



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 41

NEW YORK, N. Y., WEDNESDAY, APRIL 7, 1937

FIVE CENTS

Tele Will Need Sponsors

26 ACCOUNTS REPORTED FOR 'WLW WIRE' HOOKUP

The "WLW Wire", definitely scheduled to start next Monday with the hookup including KQV, Pittsburgh, WFIL, Philadelphia, and WHN, New York, is reported as having 24 quarter-hour commercials set, plus two half-hour shows, making 26 commercial programs weekly.

The new affiliation is meeting with tremendous success and is now regarded as a natural from the sales point of view, according to John L. Clark, president of Transamerican Broadcasting & Television Corp., which put the deal through with

(Continued on Page 8)

Star Radio Programs Adds Ten Subscribers

Addition of ten stations to its list of subscribers is announced by Star Radio Programs Inc. Eight of the stations have taken the "Star Commercials", while two, WBTM and KRMC took the feature program "The Morning Bulletin Board".

Daniel C. Studin, vice-president of the firm, interprets the increased business at this time as indicating a prosperous summer season for the industry.

Draves to Handle Radio In Compton Adv. Agency

Lee Draves has been appointed business manager of radio department of Compton Advertising Inc., succeeding Felix Dyck Hoff, who has been promoted to manager of the newly established Chicago office. Dyck Hoff is now in Chicago arranging for office space. Draves has been a member of the Compton staff for several years.

Continue Canada Deal

Washington Bur., RADIO DAILY
Washington—Mutual Broadcasting System, Inc., Chicago, yesterday filed application with the FCC for extension of authority to exchange programs with CKLW, Windsor, Ontario, and through the telegraph office of Canadian Pacific Railway, Windsor, with Canadian Broadcasting Corp.

MUTUAL SYSTEM BIZ UP 11% FOR MARCH

Mutual Broadcasting System gross revenue for the month of March totaled \$212,861.07, an increase of 11 per cent over March, 1936.

Cumulative total for the first quarter gives MBS \$602,311.16.

Musical Artists Guild Re-elects Tibbett Prexy

American Guild of Musical Artists Inc. has re-elected Lawrence Tibbett, president. Other officers re-elected at the second annual meeting were Jascha Heifetz, Richard Bonelli and Alma Gluck, vice-presidents, and Frank LaForge, treasurer. New officers are Frank Sheridan, vice-president, and Queena Mario, recording secretary. Leo Fischer was reappointed executive secretary.

Lanny Ross, Ruth Breton, Richard Crooks, Frederick Jagel and Eve Gauthier were elected to the board of governors for a three-year period, and Deems Taylor and Alexander

(Continued on Page 3)

Sarnoff Tells RCA Annual Meet That High Cost of Visual Programs Will Require Ad Support

RCA FIRST QUARTER 10% AHEAD OF 1936

RCA business for the first quarter of 1937 was estimated by David Sarnoff yesterday as being 10 per cent ahead of the same period in 1936. Net profit, after deductions, Sarnoff told the RCA stockholders, will be approximately \$2,200,000 for the quarter, compared with \$1,287,000 for the first quarter of 1936. This sum is an increase in net profit of \$900,000 over the same period last year. After allowing for the first quarter dividend requirements of \$308,000 on preferred stock, there remains \$1,391,000, equivalent to 10 cents a share on the common stock. Same quarter last year resulted in a

(Continued on Page 3)

Costliness of television, not only in its current experimental stages, but when in actual operation, will mean that support will really devolve upon the advertiser as it does in broadcasting, said David Sarnoff, president of RCA, at the annual stockholders' meeting yesterday afternoon. Sarnoff reviewed the various RCA activities, including broadcasting, communications, research and manufacturing.

Relative to broadcasting, Sarnoff stressed the progress made in supplying informative and educational as well as entertaining programs, while leading advertisers continued to take increased advantage of the NBC facilities to reach the public with business and industry messages. Fan mail of the RCA broadcasts of the Metropolitan opera reached a

(Continued on Page 3)

Packard-Astaire Show Is Extended to June 1

The Packard Hour starring Fred Astaire has had its time contract extended until June 1, it was learned yesterday. Program is sponsored by the Packard Motor Car Co. over the NBC-Red network, Tuesdays, 9:30-10:30 p.m. Charles Butterworth and Johnny Green's orchestra, in addition to Astaire, make up the show. Young and Rubicam has the account.

General Foods to Star Ripley in New Program

General Foods Corp. has picked up its option on Robert (Believe It or Not) Ripley and will star him in a new series of radio programs to begin before the end of the year. General Foods said Ripley would not

(Continued on Page 3)

Renewing "Magic Key" For Indefinite Period

RCA on April 11 will renew the "RCA Magic Key" program for an indefinite period over 81 NBC-Blue network stations, Sundays, 2-3 p.m. Lord & Thomas has the account.

15-Second Wait Costs Canovas \$1,600 Weekly Out of \$1,750

11 Stations Are Added For Griffin NBC Show

Griffin Mfg. Co. has added 11 more stations to its "The Tic-Toc Review" program which starts on the NBC-Blue network, May 17, 7-7:30 p.m. Stations are WSAI, WTAR, WPTF, WSOC, WJAX, WFLA, WIOD, WFBC, WCSC, WWNC and WRVA when available. Birmingham, Castleman and Pierce is the agency.

With four more weeks to go on their contract with Lennen & Mitchell agency for the Woodbury Sunday night "Rippling Rhythm" show on NBC-Blue network, the Canovas (Annie, Judy and Zeke) are paying \$1,600 weekly out of their \$1,750 salary in order to avoid a 15-second wait on a Hollywood switchover.

Hillbilly trio, agented by Harry Bestry, joined the Woodbury show last season at \$750 with scale graduat-

(Continued on Page 8)

Efficiency Recess

Lord & Thomas agency requires members of staff to take a one-week Winter vacation (on the house), the idea being that the men thereby will be refreshed and better fitted for work until the usual summer holiday period. Tom McAvity, head of the radio department is currently inhaling the pine-laden air at Asheville, N. C.

Mike Fear

Philadelphia—When Bob Turner, who makes his living defying death in auto and airplane stunts, was interviewed over WDAS, he nearly fainted from fright at the sight of the mike. By clutching the mike and inhaling deeply, the movie daredevil regained his composure and saved the broadcast for announcer Jerry Stone.



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FINANCIAL

(Tuesday, Apr. 6)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|----------|-----|-------|----------|
| Am. Tel. & Tel. | 172 | 171 | 171½ | - ½ |
| Crosley Radio | 23 | 22½ | 22½ | - ¾ |
| Gen. Electric | 56¾ | 55½ | 55¾ | - 7/8 |
| North American | 26¼ | 25¼ | 25½ | - ½ |
| RCA Common | 11½ | 10¾ | 11½ | + 5/8 |
| RCA First Pfd | 75 | 74½ | 75 | + ¼ |
| RCA \$5 Pfd. B. | (85 Bid) | | | |
| Stewart Warner | 18½ | 18¼ | 18¼ | - ½ |
| Zenith Radio | 34 | 33¾ | 34 | - ¼ |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|----|----|----|-----|
| Hazeltine | | | | |
| Majestic | 4½ | 4¼ | 4¼ | - ¼ |
| Nat. Union Radio | | | | |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|-----|-------|
| CBS A | 57½ | 59½ |
| CBS B | 57¾ | 59¾ |
| Stromberg Carlson | 15½ | 16½ |

New KOIN Program

Portland, Ore.—“Dot and Four Dashes”, new CBS Pacific network program originating from KOIN here, made its debut Friday and has received a favorable response. It goes on the air weekly, 1:30-1:45 p.m. PST. Cast includes Dorothy Rolfsness, James Riddell, Walton McKinney, Gail Young, Ed Secoure, and John Emmel at the piano.

