VOL. 1, NO. 39

NEW YORK, MONDAY, APRIL 5, 1937

FIVE CENTS

Lift Music Restrictions

DE ANGELO RESIGNS **AGENCY RADIO POST**

Carlo De Angelo, for the past six months radio director for Lennen & Mitchell Inc., has resigned. Mann Holliner will fill in for the time being at least and work on production of the Woodbury "Rippling Rhythm" Sunday night show and the "Follow the Moon" afternoon script program. MORE CBS PROGRAMS

Dc Angelo's resignation is attributed to the fact that he understood that he was to have free hand in running radio department, when he joined late last summer. This, it is said, failed to develop to De Angelo's satisfaction. He was formerly with N. W. Ayer & Son Inc., and more recently with The Blackman Co. Has a background of long stage and Hollywood experience.

Chicago Cubs Sponsor WBBM "Dugout" Series

Chicago-"Dugout Dope," ten-minutc interviews preceding each baseball game at Wrigley field this sea-son, will be sponsored over WBBM by the Cubs, Chicago National League team, it is announced by H. Leslie Atlass, CBS vice-president. George Sutherland will handle the inter-

Home games of the Cubs and Sox will be sponsored alternately by General Mills and Vacuum Oil.

Free-Tread Readying NBC Disk Campaign

Free-Tread shoes through Hughes, Wolff & Co., Rochester, N. Y., is placing a series of 15 five-minute RCA-Victor transcriptions on an un-announced list of stations. NBC transcription department produced the disks.

Newscaster School

Columbia, Mo.-KFRU in cooperation with University of Misscuri School of Journalism is giving students of the school a chance to qualify as newscasters. Five different students daily present α news program, which they pre-pare themselves, over KFRU. Lads get training, station gets variety of voices and news styles.

WWJ Finds 'Em

Detroit-Bill Mishler's "Missing Persons Bureau," daily except Sunday sponsored feature on WWJ. Detroit News station, has located 175 missing persons in a year.

Queries have come from 40 states and lost ones have been found in 12.

West Coast Bureau of THE RADIO DAILY Los Angeles—Preparatory to more CBS shows originating from San Francisco, work is to start immediately on what will virtually amount to a two story building to house the new CBS-KFSO San Francisco studios, atop the Palace Hotel, over the ballroom, it is announced by Donald W. Thornburgh, CBS vice-pres. on Coast. Both the new studio and new transmitter are to be ready for service within four months.

Studios and offices will use space over the ballroom, which is a onestory part of the otherwise 14-story building. There will be two large studios, two mediums and one small,

(Continued on Page 3)

INS Free Trial Period Up

International News Service today completes the two-week free trial period of its short wave news broadcasts and will continue on with the service, according to Walter E. Moss, INS sales manager. Moss said several stations had been signed for the service.

In the new Lucky Strike-Edwin C. Hill series that begins today on CBS, Mondays through Fridays, 12:15-12:30 p.m., INS news reports will be used exclusively.

Publishers Loosen Up on Film Songs Used in Sustaining Programs, **Obviating Title Mention**

PACIFIC NORTHWEST IN CO-OP CAMPAIGN

FROM SAN FRANCISCO Portland, Ore. — Radio will figure importantly in an advertising drive undertaken by MacWilkins & Cole agency here for the Columbia Empire Industries, Inc. The co-operative campaign is to stimulate consumer interest in thousands of products grown or manufactured in the North-

New Studios of KFRU Being Dedicated April 10

Columbia, Mo. — Dedication of KFRU's new studios, speech input system, transmitter and offices has been set for April 10, with a specail four-hour program being arranged by George Guyan and Clair Callihan, KFRU production executives. Talks by Governor Stark, Mayor Pollard and other notables will be part of the ceremonies.

Morning Hours Pull In the Milwaukee Area

Milwaukee-Republic Steel, on a 6:45 a.m. program offering a saucepan as premium, pulled 700 to 800 letters a month via WTMJ, the Milwaukee Journal station states. Olson Rug Co., at 7:15 a.m., got 200 letters a week requesting catalogs.

Decision of Local 802 of the American Federation of Musicians to put into effect the resolution passed over a year ago banning mention of film sources of hit tunes on sustainings unless the musicians are paid as though playing a commercial broadcast, has resulted in several of the leading publishers controlling film music lifting the restrictions for sustaining shows.

Anti-movie plug movement got un-der way in Chicago, where James Petrillo, local union head, did away

(Continued on Page 6)

Proposed Maine Bill Would Aid Reception

Augusta, Me.-A movement is on foot to secure suspension of the rules in both branches of the Legislature to permit introduction of a bill intended to help radio reception in all parts of the state. If the rules can-not be suspended, the measure is to be introduced at next session

Short Wave Plan Seen At International Meet

Brussels-Belief that plan for systematically distributing short wave lengths over the whole world will be worked out at next year's annual convention of the Union Internationale de Radiodiffusion was expressed by Raymond Braillard, director of the International Control Station here, following his return from the convention in Berlin, where 94 delegates from 23 European countries took part.

First 10 Years

Los Angeles - NBC's Western Division celebrates its tenth anniversary today, looking back over its growth from a small network of western stations to what now amounts to a broadcasting empire with two networks stretching from KGU, Honolulu, to KOHL and KGIR, Montana. Don Gilman, coast chief, has been at the helm for almost the entire decade.

