequency and increase power to 590 kc., 250 watts, unlimited.

APPLICATIONS RECEIVED

W9XBS, Chicago. CP to increase power to 100 watts and move transmitter.

W9XAP, Chicago. CP to increase power to 100 watts and move transmitter.

Capitol Broadcasting Co., Inc., Topeka, Kan. CP for new station. 1120 kc., 1 KW., unlimited.

South Nebraska Broadcasting Co., Inc., Hastings, Neb. CP for new station. 920 kc., 1 KW., 5 KW. LS., unlimited.

KELA, Centralia-Chehalis, Wash. Mod. of license to increase power to 1 KW.

KRLD, Dallas. CP to install new transmitter and change hours of operation and increase power to 50 KW., unlimited.

APPLICATIONS RETURNED

W. B. Greenwald, Topeka. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Minnesota Economic Foundation, Minneapolis. CP for new educational station. 500 watts, daytime.

WEAF Awarded Plaque

WEAF yesterday was awarded the Second Annual General Electric silver plaque for the best station performance record during 1937 by NBC managed and owned stations. WEAF was off the air only three minutes and 29 seconds out of the 6,380 hours it was in service.

Chester Lang, publicity director of GE, made the presentation to engineer Gerald Gray at Bellmore, L. I., WEAF's transmitter location.

Before the presentation, Lenox R. Lohr gave a luncheon which was attended by O. B. Hanson, George McElrath, Raymond Guy, Clay Morgan, George Milne and Lee Wallis. WGY, Schenectady, was the recipient of the 1936 award.

NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY

CI 6-2200

WANTED

Combination
Commercial Manager—
Time Salesman

WRITE WOPI, BRISTOL, TENN.
GIVING COMPLETE DETAILS.



W. H. VOELLER, who has been active in radio locally for the past year or two, has joined the Aerogram Corporation set-up as an associate producer.

Jimmy Vandiveer's "Meet Some People" on KFI has been switched from Friday nights to a Thursday night groove at 10:15.

Gary Breckner will announce the remaining programs of the Phil Baker series from Hollywood. Announcer was called for emergency flood duty by CBS while auditioning with a group of other announcers for the Baker show . . . so the producers must have liked his reporting of the unusual rainfall.

Beginning March 30, a rebroadcast of the Ben Bernie show with Lew Lehr and Jane Pickens, will be available to Pacific Coast listeners at 8:30-9 p.m. on CBS.

"Toast of the Town," formerly a CBS show in San Francisco, goes Don Lee with its move to Hollywood, and is heard on KHJ and KFRC, San Francisco, at 9:15-9:45 Friday nights.

Hal Styles' KHJ-Don Lee "Help Thy Neighbor" program has been renewed for another 26 weeks by Hass-Baruch Co. for their Iris Coffee, and will continue at the same time, Sundays at 4 p.m.

Fanchon Royer Inc., producing pictures at the Grand National studio, is using Associated Cinema sound trucks on the picture now shooting which features Mrs. Harry Houdini, widow of the late magician.

The KFI "Ho-Hum" program conducted by John Boylan has been switched from 9:45 to 10:45 on Friday nights, and the KECA "Bridge Club" from 1:45 to 3:00 p.m.

Earnshaw Radio Productions has sold 324 episodes of "Chandu" and 130 of their equally long lived "Count of Monte Cristo" to All-Canada Radio Facilities, Calgary.

Bill Harty and Frank Kelton, who recently organized an agency under the firm name of Harty-Kelton Agency, have dissolved the partnership, with Harty continuing the business on his own.

Kelly Anthony, KFI - KECA program manager who has been absent from his post for two months past on account of illness, is back at his desk again.

KFWB's "Pictures You Missed" has been switched from the former Monday night spot to Tuesdays and Thursdays at 7:15-7:30 p.m., going twice-weekly with the change.

Floyd Caton, NBC sound effects man, is receiving congrats on the birth of a daughter.