Art Kirkham in “This and That” also is on the coast network thrice weekly, while two musical programs, “Rainbow’s End” and “Door to the Moon” are offered Sundays.

Austin Joins Kass-Tohrner

Charles Austin has joined the Kass-Tohrner radio productions office in the RKO Building in a executive capacity.

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED
1600 Broadway MEd. 3-1270 New York

RADIO EDITORS' FORUM

Second of a series of expressions by the leading radio editors of the country on the general subject of broadcasting.

By ROBERT S. STEPHAN

Cleveland Plain Dealer, Cleveland, O.

I HAVE no complaints against radio. I do not think a radio editor should complain. Rather, he should reflect his readers' reactions and, if possible, offer such constructive suggestions as he feels might aid the industry. So here goes:

COMEDY—We need more natural humor, less gagmen. The current back-slapping and feuds are sometimes tiresome.

APPLAUSE—Studio applause is acceptable if not forced. As a natural background it may have its place in such a series as General Motors concerts. But there should be a law against “applause signs” and “radio cheer leaders.”

RADIO SERIAL—The radio serial needs an uplift. Why not dramatize our good novels? Too many actors and actresses “double” and “triple” weekly on serial series. The dialer recognizes the voices and associates them with other characters outside the sketch to which he is listening.

DRAMA—Radio Theater leads. Yet in this series it has been demonstrated plays and casts must be chosen carefully. Weak plays can be instantly detected. Poor casting will injure a meaty play. Radio can be even more taxing than the theater. It is not “name” but acting ability which gets over the air.

MUSIC—The dance band with individual style and personable front is the “tops” today. Symphonic organizations are rapidly developing the needed showmanship which reaches the mass mind. Serious musicians discover music should not be played because it has been the custom to play it—but to play it for its appeal and entertainment value. In the serious field the short work is of most value in radio.

TELEVISION—Unless television is somewhere near comparable to sound

broadcasting it should not be overly ballyhooed. The public is of a mind to expect something big in the way of television.

PERSONALITY SINGER—The little girl who once sang about the moon is not so popular these days. Dialers are demanding good voices and musicianship rather than freak voices and styles.

LOCAL EVENTS—Networks have taken too much of the individual station's preferred time. Each station should have at least an hour across the board in time between 7 p.m. and 10 p.m. in which to stress itself locally by stressing community broadcasting.

COMMERCIAL—Best commercial bulletin on the air today is one so short it can not be dialed off. Bulletins should come at the beginning and end of a program. Networks should make some financial adjustment with affiliated stations which would cut down the “spot advertising” bulletin.

EDUCATION—All educational broadcasting should be “box office.” Just because a series is “educational” should not be the key which unlocks air time. We need more educational research rather than more educational air time at this point in radio's progress.

VARIETY—Producers should select their acts by listening to them unseen. What happens in the studio many times does not get to the air. Many stage acts are not good radio acts.

INTERVIEW—The air interview as an act is not good radio unless the interview is natural. Dialers detect when the person interviewed is not speaking his own thoughts. The “hero should always be himself.” If he makes a poor showing before a mike he should not be considered as interesting radio material.

All CBS Sustainings Are Listed in Booklet

CBS sales promotion yesterday published, as part of its regular monthly service, a complete list of all sustaining programs on the net. Sustaining list was a part of the monthly client list which CBS has been sending out in mimeograph form, now printed on gloss paper stock. List of sponsored and sustaining programs will be revised and issued monthly. Along with the new booklet a postcard was attached asking if you wanted to receive the information regularly, throw the card away, if not mail the card to CBS. A little reverse English.

N.Y.U. Sets Its Plan For Radio Workshop

New York University yesterday announced completion of plans for a six-week session of the Radio Workshop to provide training for persons wishing to enter the new fields of educational broadcasting. The course is to be conducted by the university in co-operation with the Radio project of the Office of Education, U. S. Department of Interior. All students enrolled will be given an opportunity to hear the ideas of the leaders in commercial and educational broadcasting. Plans are now being completed whereby the students will write and produce their own shows over one of the New York local stations.

COMING and GOING

WILLIAM MURRAY, head of the William Morris Agency radio department, returned from the coast yesterday.

PERCY HEMUS is back from Chicago.

DALE ROBERTSON, vice-president and general manager of WIBX, Utica, is in New York on business.

WILLIAM A. SCHUDT, JR., general manager of WBT, Charlotte, has returned to his office after a week's business trip to New York.

JOHN J. GILLIN, JR., of WOW, Omaha, will visit New York, Detroit and Chicago on business after attending the board of directors meeting of the National Association of Broadcasters.

HELEN MORGAN sails today on the Lafayette for Europe.

VIRGIL REITER of Transamerican is in Chicago for the rest of the week attending sales conferences.

FRANCO GHIONE, conductor, arrives tomorrow on the Rex.

WARREN and DUBIN will return to Hollywood on Friday. While in New York the team completed score for “Mr. Dodd Takes The Air,” new Mervyn LeRoy flicker which will star Kenny Baker.

Recommends Awards For Best Local Shows

While commending the work of the Women's National Radio Committee generally, Joseph J. Weed, station representative, is seeking to have the WNRC also take into consideration the outstanding programs being offered on some of the unaffiliated stations, or those that produce good shows for local audiences.

Weed stated that with over 600 stations in the U. S., many have worthy shows heard locally and that sub-committees of the WNRC might offer some recognition and encouragement to these programs. Non-network features have a definite value in communities, says Weed and if placed in nomination by the sub-committee, might result in obtaining national prominence and eventually go network.

Barnsdall Refining Shifts Midwest Show

Because the repeat program on the Rex Chandler show which CBS signed yesterday comes at 10:45-11:15 p.m., Barnsdall Refining Corp., will have to shift its mid-west program on April 18 to the Sunday, 7-7:30 p.m., spot using the same split CBS network. CBS contract with Barnsdall contained a two-week cancellation clause.

LEO SAYS: When it comes to best bets Col. J. C. Flippen's original amateur hour still leads the field.

WHN DIAL 1010
AFFILIATED WITH
M-G-M * LOEWS

TELEVISION NEEDS SPONSORS—SARNOFF

(Continued from Page 1)

new high by way of public appreciation, while next month, he predicted would again make radio history with broadcasts of the Coronation.

Television was making rapid strides Sarnoff said, pictures now being televised being about double that of the former 5½ x 7 inches.

Coverage of the U. S. with approximately 3 million square miles of territory and about 130,000,000 inhabitants presents a problem "more formidable" than in England, where the area is small and the population concentrated, he pointed out. Mentioning the government subsidy of television in England, Sarnoff was sure that reception would be free to the American home through private enterprise. Further technical improvement was necessary in transmission as well as reception, but as the improvements were made, costs should decrease and reduce the huge financial outlays now necessary in starting a nation-wide television service.

Sponsored tele programs were definitely a part of the future status of this new form of entertainment, stated Sarnoff, because the program service will be costly and support will devolve upon advertisers as it does in broadcasting. Before sponsors can be interested, however, it is necessary to provide a seeing and hearing audience. He pointed out that RCA equipment was second to none, that developments in England were based on RCA patents and reminded his hearers that CBS in re-entering the field of tele had purchased RCA apparatus.

