



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 54

NEW YORK, N. Y., FRIDAY, MARCH 18, 1938

FIVE CENTS

Wants FCC Included In Probe

NO "MONOPOLY" IN CBS' MAKEUP STATES PALEY

William S. Paley, CBS president, stated yesterday that the organization of the CBS network prevents any "possibility of network monopoly." Paley pointed out that out of the 114 stations on the network, only eight were owned by CBS and one operated on lease.

He made the statement in reply to the resolution which Commissioner T. A. M. Craven has put up to the FCC. Resolution calls for the inves-

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NBC's Boxing Sponsor Gets Festival April 1

Adams Hats on April 1, will sponsor 30 rounds of boxing over the NBC-Blue network, 10 p.m. First bout will be from Madison Square Garden with Fred Apostoli and Glenn Lee trading punches. At the conclusion of this fight, broadcast will shift to Chicago to pick up the Joe Louis-Harry Thomas world's title bout.

Both fights are 15 rounds. This is the first time in the history of radio that blow-by-blow descriptions of two top card fights have been aired in a single night via radio.

Crossley Chairman of AMA

Archibald M. Crossley, president of Crossley Inc., has been elected chairman of the New York Chapter of the American Marketing Assn., succeeding James O'Shaughnessy. Other officers elected were: F. T. Hypps, director of research of Brown & Tarcher, as vice-president; N. H. Seubert, Media Records, vice-chairman, and Lawrence B. Whit, of the marketing ass'n which bears his name, was re-elected secretary.

Breezin' Along!

Rochester—Ken French, WHEC announcer, carried a mike into the uppermost parts of a flying trapeze to interview acrobats. For 20 minutes Ken straddled a 2-inch pipe to talk 65 ft. up. He was originally slated to fly through the air with the mike, telling how it feels.

Canadian Tap

Montreal—Automobile owners in Canada were disappointed to learn from Deputy Minister of Transport that they must pay the \$2.50 license due April 1, even though they are already paying a license for a radio set in their homes. Only tourists' are exempt.

TRANSRADIO NORTHWEST SETUP IS OVERHAULED

Seattle, Wash.—The local office of Transradio Press Service announced today that Transradio's leased teletype service in Washington State and Oregon will be put on an 18-hour-a-day basis effective April 1st. Hitherto TP's Pacific Northwest circuits have operated 16½ hours daily.

Harold Parr, Seattle Manager of Transradio, said the expansion of service was part of a general program of expansion in the Northwest. Simultaneously a widespread shake-up of TP clientele in Washington State is expected. Transradio is suspending service to KMO, Tacoma, in the next few weeks "because of di-

(Continued on Page 2)

Branham Co. Signs Two; WAAT Goes to J. J. Devine

The Branham Co., effective immediately, has been appointed national station representative for KXYZ, Houston, and KRIS, Corpus Christi.

WAAT, New Jersey has appointed J. J. Devine & Associates as exclusive national representative, it has been announced by Paul H. La Stayo, president of the station.

Artists' Bureau Restrictions Defeated in N. Y. Assembly

McNinch-NAB Meet Off

Washington Bureau, RADIO DAILY

Washington — Proposed luncheon-meeting of NAB board of directors with FCC Chairman McNinch has been postponed "for a few days," it was revealed at headquarters yesterday. Reason for the delay is the postponement of the NAB board meet originally scheduled for next Monday.

Rep. Wigglesworth Still Squirms Despite Craven "Order" and Will Continue To Seek An Investigation

OPTIMISTIC SYMPOSIUM ON NBC RED MARCH 21

"Spring Outlook on Business" is the title of a symposium which NBC will stage on March 21, 9:30-10 p.m., over the Red network. Prominent speakers from all fields of industry will be heard on the program which will originate from New York, Washington and Hollywood.

Speakers are Edwin S. Friendly, chairman of the committee on advertising of the American Newspaper Publishers Assn.; Dr. John F. Anderson, who was chairman on the advis-

(Continued on Page 2)

CBS Auxiliary Studio "Blasted" Off the Air

CBS studios at 799 Seventh Ave. were forced off the air for 13½ minutes Wed. due to cable trouble. Blasting at 52nd St. and Sixth Ave., where a new subway is now under construction, was blamed. "Life of Mary Southern," had just started the day's

(Continued on Page 2)

WMAZ Gets Power Boost

Macon—The FCC has granted a power increase to 5,000 watts during daylight operation to WMAZ it was announced yesterday. According to station officials power grant is expected to double station's coverage.

Washington Bureau, RADIO DAILY
Washington—Yesterday's announcement that the FCC was considering a resolution to investigate alleged monopolistic practices within the radio industry was considered on Capitol Hill here today as "a red herring to thwart off the inevitable congressional investigation of both the FCC and the industry combined."

Describing the Federal Communications Commission as "a group who by their own testimony were weight-

(Continued on Page 3)

COAST TALENT BUILDUP ON TWO WEB PROGRAMS

The Columbia Broadcasting System and Columbia Management of the west coast, through KNX, will institute a twice-weekly audition period for the purpose of discovering new talent for CBS. Charles Vanda, CBS West Coast Program Director, will be in charge and will also be a member of the special audition board

(Continued on Page 3)

Liggett & Myers Revamp Whiteman Program Plan

Liggett & Myers Tobacco Co. yesterday revealed its corrected plans for the new series of Paul Whiteman programs which are scheduled to begin April 1. Sponsors under a special merchandising plan will feature Whiteman in a series of Swing musicals with a set vocalist, probably

(Continued on Page 2)

Pittsburgh Bowlers

Pittsburgh — Radio bowling league wound up another season with KQV, again in first place. WCAE, was second, WWSW, third and WJAS in cellar position. KQV's strong men are: John Laux, manager; Lou Kay and Jack Buchheit, salesmen, Criss Cross, program director and Joe Villella, announcer.

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FINANCIAL (Thursday, Mar. 17)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Westinghouse, Zenith Radio.

Table with columns: Bid, Asked. Row: Stromberg Carlson.

CBS Auxiliary Studio "Blasted" Off the Air

(Continued from Page 1) episode when the blast occurred, and program of music was dubbed in immediately from headquarters.

"Hilltop House," which was in rehearsal at the time, was rushed to main studios by cab and went on as scheduled at 5:45 p.m. Latter program, sponsored by Colgate-Palmolive-Peet Co., changes its air time effective April 25 to 10:30-10:45 a.m. with repeat airing for Denver and west coast at 4:30-4:45 p.m.

Red Cross Series in May

The American Red Cross and the United States Office of Education of the Department of the Interior jointly have announced an international shortwave broadcast addressed to the students of the world, to be carried by W2XAD and W2XAF, Schenectady, 6 to 6:30 p.m. (EST) May 4. The NBC-Red network will carry the program, long wave, in this country.

