



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 40

NEW YORK, TUESDAY, APRIL 6, 1937

FIVE CENTS

Revise Setup for Ascrap

Looking On ... AND LISTENING IN

CONFLICTING Protests of increasing number and loudness are being heard from listeners against the very disconcerting situation of two or three programs, [meaning chiefly similar type programs], all of which they want to hear, being on the air at the same time.

Some nights, notably Monday when a lot of folks stay at home, there rarely are more than two or three outstanding shows on the air in the whole evening.

But Saturdays and Sunday nights, the very days when many persons go out, and on various other evenings during the week, there are batches of fine programs in conflict with each other.

Regardless of the problems involved in trying to eliminate this confusion, sponsors will find it worth tackling for a very definite business reason.

The reason is that, when listeners find two or more of their favorite shows on the air at one time, they try to get the most of the entertainment portions from each one by tuning out the commercials in each case.

RICH FIELDS Radio stations in the south, southwest and the grain belt are in for a real business boom if they go after it with the choice selling arguments available to them.

High cotton and grain prices are giving the folks in those sections more spending money than they have had in years.

Texas is additionally favored by its well-advertised Centennial Exposition, which has stimulated much emigration to that state, and its big exportable surplus of oil and cotton. Two authorities, J. N. Wisner, retired cotton broker, and Frank P. Holland, publisher of ranch and farm magazines, see a prolonged period of prosperity for the Southwest.

National Ice Extends

National Ice will continue the CBS-Tuesday, 11:45-12 noon, "Homemakers Exchange" program for another six weeks after the expiration of the regular CBS contract on April 22. Effective with the extension date, WBIG, WSBT, WMBD and KLRA will be added to the net. WOWO and WIBW drop after April 22 broadcast. Donahue & Coe has the account.

TELEVISION FIELD TESTS ARE RESUMED BY RCA

Field tests of RCA experimental television with the new 441-line definition were resumed yesterday by NBC on the largest scale ever undertaken in the U. S. Tests will continue throughout the spring and summer months.

Test programs will be televised daily from the NBC transmitter in the Empire State tower. NBC has been on the air with television since 1931, and has had the only television station in operation in New York City for the last four years. Quality of reception will be checked by NBC engineers on more than 75 receivers

(Continued on Page 3)

Set Committee Hearing On Dickstein Measure

Washington Bureau of THE RADIO DAILY

Washington—Full House Immigration Committee will hold an executive meeting on the Dickstein bill tomorrow, Congressman Dickstein announced yesterday. Indications are that the measure will not be reported out favorably.

Assoc. Oil Sponsoring Eight Collegiate Meets

Seattle—Having just completed a schedule of 22 Pacific Coast college basketball broadcasts for Associated Oil Co., KIRO here has now started a series of eight collegiate track meets, to run until May 22 at least, for the same sponsor. Four of the basketball games were fed to KALE, Portland, and three to KIT, Yakima.

All Ford Motor Programs Now on Columbia Network

Four Stations Added By "The Pepper-Uppers"

Dallas—Dr. Pepper Co. (Dr. Pepper soft drinks) yesterday started its third consecutive year on the air with "The Pepper-Uppers" on a list of 18 southern stations and added four more (WAVE, WIS, WAPO,

(Continued on Page 3)

Forming Administrative Committee Headed by E. C. Mills—Paine Will be General Manager

Thank You, Josef!

"May I express my sincere belief that very soon there will not be a person in the radio field who will not realize the full usefulness of having on his desk: 'THE RADIO DAILY in his Daily Radio Life.'"—JOSEF CHERNIAVSKY.

By M. H. SHAPIRO
Associate Editor, THE RADIO DAILY

General supervision of the affairs of American Society of Composers, Authors & Publishers will be in the hands of a newly organized Administrative Committee, with possibility that the new managerial setup will be in operation on or about May 1. Although no information is forthcoming from Ascrap, reliable sources indicate that the Committee will be completed in course of a meeting scheduled for this afternoon.

Lineup has: E. C. Mills, now general manager, as chairman of the Ad-

(Continued on Page 3)

17,000 NBC PROGRAMS ORIGINATING ON COAST

San Francisco—From one program a day and 1,500 in its first year, NBC now originates about 17,000 yearly on the west coast, it was brought out yesterday as the tenth anniversary of NBC's Western Division was signaled. Employees have increase from 25 to more than ten times that number, under Don E. Gilman, v.p. in charge.

Oldest daily program on the air in

(Continued on Page 3)

Neb. Anti-Ascrap Bill Held Unconstitutional

Lincoln—Chances of passage of the anti-Ascrap bill facing the Nebraska unicamera here dwindled to naught when the legal counsel, a body of three lawyers, said it would be declared unconstitutional when previewed by the Supreme Court be-

(Continued on Page 2)

NBC AND CBS BILLINGS 19 PER CENT OVER '36

NBC gross revenue for March hit \$3,641,283, a gain of 19 per cent over March 1936. Of this sum the Red network contributed \$2,531,322 and the Blue web \$1,082,961. Cumulative total for the first quarter 1937 gives NBC \$10,452,064 an increase of 24 per cent over the same period in 1936.

CBS gross billing for March was

(Continued on Page 3)

Stations Are Selected For Preakness Broadcast

Stations selected for the airing of the running of the Preakness on May 15, under the sponsorship of American Oil Co., Baltimore, over a split

(Continued on Page 4)

WDOD's 12th Year

Chattanooga—WDOD will celebrate its 12th anniversary with special Anniversary Week programs starting April 12. Old favorite programs will be revived.

Starting with a staff of two part-time employees, WDOD now has a staff of 60 and a schedule of 17½ hours daily, including CBS network programs.

Ford Motor Co. Dealers, sponsors of "Universal Rhythm" formerly heard Friday nights over the NBC-Blue net, announced yesterday that the program will be switched to CBS April 17, giving CBS net all three Ford programs. Show was to have changed to Saturday nights over the same NBC net, but sponsors could not clear time on enough sta-

(Continued on Page 3)



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

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FINANCIAL

(Monday, Apr. 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172	171 1/4	172	+ 1/2
Crosley Radio				+ 1/8
Gen. Electric	57 1/4	56 1/2	56 3/4	+ 1/8
North American	26 1/4	25 7/8	26	+ 1/8
RCA Common	11	10 3/4	10 7/8
RCA First Pfd.	75	74 1/2	74 3/4
RCA \$5 Pfd. B.		(85 Bid)		
Stewart Warner	18 3/4	18 3/4	18 3/4	+ 1/8
Zenith Radio	34 1/2	34	34 1/4	+ 1/4

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

CBS A	Bid 57 1/4	Asked 59 1/4
CBS B	Bid 56 3/4	Asked 58 3/4
Stromberg Carlson	Bid 15 1/2	Asked 16 1/2

Changes for Glason Show

Billy Glason's "Fun Fest," Sunday 2 p.m. show over WMCA, has a temporary new announcer and straight man in Al Hall, the station production manager, due to Howard Doyle leaving to join WOR.

Matty Cohen, script writer, has been assigned to the "Fun Fest" starting with the April 11 show.

Lorraine Barnett and Dick Porter leave the Glason program next week. Margie Nicholson, singer and talker, will join the cast. Carl Fenton and orchestra, Stubby Kay and Wilson Lang are other members of the troupe.