THE WEEK IN RADIO

... CBS Resumes Tele Activity

By M. H. SHAPIRO

FTER a lapse of several years of come into its own. gan preparations on a huge scale, to equipment, or at least getting the take an active part in the television order for the apparatus. picture. Although FCC permission is awaited officially, it is not expected that there will be any hitch in this direction. Acquisition of the Chrysler building tower appears to be a fortunate move . . . by the time transmitter. the World's Fair arrives across the river, tele will most likely have

. RCA did well

Coincidental with the tele expenditures announced for the future, CBS also contracted to spend \$500,000 for a new transmitter and studios in San Francisco. KFSO will get the new

Old-time mellers and former film (Continued on Page 2)



Vol. 1, No. 39 Mon., Apr. 5, 1937 Price 5 Cts.

IOHN W. ALICOATE : : Publisher

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

FINANCIAL

(Saturday, April 3)

NEW YORK STOCK EXCHANGE

....

Net

1	ligh Low	Close	(hg.
Am. Tel. & Tel. 1	711/2 171	1711/2	+	11/4
Crosley Radio	233/8 233/8	233/8	-	1/8
Gen. Electric	563/4 563/8	565/8	-	1/8
North American	261/4 253/4	257/8	+	1/8
RCA Common	11 103/4	107/8	-	1/8
RCA First Pfd	743/4 743/4	743/4		
Stewart Warner	185/B 181/8	185/8	-	1/8
Zenith Radio	34 34	34		
NEW YORK C	URB EXCH	ANGE		
Hazeltine Corp	163/4 163/4	163/4	_	1/8
Majestic	438 43/8	43/8		
Nat. Union Radio	3 3	3	0	

Renew Beatrice Lillie

Beatrice Lillie, the featured star of the Sterling Products "Broadway Merry-Go-Round" (Dr. Lyons Tooth Powder) program on the NBC-Blue, Wednesdays, 8-8:30 p.m., has been signed for another 13 week run, effective May 5. Air Features Inc. produces the show.

New Series for Rodheaver

Homer Rodheaver, last heard on the air over the CBS network, will begin a new series of sustaining broadcasts over the New York State Broadcasting System on April 7. Program to be aired Monday, Wednesday and Friday, 6:30-6:45 p.m., will be called "The Hymn Singer." Show will be broadcast over WINS, WABY, WIBX, WMBO, WSAY and



☆ THE WEEK IN RADIO ☆

. . . CBS Resumes Tele Activity

(Continued from Page 1)

tual sometime this month . . . also one other Coast show of the community sing and comedy type . . . both originating in Don Lee studios . . Anti-Ascap legislation continues make itself felt, the annual ASCAP meet resulting in part in a symposium that blamed radio for such troubles. .

Great Atlantic & Pacific Tea Co. ran afoul of CBS rules against propaganda and talks of controversial nature. A. & P. suddenly scheduled two talks against the chain store legislation proposed in Pennsylvania, and when WCAU and other CBS outlets said they couldn't inject the two long talks, A. & P. plus other chain store outlets took several full page ads in big Pennsy cities reproducing the talks in question and rapping radio for keeping them off the network . . . Dr. Leon Levy of WCAU offered time to both opponents and proponents free, but not on the commercial show.

Women's National Radio Committee made their annual award at a luncheon Wednesday at the St. Regis while some sources admit the WNRC does some good . . . considerable fault could also be found with tion.

stars of the silent era will be heard some of their findings . . . and peron a new series scheduled by Mu- haps methods . . . Anyhow, CBS seemed to come out on top.

> CBS launched its fourth study of listening areas by a free offer, keying each other in order to analyse the particular announcement that resulted in the listener taking pen in hand . . . WLW wire Eastward with sustaining programs etc., seemed to be still held in abeyance, although today was stated as being the day they are to start . . . Department of Commerce figures revealed that in 1935, radio got 15.6 per cent of all advertising . . . Findings of the Joint Committee on Radio Research headed by Paul F. Peter, will probably be reported around June 1 . . . FCC was optimistic over the Havana confab of the Inter-American Radio Conference. . . .

Jack Howard, elected president of Continental Radio, Scripps-Howard subsidiary, and M. H. Aylesworth, former NBC and RCA official, became a member of the board . . February radio exports increased \$545.000 over same period a year ago . . . NBC added three more outlets . . . 124 total . . . State of New Jersey considering state owned sta-

Herschell Hart Resumes

Detroit - "Gossip of the Stars, Herschell Hart's chatter about radio people, has resumed on WWJ for its usual summertime sponsor, Star Carpet Cleaning Co., with Hoagy Carmichael's "Star Dust" as the appropriate theme. Hart, radio editor of the Detroit News, and writer of the daily and Sunday column, "Air Gossip," knows most of the stars personally, since he often visits New York and Chicago radio lanes, and thus is able to keep his "gossip" packed with more or less inside stuff.

Paul White Married

Paul White, director of public affairs for CBS, was married last week to Mrs. Sue Taylor Hammond in Clarendon, W. Va. Couple sail April 14 on the Georgic for London. White will supervise CBS coverage of the coronation while in England.

"Harlem Court" Auditioning

West Coast Bureau of THE RADIO DAILY Los Angeles - "Harlem Night Court," new air show now rehearsing at NBC with Clarence Muse and the Hall Johnson Choir featured, is being auditioned early this week for national sponsorship. James Cook of the Murray Ellman-Jack A. Steinberg agency is representing the program.

Gilman Airs Press 'View

San Francisco-Press interview being held today by Don E. Gilman, NBC vice-pres., on tenth anniversary of NBC's western division, will be aired via NBC-Blue at 1 p.m. PST.

Seven New Commercials Are Signed by WMCA

WMCA sales department set seven new commercials last week, as fol-

Alexander's Department Store Quizdom Court," half-hour, 12 weeks.

