



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 37

NEW YORK, THURSDAY, APRIL 1, 1937

FIVE CENTS

4 Awards to CBS, 2 to NBC

2-HOUR DEDICATION SET FOR WEEI TRANSMITTER

Boston—WEEI will officially dedicate its new 5,000 watt Western Electric transmitter and transmitter house in a two-hour program on Saturday, 3-5 p.m.

Station will hold "open house" at the new transmitter during the dedication program and special remote pick-ups from all over Boston will be broadcast. Pick-ups from the new streamline Comet as it arrives at South Station from Providence and a two-way contact with an American Airlines plane as it nears Boston are planned.

Program will pay tribute to the State of Massachusetts and other New England states. The governor

(Continued on Page 3)

Heinz to Run Contest With Payoff in Products

H. J. Heinz, through the medium of its CBS "Magazine of the Air" program, will start an "Eaters Digest Recipe Contest" on April 9. Payoff will be in Heinz products—1,400 in number. Entrants submitting recipes to the contest must include a Heinz product in the recipe. No proof of

(Continued on Page 7)

New Program Is Set For Chase and Sanborn

J. Walter Thompson and NBC yesterday officially confirmed the new line-up of talent to be heard on the Chase and Sanborn program when it goes musical May 9. Don Ameche, NBC actor and film star, Werner Janssen, symphonic conductor and

(Continued on Page 7)

THIRD ANNUAL AWARDS Women's National Radio Committee

BEST MUSICAL PROGRAM

Ford Motor Co.'s Ford Sunday Evening Hour, over CBS network.

BEST VARIETY PROGRAM

Rudy Vallee's Varieties, sponsored by Standard Brands, Inc., over NBC-Red network; Vallee program selected for second consecutive year.

BEST EDUCATIONAL PROGRAM

NBC's Chicago University Round Table, sustaining over the NBC-Red network.

BEST NEWS PROGRAM

Boake Carter, sponsored by Philco, over CBS network.

BEST CHILDREN'S PROGRAM

CBS for "Children's Corner", sustaining, with Dorothy Gordon.

BEST DRAMA PROGRAM

Lux Radio Theater, sponsored by Lever Bros., over CBS network.

SPECIAL AWARD

WOR and Mutual Broadcasting System, for outstanding contribution to serious music.

SUPER AWARD

Walter Damrosch, for doing more in behalf of good music over the air than any one man in this country.

WOR-Mutual, Damrosch Also Are Honored By W.N.R.C.

CBS walked off with four honors, with NBC getting two, while WOR-Mutual and Walter Damrosch were specially cited in the Third Annual Awards of the Women's National Radio Committee, announced yesterday at a luncheon in the St. Regis Hotel before a gathering of about 300 from the radio and advertising fields as well as WNRC members. A tabulated list of the awards appears on this page.

In addition to the six straight awards instead of the four usually made, two special awards were made, one going to WOR and the Mutual Broadcasting System, "for its outstanding contribution to serious music" through its consistent presentation of the Stadium concerts and operas during the summer season when there is a limited amount of fine music on the air. The eighth, and "super-award," went to Dr. Walter Damrosch.

Mrs. William H. Corwith, chairman of the Awards Committee of the WNRC, made the presentation of the scrolls, William S. Paley, president of CBS, accepting all but one of the CBS program awards in behalf of either CBS or the sponsor involved. C. A. Eslinger of the Ford Edgewater plant accepted the Ford scroll, and Rudy Vallee for Standard Brands Inc. President A. J. McCosker handled the WOR and Mutual end, and Margaret Cuthbert, director of Women's Activities for NBC, batted for President Lenox Lohr, who was unable to appear. Also unable to appear was Chairman of the FCC Anning S. Prall, who sent his regrets and felicitations. Sev-

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FCC IS OPTIMISTIC OVER HAVANA RESULTS

Washington Bureau of THE RADIO DAILY Washington—FCC is "more than pleased" with the results of the Inter-American radio conference which was concluded this week in Havana, according to A. D. Ring, chief of the FCC engineering division.

Advices received from the American

(Continued on Page 3)

MPPA's \$38,000 MARCH; WBS LIBRARY RENEWED

Music Publishers Protective Association, clearing electrical transcription music licenses, will have for distribution to copyright owners for the month of March the sum of \$38,000. This is an all-time high in

(Continued on Page 7)

Jack Howard is Prexy of CR; Aylesworth is on Directorate

Jack R. Howard, for the past six months assistant secretary of Continental Radio Co., the Scripps-Howard radio station subsidiary, has been elected president, succeeding Karl A. Bickel, who becomes chairman of the board in place of W. W. Hawkins, it was announced yesterday.

Hawkins becomes chairman of the executive committee, a new post in Continental.

M. H. Aylesworth, former NBC president and more recently chairman of the board of RKO, now with Scripps-Howard newspaper chain,

(Continued on Page 3)

In Dad's Footsteps

West Coast Bur., RADIO DAILY Los Angeles—Kelly Anthony, son of Earl C. Anthony, owner of KFI and KECA, the NBC outlets, has joined the staff of his father's stations to start a special events department. He has been with the Ed Pety station rep agency in New York for a year or so. The lad is a U. of C. graduate.

Ahead of the News

Arthur Hale, newscaster on WOR, at 11 p.m. on Tuesday night quoted some remarks supposed to have been made that evening by Senator Robinson in his Supreme Court speech. Robinson was speaking on the air at the same time as Hale, but over CBS, and did not utter the lines in question until about ten minutes after Hale quoted them.



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FINANCIAL

(Wednesday, Mar. 31)

NW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172	170 ⁷ / ₈	171 ⁵ / ₈	+ ³ / ₄
Crosley Radio	24	24	24	- ¹ / ₄
Gen. Electric	58 ³ / ₄	58 ¹ / ₈	58 ¹ / ₄	...
North American	27 ³ / ₈	26 ³ / ₄	26 ³ / ₄	- ¹ / ₄
RCA Common	11 ¹ / ₂	11 ¹ / ₈	11 ¹ / ₈	...
RCA First Pfd	76 ⁵ / ₈	76	76 ⁵ / ₈	+ ¹ / ₈
RCA 55 ¹ / ₂ B	(102 Bid)			
Stewart Warner	19 ¹ / ₄	19	19 ¹ / ₈	+ ¹ / ₈
Zenith Radio	34 ³ / ₄	34 ¹ / ₄	34 ³ / ₈	+ ³ / ₈

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
CBS A	59 ¹ / ₈	61 ¹ / ₈
CBS B	58 ³ / ₄	60 ³ / ₄
Stromberg Carlson	15 ¹ / ₄	16 ¹ / ₄

Heatter in New Series

North American Accident Co. will start Gabriel Heatter in a new series of programs on WEA, Sundays 4:15-4:30 p.m., beginning April 4. Program will be known as the "Week-End News Review." Series is in addition to the program on Mutual. Franklin Bruck Advertising Corp. has the account.

Bucaneers Become Quartet

Bucaneers, formerly booked as an octet, have reduced organization to quartet, and will be heard over NBC-Blue network April 7 on 2:30-3 p.m. on the Airbreaks program. After broadcast group to be set for series of sustaining broadcasts over same national hook-up. As an octet, group was booked by Columbia Artists Inc., but new organization so far is independent, making all auditions and bookings through individuals. Same group will audition for disk series for World Broadcasting System today.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. CHIC. 4-2074

Commentators Come Tough

Lowell Thomas' favorite winter sport is skiing, and he spends most of his week-ends on such jaunts. The past week-end he went up to New England to indulge in some of the sport with Sig Buckmayr, famous ski gymnast. In doing a jump over a wall, Thomas went some 15 feet in the air and came down on his coco. The NBC and Fox Movietone News commentator kept on skiing, however. That night a doctor examined him and found the following injuries:

A sprained calcaneus, two sprained meolei, a sprained tibia, a sprained fibula, a strained gastrcnemius, a sprained patella, a strained semi-lunar cartilage, strained anterior and posterior cruciate ligaments, strained muscularus, a capitus, a fracture of the cartilage of the right scapula and a strain of the sternoclavicular mastoid muscle.