RCA First Quarter 10% Ahead of 1936

(Continued from Page 1)

deficit of about one cent a share on the common. Sarnoff warned, however, that the first quarter business was not a sound basis for determining the profits of the entire year.

By a vote of 63 per cent of outstanding stock, directors were re-elected. Proxies were received from 56 per cent of stockholders, a higher percentage than last year.

| | | | |
|-----|-----|-----|-----|
| 1 | 9 | 3 | 7 |
| SUN | MON | TUE | WED |
| 4 | 5 | 7 | 8 |
| 10 | 11 | 12 | 13 |
| 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 |
| 29 | 30 | | |

April 7

Greetings from Radio Daily

to

Walter Winchell
Charles Carlile

NEW PROGRAMS—IDEAS

"Current News Forum"

Successful in a three-month trial, "The Current News Forum" has been made a daily 11-11:30 a.m. feature over KUOA, Siloam Springs, Ark. Purpose behind the program is intelligent interpretation behind the daily news and it endeavors to interpret problems and questions which arise every day in the minds of persons reading the news. This is accomplished by inviting guests to the news forum who represent a cross section of community life. The regular staff consists of Dr. Henry F. White, economist, writer and historian, and Roger Cox of the Science and Mathematics department of the John Brown University. Various masters of ceremonies are used from time to time, and their duty is to keep the conversation running.

The program is entirely ad lib, but listeners write in with frequent question as to whether the program is ad lib or script. This procedure is followed: The master of ceremonies chooses a United Press bulletin and reads it. He then throws the forum open to the visitors who ask pertinent questions regarding the background, causes and effects. The staff of the news forum then comes into play with answers. It has been found best to use the same visitors for a period of time because after they grow more familiar with the microphone their questions become more spontaneous.

Trailer as Radio Studio

In connection with spots being sponsored by the Southern New York and Connecticut Trailer Show, to be held at the County Center, White Plains, April 8-13, a broadcast will be carried out by WFAS, from within a trailer, with the "home-on-wheels" acting as a broadcast studio. Saturday is the date chosen for the Exposition broadcast, with 9:45 p.m. as the tentative hour. An "on-the-air" explanation of "trailer-ing" will feature the pick-up.

Service Station Series

In a campaign being prepared by B. M. Middleton, sales manager of WFAS, White Plains, N. Y., and the J. Sterling Getchell agency, Mayflower Stations Inc. (service stations) will sponsor programs in which listeners and motorists in Westchester County and lower Connecticut will have an opportunity to participate. Series starts in a week or so.

Business Federation Drive

Civic and Business Federation of White Plains Inc. has bought 75 station-break announcements over WFAS for the week of April 18 to precede "Federation Days," a pretentious event being held to promote retail trade in the city, which will be in holiday garb for the occasion.

Collegiate Tieup

Don Withycomb, g.m. of WFIL, Philadelphia, has arranged with eight colleges to substitute a radio script

in lieu of a composition assignment in the English course. Students are to submit a quarter-hour script weekly, the professor picking the best for station approval. John Clark, WFIL program chief, will select one of the scripts for incorporation in a "University Night" weekly program. Howard Lanin's band will supply college medleys for the programs.

Music School Series

A new series of programs, "Cavalcade of Music," has been started by KLZ, Denver. The station has invited music schools, high schools and colleges to put on 15-minute musical programs. Each school is to build up its own program complete. Will probably build up a following from the schools, parents and relatives.

Tie-up With Schools

Tie-ups between WBNX and foreign language classes of schools, calling for a 13-week series of Saturday 11:30 a.m. broadcasts by students, have been made with six schools. German programs are set with the James Monroe High School, Hunter College High School, New York University, Hunter College, Samuel J. Tilden High School and Grover Cleveland High School, with others to follow.

WHO Starts 8 a.m. Sundays

Des Moines—WHO is now starting its Sunday schedule an hour earlier, at 8 a.m.

St. Louis Gospel Center's weekly Sunday Bible Broadcasting services is being piped to WMO from St. Louis by special leased wire.

First Babe Ruth Broadcasts

Initial broadcast, April 14, in the Babe Ruth series sponsored by Sinclair Refining over CBS will have boys from Barnard High School discussing baseball and football. On April 16, Doris Hillman of Horace Mann High School will tell why she prefers baseball to football.

Giveaways of 20 RCA Victor auto radios and 500 autographed baseballs are tied in with the series. Federal Advertising Agency has the account.

Philco Auto Radio Drive

Philadelphia—Philco has launched an auto radio drive for the spring and summer and is now distributing to dealers throughout the country an impressive collection of high-powered sales aids to be supplemented by radio, newspaper and billboard advertising.

On Tour

GLEN GRAY

and the

Casa Loma Orchestra

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

ASCAP COMPLETES ITS NEW COMMITTEE

New Ascip Administrative Committee, formation of which was announced in RADIO DAILY yesterday, will have three additional members as selected by the board of directors. They are: Irving Caesar, Louis Bernstein and Walter Fischer. Herman Greenberg, long identified as a member of the Ascip staff, will become assistant to the general manager.

E. C. Mills, as mentioned will be chairman of the administrative committee and with Gene Buck, plus the members chosen yesterday, will supervise the organization's activities. John G. Paine, practically drafted for the spot as general manager, will hold a meeting today of the MPPA board and tell them he will accept the proffered post with Ascip. Also, he will recommend Harry Fox to be chairman of the board of the MPPA.

New setup definitely will relieve Mills of considerable detail work and leave him free to cope exclusively with the larger problems.

General Foods to Star Ripley in New Program

(Continued from Page 1)

be put on the air to promote "Post Toasties" and further that no product or network had been selected for the new show. Ripley is currently under contract to Standard Brands for the Baker's broadcast on Sundays over the NBC-Blue web, 7:30-8 p.m. Young & Rubicam and Benton & Bowles share the General Foods domestic advertising account.

Musical Artists Guild Re-elects Tibbett Prexy

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Smallens for one year. Frank Chapman, Charles Hackett, James Melton, Ernest Schelling, Don Voorhees, Fred Waring, Paul Whiteman and Efrem Zimbalist continue as members of board.

Yvette Rugel Renewed

Yvette Rugel, after some guest appearances with WMCA's "Howard Dandies," has been extended indefinitely on the nightly program. Carl Fenton's Orchestra supplies the music.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES
WJZ-10 P. M. E.S.T.—Friday
NBC Network
Dir.: A. & S. LYONS, Inc.

NEW BOOKS

NOT TO BE BROADCAST, by Ruth Brindze. Published by The Vanguard Press, New York. \$2.50.

Here is a perfect example of what happens when a writer creates a mental ogre, hits on what seems a "sensational idea" for a book and sets out to prove her theories by corraling all the information (reliable and otherwise) that serves her ends and ignoring everything that doesn't. The fact that her contentions and supposed bugaboos could be exploded by just a fraction of the facts which she ignored seems to be of no moment to the author of this volume sub-titled "The Truth About Radio." Miss Brindze certainly must have heard about that popular expression, "The Truth, the Whole Truth and Nothing but the Truth." Nevertheless, she has conveniently ignored most of the truth in order to turn out a strained effort to make some sensational reading about radio.

The book presents a lot of academic material relating to supposed monopoly, influence of the radio, political interference, restrictions on matter delivered over the air, etc., etc. As proof of radio influence, the author says Roosevelt won his re-election by going on the air when the press was against him. But how about Father Coughlin, who did over twenty-fold more broadcasting, and with an equally forceful oratorical voice, yet in the showdown he was left high and dry by his listeners—proving that the public is not so easily swayed in wrong directions, and that it is able to recognize merit and reject the spurious.