MARTIN BLOCK'S "Make-Believe Ballroom" A WNEW FEATURE 1250 Kc. 9:15 TO 11 A. M. 5:30 TO 7 P. M.

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

JAMES R. CURTIS

JAMES ROBERT CURTIS, owner and president of the "Voice of Longview" (Texas), radio station KFRO, in radio's pioneer days, while still a student of law, conducted a mail order business by short wave selling parts to amateurs. He is now licensed to practice before the FCC and the Supreme Court as well.



Has a degree for every call letter....

In 1923 he obtained a license to operate the third station in Fort Worth, his birthplace, with the call letters KFRO. In 1931, on the discovery of oil in the East Texas Field, he moved to Longview, taking KFRO along with him, with a construction permit from the FCC to be known as the "Voice of Longview." Actual operation began in 1935. By 1937 Mr. Curtis had bought out his incorporators, becoming sole owner, and the station had increased its power from the original 100 watts. With an A.B. from Texas Christian, B.E. from Brantley-Draughon Business College, M.A. from Southern Methodist and an LL.B. from Cumberland University, he is president of the Longview Junior Chamber of Commerce, Director of Longview Community Chest, Lions Club, the city's branch of the Federal Savings and Loan Association, Secretary of the Texas Broadcasters Association, Honorary First Lt. Tenn. Nat. Guard . . . He still finds time to contribute to newspapers, radio, canine magazines and breed St. Bernard dogs.

Transradio To Increase Its Service in Northwest

(Continued from Page 1) vergencies of contract policy," according to Parr. Recently Transradio suspended service at KGY, Olympia and at KRKO, Everett for other reasons, Parr explained. Subsequently the delivery of service to KRKO, Everett was resumed on the basis of a new contract.

Parr said he expected Transradio would revise its commitments in Spokane within the next 30 days. For 2 1/2 years Transradio has been serving KPQ and KGA of Spokane, prior to which time it served KFPY of Spokane.

In the states of Washington and Oregon and British Columbia, Parr pointed out, Transradio serves more than twice as many radio stations as all of the other press services combined. In the same area it is serving three daily newspapers.

Gil Murray Joining CBS

Pittsburgh—Gil Murray, salesman for the WJAS-KQV stations, is leaving March 25th, to become affiliated with the Columbia Broadcasting System's WBT Division, Charlotte, N. Carolina.

Schechter Takes the Air

A. A. Schechter, NBC director of news and special events, will be interviewed by Frank Mullen, RCA director of publicity, on the Farm and Home Hour, NBC-Blue, Mar. 21, 12:30-1:30 p.m.

Schechter will tell how NBC builds and puts on special event programs, such as the recent broadcasts from Vienna and Egypt. Mullen, before he joined NBC, was director of the Farm hour.

Good Business Symposium Set for NBC-Red March 21

(Continued from Page 1) ory committee of the National Suit & Cloak recovery board; J. J. Pelley, president of the Assn. of American Railroads and Joseph Schenck, president of the Assn. of Motion Picture Producers.

Also Tom Girdler, president of the American Iron & Steel Institute; Alvin Macauley, president of the American Automotive Manufacturers Assn., and Paul S. Willis, president of the Grocery Manufacturers of America.

Doug Connah Joins Agency

Douglas Duff Connah, formerly associated with BBD&O and the Columbia Broadcasting System, has been named Radio and Publicity Director of James A. Greene & Co., Atlanta, Ga., which handles the Nehi account. Connah will make his headquarters in New York for the present.

Connah, whose duties at present will center upon the Royal Crown Revue, NBC feature sponsored by Nehi, replaces Sam Slade, who has resigned.

WIP and Rambeau Quits

Philadelphia — WIP, Philadelphia, and its national representative, William G. Rambeau & Co. have severed connections. Station has not appointed a successor as yet.

WAKO ALBANY, N.Y. The PERFECT MARKET'S LOUDSPEAKER Newly Equipped for Super Power

COMING and GOING

AL DONAHUE and wife leave Palm Beach today for a short trip to Nassau. Will return Sunday and go to New Orleans where Donahue and band are scheduled to open at Roosevelt Hotel.

GEORGE SCHER, publicity director Lennen & Mitchell, sails aboard the Greystoke Castle April 20, on a trip around the world.

FRED WEBER, MBS general manager, left town yesterday for trip to Cleveland, Chicago and St. Louis. He originally planned to leave town last Monday.

GENE O'FALLON, manager of KFEL, Denver, is in New York.

K. K. HACKATHORN, WHK sales manager, is making the rounds around town.

ROBERT E. BAUSMAN, business manager of WIRE, Indianapolis, is in town for a few days.

JOHN LYMAN BOGERT, Benton & Bowles account executive, and MRS. BOGERT sail today on the Santa Paula for a 17-day South American cruise.

Liggett & Myers Revamp Whiteman Program Plan

(Continued from Page 1) Connie Boswell. Program will be designed for the younger generation and will follow somewhat along the lines of the Benny Goodman Camel broadcasts. Guest stars will be used, but will be especially designed to fit in with the swing motive. Phil Cohan, recently returned from the west coast, takes over production and Al Lewis and Hank Garson will probably handle the writing end.

Program is heard Fridays, 8:30-9 p.m. over the CBS network. Newell-Emmett has the account.

Talent and Production Set on MBS Morris Show

The Philip Morris-Mutual show which starts March 25, 8-8:30 p.m., will have Arlene Francis and Erik Rolf conducting the audience participation program entitled "Johnny Presents, What's My Name." Ray Block and his orchestra will furnish the music. Johnny and Charles O'Connor will be on hand to handle the commercials.

Program will emanate from the Mutual Playhouse. Persons, selected from the studio audience, participating in the program will receive cash awards from \$5 to \$10 depending on how many guesses they take to answer the question. The Blow Co. is the agency.

THE SONGBIRD OF THE SOUTH KATE SMITH THE KATE SMITH HOUR THURSDAYS CBS NETWORK 8-9 P.M., E.S.T. EXCL. MANAGEMENT TED COLLINS

CONGRESSIONAL PROBE NEEDED SAYS WIGGIE

(Continued from Page 1)

ed down with all they could do at the present time," Congressman Richard Wigglesworth of Massachusetts told RADIO DAILY today that the pending FCC investigation of the radio industry would not in any way cause him to relieve pressure for an investigation by Congress.

"I have believed all along, and still believe," Wigglesworth said, "that an investigation of the radio industry should also include the Federal Communications Commission as well and I haven't changed my mind in the least."

Coast Talent Buildup on Two CBS Programs

(Continued from Page 1)

which will include Lud Gluskin and Wilbur Hatch. William Moore will conduct the auditions.

Vanda also announced plans to introduce a Talent Parade which will be a tie-up between Columbia Management and commercial agencies. Talent selected from the auditions will be placed in a training school to be run by the Columbia Management Corp. and when ready, will be presented as new faces talent to agencies.