His etoin shrdlu wasn't even scratched.

First Big League Game Over Mutual Network

Mutual network, through its Washington outlet, WOL, will air the first baseball game of the big league season on April 19 when the Washington Senators play Philadelphia. Net will begin broadcasting at 2:45 p.m. with a 15-minute description of the opening ceremonies during which President Roosevelt will toss out the first ball of the 1937 season. Web will not carry the first few innings of the actual game, however, due to previous commercial commitments. Broadcasting will be resumed at 3:15 p.m. and will continue until approximately 5 p.m. On April 20, WOR will broadcast first local game, Brooklyn vs. Giants will broadcast.

Atlantic Refining Buys Ball Games Over WBAX

Wilkes-Barre, Pa.—Atlantic Refining will sponsor exclusive WBAX broadcasts of all baseball games of the Wilkes-Barre Barons N. Y. P. League this season, it is announced by H. A. Seville, station manager.

Berle Staying Longer

Los Angeles—Because additional time is required for the completion of Milton Berle's RKO picture, the Gillette Community Sing, originally intending to stay here six weeks, is extending its time at least two more weeks.

Expect Action on Ascip Bill

Lincoln, Neb.—Action is scheduled this week on the Ascip measure before the unicameral legislature here. Bill would make Ascip violation of the Sherman Anti-Trust law. At a recent hearing, proponents of the bill far outnumbered the opponents and it was advanced to general file for vote.

NBC Frisco Press Shift

San Francisco—Noel Corbett of the NBC press department here has been transferred to Hollywood. Alden Byers replaces him in the local post. Lloyd E. Yoder is manager of the NBC western press division.

KOIN Adds Programs For Columbia Network

Portland, Ore.—CBS network is asking for more, and KOIN will increase its production for the Coast network from three and a half hours to four and a quarter hours weekly beginning tomorrow, according to Charles W. Myers, president of KOIN.

Kermit Holven, California tenor, who recently joined the KOIN staff, will be featured twice a week as "Enrico Jovan" program Mexican ballads with Julius Waters, accordionist.

Kitchen Show Goes Big

Denver—Public Service of Colorado is so well pleased with the reception of Gas Hospitality House, their demonstration kitchen and auditorium, both from an audience and air standpoint, that the airings from the house will be increased from two to three a week in the near future. The kitchen operates five days a week, and ladies are turned away every day from the auditorium. Mail has soared in the seven months of operation. Program is aired over KLZ by remote, with Wesley Battersea doing the announcing, and Bob Bradley, former Chicago radio performer, singing ballads and acting as foil for Battersea, with Les Welans at the piano.

WMAZ Adds to Staff

Macon, Ga.—With its CBS affiliation becoming effective April 4, WMAZ personnel is being boosted to 15. The station started in 1922 with two employees.

WIP Short Wave July 15

Philadelphia—WIP expects to have its short wave transmitter in operation by July 15. FCC recently granted the station short wave transmission on the following wave lengths: 31,100, 24,600, 37,600 and 40,600 kilocycles, each with 10 watts power.

Untitled Stories

WKY, Oklahoma City, presents a daily dramatized short story without a title. Listeners are given prizes for the best names submitted. Program is on at 12:30-12:45 p.m., with Approved Laundries of Oklahoma City as sponsor.

Ed Lindstrom Recovered

Ed Lindstrom of the "Norsemen" is over his gripe and back on the job.

COMING and GOING

TOM FIZDALE arrived in town last night.

HAROLD E. FELLOWS, WEEI manager, left New York last night for Boston.

EDWIN K. COHAN, CBS director of engineering, is now en route to New York from the West Coast. Expected here early next week.

HILDEGARDE sails for London on April 24 to fulfill her three-week Coronation engagement at the Ritz. She will return to New York next fall.

KATE SMITH and TED COLLINS arrived yesterday from an Easter vacation at Lake Placid.

HENNY YOUNGMAN with MRS. YOUNGMAN and their daughter arrive from Baltimore this morning after completing a vaudeville engagement there.

JACK HURT, sports' announcer for KFJZ, Fort Worth, Texas, leaves April 10 for Chicago, where he will look into the baseball announcers training school.

BILL STUHLER, Young and Rubicam radio executive, has returned from the coast.

CAL SWANSON leaves Hollywood today for New York.

EARL HARPER, the WNEW sports announcer now in the south covering training camp baseball games, will journey to Chicago soon for the conclave of baseball game announcers called by General Mills, which is sponsoring a batch of games this summer.

February Radio Exports Show \$545,000 Jump

Washington Bureau of THE RADIO DAILY
Washington—The Radio Manufacturers' Ass'n having just released figures for January radio apparatus which shows an increase over the year before, the Commerce Department Division of Foreign Trade Statistics in its regular monthly report comes through with February statistics giving the month an increase of \$545,000 over that of February last year.

February figures are \$2,376,000, compared to \$1,829,000 for the same period last year. For two months ending February, 1937, exports totaled \$4,960,000, against \$3,868,000 for the same time in 1936.

Evans Adds 2 Sports Spots

Chicago—Jimmie Evans, former Northwestern All-American gridiron and baseball star, heard daily over WCFL in a sportscast sponsored by Morris B. Sachs, has added two new spots on same station.

First is new quarter hour sports review for Studebaker Motor, six days a week beginning April 12 at 6:30 p.m. CST. Other is Sunday shot at 5:45 p.m. starting in May for Great West Life Insurance, also sports commentating. Set through Schwimmer, Scott agency.

Evans is also sports authority of the Jack Armstrong script for Blackett-Sample-Hummert agency.

LEO SAYS:
WHN starts baseball for Wheaties on April 22
WHN DIAL 1010
AFFILIATED WITH M-G-M LOEW'S

HOWARD PREXY OF CR; AYLESWORTH ON BOARD

(Continued from Page 1)

has been elected a member of the board of directors. Others include Bickel, Howard, Paul Patterson, who is comptroller and general counsel for both the newspaper chain and the radio company, and Hawkins. William G. Chandler was not re-elected to the board, desiring to devote all his time to his regular post, general business manager of the Scripps-Howard newspapers. James C. Hanrahan continues as vice-president of the Continental.

New officers were elected at a meeting of the board of directors of Continental on March 18, but release was not authorized until yesterday. Around the trade it is believed that the whole set-up of Continental was discussed at the annual conference which was held at Scripps' ranch, "Miramar", in San Diego county last January. Reports were current at that time that Aylesworth would take an active interest in Continental, but officers of Continental would not confirm.

Jack Howard, son of Roy Howard, chairman of the executive committee of the Scripps-Howard chain and president and publisher of the New York World Telegram, has been in the radio field since April, 1936, when he joined WNOX, Knoxville, owned by Continental. Last fall he was shifted to Washington as Continental's representative, then to New York as assistant secretary of the company.

Continental was formed by Bickel in August, 1935, incorporated under the laws of Ohio. WCPO, Cincinnati, WNOX, Knoxville, WMC, WNRB, Memphis are now owned by the company.