Murine Series Ending

Murine (eyewash), sponsor of the "Listen To This" show now airing over 13 stations of the Mutual network, fades after today's broadcast. Program has originated from WGN, Chicago.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending April 3, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
I've Got My Love to Keep Me Warm (Irving Berlin, Inc.)		34
Too Marvelous for Words (Harms, Inc.)		33
Boo Hoo (Shapiro, Bernstein, Inc.)		31
Trust in Me (Ager, Yellen & Bornstein)		28
Little Old Lady (Chappell & Co.)		26
Moonlight and Shadows (Popular Melodies)		23
Sweet Is the Word for You (Famous Music Corp.)		23
When the Poppies Bloom Again (Shapiro, Bernstein, Inc.)		22
Where Are You (Leo Feist, Inc.)		22
How Could You (Remick Music Corp.)		20
What Will I Tell My Heart (Crawford Music Corp.)		20
September in the Rain (Remick Music Corp.)		19
You're Laughing at Me (Irving Berlin, Inc.)		18
On a Little Bamboo Bridge (Joe Morris Music Co.)		17
Serenade in the Night (Mills Music, Inc.)		17
Wanted (Sherman Clay & Co.)		17
You're Here, You're There (Marlo Music Co.)		17
Good Night, My Love (Robbins Music Corp.)		16
When Love Is Young (Miller Music, Inc.)		16
Swing High, Swing Low (Famous Music Corp.)		15
Was It Rain (Santly Bros., Joy, Inc.)		15

Makelim Joins KXBY; Other Shifts in Staff

Kansas City—H. R. (Hal) Makelim, formerly of WIRE, Indianapolis, has become general manager of KXBY here.

Claire Heyer, publicity director, has been promoted to head the new promotion department. Dorothy Chacquette becomes program director, succeeding Herb Nelson, and Frank Bailey is now production manager.

Earl Bachman, formerly with William G. Rambeau, has been named eastern representative.

Skol Going National

Skol Products Inc. (sunburn lotion) will begin broadcasting over a coast-to-coast Mutual network about the first week in May. Present plans call for a hook-up between sponsor and Grand National films, with the film company supplying the talent. Latest reports call for James Cagney to emcee show for two weeks with other guests to follow. Program will be aired over approximately the entire hook-up. Further details are now being worked out on the west coast.

WRDW Appoints Rep

Augusta, Ga.—WRDW, managed by David Parmer, has appointed J. J. Devine & Associates, Inc., as its national advertising representative.

Mel Aaronson Opens Offices

Mel Aaronson, son of Darby Aaronson, who for many years conducted a column in the N. Y. American and for the past ten years has written comedy material for vaudeville and radio, has opened new offices at 18 East 48th St. and is now devoting his time exclusively to radio scripts.

New WSPA Building Is Nearing Completion

Spartanburg, S. C.—South Carolina's pioneer radio station, WSPA, will soon move into its new building. Work has been going forward on the downtown structure for the last six months. The building will be devoted exclusively to radio, and in addition to reception rooms will house all the operations of WSPA, including a large broadcasting auditorium, equipped with pipe organ, five separate studios and seven offices. The entire building will be air-conditioned and the acoustic effect and interior finishing is creating favorable comment all over the south.

Friedheim Joins NBC

Robert Friedheim last week resigned from WMBH, Joplin, as assistant manager, and will join the NBC transcription division today, serving directly under Frank Chizzini, assistant manager of the department.

Friedheim was with WMBH for the past four years and previous to radio was in the newspaper field for seven years. In his new post he will do a combination selling and sales promotion job.

During the past week WGNV signed for the NBC Thesaurus service with renewals received from KQW, KTSM and CJIC.

COMING and GOING

WILLIAM CHERRY, JR., WPRO, was in New York yesterday.

MURRAY GRABHORN, general sales manager of John Blair & Co., is in Chicago conferring with John Blair.

ABE SCHECHTER, NBC director of news and special events, in Louisville arranging for broadcasting of the Kentucky Derby. Will stop off at Washington today, returning to New York tomorrow.

VIRGINIA VERRILL left for Hollywood last night. She will begin work immediately on a new Walter Wanger picture, "Vogues of 1938."

WALTER CRAIG, producer of the Chevrolet programs, left for Hollywood last night. He will produce Chevrolet program from there beginning April 18. Will stop at the Ambassador Hotel.

PHIL RUBINOFF, brother of Dave, left last Sunday for Hollywood.

FRANK B. FALKNER, central division operations engineer for CBS, is on a Minneapolis trip.

H. P. SHERMAN, general manager of WJJD, Chicago, and Gary, Ind., is in town for a week. He's making headquarters at Wead & Co.

CHUCK GUSSMAN, formerly with WLW, Cincinnati, arrived in Kansas City last week for a brief visit before continuing to New York.

JOSEPH M. KOEHLER, President of Radio Events, Inc., sailed Sunday on the Volendam for Bermuda with MRS. KOEHLER.

JACK ALICOATE, publisher of Radio Daily, returns today from a three-week stay on the coast.

GENE O'FALLON of KFEL, Denver, is in town for a few days.

FRED WEBER, general manager of Mutual Network, left for Chicago yesterday.

Neb. Anti-Ascap Bill Held Unconstitutional

(Continued from Page 1)
cause it assumed too much power. Bill would have Ascap found a trust violation and the society would have been in error to enforce its rules here.

NBC Execs Look Over New Orleans Stations

New Orleans—Philip I. Merryman, NBC station relations department, and Charles W. Horn, NBC director of research, were in town last week looking over WSMB and WDSU. Horn has returned to New York, leaving Merryman in the Crescent City. WDSU at present is not affiliated with any network, WSMB is an NBC station.

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St. Toots Shor

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
New York, N. Y.

From script to production—
that extra something that's good radio

LEO SAYS:
WHN's No. 1
SHOWMANSHIP
builds audiences — and
wise advertisers know that
WHN's audiences buy!
WHN DIAL 1010
AFFILIATED WITH
M-G-M-LOEW'S

ALL FORD PROGRAMS ON THE CBS NETWORK

(Continued from Page 1)

tions. NBC contract expired after last Friday broadcast.

There will be no show this week, and new series will start April 17, 7:30-8 p.m. with a repeat broadcast 10:45-11:15 p.m. Carborundum Co. now has the CBS spot but will sign off April 10, allowing Ford to start following week.

Ford originally had all his radio shows on CBS, but last January sponsor split the CBS Fred Waring hour show into two half hour programs placing one on NBC. Ford time billings on NBC last year totaled \$553,766. CBS now has the "Ford Sunday Evening Hour," the Al Pearce show in addition to this new series, which includes Rex Chandler's orchestra, Richard Bonelli, Landt Trio, and Alex Templeton, blind pianist. N. W. Ayer & Son Inc. has the account.

Television Field Tests Are Resumed by RCA

(Continued from Page 1)

placed at selected points throughout the metropolitan area.

O. B. Hanson, NBC chief engineer, said the object of the new tests, which represent the latest development in seven years of television experiment by NBC, is to determine the home program potentialities of high definition television. RCA television of 441-line definition has been in operation in the laboratory since last December, but this will be the first test under practical field conditions.

In similar field tests of 343-line pictures held as early as last summer, NBC engineers received satisfactory pictures as far distant as 45 miles from the Empire State transmitter. Last December tests on this basis were discontinued to allow for necessary alterations to change the equipment over to the finer definition 441-line system.

Airway Drama on WCAE

Pittsburgh—Kitty Keane, as a private detective, is featured in a new drama of the airways which started yesterday at 1:45 p.m. over WCAE.