Carl Moritz, formerly INS correspondent, has joined the KNX press department, succeeding Charles Benson who has resigned. Moritz will serve as assistant to Hal Rorke, press head.

☆ Programs That Have Made History ☆

WDEL's "Old Song Contest"

OVER 12 years ago, when WDEL in Wilmington, Del., was in its infancy, the listeners were introduced to a new and then novel radio program, "The Old Song Contest". Willard Wilson, station owner at the time, decided that a contest type program might build up a good listening audience, provided that a suitable prize or prizes could be given to winners. At the time a local home furnishing store seemed to be interested in radio and thought such a program might help them. Station executives and store management went over idea and "Old Song Contest" came into being. The sponsor gave to winners many useful articles, such as electric irons, radio tubes, lamps, kitchen utensils and other items that would attract a family audience. Since then many sponsors have shared in the period with excellent results. Currently, prizes consist of single passes to a local theater to 25 winners.

Perhaps a word of explanation may help in showing the commercial value of such a program. "Old Song Contest" took the air with a piano player and an announcer. The pianist played ten old songs that were popular in the late '90's and up to 1920. It was then up to the listeners to guess the names of the songs in the order played and submit the correct title, worded correctly, to the Old Song

Editor. On the following Sunday broadcast, 25 lucky winners were announced and told to call at the studio for their ticket, or whatever the prize happened to be. Of course it can be readily seen that more than 25 correct lists were received each week, so rules were put into effect in order that different persons won each week.

At first, the program mail was small, then the songs played were made easier, by the announcer giving hints about the title, composer and telling the date the song was popular. This seemed to help the audience and before long the weekly mail was averaging from 300 to 400 letters a week. In all the time the program has been on the air the mail has not decreased. In the twelve years of airing the feature, the station mail for period has run near 190,000 letters. The postmarks show that listeners are scattered throughout Delaware, lower New Jersey and nearby Pennsylvania points.

Recently the piano idea was elaborated and violin and cello added making a delightful combination that immediately met with audience approval. With the completion of a new auditorium on the first floor of the Odd Fellows Building, station officials are planning to play host to 250 visitors for a visible broadcast of program.

Chevrolet Disk Series Renewed Through May

(Continued from Page 1)

Songsmiths Quartet, guest stars and Graham McNamee as announcer. Campbell-Ewald Co., Detroit, is the agency.

Announcers in Shifts

Three New York stations underwent changes in announcing personnel over the weekend. WMCA lost two men, with Ted Webbe resigning to join WINS and Bruce Wendell going to WNEW. Don Larkin has resigned from WNEW to free lance. Bob Carter, who had resigned as chief announcer of WMCA, will remain at the station indefinitely to fill some commercial commitments and handle special events. Station as yet has not selected men to fill Webbe and Wendell spots.

Clay Morgan Re-Titled

Official title of Clay Morgan of NBC has been changed to read Director of Public Relations. Originally it was Director of Promotion, but it was decided that it conflicted with the advertising and sales promotion end of the shop.

Continue "Ave Maria" Disks

"Ave Maria Hour" ETs will be continued for another 39 weeks, with Brinckerhoff Recording Studios doing the waxing.

Arkansas Special Session Aired on State Network

(Continued from Page 1)

cluded KARK, Little Rock, originating the broadcast; KTHS, Hot Springs; KFPW, Fort Smith; KELD, El Dorado, and KCMC, Texarkana. Gov. Carl E. Bailey, Arkansas' radio-minded governor, called the special session to revise the state's highway debt plan and devise rural relief measures. C. K. Beaver, commercial manager of KARK, made arrangements for the network. Hour-long program was broadcast.

Snyder in Radio Post At J. Stirling Getchell

(Continued from Page 1)

leaves the agency tomorrow to start his own program building service.

Snyder was formerly assistant account executive on the Socony-Vacuum account which is handled by the agency. Allen has been with Getchell for the past two years. He was at one time connected with J. Walter Thompson.