FCC is Optimistic Over Havana Confab Results

(Continued from Page 1)

can delegation, which arrives here next Monday, indicate that an agreement will be reached on the short wave problems involved, Ring told RADIO DAILY.

Another conference of wider scope will be held in Havana in November.

Eddie Garvie Auditioned

Eddie Garvie has auditioned his medicine show for a big sponsor and is awaiting reports.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

April 1
Greetings from Radio Daily

to
Eddie Duchin
Dave Driscoll
Arthur King

NEW PROGRAMS—IDEAS

Flexible Personal Program

"Strictly Personal," heard over WHEC, Rochester, N. Y., on Wednesdays at 7:30 p.m. and sponsored by Gray's Ideal Arch Shoes, presents a new slant in program ideas. Composed of several departments, it is subject to change if the mail response warrants. Actually it is an opportunity for the audience to express itself in almost every conceivable way.

The present setup includes a department devoted to tales of "How I Met My Husband (or wife)", a liars' club, a problem clinic, in which listeners air their views concerning civic problems or personal problems common in a great many households. Contributors are presented with theater passes. So many letters were received following the first broad-

cast that passes could be given only to those whose contributions were used.

The liars' club proved to be a popular feature, and the results will rank with the best of tall stories.

Francis Owen and Ken French originated the idea and produce the show.

Medical Science Series

Baltimore—A new series of educational programs will be launched by WBAL, on April 7. It will be broadcast every Wednesday, 4-4:15 p.m., under the direction of the Baltimore Retail Druggists Association. Each week's program will tell an interesting story of some recent discovery in medicine and will consist generally of airing valuable and timely health preservation information.

Varied Viewpoints

Air Salesmanship

An Art in Itself

THE most important feature of any radio broadcast should be the selling of a sponsor's product or service. I think it's silly to spend thousands of dollars in building a presentation to get public interest to spend thousands more to hold that public interest and then fail to get the most from the commercial announcements.

Salesmanship on the air is an art in itself, calling for persuasion, intelligence of mass psychology and an ability to sway the multitude to your way of thinking. This cannot be accomplished with the average run of stereotype announcements. — MARTIN BLOCK.

U. S. and Canadian

Amity Unparalleled

THE high standard in international broadcasting amity that exists between the U.S.A. and Canada is unparalleled between any other two nations in the world.

In Europe, virtually every nation frequently finds cause for diplomatic expressions of protest over certain programs crossing international borders. Severe protests have been made over propaganda injected into programs and the violations of domestic copyrights in music and script material.

However, the radio relations of the U.S.A. and Canada, which by reason of the long coast-to-coast borderline tend to a great program interchange, have always been maintained on a most friendly level with no friction whatsoever.

The American advertiser purchasing time on Dominion stations re-

alizes that the easiest way to sell his goods is to first win the good-will of the Canadian listener. This calls for especial care in program preparation to eliminate any disapproval on the part of the listener across the border. It is the seemingly minor points that must be watched.

For example, certain jokes about King Edward's abdication and the Dionne Quintuplets—who are wards of the Crown—would not register well from a commercial angle when broadcast in Canada, although they might be considered in good taste on a domestic program. Free speech is not involved on this point. The American advertiser can build his programs along the lines he desires, but he should not forget that this prime purpose is to win the good-will of the listener who is his prospective customer; it's bad business to offend him.—JOSEPH J. WEED.

Popular Music Tastes

Enhanced by the Radio

RADIO has given greater breadth to the musical tastes in popular music in 20th century America than any nation has possessed in the history of the world. While it is true that currently there is much hue and cry over the frenzied type of jazz known as swing—very similar to the popular music immediately after the World War—the radio listeners are equally enthusiastic about symphonic, operatic, and semi-classical selections. I have been pleasantly astonished at the tremendous favorable response to my introduction of simple folk tunes into my orchestral programs. American songs like "Reuben, Reuben, I've Been Thinkin'" and "Oh, Susanna!" appeal to listeners of every age both in rural districts and in the metropolitan area. — ANDRE KOSTELANETZ.

2-HOUR DEDICATION FOR WEEI TRANSMITTER

(Continued from Page 1)

of Massachusetts, C. F. Hurley will do the official dedication.

Program will be under the personal direction of Harold E. Fellows, WEEI manager. Present from the CBS New York offices will be Melford Runyon, Kelly Smith, and John Karol. Column ads in the outlying newspapers on Saturday and Boston papers on Sunday, will tell the public about the dedication.

Short-Waving Thomas During Foreign Trip

Lowell Thomas will be heard on the NBC-Sunoco program for portions of the quarter-hour while he is en route to and from Europe and will also do some broadcasting direct from the ships he will use to cross the Atlantic.

Thomas sails April 28 on the Europa, and will be heard from sea on the Sunoco program, April 30. From Paris on May 5 another program will be short waved. The entire quarter-hour on May 12, Coronation Day, will be used by Thomas for a short wave description of the event, speaking from London. Another program will originate from London on May 18. He sails for home via the Queen Mary on May 19 and will do a broadcast from the ship two days later. Guest commentators will substitute for Thomas while he is abroad.

Warren and Dubin

are in town and have just played for us what we sincerely believe is the GREATEST score these prolific tune-smiths have ever written.

Pardon our enthusiasm but . . .

The

'Singing Marine'

. . . tunes from the WARNER BROS. production will startle the music world.

published by

Remick Music Corp. New York

PROMOTION

Book for Radio Listeners

Atlanta—Van Nostrand Radio Engineering Service is releasing a 50-page book, "Radio and How It Works", for edification of the listener on matters of music, voice, transmission processes, etc. Booklet is designed for distribution in a tieup with stations. Back cover has space for a station plug.

WQXR Listener Response

According to the new promotion brochure about to be launched by WQXR, that station proves its coverage by dimes. It boasts 8,975,340 listeners in 2,719,800 radio homes, figures computed on the basis of the number of requests received for programs, which are sold at 10 cents a copy or \$1 for a year's subscription. The number of requests for programs per month is 4,000.

KANSAS CITY

Ending of the bone-dry era in Kansas is expected to bring some beer advertising to stations in this area, although the Capper-owned network will refuse such business. Wilfred G. Moore, co-author of the Jimmie Allen series, back to Chicago after conferring with his agent, Don D. Davis.

Arthur B. Church, pres. of KMBC, returns today from Hot Springs, Ark. George Halley, director of national sales, back from Chi. Carter Ringlep, regional sales director, back from Cincy and St. Louis. Fran Heyzer and Barbara Winthrop are on the west coast. Les Fox, sales director, in Detroit on business.

Walt Lochman, KXBY sports announcer, is back from McAllen, Tex.

Ward Keith is playing four of the seven parts in "Homespun David & Sons", sponsored by Davidson Furniture over KCKN on the Kansas side. Kay Dipson, Ruth Royal and Karl Willis also are in the cast.

Jack Grogan, WHB announcer, and Margaret Hillias are cast in "Bury the Dead", being presented April 12 at the Center Theater.

Frank Barhydt, WHB publicity director, is back from a St. Louis weekend. John Schilling, g.m., Dick Smith, announcer, and John Wahlstedt, tenor, back from an Ozarks fishing trip.