BIRTHDAYS

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

April 6

Greetings from Radio Daily

to
Lowell Thomas
Mme. Sylvia
Keith McLeod
Clyde North
Marge Morin

NEW PROGRAMS—IDEAS

Safe Driving Series

KVOD, Denver, has started a series of 13 sustaining programs titled "Death Rides Again," in cooperation with the Denver police department. Five-minute dramatizations picture the tragic results of speeding, reckless driving and what happens when necessary precautions are not taken. Various police officials, including the municipal judge, manager of safety, and the chief of police, will deliver brief talks on the prevention of accidents during the series.

School Life Dramas

"Robert Davis Grows Up," the story of a Madison, Wis., lad as he progresses through school life, is a

17,000 NBC Programs Originating on Coast

(Continued from Page 1)

the west, "Woman's Magazine of the Air," observed the anniversary with a special broadcast yesterday. Bennie Walker, with NBC since 1927, presided over festivities. An original composition by Gilman and Arthur Garbett was performed. William Andrews, chief announcer here, and Richard Ellers, night program supervisor, reminisced.

NBC and CBS Billings 19 Per Cent Over '36

(Continued from Page 1)

\$2,559,716, an increase of 18.8 per cent over same month a year ago. Cumulative total for first quarter of 1937 gives CBS \$7,202,653, a considerable leap over 1936 first quarter.

Mutual figures not available as yet.

12 Original Dramas Are Signed by CBS

CBS has signed 12 playwrights to do original scripts for special dramatic series. Shows will be aired direct from writer's scripts without any doctoring by regular radio writers. First of series will be presented April 11, when story by Archie MacLeish will be aired. Scripts by Irwin Shaw, S. Anderson, Lynn Riggs and Leopold Atlass will follow. Programs will be presented as sustaining features by the network.

Sablon Booked in Montreal

A week's vaudeville appearance and a guest spot on a Canadian radio station will send Jean Sablon to Montreal where he will stay from April 7 to April 16. NBC's French Troubadour headlines at Loew's Montreal Theatre for a week starting April 9. Two days before that, he will be featured on a guest star program over CKAC, Montreal, 9-9:45 p.m.

dramatic program appearing each Sunday at 5:30 p.m., CST, over WIBA and sponsored by the city public schools. Episodes from actual experiences of Madison school children are used for the series, which is also produced by the school.

"Public Opinion Poll"

"The KDYL Public Opinion Poll on the Supreme Court," thrice-weekly feature over KDYL, Salt Lake City, with Announcer Dave Simmons handling, is proving quite popular. Series was induced by the aroused interest in the President's proposed Supreme Court changes. Broadcast will be presented from the street in front of the KDYL building.

Four Stations Added By "The Pepper-Uppers"

(Continued from Page 1)

WROL to the web making a total of 22. Others carrying the program are WFAA, WOAI, KPRC, WWNC, WFBC, WMAZ, WSB, WAPI, WJDX, WSM, WMC, KARK, KTBS, KVOO, KSD, KGNC, WKY. Tracy-Locke-Dawson Inc. has the account.

Arthur Church Signs Talent for Disk Show

Kansas City—Arthur B. Church, president of Midland Broadcasting Co. and KMBC, local CBS outlet, announced signing of Hugh Conrad, Claude Rains, Fred MacKaye, Robert Frazer and Jean Colbert for principal parts in the new transcribed show, "Phenomenon—Electrifying History," which the Midland Broadcasting has developed. Conrad will narrate the series. Rains, stage and screen star, takes the part of Napoleon.

The series is designed for use by power and light companies and was first produced by KMBC as a script show for the local utilities company some years ago. Albert Von Tilzer supplied the musical score, with P. Hans Flath to handle arrangements. Barbara Winthrop is doing scripts and Fran Heyser will handle production on the coast.

"First Offender" Adds Stations

New Haven—"First Offender" program, heard 5 p.m. Sundays on WELI, will be fed to WSPR, Springfield, and WCOP, Boston, in addition to WNBC, New Britain, and WATR, Waterbury, recently added. The program consists of dramatized scenes from the lives of County Jail inmates.

Clarkson Joins WOR

Robert Clarkson has joined the recording department of WOR and will concentrate on selling and promoting disk service of the station. Clarkson was formerly connected with Lamont, Corliss & Co.

DEVISING NEW SETUP ON ASCAP MANAGEMENT

(Continued from Page 1)

ministrative Committee; John G. Paine, now chairman of the board of Music Publishers Protective Association, to become general manager of Ascapi; Gene Buck, president, plus two additional men to be selected this afternoon, complete the committee and with Mills will direct and supervise the Ascapi management.

Harry Fox, now handling the electrical transcription licenses and other copyright matters at the MPPA, is reported as slated to succeed Paine as chairman of the MPPA board.

Tremendous duties piling up on Ascapi officials is understood to be the reason for the reorganization. Added are the various legislative moves in numerous states, allegedly inspired by radio interests, which are intended to virtually tax Ascapi out of business in the respective states.

Television protection for its copyright owners is also looming and higher revenue generally, plus additional theater and radio licenses being issued daily is said to be further making it imperative for more man power.

Until about 10 years ago, Ascapi had an administrative committee which was headed by Mills, who at the time also was chairman of the board of the MPPA. Mills subsequently went with NBC as head of its Radio Music Co.

WMCA
NEW YORK'S OWN STATION

leads in
PROGRAM PLANNING

CATHEDRAL OF THE UNDERWORLD
SUNDAYS 1 TO 2 P.M.

NEW BUSINESS

Signed by Stations

WCKY, Cincinnati

Norge dealers (Bunselmeier & Lind, Crosson's Electric Shop, Cincy, and Coppinshop, Covington, Ky.), "Do You Want a Job?" thrice weekly, 10:15 a.m., conducted by Bob Kliment, WCKY staff announcer.

WHN, New York

Hecker Products Corp. (Gold Dust, Silver Dust), Monday, Wednesday and Friday, spots, 10:30-11:30 a.m. BBD&O is the agency.

Chief Boiardi Food Products Co., Monday through Friday, spots, 10:30-11:30 a.m., 13-week renewal. Frank Presbrey Co. agency.

Grennan Bakeries, Inc., Monday through Saturday, 7:30-8:30 a.m., 52-week renewal, time signals, recordings, Russ Clancy and Jacqueline Dewitt. Hanff-Metzger agency.

WFAS, White Plains

Open Road (tours), N. Y., evening spots Frederick Lack Travel Service, N. Y., spots; Charles Ashmun Inc. (steamship agents), N. Y., spots; Modern Childhood Clothes, N. Y., spots, all of foregoing through Associated Broadcast Advertising Co., N. Y.; Civic and Business Federation of White Plains, 75 station breaks; Southern N. Y. and Conn. Trailer Show, White Plains, 20 spots; Mayflower Stations Inc. (service stations), 15-minute series starting middle April, through J. Sterling Getchell Inc.; Port Chester Civic series, cooperatively sponsored.

WHO, Des Moines

Mid-Continent Petroleum Corp., Tulsa, "Ahead of the Parade," disk series, Tuesdays and Thursdays, through R. J. Potts & Co., Kansas City.

Refrigeration & Air Conditioning Corp., Youngstown, O., "The Old Song Book," produced by Harold Fair, Sundays, 10:45-11 a.m., through National Classified Advertising Agency, Youngstown.