Lambert Switches

Lambert Pharmacal has postponed the starting date of its Mutual "True Detective Mysteries" until April 5 and selected a new time, 10-10:15 p.m. Program, however, will be aired by WLW on March 29 at the above time. Lambert & Feasley is the agency.



A LICE BLUE, WGN pianist, has returned from a vacation in California.

Attilio Baggione, WGN-Mutual tenor, will sing three concerts next month at St. Joseph, Mo.; Jefferson City, Mo., and Port Huron, Mich.

WAAF's "Remember with Joy" show marked first anniversary Sunday. Studio audience invited to bring along candid cameras and take shots of show in action. Features Russ Perkins, Barry Becker and Estelle Barnes.

Joy Fairman, WAAF soprano, returned from an eastern vacation and is back at work.

Bill Thompson, Nick De Populos of Fibber McGee, is taking bagpipe lessons from Robert Sim, a world war buddy of King George's present pipe major.

Les Tremayne, star of First Nighter, is outfitting a new bachelor apartment.

Judith Lowry, character actress, went to New York to join Joan Blaine in cast of "Valiant Lady" for General Mills.

Malcolm Meachem, who plays heavies in "Margot of Castlewood" and "Ma Perkins," is playing also on WGN "Curtain Time" shows on Friday nights.

Blair Walliser, WGN production director, is vacationing at Biloxi, Miss.

Little Jackie Heller, NBC tenor, off the air while singing for week at Fox Theater, St. Louis. Charles Sears and Johnnie Johnston are filling his spots here.

Phil Fortman has left NBC press department because of ill health.

NBC Television Tests

NBC will resume television broadcast schedules from its Empire State Building studios late next month following four to five weeks of tests it was learned last Saturday. Studios were closed last Nov. 23 to allow for equipment improvements and re-adjustments. Tests will be started immediately.

Signal Overalls on WCFL

Chicago — John Rissman & Son, makers of Signal Overalls, is sponsoring the Hired Hands in a three-a-week 6:30 p.m. hillbilly and swing music show on WCFL. Lucille Overstake, the Singing Hired Girl, does the contralto end.

Lawrence Rejoins WOR

Jerry Lawrence has rejoined the WOR announcing staff. He resigned from the station a short time ago to join CBS.

Glass Container Winding Up

"There Was a Woman," sponsored by the Glass Container Assn., will sign off the air April 10. Program is on the NBC-Blue, Sundays, 1:30-2 p.m.

PROGRAM REVIEWS

"ROYAL CROWN REVUE"
Nehi Inc.

WJZ—NBC-Blue Network, Fridays,
9-9:30 p.m.

James A. Greene Co., Atlanta

GENERALLY PLEASING REVUE, FAMILIAR IN PATTERN. BUT WITH NICE BALANCE OF INGREDIENTS.

Although it sticks to the routine formula of music and comedy revues, the new "Royal Crown Revue" sponsored by Nehi in behalf of Royal Crown Cola is a satisfying show of its kind. With George Olsen's orchestra supplying the music, Tim Ryan and Irene Noblette doing the comedy patter, Teddy Bergman coming in for some unctuous remarks as the droll "Uncle Happy," the Golden Gate Quartet contributing harmonious vocal swing, and Graham McNamee doing the announcements, the show is amply fortified in the talent end.

Olsen's "music of tomorrow" is a highly pleasing brand, smooth and tuneful, so this end of the program was in fine form on the opening broadcast. Tim and Irene, though quite effective, were just a little below par in comedy tempo. Since this was merely a matter of pace and material, it's easy to rectify. The Golden Gate Quartet was particularly enjoyable in its swing versions, and there was a nice bit of "Sweet As A Song" vocalizing by Eddie Howard. Fredda Gibson also came in for a piece of nice vocalizing. All in all, the show didn't make such a bad start.

Script material for the show is by Bud Pearson and Les White, with Lester O'Keefe as production manager.