● ● ● Countess Olga Albani makes her last appearance on the Ford show tomorrow night with Rex Chandler's band... Richard Bonelli, operatic baritone, Alex Templeton, blind violinist, and the Landt Trio will have the job permanently starting with the 10th... Edgar Bergen and dummy Charlie McCarthy will take over the Rudy Vallee show April 29, while Rudy and the boys are crossing the high seas for the coronation airings... David Broekman and his orchestra auditioned in Hollywood for the Hit Parade job and contracts may be signed shortly... Bob Feller of the Cleveland Indians ball team will make his radio debut April 17 on the Joe Cook show... Everett Marshall opens Friday at Jack Dempsey's Vanderbilt in Florida prior to the Versailles debut... Broadway's much publicized show girl, Joan English, now at the Park Central, has been taking singing lessons on the q.t. and plans to audition shortly... Major Bowes' poems read by him on his Capitol Family hour during the past 12 years will be published under the title of "Verse I Like" by Garden City... CBSlinger David Ross is building a home in Jersey to get away from it all... England has been secretly testing television units which will sell for \$99.50. Until recently the range reached was 40 miles, but has now been extended to 400 miles.

● ● ● Tip to Phyllis Kenny, vocalist with Jerry Blaine's Streamlined Rhythm band... You're on your own tonight... A talent scout for 20th Century-Fox will tune in on your NBC-Red program at midnight, considering you for pictures... Radio Editor Ben Gross rushed to his home in Birmingham to his ailing mother... Dramatist Charles Martin is considering using separate studios for band and actors, thereby getting better sound... It has just been made public that Lester Lee wrote the "Laughton, Lorre and Karloff" number for the Ritz Brothers "One In A Million" flicker... WMCA's vice-president, Bill Weisman, will act as chairman on a Supreme Court debate slated for tonight... Zeke Manners has been signed to do two records monthly for Master. Deal is for a year.

● ● ● "It's The Law", adapted from Dick Hyman's hilarious anthology of obsolete and ridiculous laws now on statue books throughout the country, will be aired as a comedy show in which a trial will take place in the studios—(people being accused of disobeying these laws) and the audience acting as judges, writing in to say whether the law should be abolished... Zeppo Marx, handling the idea, has five sponsors doing handsprings!... Leon Belasco's ticket at the New Yorker will be extended for a week after the 7th... Wrestling matches will be added to boxing bouts there Tuesday night.

● ● ● Frank Dailey, orchestra leader, owns the Meadowbrook over in Jersey but can't play in his own place because of union difficulty and therefore must pay "name bands" big money!... Seems that he's a member of the Jersey local and employs 802 men which the localites won't tolerate... Joey Nash will get a shot on the Hammerstein Music Hall sometime this month... Al Donahue's opening date at the Rainbow Room (it appeared here two weeks ago that he's booked there) is June 2... Clem McCarthy will do Paul Gallico's current story in Cosmopolitan on the air... The score written by Lew Brown and Sammy Fain for the picture the former was to produce at RKO (Paul Yawitz's first story) and which was shelved, will be the one used for Milton Berle's picture, "New Faces" ... Johnny Johnstone of Mutual has been out all week with an infected molar.

GUEST-ING

DAVID GUION, composer, on George Griffin's program, April 6 (NBC-Blue, 6:35 p.m.).

THOMAS L. THOMAS, winner of a Metropolitan Opera contract in the Met auditions, on Lanny Ross' Show Boat, tonight, (NBC-Red, 9 p.m.). Gertrude Lawrence and Dale Carnegie also on the program. Ford Frick, due to illness, postponed to April 8.

JEANNE CAGNEY, sister of James Cagney, in Hunter College students' broadcast over WBNX, Saturday, 11:30 a.m.

ANN SEYMOUR added to guests on Rudy Vallee show tonight, (NBC-Red, 8 p.m.).

BURGESS MEREDITH and PEGGY ASHCROFT in scenes from "High Tor," Saturday, (WOR, 10:15 a.m.).

SAM HEARN on All-Star Varieties, Saturday (WOR, 11:30 a.m.).

PAUL WHITEMAN ORCHESTRA, on RCA Magic Key Hour, Sunday, pickup from Cleveland (WJZ, 2 p.m.).

LOIS WILSON, on the Bide Dudley program, tomorrow, (WOR, 1:15 p.m.).

CONRAD NAGEL, on Hit Parade, Saturday (CBS, 10 p.m.).

RUDOLF FRIML, JR., on "Musical Portraits," tonight, (WNEW, 1:15 p.m.).

DORIS NOLAN, on Radie Harris WHN Movie Club, tomorrow, 8 p.m.

CORNELIA OTIS SKINNER, on Sealtest Saturday Night Party, April 3 (NBC-Red, 8 p.m.).

LILLIAN GISH, ARTHUR CARON of the Met, RED MCKENZIE and His Mound City Blues Blowers, and CARL KRESS, yodeler, on Shell Show, Saturday (NBC-Red, 9:30 p.m.).

RUDOLF FRIML, JR., on Bob Walsh's "Musical Portraits," today (WNEW, 1:15 p.m.).

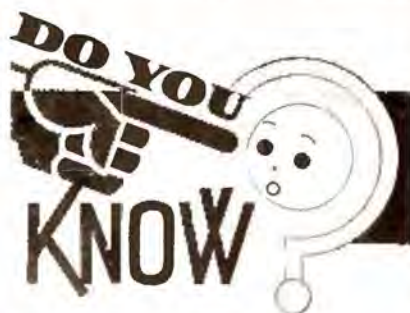
JOE PENNER, on Camel Caravan, April 6. (CBS, 9:30 p.m.).

AGENCIES

DAVID ROSEN and Associates have merged with Zinn & Meyer, Inc. New firm will be identified as Zinn & Meyer, Inc., and will maintain executive offices at 535 Fifth Ave. Richard A. Zinn remains as president, David Rosen has been elected a director and chairman of the board and Jerome S. Meyer will act as secretary. Present offices at 1819 Broadway will also be used.

GEORGE VANDEL, formerly of WMCA and WHN, has joined the staff of the BBD&O advertising agency.

GARDNER ADVERTISING CO. has moved to 9 Rockefeller Plaza in Radio Center.



More than 47,000 amateur radio station licenses hold licenses from the FCC.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

ROSA PONSELLE negated a handsome radio offer in favor of domesticity with her husband in Baltimore.... Helen Jepson, her two-year-old baby girl and the white rabbit La Jepson carries at concerts, all posed for NBC stills 'other day.... Loretta Clemens' illness was the reason for a permanent sub being called in.... Boswelliana.... Connie will defy Greeley and come East.... Vet will fly South from Canada with the new baby.... They'll converge at the Lloyd-Boswell farm to visit with Martha in June.... Edward MacHarg, the Casa Loma ork road manager, has said "I do" to Leone Sedall, Miss Chicago of 1933.... Aurelia Colomo, recently of the Rainbow Room, being flicker-tested with the connivance of Rockwell-O'Keefe.... Lannie Ross' step-daughter is a personable demoiselle of 16.... Celia Branz of Continental Varieties (her husband's Joseph Stopak, NBC concert master) has reason to think the Chief Executive's her only competition.... The News failed to mention her only once, during the election....



Yvette Rugel, warbler, to guesstar on Sid Gary's Howard Clothes broadcasts all week.... She's just completed sixteenth tour of Europe.... Arnold Reuben says the most common femme air solecisms are ideal for ideal, idyut for idiot and munce for months.... A new program will feature Martin White, Sun-Se Swim Suit designer in a series of interviews with radio stars who are bathing suit possibilities.... NBC will call in the "Pied Piper" if the influx of singing mice isn't halted.... Their search for the gifted rodents proved too successful, with 14 in the Chicago office alone.... And now we have Jessica Dragonette buying six negligees at one time at Hattie Carnegie's.... all because of the Fashion Academy award....