Stations Are Selected
For Preakness Broadcast

(Continued from Page 1)

NBC-Blue network, 6:15-6:45 p.m., will include WJZ, WBZ-WBZA, WMAL, WSYR, WHAM, KDKA, WGAR, WEBR, WABY, WSOC, WWNC, WFBC, WCSC, WSB, and the southeastern group. It is expected that Clem McCarthy will broadcast the race.

McCarthy will also announce the running of the Kentucky Derby, sponsored by Brown & Williamson (Kool & Raleigh cigarettes) on the NBC-Blue network on May 8, 6:15-7 p.m. BBDO handles the Brown & Williamson account. Joseph Katz Co. is American Oil's agents.



● ● ● Haven MacQuarrie's "Do You Want To Be An Actor", which fades May 2 for Chase & Sanborn, will be revived via a gasoline or health drink sponsor... Bob Hope auditioned for the Woodbury spot with Shep Field's band and may soon be heard on the show... Jeanette MacDonald's money-demand to appear on the Don Ameche-coffee show may result in Betty Jaynes, 16-year-old Chi high school singer, getting into Big-Time via this show... Victor Young will hold the musical end of the "Paramount On Parade" permanently... Announcer Karlton Kadell passed a screen test at Warner's... Al Jolson's future film activities will be confined to supervising Ruby Keeler's flickers... Bobby Breen stays with Eddie Cantor until the end... Borden's "Special Edition" remains through the summer.

● ● ● Peter Van Steeden celebrates two years with Fred Allen's show April 14 and Ed Wynn enjoys five years in radio the 26th while Al Baron chalks up ten years with the "Perfect Fool" as secretary, valet, stage manager, script assistant, talent scout, advisor and actor this week... The reason for Willie and Eugene Howard not taking over "Merry-Go-Round" Sunday is to accept work in the "Broadway Melody" picture... Jack Benny will have Burns and Allen with him Sunday... Rev. Frank Nelson of WGAR, Cleveland, is discussing an air show with CBS... Lee Gebhart, Procter & Gamble writer and director of their Chi shows, is also talking with CBS officials.

● ● ● Brewster Morgan is ailing again... Nick Lucas is trying to get off from jury duty in Jersey today because of his Ford rehearsal and show tonite... Maxie "Slapsie" Rosenbloom is auditioning for a guesstar shot while here... In his new short subject, Ted Husing pays tribute to Stanley Worth, baritone now heard with Vincent Lopez... 2,140 international airings were carried by NBC via WJZ and WEAJ from 1924 through 1936... Jean Paul King is around with a dislocated shoulder as a result of his auto smashing-up when it went off the road Friday while he was driving on a fishing trip.

● ● ● Arthur Hayes' secretary, Rita Brunner, in CBSales, has invented a new pastime, that of naming the various stenos after sponsored products, viz, one is "Crisco" because... and so forth... Beatrice Lillie, Reggie Gardiner and Eddie Dowling convulse the customers nightly at Club 18 imitating Jack White's routine after he gets thru... Beattie Glenn has rented a house in Long Branch for the summer... Freddie Rich will introduce his new suite, "Bermuda Sketches", on the new "Americana" series... Each of the answers to the cases in A. L. Alexander's sensational book, out soon, is the authorized legal answer as given by the actual judge handling the case.

● ● ● Truly Warner hats will shortly bring the game "Lucky" to the airwaves, having been sold on the idea by Eddie Schoong... Joey Nash is on the "preferred list" at Young & Rubicam and may get one of the spots on their summer shows... Gertrude Niesen has a new home in Holmby Hills, Hollywood, but has been there only twice... Jesse Crawford and the missus open Friday at Philly's Fox... Original Dixieland Jazz Band is slated for the Silver Grill in Buffalo for four weeks after the 19th.

GUEST-ING

ETHEL MERMAN, on Sealtest program, April 10 (NBC-Red, 8 p.m.).

BILLIE BURKE, on Elza Schallert program, April 9 (NBC-Blue, 11:45 p.m.).

MAURICE EVANS and EDDIE DOWLING, on Advertising Club Luncheon program, April 8 (WMCA, 1:15 p.m.).

GRACIE FIELDS, English musical comedy star now here for 20th Century-Fox, on Hollywood Hotel, April 16 (CBS, 9 p.m.).

WALTER HUSTON, NAN SUNDERLAND and FAY BANTER in "Dodsworth", on Lux Radio Theater, April 12 (CBS, 9 p.m.).

KEN MURRAY, OSWALD, MADY CHRISTIANS and PAUL GUILFOYLE on "Hollywood Hotel", April 9 (CBS, 9 p.m.).

NAT PENDLETON, going abroad for a GB film, "Gangway," will be radio-interviewed on WMCA's Gangplank Broadcast by Martin Starr just prior to sailing tomorrow.

"Vic and Sade" Switch

"Vic and Sade," which for the last few weeks has been heard in two Wednesday night broadcasts in addition to the two-a-day, five-day-a-week schedule, drops one of the Wednesday night performances and adds a Tuesday night performance, effective today.

Under the new schedule, the show will be heard at 10:45 p.m. Tuesdays over NBC-Red, and the Wednesday night show will be heard over the NBC-Blue at 10 p.m., keeping the same time and network it has occupied since the night shows were added. The 7:45 p.m. Wednesday broadcast of the last few weeks will be eliminated.

Change will greatly expand the NBC-Red audience for the program, as under the former schedule only a portion of the Red network was available.

WMCA Adds 3 Announcers

Howard Doyle, formerly of WMCA, Carlton Warren, formerly of WICC, and Richard Hubbell have joined the WOR announcing staff.

AD AGENCIES

JOHN B. SNYDER, formerly of the RCA Manufacturing Co., Camden, N. J., has become associated with the Dorland International, Inc., advertising agency.

PAT WEAVER of the Young and Rubicam radio staff left for Hollywood over the week-end and will produce the first few Burns and Allen programs. Everett Meade will take over the production when Weaver comes East.

LINNEA NELSON, radio time buyer for J. Walter Thompson Co. is on the sick list. Might be back at work today.

BLAYNE BUTCHER of the Lennen and Mitchell agency, leaves today for the coast.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

BUDA BAKER, high priestess of publicity at the Maxon Agency, doesn't believe women find their sex a handicap in radio or publicity...Says she hasn't in her varied career of writer for King Features, North American Newspaper Alliance, Cleveland and Detroit News, Good Housekeeping, et al...She's been a woman's page editor and has covered tennis and golf national tournaments...Firmly believes there isn't any variety of advertising or publicity that doesn't need a woman's angle on account of the "hand that rocks the cradle" scatters the shekels when there's buying to be done...no matter how masculine the organization set-up or the merchandise may be, according to the Baker hypothesis, the "little woman" constitutes the highest court of purchaser appeal...



Mary Jane Walsh, newly arrived in the radio limelight, to step into the arena on the Hammerstein show April 20...she'll open at the Mon Paris on the 24th...then Londonward to premiere at the swank Mayfair on May 24, according to arrangements recently concluded by Frank Kessler and the Leo Morrison office...Durelle Alexander's "Queen Mary" debut over the week-end was more than satisfactory...Production on the Benny-Canova cinema concoction began on Saturday...Elaine Sterne Carrington, femme fictionist and scribe of "Trouble House", returning from Florida sortie with offspring Patricia and Bobby...Bob Lawrence of the Whiteman Band unable to join the outfit until the Chicago opening because of the death of his baby daughter...The funeral is today...Poppy Cannon, Maxon's copy-penning gal, remodeling a big house in Reading, Conn...