Entire audition set-up has been decided upon following an announcement made recently by Herbert Rosenthal that Columbia Artists, Inc., will maintain a policy of open doors for all new talent. It is expected that an average of 70 newcomers will be heard at each session at the KNX studios.

KSL Hires Dr. A. L. Beesley For New Crime Programs

Salt Lake City—In connection with a new series of Crime Commentation, Earl J. Glade, managing director of KSL, announced yesterday that the Salt Lake CBS affiliate has collaborated with the Salt Lake Tribune-Telegram in bringing Dr. Arthur L. Beesley to the Special Features Dept. of KSL. Dr. Beeley holds Professorship of Sociology at the University of Utah and is regarded as one of the nation's outstanding authorities on Criminology.

Series will be heard Saturday at 7 p.m. Dr. Beeley's comment will be elicited by Earl J. Glade who will take the role of inquisitor during the program.

The topics and themes will be tied in with a large newspaper campaign directed to administrative, municipal, and law enforcement agencies of all the western states the Salt Lake Tribune serves. Literature will be made available. The cycle will be the most comprehensive attempt to discuss the Criminal Social problem affecting American cities ever attempted by KSL.

NEW PROGRAMS—IDEAS

Program Name Contest

The "Program Without a Name" which Warren Sweeney, popular WJSV announcer, has been conducting every week-day morning from 6:00 to 7:00 now has a name. In its place is a program with the title, "Old Chanticleer." The name came to be as a result of a contest engineered by Warren with a five dollar first prize for the best title for the program. The originator, and the winner, is Mrs. Henry G. Hanford, 3706 Military Road, Chevy Chase, D. C.

The crowing rooster will open the program, be heard intermittently throughout and then close the show.

"Inquiring Subscriber" on WISN

New series of programs arranged by the Milwaukee Community Fund entitled "The Inquiring Subscriber" made its debut on WISN Wednesday.

The "Inquiring Subscriber" program develops the reactions of Community Fund subscribers who made tours of the agencies in order to see for themselves just what is being accomplished by their subscription to the Fund.

Program is in the form of interviews between an interpreter from the Community Fund and a guest of WISN from various trades and professions.

Purpose of the program series is to acquaint Fund subscribers how the Community Fund spends its money.

Aiding the Dog Catcher

"Towser Town Tattler", is the title of a novel program recently inaugurated by WJW. Program, which utilizes a mobile unit, is heard from the Akron dog pond where unclaimed pups are interviewed and described and an effort is made to have them claimed by the owner or by dog lovers who are willing to pay the ransom. Program has revealed a human interest angle, especially to children.

"The Trailer Family"

The adventures and misadventures of the Thomas family on their trans-continental tour in their new trailer is the theme of the new dramatic series heard over WIP each Tuesday and Thursday morning at 11:45 a.m.

The cast includes the father, Clarence; mother, Clarie; daughter, Emily and that scamp of a son, Junior. Clarence, ostensibly the head of the family, is a mild-manner individual; wife Clarie is the typical backseat driver (than which there is no worse), Emily is young, pretty, and goes for Robert Taylor, and Junior is just another one of those spoiled brats who have had the rod spared on them.

From time to time, other characters are woven into the yarn, and the entire cast is drawn from the WIP dramatic staff.

Scripts are written by Cyrus Beck, well-known in local literary circles.

WIP's "My Stars"

In order to aid the layman to become better acquainted with the stars, WIP has inaugurated a new series of programs, "My Stars," which are broadcast each Tuesday evening from 8:30 to 8:45 p.m.

Conducting this series is Armand Spitz, formerly editor and publisher of a suburban newspaper, and at present editor of "The Institute News" of the Franklin Institute. Spitz is a widely-known amateur astronomer, and lectures almost weekly on the popular aspects of astronomy.

This new series will present introductions weekly to some of the stars which may be seen in the heavens at that particular time. An unusual feature of the programs will be the suspension of the show for several minutes weekly after the evening skies are described, so that listeners may go out-of-doors and see the stars for themselves. During this unusual intermission, music (with the stars as themes) will be played, and the quarter-hour program will conclude with brief stories of the legends of the stars.

In addition, Spitz will send specially-prepared star charts of each week's talk in advance to any who request them. A complete set of these charts will make a valuable collection of simplified star guides.

N. Y. STATE ASSEMBLY FAVORS ARTIST BUREAUS

(Continued from Page 1)

Bill was brought up for discussion earlier in the week by the SFC for public hearing at which time License Commissioner Paul Moss of New York opposed provisions of the bill which included the networks. Moss could not see why the nets should be exempt from employment restrictions.

Last night there was very small possibility that any anti-radio bills would be passed by the legislature before it adjourns Saturday morning. The Berg Libel Bill and McCall Measure both seem to be definitely out. The Drive for Piper-Esquirrel Ascap bill which is being supported by both radio and theater men has a fair chance of being reported out of Assembly Rules Committee sometime today. If it should come to a vote, feeling is that it will be defeated, although it has gained strength among upstate members.

Two Web Shows Quitting

Two NBC shows are going off, "Jack Armstrong," sponsored by General Mills, and "Rising Musical Stars" sponsored by Sealtest laboratories. Former show signs off on April 25, latter on April 17.

Sealtest, however, is planning a new afternoon series for an NBC net which will take the place of the closing show.

If You Lived in Bay City

... where there's only one Radio station in the city... chances are you'd listen to that station (WBCM) almost exclusively... BECAUSE... clear reception... local sentiment... highest quality entertainment... then multiply this 'one city-one-station' exclusive set-up seven times... add WXYZ (key station) Detroit... and you have, figuratively speaking, an advertiser's paradise

WBCM
the only station in
Bay City.
Primary pop... 176,012
Radio Families,
(primary)... 33,201
Annual Retail Sales
(Bay City only) \$11,507,000

MICHIGAN RADIO NETWORK

WXYZ
KEY STATION



DETROIT
MICHIGAN

The Paul H. Raymer Co., Representative



HOOSIER HOT SHOTS have a busy fortnight ahead. Four network shows a week, five recording dates and two fairs as well as several one night personal appearances.

"Know Your Authors," with Ethel Reid Winsler, on WIND folds after next Sunday's broadcast.

Little Jackie Heller playing at Madison, Wis., theater this week and next week goes to Fox Theater, St. Louis.

Arthur Peterson, NBC actor, is writing a play about John Alden which he hopes will get an airing on birthday of patriot. Peterson is descended from Alden.

Marilyn Thorne, 12-year-old songstress, has rejoined Ted Weems and band at the Trianon. She is being billed as the Singing Cinderella of the Air.

The Hoosier Philosopher (Carlton Guy) and WAAF have parted company after a run of four or five years.

PHILADELPHIA

George Thomas, WCAU announcer, was so interested in a broadcast of W. C. Fields on the CBS network, that when it came time for the call letters he said, "This is WCFi - -," then stopped and gave the correct station break.