Michael Brothers, "Gerald Griffen's Hour," 13 weeks.

Madison Personal Loan, 49 spots a week, 52 weeks. Alsop Radio Recording Inc. set deal.

Western Growers Protective Ass'n (lettuce), 12 spots daily ending April 7. J. Walter Thompson Co. agency.

Emmerson Drug Co. (Bromo-Seltzer), 300 spots over a period of one

year. J. Walter Thompson agency. Vick Chemical Co. (Vapo-rub and Vatronol), daily 100 word spots to run until April 8. Morse International Inc. agency.

Procter & Gamble (Camay soap), beginning April 27, three days, 20 spots. Pedlar & Ryan Inc. agency.

Selena Royle for "Rhythm" Selena Royle, stage star, has joined

NBC's Sunday night "Rippling Rhythm Revue," with Frank Parker and Shep Fields.



COMING and GOING

E. C. MILLS, general manager of ASCAP, back from trip to Minneapolis.

JACK LAVIN, manager of Paul Whiteman, is in Chicago preparing for Paul's opening at Drake Hotel.

BURT McMURTRIE has gone to Hollywood, joining the Canovas on production for Woodbury show.

DR. W. E. WEISS, chairman of the board of Sterling Products, and MRS, WEISS, sailed aboard the Conte di Savoia on Saturday for

ATHERTON W. HOBLER of Benton & Bowles left Friday for Hollywood.

CHARLES H. MORSE, president of Fairbanks-Morse Co., also sailed on the Savoia.

FULTON DENT, radio director of Frank Cresbrey Co., is in Chicago for a week's visit.

CHARLES M. KAPLAN, member of WIP sales staff, returned last week from a 9,00 vacation trip which took him through Ca and Mexico being away three months. k from a 9,000 mile him through California

. VICTOR DALTON, owner of KMTR, Holly-wood, is stopping at the Essex House in New York. Will leave for home today.

MLLE. NADIA BOULANGER, head of the Department of Composition of the Fontaine-bleau School of Music and of the Ecole Normale, arrives today aboard the Queen Mary, While here, she will conduct a series of broad-cast. via NBC on "Masters and Masterpieces of French Music."

H. R. GROSS, chief of WHO's news department, left Omaha on Saturday for a week or ten days in New York, Washington on business for the Central Broadcasting Co.

HENRY HEYWARD of Wilson, Powell & Heyward has gone south for a Florida vacation.

Reception to McCosker

A reception in honor of Alfred J. McCosker, chairman of Mutual system, will follow Thursday night's initial broadcast of the National Music League's "Music and You" WOR-Mutual. series over Ernest Hutcheson will be guest artist.

PHENOMENAL!

This Universal Demand for THE SUNDAY PLAYERS



52 half-hour Bible Dramas recorded and ready . . an audition plan that rarely fails . . . two complete programs with complete data \$5.00 C.O.D.

MERTENS AND PRICE, Inc.

1240 South Main Street Los Angeles, California

MORE CBS PROGRAMS FROM SAN FRANCISCO

with no provision for audiences beyond small groups in sponsor booths.

Transmitter is to be single tower type, 350 feet high, and almost an exact duplicate of the new one in Boston. It will be on the San Francisco side, about two miles South of the bridge ramp, on a projection that will give it 200 degrees of salt water.

WROL Biz Up 38.2% **During First Quarter**

the station announces.

Jack Barry Joining WJSV

Philadelphia — Jack Barry resigns from the announcing staff at WIP effective next Saturday to join the Special Events staff of CBS at WJSV, Washington, D. C.

New WMCA Variety Show

"Merchants in Melody," variety show with Ruth Howard, daughter Beau Brummels makes its bow over little talks, sponsored by Progress such as "What is the area of the ity, and keeps the pr WMCA at 9:30-9:45 p.m. tomorrow. Bedding Co., are proving that Mor- United States in square miles?" and smoothly by gestures.

NEW DROGRAMS-IDEAS

WWJ Health Service Series

WWJ - The Detroit News station, feeling that it has a definite civic duty as an educational force and a moulder of public opinion, is taking a vigorous part in the campaign to stamp out tuberculosis in Detroit. Purposing to make the public aware of conditions which foster tuberculosis, of the need for early treatment, and of the newest methods of science in combatting all diseases, WWJ is producing a series of Wednesday night dramas, entitled "Death Fight-ers," based on the writings of Paul De Kruif, who personally assisted Knoxville, Tenn. — Business of WWJ's Mel Wissman in the script. WROL for the first quarter of this These plays, acted by the Detroit year shows an increase of 38.2 per News Players under the direction cent over the same period of 1936, of Wynn Wright, are produced in cooperation with the Detroit Board of Health, and the Wayne County Medical Association. Since the series began requests for script material and production plans have been made on WWJ by a number of large cities.

Sleeping Habits

Sally Woodward, well-known woman commentator for WWJ-The Detroit News, has started a program dealing with the sleeping habits of of Tom Howard, and Roy Campbell's most of the peoples of the world. Her

pheus has kept pace with the times, maybe a little ahead of them.

Utility Company Series

Columbia, Mo. - Missouri Light & Power Co. is sponsoring six 15-minute dramatic programs a week on KFRU. The programs begin with the origin of light and heat during the cave man era tracing the development of artificial light to the present day.

Dave Fredericks, special feature writer of KFRU, is in charge of writing and producing the program.