A "Candid Mike" program on Pat Barnes "Opera House" over WINS today goes prophetic with a satire on the quins in 1945...Leona Powers of "Red Harvest" is today's "Theater Guide" broadcast guest...Bide Dudley's Thursday guest offering is none other than Muriel Hutchison, the "Amazing Dr. Clitterhouse" feminine menace...Scotty, WMT Cedar Rapids-Waterloo news commentator, had an audience with the Pope; during his illness devoted a program to him...she's received a postcard from His Holiness, thanking her...Lucy Monroe's mother died suddenly yesterday...

RADIO PERSONALITIES

No. 21 in the Series of Who's Who in the Industry

MAJOR EDNEY RIDGE, managing director of WBIG, Greensboro, N. C., a true southern gentleman who combines the qualities of a fighter with the gentleness of human understanding, and whose guiding genius lifted WBIG from the verge of bankruptcy to a commanding position in about two years.

A native of Greensboro and one of its most "regular fellows," Major Ridge proved his abilities in other fields before identifying with radio. He achieved distinction in newspaper publishing—the best of all training schools—rising in 1922 from the news and advertising rooms of the Greensboro Record to the post of publisher, and steering that paper to such success that a national newspaper combination bought it for ten times what it was worth when the Major took charge.

Army-trained, with a record of distinguished service in France during the World War, Major Ridge has an equally distinguished record for community service in his city and state. Being modest, his deeds must speak for him—and they do.

Dealing with the public over a long period not only made the Major one of the best known and best liked men in Carolina public life, but fortified him with experience and knowledge of great value in conducting a radio station. Thus in the management of WBIG since 1934, he has been able to set and maintain high standards, combining service to his community and results to his advertisers with uncommonly happy results.



Personifies the term "regular fellow" ...

Winchell Westbound

Walter Winchell left New York last night for Hollywood, where he will do his Jergens broadcasting and his columnizing indefinitely.

Blayne Butcher of Lennen & Mitchell, agency handling the Winchell account, leaves today for the coast to supervise the Winchell program.

New NBC Variety Show

Chicago — Piccadilly Music Hall, weekly full-hour variety show patterned after an English music hall, debuts at 10 p.m. CST tonight. John Goldsworthy is m.c., with Lorenzo Brothers, Australian Woodchoppers, Sylvia Clark, Ranch Boys, Doring Sisters, Cleo Brown, and Al Short, conductor, in the cast.

Max Baer Match on CBS

Columbia Broadcasting System yesterday completed arrangements with British Broadcasting Corp. to carry the boxing bout between Max Baer and Tommy Farr, British heavy-weight champion, April 15. CBS will pick up the fight from BBC at 4:30 p.m. and continue for one hour.

New WINS Programs

"Up and Down and Around New York," featuring Ed Flynn, starts at 6:30 tonight as a Tuesday, Thursday and Sunday feature over WINS.

Tex Walker, singing cowboy, begins a Tuesday and Thursday 4 p.m. series today.

Rockwell-O'Keefe Tieup

Rockwell-O'Keefe, Inc., have just completed arrangements for a tie-up with the Small-Landau Co. of Hollywood to represent all their artists for radio. The deal was handled by Ralph Wonders.

KDYL "Reporter" Extended

Salt Lake City—"Inquiring Reporter" series, which proved a good ticket-seller for the Orpheum Theater last year, has started its 1937 series over KDYL on Wednesdays. Myron Fox of KDYL announcing staff handles the program, with a jewelry store merchandise giveaway tieup.

DeLima for Coast Post

Peter DeLima leaves today for Hollywood to join the Small-Landau talent agency. Understood that DeLima will handle talent for radio. Since his recent return east, DeLima, was with the New York office of Lyons & Lyons, which spot he resigned upon receiving the Small-Landau offer.

Lipton Series on WNAC

Thomas J. Lipton Inc., Hoboken (tea), on April 13 will start a quarter-hour program on WNAC, Tuesdays and Thursdays. Frank Presbrey Co., Inc., New York, placed the account.

★ F. C. C. ★
ACTIVITIES

HEARINGS SCHEDULED

May 1: North Georgia Broadcasting Co., Rossville, Ga. CP for new station. 1200 kc., 100 watts, daytime.

May 25: Nathan N. Bauer, Miami. CP for new station. 1420 kc., 100 watts, unlimited.

May 28: L. L. Cryell & Son, Lincoln, Neb. CP for new station. 1450 kc., 250 watts, 1 Kw. LS. unlimited.

West Va. Newspaper Pub. Co., Clarksburg. CP for new station. 1250 kc., 1 Kw., daytime.

June 7: WRBC, Inc., Cleveland. CP for new station. 880 kc., 1 Kw., unlimited.

Citizens Broadcasting Corp., Schenectady. CP for new station. 1240 kc., 1 Kw., 5 Kw. LS., unlimited.

APPLICATIONS GRANTED

A. H. Belo Corp., Grapevine, Tex. CP for new high frequency station. 31600, 35600, 38600 and 41000 kc., 100 watts.

SET FOR HEARING

Key City Broadcasting Co., Kankakee, Ill. CP for new station. 1500 kc., 100 watts, unlimited.

Dan B. Shields, Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.

Clark Standiford, L. S. Coburn and A. C. Sidner, Fremont, Neb. CP for new station. 1370 kc., 100 watts, unlimited.

APPLICATION DISMISSED

C. E. Wilkenson Broadcasting Co., Inc., Mason City, Ia. CP for new station. 1210 kc., 100 watts, unlimited.

Marjorie Mills on Yankee Net

Bridgeport—Marjorie Mills, former woman's page editor and Boston broadcaster, will be heard over WICC from the Yankee network in a new series emanating from WNAC, Boston, starting today, 1:30 p.m., as a Tuesday-Thursday-Friday feature.

Larry Mills Joins WCCO

Minneapolis—Larry Mills, formerly with Franklin Transformer Co., has joined the WCCO engineering staff as studio control technician, it is announced by Hugh S. McCartney, chief engineer.

Congratulations
And Our
Deepest Appreciation

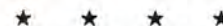
For
The Newsiest
Paper in Radio

LOU R. WINSTON, Pres.

RADIO
RECORDERS
INC.

932 North Western Ave.
Hollywood

THE SONGBIRD OF THE SOUTH



KATE
SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

COMMENTS ON CURRENT PROGRAMS

Coronet-on-the-Air

Same show started recently on WOR and switched to NBC-Blue on Friday, 9:30-10 p.m. Deems Taylor, Robert Armbruster and orchestra, plus dramatic cast and an occasional guest, in a program heralded by full page ads in the dailies as well as smaller space. Style of show remains the same, tempo is speedy, perhaps too much so at the opening, listeners hardly getting an opportunity to orient themselves before the first dramatized business is on.

Schedule as billed did not always work out as strongly in spots, somewhat disappointing was the "orchestra plays four pictures, including Fragonard's 'Sleepless Bacchante.'" Needed more of a sock in this direction. One item was repeated as done on the first Coronet program, but interesting nevertheless. Production generally is good and Deems Taylor most always is, too. Unlike the WOR show, this one made no reference to sending in subscriptions to the station, etc. Listener was told, however, that newsstand man would permit the prospective purchaser of the magazine to look it over first.

RCA Magic Key

Two or three highlights aided Sunday's 2-3 p.m. stanza which held the usual novel hookup, including a two-way conversation from a new U. S. Army bomber. "Song of India" by the Whiteman orchestra had an inimitable rendition. Rose Bampton clicked.