Andy Arcari is now being heard with his accordian over KYW and WIP.

Charlotte Van Court Carter has written the script and will appear in the leading role in WFIL's series of "Famous American Women" dramatizations.

Ken Stowman, Public Relations Director of WCAU has been appointed chairman of the radio committee for the Penna. 300th Anniversary Commission.

Dixie Lee again returns to KYW with her counseling problems of the adolescent for parents.

James Allan, program director and Tony De Simone, staff accordionist, of WIP celebrate another birthday this month.

Jim Willard inaugurates a new feature in his weekly revue over WFIL with his "Ten Year Club."

Sherry O'Brien is the latest addition to the sportcasters to be heard over WDAS.

Harry Rogoff is the newest foreign language commentator on the staff of WPEN.

Bob Knox of WIBG, Glenside, replaces Taylor Grant who resigned on the announcing staff of WCAU.

Bowey's Inc. Extends Time

Bowey's Inc. has extended its NBC-Red "Terry and the Pirates" contract to June 1. Program is heard Mondays through Wednesdays, 5:15-5:30 p.m. Original contract expires on April 20.



● ● ● From Our Little Red Book!...The pressure of writing and speaking 40,000 words a week has finally begun to tell and M.D.'s have ordered Gabriel Heatter to let down! Beginning Monday he takes a long vacation from all midnite work, making of Paramount newsreels and gives up all day time shows! He will drop four sponsors! because the doctors said "quit"—and quit it is... "Hobby Lobby" remains on CBS and WOR...Talent shake-up on the Brewers' show has been abandoned with everyone remaining. Martin Gosch will be replaced and the writers may again be switched... Frank Parker is supposed to start on "Hollywood Hotel" April 1—if someone doesn't decide to use George Murphy... Jane Pickens is off the Ben Bernie show permanently... Jean Sablon leaves NBC in May and returns to France... Back to NBC in Sept. where he was signed for another year... Mac Benoff is a new writer signed for the Eddie Cantor Camel series... Andy Devine won't make the trek east with Benny...

● ● ● Cleveland Police will be able to spot autos of WHK-WCLE employees immediately. 1938 license plates are all of conservative HK series beginning with HK 51 which is Advertising Mgr. John T. Vorpe's. Vice Pres. and Gen. Mgr. H. K. Carpenter has HK 100. Prog. Dir. Russell W. Richmond has KH 101... Other employees have numbers between 52 and 120. Engineering department has corner on HK 73, meaning regards and HK 88 meaning Love and Kisses in code slanguage... Ohio, in celebrating the centennial of the Northwest Territory, has a picture of an ox-cart or covered wagon on each plate... This is the same as the covered wagon emblem of the United Broadcasting Company which denotes WHK as Cleveland's Pioneer station.

● ● ● Tyrone Power quits Woodbury May 1st for 13 weeks and will be replaced. He definitely returns to the series in the fall... "Log Cabin" may fold after April 9... Wm. Esty Hollywood offices close March 22... Stan Lomax will do his baseball stint this season via WFIL, Philly for WOR... Bill Goodwin, coast announcer and wordslinger on the Camel show, flew to Yuma and married Philippa Hilber, 20th Century-Fox contract player... Milton Berle's appearance on the Oakie show will serve as an audition which RKO will use to sell the duo on a studio air show... Sophie Wishik resigned from Transcription, Inc., and will vacash before announcing a future connection... Mark Warnow succeeds Carl Hoff on "Hit Parade" with Peter Van Steeden slated to wave the baton after Warnow... Tom McKnight was named producer for the Brewers' show last night... Wilma Jackson, CBS script writer in Hollywood, married Ralph McDonald last week... There's a mad rush for Leopold Spitalny's berth at NBC.

● ● ● It happened on the 1600th consecutive dramatization of the Dorothy Dix Column over WHAT. The script called for the sound of a canoe rippling along in a stream and finally grounding on a pebbly beach... The following scene required the simple, ordinary sounds of dishes. Milton Laughlin, production director, spent all the rehearsal working out the canoe effects and never gave the dishes a second thought. Came air time and with the wizardry of sound effects, the canoe episode was a decided success... Complacent and pleased, Laughlin was resting on his laurels, when like the over-worked bolt from the blue, he noticed the continuity moving inexorably to the cue for the dishes effect—and the dishes hadn't even been brought into the studio. Nothing daunted, the resourceful production director held a hurried, whispered consultation with Paula Markmann, one of the script-readers, the powwow resulting in a pool consisting of a bunch of keys, Miss Markmann's compact, and a metal ash-tray... The consequent effect was so realistic, they completely bamboozled the control-room gang—that worthy organization being still in the dark as to what really happened.



MABEL STARKE, tiger trainer for the Al G. Barnes-Sells-Floto Circus, which winters in Baldwin Park, near Los Angeles, will do a guest appearance with George Jessel on his Mutual "Thirty Minutes in Hollywood" Sunday. Miss Starke is no novice in front of a microphone, having appeared as a guest on Lux, "Thrills" and various other network shows.

Charles Vanda, CBS program chief on the Coast, invites writers and showmen to submit ideas for programs with: "Radio always needs new ideas and the Columbia Broadcasting System welcomes them." Laying down definite rules for the submission of material, Vanda promises careful consideration of every idea offered.

KMTR now offers Nick Arden, pianist, in a "Study in Black and White" on Sundays at 12 noon to 12:15, and on each weekday at 2:30-2:45 p.m.

George Irwin initials a new program on KEHE, Friday, March 18, at 8:30 to 8:45 p.m., with his "Close-Ups" of Hollywood news.

Warner Theatres are using daily time signals on KNX starting yesterday to April 13, inclusive, placed by Stodel Advertising Co.

Claude Sweeten, musical director at KEHE, paid a graceful tribute to the late Lyda Roberti on his "Music by Sweeten" Friday night by featuring "Lovely to Look At" from "Roberti," the show in which Miss Roberti was starred on Broadway.

Captain Allen Hancock returns to his role of cellist with the Hancock Ensemble over Don Lee-Mutual on Sunday, having returned this week from his latest exploratory tour of the South Pacific in search of little known varieties of marine life, which is another hobby of the millionaire yachtsman-naturalist-musician.

Scher on Leave of Absence

George Scher, publicity director of Lennen & Mitchell, has received a four month leave of absence from that agency and will sail aboard the Greystoke Castle April 20 on a trip around the world. Scher is scheduled to leave the agency April 15. As the majority of the radio accounts at the agency fade from the air during the summer. Scher's post will not be filled until his return next fall.

WFBL Returns "Pipedreamer"

Syracuse—"The Pipedreamer", old favorite of central New York radio fans will return to WFBL for regular Friday performance (4:45 to 5:00 p.m.) by Jack O'Neil, WFBL announcer.