Catch-as-Catch-Can Quiz

KFRU transmitter's engineers, Wallace Mosier, script and continuity writer and George Guyan, program director, got their heads together one day and out of the huddle "Catch-As-Catch-Can" was born. The idea behind this novel program was to provide an interesting as well as educational feature for the listeners. Three members of the staff of KFRU, and a Mystery Man, participate on the program by attempting to catch the others with tricky questions which are suggested by the listen-

The questions range from A to Z,

18 HALF-HOURS WEEKLY FOR ZEKE MANNERS' GANG

Zeke Manners and his Gang, now doing 12 half-hour broadcasts weekly via WMCA sponsored by Consolidated Drugs, start a new series today via WNEW in addition to their 12 WMCA shows. This brings the total up to 18 half-hours weekly, a new high in half-hour shows sponsored by one product with one defi-nite act. Manners' airings on WMCA are 10-10:30 a.m. and 2:30-3 p.m. WNEW will also feature them six days per week, 10-10:30 p.m.

Pilot Award to Chesterfield

Pilot Radio Weekly award of merit Columbia, Mo.-Clancy Fish, one of for the outstanding broadcast of the past week has been awarded to the Chesterfield program starring Andre Kostelanetz and Nino Martini.

> "What animal can see just as well from behind as he can in front?" the answer to the latter being a "blind horse." The part played by the mystery man is to act as timekeeper and to decide which of the participants answered the question the most correctly. The mystery the most correctly. man remains absolutely silent on the program except for an occasional ringing of the gong to stop the hilarity, and keeps the program running

Inaugurating for Grapenuts

A New Series of Broadcasts April 12. NBC-Red Network Mondays-8-8:30 P. M. E.S.T. 6:30-7 P. M. P.S.T.

GEORGE BURNS GRACIE ALLEN

Direction Lester Hammel William Morris Agency

Young & Rubicam Agency



Suppose the Normandie (center) were the only boat in

this group to carry passengers to Europe. That would be dandy for the French Line. But pretty rough on the other four liners — and on most of the thousands who want to go to Europe every week in the year.

As a matter of fact, none of these boats crosses and recrosses the Atlantic just for fun. Each has its following; each has its individual advantages. And each fulfills the purpose for which it was launched. Each carries its passengers to Europe. Suppose people could listen to the radio for only a single hour each day. Or only on alternate Tuesdays. How nice for some programs! But not so good for the public. Actually, there are no "magic" hours — or days — in radio. People listen all day long; people respond to radio at every hour of the broadcasting day. The 16 hours-a-day of Columbia programs — and the Columbia sponsors who buy time throughout the day -

THE COLUMBIA BROADCASTING SYSTEM

are proof conclusive that there is (luckily) more than one

way, and more than one time, to "get across" on the air!



PLANS for the new CBS Coast studios have been placed with Los Angeles Building Commission for approval, and William Simpson Co., contractor, started takings bids for sub contracting. Studios to be completed by December. Street floor front will be let to a bank, advertising agencies and other tenants, with studios and offices entered from a patio off the street.

Mertens & Price announce sale of 52 Sunday Players disks to KLO,

Ogden.

Orange network will do an exclusive broadcast from Governor Merriam Tuesday on "The State of the State," originating in Sacramento.

Irma Phillips, author of Chicago's Today's Children; Carl Wester, Chicago sales staff, and Emmons Carlson, production department, are vacationing from NBC's Chicago offices.

Associated Cinema has started a Special Events department to service sound truck, P.A. systems and radio installation for theater premieres and civic meetings. Also has taken option on adjacent property which, if exercised, will see an addition that will double present floor space.

double present floor space.

Roi Tan cigars' "Man to Man," local on KNX, starts this week as a CBS Coast net Monday evening program. Gary Breckner and Clary Settell,

"the Old Observer," do it.

NBC Artist Bureau has farmed Walter Cassell, baritone, for four guest appearances on Chevrolet's Rubinoff program when it starts airing from the Coast, over CBS.

Tommy Harris and his Moonglow Melodies (Moonglow Nail Polish, Aubrey, Moore & Wallace agency)

renewed for 13 weeks.

E. C. Uhlhorn, formerly with Frank Wright & Associates, agency, San Francisco, has switched to the selling end, joined sales staff of KEHE and Orange net.

Guaranty Union Life Insurance Co. will sponsor a daily 15-minute news period on KMPC, to run four weeks. Studel Advertising Co. is agency.

Pat O'Toole Joining CBS

F. Patrick (Pat) O'Toole, contact and promotion man for United Air lines, is resigning to join CBS publicity department on April 12. He will be an idea and personal contact man on the press staff, under Don Higgins.

14 NBC Eclipse Broadcasts

NBC will present a series of 14 broadcasts from the National Geographic Society-U. S. Navy total eclipse expedition. April 10 to June 8.

Schlepperman Auditioning

Sam (Schlepperman) Hearn is in town auditioning a show called "Schlepperman Enterprises" for Jello.



 Willie and Eugene Howard are off Manhattan Merry-Go-Round before they even started! Bert Lahr gets the spot permanently Sunday!.... Don't be surprised to learn that the NBC-Ford show which switches to Saturday night will be heard via CBS instead....Seems they can't get a clear channel across the country....The deal for Kool-Raleigh ciggies to send Tommy Dorsey-Jack Pearl, et al, to Louisville for the derby is off....Jack Pearl. Cliff Hall and Paul Stewart, however, may be the only ones to go, provided plane accommodations are made....Morton Bowe has an optional contract during the summer series....Tommy remains at the Commodore until May 1, but has already signed contracts opening Sept. 30....Paul Tremaine (with the greatest instrumentational band of his career) follows Jack Denny into the Merry-Go-Round. Jack opens there Friday....Lennie Hayton opens at the New Yorker Thursday.... Alan Kent will be the announcer on the balance of the Gladys Swarthout series....Zeppo Marx had three advertising execs view loe Besser in Philly last week as a possible bet for the air—and he clicked big with themSam Carlton is off the Mickey Alpert-Brewster Morgan-CBShow.... Ted Lewis' sensational performance on Kate Smith's Band Wagon last Thursday may get him the job during Kate's leave this summer.