Marjorie Hillis of "Live Alone and Like It" fame to be interviewed by Ida Bailey Allen today.... Claudine Macdonald, NBC program supervisor, to hold terpsichorean pow-wow with Alexandra Danilova, prima ballerina of the Ballet Russe, in a special broadcast on April 9.... Whose were those embattled voices raised in the studio during "Streamliners" airing 'other day?.... Marjorie Kennedy, formerly of the Mutual program department, has been transferred to the Mutual press department and will be associated with Lester Gottlieb....

RADIO PERSONALITIES

No. 20 in the Series of Who's Who in the Industry

JOHN SHEPARD 3RD, president of The Yankee and the Colonial networks and founder of Boston's oldest station, WNAC, dominates the New England radio field and is one of the pioneers and "Big Men" of radio throughout the country. Born in Boston, March 19, 1886, is a member of a family long prominent as merchants in Boston and Providence. Shortly after the close of the Civil War in 1865, John Shepard Sr. founded the Shepard Stores, in which young John was to learn business—from floor manager to vice-president. True to Yankee traditions, the motto of the Shepard family was that to be able to command one must be able to obey.



He rode a hobby to fame

In the infancy of radio, young Shepard, as many other tired business men, turned to the toy, radio, for relaxation—but unlike many others, John Shepard 3rd turned his hobby into one of the greatest business enterprises in New England. On July 31, 1922, WNAC located in the Shepard Stores in Boston—John's hobby—went on the air and has been on ever since.

From the beginning John Shepard 3rd has shown foresight in taking advantage at an early stage of various improvements in broadcasting technique. He has led the field in many important developments. Many a man younger than he would retire on his laurels, but not John Shepard. He is made of a different stuff. Keener than ever before, he keeps as regular office hours as the humblest of his employees. He realizes the importance of little things and this characteristic is reflected throughout the entire Yankee network. He knows his business from A to Z.

ORCHESTRAS - MUSIC

REX CHANDLER and Ork will offer a novel arrangement of "The Parade of the Wooden Soldiers" and a Western medley of "Pony Boy," "Cheyenne," "Ragtime Cowboy Joe" and other time-honored favorites in modern dress on the "Universal Rhythm" program over the NBC-Blue tomorrow.

WQXR will feature Russian music through the month of April with selections from Glinka, its earliest exponent, to some by Szostakowicz, its most recent one, spotted at intervals on its 5-5:30 and 7-8 p.m. programs.

Billy Allen, who vocalizes with the Louis Katzman Band Thursdays at 3:30, has made some Warner shorts; and is contracted to one of the large networks since last year.

An original spiritual, words and music penned by George Dixon, will be heard on the Mason and Dixon program over WMCA, April 6 at 10:45 a.m. Endorsed by H. T. Burleigh, negro composer and arranger of spirituals, "Steal Away and Pray" was written exclusively for Bob Mason, vocalizing member of the team.

Paul Whiteman's Orchestra, soon to be aired over the MBS really comprises three orchestras, not one. The Whiteman musical aggregation is so ensembled and integrated that it is a dance ork, a concert ork, and a swing unit, with the Three T's, consisting of Charles Teagarden, Jack

Teagarden and Frank Trumbauer, heading the "Swing Wing."

A Silver Jubilee Concert by the San Francisco Symphony Orchestra, a gift of the city's Art Commission to the people of San Francisco, will be aired in part over a coast-to-coast NBC-Blue network, Sunday, April 4, between 3:00 and 4:00 p.m. Soloists will be Charlotte Boerner, soprano and Douglas Beattie, bass-baritone. Pierre Monteux, internationally famous French batonist, will direct the orchestra, which celebrates the 25th year of its existence.

Ralph Kirbery, the NBC Dream Singer, has just contracted to make ten disks for Irving Mills new recording company. He will be accompanied by Lou Raderman's Ork.

Anice Ives, originator of the Everywoman's Club of the Air and conductor of that program, is responsible for special arrangements played by the Ivettes, string trio heard on her shows.

NBC brings Frank Black's String Symphony back to the air in recitals of familiar and seldom-heard classics from the musical literature for strings alone. Airings will take place on Wednesdays, beginning April 7, 9:00-10:00 p.m. over the NBC-Blue. Orchestra consists of 40 men.

Lennie Hayton and Ork succeed Leon Belasco at the New Yorker on April 8.

★ F. C. C. ★
ACTIVITIES

APPLICATIONS RECEIVED

Hampden-Hampshire Corp., Holyoke, Mass. CP for new stations. 1240 kc., 1 Kw., unlimited.

Juan Piza, Puerto Rico. Reinstatement of CP for new relay station. 1622, 2058, 2150, 2790 kc., 50 watts.

Columbia Broadcasting System, N. Y. CP for new television station. 42000, 56000, 63000, 86000 kc., 7500 watts.

WCAU, Philadelphia. CP for new relay station. 31100, 34600, 37600, 40600 kc., 1/2 watt.

WAVE, Louisville. CP for new high frequency station. 31100, 34600, 37600, 40600 kc., 50 watts.

WAVE, Louisville. CP for new high frequency station. 31100, 34600, 37600, 40600 kc., 2 watts.

WFIL, Philadelphia. Auth. to transfer control of corp. to Lit Brothers, 4100 shares common stock.

WFIL, Philadelphia. Auth. to transfer control of corp. to Strawbridge and Clothier, 7526 shares common stock.

APPLICATION RETURNED

Staunton Leader Publishing Co., Inc., Staunton, Va. CP for new station. 620 kc., 500 watts, daytime.

HEARINGS SCHEDULED

April 9: Twin City Broadcasting Corp., Longview, Wash. CP for new station. 780 kc., 250 watts, daytime.

Edgar L. Bill, Peoria, Ill. CP for new station. 1040 kc., 250 watts, daytime.

Asheville Daily News, Asheville, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

April 29: Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

May 7: W. E. Whitmore, Hobbs, N. M. CP for new station. 1500 kc., 100 watts, daytime.

WEAN, Providence. CP to increase power. 780 kc., 1 Kw., 5 Kw. L.S., unlimited.

Warner & Tumble Radio Service, Memphis. CP for new special station. 2558 kc., 25 watts, unlimited.

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

Hamlin Making a Short Movie

Stuart Hamlin, whose hillbilly singers and players have been on from two to four Los Angeles stations continuously for the past seven years, has started making a movie with an all radio cast. Some months ago, Stuart dug up "The Martins and the Coys" from the oldtime tunes, has had from 100 to 150 requests a week for it. Now, he's dramatising it for a two reeler which he will send out place of personal appearances.

ONE MINUTE INTERVIEW

EMERY DEUTSCH

"I wrote "Play, Fiddle, Play" four years ago because I play the fiddle and I love strings. Nevertheless when I decided to organize a dance band for the first time in my career I determined not to have violins, in order not to detract from the brass effects. My band, consisting of ten men and myself, has two trombones and a mellophone, which are used in a sustained manner, making mine a low timbre band."

NEW BUSINESS

Signed by Stations

WBAX, Wilkes-Barre

Macfadden Publications, two quarter hours weekly; Penna. Wholesale Drug Co., daily spots and three five-minutes per week; Standard Tru Age Beer, spots, 52 weeks; Schainucks, Inc. (clothing), five-minute daily news; P. J. Ritter Co. "Romance of Ketchup", 5 minutes daily, 26 weeks; Boston Store, 3 spots daily, 52 weeks; Spa Restaurant, 30-minute weekly kiddie show, 13 weeks; Lava Soap, 8 spots weekly, 13 weeks; Home Utilities Co., Amateur Announcers Contest, half-hour Sundays, 26 weeks, plus daily spot; Scheuer Baking Co., 3 spots daily, 26 weeks, and daily disk "Freshest Thing in Town", 26 weeks.