A \$50,000 contest, involving distribution of \$2,000 weekly in prizes for 25 weeks, is tied in with the program.

"Al Barrie Mellydrammers"

With his Gas Lampe Theater Thespians, Al Barrie started a new series of his "Mellydrammers" last Thursday night over WNEW at 8-8:15 p.m. The offering on this occasion was "Where There's a Will There's a Willain," or "Death on the Trestle—Almost." Presentation, like the title, was in a burlesque vein, producing quite a few chuckles as the action unfolded. Barrie also inserted a vocal number, "Sweet as a Song," into the proceedings.

As a contrast to the straight dramatic serials that overrun the airwaves, this program, in its modest way, is a rather refreshing relief.

Jewel Cowboys

A cowboy program of unusual liveliness, tunefulness and general enjoyment is fed to CBS on Saturday mornings at 10:30-11 a.m. by WREC, Memphis. In a ranch-house atmosphere, melodies of southwest and Mexican flavor are played and sung

☆ PROMOTION ☆

"Lone Ranger" Campaign

"The Lone Ranger," now being carried on WCKY, Cincinnati, by Schulze Baking Co. in behalf of Butter-Nut Bread and Dolly Madison Cakes, carries with it probably the most intensive promotion campaign in the history of Cincinnati radio advertising.

All Schulze driver-salesmen are wearing 10-gallon cowboy hats, red bandanas and large badges publicizing the program, on their daily rounds. The men have also placed wall and window signs in 3,500 bread outlets in Greater Cincinnati, in addition to 7,000 pennants calling attention to the "Lone Ranger" broadcasts.

For two weeks, every loaf of Butter-Nut Bread sold in Cincinnati and vicinity was banded with a special red label, giving the time of the program on WCKY. Bread wrappers also have the program information and these will be used indefinitely.

The entire campaign, with explanations of premiums to be given later, was outlined at a meeting of the

driver-salesmen at the Sinton Hotel prior to the first broadcast.

Sea Food Campaign

To promote its popular Housewives' Protective League, conducted by Fletcher Wiley over KNX, Los Angeles, Superior Sea Food Co. placed on each of its new delivery trucks a large painted sign calling attention to the show, aired daily, Monday through Friday. Broad sides and "teaser" announcements to the retail trade were also used. Hillman-Shane Advertising Agency has the account.

Victor Record Society

The Victor Record Society, formed by RCA Victor Co., will be promoted starting next month, in co-operative newspaper advertising with wholesalers and in magazines and radio. To join the society customer pays \$6 for membership and buys \$9 worth of Victor records. He receives at once a record-player instrument for his radio set, and is given a free subscription to the monthly Society Review.

30-Day Campaign Sells Left-Over Radio Stock

Memphis—With the Christmas season over, a local radio distributor found himself with an \$80,000 stock of radio receiving sets on hand. How to move them presented a major problem. WHBQ presented a merchandising plan that was accepted and then followed a 30-day campaign, wherein "The Stumpus Boys" were presented in seven half-hour programs weekly. Four additional telephone trunk lines were installed, and listeners were invited to telephone in any request they might desire, and theater passes would be awarded those who could request a number that the boys couldn't perform on the program. All persons responding to the program were mailed a merchandise voucher redeemable on the purchase of a new radio receiving set. Net result, 750 radios sold, the sponsor is happy, the station proud of a job well done, and three accounts bidding for the same program, with the original sponsor continuing to present other programs over WHBQ on behalf of other products. The entire campaign set-up was arranged by Manager Bob Alburty.

Heidt Presents Newcomers

Two potential stars will be presented by Horace Heidt on his Stewart-Warner program over NBC-Blue tomorrow night. The two winners in Heidt's "Can You Pick a Star?" series are Preston Lambert, singer, and Eddie Sampson, harmonica soloist.

in a most pleasing manner, with just a right amount of interpolated chatter. Personnel of the show includes much diversified talent, both vocal and instrumental.