• Young & Rubicam auditioned 45 people the other day—voices for commercials....Harry von Zell will remain on his shows until the end of July, when the new talent replaces the present line-up, and then vacation in Hollywood for a month....Martha Mears with Vic Arden's band start a series of 26 weeks of transcriptions today for a lubricating concern....Parks Johnson is mourning the death of his futher-in-law, who passed on in Texas on Friday.... Aside to the Broadway crowd: Edward J. Fishman is doing great things for Rockwell-O'Keefe on the coast....Jack Bertall joins Lou Irwin.

• • "We're all Pixilated".... Everyone has some mannerism or idiosyncrasy which is so typical of him that many times this pecularity takes the place of his name....We, for instance, will every now and then clinch the nose with the thumb and index finger, whereas Ralph Wonders does this constantly between the placing of a match to an already lit cigar....Donald Flamm, while talking to a person, will cock his head over to a side....Oscar Shaw will jingle coins as he talks, not intending to be bored or impolite, while Harry Leedy continuously swings his watch chain around his finger, and Bill Burton, having seen distinguished men in the movies clean their pince-nez glasses, does the same....When you're talking to K. K. Hansen on the phone and you hear a thud over the wire, rest assured that K. K. is up to his old tricks of cleaning his desk while talking....Don't know what Joe Glaser's going to do when we'll have television units attached to our phones, because the party on the other end will view the nude women he draws consistently.

• Tiny Ruffner may easily be recognized by his height, though if you should see him sitting, he's tying his shoe laces and adjusting his garter...Another garter-picker-upper is Jack Whittemore, who will bow down during an important conversation to attend to this task...Ted Collins, when he isn't smiling from ear to ear, will be noticed brushing the tip of his turned-up nose across the back of his hand...Harry Squires is in Lester Lee's class as a lobe-puller...David Ross just brushes his hair with his fingers, whereas Mike Nidorf will use a comb when he isn't biting a pencil.



Gertrude Niesen will appear in person at the Chicago theater for week

beginning April 9.
Willard Waterman, NBC actor, has announced his engagement to Mary Anna Theleen of Kenosha.

Laurette Fillbrandt, NBC actress,

minus her appendix.

Charles Lyons, announce

Charles Lyons, announcer, back from Hollywood.

C. L. Menser, NBC Central Division production manager, piloted his own airship to Bloomington, Ind., to address the national convention of Theta Alpha Phi, honorary dramatic fraternity on Friday.

Russell Sturgis, engineer in the control room for Vic and Sade for the last two and a half years, is sporting a 21-jewel watch from Art Van Harvey, Bernadine Flynn, Billy Idelson and Announcer Bob Brown. Sturgis has been transferred to new duties in the network's master control room.

Ford Pearson, NBC announcer, has gained such a considerable nautical rep around these parts that they are calling him "Captain Bligh."

National Barn Dance is aired in Germany on Sundays from 3-4 a.m., a short wave fan writes WLS.

Music Restrictions Lifted by Publishers

(Continued from Page 1)

with all sustaining and remote control broadcasting of any mention of film titles. Pressure on the New York local finally resulted in forcing the issue, or at least notice to that effect going out to networks and all others concerned.

By lifting virtually all of the restrictions from film songs, publishers believe that they have forestalled discontinuance of these songs from the air, especially from the hotel and night club dance floors which originate nearly all of the late evening and night sustaining plugs. NBC has already ordered all restricted numbers taken out of the books of orchestras originating sustaining programs in its studios. Move by the music men, it is believed, will result in these tunes being put back to great extent.

Officially, the ban on the sustainings mentioning movie sources of songs, is scheduled to go into effect today and it is understood that CBS is thinking the matter over. Thomas Belviso, NBC music head, has just returned from an illness of a few weeks and hasn't had much time to look into the matter. Program department (John Royal), however, has already made a conciliatory move in the direction of Local 802 by doing its share on banning restricted tunes from its own studio sustainings. This situation was met by the music men.

AGENCIES

COLONEL CHARLES C. KAHL-ERT, former publisher and vice-president of Dorrance, Sullivan & Co., has been appointed vice-president of Brooke, Smith, French & Dorrance, Inc. advertising agency. Dorrance, Sullivan & Co. was recently absorbed into the latter agency.

JOHN J. COLE has resigned as advertising director of National Distillers Products Corp., to take effect as soon as a successor is appointed. His future plans will be announced

GEORGE MILLER, formerly associated with the Simpers Co., has joined Donovan-Armstrong advertising agency, Philadelphia.

M. H. HACKETT, INC., newlyformed advertising agency, has moved into permanent quarters at 9 Rockefeller Center.

C. T. WILLIAMS is now handling the radio department of Fuller & Smith & Ross Inc., succeeding George Podeyn who has resigned. Agency handles the American Can-Ben Bernie program on the NBC-Blue network, Tuesdays, 9-9:30 p.m.

PAYNE ADVERTISING AGENCY in San Antonio will soon enlarge its radio division, due to increased business. Jack Mitchell has joined the staff as assistant to Steve Wilhelm, director of the radio division.