Shaefer 9 O'Clock Revue

The "Shaefer 9 O'clock Revue" on WOR, to this reviewer, is the best musical show on the station to date. Program is sweet music at its best. Leo Reisman's music just naturally makes you want to dance and Ray Heatherton's singing of "The Night Is Young and You're So Beautiful" and "If My Heart Could Only Talk" were excellent.

Program is aired from atop the New Amsterdam Theater and only s. r. was available last Sunday night. Arthur Pryor, Jr., BBDO radio head, Shaefer's advertising agents, personally supervises the show from the control room.

National Ice Show

National Ice show with Gladys Swarthout, Frank Chapman and Robert Armbruster's orchestra still has not come entirely out of the rut it started in last February. Sunday night's program on the NBC-Red, 10-10:30 p.m., cannot hope to garner any of the listeners the former occupant of the period, General Motors Symphony, had. Miss Swarthout is the whole show, serving as master of ceremonies and star singer. Frank Chapman, as her singing partner, does not sound bad in the duets, but in solos his selection of songs is poor. Sunday night on his only solo he

failed, probably due to poor lung capacity, to reach some of the high notes. Chapman was also exceedingly nervous when not before the microphone.

And here is a tip to the production staff. Don't look out of the control window like you were witnessing an execution. At this broadcast the control room was jammed and so was the clients' room. A little smile, a handclap or some other form of encouragement would be appreciated all around. Maybe that is the reason for the show lacking any zip.

Nash Speed Show

Help! Star drowning in the wrong kind of program setup! That's what

is happening to Grace Moore, whose performance has been all but ruined for the third successive week by a production setting that is out of tune with her. Despite the elimination of Floyd Gibbons and his rat-tat-tat commentaries, last Saturday night's Nash Speed Show (CBS, 9 p.m.) still didn't sound like the right kind of a background for Miss Moore. Her "Jeannie," "Finiculi, Finicula" and a scene from her film "The King Steps Out" had a routine flavor. No sparkle. Whole program seemed just routine.

Mills Brothers

Not much heard from in a long while, the Mills Brothers of "Hold That Tiger" fame didn't get much of

a chance in their guest spot with Ed Wynn last Saturday at 8 p.m. over the NBC-Blue. Their "Love Bug Will Bite You" was just fair compared to what these boys are able to do. The program as a whole was about as usual.

Sealtest Party

Tom Howard and George Shelton provide some of the most consistently amusing and liveliest cross-fire comedy to be heard on the radio. But when they crowd into a few minutes such old ones as "How long is a piece of string?" "Where does your fist go when you open your hand?" and "It's longer from New Year's to Xmas than from Xmas to New Year's," and others, it's too much. Otherwise, last Saturday's Sealtest Party with James Melton over the NBC-Red was okay. Cornelia Otis Skinner, one-woman show, entertained muchly.

Paramount on Parade

Second edition of Paramount studio program over NBC-Red on Sunday at noon wasn't a lot better than the poor initial show. Yacht Club Boys did a number, a trio of little girls sang "Mr. Paganini," Dorothy Lamour was heard in "Moonlight and Shadows". Gail Patrick, Ray Milland and Akim Tamiroff burlesqued a little drama, and Victor Young did orchestral honors, with Lynn Overman and Mary Carlisle as guides. Insufficient preparation seemed to be the chief fault.

At Random

...Bobby Breen singing "Eili Eili" was the choice bit on Eddie Cantor's Texaco program Sunday over CBS at 8:30 p.m. Whole show was better than some recent Cantor productions. Artie Auerbach, new stooge, was pretty funny, but not like Parky-karkus or Harry Savoy.

...NBC's ABC of Announcers on Saturday at 7:45 p.m. over the Red network was largely a batch of kidding between the mikers and a girl info-seeker. It was more gagging than informative or institutionally enhancing.

...Last Friday's Farm & Home Hour over the NBC-Blue at noon had some informative hints by Paul Wing to 4-H Club members on radio play writing. Wing outlined the basic essentials, emphasizing plot and simplicity, and gave a sample of construction method. Four more talks on the subject will follow.

...Jeannette MacDonald brought a lovely voice and a winning personality to Friday night's "Hollywood Hotel" over the CBS net, doing a tabloid of "Maytime" with Igor Gorin doing male vocal honors. Miss MacDonald would be welcome much more often on the air.

☆ PROMOTION ☆

Jingle Contest

Lem Turner, WHO (Des Moines) singer-comedian, and the Four Dons, instrumental ensemble, broadcast a variety program over WHO every Monday, Wednesday and Friday, 5:45-6 p.m., in the interests of Crazy Water Co. (Crazy Fizz), have evoked considerable interest with a jingle contest.

Crazy Water offers 21 cash prizes each week and a grand prize for the best four-line jingle to be recited to the tune of the "Organ Grinder's Swing," program theme song.

Listeners may submit as many jingles as they wish, each accompanied by the side of a carton from a package of either Crazy Fizz or Crazy Water Crystals or a reasonable accurate facsimile.

On each of the three weekly programs a \$5 first prize, \$2.50 second prize and five prizes of \$1 each is awarded winning jingles. At the close of the contest, April 16, a grand prize of a 10-day all-expense trip to the Crazy Water hotel, Mineral Wells, Tex., will be awarded.

Admiracion Campaign

Admiracion Laboratories, which start a new program on the Mutual network April 18 with Tim and Irene and Bunny Berigan swing orchestra, have designed a special promotion campaign to tie in with the radio show and introduce to the public its oil shampoo and other hair dressing products. Magazines and newspapers will also be used.

Cash allowance for cooperative advertising has been made available to all retailers and a combination package valued at \$1.10 will be sold for 59 cents. Admiracion will allow the retailer six cents on each combo package and each "shipper" containing six units will give the retailer a 36-cent certificate and honored by Admiracion at face value. Concern will supply mats, etc., for the retailer to use in his local advertising tieups.

Garden Seed Offers

Garden seed offers on at least three different programs heard daily over KVOO have caused a real rush in the merchandising department of the station, according to Gordon Avery, merchandising manager.

Garden seeds are now offered by Dr. Caldwell's Syrup of Pepsin program, Ma Perkins, and Shannon's Feed Co.

A special post office truck on three different days brought the mail to the station, and virtually every available member of the staff was summoned for duty to aid in separating and classifying the mail.

NBC Program Display Book

NBC has readied a new booklet entitled "35 Hours a Day," which gives the reader a kaleidoscopic view of the various programs that go to make up 17½ hours of broadcasting on each of the networks' webs.

Text is limited in each spot, but plays up a colorful assortment of action and other photographic insets spread over each of the pages. These include regular shows as well as transatlantic broadcasts and special sports and news events. Pictorially, it is an especially good job.

Binder for Poems

Orville Foster, "The Day Dreamer" on the Iowa Network, has been offering a loose leaf binder for fans of the program who may secure poems heard on his program by writing him. In offering the binder, he told listeners they could send in 10 cents to cover mailing and handling if they liked, though it was not obligatory. He received 604 letters the first week and 759 the second. Of all who requested the binder, only 11 failed to enclose dimes. Foster is Musical Director for IBS and his Day Dreamer program has a big following in Iowa. Program is one of those being tested for audience reaction by the Iowa web prior to pushing for sponsorship.