Miss Brindze, in a one-sided, loudly prejudiced vein, writes 310 pages about what she thinks is wrong with radio. There are many persons who could write 3,010 pages on the good side of radio—but that wouldn't make a sensational book. Before Miss Brindze says anything more about misrepresentation and over-selling by advertisers on the radio, she should submit her book to an impartial board.

Enterprises of the size and scope of radio must expect to be periodically assailed by critics, fault-finders, axe-grinders, solons who make a bid for headlines by seeking to probe or legislate, and writers who will "debunk" anything and anybody from George Washington down. Miss Brindze set out to "debunk" radio, but her book is ten times more vulnerable to debunking. A hundred million radio listeners can't be wrong.

WGY Mail at Record

Schenectady—In an eleven-day period during March, audience mail response at WGY reached an all-time station record of 34,587 letters.



● ● ● Georgie Price is dickering with Young & Rubicam to fill the Jack Benny spot during the summer... Philip Lord's "We, the People" has been renewed for the fall—though bowing out during the summer... However, his other smash show, "Gangbusters," runs right through... John Mayo, former FDR announcer in Washington (and his reporting of the Lindbergh snatch via CBS remains an ether classic), has moved his family back to city and will stay here permanently... Ruthrauff & Ryan are talking to Paul Douglas about a baseball series... Jack Pearl will not have to be operated on, for which "Hooray!"... Louis Armstrong's contract is for 13 weeks with options running into two years... Vincent Lopez opens at the Paramount the 28th... Harry Richman is readying scripts for an air show to be announced within a fortnight... Al Goodman replaces Mark Warnow on the Hit Parade May 8.

● ● ● Mrs. Ted Lewis' charm bracelet has 64 different charms but the one dearest to her (and was made in gold especially for this purpose) is the CRUSHED top hat so symbolic of Ted... Mae Desmond auditioned at NBC yesterday... Announcer Bill Bailey has written six different shows with four now being considered at an agency... Eduardo G. Gonzalez, owner of the United Theaters in Porto Rico, is touring the NBC studios with Eddie Dukoff, taking a look-see before returning to his native land and opening a radio station there... Mann Holiner has been made permanent director of radio at Lennen & Mitchell.

● ● ● Reason for "Popeye's" fade from the nets was the high tariff placed on the rights by King Features... Wheatena is looking for another show... Buddy Clark's voice is the one heard while Jack Haley moves his lips in "Wake Up and Live"... When Consolidated Radio Artists close their books for the first year in business (July) it will show over \$2,000,000 of transactions by this firm... Kelvin Keech will be one of the three judges of the Eagle's beauty contest next week... NBCaster Jack Costello meds Mary Sullivan, non-pro of Minn., in June, leaving Bill Green his share of the bed... Ray Heatherton is flying from Boston to N. Y. for his airings because of show rehearsals there... Don Wilson's money-demand to re-appear on the Jack Benny show next fall may result in the announcing-stoooge being off.

● ● ● National Ice auditioned Howard Petrie, Jack Costello, Bill Bailey, Ed Herlihy, Robert Waldrop and Jean Hamilton to fill Howard Claney's spot. The job goes to Hamilton... Consolidated Gas holds announcing auditions today to fill George Hicks' job... Betty Glenn was called to Philly late last night to attend the funeral of a cousin... Benton & Bowles auditioned a dramatic show yesterday... Sid Gary got a wire from Milton Berle from Hollywood: "Heard you sing Laughing at Me stop order a piece of herring for me with onions love"....

● ● ● "Symphonic Rhythms" produced by Henry Souvaine of General Motors and General Electric fame, auditioned yesterday Dominico Savino's Ork, Thomas Thomas, Met audition winner, and a choir for possibly La Salle... Willys-Overland are holding an audition in Toledo with Kay Keyser's band... Donald Flamm reports that business at WMCA perked up when he took his trip so he'll leave again shortly!

GUEST-ING

PERCY GRAINGER, on Kraft Music Hall, April 15 (NBC-Red, 10 p.m.).

JOSEPH SCHMIDT and HELEN GLEASON, on General Motors show, April 11 (NBC-Blue, 8 p.m.).

DUDLEY DIGGES, SARA ALL-GOOD, ERNA SACK, LAURITZ MELCHIOR and JUAN DARIENZO's TYPICA BAND, on Magic Key of RCA, April 11 (NBC-Blue, 2 p.m.).

HENRY HULL, in a special radio playlet, "The Harp," by Arch Oboler, on Rudy Vallee's Varieties, tomorrow (NBC-Red, 8 p.m.).

DONALD DICKSON, LUCIA GRAESER and NEW YORKERS CHORUS, in addition to ETHEL MERMAN, on Sealtest Party, April 10 (NBC-Red, 8 p.m.).

BETTE DAVIS on Hollywood Hotel, April 16 (CBS, 9 p.m.).

CAPT. EDDIE RICKENBACKER and MAJOR AL WILLIAMS on Phil Baker show April 18 (CBS, 7:30 p.m.).

JACKIE HELLER, on the Ed Wynn program April 17, (NBC-Blue, 8 p.m.).

Doelger Beer to Use Radio

Peter Doelger Brewing Corp. (beer) will include radio in the advertising schedule this summer. Plans are now being completed by Carl Doelger and Lee Rousseau, former head of the radio department of Staples & Staples advertising agency.

KLS Show Joins CBS Net

Salt Lake City—"Sunday Evening on Temple Square," one of the oldest sustainings on KLS, has joined the CBS Pacific Network. Musical program is heard regularly at 10 p.m.

Congressional Studio

Washington Bureau of THE RADIO DAILY

Washington—The new Congressional Temple of Radio, addition to the old House office building, set apart for Congressmen to broadcast on Capitol Hill issues without having to travel to the broadcasting stations, is now in operation.

KCKN Audience Growing

Kansas City, Kas.—Reflecting increase in listening audience of KCKN, a February series of 26 ten-minute programs for a Household Magazine Recipe contest brought 881 entries, whereas in December a 24-time similar contest brought only 177 entries.

Curious About Radio

Tulsa, Okla.—An invitation by KTUL resulted in 2,502 high school seniors from this trade territory descending on the station Friday for a backstage insight. Turnout surprised the station and kept six of the staff busy all day.

**WITH THE
★ WOMEN ★**
By ADELE ALLERHAND

CLAUDINE MacDONALD, director and supervisor of NBC's "It's a Woman's World," whose radio background has a range that includes the executive and the actual broadcasting, is known to other women as one of the few femmes whose air voice is an auditory treat... She attributes it to pitch... Believes that the gals sound didactic and condescending through the mike when they let their higher registers rule... She proved it by letting her own resonant contralto climb, without losing the thread of the conversation... believes that radio audiences belong in the studio at some broadcasts, not all... but says she detaches herself from them while on the air... Prefers to address her observations to an intimate group of 2 or 3 people, in theory... Actually talks to millions.



Mary Dietrich, NBC warbler, a laryngitis sufferer who wishes singers could have compound fractures instead of throat difficulties... Isabel Manning Hewson of WFIL-Mutual's "Petticoat on the Air" is lecturing at women's clubs and parent teacher associations in the Philly area on current topics and the perennial one of charm... Lily Pons returns to the Kostelanetz fold April 14 at 9 over WABC... Jean Dickenson, Denver soprano, was greeted by the mayor and did a broadcast from the station, when she returned home... Martha C. Carlson of the NBC stenographic set drew Social Security card No. 26,000,000, with Frances Perkins making the presentation, broadcast yesterday over the NBC-Blue.