Clubs Plan to Use Radio

The Lucky-Feller Inc., a club proposition just organized, with quarters at 135 West 23rd St., plans to use radio nationally to promote the organization

GUESTING

GEORGE STONE, comedian, in a return date on Al Pearce's "Watch the Fun Go By," tomorrow (CBS, 9 p.m.).

FLORENCE LAKE, film comedienne, and KATHRYN MEISLE, contralto, in addition to VICTOR Mc-LAGLEN, on Kraft Music Hall, April 8 (NBC-Red, 10 p.m.).

CARRON and MITZI MAYFAIR, on Hammerstein Music Hall, tomorrow (CBS, 8 p.m.).

FRANK BORZAGE, film director, and COURTNEY RILEY COOPER, author, will be interviewed by Cecil B. DeMille on tonight's Lux Theater between acts of "A Farewell to Arms" (CBS, 9 p.m.).

JANE FROMAN and FORD FRICK, on Lanny Ross' "Show Boat," April 8 (NBC-Red, 9 p.m.).

At the Rainbow Grill **Emery Deutsch**

and His Orchestra Unusual, Romantic Music CBS Artist Bureau Management Rockwell-O'Keefe, Inc. Radio City, New York and Hollywood



"POLICE CALL"

Sustaining

WNEW, Thursdays, 8:30-8:45 p.m. PROGRAM WITH A "MESSAGE" FAILS TO REALIZE ITS FULL DRAMATIC POS-SIBILITIES.

'Police Call," which is expected to help cure reckless driving, combat criminals and eliminate juvenile delinquency, failed to impress in its FEMME VOCALIST WITH DISTINCTIVE first effort, which had Police Chief Peter J. Siccardi of Bergen County, N. J., relate the case of "Joe Brennan," who, because of wanting to who, because of wanting to play with his 13-month-old boy while driving, caused the death of the child, marred his wife's beauty, and lost a leg in an auto crash. Surprising for a policeman to have a very pleasant voice, suitable for the particular job set out to do-that of being interviewed to cite an instance Chief Siccardi for the show. answered the questions put to him by the program's conductor, Justin Gilbert, then a musical interlude, followed by a weak attempt to dramatize the actual sequence referred to. Gilbert, announced as a popular young syndicated columnist and magazine editor, gave a rather sappy performance before a microphone as

ty of the Chief. His questions, though apropos, were badly delivered. Program has idea which should be worked on more thoroughly.

HOLLACE SHAW

Sustaining

CBS Network, Mondays and Fridays, 7:30-7:45 p.m.

STYLE BUT UNDEVELOPED IN MIKE TECHNIQUE.

This newcomer has a voice that combines sophistication with gentility, a style that is individual and a nice feel for rhythm, but in her initial programs she seemed to lack the microphone technique necessary to sell her vocal talents. On Friday's program she sang "There's A Lull In My Life." "White Horse Inn" and a gavotte from a past decade. The numbers gave a good inkling of a style and versatility that can be developed into something.

Smelt Run Special

Milwaukee-WTMJ has sent a mobile short wave unit to the Ford and Escanana rivers up in Michigan, 250 miles north, to air the annual smelt compared to the sparkling personali- run. Russ Winnie will describe.

ORCHESTRAS-MUSIC

Columbia Artists Inc., have just fin- ditties are "There's Something Bout Playhouse of WDOD, Chattanooga, ished two new numbers, "Irons in the Weather," "Say It With Your are available to sponsors for the The Fire" and "Kept." Songs will be Eyes," "Midnight in Paris' and "The showing of merchandise advertised recorded by Marion Chase for Liberty Music Shops. Also set for the disks are Fairchild and Carroll, piano team. Waxing will begin within the next two weeks.

Lee Kelson is the most recent ad-ELIZABETH LENNOX, ARTHUR dition to Don Albert's vocalists heard appearing. on WHN.

> Shep Fields' Rippling Rhythm has been imprisoned in a new piano folio just released by Mills, Inc. Twelve popular numbers have been arranged for the piano in the typical Fields manner.

> Bidu Sayao, Met Opera singer, will vocalize on the Pan American broadcast the 14th of April, 10:15-11, over the NBC-Blue Network. It will be short-waved to South America.

> Gordie Randall and WGY's house band provided the music for the an-"Widow Fund" ball of the Schenectady Patrolmen's Association.

> Jack Mills is publishing the score of the "Hollywood Revels of 1937." Words and music are by Dave Op-

EDWIN GILBERT and Alex Fo-penhein and Henry Tobias, who garty, team recently signed by wrote the entire show. Outstanding Pigmy Dance.'

> Ted Lewis and his musical aggregation to be heard in a special afternoon broadcast today over WHN directly from the stage of Loew's State Theater where they are currently

Sammy Praeger will be the featured pianist with the Phil Cook "Morning Almanac" series which premieres today via WABC.

Hal Kemp and his orchestra, heard Friday 9-9:30 p.m. over CBS for Chesterfield cigarettes, will appear in the following towns this week: tonight, Richmond; tomorrow, Rocky Mount, N. C.; Wednesday, Greens-boro, N. C.; Thursday, Washington. Will return to New York on Friday

At The Rainbow Room

GLEN GRAY

and the

Casa Loma Orchestra

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

PROMOTION

KSL-Theater Tieup

KSL, Salt Lake City, with five major theaters of the Intermountain circuit cooperating, presents a 3 p.m. weekday show, "Movietime on the Air," with Bob Edwards, giving breezy Hollywood chatter tied in with the local theater tieup.

Along with the regular theater program, KSL promoted sound trailer to apprize audiences of the feature. Edwards also is used to tie-in on 15-minute transcribed previews on weekly evening spot.