Bunker Made Prod. Mgr. For NBC in Hollywood

West Coast Bureau, RADIO DAILY
Los Angeles—Walter Bunker, Jr., has been appointed production manager for NBC in Hollywood, functioning directly under John W. Swallow, program director for the Western Division, according to announcement by Don E. Gilman, vice-president. Bunker has been in radio since 1925, and joined NBC in 1936 as announcer-producer.

Marvin Young has been appointed assistant program manager for NBC's west coast division, serving as assistant to John Swallow, program manager. Young has been with NBC since 1932, coming over from KFI. He also lectures on advanced radio writing and producing at the University of California extension course and has a commission of Captain in the Army reserves.

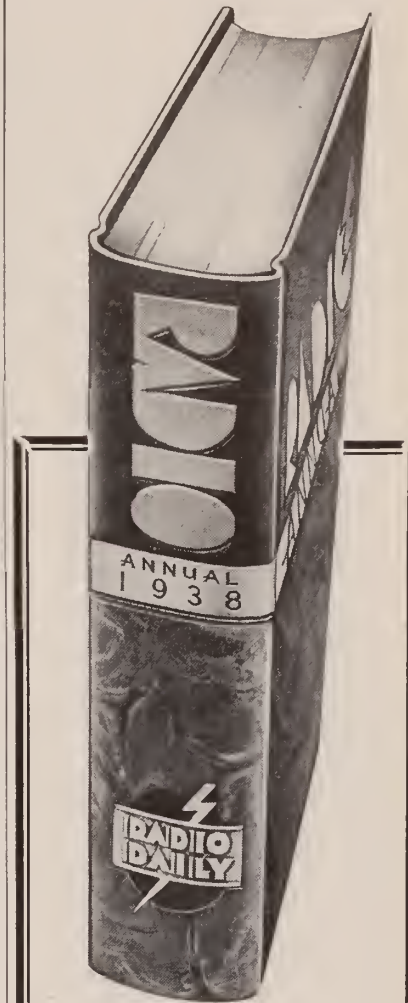
New Firm Chartered

Albany—Civic Broadcasting Corp. of Syracuse has been chartered to engage in a radio broadcasting business. Capital stock is \$25,000. Directors are Thomas S. and Elizabeth C. Marshall, of 121 Wendell Terrace, Syracuse, and George E. Hughes, Wykagil Apartments, New Rochelle. Papers were filed by Costello, Cooney & Fearon, Syracuse.

William Dunn Joins CBS

William Dunn will join the CBS press department tomorrow. Dunn has been doing radio work for Robert Ripley and at one time was with the American Airlines publicity department.

Epes Sargent Jr. has also joined CBS Chicago press. He takes the place of George Livingston, who resigned to head the Earle Ferris Chicago office.



Radio Annual is over four pounds of book . . . and how. Executives tell us it is by far the finest reference work in the industry.



SAN FRANCISCO

Don E. Gilman, NBC vice-president in charge of the western division, spoke before the S. F. Commercial Club last week on "Behind the Scenes of Radio Broadcasting". Talk was aired over KGO. Gilman, who now has his headquarters in Hollywood, came up for a week and conferred with Lloyd E. Yoder, manager of the NBC offices here.

Jack Meakin's Saturday half-hour, "Music by Meakin", has changed time and network to NBC-Red at 7 p.m. PST. Lois Clark, formerly with Paul Pendarvis and his orchestra, was guest singer on last Saturday's broadcast.

Johnny O'Brien and His Harmonica High Hats will broadcast from the NBC studios instead of from the Sir Francis Drake Hotel.

KIDO, Boise, Ida.

New arrival at KIDO is Cleve Schwitters, former emcee for Fox Theaters in The Boise Valley district. He joins the staff as time salesman; has had several years previous radio experience.

Station now issues a weekly program schedule for agency distribution. The advance listing carries a promotional front page written by Roy Civile, publicity manager. The Frontispiece is patterned after same fellow's weekly newspaper column, which is tagged Thru the KIDDO Keyhole, by Ben Peekin. Compliments on the schedule's make-up are arriving with each day's mail.