Fred Allen will audition Fanny, the goose... the feathered phenomenon just negated \$50 a week offer to tour department stores. Prince and Princess Chichibu yesterday made a tour of the NBC studios, accompanied by Ambassador Saito... His Highness tried out his voice over the mike in Nipponese and English and viewed a 20 minute demonstration of television including picture of his arrival at Penn station... Paula Trueman of "You Can't Take It With You" to do guest-shot on Thursday's "Theater Guide" over WINS... Irene Delroy is Pat Barnes' air guest on the Friday "Opera House" broadcast.

STATIONS OF AMERICA
Highlights in the Development of Outstanding U. S. Radio Stations:
No. 18 of a Series

WCOA — PENSACOLA, FLA.

500 Watts Day—500 Watts Night—1340 K.C.
(Application pending for 1000 watts)

JOHN H. PERRY
President

GEO. C. WILLINGS
Vice-President

HENRY G. WELLS, Jr.
Station Manager

WCOA was established by the City of Pensacola in the early days of radio, and was one of the pioneers in this field in the South. It was sold in 1932 to J. H. Pace, and complete new equipment purchased and elaborate studios erected in the San Carlos Hotel.

In 1935, WCOA was purchased by the News-Journal Co., publishers of the Pensacola News and Pensacola Journal. From this time on, the station has made rapid strides in becoming one of the leaders in radio broadcasting in the South. The purchase of new and better equipment, changes in programs and personnel, and affiliation with CBS have all contributed to the continued prosperity enjoyed by WCOA. Studio "A" is equipped to handle orchestras and large gatherings without crowding and Studio "B" was constructed for individuals or small groups of artists. In addition, WCOA has a specially equipped audition room for use of its advertisers.

The merchants of Pensacola use WCOA extensively for advertising and its facilities are constantly used by local civic organizations. The majority of the Columbia network programs are sent out over WCOA to listeners in two states. In addition to its Columbia and local programs this station offers the rich musical library of the NBC Thesaurus transcriptions to its listeners. WCOA is the only station giving complete primary coverage to West Florida and Southern Alabama.

WCOA runs a full page Radio Guide with feature pictures in the Pensacola Sunday News-Journal, giving information concerning its outstanding commercial and sustaining programs to be broadcast the following week. The daily programs are carried in three of the John H. Perry chain of newspapers, Pensacola News, Pensacola Journal and Panama City News-Herald.

Under the station management of Henry G. Wells, Jr., WCOA has become a dominant factor in the large territory which it serves. Perhaps the most outstanding feature is the phenomenal increase in business for the first two months of 1937 as compared with the same period in 1936. Revenue from national and spot business increased 252 per cent while network programs showed a 502 per cent increase.

ORCHESTRAS - MUSIC

DOLLY DAWN and George Hall supplement their own newest recordings by personal appearances on the "WINS Matinee Frolic" this afternoon, 4:30-5.

Paula Kelly replaces Joan Cavell as featured warbler with the Dick Stable ork at the William Penn, Pittsburgh.

Leonide Massine, director of the Monte Carlo Ballet Russe, makes his only radio appearance in America on WQXR's "Music and Ballet" hour 9-9:45 tomorrow night, as the guest of Irving Deakin, conductor of the program.

Harold Madsen, once associated with Walter O'Keefe in New York, Richard Cole at Chi's Palmer House and Phil LeVant's Band, has joined the Paul Christensen musical ensemble at Omaha's Hotel Paxton. He vocalizes and plays the guitar and trumpet.

Jimmy Lunceford's first theater date, on his return from abroad, is

set for the week of April 16 at the Nixon-Grand, Philadelphia.

Frank Black and the NBC Orchestra present two new American compositions in their world premieres, Hans Spialek's "Manhattan Watercolors" dedicated to radio broadcasting and "A Gosling in Gotham" by Arthur Lange, on April 8, 8:45-9:30 p.m. over the NBC-Blue. Spialek and Lange are prominent pillars of the musical colony in Hollywood.

Ken Burton and Walter Craig, producer of the Chevrolet show, have co-authored a ditty framed as a musical question, titled, "How Can It Be?" Rubinoff introduced it on the Sunday broadcast.

Maestro Jesse Stafford and his band, featured at the Lake Merritt Hotel in Oakland, Cal., inaugurated a series of programs over KYA Sunday night at 8:30, direct from the hotel.

Ruth Donne and her instrumental

**★ F. C. C. ★
ACTIVITIES**

HEARINGS SCHEDULED
May 6: Advertiser Publishing Co., Ltd., Honolulu. CP for new station. 1370 kc., 100 watts, unlimited.

Fred J. Hart, Honolulu. CP for new station. 600 kc., 250 watts, unlimited.

Central States Broadcasting Co., Council Bluffs, Ia. CP for new station. 1500 kc., 100 watts, unlimited.

Sioux City Broadcasting Co., Sioux City, Ia. CP for new station. 100 watts, 250 watts LS., unlimited.

C. W. Corkhill, Sioux City. CP for new station. 1420 kc., 100 watts, unlimited.

APPLICATIONS RECEIVED
Southern Minnesota Supply Co., Mankato. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

KSTP, National Battery Broadcasting Co., St. Paul. Auth. to transfer control of corp. from Lytton J. Shields, deceased, to First Trust Co.

APPLICATIONS RETURNED
Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Champaign News-Gazette, Inc., Champaign, Ill. CP for new relay station. 39700, 39900, 40800 and 41400 kc., 2 watts, unlimited.

Ralph Perez Perry, Guayama, Puerto Rico. CP for new station. 630 kc., 250 watts, unlimited.

APPLICATIONS RECEIVED
NBC, New York. CP and license for new relay station to transmit special program June 8 from U.S.S. Avocet. 6425, 8655, 12862, 17310 kc., 1000 watts.

trio are being aired nocturnally over WBNO from the St. Charles Bar, New Orleans.

Johnny Green of composing and orchestra fame penned a new tune during a five-minute recess at a Fred Astaire rehearsal last week, and will release it under the moniker of "Five Minutes Alone".

Maestro Jimmy Poyner and his ork, an aggregation of North Carolina's favorite collegians, who will appear regularly on the campus for extra-curricular events until commencement, will be heard in a series of late-hour broadcasts over WPTF, Raleigh, N. C. from N. C. State College throughout the spring.

C. M. Tremaine, Secretary of the National Music Week Committee and Mrs. Elmer James Ottaway, vice-president of the National Federation of Music Clubs, will officially announce National Music Week (starting May 2) in a broadcast tomorrow, 7:30-7:45 p.m., over the NBC-Red network.

Peter Van Steeden, batonist of "Town Hall Tonight", observes his second anniversary as musical head of the program with the Wednesday the 14th broadcast.

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

San Francisco

Reiland Quinn, KYA production manager, has sold nine plays to sponsors of NBC's "First Nighter," heard coast to coast.

Harry Rogers, program director of KYA, a former newspaperman and lawyer, says radio has won him over permanently.

Walter Rudolph, musical director of KYA, has a personal library of more than 47,000 orchestrations.

Harry F. Anderson, sales manager at NBC, was the featured speaker last week at joint meetings of Business Administration classes at the University of Washington, Seattle.

Wallenstein Is Signed As Firestone Maestro

Alfred Wallenstein, the WOR classical music conductor, has been signed to be the permanent conductor of the "Voice of Firestone" concert programs on the NBC-Red network, Mondays, 8:30-9 p.m. Wallenstein recently received honorable mention from the W. N. R. C. for his WOR musical programs. Richard Crooks and Margaret Speaks are featured on the Firestone program.