WBAL, Baltimore

Gunther Brewing Co., Inc., 15-minute sport periods by Don Riley, daily; C. M. Athey Paint Co., Baltimore & Ohio Glee Club, 15-minute program weekly, also fed to WMAL, Washington.

WOR, Newark

United Drug, beginning April 27, five 15-minute disk spots for one week, 8:45-9 a.m., through Street & Finney Inc.; Drums (cleaning process), three 5-minute spot shows a week for 13 weeks beginning April 5, Monday, Wednesday and Friday, 8:20-8:25 a.m., "Merry Melodies" disks, through C. C. Winningham.

WNEW, New York

Slater's, Inc. (furniture), three-a-week series for 52 weeks, Monday, Wednesday and Friday, 9:15-9:30 a.m., featuring Jack Feeney, tenor, and Freddie Rich, pianist; The "Walkathon", Brooklyn Ice Palace, series of spot announcements, 6 days a week, indefinitely, on "Milkman's Matinee". A. B. Schillin is the agency in both cases.

KFVD, Los Angeles

Hiltons (clothing), hour and a half nightly, featuring hillbilly show headed by Howard Gray.

KMPC, Los Angeles

Dr. Cowen (dentist), 12 time signals daily, one year, through Allied Advertising Agencies.

KEHE, Los Angeles

Dr. Jayne's Vermifuge, Thursday morning 15-minute commentator program with Tom Wallace, through Carter Thompson, New York, with eastern Hearst chain offices. Same account over the Orange network's seven stations.

Four Radio Comics Meet

Four of radio's highest powered comics met each other for the first time after Monday night's Lux show in Los Angeles when Jack Benny and Mary Livingstone went back stage to meet Georgie Burns and Graeie Allen, guest stars in "Duley." Cecil B. DeMille did the m.c.-ing, introducing them all round.



JIMMY FIDLER

Procter & Gamble Co. (Drene)
NBC-Red network, Tuesdays,
10:30-10:45 p.m.

H. W. Kaster & Sons Advertising
Co., Chicago

WIDE INTEREST HOLLYWOOD GOSSIP
IN GOOD SENDOFF UNDER NEW
SPONSOR

Program continues along the same lines as when under the sponsorship of Ludens; gossip about Hollywood and its people. Fidler claims he has been around the movie lots for 20 years, which is a long-time for anyone in the movie business. P. & G. at the start of the program warns listeners that sponsor has no control over Fidler's comments. Last season some of the movie people filed protest with Luden's and the FCC over some of Fidler's stuff, but nothing came of it.

Program caught (March 30) was sure-fire mass entertainment. Fidler's microphone voice is good and there is no straining to hear his words. Choice bits on program included an open letter to Martha Raye which chided her for being "small time" and breaking an engagement with a feature writer from Collier's magazine. Fidler also tipped off the radio audience that all movie fan magazine stories are censored by the stars before pre-views the pace is fast. If a movie is terrible, he says so. Fidler might add when these pictures will be released.

Present style does not offer any clue as to when to expect to see picture mentioned, or maybe it has been released already. Safe bet that P. & G. will start a contest on this program, which will garner the Drene labels by the millions.

MINNEAPOLIS

Cedric Adams, Minneapolis Star columnist and radio comentator, taking Ed Abbott, WCCO announcer, and going on tour of stick theaters with burlesque news broadcasts. Covering entire state.

Joe Ferris, Tribune newshawk, on WTCN with 11 p.m. news program, The Ferris Wheel. Ferris uses late news reports, and also gossip anent local big names.

Hal Parkes, formerly of WBBM and CBS in Chicago, has joined the Minneapolis Star radio department in charge of all news programs and doing announcing. Star has tieup with WCCO.

Winthrop Orr, WCCO production man, has left to become Chicago production chief for NBC.

JACK NORWORTH

Sustaining
NBC-Blue Network, Tuesdays,
8-8:30 p.m.

CHEERFUL BATCH OF FOOLERY AND
MUSIC WITH NORWORTH EXCELLING
AS M. C.

The veteran trouser Jack Norworth brings a likable personality and a smooth style of emceeing in this new program revolving around birthdays. The natal day subject is not taken with entire seriousness, but rather is gagged up, with a variety of stooges helping him to promote the foolery about folks whose birthday falls on the day of the broadcast. A file of dates is supposed to be handy, and from it are pulled the names, which may as likely be somebody's barber as a famous personage. Then comes a bit of byplay to fit the occasion.

Among discoveries on the initial (March 30) broadcast was the fact that "Shine On, Harvest Moon," was copyrighted by Norworth on March 30, 1907. Norworth sang this number, as well as some others, and there was additional music, foolery and bits of philosophy, all amiably engineered by Norworth.

"DIXIE DEMONS"

With Kay St. Germaine
Refrigeration & Air Conditioning
Institute
WCAE-Mutual, Tuesday,
7:45-8 p.m.

SNAPPY LITTLE PROGRAM OF INSTRUMENTAL
AND VOCAL SELECTIONS.

Though the personnel of this program is limited, the entertainment provided is bright and lively. The Dixie Demons, an instrumental group, knock out some very tuneful selections, while Kay St. Germaine vocalizes pleasingly. The numbers offered in the initial program were of a past vintage, including "After You've Gone," "There Goes My Attraction," "Toot, Toot, Tootsie, Good-bye," and others, but they were delivered with a freshness that made them acceptable.

ST. LOUIS

Ray Schmidt, KWK roving sports announcer, has left Florida for San Antonio. Jim Burke, KWK's chief engineer, is with him.

Basis Street Blues troupe from New Orleans, composed of Linda Raye, Jack Bordeaux and Bill Wassum, have left KWK after two years.

Frank Eschen, KSD's special events and sports announcer, opens a new daily program April 5, sponsored by Axton-Fisher Tobacco. Jim Bannon will do the commercials.

Delmar Fowler, former chief engineer of KWK, died recently.

"Junior Parade", started four weeks ago by C. G. Renier, program director, has gone over big on KMOX, getting some 1,500 letters weekly.

COMMENTS
On Current Programs

At Random

... Al Jolson's last program (CBS, Tues., 8:30 p.m.) perked up another peg and looks headed to come into its own. Jolson was in grand form, vocally and in a dramatic bit. Parkyakarkus scored in some of his best comedy to date on this show.

... Ben Bernie, with the assistance of George Olsen's orchestra and Frank Parker, sent up another swell show from Florida (NBC-Blue, Tues., 9 p.m.)

... Jack Oakie's program (CBS, Tues., 9:30 p.m.) was as undistinguished as it has been for weeks, except for the guest star, Pat O'Brien. Seems incredible that an important program could be permitted to run along in a rut week after week without anything being done about it.

... Kay Parsons, who has been singing coddle songs over WNEW these past several nights, has a voice and personality and ample potentialities.

... Charles Butterworth's comedy again was the highlight of the Fred Astaire show (NBC-Red, Tues., 9:30 p.m.).

... Wayne King's music (NBC-Red, Tues., 8:30 p.m.) continues to be the most rhythmically soothing melody on the air.

... "Husbands and Wives" (NBC-Blue, Tues., 9:30 p.m.) had another good batch of homely fun.