Poetic readings against background transcribed music gives O'Neil chance to follow footsteps of other star pipedreamers, George Perkins and Rev. Dr. Bernard C. Clausen.

PROGRAM REVIEWS

Ray Block's Varieties

Program yesterday over CBS at 3-3:30 p.m. presented a new emcee who took the play away from the oldtimers that appear on the show regularly. Red Evans, who has appeared on a number of network shows with his swing sweet potato, did an excellent job with a cast that included Larry Clinton, Ruth Carhart and Eton Boys, guests, John Wolf and Ray Block and his orchestra. Block and the band did a good job on Top o' the Mornin' while singers proved effective in rendering Two Bouquets, Old Apple Tree and Josef-Josef. In honor of St. Patrick's Day, program also featured a few numbers by Martin Burns on an instrument that should have never been allowed in the studio. Program moves fast, and is good entertainment. Evans, who played one number on his "sweet potato", did the continuity on the show as well as the emceeing. Dick Swift responsible for production.

Encores and Epitaphs

This Tuesday and Thursday feature heard over WNEW at 4:45-5 p.m. continues to enjoy a huge listening audience composed of those dialers interested in radio, stage, screen and literature. One of the best airings in the series heard the other day when cast dramatized a new book, "Murder on the Nose", a radio novel. Doris Smith, who handles the commentary as well as doing the continuity, does a good job, while Doug Arthur, who was pinch-hitting for Bill McGrath, is the perfect stooge. Johnny Jaeger and Ray Hamilton complete the cast.

David Lowe

WNEW's movie gossip continues to handle his nightly assignments over at that station in first class order, with his mail now jumping well over the 20,000 mark per week. Big draw is the free ducats given out by Lowe to listeners for answers to his Movie Quiz features. Lowe, who has been placed in the 7-7:15 p.m. slot across the board, should hold the Make-Believe Ballroom audience without any trouble for the additional 15-minute period.

ORCHESTRAS - MUSIC

By TED LLOYD

NEW YORK State's Senate, after a sharp debate, passed the Doyle union-backed bill to prohibit the use of school and college orchestras outside of curricular appearances. Vote was 32-12.

Senator Joe R. Hanley of Perry and Senator Doyle, Rochester sponsor, clashed in a sharply worded debate prior to passage of the bill. Doyle held that his measure was right in principle and effective in practice, since the school orchestras often conflicted with union-scale wages and had a tendency to lower prices.

Measure goes to Assembly Rules Committee, where another bill identical with the Doyle measure lies. Originally killed by the Education Committee, the bill was re-introduced by Assemblyman Francis J. McCaffrey a few days ago so that if the Doyle measure passed, it would have two chances of passage in the lower house.

REVIEWS OF THE REMOTES: Guy Lombardo's crew coming from the Roosevelt via MBS at midnite delivered "In My Little Red Book," an oldy, "Way You Look Tonite," "Tipitin" with Carman and the trio vocalizing. Also Rodgers and Hart's new tune, "How Can You Forget" which sounded detached in the lyric ... Midnite on CBS gave us Red Norvo swinging with Mildred Bailey. "Azure" was a weird tune. "I Never Knew" got someone swinging on a trumpet. "Don't Be That Way" was delicious as were each of Miss Bailey's vocals.

Having been the first to comment on the Andrews Sisters' rendition of "B. M. B. D. S." we wish to go on record stating that their recording of "Joseph! Joseph!" is just as sensational as their first. In fact, their offering on Decca-1691A is a vast improvement over their previous — if that's possible... Backed by "It's Easier Said Than Done," a ballad, the wax is worth twice the price being asked!

Edward MacHugh, the Gospel Singer, has had a song dedicated to him. "When the Gospel Singer Sings His Songs to Me," with lyrics and music by Abner Greenberg, also the composer of "Auf Widersehen" and "C'est Vous." The song will be published March 25.

Morton Gould, youthful composer-arranger-conductor, whose "Music

For Today" is a regular Monday night feature over the WOR-Mutual network, will appear as guest pianist-conductor on Mark Warnow's "New York on Parade" program March 21st over the NBC-Red chain from 7:30 to 8:00. Since Gould's own WOR broadcast takes the air immediately following, from 8:00 to 8:30, he will need the services of a special elevator and a police escort to make connections between the NBC studios and the WOR theater a dozen blocks away. His NBC stint will end at 7:55, which will leave him exactly five minutes to make the trip.

Continuing the remarks about remote announcers, the one wordslinger on the Jimmy Dorsey show said, in announcing "I See Your Face Before Me"—"This was dedicated yesterday (Tuesday) to the Income Tax Man"—or something just as inane ... Paula Kelly, former vocalist with Dick Stabile joins Al Donahue's crew at the Roosevelt Hotel in New Orleans where Al returns March 25.

On NBC-Red from the Grand Terrace came Andy Kirk's music swinging, banging, hollering, and blowing the guts out of every song rendered ... The reason for Lombardo's continued success, we discover now, is that the song is played like the composer had written it... Kirk's music was nice—because we were able to switch to Lombardo—fast!

SAN FRANCISCO

Toby Reed, KFRC announcer, doing news commentary "Headlines of the Past" Thursdays and Sundays, 9:15 to 9:30 p.m. for San Francisco Bank which uses radio for first time. "Headlines" title was used by John Nesbitt on station many years ago, discontinued when he left.

Second AFRA "mix" set for April 3 in "365 Club" with ork and program under direction of Bennie (NBC) Walker. Tariff \$1 a head.

Walter Kelsey, NBC staff musical, appointed musical director, thus filling the vacancy left by Meredith Willson. On the heels, came Jack Meakin's resignation, as a result, 'tis said. Latter married Patty Norman, Eddie Duchin's vocalist, in a surprise Reno splicement. Meakin plans several weeks' rest before accepting one of several offers, which may make H'wood his future base.

BOSTON

John C. Dowd, president of the advertising agency, Dowd & Ostreicher, Inc., addressed the merchants of the nearby city of Medford on the subject of Advertising.

For the first time since their arrival in the United States, the three royal princesses of the tiny Balkan Kingdom of Albania appeared on the air while visiting in Boston. They were interviewed over the Colonial network on Wednesday evening by Ruth Moss from their suite in the Ritz Carlton Hotel in Boston.

Don Hewett, of North Abbington, Mass., has been added to the staff of announcers at WORL. Hewett started his professional career with the E. E. Clive Company at the Copley Theater in the days of Rosalind Russell's performances at that house, but he prefers radio to the theater, and says he is in it to stay.

GUEST-ING

DOROTHEA LAWRENCE, soprano, interviewed by Vivian Shirley, March 23 (WNEW, 2:30 p.m.).

SALLY RAND, interviewed by David Lowe on Sound Track Studio Party, March 19 (WNEW, 7:00 p.m.).