WHIO Interview Coup

Dayton, O.—When Mrs. Martin Johnson said she couldn't accept an interview invitation from WHIO because she was in a wheel-chair and also had a string of engagements, Ron Gamble, WHIO special features announcer, used his ingenuity and ran a line to her luncheon table. Mrs. Johnson, appreciating the coup, responded for WHIO listeners.

Want Ad Department

A "Classified Column of the Air" was started last week by KXBY, Kansas City. Any kind of ad, such as found in newspaper classified columns, will be accepted. Rate is 2 cents a word, with a 50-cent minimum ad.

Fish Weighing

Bruce Quisenberry, WMBH program director and Talk of the Town announcer, recently weighed a fish on the downtown streets of Joplin, Mo.

The question arose as to whether or not a fish weighed anything in the water. So the argument waxed and was settled by the public weighing, with a large crowd present to see the argument settled. The fish weighed as much in the water as out. Next step is to see how much more a man weighs after a big steak.

★ Coast-to-Coast ★

CHARLES CRUTCHFIELD, WBT (Charlotte) program director, will introduce one of the best-known equine stars in Hollywood at a Junior chamber of commerce luncheon today. Honor guests at the luncheon will be Hoot Gibson and his horse Rowdy.

Kay Brinkler, former dramatic artist at KOMO-KJR, Seattle, is now playing leads in the radio serials starring William Farnum.

Byron Fish, of the production staff of KOMO-KJR, Seattle, is placing some of his drawings and humorous essays in national magazines.

WSOC, Charlotte, had a couple of very unusual broadcasts last week. One was from a carnival midway where an operation on a lioness was aired. The other was in connection with the bond election for enlargement of the city water works.

Program Director Turner F. Cook and Chief Announcer Warren Greenwood of WMAS, Springfield, Mass., have started a new series of educational questions and answers entitled "Answer Me This!" It goes on Mondays at 2.

Hillis W. Holt, chief engineer at WSPR, Springfield, Mass., has been granted a three months' leave of absence to go to Atlanta to make changes in a radio station there. Clifford Hansen takes his place as chief engineer and Russell Pinney will be substitute operator.

Mrs. Moe Bowers, head of the continuity department of WMAS, Springfield, Mass., is the mother of a son. She is known to radio audiences as Ethel B. Henin, broadcasting home programs.

Lyle DeMoss, program director of the KFAB-KFOR, Lincoln, was elected president of the Lincoln Exchange club, new service clubs.

WHBY, Green Bay, Wis., has underway a half hour amateur contest on Monday evenings for announcers with an announcer's job as the first prize.

WHA and WLBL, Green Bay, Wis., are presenting a series of programs designed for parents and teachers each Thursday, 5-5:15 p.m. C.S.T., under sponsorship of the Wisconsin Education association.

A series of mystery thriller serials is being presented over KLZ, Denver, five nights weekly. Each yarn has five installments, with the solution remaining dark until Friday's broadcast. Program, sustaining, put on by KLZ Players, including Ernest Robinson, Lawrence Miller, Paul Keith,

George McCool, Mildred Jackson, and C. J. Sorenson. Directing is William Foulis.

Lyle DeMoss, man on the street at KFAB, Lincoln, for Kentucky Club tobacco, still makes Saturday noon calls to different towns and uses the local populace for audience. Gag has been going for a long time and has boosted the "street" listeners considerably.

Earl May, owner of KMA of Shenandoah, Ia., has arranged with the Department of Agriculture to present a series of soil conservation programs over the station.

Floyd Gibbons, radio comentator, author, etc., is gazing movie-ward.

Earl Harper today broadcasts over WNEW the seventh and last baseball game by direct line from Florida. Boston Red Sox and Newark Bears will clash.

Jerry Baker has taken a leave of absence from Billy Glason's WMCA Sunday "Fun Fest" to do a bit of night club work. Paul Smith also has left the cast. They will rejoin later.

Walter Cassel, who once sang over WOW but is now in Hollywood doing movie and radio work, made a recording at the Warner Bros. studios for WOW's 14th anniversary.

Harold V. Hough, owner of KTOK, Oklahoma City, which joined the Mutual network last week, expects to have his station in new studios in the near future. J. R. Whetsel is manager and W. E. Robitsek commercial manager of KTOK.

Ed Sprague's new 11:10 p.m. sports commercial on WCAE, Pittsburgh, officially starts April 12.

Eddie Gallaher, sports-network announcer at KTUL, Tulsa, made his first hole in one the other day. Ralph Rose Jr., KTUL musical director, verified the shot.

Juan Ricardo, romantic baritone discovered two years ago and placed in special training by Harold Fair, program director of WHO, Des Moines, has garnered a big fan following since he made his professional debut last month over WHO under sponsorship of Cownie Furs Inc.

Rosa Rich, new soprano, makes her local radio debut tomorrow on WFIL. She joined the station staff after some work in the Carolinas.

George Thomas of WHAT, Philadelphia, is collecting swing records and already has 300.

NEW BUSINESS

Signed by Stations

WMAS, Springfield, Mass.

Week's Leather Store, twice-weekly spot series in Transradio News Broadcast.

WWSW, Pittsburgh

Fort Pitt Brewing Co., baseball scores twice daily, placed through W. S. Hill Co.; Max Azen (furrier), thrice weekly "Professor Yes 'n' No," formerly sponsored by Yellow Cab.

Radio Boosts Theater Biz

Detroit—Using a five-station hook-up emanating from WXYZ here, Michigan Theater with "Waikiki Wedding" did a Sunday gross of \$8,000, second highest record for the house. Idea is to be repeated.

WNEW, New York

Wallraff Co. (household appliances), Newark, 13 weeks, spelling bee, Wednesday and Thursday, 9-9:30 p.m., through Scheer Advertising Agency.

WMCA, New York

Alexander's Dept. Store, "Quizdom Court", from Park Plaza Theater, Friday nights; Michaels Bros., "Gerald Griffin's Paramount Hour" from Brooklyn Paramount Theater, Friday nights; Carl H. Schultz Corp. (celery tonic), Nick Kenny's Children's Parade, Saturdays; United Drug (Rexall), five 15-min. disks; Remington Rand, renewed "Five Star Final", nightly and Sunday; Armin Varady Inc., Ted Weems' Orchestra on Sundays from Chicago, also four 5-min. daily spots.

Philharmonic Concerts Ending

CBS will end its current series of New York Philharmonic Symphony concerts April 26 and will return to the air in October for a season which will run two weeks longer. Concerts are not available for sponsorship.

Animal Rescue Broadcasts

Des Moines — Animal Rescue League presents three broadcasts on WHO next week, Tuesday, Thursday and Saturday, under auspices of the American Humane Ass'n in observance of "Be Kind to Animals Week."

Technical Checkup

Tulsa—More accurate technical checking and attention to all studio and local programs aired over KVOO, has been ordered by William B. Way, manager of the station. In line with these instructions, Howard Hamilton, engineer, has been placed in complete charge of set-ups for orchestras, bands and local productions. Hamilton, besides being an engineer, is a musician and organist. He will work with the production department in an advisory capacity.