... Michael Mell's Orchestra playing at the Top Hat in Union Hill, N. J., and remoting via WNEW, is a peppy and tuneful aggregation.

... Roy Shields Revue, out of NBC's Chicago studios (Tues., 10 p.m. EST) is always a very relax-able half hour, with the singing of Vivian Della Chiesa among its most enjoyable bits.

... A belated tribute—Jack Arthur's singing of the "Figaro" number on last Sunday's "Echoes of New York Town" (NBC-Blue, 6 p.m.) was a standout.

SEATTLE

James Hatfield has been named chief engineer of KIRO.

Henry Norton, formerly at KTAR, Phoenix, Ariz., is now with the continuity staff at KIRO.

KMO, Tacoma, of which Carl E. Haymond, formerly of Seattle's KFOA, is president, had gala ceremonies in connection with dedicating its new \$40,000 transmitter and power increase to 1,000 watts.

Margaret Gray, former KOL and KOMO staff pianist, now has her own piano studio in Everett.

WNRC ANNUAL AWARDS 4 TO CBS, 2 TO NBC

(Continued from Page 1)

eral brief speeches were heard, part of the proceedings broadcasted over NBC, CBS and MBS. Mrs. Corwith handled the gavel and kindred duties, while Chairman Mme. Yolanda Meronion assisted.

HONORABLE MENTION

Awards elected through nationwide poll of the members of the WNRC, supplemented by the judgment of outside experts, also resulted in the usual honorable mention of various other programs. Those receiving this mention included:

General Motors Symphony hour, Sunday night on NBC, winner of the 1935 award in the Serious Music classification; Wallenstein's Symphonietta, presented by Mutual Broadcasting System; Kraft Music Hall, on NBC; George V. Denny's "Town Meeting of the Air," given the 1936 award as the best educational feature, and presented by NBC; Metropolitan Opera broadcasts, sponsored by Radio Corp. of America, on NBC; Lowell Thomas, news commentator on NBC, sponsored by Sun Oil Co.; H. V. Kaltenborn, news commentator, presented by CBS; Kathryn Cravens, news commentator, presented by Pontiac Motor Co.; "Wilderness Road," last year's winner in Children's Program Classification, presented by CBS, and "The Singing Lady," sponsored by Kellogg Co., over NBC.

Heinz to Run Contest With Payoff in Products

(Continued from Page 1)

purchase of a Heinz product is required, but the name and address of your grocer is a must.

Contest will run for seven weeks, closing May 29. For the first 100 recipes declared to be the best, 100 \$25 packages of Heinz products will be awarded; next 200 receive \$5 worth of products; next 1,100 prizes will be recipes books. Rules of the contest are being distributed to the public through grocers in addition to radio program. Maxon, Inc. has the account.

KHJ's Programs for Mutual

First production programs to be originated for Mutual's nationwide net by KHJ, Los Angeles, will start Saturday. First opus will be "Curfew Shall Not Ring Tonight", to be followed by "Ten Nights in a Bar Room", "Bertha the Beautiful Cloak Model", "East Lynne", "Millionaire's Revenge" and "The Villain Still Pursued Her".

☆ W.N.R.C. SIDELIGHTS ☆

GENERAL tone of the WNRC attitude was even more conciliatory than last year, and more evident was the all round spirit of cooperation rather than merely fault-finding or resentment.

Good music seemed to come in for the major consideration, and more or less dominated much of the talks and discussion. Outstanding personality and speaker, by far, was Dr. Walter Damrosch, every inch the lovable dean. Of him, Mme. Irion said, in part: "He has done more for good music over the air than any one man in this country." Dr. Damrosch, later responded, "... good music, should be like the half-covering, half-revealing beautiful woman's gown . . ." when the discussion touched on musical balance via the ether. In regard to commercial broadcasting, he defended this to the point that broadcasting cost the networks and advertisers millions of dollars to bring music, etc., to the people and that while New York had the best papers in the world for instance, a story starting on page one, would be continued to an inside page and as the reader turned, he saw the advertisements. This simile he likened to the commercial aspect of radio. Dr. Damrosch otherwise placed the credit for his huge audience of 7,000,000 youngsters in the laps of NBC and RCA officials and engineers who had made it possible.

Mme. Irion emphasized the fact that the WNRC did not wish to be regarded as either a "reform" group or "highbrow," but rather hoped the intelligence of the women listeners would not be underestimated.

President Paley of CBS believed that music would continue to be the main element in radio programs and that there would be an increasing amount of serious music on the air. He stressed the point that music must have variety and that this would result in bringing to the audiences heretofore neglected works. President McCosker of WOR and also speaking for Mutual paid his

usual compliment to the ladies, appreciated the fact that the number of intelligent people troubling to improve radio was increasing, since these listeners would hasten with their approval when higher standards are reached.

George V. Denny Jr. of the NBC "Town Hall of the Air" conducted a debate which leaned more toward being a symposium that gave the question of studio audiences more than an even break. Originally the question was, "Are Studio Audiences Desired" Rudy Vallee, scheduled as one for the affirmative side, managed to take a middle course and later said it depended upon the program in question, which was further backed up by Paley. Some artists needed an audience and others didn't, while some shows needed one and others could get along better without them, said Vallee. Eventually, they would probably be abolished, but right now the "Broadway ham" was the type who really needed one. Reinald Werrenrath stated that the studio audience took the scare out of the mike bogey for him and that, like many other artists, he worked better in this way and that the studio control engineer took care of any defect in volume or quality should the studio audience rather than the mike seem to be getting the benefit. "Psychologically," said Werrenrath, "I double cross myself and the effect has always been okay." The baritone did not find radio hurting his box-office draw.

It was later conceded that the question could not be answered by a "yes," or "no," also that if a screen star, for instance, gave a good radio performance, it did not hurt him at the movie box-offices. Lucrezia Bori found radio no concert hall box office detriment to her tours.

Mrs. Corwith read a letter from a woman far from any city, who found that a studio audience gave her the color of the broadcast and made her feel a part of it. This did much to swing many women to the counting of hands which gave studio audiences a decided break.

☆ ☆ ☆ "Quotes" ☆ ☆ ☆

LANNY ROSS: "A few years ago, I auditioned a 'Log Cabin' program in Cleveland. I've never forgotten how many of the girls who sang were more interested in operatic work than in popular tunes—yet they auditioned for a popular radio program. The girl who won the audition, paradoxically, was not trained, but made the best microphone impression. The reason: she sang a simple romantic ballad into which she put feeling that was completely convincing. She was

singing 'her self'—which is a good tip to amateurs with radio ambitions."

VINCENT TRAVERS: "When broadcasting was in its infancy, one set in the home was all that was necessary to insure a peaceful and quiet evening for the stay-at-home family. But in these hectic days, with so many excellent programs conflicting as to their broadcast schedules, a family with diversified tastes in radio entertainment finds

MPPA'S \$38,000 MARCH; WBS LIBRARY RENEWED

(Continued from Page 1)

music fees collected for the publishers.

More than half of the total however, was contributed by World Broadcasting System, which paid a flat amount of \$20,000 for one-year renewal on its sustaining library. Licenses with other transcription concerns do not run out until June. Resumption of the Chevrolet campaign also helped.

New Program Is Set For Chase and Sanborn

(Continued from Page 1)

Edgar Bergen, radio's only ventriloquist will be heard weekly with different guest stars putting in appearances on each show. Program will continue to be heard Sundays, 8-9 p.m. over NBC-Red network. Present indications are that Nelson Eddy, last heard on the Vicks program and now off the air, will take over the show as emcee next fall. "Do You Want To Be an Actor?" the present program now being aired for coffee maker fades from the air after the May 2 broadcast. J. Walter Thompson has the account.

it necessary to have two sets in the home. And if the family in question is a large-sized one, a mere two sets still leaves the problem unsettled."