DOROTHY DUNBAR BROMLEY, columnist, on Book-of-the-Month program, today (WQXR, 7:30 p.m.); FABIAN FRANKLIN, editor, March 19 (8:00 p.m.); CHARLES POORE, editor, March 20 (8:00 p.m.); MORRIS ERNST, attorney and author, March 22 (8:00 p.m.).

BUDDY ROGERS, orchestra leader, on Tom Rocap's For Men Only, March 23, (WIP, 7:30 p.m.).

COMMANDER ATTILIO GATTI, explorer-hunter, interviewed by General Peppino Garibaldi, March 20 (WOV, 1:00 p.m.).

VAUGHN DE LETH, on Norman Cloutier Presents, March 20 (NBC-Red, 10:30 p.m.).

Ohio Labor Seeks Outlets

Cleveland—The Cuyahoga County Non-Partisan League has adopted a resolution asking favorable consideration by the Federal Communications Commission of applications for additional broadcasting facilities in Ohio and Cleveland and for establishment of radio stations in all large centers of population under the direction of labor. The resolution asserted that two of four broadcasting stations in Cleveland, one in Youngstown, and one in Columbus, were owned by "interests unfavorable to labor."

Brewers Retain Writers

The Cooperative Brewers Association has not as yet changed writers on the Monday night Lou Holtz show it was learned yesterday. Rumors to the effect that Al Lewis and Hank Garson had taken over the assignment are not true. It is believed however that a change will be made. Program is heard Mondays, 8-8:30 p.m. over the CBS network.

Cupid on the Job

Tampa—Mardi Liles, WFLA's program director bids celibacy farewell on April 2, when he marches up the aisle with Mary Mildred Smith, dramatic actress. The couple have planned a three-week cruise in the Caribbean.

BIRTHDAYS

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

Greetings from Radio Daily

March 18th

Phil Alexander Fred Berrens
Edward Everett Horton
George Olsen

March 19th

Frank Chapman John Shepard III
Uncle Wip (Wayne Cody)

March 20th

Ozzie Nelson Lawson Zerbe

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NEW DEVICES
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Latest Technical Developments and Activities in Radio and Television

CBS Control Operations On View in Coast Setup

Los Angeles—Brilliantly lighted behind sound-proofed, shadowless, double-glass windows twenty feet long, the Hollywood master control center of the Columbia Broadcasting System will be open to public view in the foyer of the new Columbia Square studio building.

This master control point is the nerve center through which all programs originating in the CBS Hollywood studios will be routed over telephone lines to the KNX transmitter and various other stations of the coast-to-coast network.

Carried out in full sight of the public, the intricate operations will be explained by electric signs indicating the sections of the network to which the program is being sent.

Visitors inspecting the Master Control unit will be able to "see" the sound waves of the programs being transmitted. Converted into electrical impulses by microphones in the studios, the program sound are transmitted through Master Control, where four oscilloscopes make the sound waves visible on four separate screens five inches in diameter.

Each of the studios in the new Columbia Square broadcasting center is a complete program source, entirely independent of the others in equipment, power, lighting and air-conditioning. Each has a series of microphone pre-amplifiers and monitor amplifiers that increase the minute volume of sound picked up by the microphones and transmit it to Master Control.

Foreign Reception

Rochester—W8XAI, ultra-high frequency transmitter of the Stromberg Carlson Co. here, has been reported from Scotland and other points in Europe, Australia and the Canal zone. Station broadcasts the same schedule as WHAM.

New Port Angles Station

Seattle, Wash.—Northern Radio Co. here is to install new station in Port Angles, Wash., 50 w. with frequency ranging from 1900 to 3800 kc.

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Japan Needs Equipment

Elaborate plans to short-wave extensive programs from Japan in connection with the forthcoming Olympics, will necessitate Japanese broadcasters buying considerable new equipment, according to the NYK Lines, steamship company handling some of the advance business for the 1940 games. Due to being surrounded completely by water, short-wave is being used exclusively there and the present facilities for stunts on a large scale are inadequate.

Transmitter and antennae of the Nazaki Transmitting station in Ibaragi prefecture, owned by Denwa Kaisha (International Telephone Service Co.) must definitely be improved and enlarged before the games get under way.

Transmitter Destroyed, WHBF on Air in 38 Hrs.

Rock Island, Ill.—Forced off the air at 9:20 p.m. on Wednesday night by destruction of its transmitter in the fire at the Harms Hotel, WHBF here resumed broadcasting less than 38 hours later, setting what is believed to be a record in engineering speed of installation. Loss of actual broadcast time was only 25 hours, 43 minutes.

New plant was set up in the club house of the Saukie golf course, the transmitter supplied from the Collins Radio Co. of Cedar Rapids, Iowa. Almost entire station staff joined in installation of the ground system. Announcers and office workers donned overalls to assist.

New Frequency Monitor

Schenectady — To enable police radio operators to check station frequency periodically or continuously, Radio Department of the General Electric Company has developed a new frequency monitor which is simple both to install and operate.

In complying with the FCC's requirement that all stations have a separate means of monitoring the frequency of the radio signal, this monitor will be found convenient since it operates from 110-volt, 60-cycle, single-phase power, and is installed merely by plugging into a convenient outlet. The equipment is entirely self-contained and requires no tuning or adjusting. Use of headphones prevents audio feedback from entering the station microphone.

Step Up Schedule

Philadelphia—W3XAU, international short wave station, an offspring of WCAU, has increased its daily operation schedule one hour from 11 p.m. to midnight.

The present schedule of the station is now 12 noon to 8 p.m. on 9590 kilocycles; 8 p.m. to 11 p.m. on 6060 kilocycles, and 11 p.m. to 12 midnight on 9590 kilocycles.

Two Washington Cities Get New Radio Station

Seattle, Wash.—Twin Cities Broadcasting Co. will build and operate a new radio station serving Longview and Kelso, twin cities of Western Washington, with studios planned for the downtown districts of both cities. Construction is to start immediately, and complete setup is expected to be ready in four months on tract of six acres. Transmitter building and steel tower of most modern type will be erected, with ground system of more than four miles of buried copper wire.

New Voltage Regulator

Waltham, Mass.—Raytheon Manufacturing Co. has announced its Raytheon Voltage Regulator, permanently correcting varying voltage conditions generally encountered and providing the constant AC voltage essential for effective operation of many electrical devices. Since regulator will stabilize at any load within rating, it may be used as accessory to devices already installed, manufacturer reports. Bulletins on the equipment are available.

Universal Amplifier

Inglewood, Cal.—Universal Microphone Co. has started manufacture of a professional amplifier incorporating frequency compensating networks and allowing accentuation in either high or low frequencies, or both. Equalizers employed are continuously adjustable and the settings may be changed while in actual use. They add amplification to the circuit, presenting a gain of 18 db. at the frequencies, rather than the customary attenuator which is primarily a loss circuit.