COMMENTS
On Current Programs

Lux Radio Theater

With one of the most imposing air cast presented to date, Lux regaled listeners with an unusually fine performance of "Farewell to Arms" over CBS on Monday at 9 p.m. Clark Gable, Josephine Hutchinson, Adolphe Menjou, Jack La Rue, Lionel Belmore and Doris Lloyd were principal players. As an incidental feature, Cecil B. DeMille presented Courtney Riley Cooper in a little talk on criminology.

Edwin C. Hill

"The News Parade," latest addition to the commentating stints of Edwin C. Hill, put on as a Monday to Friday feature at 12:15 p.m. over CBS under American Tobacco sponsorship, is in the trend and style that have made Hill one of the top talkers of the air. Current highlight news topics, an occasional personality note, a brief remark of a commercial nature to give announcer Andre Baruch an opportunity to expand on it later, and the customary Hill "human touch" comprise and characterize the program. For this noon spot, a slight but not too pronounced effort is made to interest women in particular. Both material and Hill's delivery lend themselves to easy receptivity.

Voice of Firestone

Taking the place of Richard Crooks, who was ill, Frederick Jagel brought a fine tenor voice to Monday night's Firestone program over the NBC-Red network at 8:30 p.m. The young Metropolitan opera star has a most likeable singing personality. Alfred Wallenstein did grand service in conducting the orchestra.

"Pioneers of Science"

This series, though its scripts do not always realize the full possibilities of their subject, is one of the more interesting of the serious programs to be heard over WHN. Last Thursday night's program, 7:30-8 p.m., was the story of Lady Montague, titled "Lady of Letters," who introduced inoculations against smallpox in England early in the 18th century and was at first roundly condemned for it, later won vindication. Dramatization came through quite well despite evident limitations of time and facilities.

Bing Crosby

Another former "just-a-crooner" who is fast becoming a smart showman, Bing Crosby had another unusually diverting program on the air last Thursday night at 10 over the NBC-Red. Highlight was John Barrymore in a chummy exchange of dialogue topped off by a bit of Hamlet. It sounded like a very different Barrymore, but a good radio bet. Also among the guests were Amelia Earhart, her husband George Palmer Putnam, June Travis of the flickers, and others.



HILDEGARDE

Sustaining

NBC-Blue, Saturday, 10-10:30 p.m.

DISTINCTIVE AND TALENTED VOCALIST IN WELL-DIVERSIFIED PROGRAM.

This Hildegard damsel, in her own little way, is fast becoming one of the air's best singing artists. She has talent, a genuinely individual style, and a most ingratiating style. Though her forte seems to be in the line of plaintive numbers, such as "Wanted," "Why Was I Born" and "Let's Call the Whole Thing Off," all included in her last broadcast, she also did highly entertaining tricks Saturday with a German novelty number. Real, unforced artistry. The orchestra background provided by William Wirges aided the singer considerably.

Radio Writing Course At Iowa State College

Ames, Ia.—A course in radio writing with broadcasting practice over the college station, WOI, has been inaugurated at Iowa State College here under the direction of the Technical Journalism Department. In the classroom work the qualified students learn to write informational talks, dialogues and interviews. As a laboratory the students have taken over the broadcasting of news eight times a day from WOI, editing the news as it comes from a press service teletype printer and announcing it. News broadcasting consists of six 3-minute periods, one 10-minute period and one 15-minute period each day.

A small studio and a teletype printer have been installed in the Technical Journalism Building. Prof. Blair Converse, head of the Technical Journalism Department, and Prof. Richard W. Beckman are in charge of the new course.

KMA Adds 2 Sustainings

Shenandoah, Ia.—Two new sustaining programs have been added by KMA. "Barn Dance Frolic", 9-10 p.m. Saturdays, has "Uncle" Carl Haden as emcee, with Howard Chamberlain, Geraldine Hansen, Aaron and Caroline Campbell, Buster and the Boys, Mickey Gibbons, "Five in a Row", the Crouse Twins and the Novelty Aces.

Other program is the "Early Risers", 5:30-6:30 a.m. daily, with Haden, Fred Greenlee and Cy Rapp in charge. Mary Jane and Buster, the Campbells, the Crouse Twins and early news flashes are included.

"CURFEW SHALL NOT RING TONIGHT"

Sustaining

KHJ-Mutual Network, Saturdays, 9:30-10 p.m.

OLDTIME MELODRAMAS BRING SOME REFRESHING AMUSEMENT TO DIALS.

Disarming in aged contents as well as in production handling, the newly inaugurated Gas Light Theater series ought to provide satisfactory delight to listeners seeking a touch of something different and amusing in the run of drama. Using stars of the silent films, including William Desmond, Creighton Hale, Joe DeGrasse, Minna Durfee and others, the first of the highly hoked mellers of the 90's was roundly and robustly diverting.

Merchants Cooperate In WFAS Civic Series

White Plains, N. Y.—E. K. Dawson, in charge of special features programs for WFAS here, making his headquarters at the Hotel Majestic, Port Chester, where he is arranging details of a series of Port Chester Civic programs to start soon over WFAS under cooperative sponsorship of merchants and business men of the Sound village. The programs will feature prominent residents and officials.

WNEW Spelling Bee

A spelling bee conducted by Ted Webbe is being added today to the "Question Mark Time" programs over WNEW from the stage of the Paramount Theater, Newark. The "bee" will be aired Wednesdays and Thursdays, 9-9:30 p.m. Webbe continues his "Man on the Street" series.

Gain 500 New Dealers

Milwaukee — Quality Biscuit Co., sponsoring Russ Winnie's "Sidewalk Reporter" at 12:45 p.m. daily except Sunday over WTMJ, reports that the series brought 500 new dealers in Milwaukee alone, increasing distribution outlets 38 per cent. Sponsor has renewed for a year.

Too Many Phone Calls

Newport News, Va. — Due to the tremendous telephone response to "Parties Around Town," nightly dance feature on WGH, the phone requests have been discontinued. Only postal card requests are taken.

Night Baseball on KIRO

Seattle — Sponsored by General Mills (Wheaties), night baseball is being carried again starting May 25 by KIRO as the only broadcast of professional ball in this state. Leo Lassen is behind the mike.

Coming Events

Today: National Association of Broadcasters spring meeting of board of directors, Hotel Washington, Washington, D. C.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 2-9: National Music Week; David Sarnoff, chairman.

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

May 10-12: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

June 1-10: Radio-television exposition, Moscow.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

Emerson Drug Placing Spot and Show Series

Emerson Drug Co., Baltimore (Bromo-Seltzer) through J. Walter Thompson, is placing a series of spot announcements and quarter-hour programs. Client is interested in stations in Philadelphia, Boston, St. Louis, Pittsburgh, Detroit, Chicago, and New York. Spot announcements are already running on WMCA with WJJD to carry quarter-hour sport broadcasts with baseball statistics, seven days weekly, beginning with the baseball season.

ADOLF SCHMID

Conducting—Orchestration
INSTITUTE OF MUSICAL ART
JUILLIARD SCHOOL OF MUSIC
New York City

26 ACCOUNTS REPORTED FOR 'WLW WIRE' HOOKUP

(Continued from Page 1)

WLW and is acting as sales representative.

Sales activity now being carried on in Chicago indicates that more accounts will be added by the time the program schedule is set. Doubtful if a complete list of the commercials will be made public for the time being. Transamerican figures there is no use in having clients bothered with counter propositions by other webs or stations.

Considering the 26 shows already set commercially, and the sustaining and other activity to be added, "WLW Wire" gives every indication of a busy proposition. A possible 50 or more shows may be on the hookup within a very short time.

NAB to Set Convention

Washington Bureau of THE RADIO DAILY
Washington—NAB directors will definitely set the date of the annual NAB convention at today's executive meeting. James W. Baldwin, managing director, told RADIO DAILY yesterday.