Silver Sendoff Stunt

In connection with the National Silver Co. program which started yesterday morning on WOR the president of the concern, Philip J. Bernstein, sent out wires to radio editors, inviting them to a "radio breakfast" and to welcome Irving Kaufman the "Silver Spoon Entertainer." Enclosed with each wire was a silver-plated teaspoon, which gave the idea a novel twist, apart from a Sunday a.m. invite to the Astor Hotel for break-

Page Ad—Time Table

In a classy full-page newspaper ad announcing the "Coronet-on-the-Air" program which started a weekly NBC-Blue network series Friday night, sponsors did something un-usual by listing the contents of the program, together with a time table showing exactly when each special-ty was scheduled to go on the air.

Window Displays

Two display windows in the Radio Playhouse of WDOD, Chattanooga, over the station. Many of the WDOD programs draw standing room crowds to the station's 650-seat playhouse.

Potential Listeners

Promotion brochure put out by WQXR, giving 8,975,340 listeners in the Greater New York and nearby areas, charted this total as the potential audience. Station did not mean to claim it had every one of these listeners, as inadvertently reported.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and KOOL CIGARETTES

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

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

WOMEN A

By ADELE ALLERHAND =

BERNICE CLAIRE, who has contracted to lend her voice and charm to five operettas with the St. Louis Open Air Opera Co. this summer, leaves the metropolis June 2 to do "The Great Waltz," "Fortune Teller," "Pink Lady," "Robin Hood" and "Salute to Spring" Deal was set by producer Richard Berger.... The Roger White office "innuendo-ing" about a new all-gal ork....It seems the Biow Agency may decide on one femme and one male vocalist for Philip Morris program....Still vacillating....Nina Tarasova of the Consolidated Edison series takes her Muscovite warbling to Sweden ... She'll be presented to the Crowned Head....Ward & Muzzy, only pair of piano-playing lasses to look like sisters, aren't....June Collins of WIP Program Dopt. resigned Saturday....She'll visit Connellsville, Pa. family homestead, before announcing future affiliations.... The Le Marie Fashion Show, contrary to previous report, continues in its present spot.

Jessica Dragonette re-creates "Fifi" in "Mlle. Modiste" on her April 7 broadcast ... Louise D'Angelo, lyrie soprano offspring of Met basso Louis D'Angelo, to guest-sing on the Hammerstein Music Hall airing April 13

Louis Katzman's Ork plays host to Marjorie Steele of the Opera home at Garden City, L. I. League over WINS tomorrow Nola Luxford, NBC acting gal, hospitalized, awaiting an operation The Lorraine lasses, Marion, Irene N. Y., plans an extensive campaign and Lita, who came out of a Chi radia station, having the well-known tory Spot announcements over local "grandc reclame" at the St. Louis Hotel Jefferson's Club Continental ... Gretta Palmer, writer and radio talker, returns to WOR at 1 p.m. Wednesday with "Gretta Palmer-Commentator," sponsored by Walker-Gordon Laboratory . . . also heard Fridans.

Betty Lennox of WGY's "Household Chats" program offers the hearthbound hausfrau a monthly mimeographed sheet called "Listeners' Column"....It's full of recipes and food inspiration and has an idea exchange dept....WOW stylist featured in Brandeis Store broadcasts is chic Kay Grandson, who gives the lasses a line on line and color in costuming Fridays at 3.... Helen King of Certified Contests powwowing with Young & Rubicam exec about this and that....

Coast-to-Coast

RUSS MORGAN's Early Bird program on WHN at 7:30 a.m. celebrates its first year today.

Kay and Buddy Arnold, WMCA harmony team, will be heard at 9:15 a.m. Monday through Friday starting today.

WNEW on Saturday offered the fifth baseball broadcast by direct line from Florida, with Earl Harper at the mike. Louisville Colonels and Newark Bears formed the line-

WROL, Knoxville, yesterday re-joined the Dr. Pepper Dixie Network for the "Pepper Uppers."

J. Hammond Brown, radio editor of Hearst newspapers in Baltimore, opened the Army Day program in that city on Saturday, broadcast over WAL.

Earl Brown, heard with Margo and Joe Martin over WHN, celebrated his third year on the air Saturday.

Lee Johnson, formerly at WOC, Davenport, Ia., on production work, has joined WBRY, New Haven, as announcer.

Bradley Kincaid, the Kentucky Mountain minstrel, now singing evweek-day morning on WGY, Schenectady, has decided to return to the soil and has bought a 100acre farm in Saratoga County. Brad has stocked the farm with a herd of milk cows and two saddle ponies. He will continue to make his winter

Plan Spot Series in N. E.

Fitzgerald Brewing Co. of Troy, to re-introduce Garrygowen Ale. Facstations throughout New England, as far west as Syracuse, is contemplated. The agency is Maxon, Inc.

WGH, Newport News, briefs: Wilby Goff, musical director, readying a new show, "Singing Violins".... Chief Engineer H. E. Sloane back from a New York trip; Chief Operator Raymond Aylor in charge during his absence....Travis Smith, former staff vocalist at WCSC, Charleston, now singing on WGH every Wed. eve.... Hap Hazzard and his Georgia Ramblers now part of "WGH County Fair"....WGH has started airing a series of twice-weekly dances from Hotel Chamberlain, Fort Monroe ... Jack Braxton, program director, entertains at 2.30 daily with a radio party for housewives....Joel Wahlberg, chief announcer, spends spare time rehearsing shows.

New Haven Civic Light Opera Guild yesterday started a monthly series over WELI, New Haven. Southern New England Telephone's "Sunday Call" ends its 15-week run next Sunday.