Musterol Adds Akron

Musterol, sponsors of Carson Robinson and his Buckaroos, have added WJW, Akron, to its Mutual network. Program is heard thrice weekly.

Construction on WGY Studios Soon Complete

Schenectady — In spite of cold weather, construction of WGY's studio building has progressed rapidly during the winter months. From present indications the National Broadcasting Company will take possession about May 15.

Five air-conditioned studios are provided in the brick-steel-concrete structure which measures 173 feet wide and 103 feet deep. Modern in design, the building utilizes glass block on almost the entire front which faces up the city's widest boulevard. Within an eighth of mile of the studio building is the main highway through the Mohawk Valley and the building with its special lighting features will be plainly visible from the highway.

Included in the five studios will be an auditorium studio seating 150 people. The studio will be 46 feet deep, 23 feet wide and 16 feet high. Another feature will be a kitchen studio completely equipped with General Electric Company electric household aids.

Also notable will be the flexibility of its engineering control. Two studios may be worked from the master control desk or from their individual control booths. All engineering rooms will be air conditioned. Offices of the executive staff will be located on the second floor opening on a balcony which borders a corridor extending along the entire front of the building.

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★ F. C. C. ★
ACTIVITIES

HEARINGS SCHEDULED

Apr. 20: KOY, Phoenix, Ariz. Mod. of license. 550 kc., 1 KW., unlimited.
May 10: George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.
Dan B. Shields, Provo, Utah. CP for new station. 1200 kc., 100 watts, unlimited.
May 17: Edward J. Doyle, Rochester, N. Y. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.
May 31: Cuyahoga Valley Broadcasting Co., Cleveland, O. CP for new station. 1500 kc., 100 watts, daytime.

Invents Remote Regulator

Tacoma, Wash.—“Hush-tone” receiver attachment, invented by Harry K. Todd here, makes it possible for comfort-loving listeners to turn down volume of radio sets by 95 per cent through mere push of a button sixteen feet away from the receiver. Second push of button restores full volume instantly. Inventor Todd is semi-retired business man who never had “a minute’s training in mechanics in his life.”

Gets New Amplifier

Clearwater, Fla.—WFLA here is now awaiting delivery of a new 82-A high fidelity monitoring amplifier and cabinet speaker. Station will utilize new monitor to feed its 33 1-3 recording head and to replace obsolete equipment. RCA is filling the order.

★ PROMOTION ★

Sponsor Takes a Poll

Largely influenced by a special questionnaire vote of its entire personnel, Z.C.M.I., pioneer Salt Lake Dept. Store has chosen KSL for the year’s most ambitious merchandising project. Irving Fisher, store advertising executive, announced that returns on a voting ballot to select the radio outlet for the store’s radio advertising showed 396 tallies preferring KSL service, or a preference of 99 per cent for KSL.

KSL was thus selected for complete store merchandising. W. E. Featherstone who placed the account for the station explained that Z.C.M.I. will use live talent, studio transcriptions, store representatives, remote control periods, and general institutionals. Contract calls for 300 quarter-hour periods and will run Monday thru Saturday for one year. Russel Stewart has been chosen for announcer’s assignment. Spot aired at 10:15 a.m. in Lucky Strike News Parade vacated period.

Forest Preservation

WTOC, Savannah, has been working with the Timber Protective Association in offering calls to the TPA trucks, directing them to the scene of fires, which, if not checked early, would do untold damage to the for-

ests of inestimable value in production of pulp for paper manufacture. As soon as a fire is reported to WTOC a call is broadcast which speeds the fire trucks to the scene of the fire in a matter of minutes. The station has been highly commended for its aid. Other stations have now taken up this novel and noble service.

Public Library Tie-up

WSAR announces an educational feature, presented in cooperation with the Fall River Public Library. The program, known as “The Bookshelf” is heard Tuesday afternoons at 2:00 p.m. and in addition to mentions of new books added to the Public Library, it calls attention to various works soon to be published and reviews the more important books. At present, a free offer is attracting a large mail response. The program is conducted by Francis J. McLaughlin Jr., station production manager.

Moritz Joins CBS on Coast

Los Angeles—Carl Moritz, formerly associated with International News Service and RKO, has joined the CBS-KNX publicity staff it was announced yesterday. Appointment becomes effective immediately.

NEW BUSINESS
Signed by Stations

WNEW, New York: Goldwater Distributing Co., Milkman’s Matinee announcements, through Blackstone Advertising Agency.

Japan Setting Short-Wave Facilities for Olympics

What is likely to be the biggest all-short-wave broadcasting set-up in the history of radio is being planned in Tokyo in preparation for the 11th Olympic Games, 1940, according to S. Yanase of the N. Y. K. Line.

It is expected that the number of nations represented at the microphones will exceed that of the Berlin Olympics, at which 100 announcers and their assistants represented 32 countries from all over the world. Twenty-two countries sent their representative announcers to the Winter Games at Garmisch-Partenkirchen.

Sixty-two invitations to the world’s principal nations to participate in broadcasting the Tokyo Olympiad have been issued. Favorable replies have already been received from NBC and CBS in the United States and Broadcasting corporations in Great Britain, Canada, Australia, Germany, Switzerland and other leading countries.

As Japan is surrounded by sea, short-wave radio system must be used for broadcasting.

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RADIO ANNUAL is cloth bound for permanent reference, contains nearly 1000 pages, weighs over four pounds, and, (so they tell us), is the finest and most comprehensive book of reference ever published in the radio industry.

No "Monopoly" in CBS Makeup States Paley

(Continued from Page 1)

tigation of monopoly charges, "competitive practices and contractual relationships between the network and the affiliates."

Paley, however, pledged the support of CBS if and when an investigation of the radio industry is ordered.

Harry Martin Concern Makes Additional Tie-ups

Harry Martin Enterprises of Chicago has taken over the Western and Mid-western representation of Heflinger Publications, publishers of official sports booklets, calendars and scoresheets, which have been used as merchandising tie-ups by Socony-Vacuum, Philco Radio and other national users of radio time. Harry Martin, head of the concern also announced the completion of arrangements to represent Radio-Bridge Ad Service (Des Moines) in the sale of Eli Culbertson's "7 Keys to Contract Bridge". Reported that the firm is also negotiating with the Rand-McNally Co. to act as special representative for the latter's give-away "stamp collection" for children listeners.

More Pix Material Set For "Hollywood Hotel"

West Coast Bureau, RADIO DAILY

Los Angeles—Louella Parsons will have Warner Brothers' "Jezebel", with Bette Davis, as the preview on "Hollywood Hotel" for March 25, with Universal's "Goodbye Broadway", featuring Alice Brady and Charles Winninger, following on April 1. Helen Gahagan takes the Anne Jamison vocal spot on March 25, with Miss Jamison in New York for a concert appearance.