Claims Program Never Aired

Washington Bureau of THE RADIO DAILY
Washington—FCC Council yesterday listened to Samuel Mogelewsky, New York clothier, testifying that he had paid WARD, Brooklyn, for a program which was never aired. The program was to have originated from the clothier's store, but he stated he was later informed that no broadcast had been aired. Instead, the time had been used by a fish concern.

Chairman Anning Prall directed Mogelewsky to produce records of the transaction before the commission today.

At present WARD is seeking facilities on 1400 kc. WLTH, WVFV, WBBC and WEVD are also attempting to receive permission to use same waveband.

WJBW Action Delayed Again

New Orleans—Hearing on the injunction which Southern Broadcasting Company Inc., lessors of WJBW, is asking to restrain Charles Carlson, station owner, from continuing certain alleged interferences with the operation of the station, has again been postponed at defendant counsel's request.

ONE MINUTE INTERVIEW

JAMES P. BEGLEY

"No matter how talented the radio artist, he requires, I would say, a minimum of two years' practical training to arrive at the elements of radio technique. And yet, hundreds of radio artists trust their success to the public and expect recognition while they are still sophomores."

PROMOTION

Listener Checkup

WWL, New Orleans, as a means of checking number of daytime listeners, is announcing daily an original radio game to be sent to any one submitting name and address.

Illustrated Weekly Programs

The weekly programs of KLZ, Denver, mailed to persons requesting them, have been dressed up with pictures of announcers and highlights of the week's programs now appearing on the front of the folder. Five thousand are mailed each week.

KRNT Plugs Higher Power

A full-page illustrated ad in the Des Moines Sunday Register was used by Iowa Broadcasting System to publicize KRNT's increase to 5,000 watts power, against 1,000 formerly. Fine layout, with a photographic kaleidoscope of the radio attractions, plus some pertinent reading matter and dialing instructions, made the ad attractive as well as informative.

Cartoon Publicity

A series of daily cartoons in the Kansas City Journal-Post is being run by WHB as a medium of advertising the station. Gags used are supplied by Al Stein, local undertaker and comedy writer. Gene Thornton is the cartoonist.

Invite Program Ideas

Collins Driggs, organist on "Eta Alpha Program," first program of the day, 7-7:30, over WDRC, Hartford, has been conducting a "program directors' contest." Listeners have been asked to submit complete programs for use during this organ broadcast. Many replies have been received from persons throughout the area served by the station. Each Saturday the winning program is played over the air and the winner is awarded a handsome electric clock. There are also two honorable mentions. Listeners have been very enthusiastic about this idea, mail pouring into the station every day.

Madeline Brennan Joins WOR

Madeline Brennan, feature writer for newspapers and magazines, has been added to the WOR sales department. Miss Brennan will act as staff writer and assistant to Joseph Creamer, sales promotion chief of WOR.

"Young Hickory" at New Time

"Young Hickory" will be heard a half hour later beginning Monday, when it will be broadcast over the NBC-Blue network at 5:15 p.m. Formerly heard at 4:45 p.m., the serial will continue to be broadcast Mondays through Thursdays.

Sinister Circular

"Famous Jury Trials," from WLW, heard in East via WOR, Mondays 10-10:45 p.m., is now sending out promotional pieces calling attention to the program, sponsored by Mennen & Co. First to hand is a blood-like red ink smeared cardboard with a shoe-lace strung through it, a shoe-lace being the "death weapon" used by the culprit concerned, in next broadcast.

Note to Mennen; How about the other shoe-lace?

KANS Coverage Map

After much surveying and compiling on the part of Manager Herb Hollister, KANS of Wichita has issued its new coverage map. The station's new field intensity meter was used in the latest survey.

Millions of Salesmen

On the back page of one of its recent promotion pieces, citing results of various programs, Iowa Broadcasting System ran the following:

WE KNOW A SALESMAN

We know a salesman who never makes a call unless he is invited. Yet he is such a personable fellow that he has been invited—and welcomed—into thousands of homes in the cities and on the farms. He has never held a door open with his foot, never had to wait in a reception room, never written for an appointment, never rung a doorbell. When the day's work is done, and families are assembled in the privacy of their homes, he is summoned to speak his piece before them. He is a tireless worker—on the job nineteen and a half hours a day, seven days a week. And he is lightning fast—often calling on thousands of prospects within an hour. He carries out his boss' instructions to the letter—and works for a mere pittance per home.

Maybe you think there is no such salesman. Well, there is. What's more, we are in position to put you in touch with several thousand like him. They are the 690,994 radio sets of 4/5ths of Iowa, plus a portion of Minnesota, Wisconsin, Illinois and Missouri.

"This is—the Iowa Broadcasting System."

KTAT Race Broadcasts

Ft. Worth—Broadcasting of results from the major racing tracks, plus tidbits of gossip, will continue over KTAT through the 28 days of the Arlington Downs meet. The 15-minute programs go on at 5:45 p.m. daily, sponsored by Tim O'Hara, noted handicapper. Len Finger, KTAT's ace sports announcer, does the scripting and splicing.

Libby Hall Gets Spot

Libby Hall, blues singer, heard Fridays on the Inter-City Express, will start her own spot today at 8:30 p.m. Miss Hall has been at WMCA for the past year.

15-SECOND WAIT COSTS \$1,600 WEEKLY TO ACT

(Continued from Page 1)

ing upward upon options being taken up. Meantime Bestry signed the Canovas to appear in the Jack Benny film, "Artists and Models", and they had to leave for the coast last week. It was understood that there would be no charge for the line reversal, but a 15-second wait would be necessary in an ordinary reversal.

Agency official held a stop watch and said to himself, "Take it away Hollywood" and the second hand ticked off 15-seconds. It seemed like a year, especially for the middle of a program. It was decided an instant reversal was imperative when the Canovas were announced from the New York studios. Instant reversal by the A.T. & T. entails a cost of \$1,490. Production man to handle the Canovas, paid for by the act, cost \$100 weekly plus transportation both ways New York to Hollywood, running the bill into a round \$1,600 average, in fact a little more. (Repeat show included).

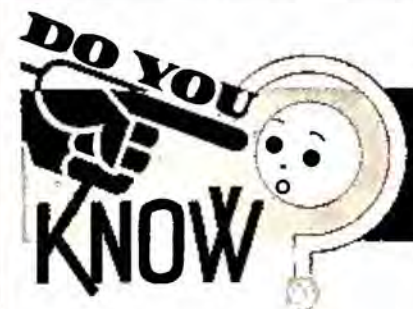
Canovas have cigarette money from the Woodbury show, but the picture dough is gravy.

CBS Coronation Departures

Members of the CBS staff who will cover the coronation begin leaving for London today. Wallace West, of the publicity department, sails at 2 p.m. aboard the Queen Mary. West will vacation after the coronation, returning to America May 24. Paul White, director of special events, and his bride, together with Bob Trout, announcer, sail April 13 aboard the Georgic. Mr. and Mrs. Edward R. Murrow will sail for England on the Manhattan April 21. Murrow is the recently appointed CBS European representative. CBS headquarters will be located at 14 Langham Place, London.

Nelson Eddy Recovered

Nelson Eddy, after a sojourn with his mother in their Beverly Hills home, is back in excellent health and will make his only guest appearance on the radio with the Ford Sunday Evening Hour, April 18, over CBS at 9 p.m.



In addition to the three national networks, there are about 40 local or regional radio chains.

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