**ORCHESTRAS
MUSIC**

FRANK CAPANO returns to the music publishing field to organize the Tin Pan Alley Music Co., with offices in Philly and New York. Maurrie Merl, who formerly acted in the capacity of professional manager for Capano Music, has formed his own company, Atlas Music Co., and will concentrate on swing and Cuban numbers. He will have offices in both Philadelphia and New York.

Leo Zollo takes over the baton at Benny the Bum's, Philadelphia. The spot has a WFIL wire.

Bob McGrew's band, hailed as one of the outstanding young outfits in the music business, made its bow over WCAE, Pittsburgh, last week. The program originated at an outlying night-spot, Bill Green's Casino.

Werner Janssen, composer and conductor, will conduct the Helsingfors Municipal Orchestra in the Sixth Symphony by Jan Sibelius, outstanding Scandinavian composer, during a special broadcast from Helsingfors, Finland, on Friday, April 9, 1:05 to 1:40 p.m. over the NBC-Red.

Bob Willis and his playboys, a hill-billy band aired a half hour daily over KVOO, Tulsa, after four years on the station, is drawing increasing crowds. Recently William B. Way, manager of KVOO, arranged to place the band in one of the city's largest dance halls for the noon-day broadcast. The dance hall has become a haven for moon-day crowds who watch the broadcast.

Vincent Travers, French Casino maestro, whose ork takes the air Sunday nights at 11:15 over the WEA-Red Network, has had his broadcasting schedule extended to include a Wednesday evening spot over the same chain. Time remains the same.

Paul Whiteman's newest vocalist is Jimmy Brierly of CBS fame. Brierly will be inducted into the Whiteman band officially April 9 when the broadcasts over Mutual and NBC begin to be aired from the Drake Hotel in Chi.

Jack Benney and Ork introduce the latest style in melody, "Tone Poems in Swing," a Sid Phillips conception. Mills is the publisher of two of the numbers, "Night Ride" and "Escapade."

**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



"KEYBOARD SERENADE"

Sustaining
CBS, Saturday 9:30-10 p.m.
PLEASING BLEND OF ORGAN AND PIANO MUSIC WITH VOCAL INTERLUDES.

With the expert ivory work of Ann Leaf at the organ and Walter Gross at the piano, and the rich, full-bodied voice of Ruth Carhart coming in for an occasional refrain, this is a very nicely devised program. It will be welcomed especially by those who enjoy a suitable accompaniment for relaxation. There is a minimum of commentary about the songs by the announcer. In fact, most of the numbers are not even announced, and it is a pleasure to hear the fine voice of Miss Carhart sliding into the scene gracefully and unhampered by talk. The few necessary announcements are judiciously handled by Carlyle Stevens.

**"IRVING KAUFMAN
PRESENTS**

National Silver Co.
WOR, Sundays, 11:30-12:00 a.m.
PLEASANT VOCAL ONE-MAN ENTERTAINMENT, WITH INSTRUMENTAL INTERLUDES.

This program has an easy rhythmic flow, with surprising variety, considering the fact that the burden of entertainment is carried by one man. Irving Kaufman's voice has a lyrical quality, his assortment of dialects is comprehensive and flexible. A nice balance is struck, with the singing of such ditties as "Time On My Hands" alternating with moments of swift comedy. Pauline Alpert, WOR's "whirlwind pianist," and Louise Wilcher, organist, contribute several skilful and interestingly worked out piano-organ duets. Announcer is Ray Winters.

**"GENERAL MOTORS
CONCERT"**

General Motors Corp.
NBC-Blue Network, Sundays, 8-9 p.m.

NEW SPRING SERIES OFFERS STRONG AND WELL-BALANCED MUSICAL SHOW.

With Lily Pons and John Brownlee as guest soloists, this program inaugurated its annual spring series last Sunday devoted to a lighter type of music than that heard throughout the winter. Orchestra, under able direction of Erno Rapee, devoted majority of the hour to the orthodox classical arrangements, leaving Miss Pons and Brownlee the task of introducing the lighter vein to the program. Brownlee, making his air debut, did not appear mike-shy during his turns on the ether and his rich baritone voice proved easy to listen to. Miss Pons, warming up for her new series which begins April 15

over CBS, offered a selection from her latest picture, "The Girl from Paris." Show should prove heavy opposition to the 8 p.m. monopoly formerly held by Chase & Sanborn on the opposite NBC net. Program shies away from boring commercials, using only a minimum amount of sales chatter. Milton Cross, formerly the commentator on the program, has been replaced by Howard Claney, who continues indefinitely.

"MORNING ALMANAC"

Sustaining
WABC, Monday through Saturday, 8-9 a.m.

FAIRLY LIVELY AND CHEERY MISCELLANY EMCEED BY PHIL COOK.

With Phil Cook emceeding and doing his familiar line of characterizations, this program shapes up as one of the better early morning periods. Comedy, music, suggestions on gardening, advice on marketing, information about return engagements of popular films, showings of foreign pictures, intermittent announcement of the time, Lew White at the organ and specialties by The Funnyboners, all combine to give the program enough variety and movement to keep it fairly interesting.

CHAMBERLAIN BROWN

Sustaining
WMCA, Mondays, 3:30-4 p.m.

GOOD BROADWAY VARIETY PROGRAM WITH SPONSORSHIP POSSIBILITIES.

Continuing in the same vein as the 26-week series recently put on over WINS, Chamberlain Brown brought an interesting new series to WMCA yesterday. With names from the Broadway theater, opera and other glamor fields, Brown puts on a diversified show that could well be utilized and improved by sponsors, for Brown has unusual facilities. Yesterday's bill had Mrs. Joe Leblang, Donald Sharpe of "Dead End", Marcus Griffin of The Enquirer, Goeta Ljunburg of the opera and many others. Interesting discourse on Broadway doings and personages is interspersed with the musical and dramatic bits.

WROL Promotes Roland Weeks

Knoxville—Roland Weeks, for the past year in the local sales department, has been promoted to commercial manager of WROL. He formerly was with WCSC, Charleston, S. C., and WNOX here.

Oregon Radio Advertising

Portland, Ore.—Radio will be used in the Oregon state highway commission campaign to "Sell Oregon to America." Botsford, Constantine & Gardner agency here is handling the account.

UNSOLICITED

The editorial "Looking On And Listening In," on the front page of the Thursday, March 18th issue, sells me. Whoever wrote that column that day certainly hit the bulls' eye. That one article alone makes Radio Daily worth a year's subscription.

Most cordially,
CLAIR B. HULL
WDZ BROADCASTING COMPANY
Tuscola, Illinois

Enclosed is order for Radio Daily for one year and please bill us accordingly.

Of the sample copies, we have obtained three leads for the sale of blank acetate discs etc. and obtained two orders so far and the profits on these orders will pay for your paper for quite a time to come.

Very truly yours
MIRROR RECORD CORPORATION
by P. K. TRAUTWEIN, as Pres.-Treas.
58 West 25th Street, New York City

The only daily trade paper devoted exclusively to the better interests of commercial radio and television—

**RADIO
DAILY**

1501 BROADWAY
NEW YORK, N. Y.
6425 HOLLYWOOD BLVD.
Hollywood, California



HENRY KING and his ork will be aired over WGN-Mutual for the first time on Friday, April 9, from the Empire Room of the Palmer House here.

Marian and Jim Jordan the first circus addicts of the spring season. The pair head for New York in a few weeks.

Lucille Long, Barn Dance contralto, back in town after three-week vacash in Florida and Nassau.