"Poli Kiddie Revue" will be reinstated Saturday at the College Theater, New Haven, with Jimmie Milne, WELI studio supervisor, supervising the show, which will be aired weekly over WELI.

Lyroy Flynn, announcer at WICC Bridgeport, leaves April 10 and will be succeeded by William Elliott of WATR, Waterbury.

WWVA (Wheeling) Jamboree celebrated its fourth anniversary Friday.

KFXR, Oklahoma City, has installed new studio equipment, adding to its new Collins transmitter.

John Lagemann in Hospital

John Lagemann of the CBS press staff who was enroute back from Mexico from leave of absence, had an acute attack of appendicitis and was operated on Saturday at the Quincy Hospital, Quincy, Ill. Return to New York will be delayed until April 12 at least. He was accompanied by his wife, Hilda Cole, writer and former member of CBS press staff.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

HEARINGS SCHEDULED

April 5: KABR, Aberdeen, S. D. CP for change in power and frequency to 1390 kc., 500 watts, 1 Kw. LS. Unlimited.

WMBO, Auburn, N. Y. Auth. to transfer control of corp. 1310 kc., 100 watts, unlimited.

April 6: Okmulgee Broadcasting Corp., Okmulgee, Okla. CP for new station. 1210 kc., 100 watts, daytime.

Times Publishing Co., Okmulgee. CP for new station. 1210 kc., 100 watts, daytime.

The Record Publishing Co., Okmulgee.

CP for new station. 1210 kc., 100 watts, daytime.

daytime.

Beaumont Broadcasting Assn., Beaumont,
Tex. CP for new station. 1420 kc., 100
watts, unlimited.

Watts, unlimited.

KGA, Spokane, Wash. Mod. of license.

950 kc., 1 Kw., 5 Kw. LS. unlimited.

April 7: WBCM, Bay City, Mich. Mod. of Lic. 1410 kc., 500 watts, 1 Kw. LS., unlimited.

April 8: John S. Allen & G. W. Covington, Jr., Montgomery, Ala. CP for new station. 1420 kc., 100 watts, unlimited.

Clarence C. Dill, Washington, D. C. for new station, 1390 kc., 1 Kw., unlimited. Port Huron Broadcasting Co., Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.

watts, daytime.

Golden Empire Broadcasting Co., Marysville, Cal. CP for new station. 1140 kc., 250 watts, daytime.

WMAS, Springfield, Mass. Mod. of license. 560 kc., 1 Kw., unlimited.

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.

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

NEW BUSINESS

Signed by Stations

WBT, Charlotte

Atlantic Ale & Beer, Atlanta, seven 50-word spots weckly, three months, through Rawson-Morrill, Inc., Atlanta; Vick Chemical, N. Y., seven 100-word spots weekly, 13 weeks, through Morse-International, N. Y .: Tomlinson Furniture Co., High Point, N. C., five 100-word announcements. through Gottschaldt-Humphrey, Inc., Atlanta: Castleberry Food Products Co., 15-minute morning spot directed by Claire Shadwell.

WPTF, Raleigh

Procter & Gamble, "Guiding Light," 4:45 p.m. daily; Cycle Trades, "All-Star Cycle," 7:15 p.m. Thursdays; American Tobacco, "Hit Parade," 15min. extension, Wednesdays; Grapenuts, Burns and Allen, 8 p.m. Mondays; Rexall, "Rexall Magic Hour," 9:30 a.m. Tues.-Sat.; H. B. Davis Paint Co., 12:25 p.m. Tues.-Thur.; Briggs Hardware, "Sketches in Paint," 9:45 a.m. thrice weekly.

WFIL, Philadelphia

Mrs. Smith's Pie Co., through Albert H. Dorsey Agency, "Freshest Thing in Town," two quarter-hour disks weekly, 52 weeks; Royal Shoe Co., through Dan Rivkin Agency, six spots weekly, 52 weeks; B. Frank, (flowers), 3 spots weekly, 9 weeks; Schaffer's (clothing), through Dan Rivkin Agency, 9 spots weekly, 13 weeks.

KSL, Salt Lake City

Denver & Rio Grande Western R.R., quarter-hour live show, weekly through spring and summer; J. G. McDonald Chocolate Co. (Oh Boy bars), renewed for 13 weeks after test program brought big response.

WGH, Newport News

Standback Co., spots, one year; C. D. Kenny Co., spots and one weekly 15-min. program; Phillip Levy & Co., spot series; Sears-Roebuck & Co., 15min. daily program with Cheery Berry; Bellamy Ice Cream Co., spot series; Chevrolet, two 15-min. periods weekly, "Musical Moments," 26 weeks; East Thomas St. Baptist Tabernacle, Danville, Va., 13 weeks; Liggett & Myers (Chesterfields), halfhour twice weekly, from CBS.

NEW AGENCY BIZ

NBC
Standard Brands Inc. (Fleischmann Yeast)
through J. Walter Thompson Co. STARTS Louis
Armstrong G All-Negro show on 30 NBC-Blue
network stations, Fridays, 9-9:30 p.m., on
April 9. WSPD, WOWO join the network on
May 7, and WLW will be added when available.

MBS
H. Fendrich Co., Evansville (cigars) through Ruthrauff & Ryan Inc., Chicago, RENEWS "Smoke Dreams" on 9 MBS stations (WLW, WGN, WHB, KOIL, WMT, KSO, WGAR, KWK, WSM), Sundays 1:30-2 p.m., effective April 25. Program shifts to the 3:30-4 p.m. spot on the renewal date.

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