John McMahon of "Mac's Breakfast Club" went off the deep end. Two weeks after he took the fatal step, fellow workers finally learned of the marriage ceremony. The Mrs. is the former Ella Crone.

WHAT, Philadelphia

C. Warwick Ogelsby, ace sports commentator, is now heard at 5:45 p.m. Monday, Tuesday, Thursday and Friday.

Joseph McCauley, junior member of the announcing staff, is now doing publicity.

Milton Laughlin, program director, has scheduled the third season of the Independence Players on Tuesday evenings at 10:30. The first show, "Dead Men Do Tell Tales," written by Ray Turner, was a decided success. Sam Serota, director of the players, will write the next mystery yarn.

ONE MINUTE INTERVIEW

LOU HOLTZ

"The trouble with radio is that people are always sniping at you. Let an orchestra leader, or comedian, go off the air for more than 13 weeks, and as soon as he gets a new sponsor he is making a 'comeback'. Most of radio's 'comebacks' have been credited to artists who have never been away, but as long as people in radio love to gossip, we'll be hearing about so and so is 'making a comeback'."

★ Coast-to-Coast ★

HARRY GLICK, whose morning exercises over WHN, keeps the listeners in physical condition, celebrates ten years of radio work this month. In the entire decade, Harry has missed only two weeks each year, and then he was vacationing.

The radio team of Jimmy Audubon, tenor, and Pat Kilpatrick, composer-pianist, begin an engagement at Nick Toce's Village Brewery, New York, on Thursday.

An unusual college competition, a "battle of song" known as the "Freshman Glee," was broadcast from Willamette University, Salem, Ore., to the CBS Pacific network through facilities of KOIN, Portland. For the third successive year, Art Kirkham was announcer. A Willamette tradition of many years, each class sings an original composition by one of its members. A board of judges decides the winner. The male members of the losing class, according to tradition must be ducked in a mill race. Victims this year were the freshmen.

WBAP's series of remote programs from the Texas State Prison at Huntsville, Tex., scheduled to begin last week, was postponed until tomorrow as Governor James V. Allred was in West Texas and unable to get back to Huntsville to open the series. Allred is to be principal speaker on opening broadcast from the penitentiary.

KFEL obtained broadcasting rights to Colorado State High School basketball tourney, March 10-12, and also is airing daily from the National A.A.U. tourney all this week, with semi-finals and finals to Mutual.

Dr. Joseph Jastrow, noted psychologist, will present a series of talks in a popular vein on the problems of social adjustment to be heard weekly over the NBC-Blue Network at 7:15-7:30 p.m., starting March 21. The series is titled "The Devil Takes the Hindmost."

The New York Women's Symphony Orchestra, under the direction of Antonia Brico, which gives its third concert of the season at Carnegie Hall on March 15th, is being considered by a major sponsor for a program on the air for the coming season. Miss Brico and the Symphony Orchestra are under the exclusive radio management of Dorothy Worthington.

Danny Sullivan of Newark, N. J., WOR vocalist, is recuperating after undergoing a minor throat operation about a week ago. He plans to return to the Mutual mike in another week or two.

Sponsors clamored to participate in the special remote broadcast by

WMBD, Peoria, Ill., of the Bradley Polytechnic-Temple University national collegiate basketball championship preliminary at Madison Square Garden, New York City, March 9. Central Illinois has been basketball-rabid this season despite the fact that Bradley's string of 14 consecutive victories was broken by Northwestern University—also broadcast remote by WMBD. The New York game was covered by Jack Brickhouse, WMBD sportscaster and Bob Connors, engineer. They departed by plane immediately after the game to handle the Illinois State High School basketball championship tourney from Champaign, Ill.

Lady Kitty Barling, whose "Women In the News" has been featured on WHN twice weekly will now be heard three times a week on a new time schedule, Monday, Wednesday and Friday at 12 noon.