GLADYS SWARTHOUT: "In the last analysis, what is a good song? It's nothing more—nor less—than a good poem to which the composer has added good music. And the good singer, is the singer who diligently searches and finds the meaning of the poem and music and then offers it to her listeners adorned with all the art at her command."

MILTON BERLE: "Never in the history of radio has the audience played a more important part in programs than this year. Radio is our most personal means of communication with the sole exception of the telephone. This personal touch is emphasized and enhanced when studio audiences are brought directly into the broadcast. My sponsor was one of the first to realize this. Now many others have followed in his footsteps."

INA RAY HUTTON: "Radio performers should mix more with the masses instead of going in for social life in tight cliques composed of other people from the air castles. They should get away from the actor, producer and sponsor and keep in tune with the butcher, baker and the candlestick maker. Otherwise their standards of entertainment will become Radio Row standards because there is no basis of comparison with the tastes of average fans."



JOHN BROWN UNIVERSITY, through Lisle Sheldon, agency, has placed a series of 13 Friday evening 15-minute educational talks on KHJ and ten Don Lee net stations, starting this week.

Raymond R. Morgan, head of the Morgan agency, is on a three-week business trip to New York. W. Glen Ebersole of the same firm, is back from a selling trip through the mid-west.

National Biscuit Twin Stars show's Sunday broadcast from the new KFWB studio theater was so successful and everybody was so pleased with the facilities that show will be broadcast indefinitely from this spot, with the report that perhaps other CBS net shows will use same facilities pending completion of their own new plant.

George Tyson, manager of KMPC, spent the weekend with his family in San Diego.

Haven MacQuarrie ("Do You Want to be an Actor?") taking a short vacation in San Francisco. Back tomorrow.

John A. Driscoll, of Driscoll agency, will m. c. his client's two-hour Sunday afternoon program, conducting a prize guessing contest as a part of an all-request record period. Pacific States Loan Co. sponsoring, on KRKD.

Oscar and Elmer, (Ed Platt and Lou Felton), veteran entertainers on KFWB, have signed a five-year picture contract with Republic.

Bob Swan's poetry, song, organ program, Weaver of Dreams, returns to the air next week as a 15-minute nightly sustaining program for KFAC. It's been off for five months. Not sponsored, to start.

KEHE has added Robert C. Harnack, of WCAE, Pittsburgh, to its staff, as office assistant.

University of Southern California has installed a Universal Microphone Co. recording outfit for use of classes in applied psychology. Cornell University's school of electrical engineering put in a similar machine for experimental laboratory and classroom use.

Lewis Allen Weiss, general manager for Don Lee chain, will tell Women's Advertising Club about Radio Showmanship at April 8 meeting.

Ben Sweetland, who does National Life & Accident's "Your Friendly Counsellor" on KHJ, will record his Friday's program and fly to Nashville, Tennessee to address his sponsors' national reps at the same hour his canned talk will be on the air here. Disk gags the stunt, going on without announcing that it is a transcription until the end, when he tells audience the lowdown.

Paramount on Parade, for Sunday April 4, will do scenes from "Make Way for Tomorrow," with Leo McCarey, director, and members of the cast.

★ Coast-to-Coast ★

L. A. BENSON, president of WIL, St. Louis, together with C. W. Benson, vice-president and general manager, and E. P. Shutz, commercial manager, were among the rooters at all the recent playoff games of the St. Louis Flyers hockey team.

Lee Chadwick of the staff of WTAR Norfolk, will handle script and production of the special Booker T. Washington commemorative program scheduled from Hampton Institute on Saturday night in the school's regular NBC-Red network spot pumped by WTAR. J. L. Grether, also of WTAR, will handle technical end. Ketcham announces the Hampton broadcasts weekly.

"Lights On," KDKA (Pittsburgh) program, switched from Thursday to Wednesday 7:45 p.m. starting this week. Carl Eddy's orchestra pick-up, from the Show Boat, also comes Wednesdays, 7:30 p.m., while Sammy Fuller's Starlets will be on at 11 a.m. Saturdays.

Tom Hanes, managing editor of the Norfolk Ledger-Dispatch and commentator in the BC Sports Review over WTAR, and Charlie Reilly, Ledger-Dispatch sports editor who also subs at the mike on occasion, try to make sport converts of all their listeners.

Bill Durney, interview arranger, and Neil Norman, sportscaster, at WIL, St. Louis, put on some interesting programs under the title of "Today's Winners." Allister Wylie and his Winners Orchestra and a variety of entertainment also take part in the shows.

WTNJ, Trenton, on Saturday at 4:30 p.m. will air a debate between Princeton University and the Emory & Henry College debating teams on the question of minimum wages and maximum hours.

Ruth Brink and Alba Ritter are recent additions to the vocal staff of WIL, St. Louis. Miss Ritter, from the stage, is appearing with Jerre Cammack, staff organist. Miss Brink is in

"H'wood Whispers" Nationwide

George Fisher's "Hollywood Whispers" will go nationwide over Mutual chain, starting 6:15 p.m. PST, April 17, originating in Don Lee's KHJ studios. Because of conflict in time, program will go every other week only until after April 24 and end of Chicago Symphony concerts. Whispers will be sustaining at first. Started four years ago on KFWB, been on KHJ for past three months.

On Hollywood Hotel Program

Miriam Hopkins and Louis Hayward will do scenes from "A Woman Is Born" on Hollywood Hotel.

"Console Capers," sponsored by Downtown Norge Appliance Co.

John Carl Morgan returns to the early morning shift at the WTAR (Norfolk) microphone, allowing Jeff Baker to sleep late these mornings and appeal to station's night audience.

Garry Morfit, former WBAL artist and writer, has returned to Baltimore from New York where he spent several weeks in radio and has re-joined WBAL's staff. He is taking part in commercials, serving as a member of the WBAL Dramatic Players.

Bergen county Police Chief Peter Siccardi will be the first guest on the new series "The Police Call," which WNEW inaugurates today, 8:30-8:45 p.m.

George K. Arthur, brought as his guest star on WQXR, last night, 6:45-7, Lois Wilson, star of the new comedy, "Farewell Summer", playing at the Fulton Theater, in addition to his weekly first nighter's impression of Broadway Fare.

Glenn Penrose, for some time a member of the WBAL staff, Baltimore, has left that station.



LUM and ABNER'S prize contest to find a name for their railroad luncheon car will continue through April 25. The pair incidentally are so enthused over California that they have moved their households to the west coast.

Thor Erickson, the "Yonny Yonson" in Kaltenmeyer's Kindergarten, has written a song, "It's Time to Love Again."

The Rivalaires, four piece musical unit, now spotted with Whistler and His Dog show over WMAQ each Tuesday at 9:45 p.m. CST.

It took two page boys, an engineer and several interested spectators to free Bill Amsdell, 250-lb. WBBM actor, when he got himself jammed up in a studio phone booth the other day.

Paul Dowty and Henry Whitaker arise now at 4 a.m. to get to the stockyards at 6 a.m. for Art Kahn's warehouse program.

Phone operators at CBS are getting jittery from radio listeners wanting to know if Edwin C. Hill, Truman Bradley and Gabriel Heater are one and the same!

JOHN EBERSON

STUDIO ARCHITECT



ACOUSTIC CONSULTANT

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NEW YORK CITY**

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