Alfred Wallenstein will wield the baton regularly over the Firestone concert ork beginning tomorrow.

Tony Koelker of NBC press dept. and Anne Courtney, formerly of same net, now Mr. and Mrs.

Jane Crusinberry, author of Mary Marlin, has been given a commitment by the WPA Federal Theater here to do a play.

"Two Hundred Meters and Down" a quarter-hour program dramatizing exploits of amateur radio operators, will be heard over WMAQ each Saturday at midnight, CST, following its premiere on April 3. The new show is written by Charles G. Bennett and sponsored by Hallicrafters.

Rowena Williams will be starred as soloist with the Mutual net show, "Your Parlor Penthouse," over WGN beginning April 25.

Ransom Sherman, pioneer radio comic, absent from the NBC networks since last summer and away from local air for more than two years, returns to emcee a new program, "Club Matinee," which will be broadcast from Chi studios daily except Sundays with a varied sked. Sair Lee, Canadian blue songstress; Robert Gately, NBC baritone, and Harry Kogen's ork will support.

Should be a grand re-union in Hollywood for Joe Gallicchio, vet NBC ork leader, when he rejoins Amos 'n' Andy show this week.

Glenn Wilbur Voliva's elaborate WCBD in Zion City went up in a blaze Friday at an estimated cost of \$35,000 when his religious tabernacle was also razed by flames.

Bill Haley, formerly of WCKY, Cincinnati, now heard on Pappy Cheshire's afternoon WBBM frolic.

Chas. Gilchrest, radio editor of the News, back from Central America.

"Melodies of Yesterday," 15-minute stanza with Herbert Foote, organist, and Ronnie Mansfield, vocalist, heard each afternoon on WBBM from the Edgewater Beach, clicked and goes network each Saturday hereafter over CBS at 5:45 p.m. CST.

★ Coast-to-Coast ★

HARRY LeBRUN, who with Ken French pioneered two-voiced news broadcasts and is still at it with Tide Water Associated Oil Co., recently volunteered and was used as blood donor in response to plea by Al Sigl, newscaster of the Gannett newspaper at WHEC, Rochester, N. Y. Incidentally, WHEC gives 9¼ hours weekly to newscasts, according to Ross Woodbridge.

K. G. Marshall, v.p. and g.m. of WBRC, Birmingham, is back from a Florida vacation.

Dismissal of Major W. E. Gladstone Murray as g. m. of Canadian Broadcasting Commission has been demanded by Ex-Prime Minister R. B. Bennett, because of a radio statement by Murray to the effect that CBC is pledged to make Canada bi-lingual.

Bill Phipps of KOMO-KJR, Seattle, took himself a wife.

Doug Grant, program director at WMT, Cedar Rapids-Waterloo, back on the job after a short illness. Charles F. Quentin, WMT technical supervisor, returned from Milwaukee area where he looked over engineering facilities preparatory to installation of some new equipment at WMT.

Eleven Baltimore federal savings and loan associations, constituting the Maryland Council of Federal Savings and Loan Associations, sponsored a "Buying a Home" program

over WBAL, hooking it up with their display at the National Home Show, which opened Saturday.

James R. Waters, radio dialectician, is in the new play, "Excursion," opening this week.

Lenny Strong, announcer at KLS, Salt Lake City, is the father of a girl.

Wayne Richards and Ralph Hardy, both former University of Utah men, have joined the announcing staff of KLS, Salt Lake City.

James Irving is the latest addition to the WTMJ, Milwaukee, announcing staff.

Gene Cook has succeeded W. L. Doudna as radio editor of the Wisconsin State Journal, Madison. Doudna has joined WHBL, Sheboygan, Wis.

WRJN's 10:30 p.m. news broadcasts, labeled for more than a year and a half the "Police Blotter," have been renamed "Five Star Final" to tie in with the latest edition of the Racine (Wis.) Journal-Times.

John Sheehan, former WGY (Schenectady) announcer, is pinch hitting for Leo Bolley, Tydol sports commentator. Bolley, with Mrs. Bolley, is on an automobile tour to Washington, Baltimore and Pinehurst. During his absence Sheehan interviewed Ellsworth Vines and Fred Perry, tennis professionals, before WGY's microphone.

★ ★ San Francisco ★ ★

Ralph R. Burton, g.m. of KJBS-KQW, back from a Washington trip in connection with application for power increase for KQW, San Jose, to 5000 watts.

Carleton E. Coveny, KJBS sales manager, resigned last week to become commercial manager of KFAC, Los Angeles. His duties here are being absorbed by Ralph R. Brunton, g.m. Bert Van Cleve, radio and ad exec, has joined the KJBS commercial department.

Ford Billings, g. m. of California Radio System, gave one of the shortest dinner speeches on record at the dedication of KYA's Oakland studios. It lasted 30 seconds.

Harry Delasaux is now chief mike-man for KYA in the Oakland studios. William Gleason is in charge of the Oakland KYA studios as CRS representative.

E. P. Franklin has been named

general operations manager for KJBS, coordinating operations of the commercial and production departments and directing personnel. Wallace A. Gade is the new program director.

C. R. Hampton has been added to the KYA sales staff, it is announced by M. E. "Bob" Roberts, manager.

Tom Wallace, southern California commentator, has had KYA added to his outlets. Dr. Jayne's Vermifuge is sponsor.

Dick De Angelis has joined the KJBS announcing and producing staff.

Ernie Smith has signed on a long-term contract for a new series of evening sports broadcasts over KYA. Roos Bros. (clothing) is sponsor. Smith also is handling the baseball games sponsored by General Mills.



M. J. MARA, president of Radio-Aids, reports 28 stations sold within 10 days from the release of the firm's newest "aid," its Laundry Dry Cleaning series of disks.

I. G. A. disks are off the air in Southern California, following sudden folding of 62-year-old pioneer wholesale grocers firm of M. A. Newmark & Co. Robert J. Davis, manager of Emil Brisacher & Staff office, in charge of placing territory rights for trade name and campaign that goes with it.

Dave Weber, who did the radio star impersonations on the Burns & Allen anniversary show, has been signed as comic for Superio Macaroni's half hour variety show with Jimmy Tolson, m.c., going into its third week on KFAC. Studio audience sits at sidewalk cafe tables, eats spaghetti.

Western Auto Co.'s Outdoor Reporter program, with Earl Wilcox doing the talk, returns for its fifth spring and summer season, starting April 29. Dan G. Miner Co. is agency.

Following reorganization of C. P. MacGregor Co., firm has added KDON, WMBR, WIL, WGRC, KSCJ and KEUB as transcription service subscribers. New accounts include series of dramatized announcements for May Co. and Bullock's department stores; MODE O'Day 1-minute and 5-minute announcements; series of 13 quarter hour programs for Samaritan Institute (Logan & Stebbins, agency); 6 shows for Shell's 1937 Selling Parade for J. Walter Thompson, St. Louis agency, and 52 15-minute programs, "The Art of Make-Up" for House of Westmore (Heintz, Pickering & Co., agency).

Irv Brecher, writing entire Gillette Razor program, now at work on screen play, "New Faces" for RKO Radio.

Columbia System has re-arranged its lines, coming direct out of Salt Lake to Los Angeles, moved its line headquarters from San Francisco, and brought Allen Cormack here as traffic chief for coast.

On Tour
GLEN GRAY
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Management Rockwell-O'Keefe, Inc.
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America's Leading Radio and Dance Orchestras
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RUSS MORGAN
Philip Morris Program
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