Dick Wright, WHN salesman, is the papa of an eight-pound boy.

The radio editors have organized a team to compete on Dr. Harry Hagen's "True or False" program on March 21 at 10-10:30 p.m. over WOR-Mutual. J. E. "Dinty" Doyle of the New York Journal-American will be captain. His teammates will be: Aaron Stein of the New York Post, Jo Ranson of the Brooklyn Daily Eagle, George Opp of the Philadelphia Ledger, Ken Purdy of Radio Guide, and Jack Sher, New York correspondent of the Detroit Free Press Screen and Radio Weekly Syndicate. The scribes will match wits with a sextette of woman railroad executives of the Baltimore & Ohio Railroad.

Gene Marvey, tenor, will inaugurate his first New York program since returning from Hollywood when he joins Don Albert and his orchestra over WHN on the "To the Ladies" broadcast today. He will be on the air Monday through Friday, 2:30-3:00 p.m.

Pinky Hunter, one of radio's original crooners and veteran of the broadcasting business, has been named assistant to Jack Graney, former Cleveland Indian, in play by play descriptions of the Cleveland Indian's home games via WCLE, under the sponsorship of General Mills and Socony Vacuum.

WGN Sports Review for Goodrich

Chicago—Goodrich Tires will sponsor WGN Sports Review with Bob Elson starting March 21 on three-a-week basis. Another advertiser is about set to take over other three nights. Show starts as sustainer today with Jim Fleming handling it until Bob Elson returns from California.

SAN ANTONIO

Jimmie McClain, WOAI announcer, leaves that post March 19 to join KABC as production manager.

Mrs. Frank Stewart, whose hubby is spieler on KMAC, is producing the children's plays known as "Neighborhood Theater" on that station.

Peter Molyneaux, well-known southwest commentator and publisher of Texas Weekly, has returned to the air via Texas Quality Network every Friday evening. WOAI is the network station here.

WBT, Charlotte

Program Director Charles Crutchfield, back from his New York trip, had quite a story to tell about being caught in the Hotel New Yorker fire. WBT almost lost a program director.

Russell McIntyre, the handsome young Duke Power Co. baritone, sings like Crosby and looks like Tyrone Power—and has the ladies fighting their way into the studio. Jane Bartlett accompanies McIntyre at the organ. Reginald Allen is the announcer.

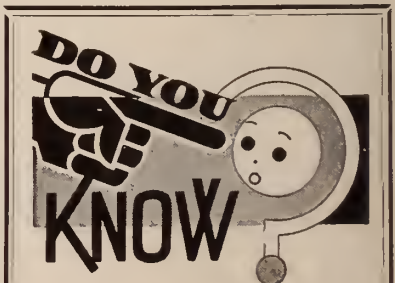
Grady Cole, nearly recovered from his dual operation, is expected back at the studios in a few days.

The turbaned dignitaries of North American Shrinedom will parade before WBT microphones the night of March 24. The showmanship station will carry a two hour and a half broadcast, 11:30 p.m. to 2 a.m., during festivities of the North American Shrine Convention, which will be held in Charlotte the latter part of the month.

An unusual stunt broadcast will be heard when the Ides of March come tomorrow. A fatal day to Caesar, whose demise made the Ides famous, the 15th furnished material for the WBT program department to write a corking script show. The cast will include most of the station's announcers and a well-known young woman, who for the duration of a quarter-hour will fake nuttiness and barge into a WBT studio with the warning: "Beware, the Ides of March." Music for the occasion will be appropriate Roman airs.

KOIN-KALE, Portland, Ore.

John Schnellor, control room supervisor and for nine years a member of the local staff, has resigned to join the technical staff of KNX, Hollywood, April 1.



Of the total usable radio wave spectrum the broadcast band (550 to 1600 kilocycles) occupies only three-tenths of one per cent (0.03%) of the radio spectrum.