ONE MINUTE INTERVIEW

WILLIAM T. WILSON

A decided advantage of radio (in advertising) is the use of the human voice. Words in type are cold, there is no life in them; they lack the warmth, the vitalizing tones that come with the human voice.

Words written by a master may make a strong appeal to the emotions, but the human voice, if skilled, carries a searching and moving appeal to any audience. It can run the whole gamut of human emotion . . . love, fear, hate, confidence can all be sensed in its tones.

Words in type may state an idea; but the human voice makes them vibrate with life.

★ Coast-to-Coast ★

BEGINNING Thursday, March 24, the Harmonairs, one of Cleveland's best vocal aggregations, will be heard over the Mutual Broadcasting System from 9:00 to 9:15 p.m. EST. The group is composed of six WHK-WCLE artists, all of whom are featured artists on other Mutual programs.

Sponsors on KADA, Ada, Oklahoma, demanded announcements longer than spots and less than fifteen minute periods. Manager E. M. Whitney announced openings for five minute spots, resulting in eight new sponsors in three days.

WELI, New Haven is completing arrangements to pick up actual teaching of a music lesson in assembly from Fair Haven Junior High School weekly Tuesdays from 8:30 a.m., EST for an hour. 900 students gather to do four part harmony choral work.

WEW, St. Louis, used its portable transcribing equipment to get the best interview with Tommy Kelly and Ann Gillis, kid stars in the "Tom Sawyer" picture who were on three stations during their visit to St. Louis.

Arthur Jones interviewed the pair at a reception where he had plenty of audience to furnish a background of applause and laughter. The kids outdid themselves for the audience and Jones framed his questions from advance dope that made it a smash performance. Twenty-four minutes later the transcription was put on the air. At other stations where there were no audiences, Tommy and Ann didn't work as hard.

The "Buyers and Sellers Club" a classified section adapted to radio is a new program heard three times daily from WSAR. Broadcasts are heard at 7:40 in the morning, 11:30 a.m. and 4:30 in the afternoon. Twenty minutes in length, each broadcast is broken up by tran-

scribed music, and announcements of interest. All sponsors are local, and include houses and apartments to-let, houses for sale, help wanted announcements, and other similar classified mentions.

Richard Ruppert has been transferred from WKRC's traffic department to the newly formed sales promotion department at the hill-top station. Ruppert is a graduate of the University of Cincinnati and a night law student.

Arch McDonald, WJSV's champion baseball announcer, is down in Orlando, Florida, where he is covering the spring training camp activities of the Washington Senators. He is using a new set-up this year to bring his comments to his daily sports broadcast listeners. Instead of employing a direct wire as he has in previous years, he is making transcriptions in Orlando, and sending them air mail special to Washington, where they will be played at the regular time—6:15 p.m. week-days and 8:00 p.m. Sundays.

New addition to the production staff of WFLA, Tampa is Don Bell. Bell has been a newspaperman in the middle West and deep South and was formerly associated with WHO, Des Moines, and WPTF, Raleigh, North Carolina.

Mrs. Marie Carrier has been named manager of the Canton studio of WADC. Floyd (Doc) Ryel, student announcer has also joined the staff.

The Royal Court of Children, heard Sundays at 6 p.m. over WPEN celebrates its seventh year on the air on March 20. Tommy Smith, WPEN program director, is in complete charge of the show, which is sponsored by the Royal Shoe Markets of Philadelphia and is placed through the Daniel Rivkin agency.

COLUMBUS, O.

A new staff addition for WCOL is Tom E. Haffey of Louisville, Ky., announcer. Haffey formerly handled announcing chores for WGRC, Louisville; WEW, St. Louisville, and WDAS, Philadelphia.

WBNS new power mike last night was heralded by three special programs and climaxed by an hour and a half variety show at 1 a.m. The station's power boost is from 1,000 to 5,000 watts daytime, and 500 to 1,000 night time.

The "Virginia Ramblers", a new hillbilly program, was launched recently by WHKC. The Ramblers are a new outfit in Columbus, hailing from West Virginia where they appeared over radio stations in Charleston, Fairmont and Wheeling.

OKLAHOMA

Wayman Ramsey, production manager KOMA, was one of featured speakers at recent Southwestern Theater Conference at Norman, Oklahoma.

Mrs. Helen B. Schuyler, KOMA book reviewer, is writing book reviews for the Oklahoma Historical Society.

KADA (Ada) checked its news-cast audience by a call for letters and received 700 in four days mail.

"Twilight Mediations," new poetry program over KADA with personal touch type rhymes spieled by two young ladies.

Bob Kniseley, commercial department KADA, possessor of new eight pound income tax exemption named Bobbie Nell.

Several Show Schedules Switched by WOR-Mutual

Schedule changes in a number of WOR-Mutual headline programs will take place during the week of March 27, resulting in several broadcasts being heard at different hours.

Among these will be Morton Gould and his orchestra, accompanied by baritone Leonard Warren, moving from Monday to Tuesday night, 8 to 8:30 p.m., EST. Vic Erwin, the musical cartoonist and Benay Venuta, will be heard the same evening from 9:30 to 10, and Alonzo Deen Cole's the "Witch's Tale" now take to the airwaves from 10:30 to 11 p.m.

On Friday nights, 9:30 to 10 p.m., the music of Ernie Fiorito's "Studies in Contrast" will be heard. WOR's Bamberger Symphony, with its guest conductors and solo artists, will move the same night to the 10:30 spot.

Kudner Ad Agency Team Wins Basketball Tourney

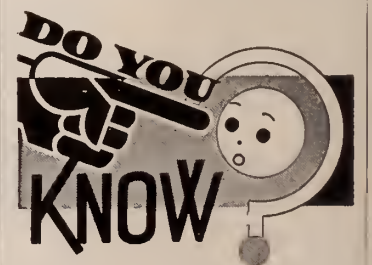
The Advertising Agency Basketball tournament has been won for the second successive year by Arthur Kudner, Inc., it was announced yesterday. Newell-Emmett and Federal Advertising Agency will play for second and third places today. Other teams competing included Brown & Tarcher, Cecil, Warwick & Legler, Erwin-Wasey, William Esty, Grey, Ruthrauff & Ryan and Pedlar & Ryan.

WHO Lifting the Check

Des Moines—WHO will be host to officials and workers of Des Moines' first annual Golden Gloves amateur boxing tournament at a dinner in The Cabin, Hotel Fort Des Moines, Monday evening, March 21. Following the dinner the sportsmanship trophy will be presented to Francis Warrington, Estherville, Iowa, middleweight. The presentation will be broadcast over WHO from 8:30 to 8:45 p.m.

WOV to Plug World's Fair

On Monday, Mar. 21, station WOV will inaugurate a series of "Daily News Flashes About the World's Fair", which will be heard between programs five and six times daily.



Twelve ventriloquists with dummies were auditioned by the NBC Artists Service last month.